

# ADVENTURE WORKS SALES ANALYSIS



SALES OVERVIEW

PRODUCT DETAILS

# OVERVIEW

Our money has gone



FY2018

FY2019

FY2020

Specialty Bike Shop

Value Added Reseller

Warehouse

Sales YTD

**\$13.84M**✓  
(+6.19%)

Profit YTD

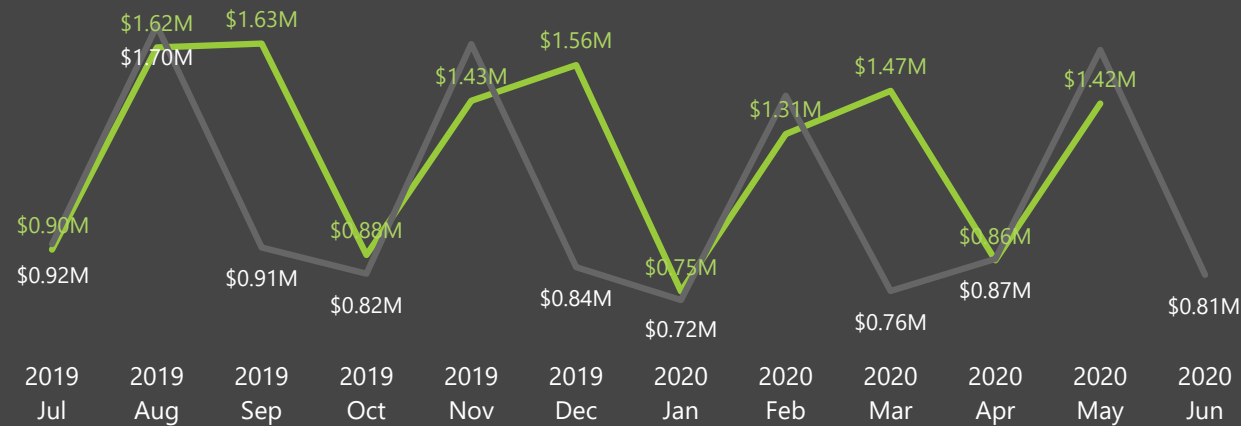
**(\$0.01M)**!  
(-102.71%)

Profit Margin

**-0.10%**

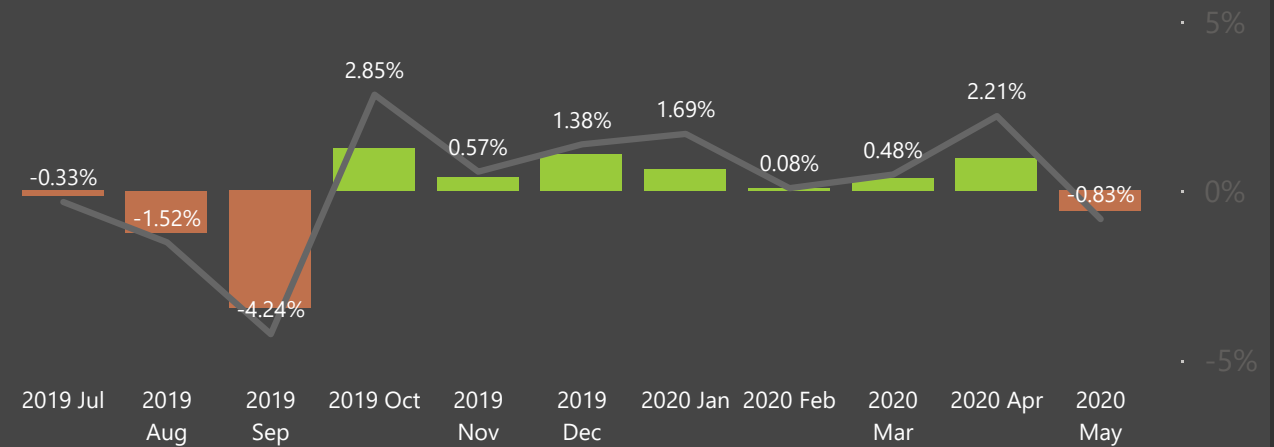
## Sales Trend over Month

● Revenue ● Sales Prior Year

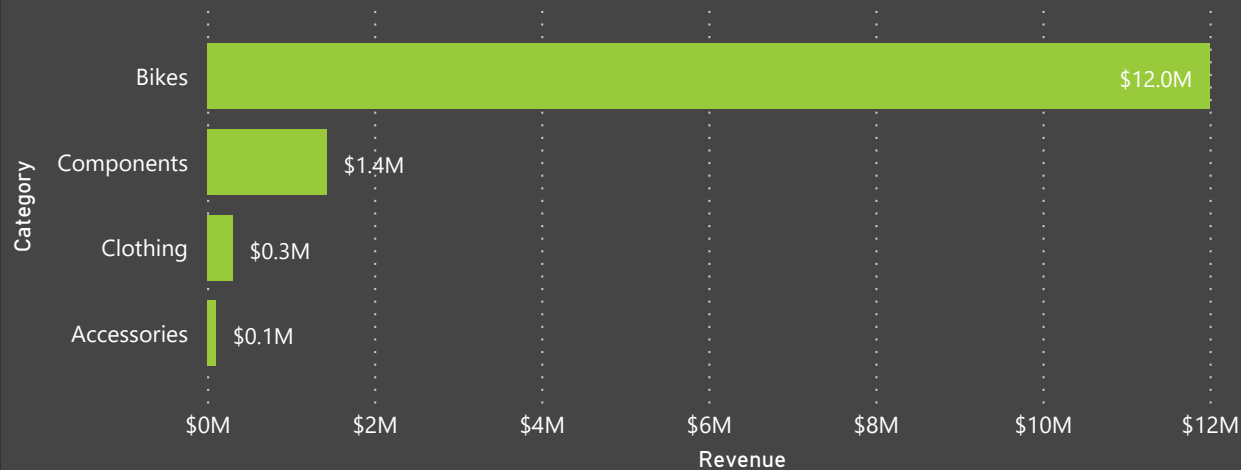


## Profit and Profit Margin by Month

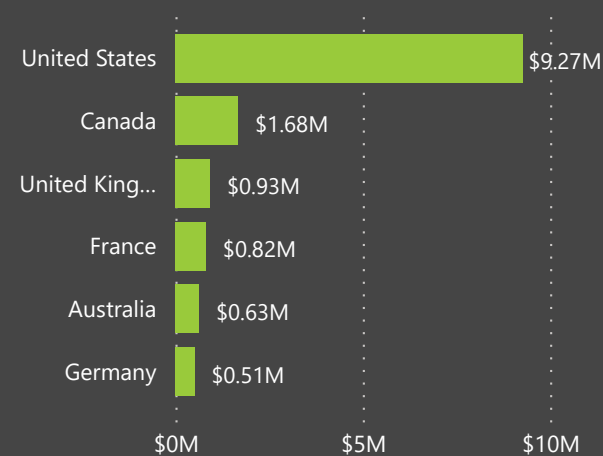
● Profit ● Profit Margin



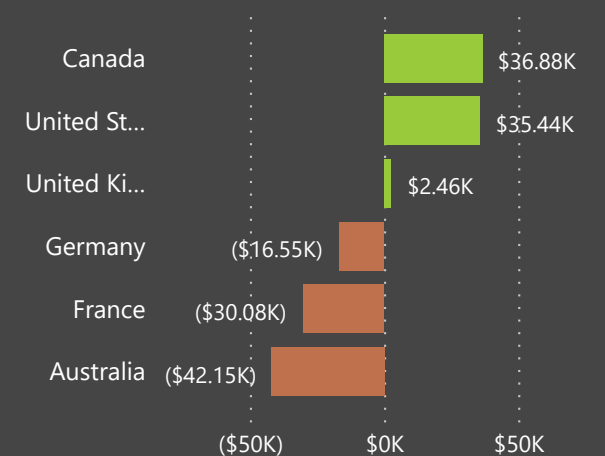
## Revenue by Category



## Revenue by Country



## Profit by Country



# PRODUCT DETAILS

Which products bring money?

FY2018

FY2019

FY2020

Accessories

Bikes

Clothing

Components

Revenue

Total Revenue

**\$27.98M**✓  
(+70.31%)

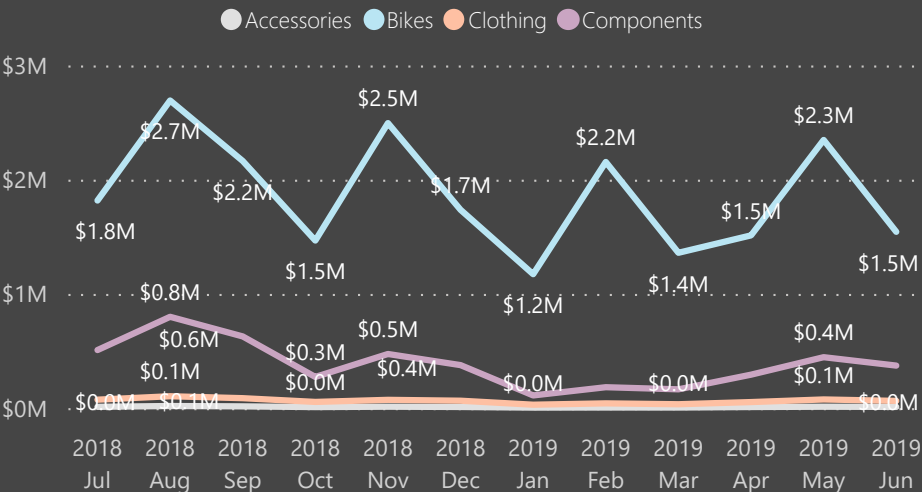
Total Profit

**\$1,211.55K**✓  
(+822.29%)

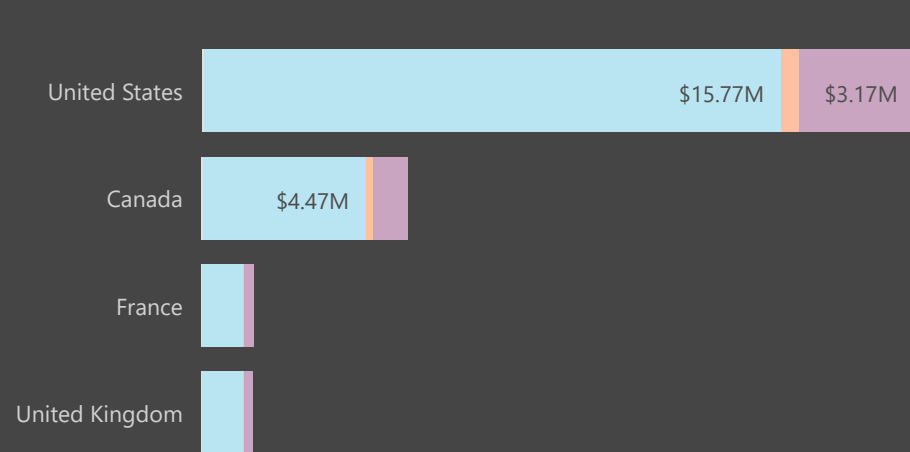
Total Cost

**\$26.77M**!  
(-64.25%)

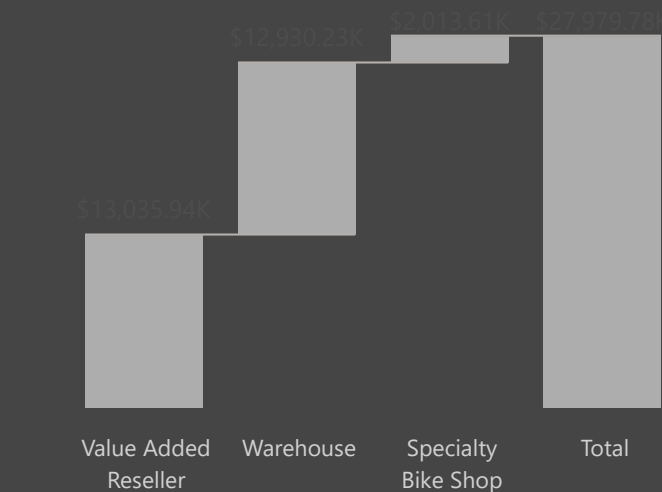
## Revenue Trends



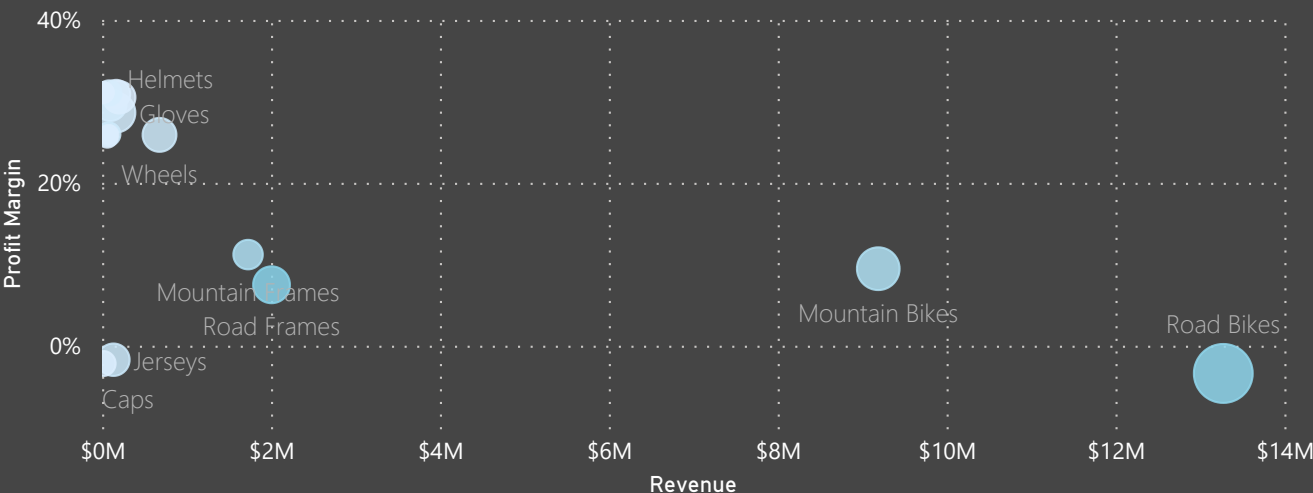
## Revenue Distributed Geographically



## Revenue via Channel



## Revenue vs Profit Margin



## Top 5 Profitable Products

