## ADVENTURE WORKS SALES ANALYSIS



**SALES OVERVIEW** 

PRODUCT DETAILS

## **OVERVIEW**

Our money has gone

FY2018

FY2019 FY2020

Specialty Bike Shop

Sales YTD

\$13.84M~

(-102.7

**Profit YTD** 

Value Added Reseller

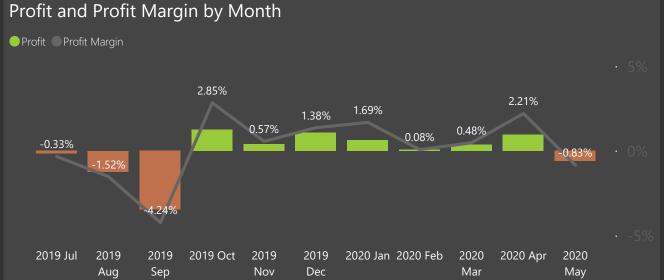
(**\$0.01M)**!

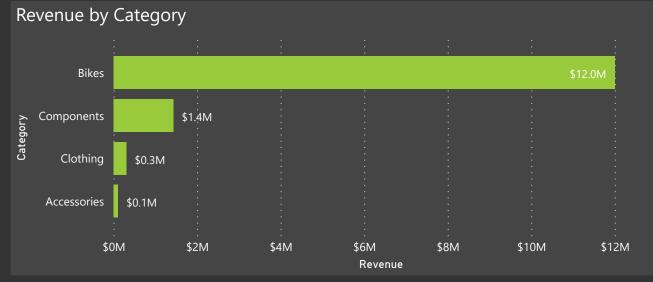
-0.10%

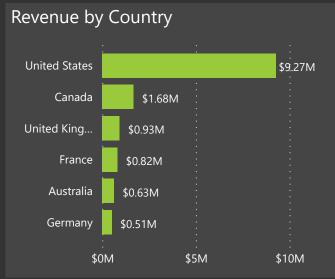
**Profit Margin** 

Warehouse











## PRODUCT DETAILS Clothing Accessories Bikes Components **Total Revenue Total Profit Total Cost** Which products bring money? \$1,211.55K \$27.98M~ FY2018 FY2019 FY2020 **Revenue Trends** Revenue Distributed Geographically Revenue via Channel ■ Accessories ■ Bikes ■ Clothing ■ Components **United States** \$15.77M \$3.17M \$2.5M \$2.3M \$2.2M Canada \$4.47M \$1M · · · · · \$0.8M France \$0.4M \$0.1M **United Kingdom** Value Added Warehouse 2018 2018 2018 2018 2018 2019 2019 2019 2019 2019 2019 Total Oct Nov Dec Jan Feb Mar Apr Reseller Bike Shop **Top 5 Profitable Products** Revenue vs Profit Margin Mountain-200 Black, 38 \$147K Mountain-200 Black, 42 \$135K Profit Margin %00 Mountain-200 Silver, 42 \$117K Mountain-200 Silver, 38 \$117K Road Bikes: O Bottom5 Mountain-200 Silver, 46 Top5 \$115K \$0M \$2M \$4M \$6M \$8M \$10M \$12M \$14M \$0K \$100K \$150K Revenue Top Products