

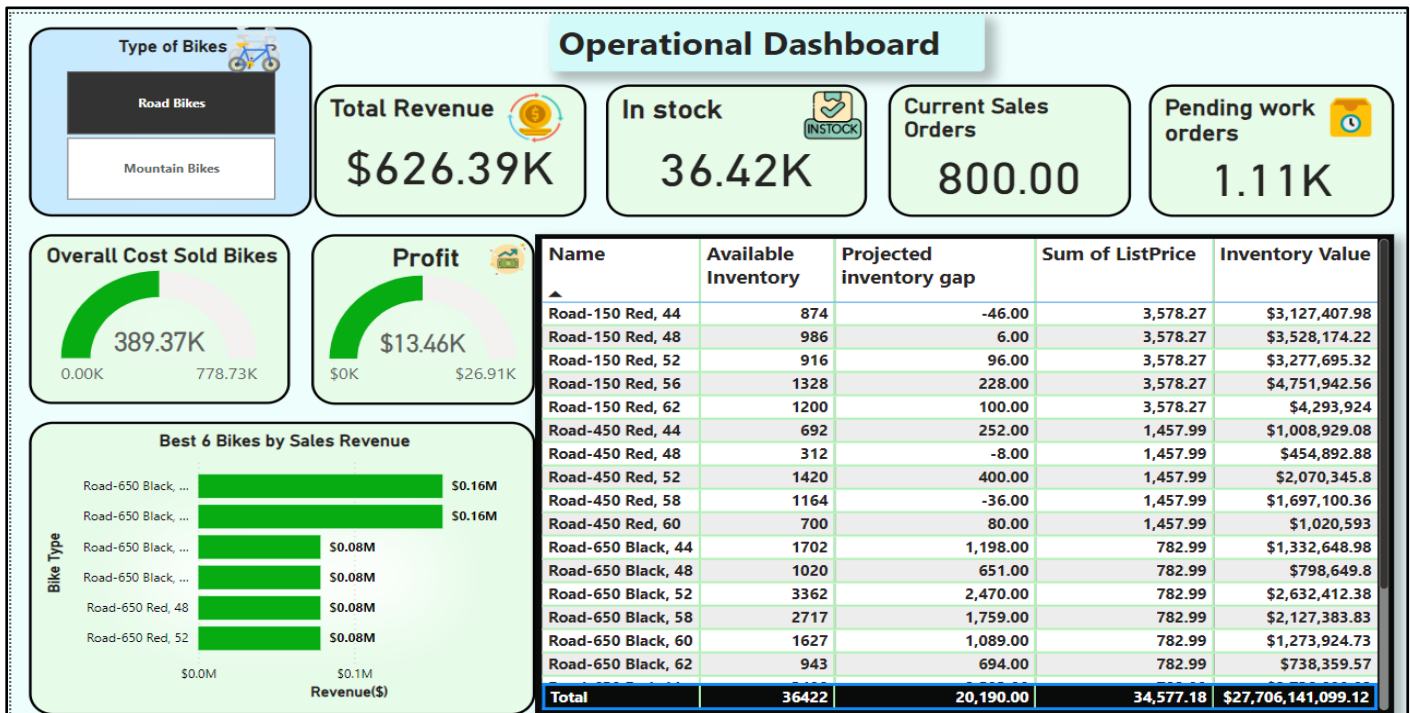
Adventure Works Sales

Dashboard Documentation

1. Operational Dashboard

Introduction

The Operational Dashboard provides a comprehensive overview of the company's bike sales performance, inventory levels, and financial health. It helps answer critical business questions:



- Financial Performance:** How is the company's total revenue and profit progressing?
- Inventory Management:** What is the current inventory status, and are there potential supply chain issues?
- Sales Performance:** Which are the best-selling bike models, and are there observable trends in sales patterns?
- Order Fulfillment:** How many orders are currently pending, and how efficiently are they being fulfilled?

Key Metrics:

- Total Revenue:** Displays revenue generated from bike sales.
- Profit:** Indicates overall profit from bike sales.
- In Stock:** Shows the total number of bikes currently in stock.
- Current Sales Orders:** Displays the number of active sales orders.
- Pending Work Orders:** Indicates the number of work orders yet to be fulfilled.
- Overall Cost of Sold Bikes:** Summarizes the cost of bikes sold.

Visualizations:

- **Best 6 Bikes by Sales Revenue:** A bar chart showing the top six models by revenue.
- **Bike Inventory Table:** A detailed table with inventory status, projected gaps, list price, and inventory value.

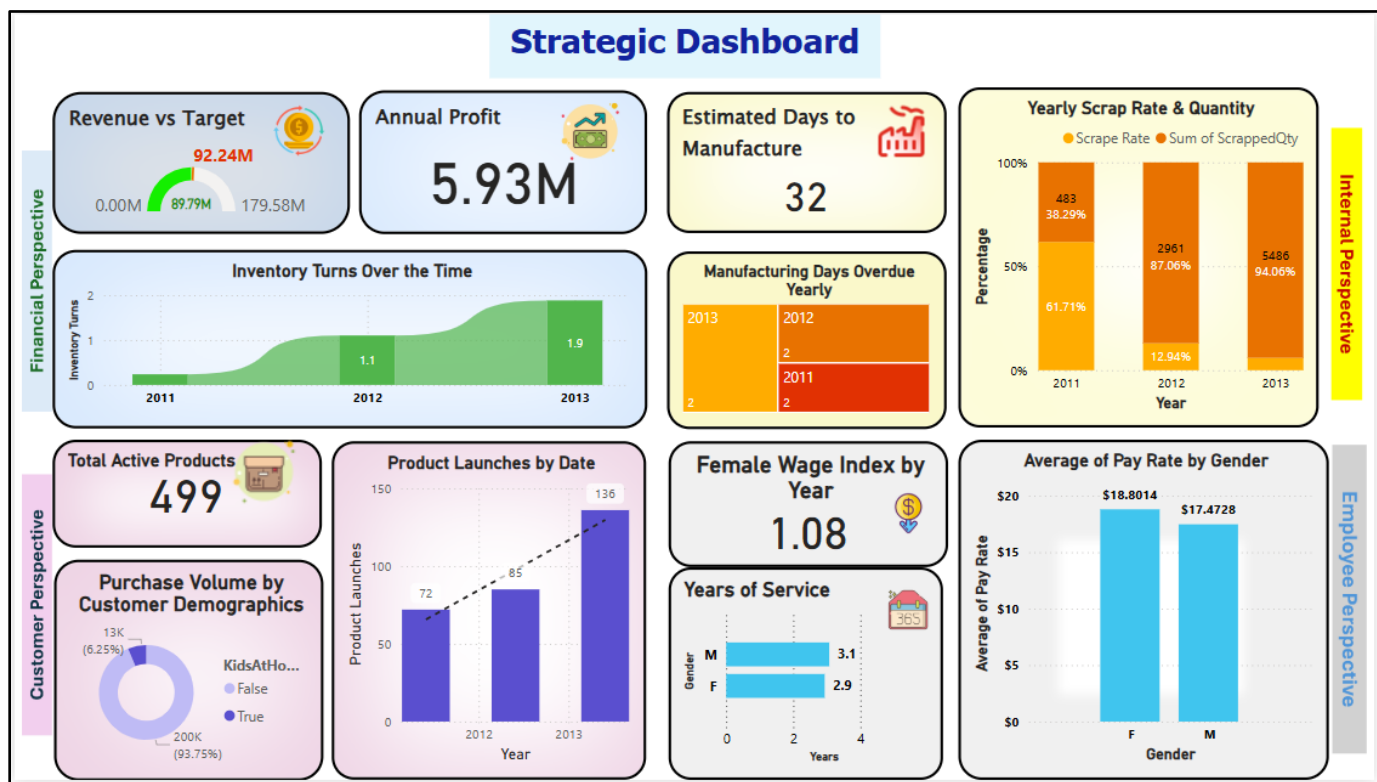
Insights:

- **Sales Performance:**
- Models like **Road-650 Black 52**, **Road-650 Black 58**, and **Road-650 Black 60** dominate sales, generating the highest revenue.
- **Inventory Management:**
- The **Road-150 Red** model has a significant inventory gap, indicating potential supply chain challenges.

2. Strategic Dashboard

Introduction

The Strategic Dashboard provides a high-level view of the company's overall performance, focusing on financial outcomes, customer engagement, product development, operational efficiency, and employee satisfaction. It addresses key questions from business perspectives:



Financial Perspective:

- How is the company's revenue performing against targets?
- What is the company's annual profit?
- What is the inventory turnover trend?

Customer Perspective:

- What is the total number of active products?
- How is purchase volume distributed across demographics?
- How many product launches occur annually?

Operational Perspective:

- What is the average time to manufacture a product?
- How many days are manufacturing schedules overdue?
- What are the annual scrap rates and quantities?

Employee Perspective:

- What is the female wage index over time?
- What is the average employee tenure?
- What is the average pay rate by gender?

Features

- **Key Performance Indicators (KPIs):** Highlight numerical metrics such as revenue vs. target and annual profit.
- **Line Charts:** Show trends, such as inventory turnover or manufacturing days overdue.
- **Pie Charts:** Represent proportions, like customer demographic distributions.
- **Bar Charts:** Compare categories, such as average pay rate by gender.
- **Gauges:** Measure progress toward targets, e.g., revenue goals.
- **Filters:** Enable data segmentation by demographics or product categories.

Insights

- **Financial Performance:** The company consistently exceeds revenue targets, indicating strong market performance.
- **Customer Engagement:** Steady growth in product launches and purchase volume across various demographics.
- **Operational Efficiency:** Scrap rates are monitored effectively, and overdue manufacturing days are decreasing.
- **Employee Satisfaction:** Positive trends in average pay rates and gender parity in wages.