



DASHBOARD

ADVENTURE WORKS

Helena Choi (A01075509)



ADVENTURE WORKS



Report Navigation



Executive Summary



Sales Analysis Report



Returns Analysis Report



Product Analysis Report



Territory Analysis Report



Customer Analysis Report



Data Exploration Report



Executive Summary

Last Refresh: **June 30, 2017**

Summary

Sales

Returns

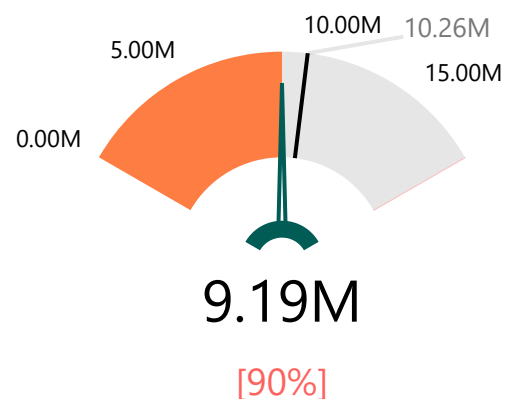
Products

Territories

Customers

Data Table

Revenue YTD



Return Rate YTD

2.15%

45,314

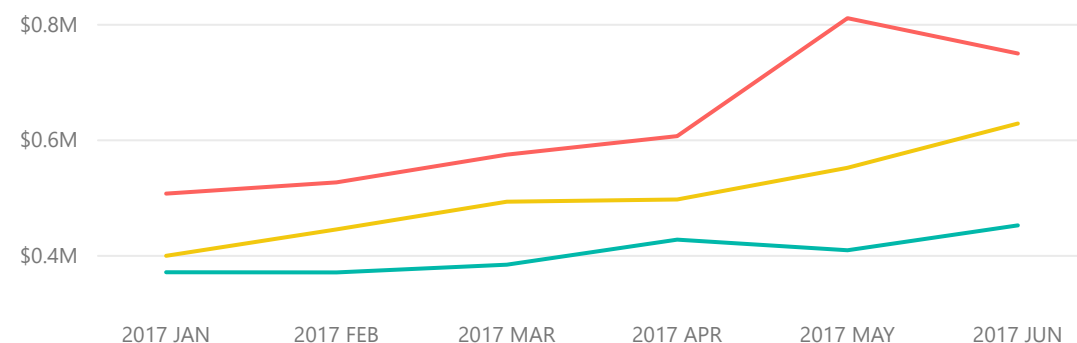
Quantity Sold

972

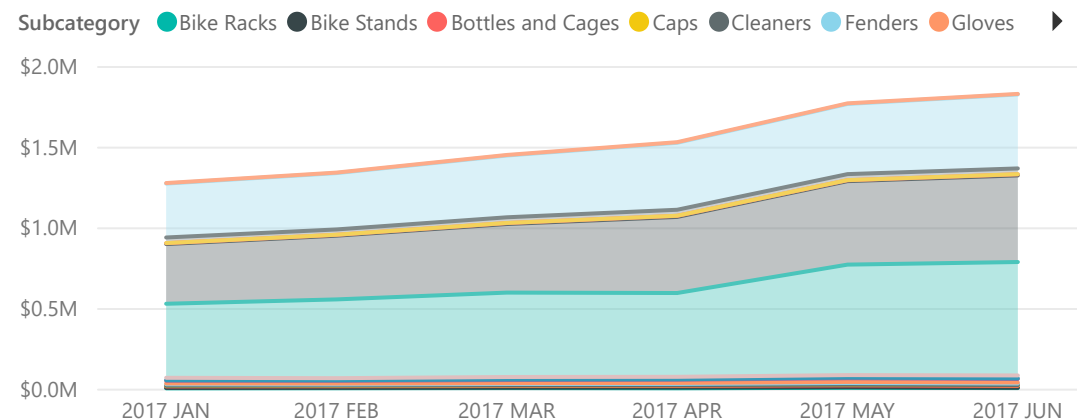
Quantity Returned

Sales by Continent

Continent ● Europe ● North America ● Pacific



Product Sales



\$ Revenue KPIs

Australia



3,176,453.30

Revenue Target Year

-24.19%

% Revenue Target Variance

United States



\$3,130,756.00

Total Revenue

5.07%

% Revenue Target Variance



Product KPIs

Most Profitable Product Category

Bikes



3,477,543.81

YTD Profit

-4.87%

% Diff (Last Year)

Highest Product Category YoY Profit

Clothing



92,654.75

YTD Profit

25.40%

% Diff (Last Year)



Customer KPIs

10,502

New Customers

13.04%

% Diff (Last Year)



Sales Analysis Report

Last Refresh: **June 30, 2017**

Summary

Sales

Returns

Products

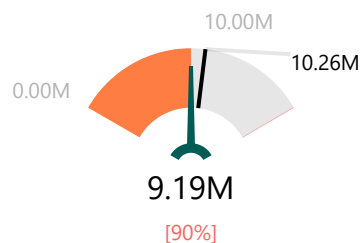
Territories

Customers

Data Table

Current Snapshot

Revenue YTD



Last Month

2.13% (-5.46%)

Sales Growth Rate
(Diff from Prev. Month)

Last 12 Months

-1.00%

Sales Growth Rate

Orders

11,839 **▲ 9.66%**

Total Orders

% Diff (Last Year)

Report Filters

Date

2017

Territory

All

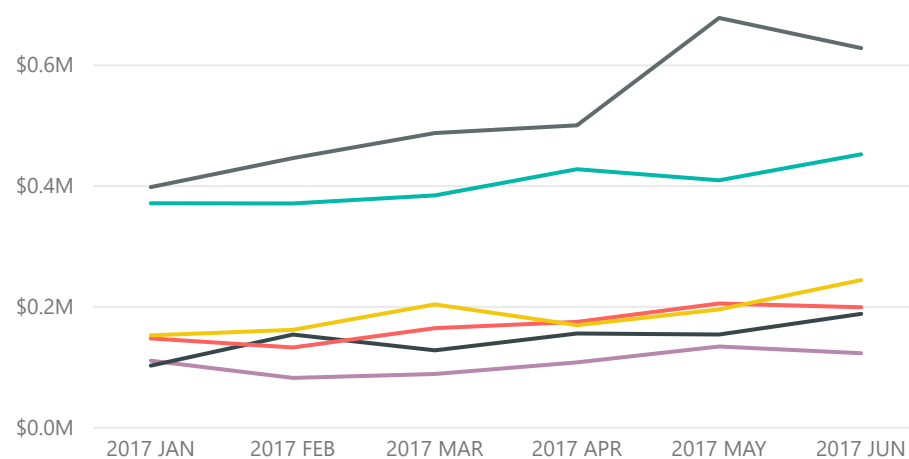
Product Category

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing

Analysis

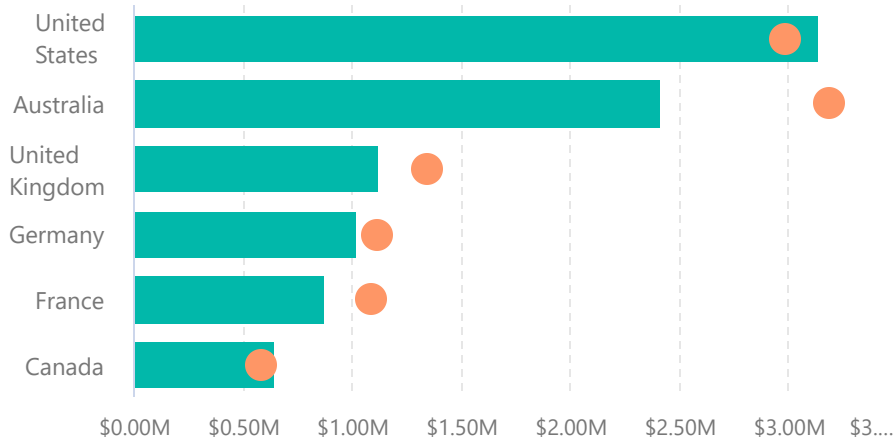
Monthly Revenue by Country

Country ● Australia ● Canada ● France ● Germany ● United Kingdom ● United States



Revenue against Target Revenue

● Total Revenue ● Revenue Target_Year





Returns Analysis Report

Last Refresh: **June 30, 2017**

Summary

Sales

Returns

Products

Territories

Customers

Data Table

Current Snapshot

Return Rate

2.15%

45,314

Quantity Sold

972

Quantity Return

Product Category

Accessories

34.83%

Proportion of Returns

Country

United States

18.35%

Proportion of Returns

Report Filters

Date

2017

Territory

All

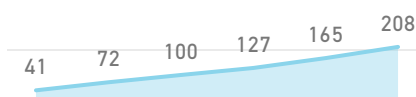
Product Category

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing

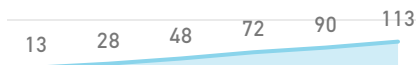
Analysis

Running Total Returned by Country

Australia



France



United Kingdom



Canada



Germany



United States



Return Rates by Product Categories

CategoryName	Total Returns	Quantity Sold	Return Rates
Accessories	630	32,493	34.83%
Tires and Tubes	296	16,503	16.36%
Bottles and Cages	152	8,698	8.40%
Helmets	108	3,444	5.97%
Fenders	36	2,222	1.99%
Cleaners	15	949	0.83%
Hydration Packs	15	394	0.83%
Bike Racks	5	167	0.28%
Bike Stands	3	116	0.17%
Total	960	45,314	53.07%



ADVENTURE WORKS

Product Analysis Report

Last Refresh: **June 30, 2017**

Summary

Sales

Returns

Products

Territories

Customers

Data Table



Current Snapshot

Most Profitable

Bikes

41.06%

% Profit Margins

\$3,477,543.81

Profit

Most Profitable

United States

42.78%

% Profit Margins

\$1,339,335.50

Total Profit

Highest Profit Growth

Clothing

25.40%

YOY Profit Varia...

\$92,654.75

Profit

Highest Returned

Accessories

34.83%

% Returns

1,809

Returns



Report Filters

Date

2017



Territory

All



Product Category

☐ Accessories

☐ Bikes

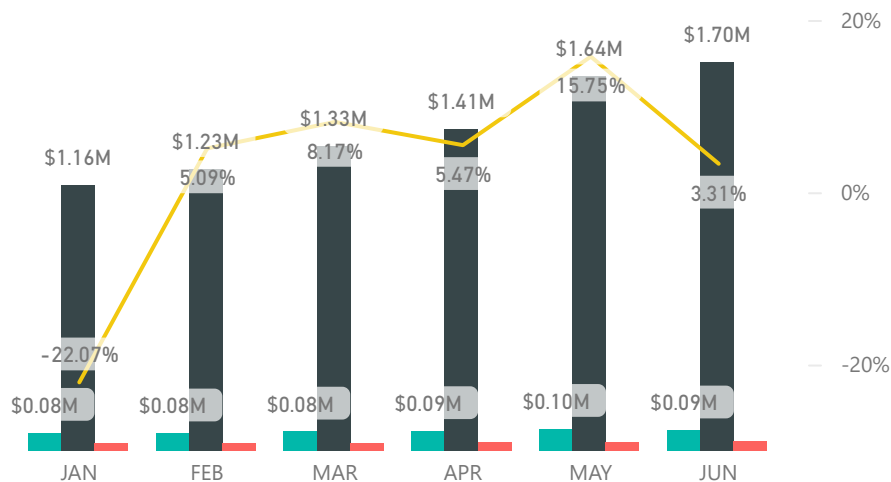
☐ Clothing



Analysis

Monthly Revenue by Product Category

CategoryName Accessories Bikes Clothing % Change



% Profit Margin by Product Category

CategoryName	Total Revenue	Total Profit	% Profit Margins
Accessories	\$507,321.64	\$318,753.24	62.83%
Bike Racks	\$20,040.00	\$12,545.04	62.60%
Bike Stands	\$18,444.00	\$11,545.48	62.60%
Bottles and Cages	\$62,125.02	\$38,869.39	62.57%
Cleaners	\$7,544.55	\$4,726.02	62.64%
Fenders	\$48,839.56	\$30,574.72	62.60%
Helmets	\$117,500.46	\$74,778.06	63.64%
Hydration Packs	\$21,666.06	\$13,561.48	62.59%
Tires and Tubes	\$211,161.99	\$132,153.05	62.58%
Total	\$9,185,437.85	\$3,888,951.80	42.34%



Territory Analysis Report

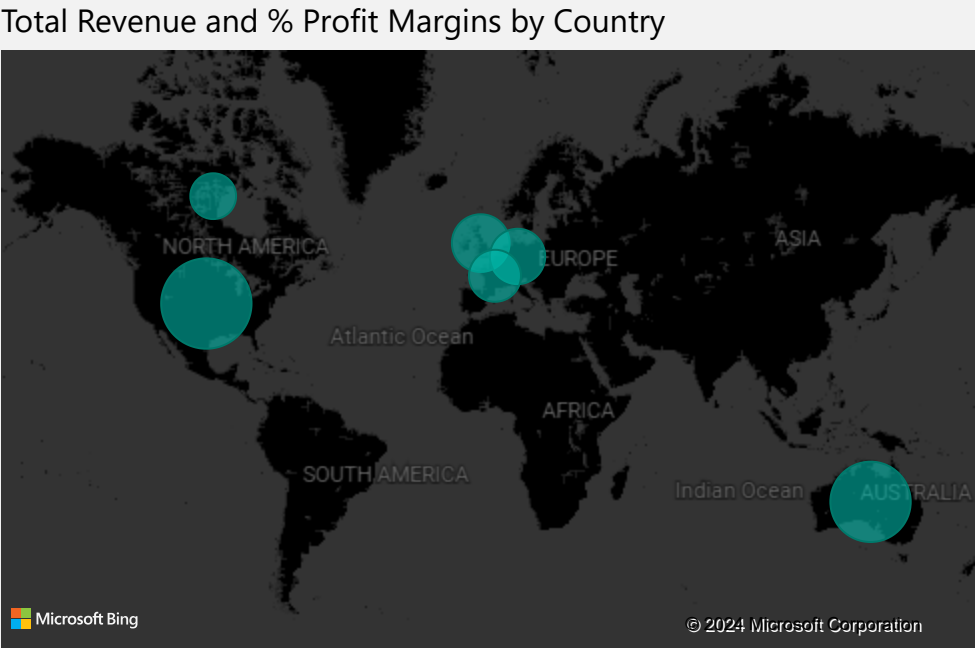
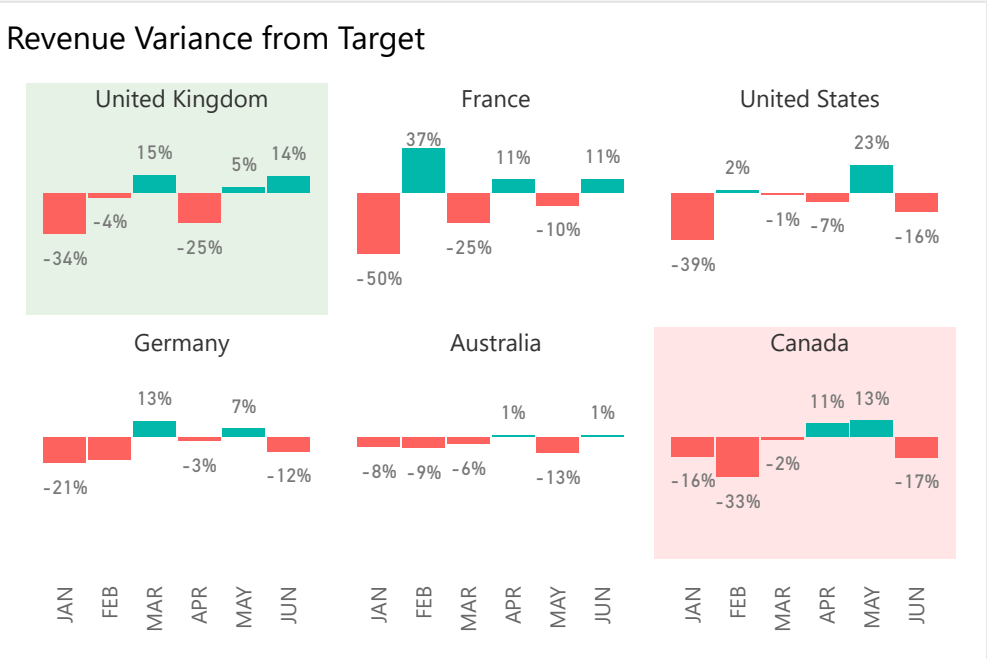
Last Refresh: **June 30, 2017**

Summary Sales Returns Products **Territories** Customers Data Table

Current Snapshot



Analysis



Report Filters

Date

2017

Territory

All

Product Category

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing



Customer Analysis Report

Last Refresh: **June 30, 2017**

[Summary](#)[Sales](#)[Returns](#)[Products](#)[Territories](#)[Customers](#)[Data Table](#)

Current Snapshot

10,502

New Customers

▲ 13.04%

% Diff (Last Year)

Country with Highest # of
New Customers

United States

4,119

New Custom...

16.22%

% Diff (Last Year)

Country with Highest % of
Returning Customers

Germany

1,825

Returning Cu...

27%

% Diff (Last Year)

Report Filters

Date

2017

Territory

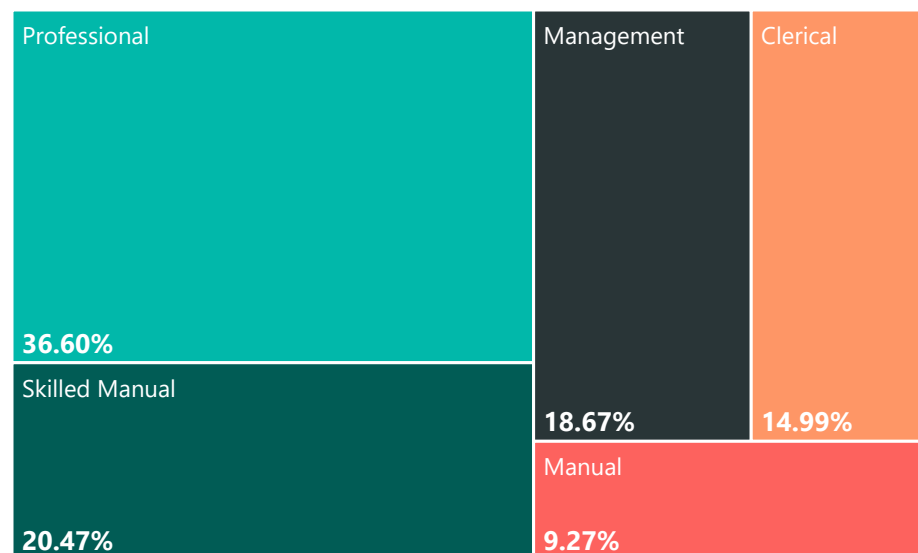
All

Product Category

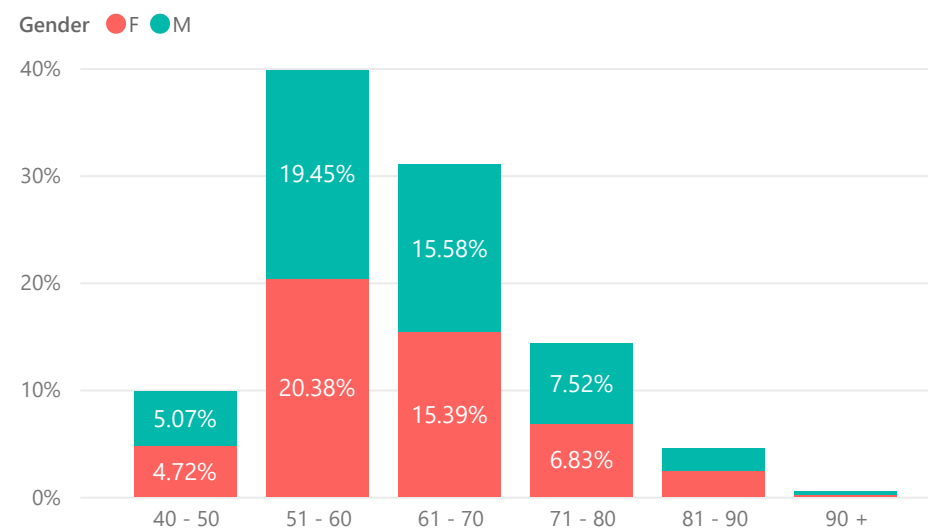
- ☐ Accessories
- ☐ Bikes
- ☐ Clothing

Analysis

Total Revenue by Occupation



Total Revenue by Age & Gender





Data Exploration Report

Last Refresh: **June 30, 2017**

[Summary](#)[Sales](#)[Returns](#)[Products](#)[Territories](#)[Customers](#)[Data Table](#)

Report Filters

Year

- ☒ Select all
- ☐ 2015
- ☐ 2016
- ☒ 2017

Product Category

- ☐ Accessories
- ☐ Bikes
- ☐ Clothing

Continent	Total Orders	Total Cost	Total Revenue	Total Profit	Return Rate
North America	5,732	\$2,148,539	\$3,768,840.98	\$1,620,301.50	2.11%
United States	4,214	\$1,791,420	\$3,130,756.00	\$1,339,335.50	2.07%
Bikes	1,927	\$1,679,277	\$2,864,534.85	\$1,185,258.07	3.06%
Accessories	3,436	\$68,320	\$183,750.21	\$115,430.60	1.90%
Clothing	1,477	\$43,824	\$82,470.94	\$38,646.83	2.13%
Canada	1,518	\$357,119	\$638,084.98	\$280,966.00	2.20%
Europe	3,452	\$1,735,033	\$3,008,494.63	\$1,273,461.44	2.17%
Pacific	2,655	\$1,412,913	\$2,408,102.24	\$995,188.86	2.19%
Australia	2,655	\$1,412,913	\$2,408,102.24	\$995,188.86	2.19%
Bikes	1,508	\$1,349,107	\$2,261,783.84	\$912,676.79	2.85%
Accessories	2,008	\$38,032	\$102,353.81	\$64,321.60	1.98%
Clothing	844	\$25,774	\$43,964.59	\$18,190.47	2.44%
Total	11,839	\$5,296,486	\$9,185,437.85	\$3,888,951.80	2.15%