

ADVENTURE WORKS

cycles

Revenue Vs Target

23.55M

0.00M

24.91M

49.83M

Order Qty. Vs Target

77K

0K

84K

168K

Date

01/01/2015

30/06/2017

Europe

North America

Pacific

YoY Revenue Growth

Total Revenue

Yoy Revenue %

10M

5M

0M

2015

2016

2017

6.4M

9.3M

9.2M

0.00%

45.58%

211.07%

200%

0%

Revenue by Category

Accessories

0.91M (3.6...)

Bikes

23.64M (94....)

Orders by Category

Clothing

7K (18.41%)

Bikes

14K (36...)

Accessories

17K (4...)

Top - 5 Customers by Revenue

3

5

10

Mr. Maurice Shan

12K

Mrs. Janet Munoz

12K

Mrs. Lisa Cai

11K

Mrs. Lacey Zheng

11K

Mr. Jordan Turner

11K

0K

10K

Revenue by Country

NORTH AMERICA

EUROPE

ASIA

AFRICA

SOUTH AMERICA

ATLANTIC OCEAN

INDIAN OCEAN

ProductName	Return Qty.	Return Rate
All-Purpose Bike Stand	8	3.42%
AWC Logo Cap	46	1.11%
Bike Wash - Dissolver	25	1.47%
Classic Vest, L	4	2.20%
Classic Vest, M	7	3.85%
Classic Vest, S	8	5.10%
Fender Set - Mountain	54	1.36%
Total	1828	2.17%

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Product Details

Customers Details

QnA

DT

KI-1

KI-2

What If ?

15%



Revenue Vs Target

1.83M ✓

Goal: 1.80M (+1.29%)
01 June 2017

Order Qty. Vs Target

8260 ✓

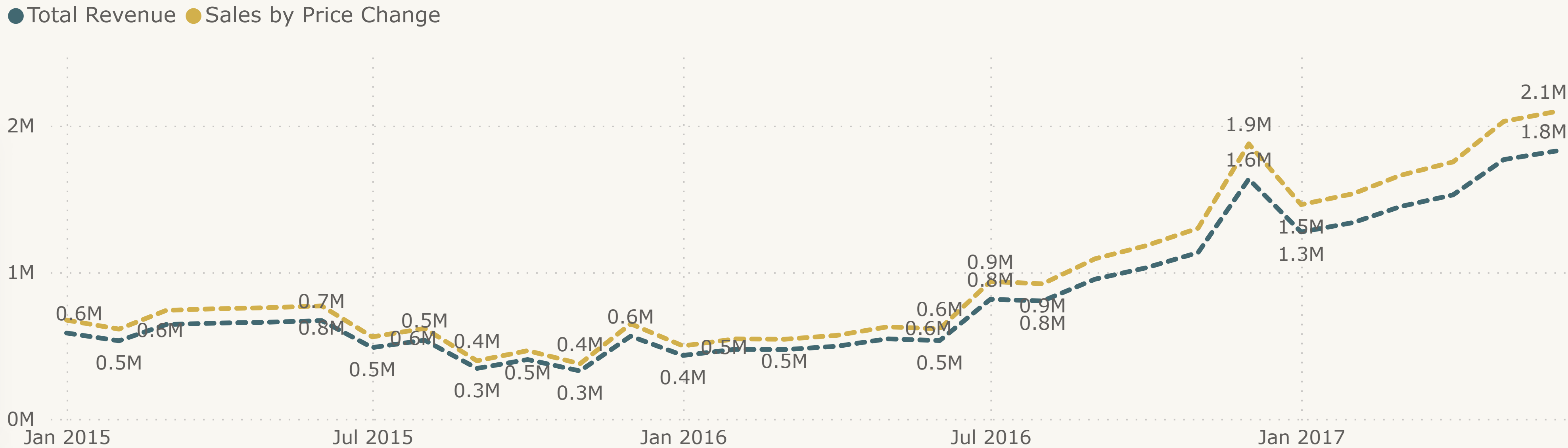
Goal: 8199 (+0.74%)
01 June 2017

Returns Vs Target

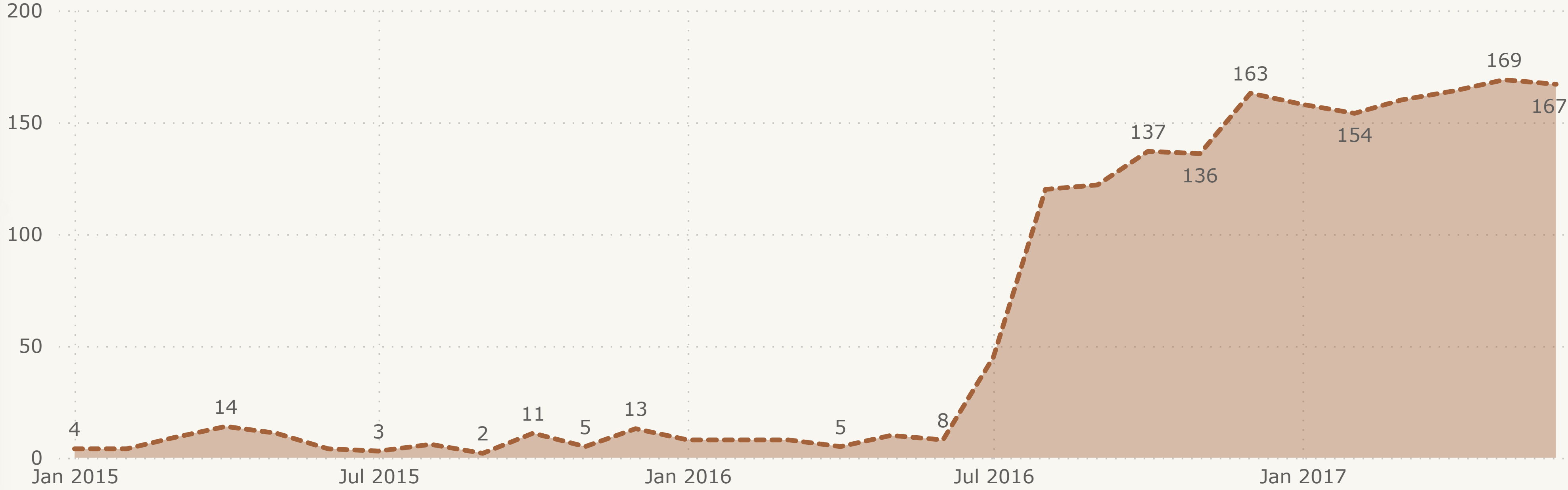
167 ✓

Goal: 169 (+1.18%)
01 June 2017

Monthly Revenue



Monthly Returns



Total Revenue

24.91M

Yoy Revenue %

166.24%

Total Profit

10.46M

Total Orders

25K

Full Name	Gender	HomeOwner	MaritalStatus	Occupation	Children	EmailAddress	EducationLevel	AnnualIncome	Age
Mrs. Abby Arthur	F	Y	M	Skilled Manual	1	abby5@adventure-works.com	Bachelors	\$30,000	58
Mrs. Abby Fernandez	F	Y	M	Professional	2	abby13@adventure-works.com	High School	\$40,000	75
Mrs. Abby Gonzalez	F	Y	M	Skilled Manual	1	abby16@adventure-works.com	Bachelors	\$30,000	57
Mrs. Abby Kapoor	F	Y	M	Skilled Manual	3	abby0@adventure-works.com	High School	\$20,000	79
Mrs. Abby Kovár	F	N	S	Manual	2	abby3@adventure-works.com	Partial College	\$20,000	71
Mrs. Abby Lopez	F	N	S	Management	1	abby14@adventure-works.com	Bachelors	\$110,000	61
Mrs. Abby Martinez	F	N	S	Management	2	abby15@adventure-works.com	Bachelors	\$40,000	86
Mrs. Abby Mehta	F	N	M	Clerical	3	abby11@adventure-works.com	Partial High School	\$40,000	69
Mrs. Abby Patel	F	N	M	Clerical	2	abby2@adventure-works.com	Partial College	\$30,000	77
Mrs. Abby Subram	F	N	S	Professional	2	abby10@adventure-works.com	Partial College	\$130,000	66
Mrs. Abhijit Thakur	F	Y	M	Professional	2	abhijit0@adventure-works.com	Partial College	\$60,000	74
Mrs. Abigail Barnes	F	N	S	Professional	5	abigail71@adventure-works.com	Partial College	\$90,000	59
Mrs. Abigail Barnes	F	Y	M	Professional	2	abigail28@adventure-works.com	Partial College	\$60,000	73
Mrs. Abigail Bennett	F	Y	S	Professional	4	abigail26@adventure-works.com	High School	\$30,000	74
Mrs. Abigail Butler	F	Y	M	Skilled Manual	1	abigail39@adventure-works.com	Bachelors	\$50,000	51
Mrs. Abigail Clark	F	Y	M	Clerical	1	abigail60@adventure-works.com	Partial College	\$40,000	68
Mrs. Abigail Coleman	F	N	S	Professional	1	abigail74@adventure-works.com	Graduate Degree	\$60,000	53
Mrs. Abigail Coleman	F	Y	M	Professional	2	abigail31@adventure-works.com	Partial College	\$60,000	74
Mrs. Abigail Cook	F	Y	S	Skilled Manual	2	abigail7@adventure-works.com	Bachelors	\$50,000	56
Mrs. Abigail Cooper	F	Y	S	Professional	4	abigail13@adventure-works.com	Bachelors	\$70,000	60
Mrs. Abigail Diaz	F	Y	M	Professional	3	abigail1@adventure-works.com	Partial College	\$70,000	67
Mrs. Abigail Diaz	F	Y	S	Manual	1	abigail70@adventure-works.com	Partial College	\$20,000	56
Mrs. Abigail Flores	F	Y	M	Management	3	abigail37@adventure-works.com	Graduate Degree	\$60,000	84
Mrs. Abigail Foster	F	Y	M	Professional	4	abigail41@adventure-works.com	Partial College	\$90,000	58
Mrs. Abigail Foster	F	Y	S	Professional	5	abigail68@adventure-works.com	Partial College	\$70,000	74

Mr. Maurice Shan 12,407.95 ▲ 505.53% Mrs.

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Product Details

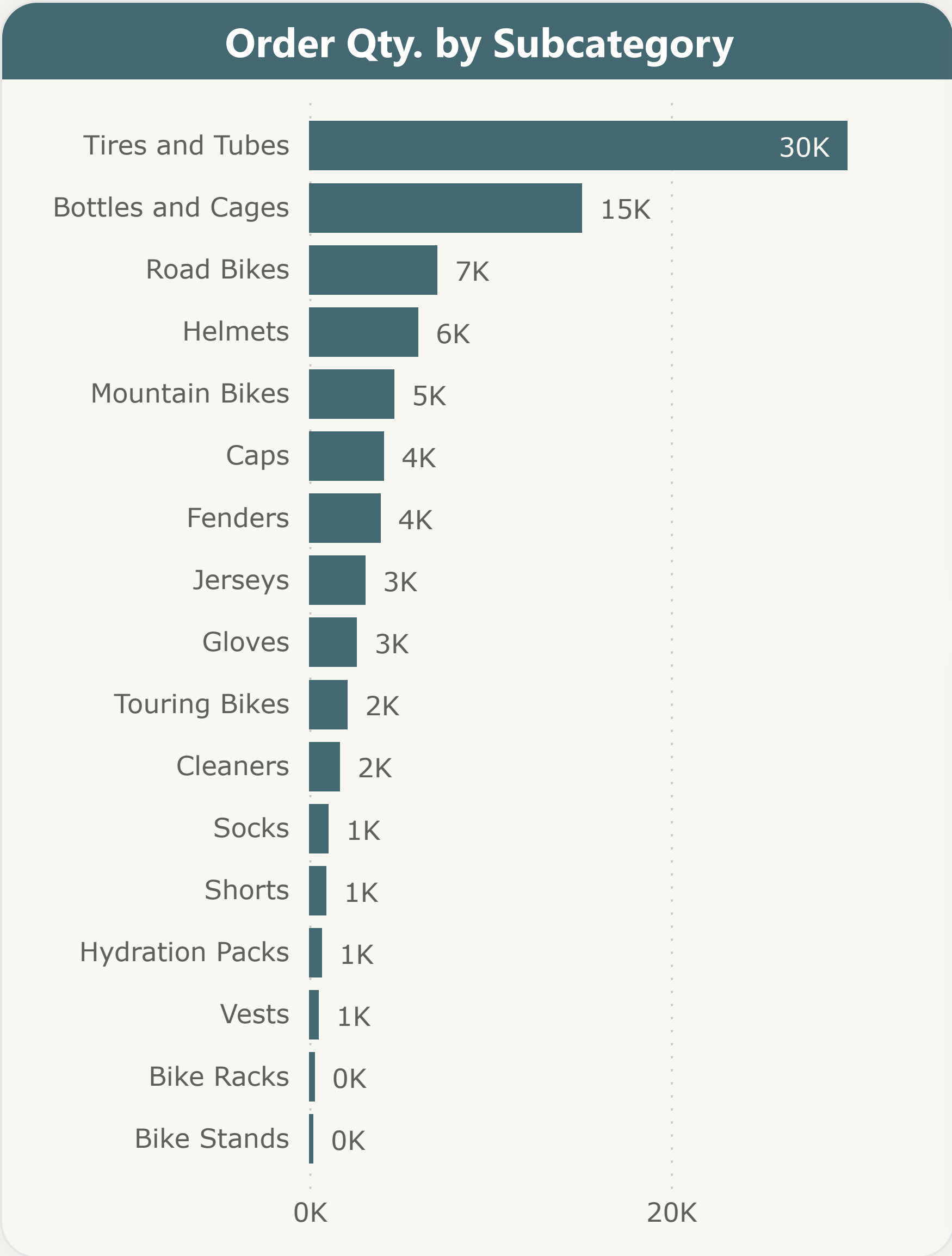
Customers Details

QnA

DT

KI-1

KI-2



Top - 5 Customers

Full Name	Sum of Revenue
Mr. Maurice Shan	12,407.95
Mrs. Janet Munoz	12,015.39
Mrs. Lisa Cai	11,330.44
Mrs. Lacey Zheng	11,085.74
Mr. Jordan Turner	11,022.38
Total	57,861.90

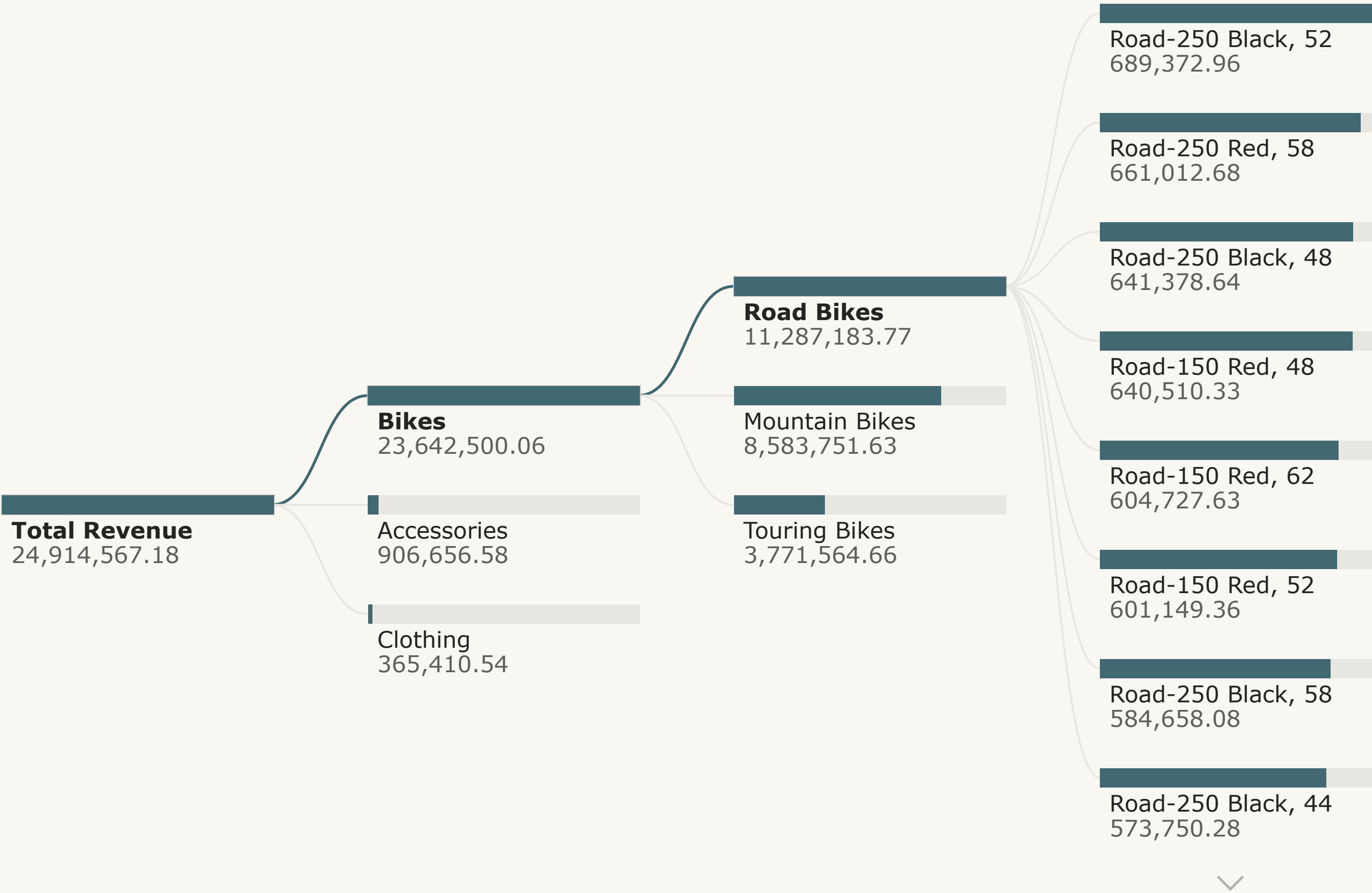
Top - 5 Products made 24.23 % of Sales

ProductName	Sales
Mountain-200 Black, 38	1,165,937.90
Mountain-200 Silver, 46	1,182,780.82
Mountain-200 Silver, 38	1,213,852.12
Mountain-200 Black, 42	1,233,558.20
Mountain-200 Black, 46	1,241,754.60
Total	6,037,883.64

Bottom - 5 Customers

Full Name	Sum of Revenue
Mr. Brad Kumar	2.29
Mr. Cody Sanders	2.29
Mrs. Allison Evans	2.29
Mrs. Yolanda She	2.29
Mr. Darren Suarez	3.99
Mr. Ross Madan	3.99
Mr. Xavier White	3.99
Mrs. Angelica Flores	3.99
Mrs. Latasha Diaz	3.99
Mrs. Vanessa Griffin	3.99
Total	49.06





What influences OrderQuantity to

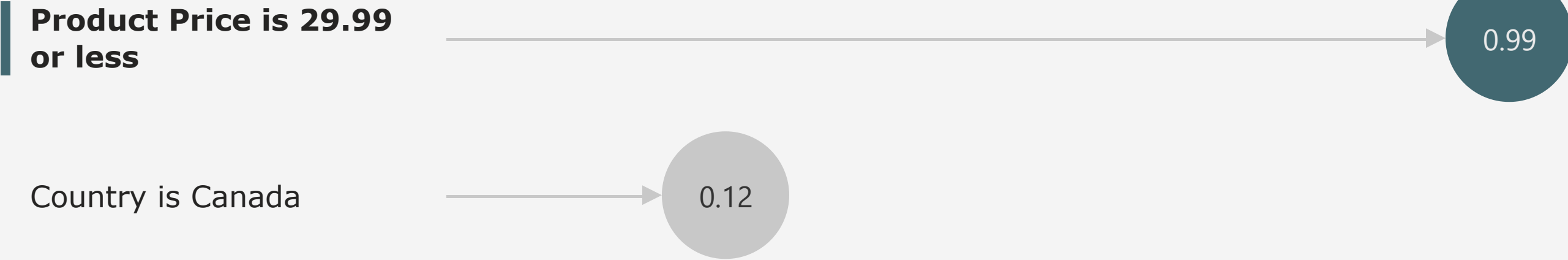
Increase

▼

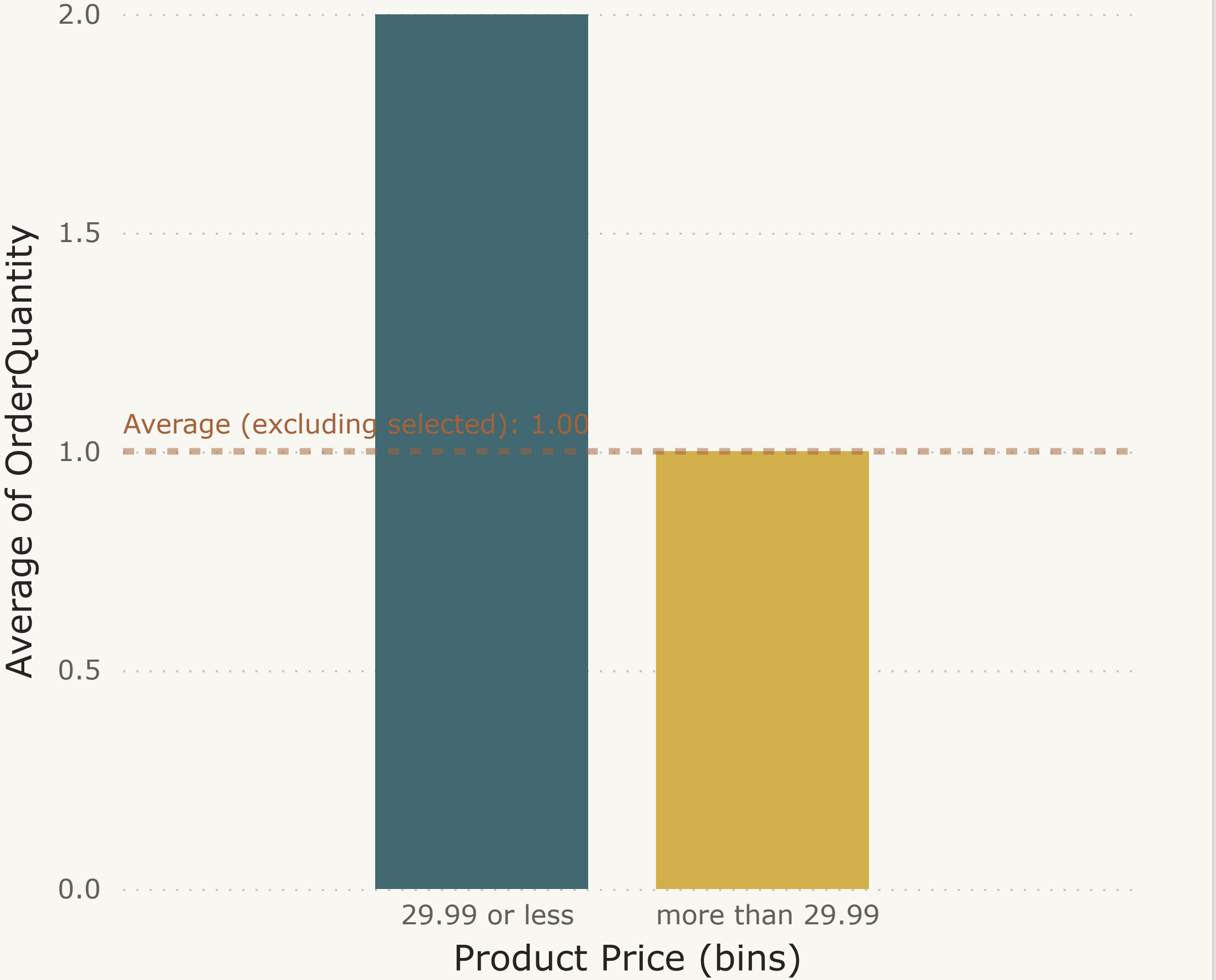
?

When...

....the average of OrderQuantity increases by



← OrderQuantity is more likely to increase when Product Price is 29.99 or less than otherwise (on average).



☐ Only show values that are influencers

What influences Total Revenue to

Increase

?

When...

....the average of Total Revenue increases by



← On average when Product Price increases, Total Revenue also increases.

