ADVENTUREWORKS BIKE SHOP

$25M	$10.5M	25.2K	2.2%
REVENUE	PROFIT	ORDERS	Return Rate

REVENUE TRENDING

$2.0M
$1.5M
$1.0M
$0.5M
$0.0M

Jan 2020 — Jul 2020 — Jan 2021 — Jul 2021 — Jan 2022

Orders by Category

Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	$39,755.33	1.95%
Sport-100 Helmet, Red	2,099	$73,444.01	3.33%
Sport-100 Helmet, Blue	1,995	$67,120.179	3.31%
Sport-100 Helmet, Black	1,940	$65,269.748	2.68%
Road Tire Tube	2,173	$17,264.73	1.55%
Patch Kit/8 Patches	2,952	$13,506.42	1.61%
Mountain Tire Tube	2,846	$28,333.22	1.64%
Total	**15,587**	**$4,65,678.4112**	**1.85%**

Monthly Revenue	Monthly Orders	Monthly Returns
$1.83M	**2,146**	**166**
Prev Month: ₹ 1.77M (+3.31%)	Prev Month: 2165 (-0.88%)	Prev Month: 169 (+1.78%)

Most Ordered Product Type
Tires and Tubes

Most Returned Product Type
Shorts

Executive Dashboard

This dashboard contains the Primary and secondary KPI's which showcases only the overall big picture of the most important data that is needed to see company's performance in the market.

On the top, four Cards are placed besides AdventureWorks logo which Displays the Total Revenue, Total Profit, Total Orders and Return Rate received by the company over the span of three years.

The Line Chart visually represents the REVENUE with respect to the TIME. The scope of time can be widened or shortened with the help of slicers.

There also exists secondary KPI cards beneath the line chart which displays the revenue, orders and returns on monthly bases.

A horizontal bar chart visually represents and compares various accessories produced by our company. Information about the top manufactured products sales, revenue and returns is also provided.
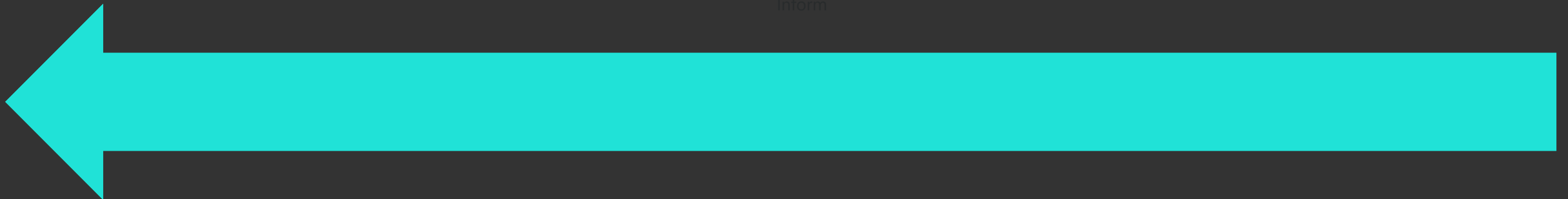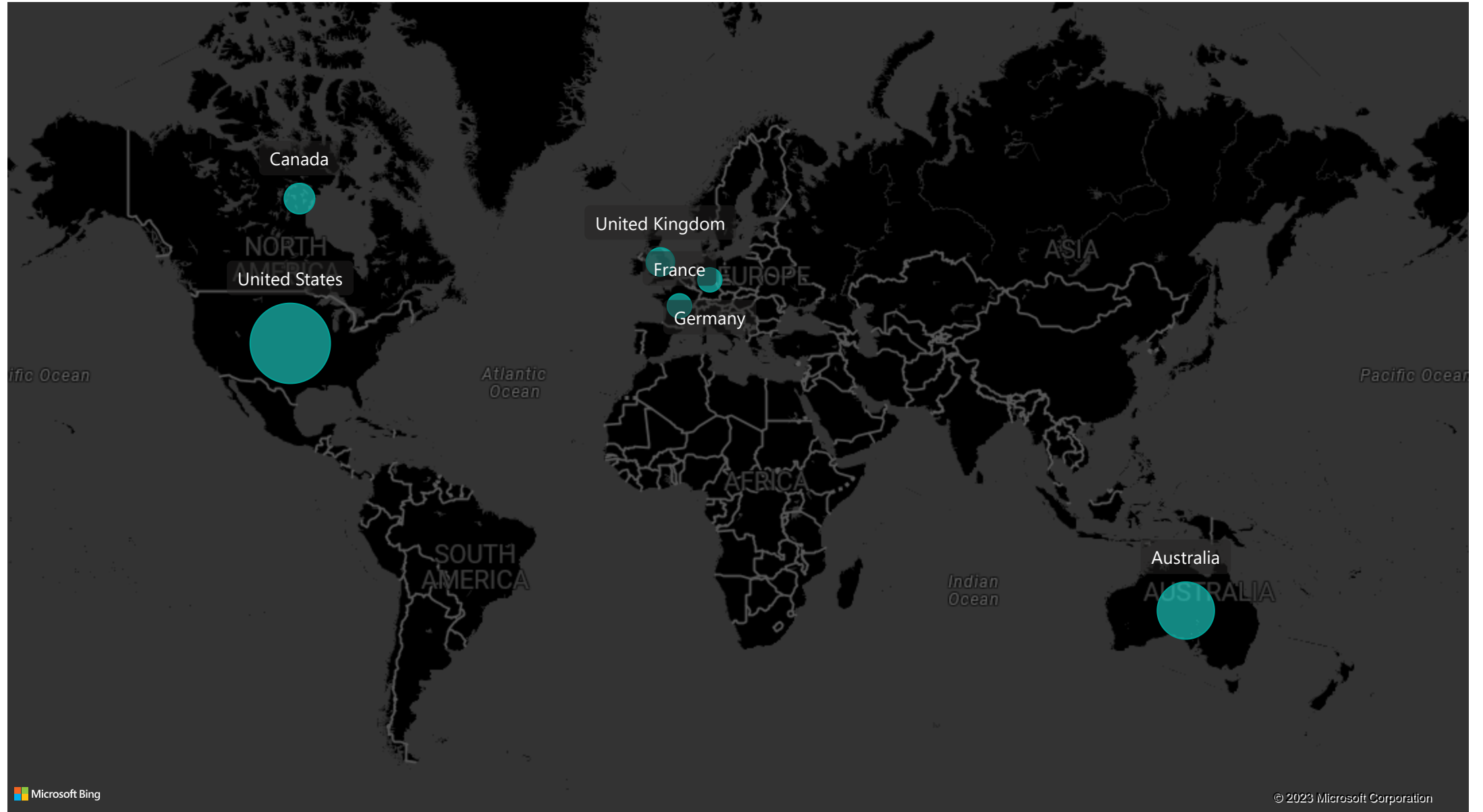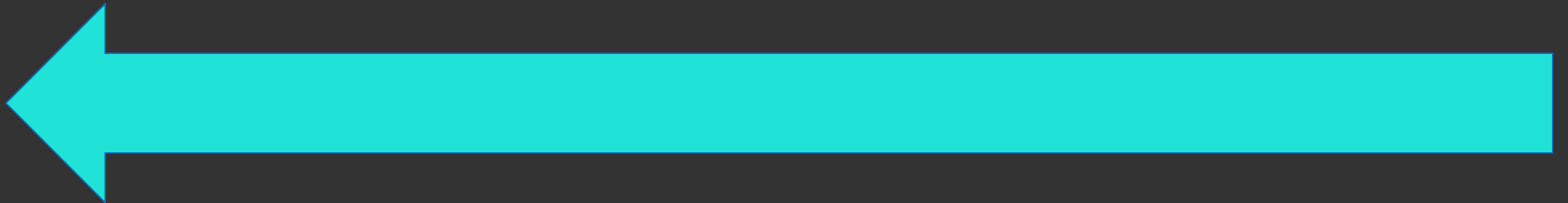
Map

The Map provides us the visual picture of the company's foothold upon various continents all over the world.

As AdventureWorks is a global manufacturing giant, it needs to takes in account it's total sales and revenue coming from different parts of the world.

Therefore The Map functionality in POWER BI is a very excellent tool to represent it accordingly.

Selected Product :

Road Tire Tube

Price Adjustment (%) ⌄

0.10

○————————●————————

Product metric Solution ⌄
- ○ Orders
- ○ Profit
- ○ Returns
- ● Revenue
- ○ Return %

Monthly Order Vs. Targets

213

0   234

Monthly Revenue Vs. Targets

$1.67K

$0K $1,804

Monthly Profit Vs. Targets

$1,044

$0 $1,129

● Adjusted Profit ● Total Profit

₹ 400

₹ 200

₹ 0

           $200

           $0

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

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$400

$200

$0

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

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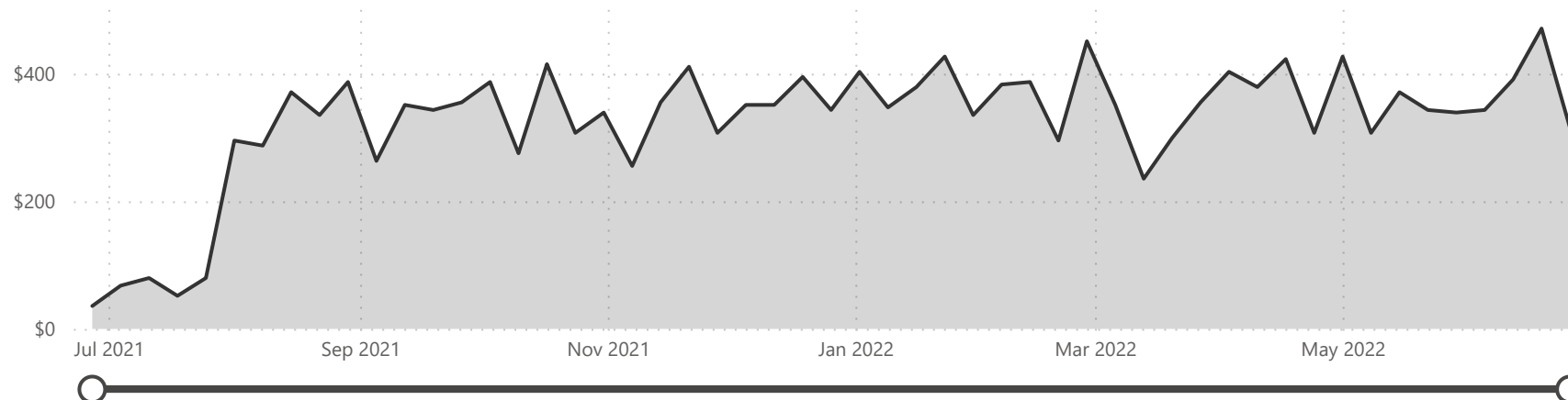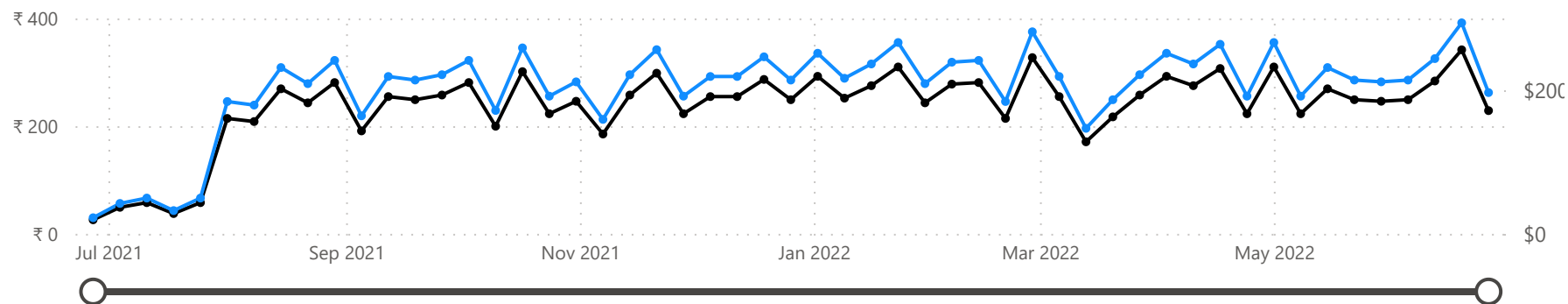
Product Details

This Dashboard specifically represents the products related information.

Three Gauge Charts are shown simultaneously side by side and these charts display the information about the difference between monthly target and total output of a specific product that has been chosen.

The Topmost graph represents the profit trend of the product chosen. It also shows the profit after adjusting it with the price of the product. The price adjustment numeric parameter is given beside the graph.

The Bottom most graph showcases different trends in a product's orders, profit, revenue, return, return rate by using these product metrics respectively .
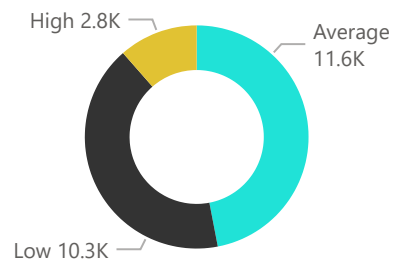
CUSTOMERS TRENDING
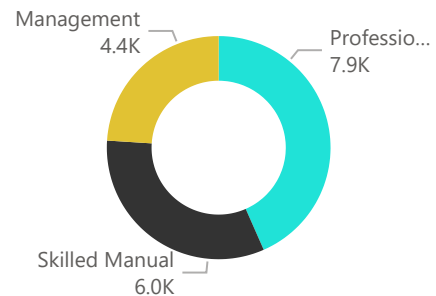

17.4K
UNIQUE CUSTOMERS

$1.4K
Average revenue Per Customer

Orders by Income Level

High 2.8K
Average 11.6K
Low 10.3K

Orders by Occupation

Management 4.4K
Professio... 7.9K
Skilled Manual 6.0K
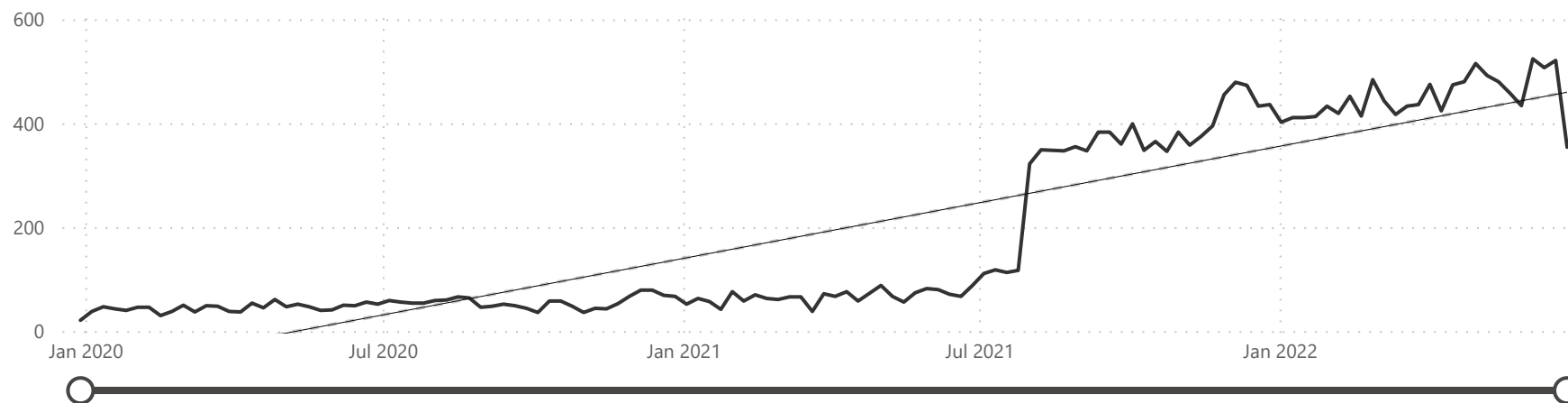
Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	$12,407.9545
11439	Mrs. Janet Munoz	6	$12,015.4029
11241	Mrs. Lisa Cai	7	$11,330.4494
11417	Mrs. Lacey Zheng	7	$11,085.7504
11420	Mr. Jordan Turner	7	$11,022.4002
11242	Mr. Larry Munoz	7	$10,852.034
13263	Mrs. Kate Anand	4	$10,436.5079
12655	Mr. Larry Vazquez	4	$10,394.9836
11425	Mrs. Ariana Gray	6	$10,391.4304
12631	Mr. Clarence Gao	4	$10,331.7349
12650	Mr. Aaron Wright	4	$10,329.2291
13405	Mr. Ethan Bryant	4	$10,308.5249
11429	Mr. Marco Lopez	6	$10,289.6862
12632	Mrs. Bonnie Nath	4	$10,282.9121
11245	Mr. Ricky Vazquez	4	$10,165.9221
Total		**1,272**	**$6,15,328.637**

2020   2022

Top Customers (by revenue) :

Mr. Maurice Shan

Orders :
6

Revenue :
12.4K

(i) Among customers in skilled manual roles in 2022, Mr. Ruben Suarez drove the most revenue at 4,683

Customer Details

This Dashboard focusses specifically upon Customer related information.

The graph represents the customer trend with respect to time. This page contains various cards and pie charts which displays all the customer related information like unique customers, revenue per customer, orders by income level of a customer etc.

A table is also given which shows the company's top 100 customer based on total revenue generated per customer. The customer's name which accounts for the highest revenue in the company for a particular time period is stated besides the table in the card. Total number of orders and revenue generated by that particular customer is also stated below the name card.