

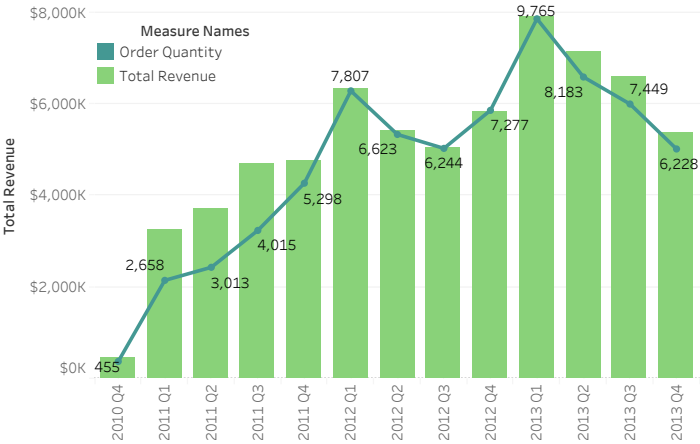
Adventure Works - An Overview

Total Revenue
\$80,451K

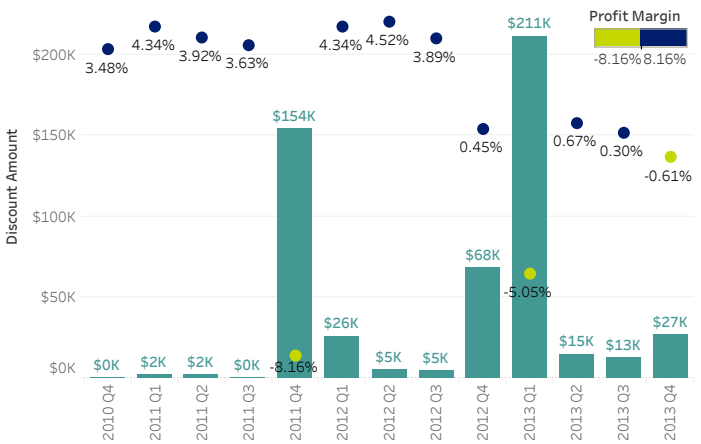
Total Profit
\$470.5K

Profit Margin
0.58%

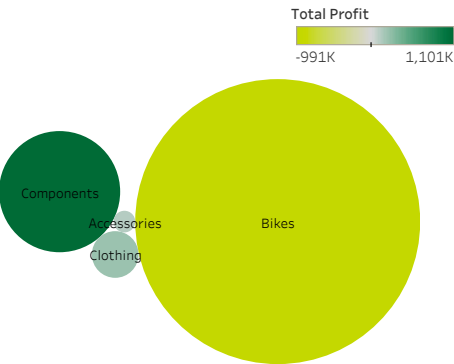
Sales Amount & Order Quantity by Quarter



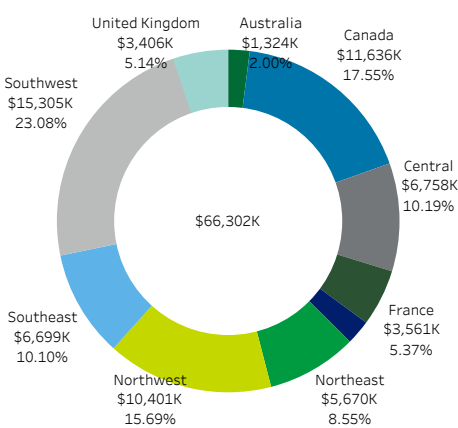
Discount Amount & Profit Margin by Quarter



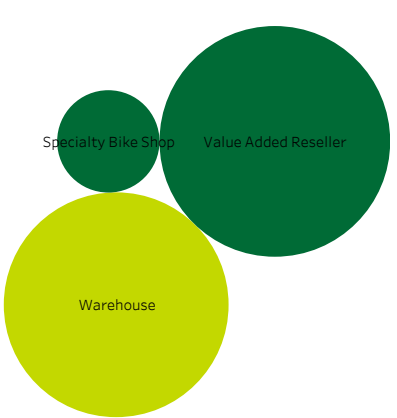
Profit & Sales for each Category



Sales by Territory



Profit & Sales by Business Type





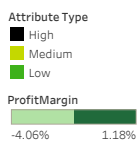
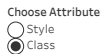
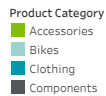
Product Analysis

Product Types
606

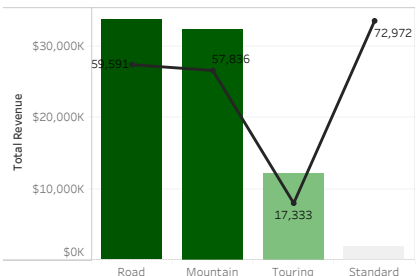
Product Lines
4

Profitable Product Lines
2

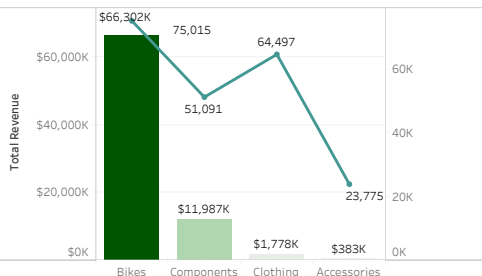
Product Category
4



Sales/Order by Product Line



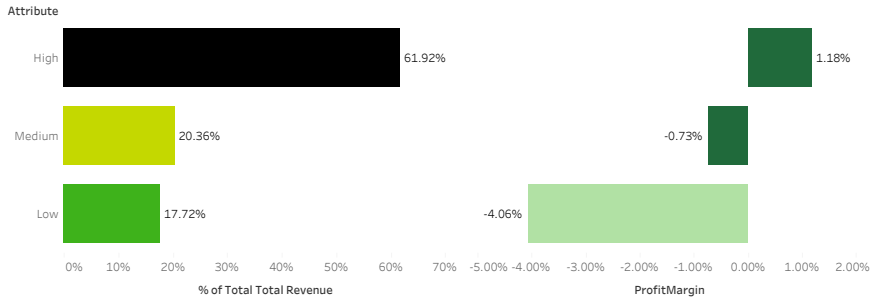
Sales/Order by Product Category



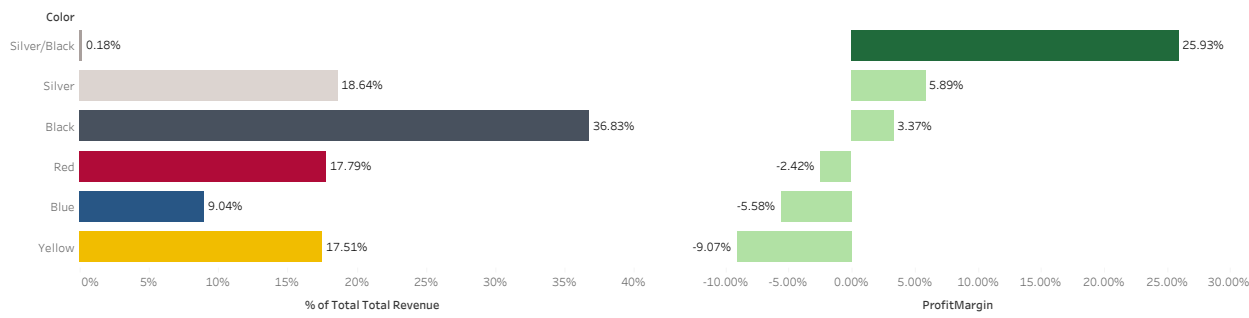
Profit by Product Line/ Category



%Sales/%Profit by Class



%Sales/%Profit by Color





Geographical Analysis

Countries

6

Profitable Countries

3

Sales Territories

10

Profitable Sales Territories

6

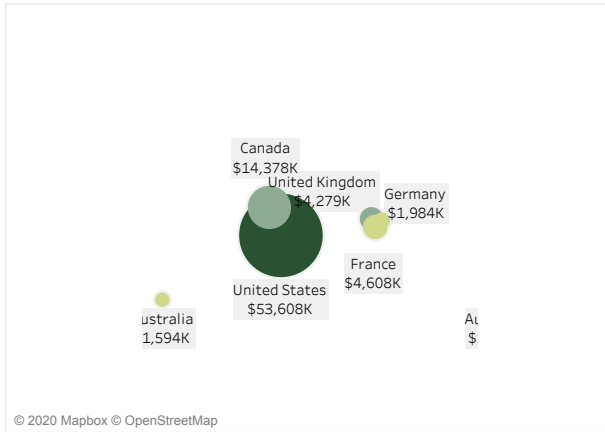
Select a View

- ☐ All
- ☒ Product Line
- ☐ Product Category

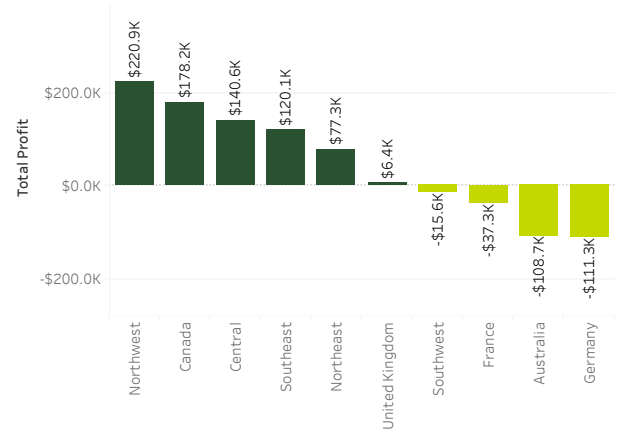
Total Profit



Sales Volume by Geography



Profit/Loss by Territory

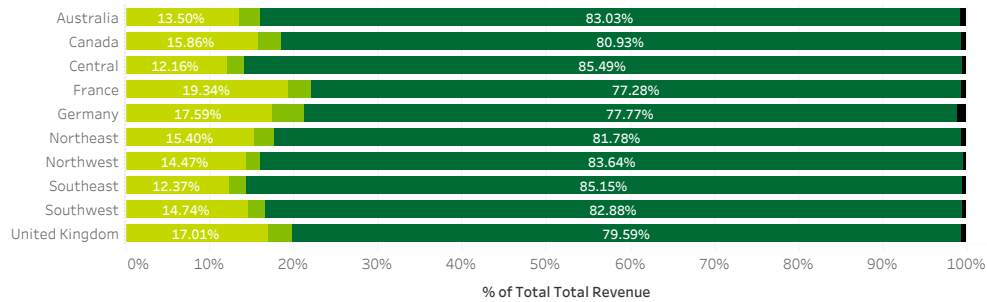


Sales Proportions Across Product Category/
Line by Territory

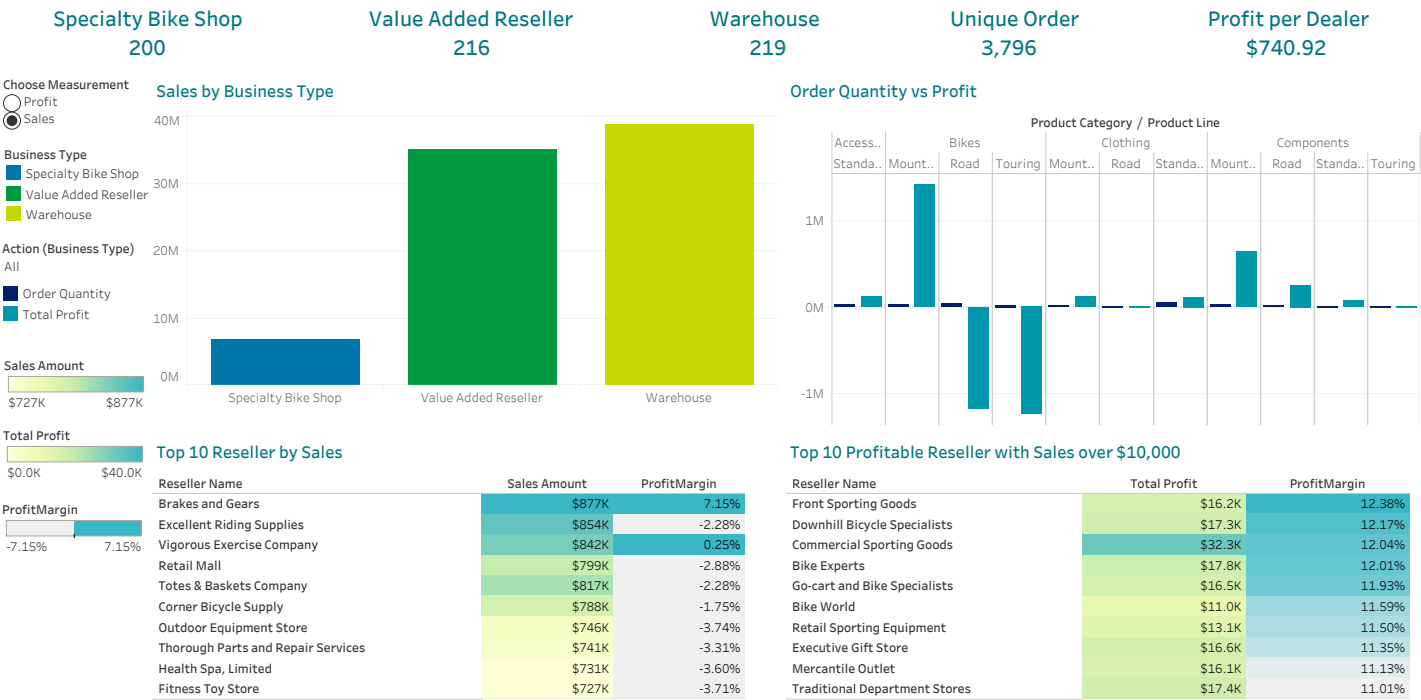
Choose Measurement

- ☐ Product Category
- ☒ Product Line

- ☒ Accessories
- ☒ Bikes
- ☒ Clothing
- ☒ Components



Dealer Analysis



Profit Analysis

Sales Territory Re..
Canada

- Product Category
- Accessories
 - Bikes
 - Clothing
 - Components

Revenue
\$11,636K

Avg.Selling Price
894.5

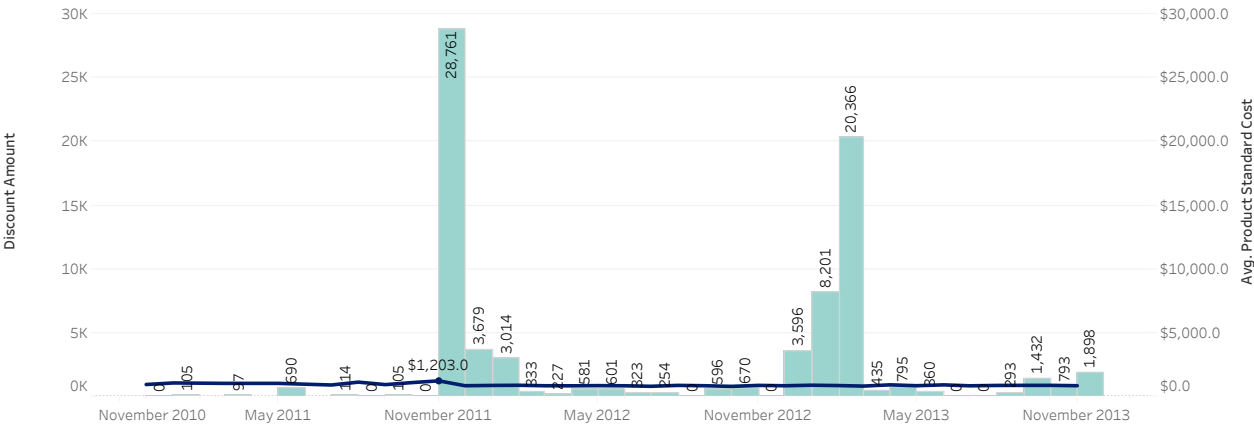
Avg. Cost Price
\$880.6

Profit Margin
-0.96%

Trend Analysis - Profit



Trend Analysis - Discounts and Cost price



Bike Model Analysis

Product Model - Top Performers

Model Name	Sales Amount	Total Profit	ProfitMargin	Discount Amount
Mountain-400-W	\$102K	\$9.2K	9.08%	0
Mountain-300	\$353K	\$27.0K	7.65%	0
Mountain-500	\$209K	\$5.9K	2.83%	2,396
Road-150	\$468K	-\$5.3K	-1.13%	0
Road-450	\$522K	-\$6.5K	-1.25%	220
Road-550-W	\$634K	-\$20.2K	-3.19%	445
Road-250	\$1,718K	-\$56.4K	-3.28%	304
Touring-2000	\$171K	-\$6.2K	-3.60%	0
Road-650	\$1,564K	-\$61.1K	-3.91%	9,162
Mountain-100	\$1,267K	-\$56.6K	-4.47%	29,231
Road-350-W	\$653K	-\$52.6K	-8.06%	4,382

Sales Amount, Total Profit, ProfitMargin, Discount Amount catergorized by Model Name.

The data is filtered on Sales Territory Countries, Product Lines, Product Category, Color 1,Class, Sales Territory Region, Action(Model Name), Sales Territory Country(FactResellerSales+(Adventure Works Data)(5)),Sales Territory Country(FactResellerSales+(Adventure Works Data_(4)(2)),Action(MONTH(Order Date))),Style, Action(Model Name),Sales Territory Country(FactResellerSales+(Adventure Works Data) (4)) and Sales Territory Country(FactResellerSales+(Adventure Works Data)).

Sales Territory Region
Canada

Product Category
Bikes

Product Line
All

Class
All

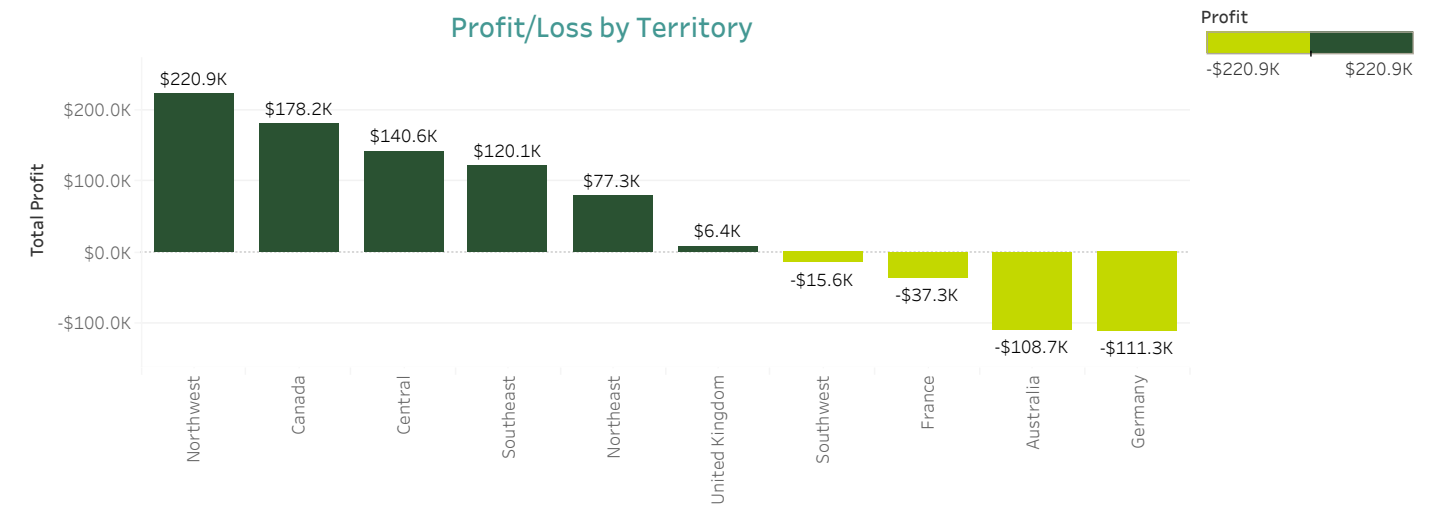
Color
All



Product Model - Worst Performers

Model Name	Sales Amount	Total Profit	ProfitMargin	Discount Amount
Touring-3000	\$261K	-\$42.2K	-16.14%	9,821
Touring-1000	\$767K	-\$97.3K	-12.69%	19,382
Road-750	\$155K	-\$12.6K	-8.13%	1,079
Road-350-W	\$653K	-\$52.6K	-8.06%	4,382
Mountain-100	\$1,267K	-\$56.6K	-4.47%	29,231
Road-650	\$1,564K	-\$61.1K	-3.91%	9,162
Touring-2000	\$171K	-\$6.2K	-3.60%	0
Road-250	\$1,718K	-\$56.4K	-3.28%	304
Road-550-W	\$634K	-\$20.2K	-3.19%	445
Road-450	\$522K	-\$6.5K	-1.25%	220
Road-150	\$468K	-\$5.3K	-1.13%	0
Mountain-500	\$209K	\$5.9K	2.83%	2,396
Mountain-300	\$353K	\$27.0K	7.65%	0
Mountain-400-W	\$102K	\$9.2K	9.08%	0
Mountain-200	\$2,792K	\$263.2K	9.43%	1,899

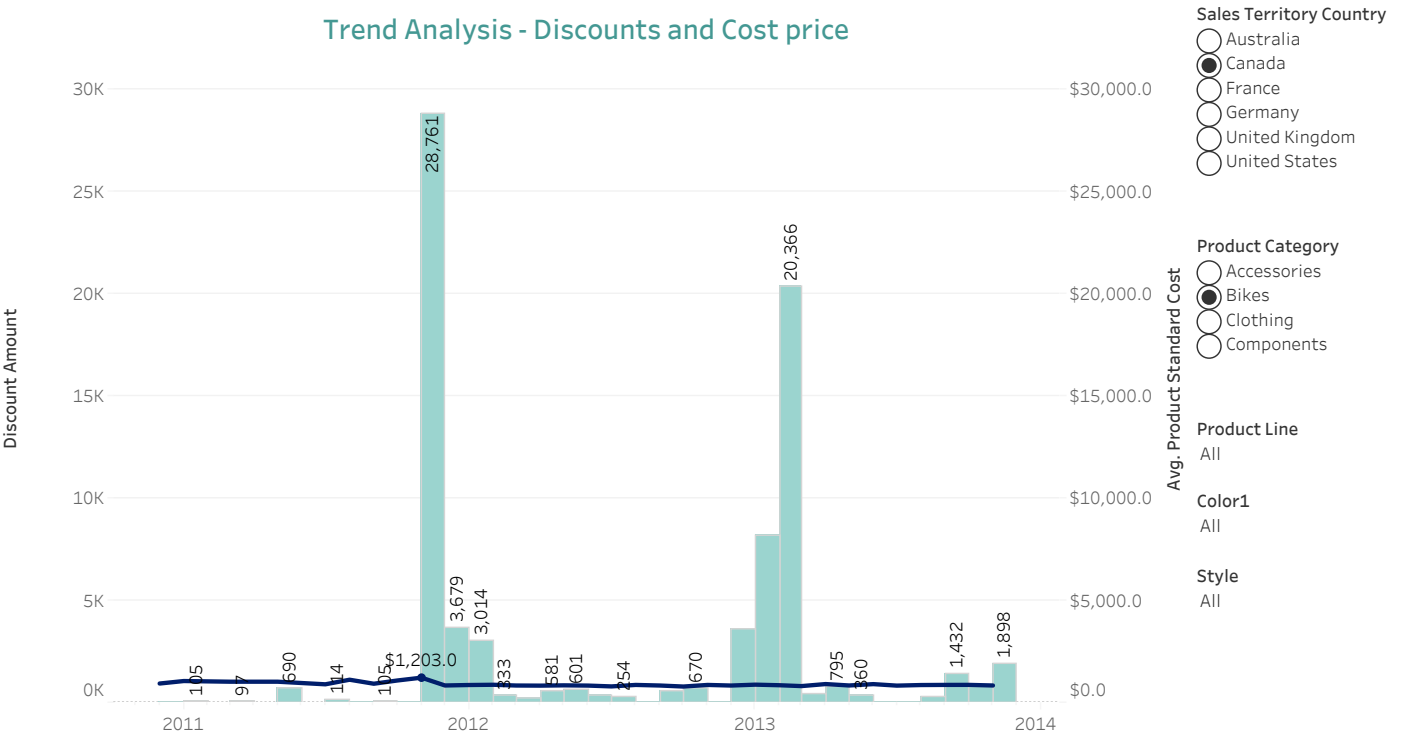
The metrics on the left demonstrate the performance of Bike Models in particular within Canada. Sales Territory Country filter keeps Canada. Product Category filter keeps Bikes. Product Line filter includes Mountain, Data unavailable, Road, Standard and Touring. Color1 filter keeps 9 out of 9 members. Class filter includes High, Medium, Low, and Data unavailable. Sales Territory Region filter keeps 10 out of 10 members. Sales Territory Country(FactResellerSales+(Adventure Works Data)(5)) filter keeps 6 of 6 members. Sales Territory Country(FactResellerSales+(Adventure Works Data_(4)(2))filter keeps 6 out of 6 members. Action(MONTH(Order Date)) filter keeps 93 members.Style filter includes Mens,Universal, Womens. Sales Territory Country(FactResellerSales+(Adventure Works Data) (4)) filter keeps 6 out of 6 members.Sales Territory Country(FactResellerSales+(Adventure Works Data)) filter keeps 6 out of 6 members.



The data is filtered on Action(Product Line), Display sheet, Sales Territory Country, Action(Product Category), Action(Sales Territory Region),Sales Territory Country(FactResellerSales+(Adventure Works Data)(5)),Sales Territory Country(FactResellerSales+(Adventure Works Data_(4)(2)),Sales Territory Country(FactResellerSales+(Adventure Works Data) (4)).

Action(Product Line) contains 5 members.Display sheet filter contains All, Product Category, and Product Line.Sales Territory Country filter keeps 6 out of 6 members.Action(Product Category)filter contains 4 members.Action(Sales Territory Region) filter contains 10 members. Sales Territory Country(FactResellerSales+(Adventure Works Data)(5)) filter keeps 6 out of 6 members. Sales Territory Country(FactResellerSales+(Adventure Works Data_(4)(2))filter keeps 6 out of 6 members.Sales Territory Country(FactResellerSales+(Adventure Works Data) (4)) filter keeps 6 out of 6 members.

Trend Analysis - Discounts and Cost price



The data is filtered on Product Line, Model Name, Product Category, Sales Territory Country, Color1, Class, Sales Territory Country(FactResellerSales+(Adventure Works Data)(5)),Sales Territory Country(FactResellerSales+(Adventure Works Data(4)(2)),Action(MONTH(Order Date)), Style, Sales Territory Region,Sales Territory Country(FactResellerSales+(Adventure Works Data) (4)) and Sales Territory Country(FactResellerSales+(Adventure Works Data)).

Product Line filter contains Mountain, Data unavailable, Road, Standard and Touring. Model Name filter contains 93 out of 93 members. Product Category filter keeps Bikes. Sales Territory Country filter keeps Canada. Color1 filter keeps 9 out of 9 members. Class filter contains Data unavailable, High, Medium, Low.Sales Territory Country(FactResellerSales+(Adventure Works Data)(5)) filter keeps 6 out of 6 members. Sales Territory Country(FactResellerSales+(Adventure Works Data(4)(2))filter keeps 6 out of 6 members.Action(MONTH(Order Date))filter keeps 33 members. Style filter contains Mens, Universal, Womens.Sales Territory Region filter has 10 out of 10 members.Sales Territory Country(FactResellerSales+(Adventure Works Data) (4)) filter keeps 6 out of 6 members.Sales Territory Country(FactResellerSales+(Adventure Works Data)) filter has 6 out of 6 members.