

Adventure Works Report



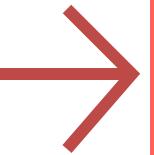


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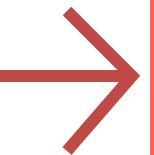
Executive Summary



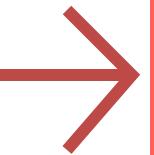
Product Overview



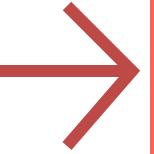
Product Drillthrough



Customer Demographics



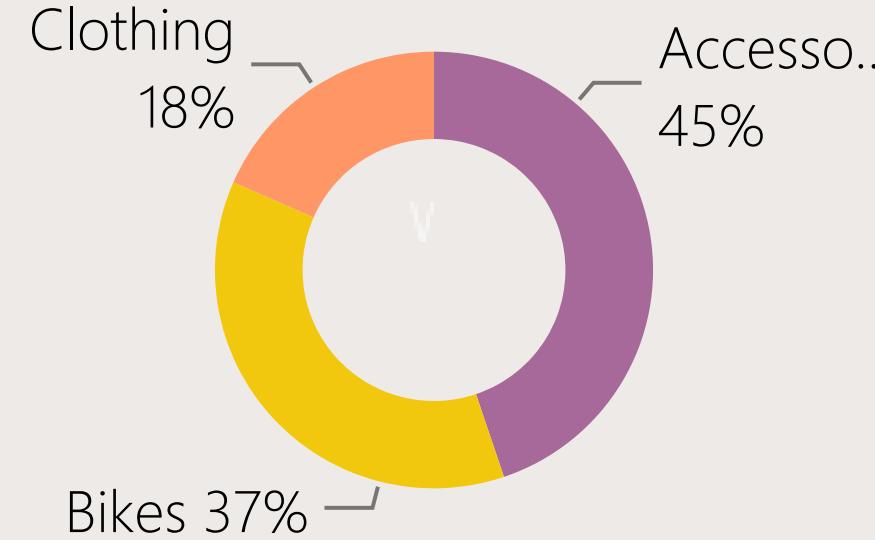
Summary of Data





Executive Summary

Total Orders by Category



M.O.M Revenue

\$1.83M

Goal: \$1.77M (+3.31%)

Monthly Revenue against Target

\$1.83M!

Goal: 1.95M (-6.08%)

Date Slicer

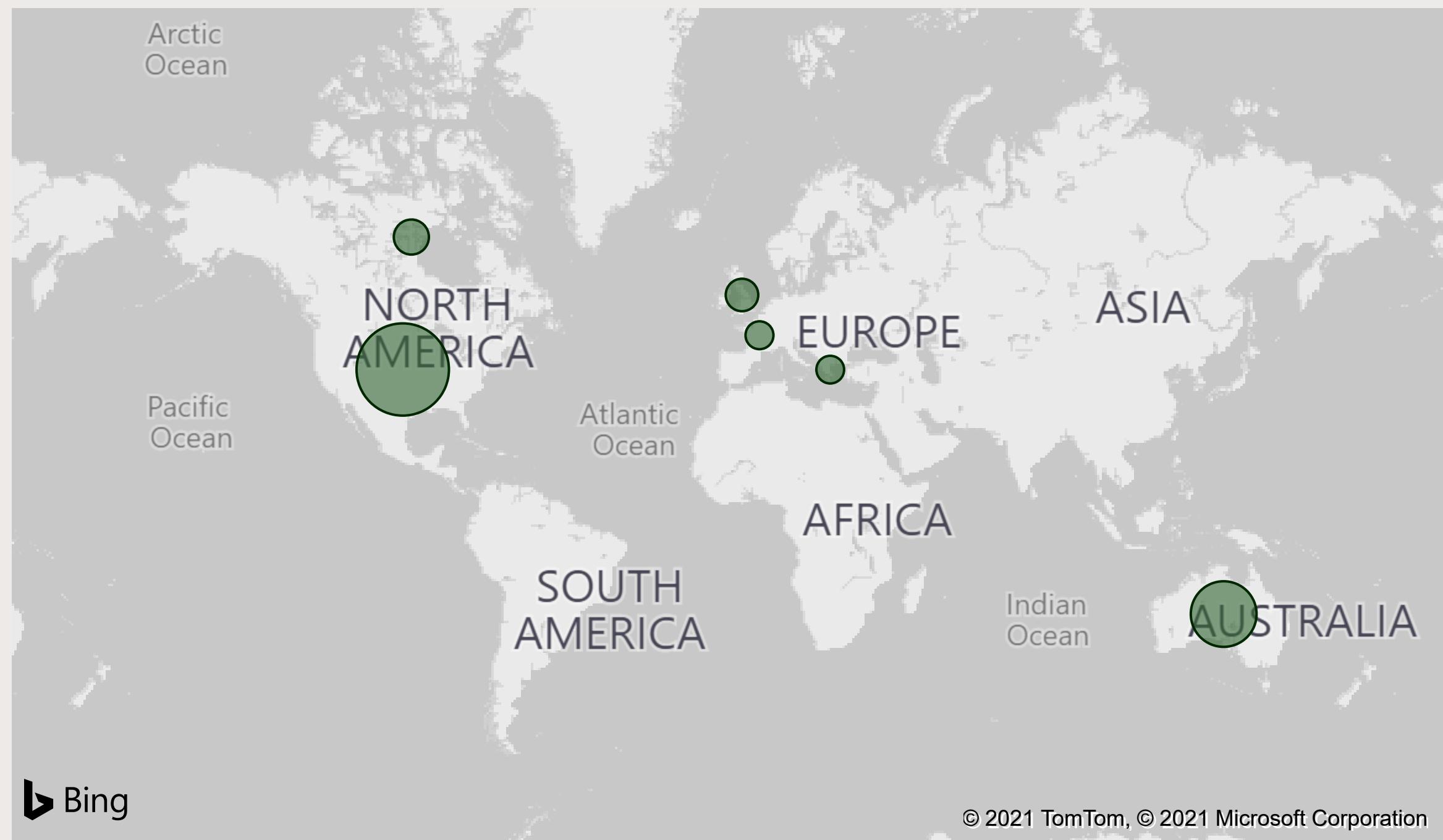
Last

1

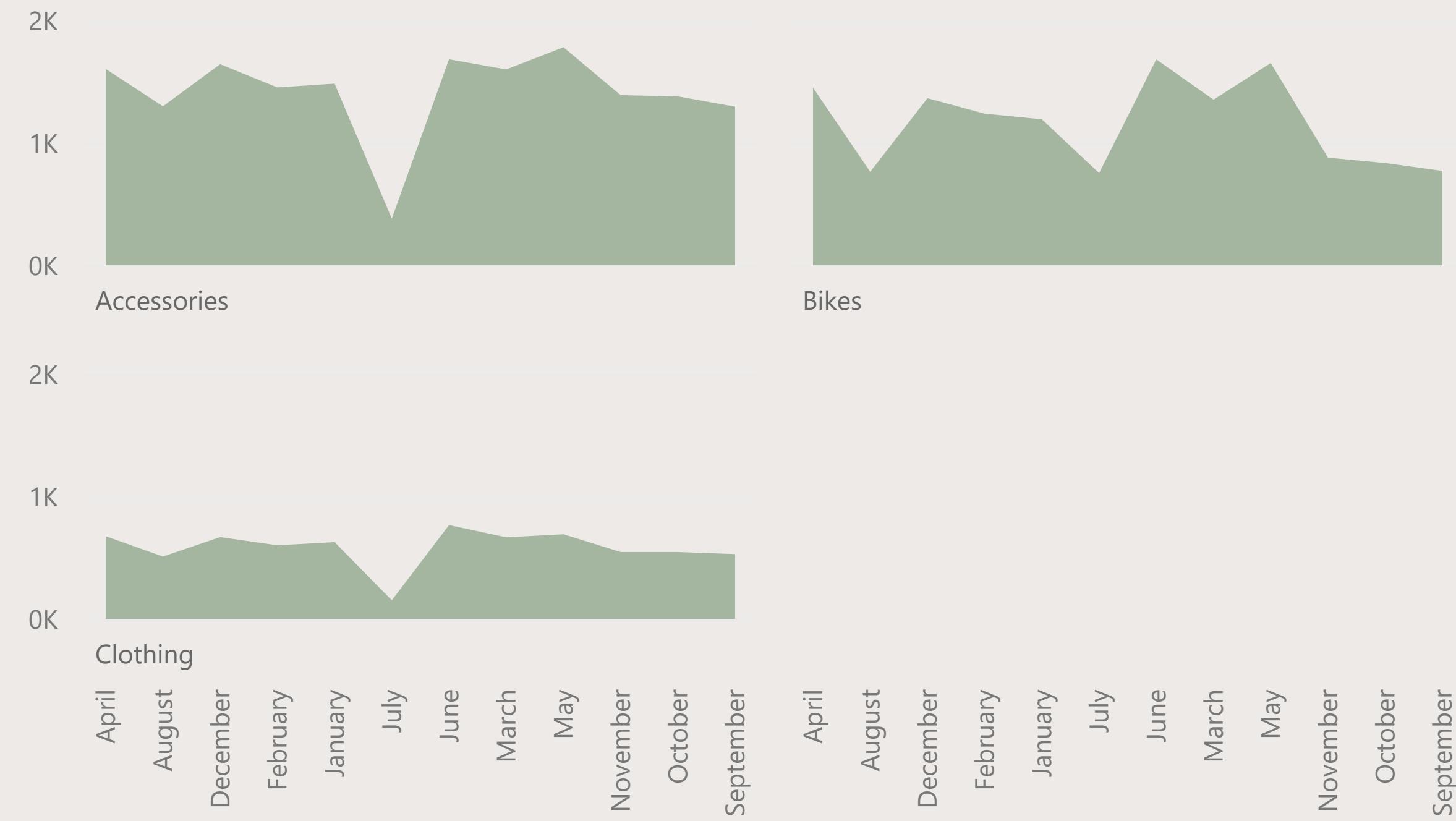
Select

No filters applied

Total Orders by Country



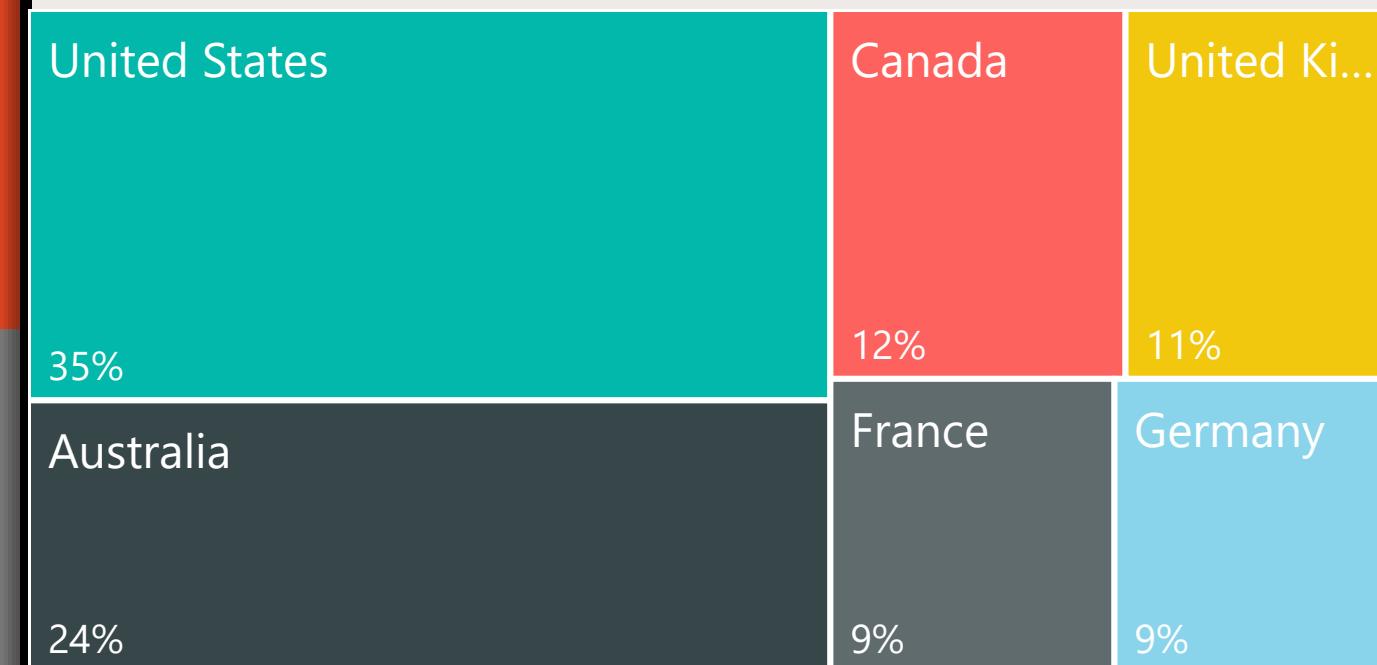
Total Orders by Category over Time





Product Details

Total Orders by Country



Total Revenue and Revenue Target by Date

\$53.38K

Goal: 36.96K (+44.44%)

MOM Revenue

\$53.38K

Goal: \$33.60K (+58.88%)

Date Slicer

Last ▾ 1 Select ▾

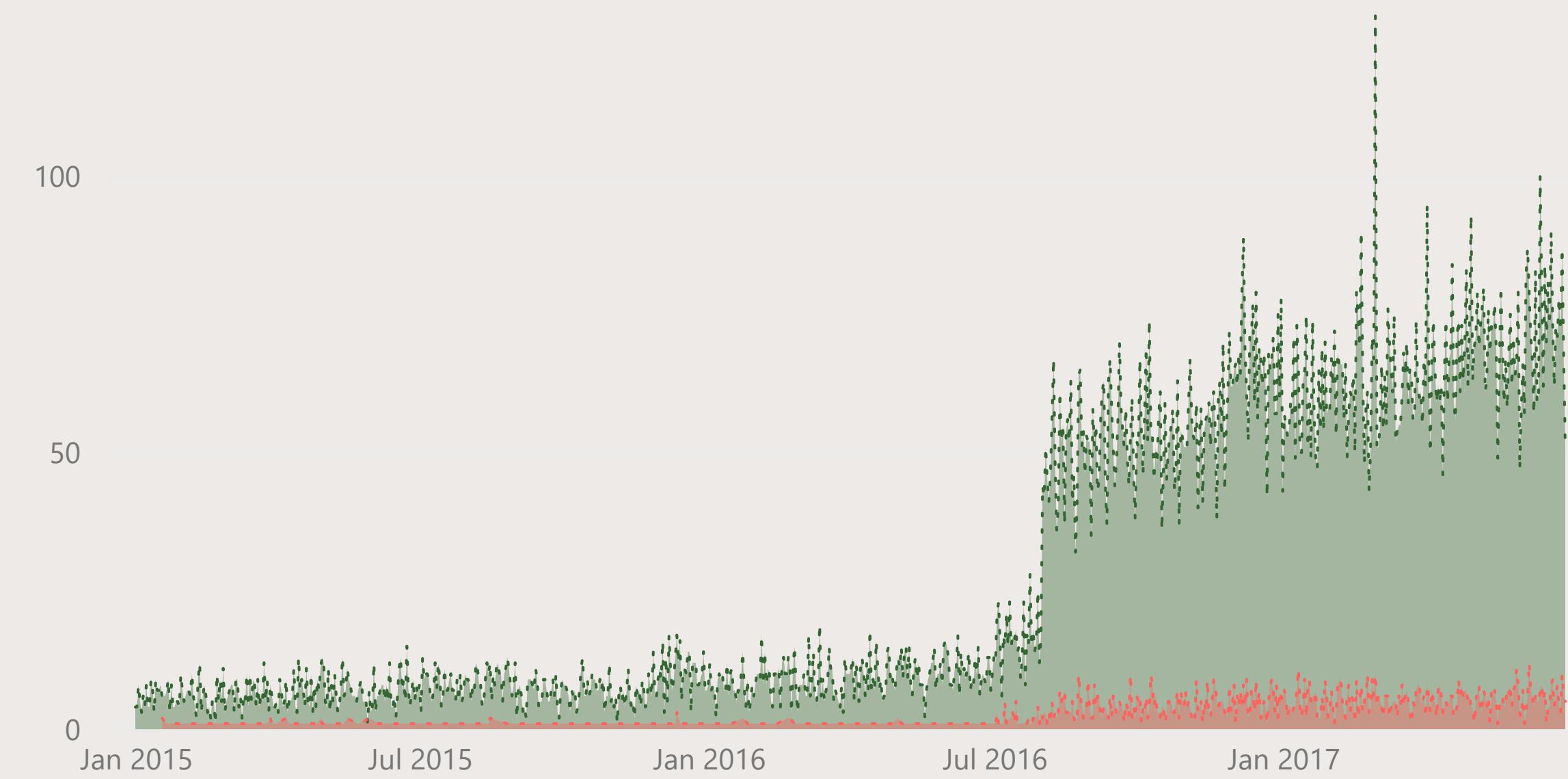
No filters applied

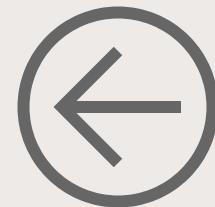
Australia Canada France Germany United Kingdom United States

Category Name	Total Orders	Total Revenue	Total Profit
■ Bikes	13,929	\$23,642,500.06	\$9,726,169.08
+ Road Bikes	7,099	\$11,287,183.77	\$4,368,350.76
+ Mountain Bikes	4,706	\$8,583,751.63	\$3,930,658.03
+ Touring Bikes	2,124	\$3,771,564.66	\$1,427,160.29
+ Accessories	16,983	\$906,656.58	\$569,634.20
+ Clothing	6,976	\$365,410.54	\$161,777.58
Total	25,164	\$24,914,567.18	\$10,457,580.86

Total Orders and Total Returns over Time

● Total Orders ● Total Returns





Product Drill Through

Road-250 Black, 52

MOM Revenue Change

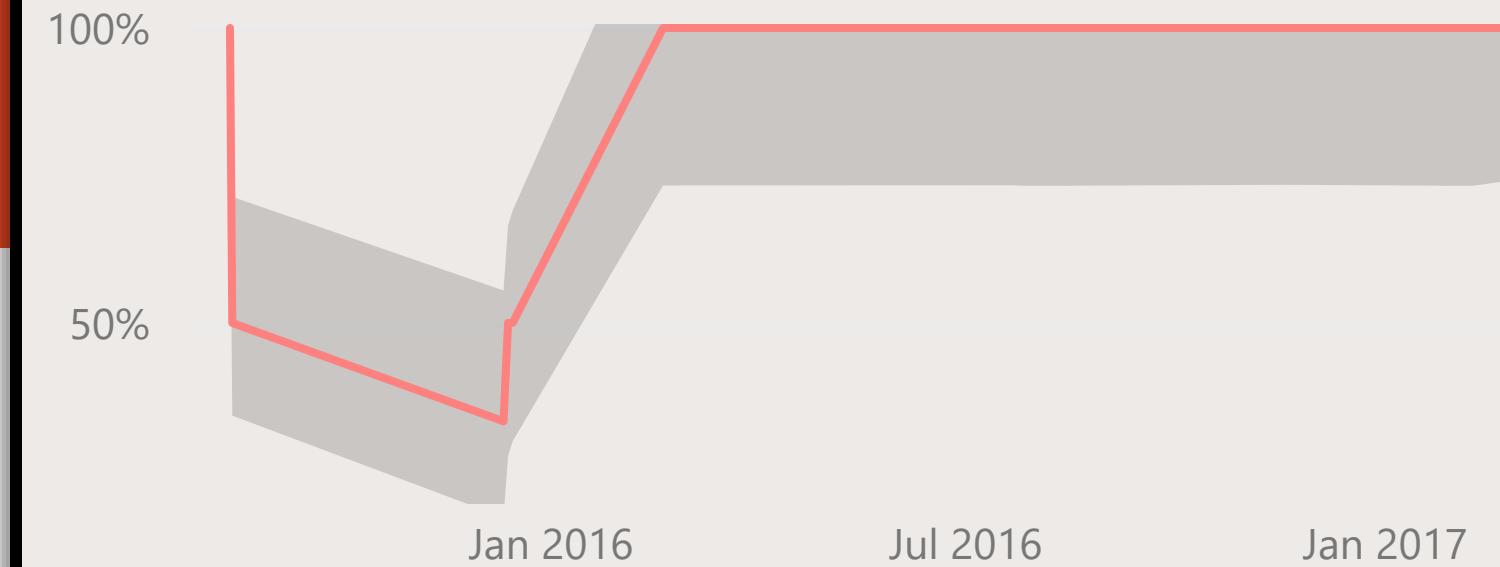
\$2,181.56[✓]

Goal: (Blank) (+Infinity%)

Monthly Order Target



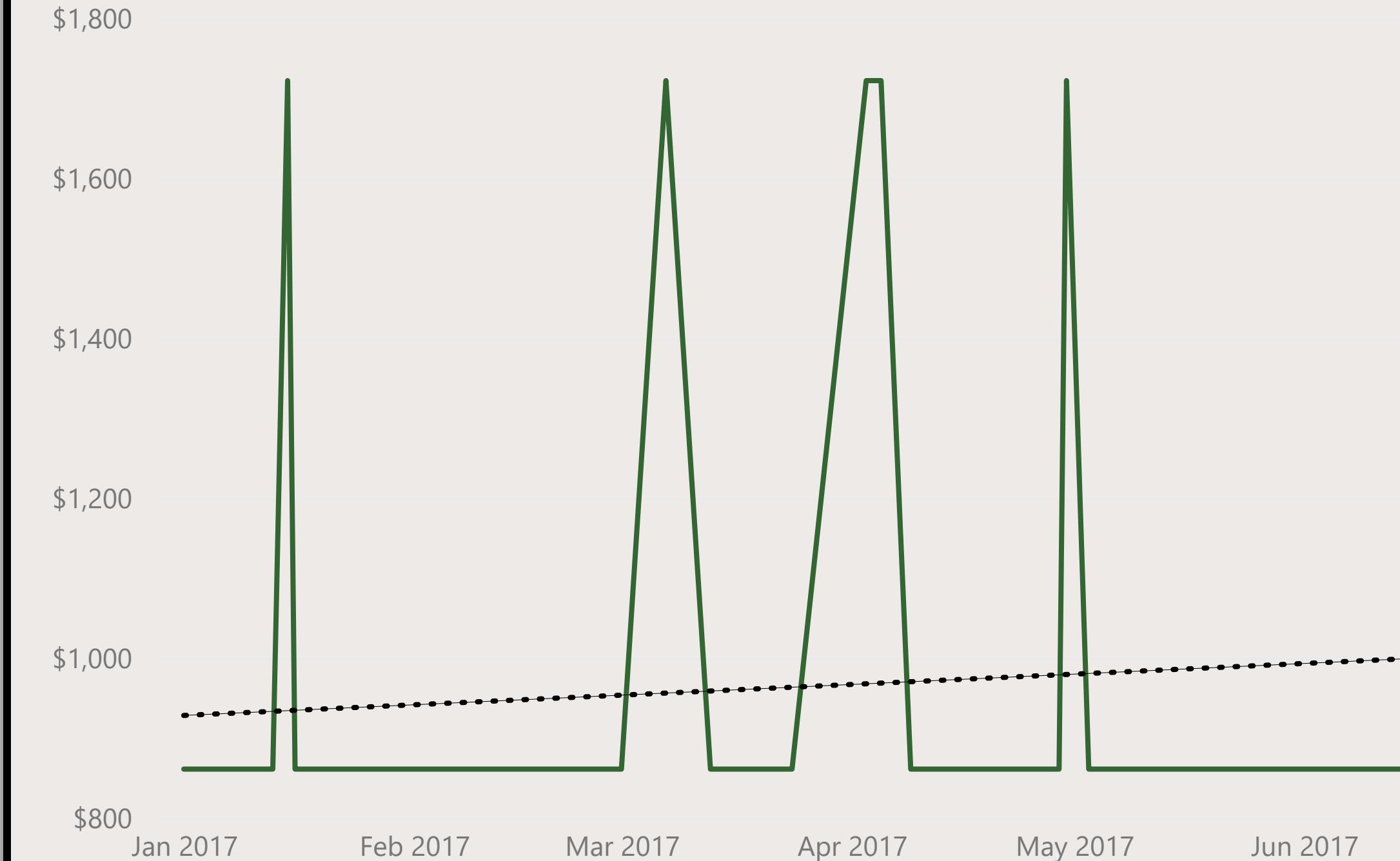
Return Rate over Time



90-day Rolling Profit by Date



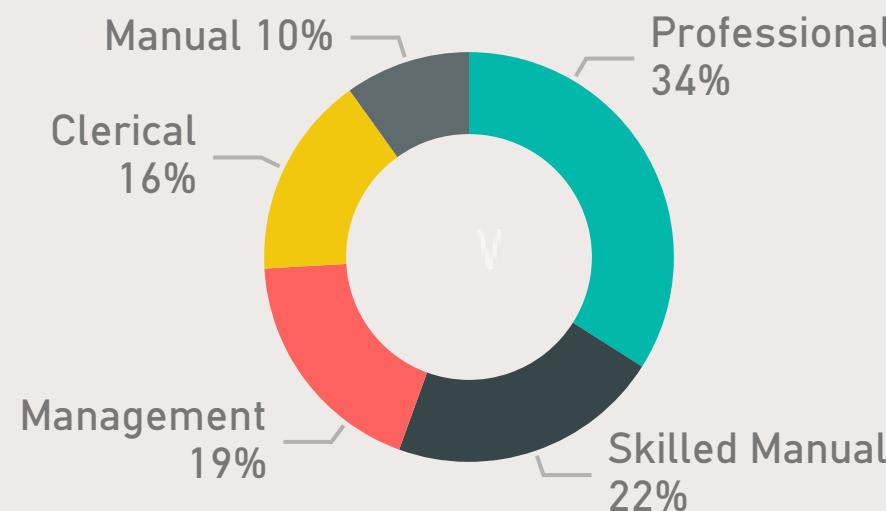
Total Profit for Current Year



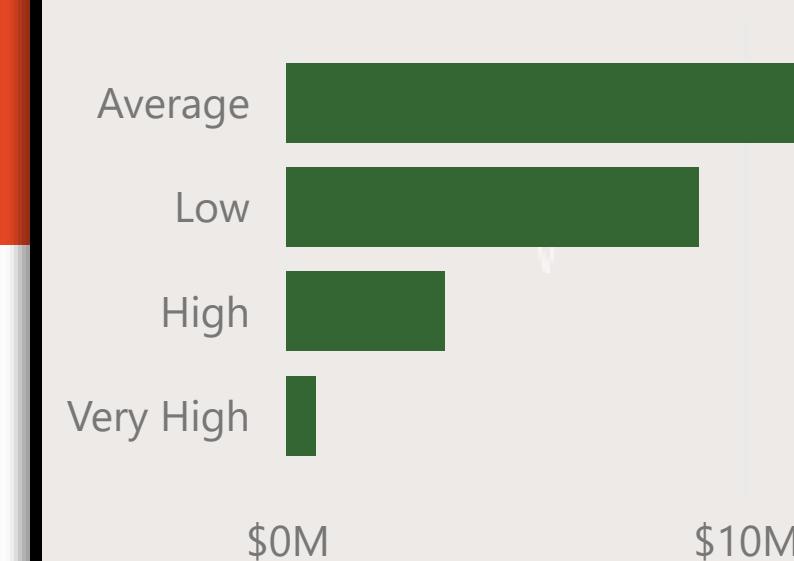


Customer Demographics

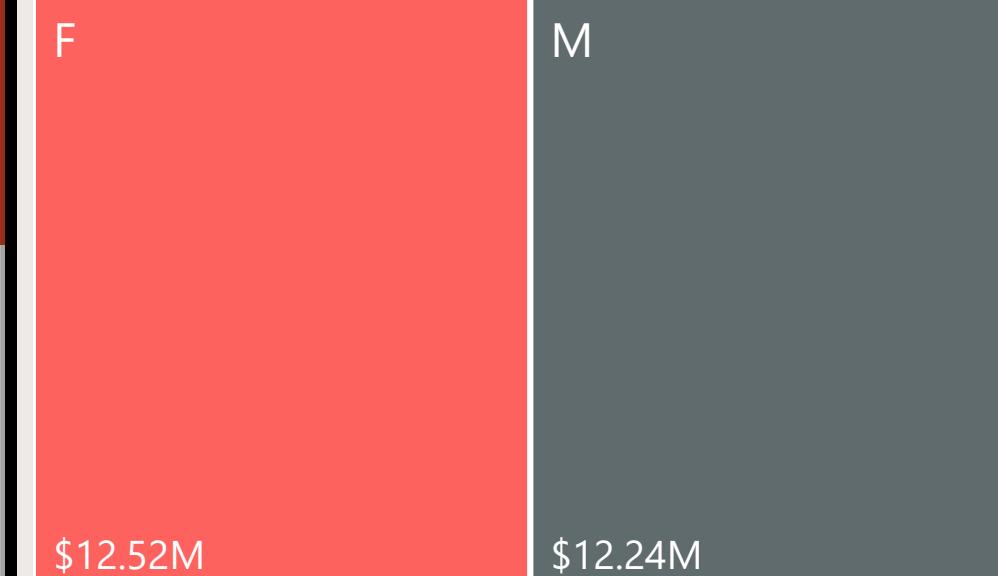
Revenue by Occupation



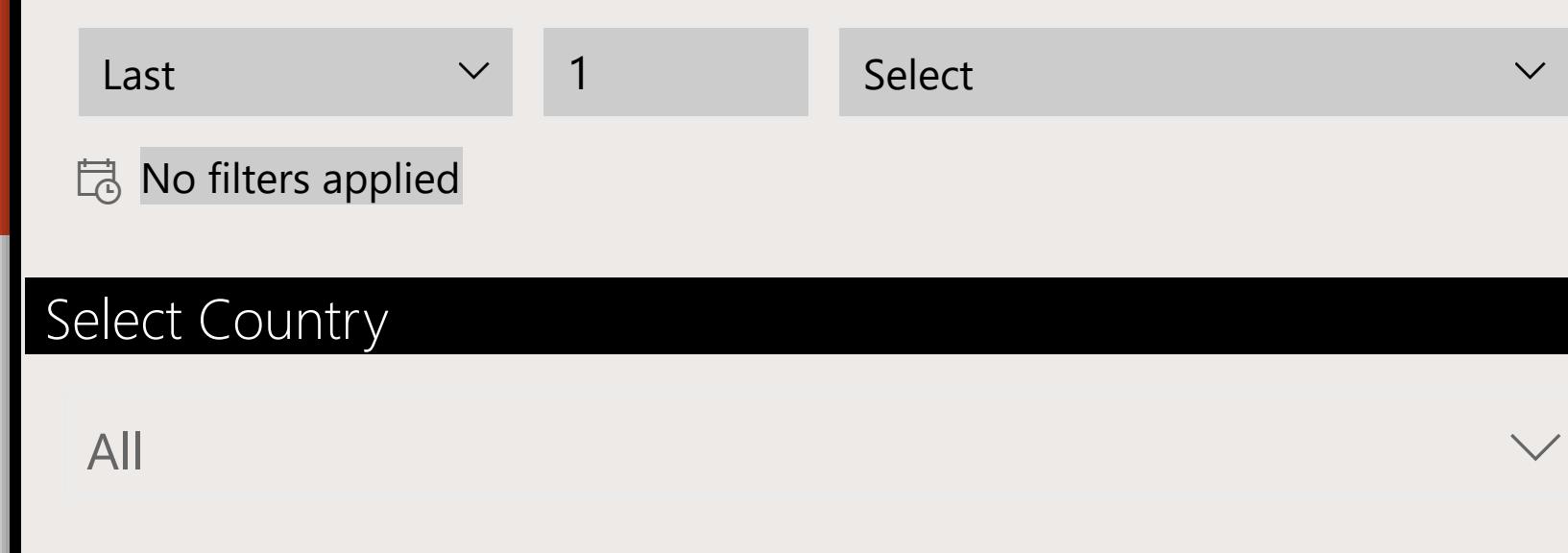
Revenue by Occupation



Total Revenue by Age



Date Slicer



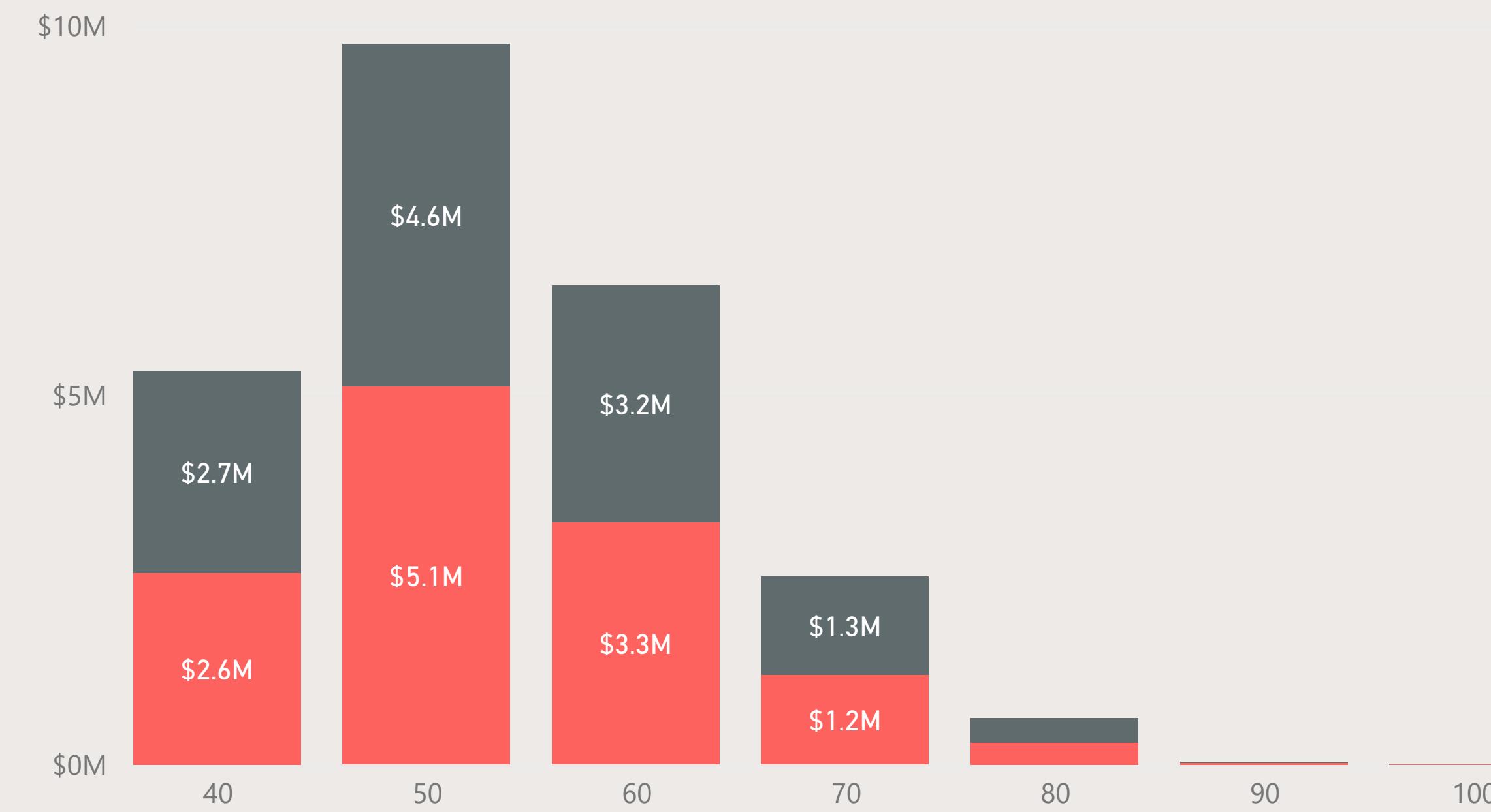
FullName

Total 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
Mr. Franklin Xu	\$10,863.44
Mr. Larry Munoz	\$10,852.04
Mrs. Kate Anand	\$10,436.51
Mr. Larry Vazquez	\$10,394.98
Mrs. Ariana Gray	\$10,391.42
Total	\$24,914,567.18

Total Revenue by Age & Gender

Gender F M





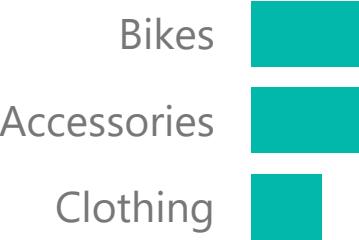
Summary Data Table

Category Name	Total Orders	Total Cost	Total Revenue	Total Profit	Return Rate
[-] Bikes	13,929	\$13,916,331		\$23,642,500.06	\$9,726,169.08
[+] Road Bikes	7,099	\$6,918,833	\$11,287,183.77	\$4,368,350.76	3.14% ▲
[+] Mountain Bikes	4,706	\$4,653,094	\$8,583,751.63	\$3,930,658.03	2.89% ▲
[+] Touring Bikes	2,124	\$2,344,404	\$3,771,564.66	\$1,427,160.29	3.30% ●
[-] Accessories	16,983	\$337,022		\$906,656.58	\$569,634.20
[+] Tires and Tubes	9,084	\$142,491	\$380,826.68	\$238,335.30	1.79% ◆
[+] Helmets	6,034	\$74,814	\$205,817.41	\$131,003.45	3.12% ▲
[+] Bottles and Cages	4,485	\$40,333	\$107,744.94	\$67,411.81	1.91% ◆
[+] Fenders	1,975	\$32,551	\$87,040.80	\$54,489.60	1.36% ◆
[+] Hydration Packs	695	\$14,296	\$38,218.05	\$23,921.90	3.60% ●
[+] Bike Stands	234	\$13,916	\$37,206.00	\$23,290.02	3.42% ●
[+] Bike Racks	302	\$13,554	\$36,240.00	\$22,686.24	2.65% ▲
[+] Cleaners	850	\$5,067	\$13,562.70	\$8,495.88	1.47% ◆
[-] Clothing	6,976	\$203,633		\$365,410.54	\$161,777.58
[+] Jerseys	3,113	\$113,598	\$158,569.27	\$44,971.11	2.99% ▲
[+] Shorts	944	\$24,714	\$66,070.56	\$41,356.64	4.24% ●
[+] Gloves	1,332	\$25,673	\$62,266.20	\$36,592.96	1.85% ◆
Total	25,164	\$14,456,986	\$24,914,567.18	\$10,457,580.86	2.17%

total revenue by category name

(i)

CategoryName



Is this useful?

Key influencers Top segments

What influences Total Orders to ?

When...

Year is 2017



Country is United States



← Total Orders is more likely to increase when Year is 2017 than otherwise (on average).

