



Freddys BI - Cycles



Sales Data Overview

Geographic Data



HR Financial Metrics

Geographic Insight

Reporting Structure



Inventory Management



Economic Data

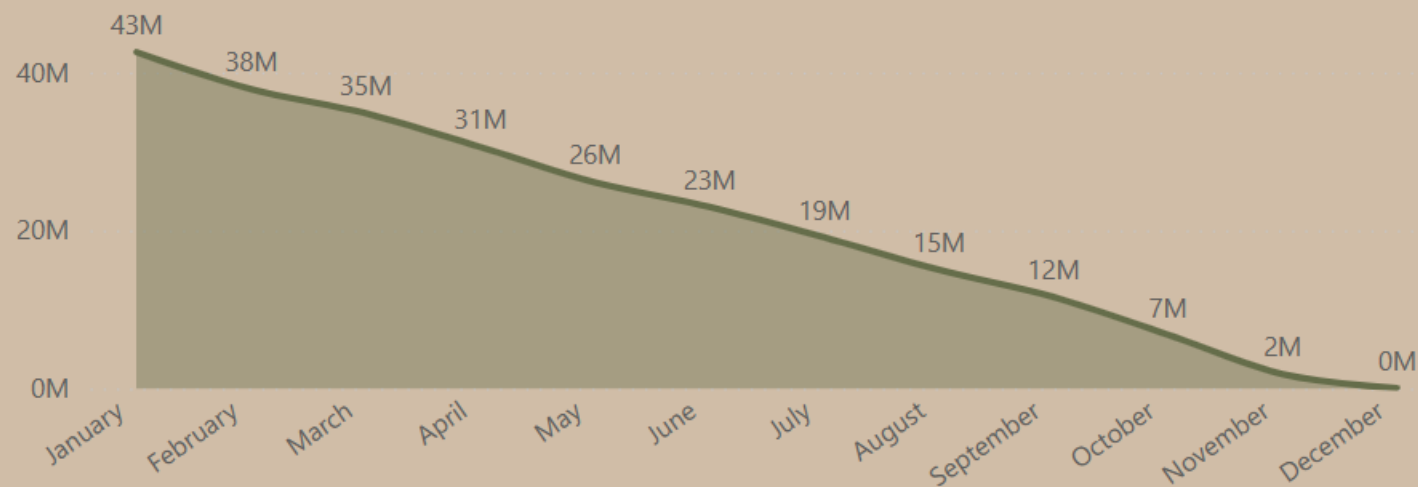
Date

Currency

- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014
- ☐ AUD
- ☐ EUR
- ☐ GBP
- ☒ USD

R12 Sales Analysis

YTD



Categorical Sales

Category	Sales	Product Cost	Margin	Margin %
<input type="checkbox"/> Bikes	88,658,718.6	-78,893,759.3	9,764,959.3	11.0 %
<input type="checkbox"/> Components	11,210,912.5	-10,222,894.2	988,018.3	8.8 %
<input type="checkbox"/> Clothing	1,996,049.4	-1,634,994.5	361,054.9	18.1 %
<input type="checkbox"/> Accessories	1,181,713.4	-591,293.3	590,420.1	50.0 %
Total	103,047,393.9	-91,342,941.3	11,704,452.6	11.4 %

Product Color	Sales	Product Cost	Margin	Margin %
<input type="checkbox"/> Black	36,007,571.3	-31,424,049.6	4,583,521.7	12.7 %
<input type="checkbox"/> Red	19,629,763.1	-17,314,429.7	2,315,333.4	11.8 %
<input type="checkbox"/> Silver	18,771,613.6	-15,693,831.3	3,077,782.2	16.4 %
<input type="checkbox"/> Yellow	17,775,840.6	-17,160,668.7	615,171.8	3.5 %
<input type="checkbox"/> Blue	9,055,387.4	-8,441,001.4	614,386.0	6.8 %
<input type="checkbox"/> Multi	611,397.0	-595,658.0	15,739.0	2.6 %
<input type="checkbox"/> Silver/Black	140,462.9	-103,986.7	36,476.1	26.0 %
Total	102,020,647.5	-90,750,429.1	11,270,218.4	11.0 %

Sales

103.0M

Sales/day

56.4K

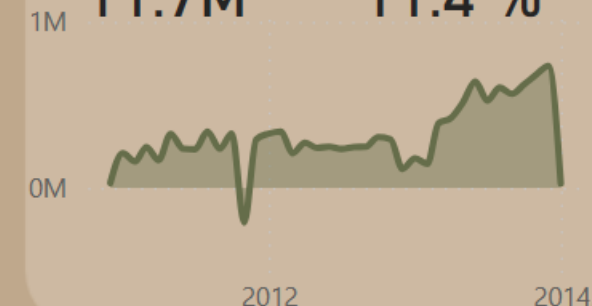


Margin

11.7M

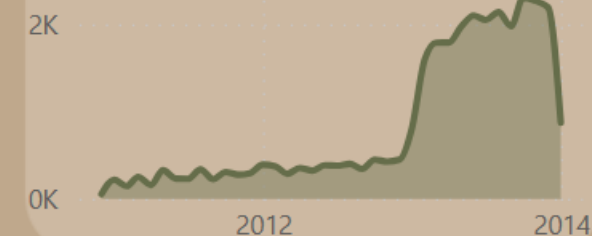
Margin %

11.4 %



Orders

31K





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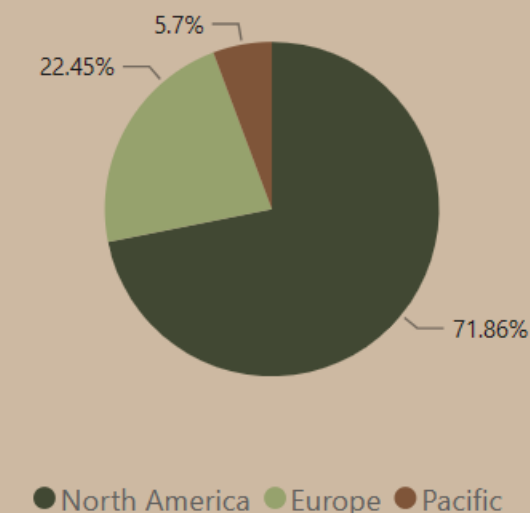


Categorical Sales

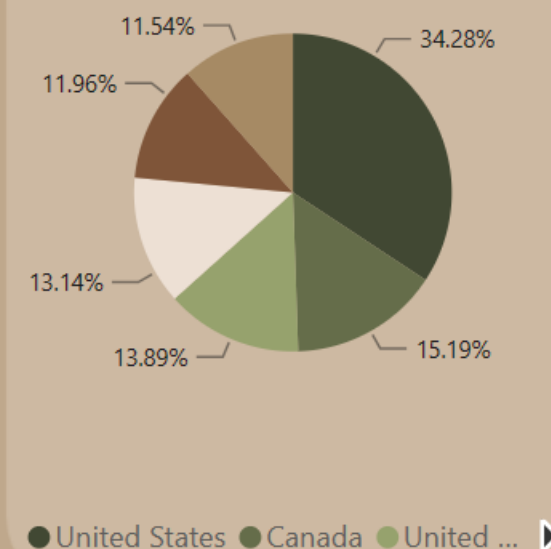
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Sales by Continent



Sales by Country





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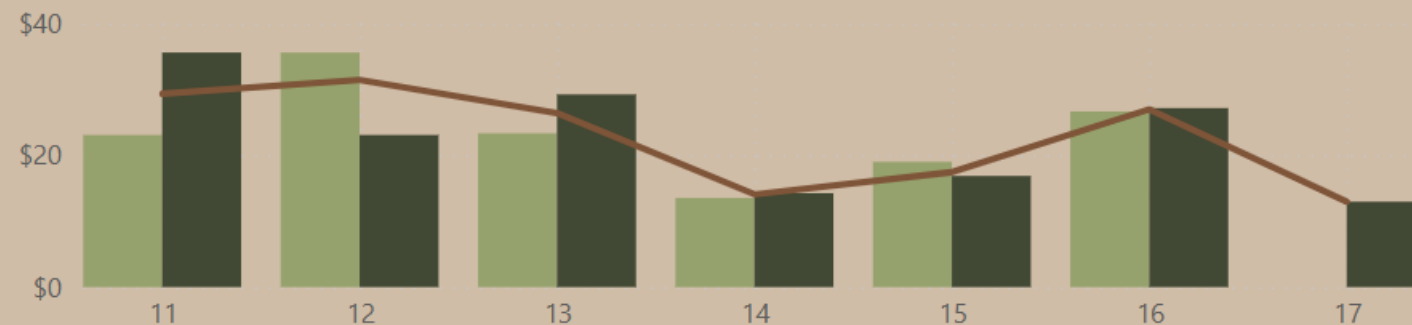


Economic Data

- ☐ A. Scott Wright
- ☐ Alan J Brewer
- ☐ Alejandro E McGuel
- ☐ Alex M Nayberg
- ☐ Alice O Ciccu
- ☐ Amy E Albosta

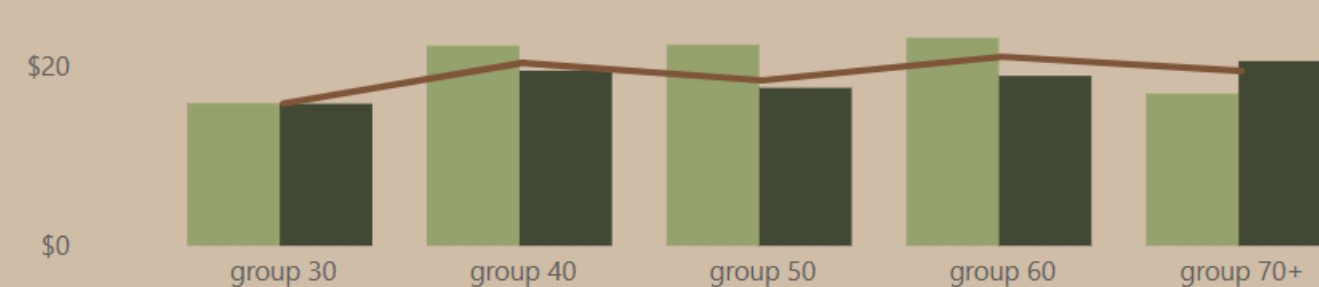
Average Salary by Years of Service

Female Male



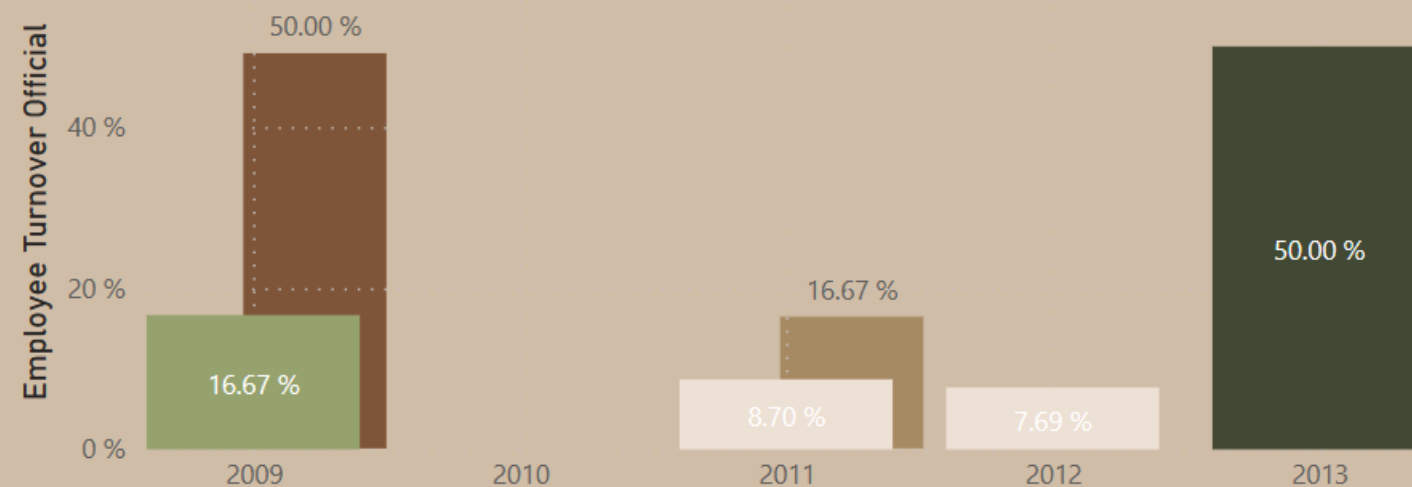
Average Salary by Age Group

Female Male



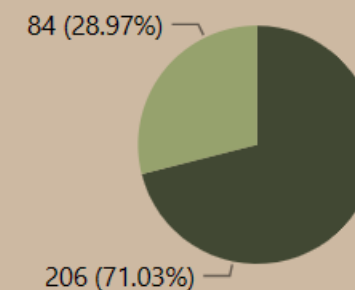
Turnover Rate by Department

Marketing Tool Design Purchasing Production Control Executive



Gender Ratio

Female Male



Department Size





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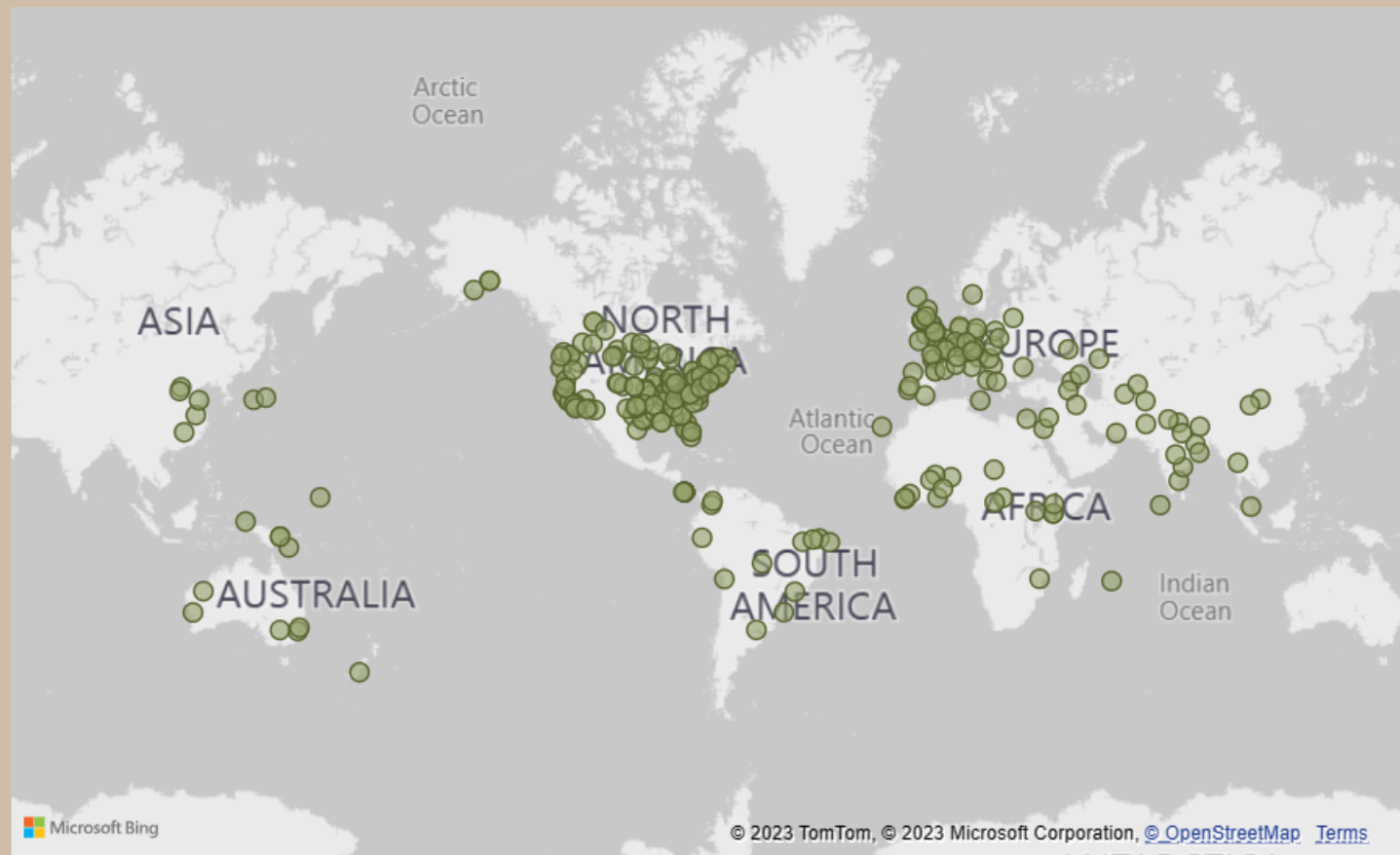
Inventory Management



Economic Data

Search

- ☐ A. Scott Wright
- ☐ Alan J Brewer
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- ☐ Alice O Ciccu
- ☐ Amy E Alberts



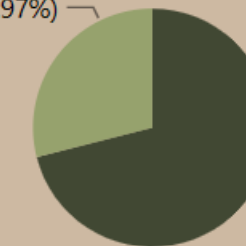
Full Name	Phone	Age	Department	Title	Service Years	Sick Leave
A. Scott Wright	992-555-0194	55	Production Control	Master Scheduler	15	2.02 %
Alan J Brewer	438-555-0172	40	Production Control	Scheduling Assistant	15	2.07 %
Alejandro E McGuel	668-555-0130	35	Production	Production Technician - WC40	15	2.21 %
Alex M Nayberg	819-555-0198	34	Production	Production Technician - WC45	15	2.79 %
Alice O Ciccu	333-555-0173	46	Production	Production Technician - WC50	15	3.22 %
Amy E Alberts	775-555-0164	66	Sales	European Sales Manager	12	1.44 %
Total						2.18 %

Gender Ratio

Female Male

84 (28.97%)

206 (71.03%)



Department Size

Production	179
Sales	18
Purchasing	12
Finance	10
Information Systems	10
Marketing	9
Facilities Management	7
Engineering	6
Human Resources	6
Production Control	6
Quality Assurance	6
Shipping	6
Documentation	5
Research & Development	4
Tool Design	4
Executive	2



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Economic Data

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Management Chain

Search

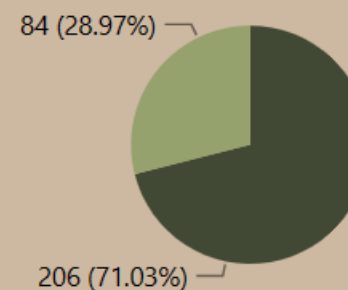
- ☐ Ken J Sánchez
 - ☐ Brian S Welcker
 - ☐ David M Bradley
 - ☐ James R Hamilton
 - ☐ Jean E Trenary
 - ☐ Laura F Norman
 - ☐ Peter J Krebs
 - ☐ Terri Lee Duffy

Reporting Chain

Full Name	Phone	Age	Department	Title	DirectReports
A. Scott Wright	992-555-0194	55	Production Control	Master Scheduler	5
Alan J Brewer	438-555-0172	40	Production Control	Scheduling Assistant	
Alejandro E McGuel	668-555-0130	35	Production	Production Technician - WC40	
Alex M Nayberg	819-555-0198	34	Production	Production Technician - WC45	
Alice O Ciccu	333-555-0173	46	Production	Production Technician - WC50	
Amy E Alberts	775-555-0164	66	Sales	European Sales Manager	3
Andreas T Berolund	181-555-0124	35	Quality Assurance	Quality Assurance	

Gender Ratio

Female Male



Department Size





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Economic Data

Date

Year

- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014

Top Inventory Volume by Products

Product Name	Average Volume
Adjustable Race	875.00
Bearing Ball	875.00
Chain Stays	875.00
Chainring	875.00
Chainring Bolts	875.00
Chainring Nut	875.00
Cone-Shaped Race	875.00
Crown Race	875.00
Cup-Shaped Race	875.00

Top Inventory Value by Products

Product Name	Average Value
HL Road Frame - Black, 52	365,049.63
HL Road Frame - Red, 52	335,467.10
HL Road Frame - Black, 62	333,688.82
HL Road Frame - Red, 56	331,482.82
HL Mountain Frame - Black, 46	284,227.37

Turnover Rate

0.64

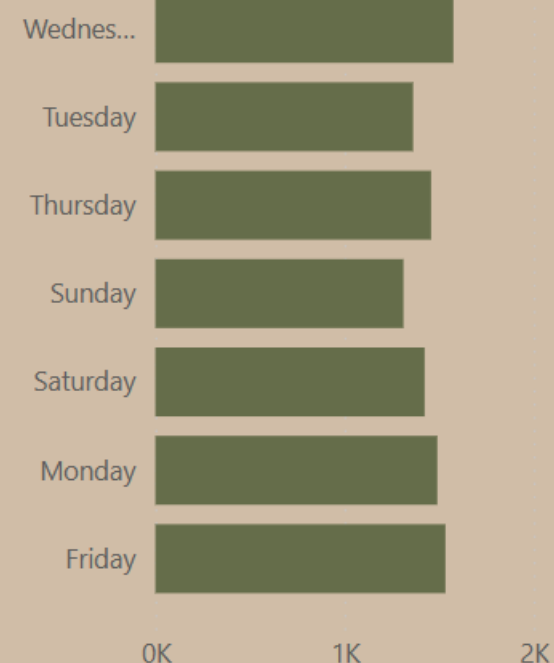
Distinctive Products

606

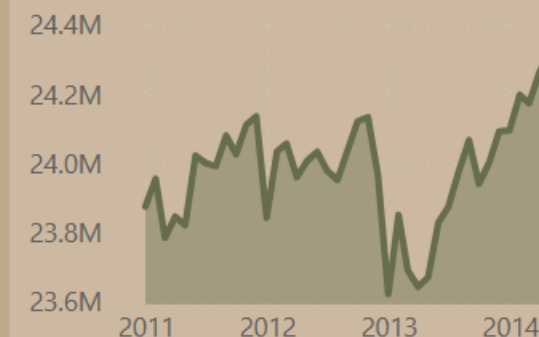
Inventory Data

EnglishProductName	First Stock Date	Shortage Occurrences
All-Purpose Bike	17/01/2013	1
AWC Logo Cap	30/01/2011	277
Bike Wash - Dissolver	29/12/2012	56
Cable Lock	30/12/2011	12
Chain	29/01/2013	
Classic Vest, L	11/01/2013	4
Classic Vest, M	29/12/2012	13
Classic Vest, S	29/12/2012	13
Fender Set -	30/12/2012	238
Front Brakes	29/12/2012	
Front Derailleur	29/01/2013	
Full-Finger Gloves, L	30/12/2011	12
Full-Finger Gloves, M	30/12/2011	12

Delivery Patterns for Unique Products



Inventory Valuation



Year	Avr Inventory Value
2011	23,120,708.53
2012	23,039,454.03
2013	23,124,365.54
2014	11,660,436.31



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Date

Year

- ☐ 2010
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- ☐ 2014

Economy Report

	January Utfall		February Utfall	March Utfall		April Utfall	May Utfall	
	Total Actual	Total Budget	Total Actual	Total Actual	Total Budget	Total Actual	Total Actual	Total B
<input type="checkbox"/> Account 4000	13,529,688.68	2,412,300.00	9,693,812.30	8,535,326.80	3,093,300.00	8,957,410.77	13,456,129.92	6,370,3
4130 - Returns and Adjustments	-407,186	-52,400	-291,427	-242,170	-77,400	-241,000	-373,484	-15
4140 - Discounts	-344,273	-2,300	-251,541	-28,833	-800	-18,566	-30,744	
4200 - Trade Sales	12,216,691.37	2,241,200.00	8,819,422.83	7,972,565.66	2,915,100.00	8,236,064.79	12,362,549.83	5,911,4
4500 - Intercompany Sales	561,538.56	116,400.00	331,421.54	291,758.43	100,000.00	461,780.01	689,352.09	303,9
Sum Income	12,026,771.18	2,302,900.00	8,607,876.44	7,993,321.38	2,936,900.00	8,438,278.83	12,647,673.92	6,060,3
<input type="checkbox"/> Account 5000	-3,713,591	-675,400	-2,557,487	-2,446,164	-1,069,600	-2,543,736	-3,928,351	-1,83
5020 - Standard Cost of Sales	-3,165,390	-630,500	-2,235,620	-2,091,176	-1,005,300	-2,186,024	-3,518,768	-1,77
5050 - Variances	-548,201	-44,900	-321,866	-354,988	-64,300	-357,711	-409,583	-12
Sum Outcome	-3,713,591	-675,400	-2,557,487	-2,446,164	-1,069,600	-2,543,736	-3,928,351	-1,83
TB1	8,313,181	1,627,500	6,050,390	5,547,158	1,867,300	5,894,543	8,719,323	4,22
<input type="checkbox"/> Account 6000	-3,713,798	-573,940	-2,954,910	-4,045,294	-1,191,320	-2,869,743	-4,336,210	-1,23
6000 - Salaries	-2,404,082	-380,900	-1,941,918	-2,763,987	-783,300	-1,910,057	-2,870,085	-80
6020 - Payroll Taxes	-239,687	-35,380	-197,494	-274,302	-74,130	-199,166	-294,696	-7
6040 - Employee Benefits	-178,076	-28,110	-147,228	-207,760	-54,210	-140,336	-209,808	-5
6100 - Commissions	-415,120	-45,000	-290,967	-274,109	-106,800	-261,553	-395,593	-12
6200 - Travel	-21,076	-6,270	-24,501	-27,777	-11,960	-22,207	-27,100	-12

PNL and YTD PNL by Year and Month

Organization

- ☐ AdventureWorks Cycle
- ☐ Australia
- ☐ Canadian Division
- ☐ Central Division
- ☐ European Operations
- ☐ France

● PNL ● YTD PNL

10M

0M

Jan 2011

Jul 2011

Jan 2012

Jul 2012

Jan 2013

Jul 2013