



Adventure Works Executive Dashboard

"What is driving our profits?"

Product

All

Order Date

All



\$110M

Total Net Sales

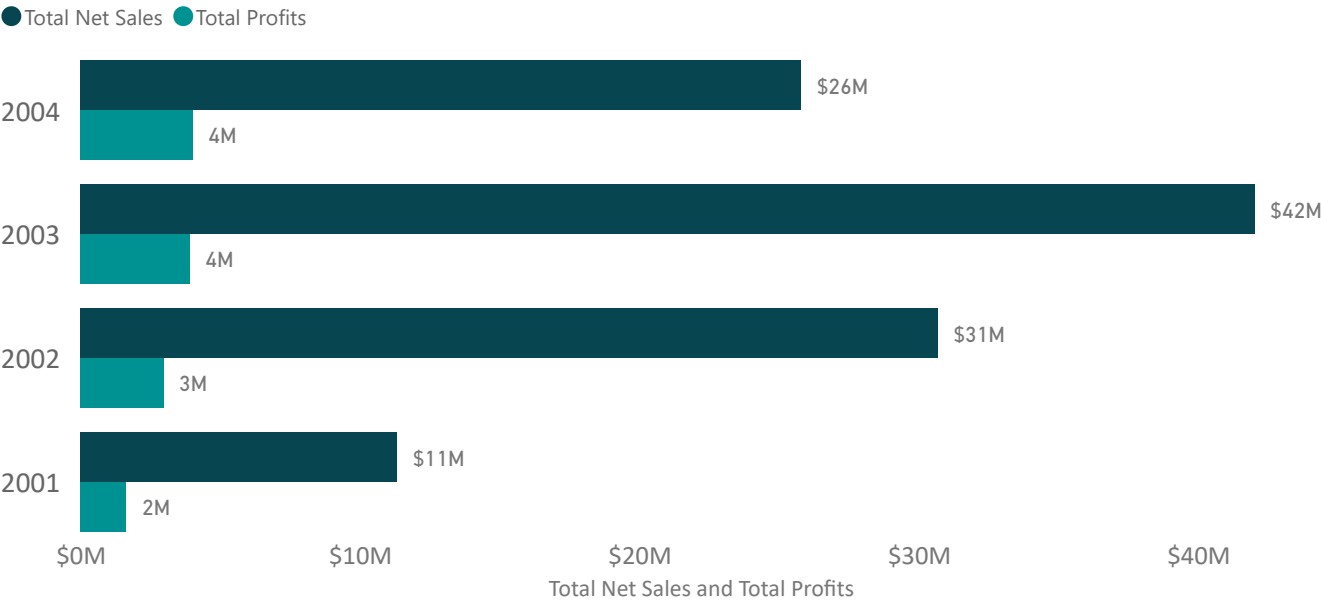
\$13M

Total Profit

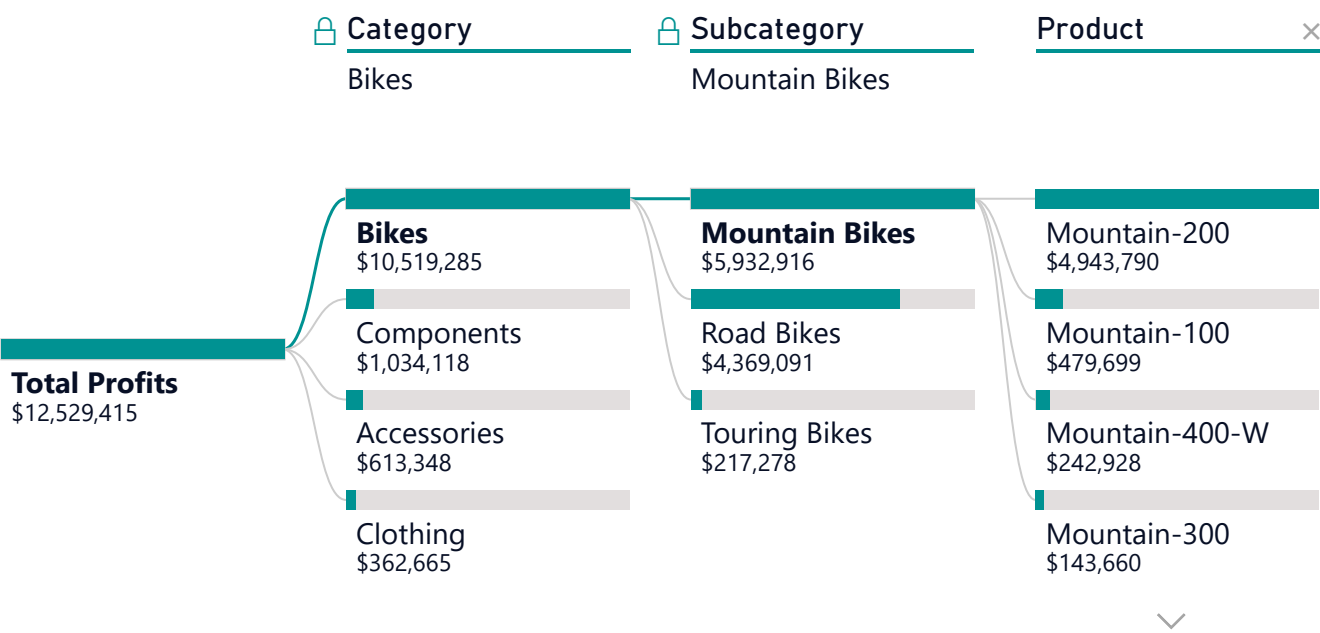
11%

Profit Margin

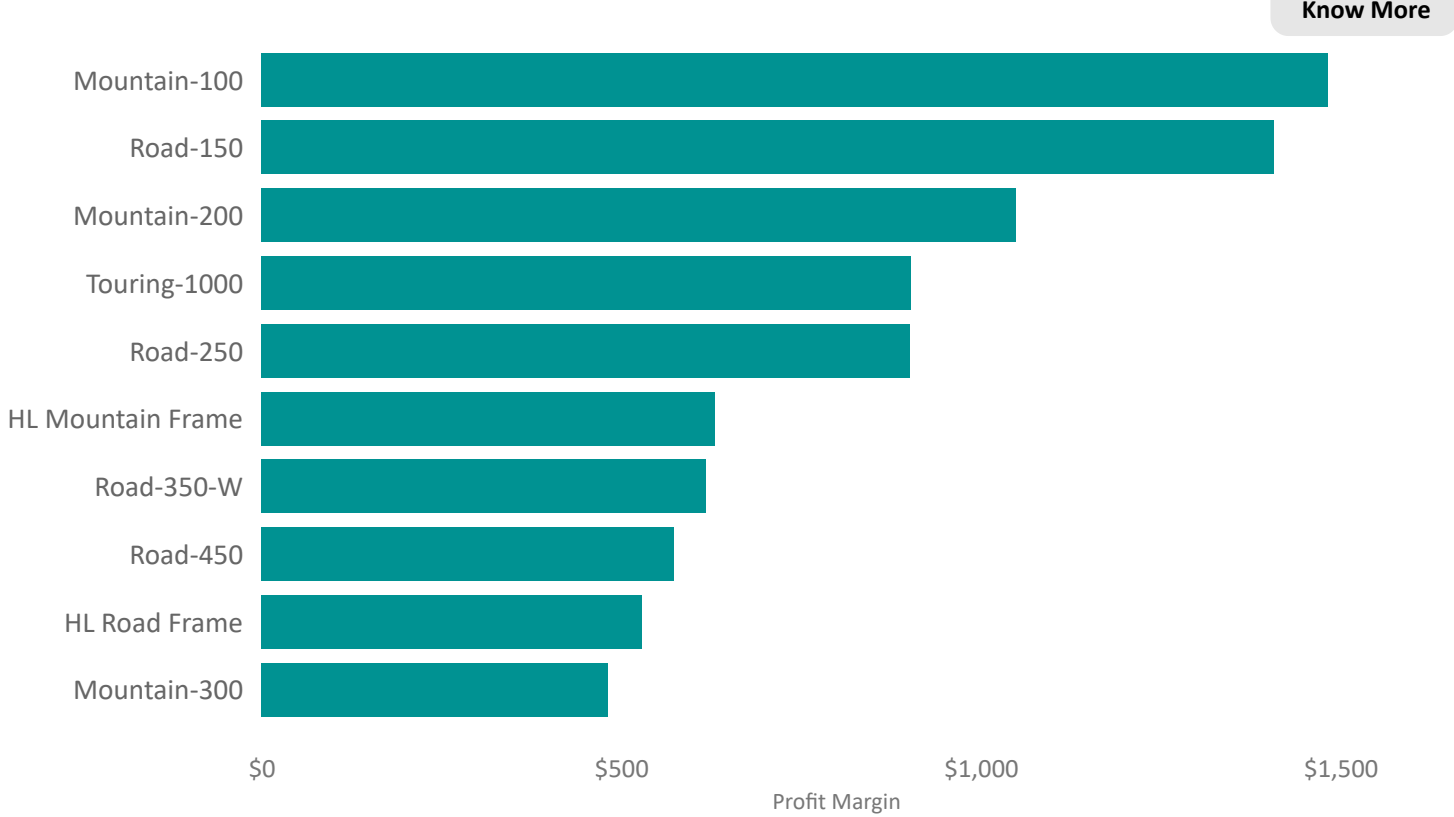
Revenue vs Profit: YoY Comparison



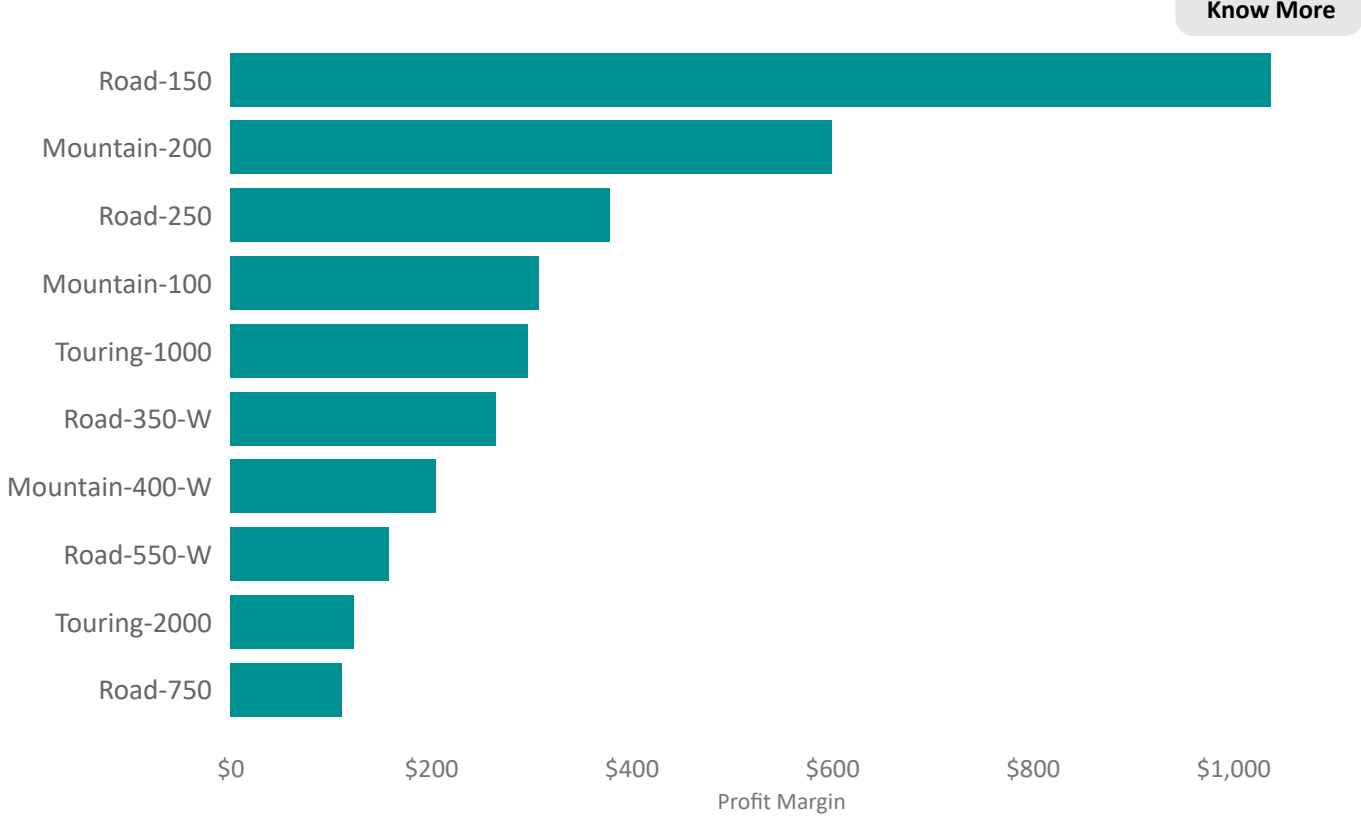
Profit Breakdown by Category, Subcategory, and Product



Theoretical Top 10 Most Profitable Products with ListPrice



Actual Top 10 Most Profitable Products with SellingPrice





Adventure Works Sales Dashboard

Product

All

Order Date

All



"What is driving our profits?"

\$110M

Total Net Sales

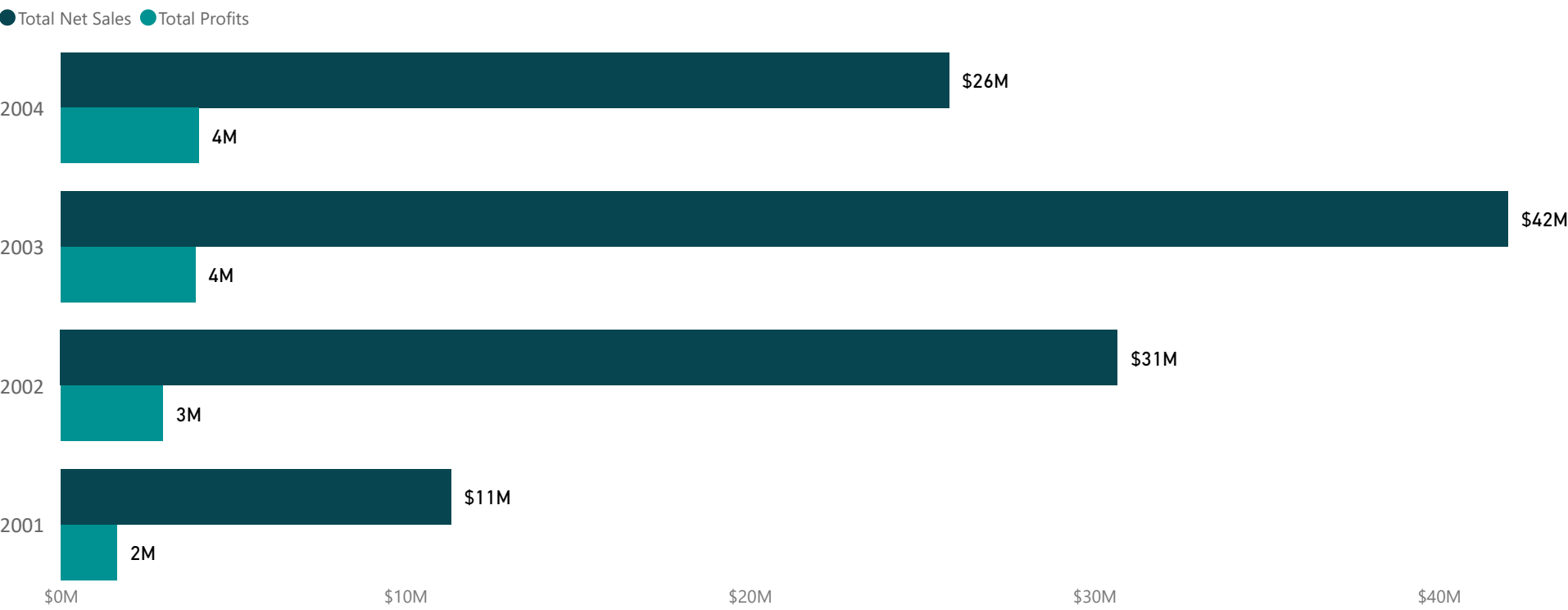
\$13M

Total Profit

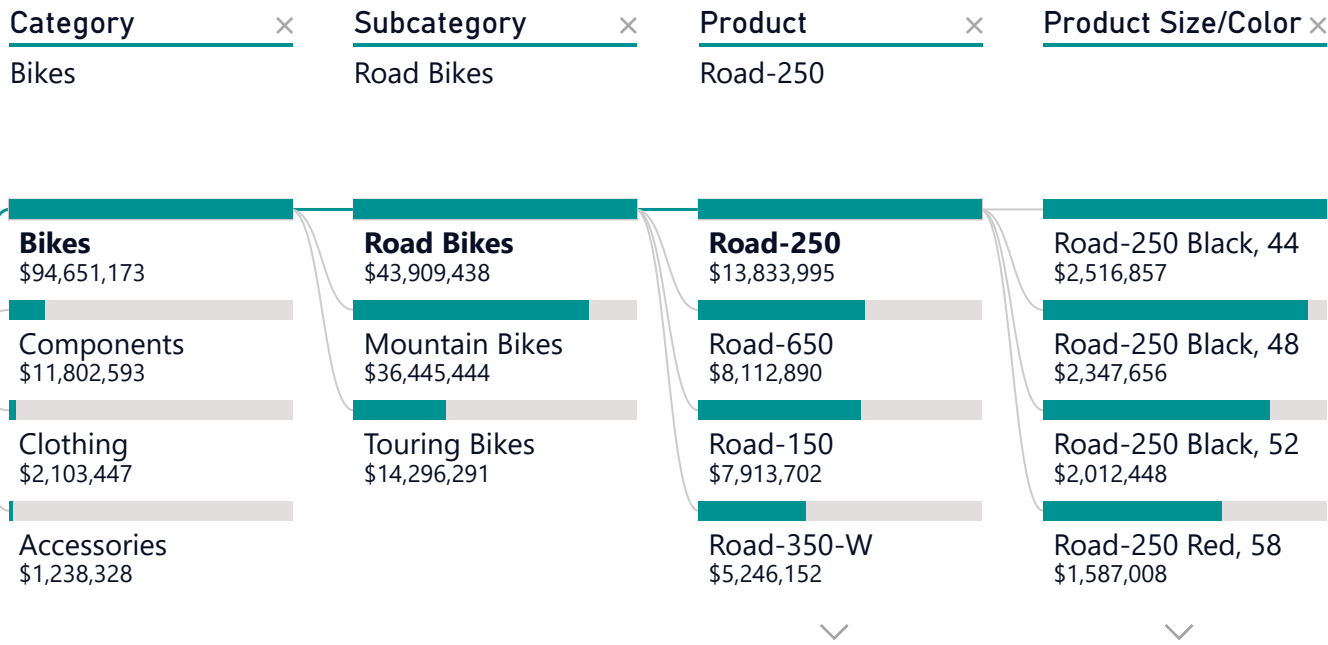
11%

Profit Margin

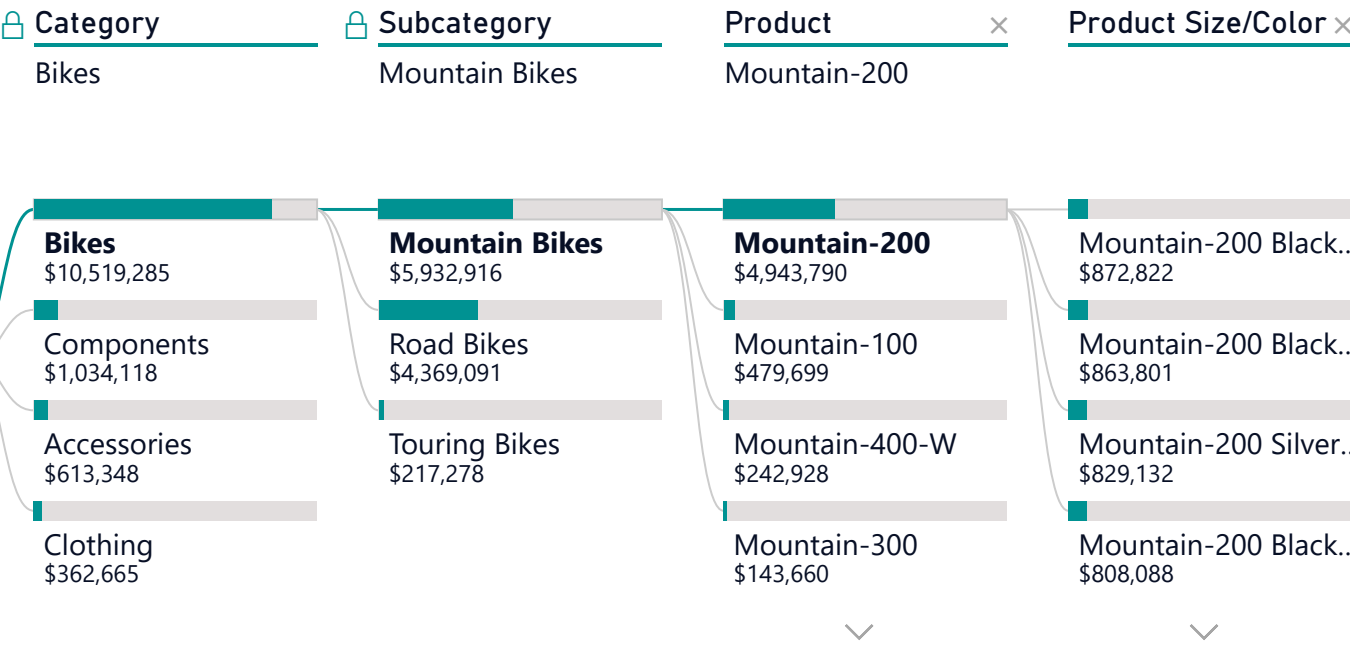
Revenue vs Profit: YoY Comparison



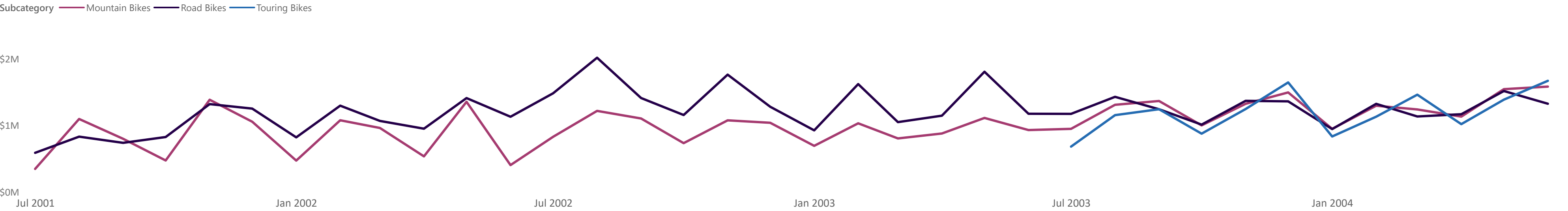
Sales Breakdown by Category, Subcategory, and Product



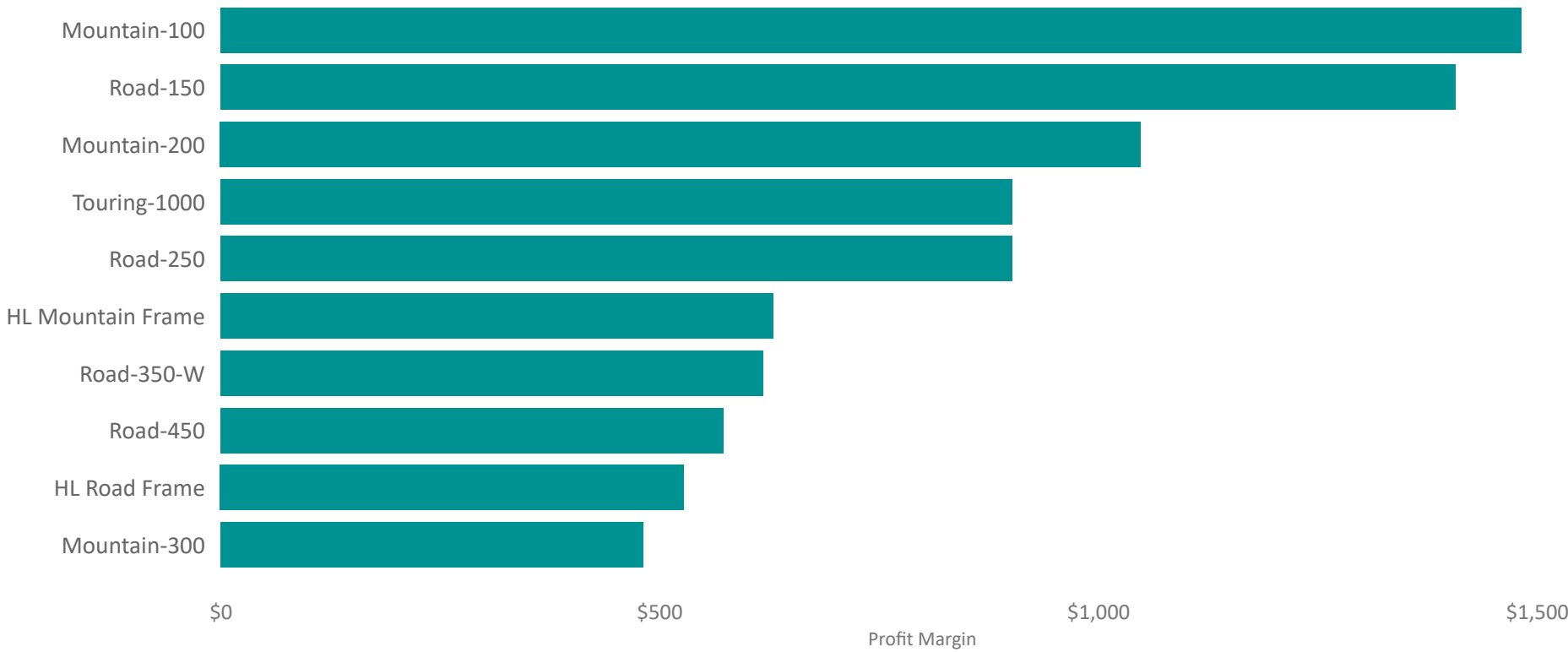
Profit Breakdown by Category, Subcategory, and Product



Bikes Sales by Subcategory Over Time

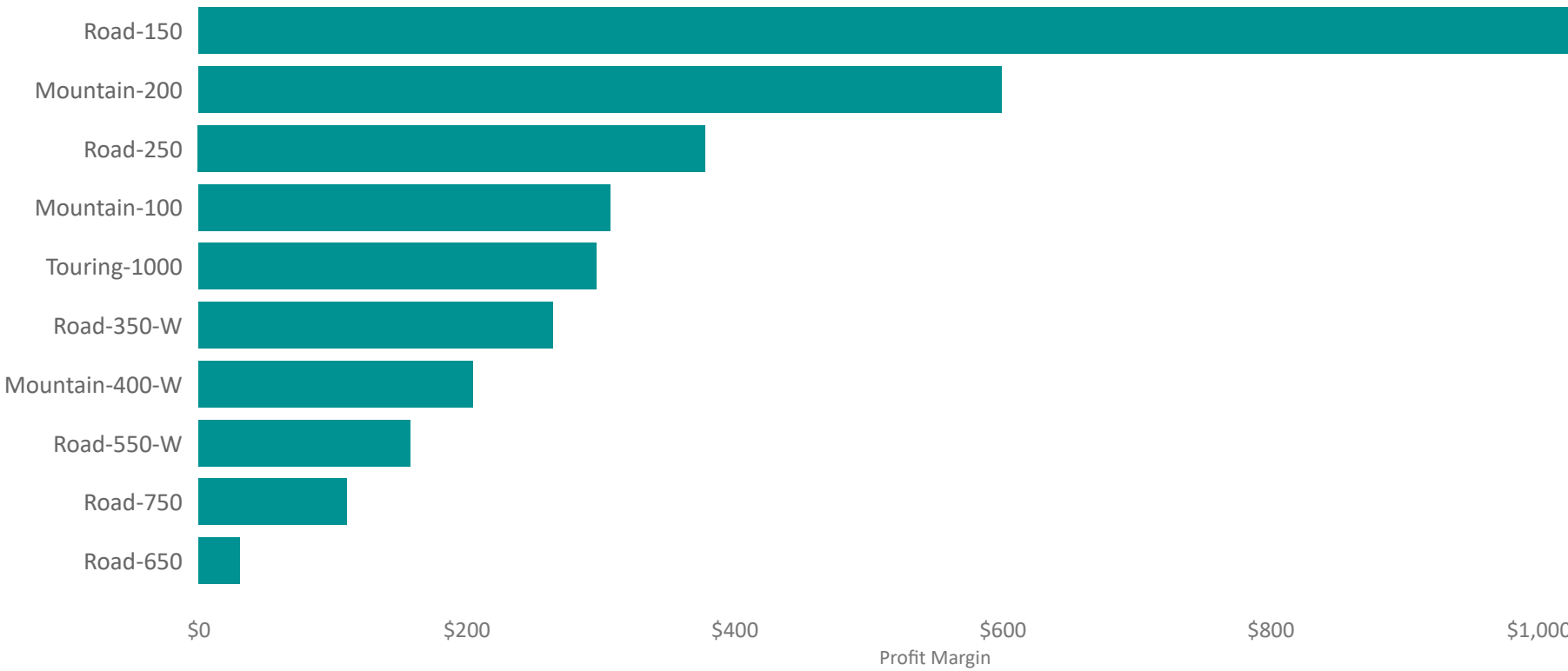


Theoretical Top 10 Most Profitable Products with ListPrice



Know More

Actual Top 10 Most Profitable Products with SellingPrice



Know More



Theoretical Top 10 Most Profitable Products | Overview

Calculating the theoretical Profit Margin using the List Price.

4* of our Top 10 most profitable products are discontinued.

Product

All

Order Date

All

Product	Category	Ø Profit Margin USD**	Ø Profit Margin %	Sum of Profit***	Discontinued
Mountain-100	Bikes	\$1,482	44%	\$479,699	Since 2002-06-30
Road-150	Bikes	\$1,407	39%	\$2,155,430	Since 2002-06-30
Mountain-200	Bikes	\$1,049	45%	\$4,943,790	
Road-250	Bikes	\$925	38%	\$300,576	Since 2003-06-30
Touring-1000	Bikes	\$902	38%	\$302,533	
Road-250	Bikes	\$888	36%	\$1,048,828	
HL Mountain Frame	Components	\$654	48%	\$35,736	Since 2002-06-30
Road-350-W	Bikes	\$618	36%	\$289,339	
HL Mountain Frame	Components	\$614	45%	\$324,732	
Road-450	Bikes	\$573	39%	-\$22,408	Since 2002-06-30
HL Road Frame	Components	\$528	37%	\$42,389	
Mountain-300	Bikes	\$482	45%	\$143,660	Since 2003-06-30

* The products 'Road-250' and 'HL Mountain Frame' appear twice in the table because:

- The bike 'Road-250' in the colour red has been discontinued in June 2003. The colour black is still produced.
- The HL Mountain Frame has been discontinued in the sizes 44 and 48 in June 2002 but is continued for other sizes.

Consequently, the discontinued versions represent a separate entry in the table.

**Different sizes or colours of the products have slightly different prices and costs. Therefore, the average profit margin per product is shown in the table.

***Products with a red Sum of Profit are considered poor performers. These products generate a net loss for the company, meaning the costs incurred in producing, marketing, and selling them surpass the revenue they bring in.

Additional Note:
Profit Margin has been calculated as List Price - Standard Costs



Actual Top 10 Most Profitable Products | Overview

We often don't sell our products at our List Price.

The actual Profit Margin and our actual Top 10 most profitable products look differently.

Product

All



Order Date

All



Product	Category	Ø ListPrice	Ø Selling Price	Ø Costs	Actual Ø Profit Margin USD** ▼	Sum of Profit***	Discontinued*
Road-150	Bikes	\$3,578	\$3,209	\$2,171	\$1,038	\$2,155,430	Since 2002-06-30
Mountain-200	Bikes	\$2,307	\$1,797	\$1,197	\$600	\$4,943,790	
Road-250	Bikes	\$2,443	\$1,822	\$1,435	\$387	\$1,048,828	
Road-250	Bikes	\$2,443	\$1,873	\$1,519	\$354	\$300,576	Since 2003-06-30
Mountain-100	Bikes	\$3,387	\$2,212	\$1,905	\$307	\$479,699	Since 2002-06-30
Touring-1000	Bikes	\$2,384	\$1,779	\$1,482	\$297	\$302,533	
Road-350-W	Bikes	\$1,701	\$1,347	\$1,083	\$264	\$289,339	
Mountain-400-W	Bikes	\$769	\$625	\$420	\$205	\$242,928	
Road-550-W	Bikes	\$1,120	\$828	\$671	\$158	\$428,904	
Touring-2000	Bikes	\$1,215	\$878	\$755	\$123	\$101,756	
Road-750	Bikes	\$540	\$455	\$344	\$111	\$218,794	

* The product 'Road-250' appear twice in the table because:

- The bike 'Road-250' in the colour red has been discontinued in June 2003. The colour black is still produced.

Consequently, the discontinued versions represent a separate entry in the table.

** Different sizes or colours of the products have slightly different prices and costs.

Therefore, the average profit margin per product is shown in the table.

***Products with a red Sum of Profit are considered poor performers. These products generate a net loss for the company, meaning the costs incurred in producing, marketing, and selling them surpass the revenue they bring in.

Additional Note:

Actual Profit Margin has been calculated as Selling Price - Standard Costs