



Adventure Works Yearly Sales Report

Profit

45.81K

Profit Margin

1.31%

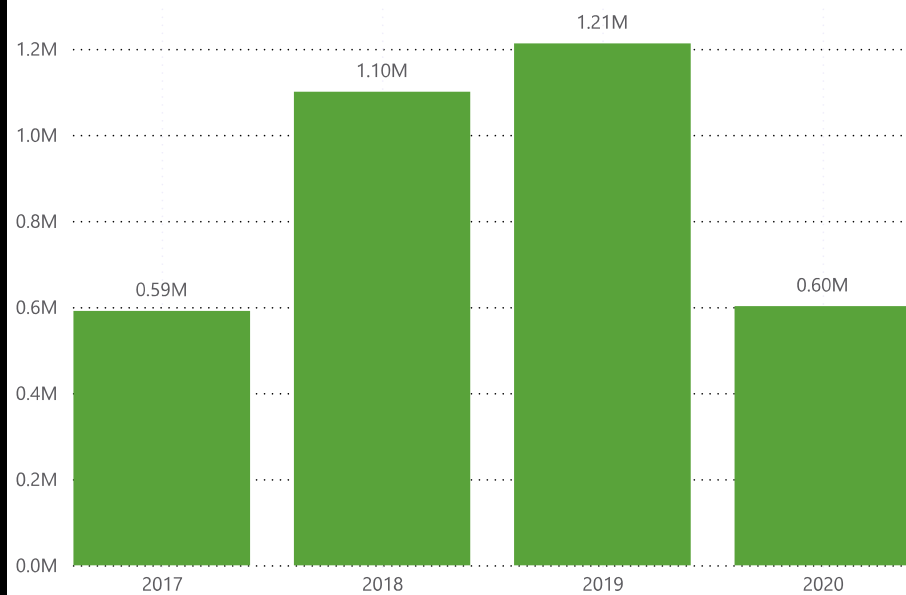
Revenue PY

\$2.90M

Revenue YoY %

20.73%

YoY Total Sales



Profit Margin by Year



SalesTerritories

10

Total Sales

3.51M

Year

2017

2018

2019

2020

Quarter

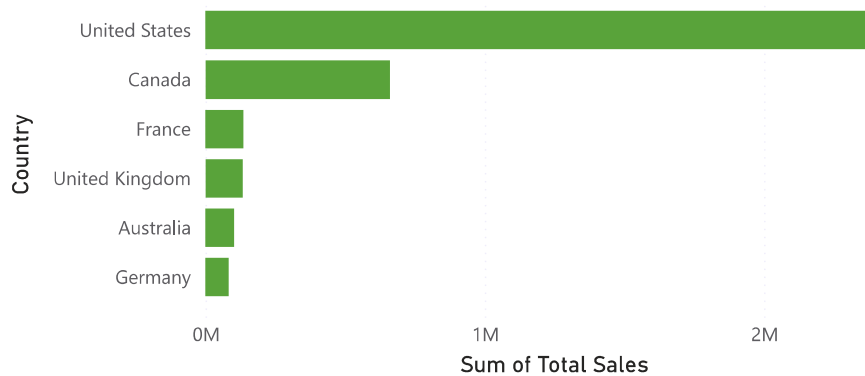
Qtr 1

Qtr 2

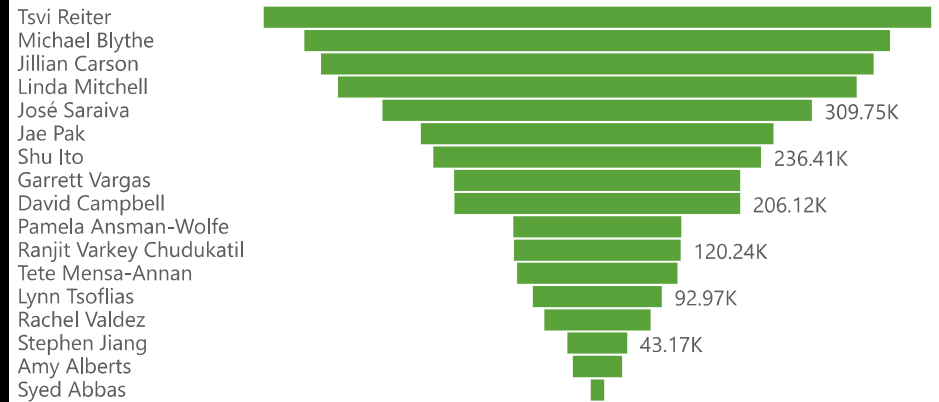
Qtr 3

Qtr 4

Total Sales by Country



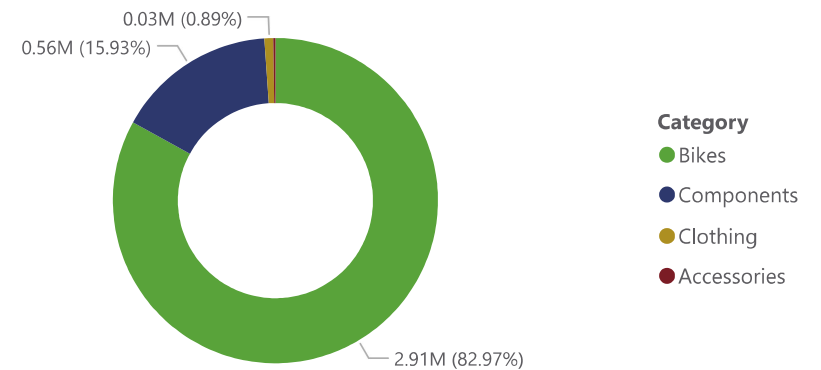
Total Sales by Salesperson



Quantity of Sales by Category



Sum of Total Sales and Profit Margin by Category



Summary and Conclusions

- 2017 Represented the time period with the Highest Profit margin of 4.27% with 2020 being the worst year at -0.6%
- The profit margin is low at 1.31% and has been declining overtime.
- While Bikes contribute to 82% of the Total Revenue, they are the least profitable. Accessories are the most profitable category for the business accounting to 36% of profit