



Adventure Works

Fiscal Year

2002

2003

2004

Region

Europe

North America

Pacific

\$109,80M

Total Revenue

\$9,34M

Gross Profit

8,51 %

Profit Margin, %

6

Countries

18,55K

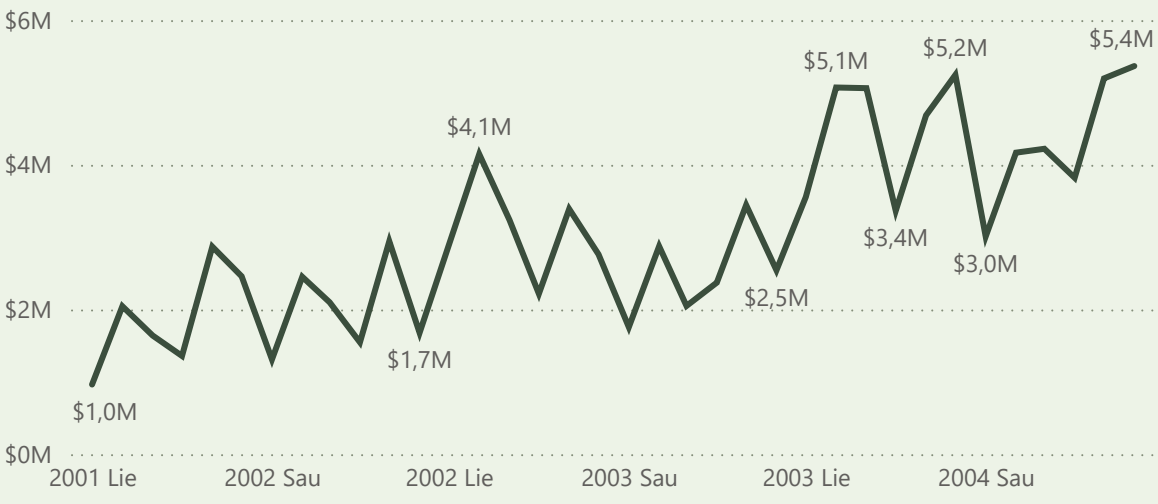
Customers

\$504

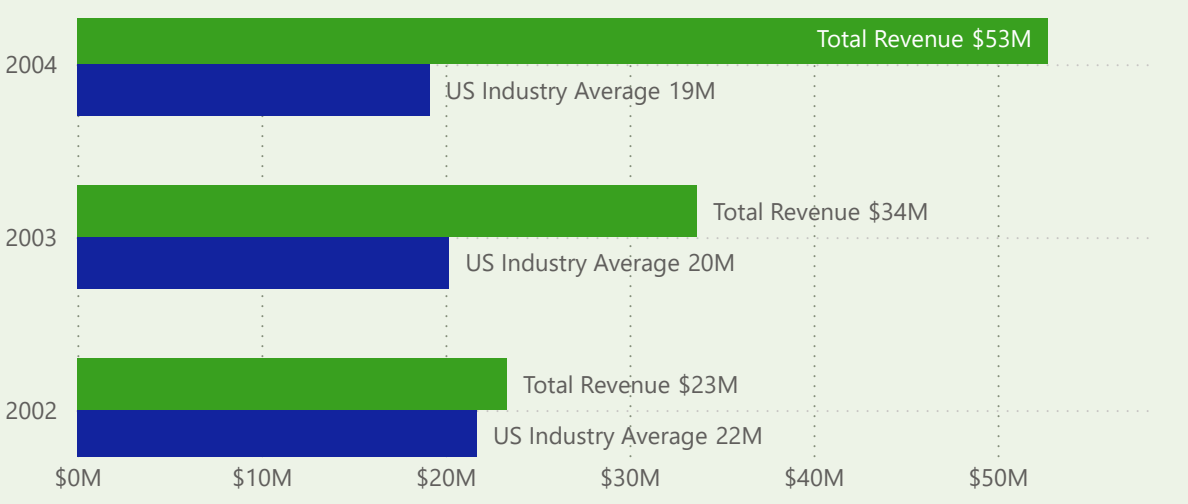
Profit per Customer

Total Revenue

Total Revenue by Month

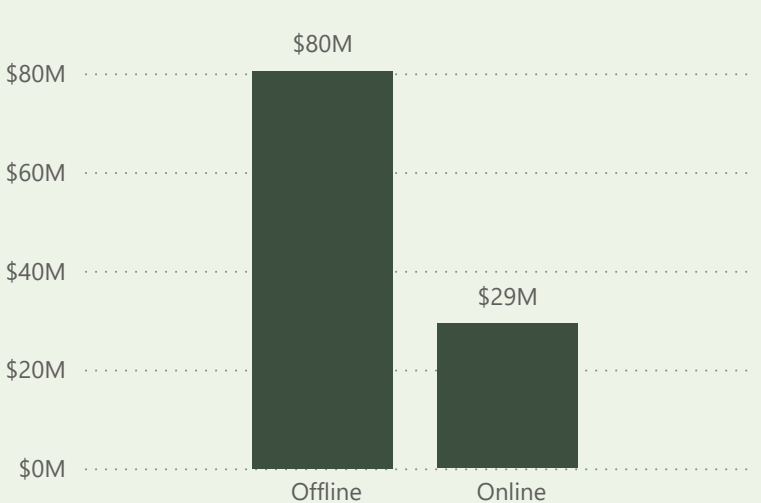


Total Revenue by Fiscal Year

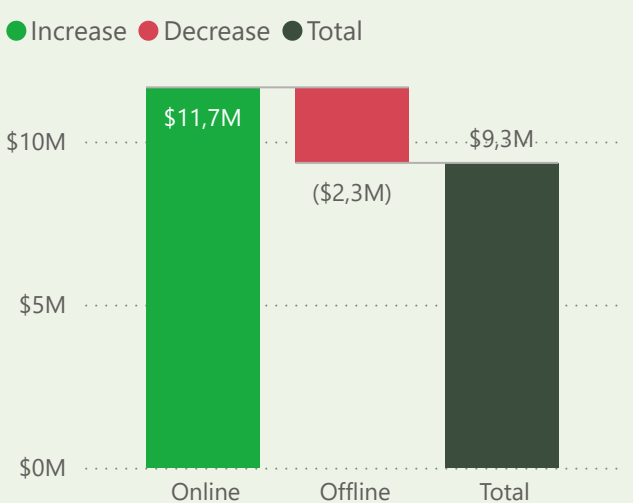


Sales Type

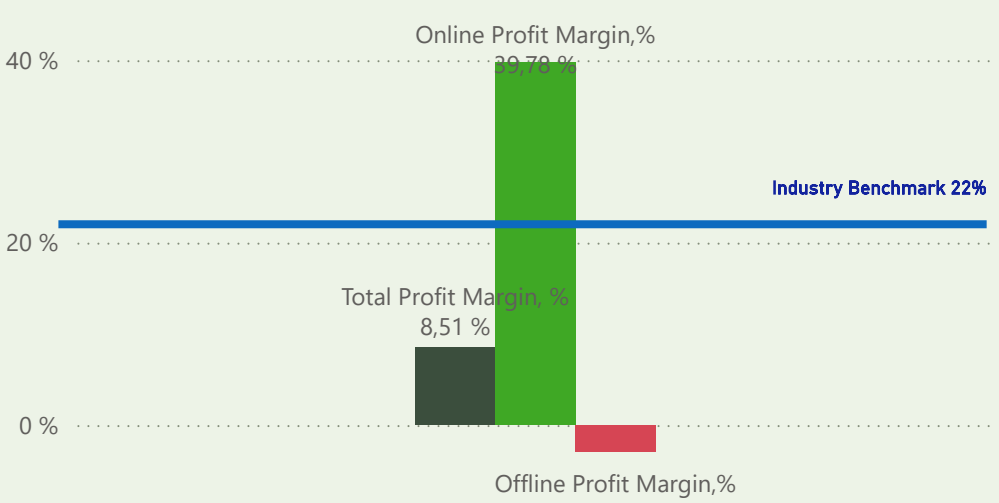
Total Revenue by Sales Type



Gross Profit by Sales Type

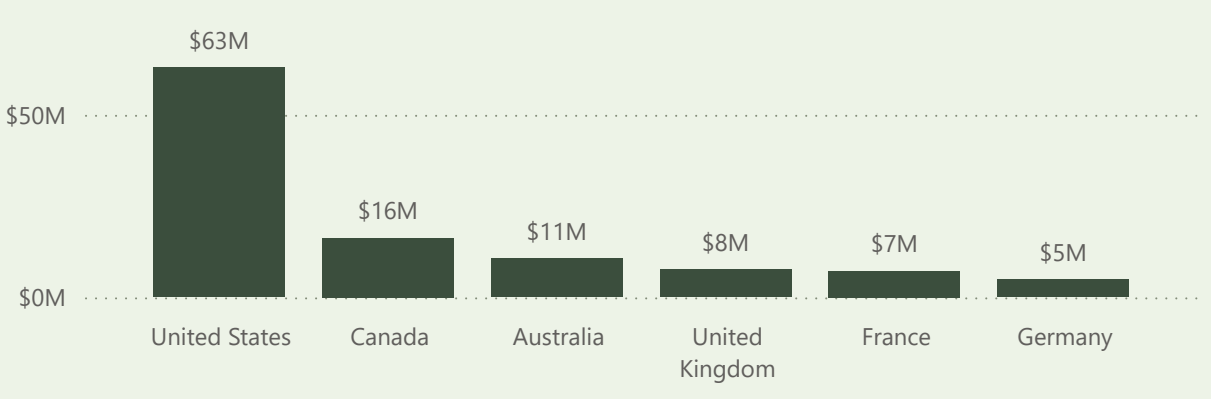


Profit Margins, %



Sales by Country

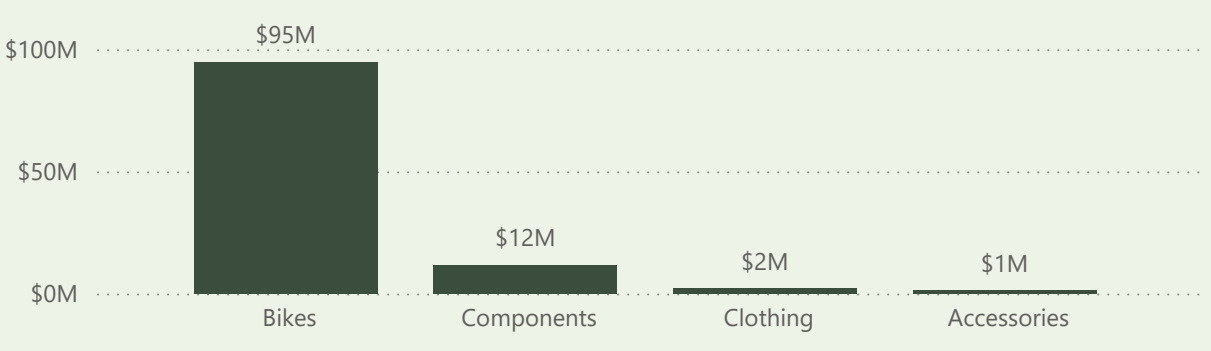
Total Revenue by Country



Country	Total Revenue	Gross Profit	Profit Margin, %
United States	\$62.978.156,20	\$2.354.509,21	3,74 %
Canada	\$6.344.916,75	\$398.194,22	2,44 %
Australia	\$10.646.101,73	\$3.429.241,22	32,21 %
United Kingdom	\$7.666.499,63	\$1.229.575,32	16,04 %
France	\$7.248.063,70	\$891.088,04	12,29 %
Germany	\$4.911.802,77	\$1.040.929,90	21,19 %
Total	\$109.795.540,77	\$9.343.537,91	8,51 %

Sales by Category

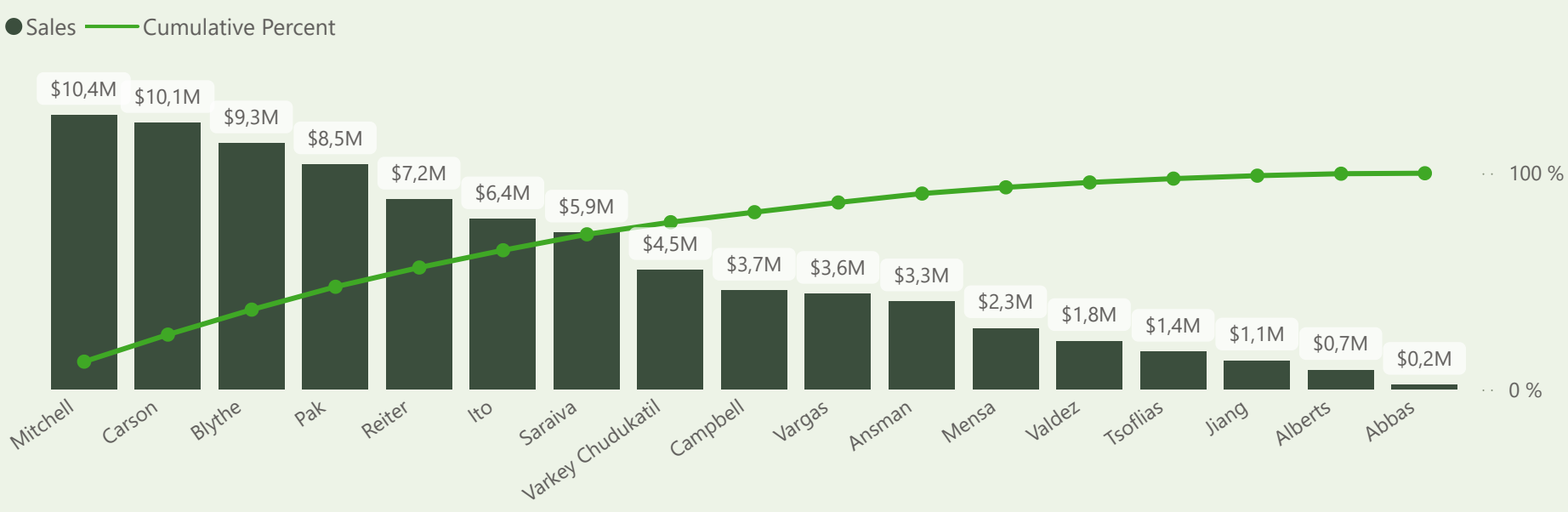
Total Revenue by Category



Category	Total Revenue	Gross Profit	Profit Margin, %
Bikes	\$94.651.172,70	\$7.936.394,02	8,38 %
Components	\$11.802.593,29	\$490.233,18	4,15 %
Clothing	\$2.103.446,53	\$301.640,54	14,34 %
Accessories	\$1.238.328,24	\$615.270,17	49,69 %
Total	\$109.795.540,77	\$9.343.537,91	8,51 %

Sales by Employee

Total Sales by Salesperson



Sensitivity Analysis

Sales Type

Offline

Online

Price Change, %

10 %

10 %

Price Change, %

Cost Change, %

0 %

0 %

Cost Change, %

Demand Change, %

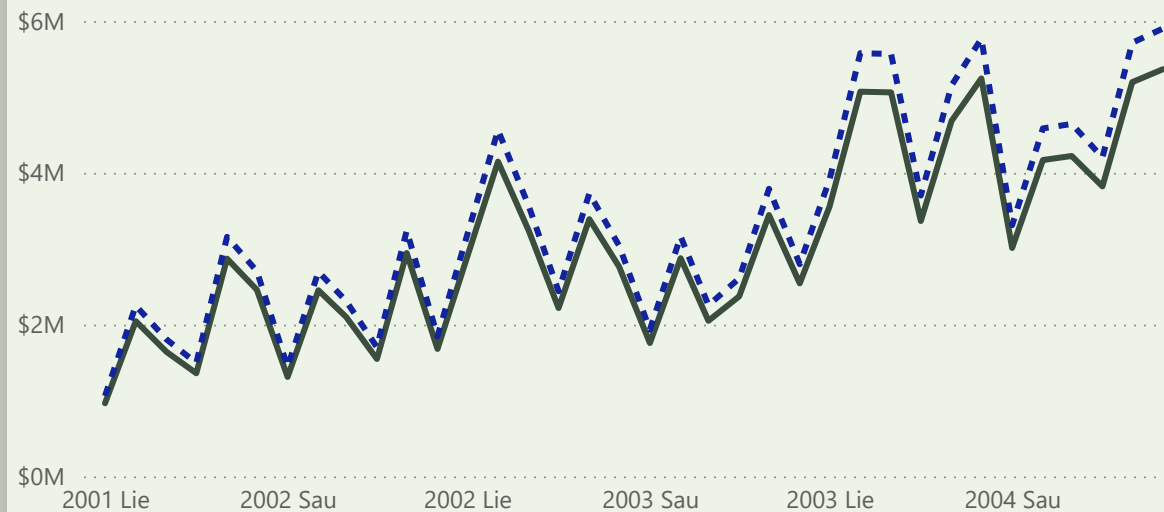
0 %

0 %

Demand Change, %

Total Revenue by Month

● Total Revenue ● Forecasted Revenue



\$109,80M

Total Revenue

\$120,78M

Forecasted Revenue

\$9,34M

Gross Profit

\$20,32M

Forecasted Profit

8,51 %

Profit Margin, %

16,83 %

Forecasted Profit Margin, %