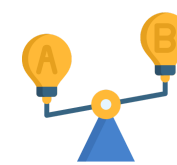
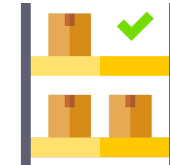




## About This Dashboard

This dashboard is built using the AdventureWorks Bikes dataset, covering sales and inventory data from December 2020 to January 2025. It includes detailed insights into bike categories, customer segments, geographic regions, product performance, and stock levels. Navigate through different sections to explore the data and compare current vs previous year performance.



Last Data Refresh: Jan 2025

Created by: Mohamed Fandoud

Powered by: Power BI



Year

2020

2025



Month

All

Country

All

Total Revenue

\$29M



Total Profit

\$12M



# of Orders

60K



# of Customer

18K

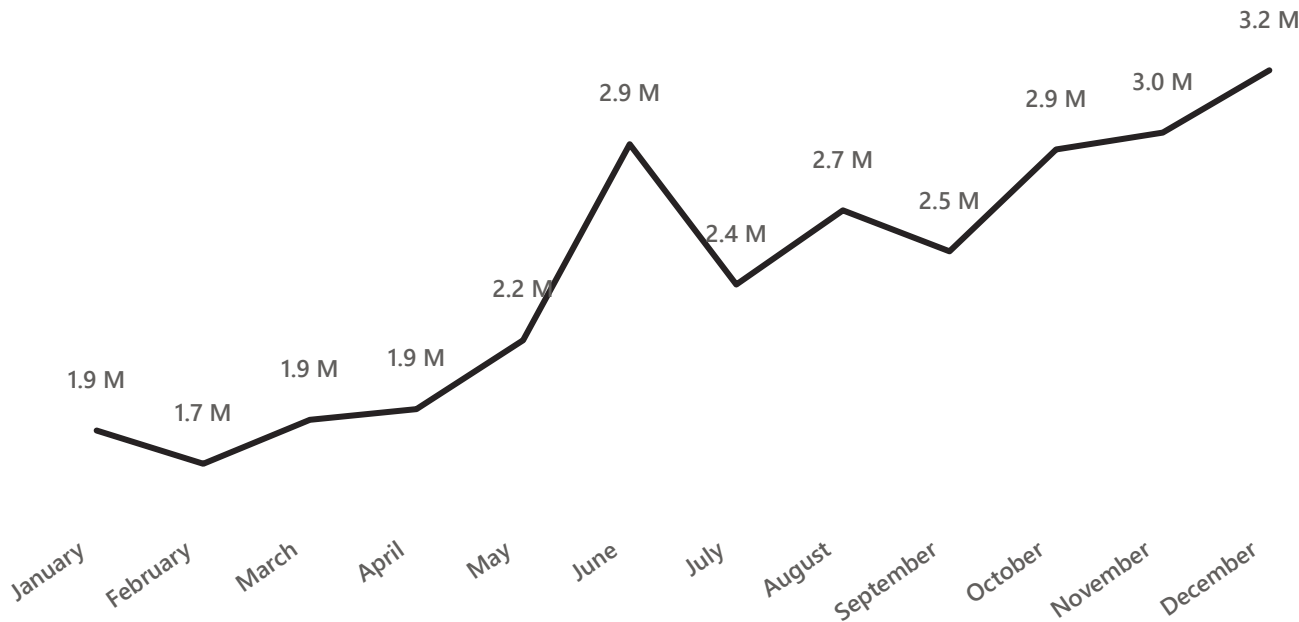


2024 Ach%

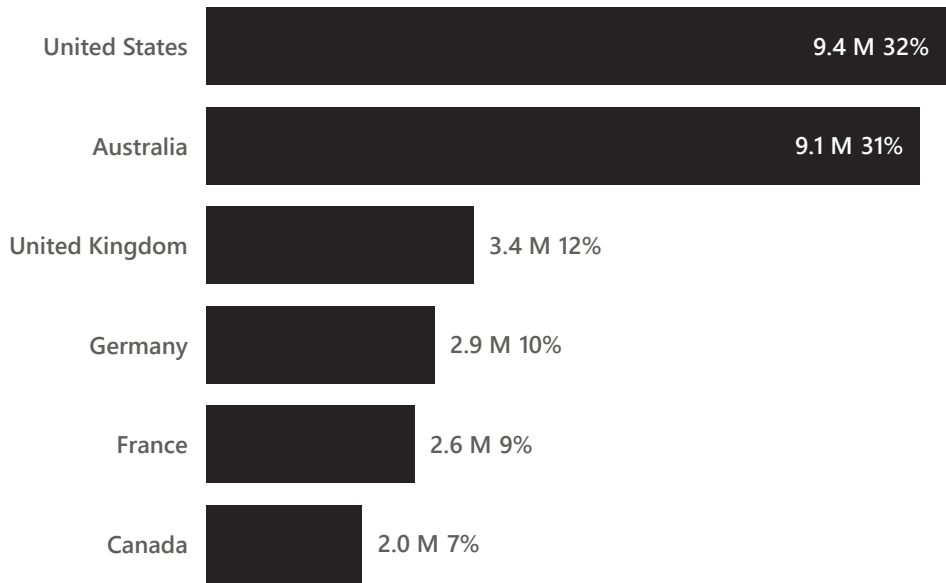
107%



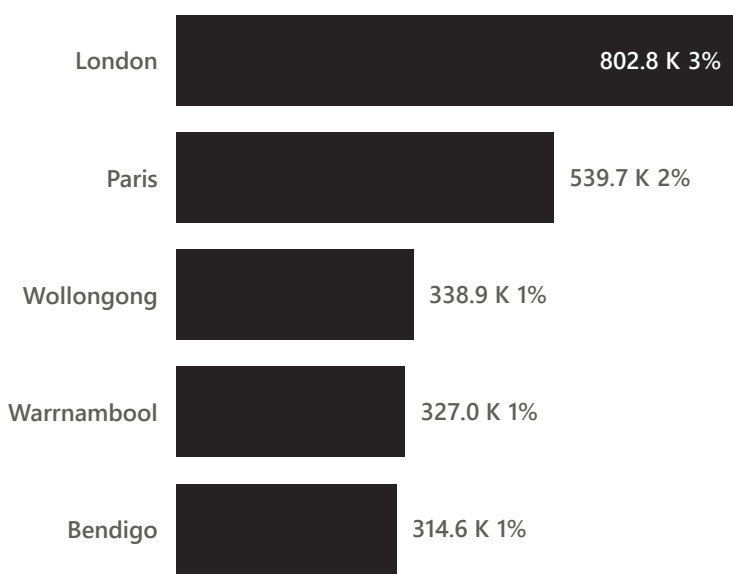
Revenue by Year



Revenue & Contri. by Country



Total Revenue by City

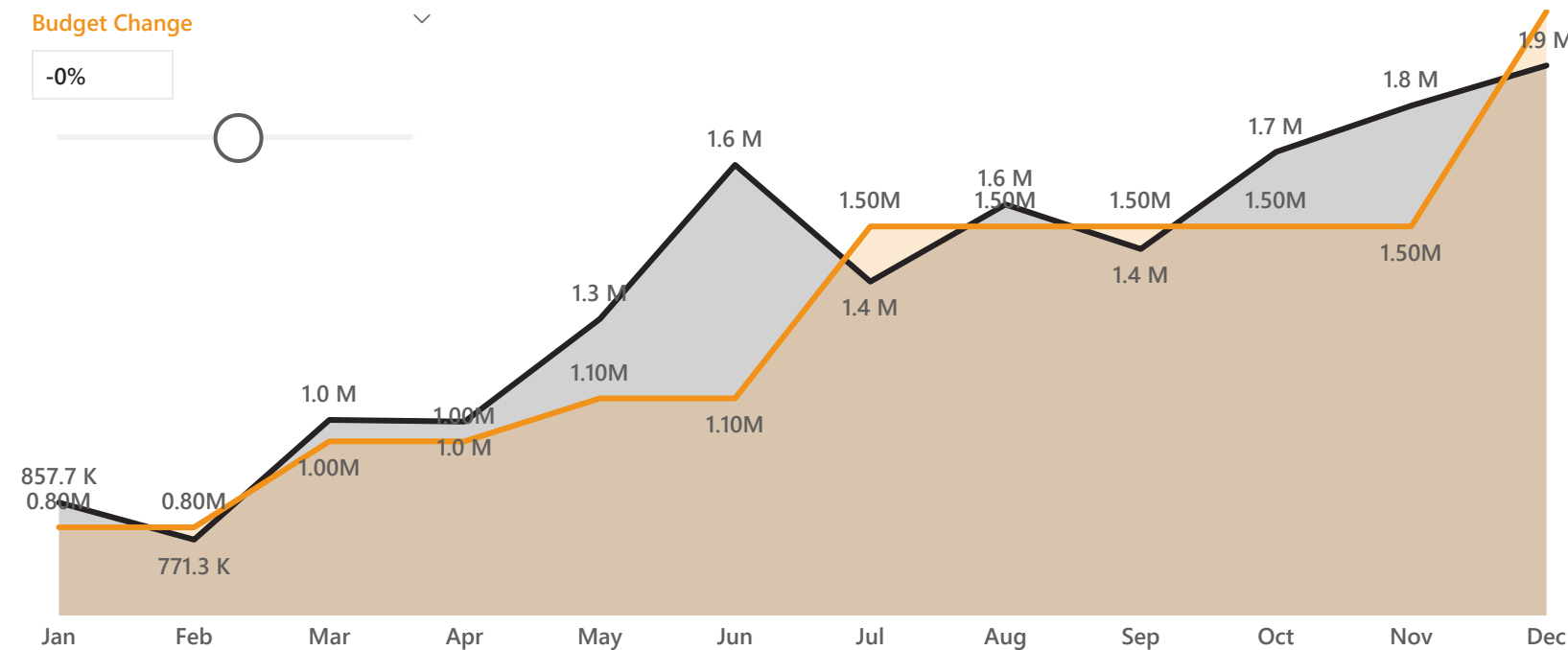


2024 Revenue vs Budget by Month

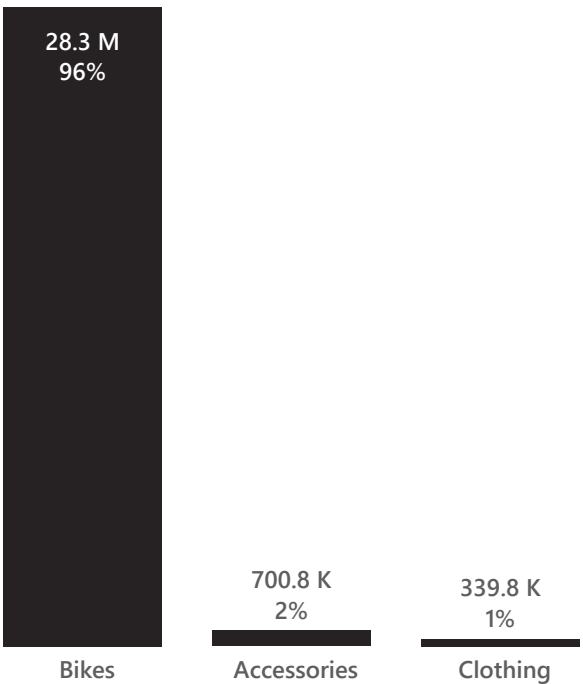
● Revenue ● Adjusted Budget

Budget Change

-0%



Revenue & Contri. by Product Category



Top 20 Products	Revenue	Orders	Profit	Revenue by Month
Mountain-200 Black, 46	\$1,373,469.55	620	\$626,621.57	
Mountain-200 Black, 42	\$1,363,142.09	614	\$621,759.61	
Mountain-200 Silver, 38	\$1,339,462.79	596	\$610,864.43	
Mountain-200 Silver, 46	\$1,301,100.10	580	\$593,490.47	
Mountain-200 Black, 38	\$1,294,866.14	582	\$590,477.46	
Mountain-200 Silver, 42	\$1,257,434.57	560	\$573,511.94	
Road-150 Red, 48	\$1,205,876.99	337	\$474,150.84	
Road-150 Red, 62	\$1,202,298.72	336	\$472,743.87	
Road-150 Red, 52	\$1,080,637.54	302	\$424,906.69	
Road-150 Red, 56	\$1,055,589.65	295	\$415,057.86	
Road-150 Red, 44	\$1,005,493.87	281	\$395,360.20	
Road-250 Black, 52	\$734,401.20	319	\$278,666.25	
Road-250 Red, 58	\$702,627.65	306	\$267,117.02	

## Map

Year

2020

2025

Month

All

Country

## Australia

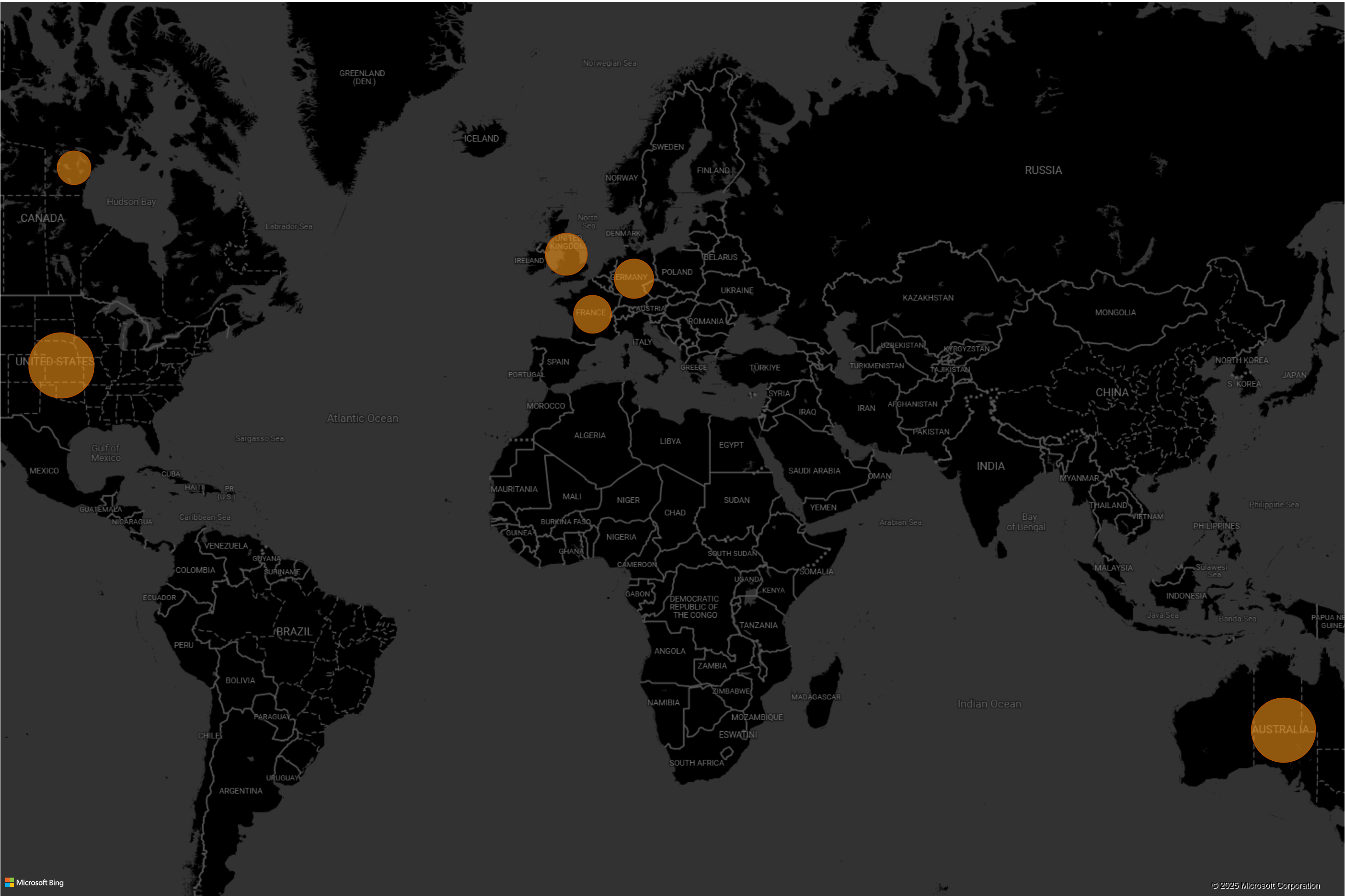
## Canada

## France

## Germany

## United Kingdom

## United States



Year

2020

2025

Month

All

Country

All

Product Category

Bikes

Active Customer

9K



Revenue Per Customer

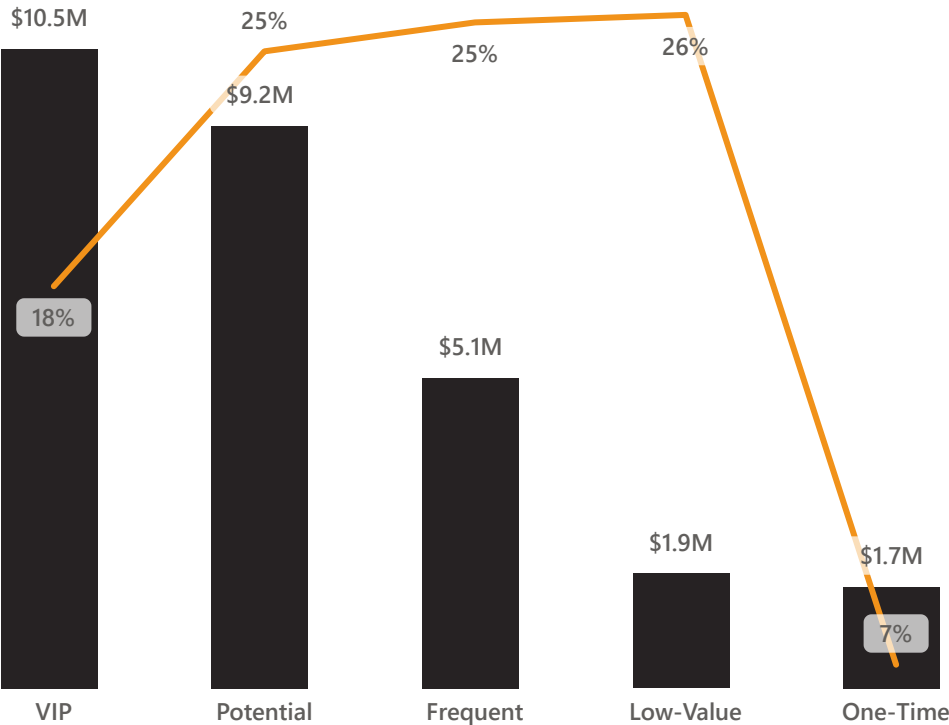
3.10K



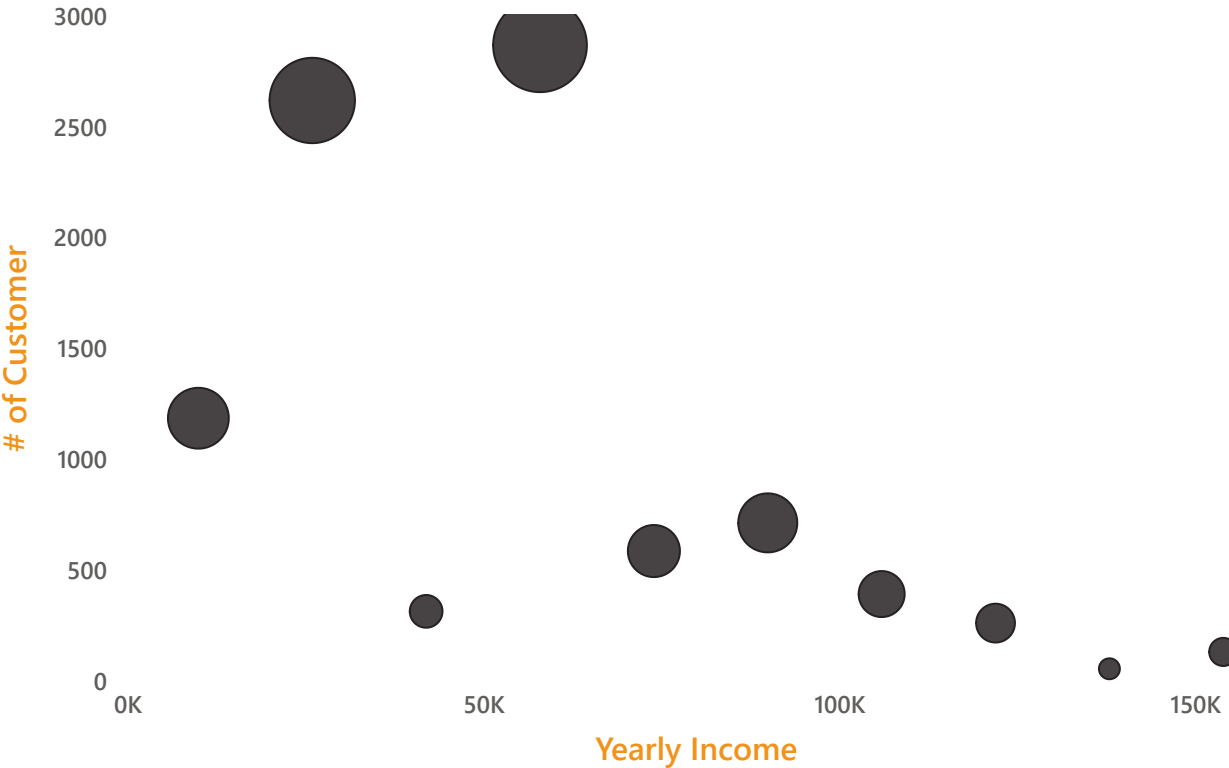
Jordan Turner

Revenue	Profit	# of Product	# of Orders
\$15.75K	\$6.51K	8	9

Total Revenue and %GT Active Customer by CustomerSegment

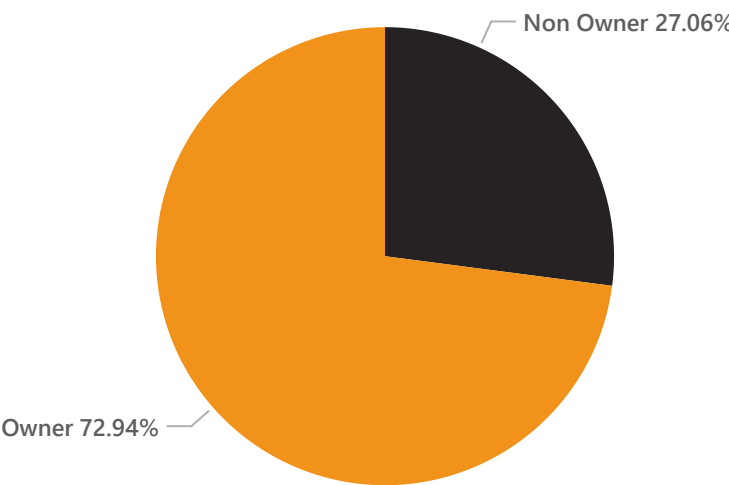


Customer & Revenue by Yearly Income

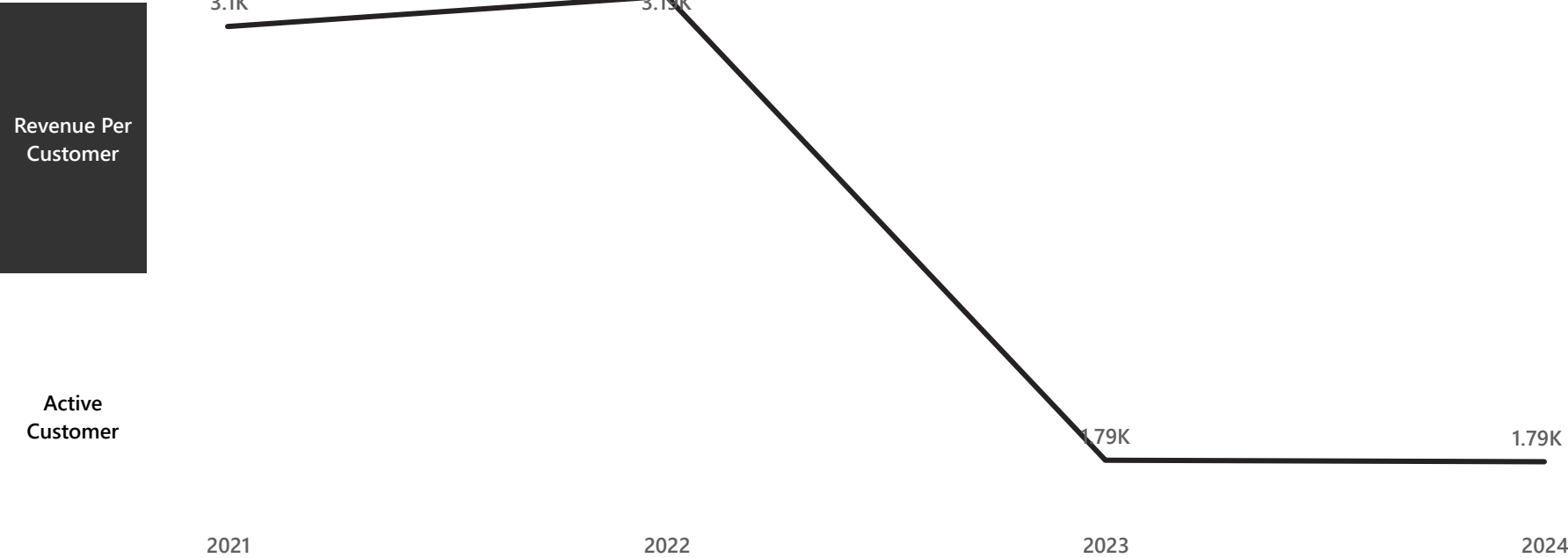
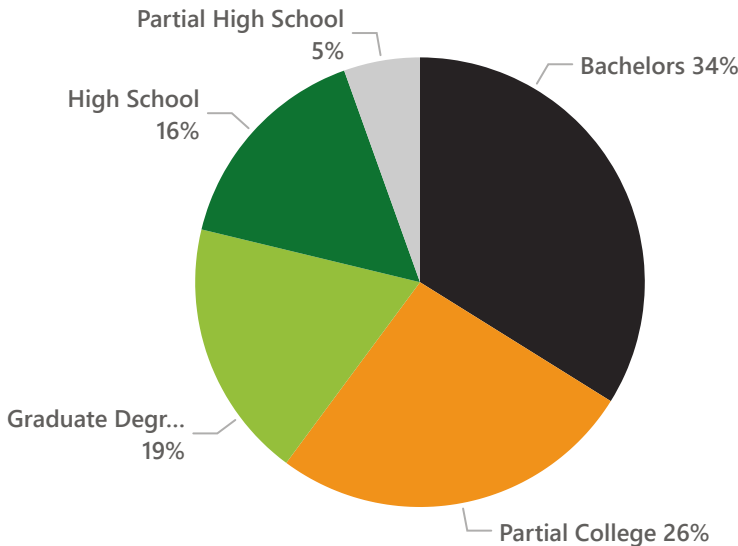


Top 20 Customer	Revenue	Orders
Adriana Gonzalez	\$13,109.75	5
Bonnie Nath	\$10,725.68	4
Brad She	\$13,084.75	5
Brandi Gill	\$13,084.75	5
Francisco Sara	\$13,084.75	5
Franklin Xu	\$11,094.56	6
Janet Munoz	\$12,320.25	6
Jordan Turner	\$15,745.22	9
Kaitlyn Henderson	\$13,084.75	5
Kate Anand	\$10,725.68	4
Lacey Zheng	\$10,959.56	7
Larry Munoz	\$10,984.56	7

Revenue by Car Ownership



Revenue by Education



Product Name

Mountain-200 Silver, 42

Year

2020

2023

Month

All

Total Revenue

\$355.0K



Current Year Sales \$352.89K

Total Profit

\$163K



Profit Margin% 46%

Orders

171



Latest Product Balance

86



Sales Contribution

1.21%



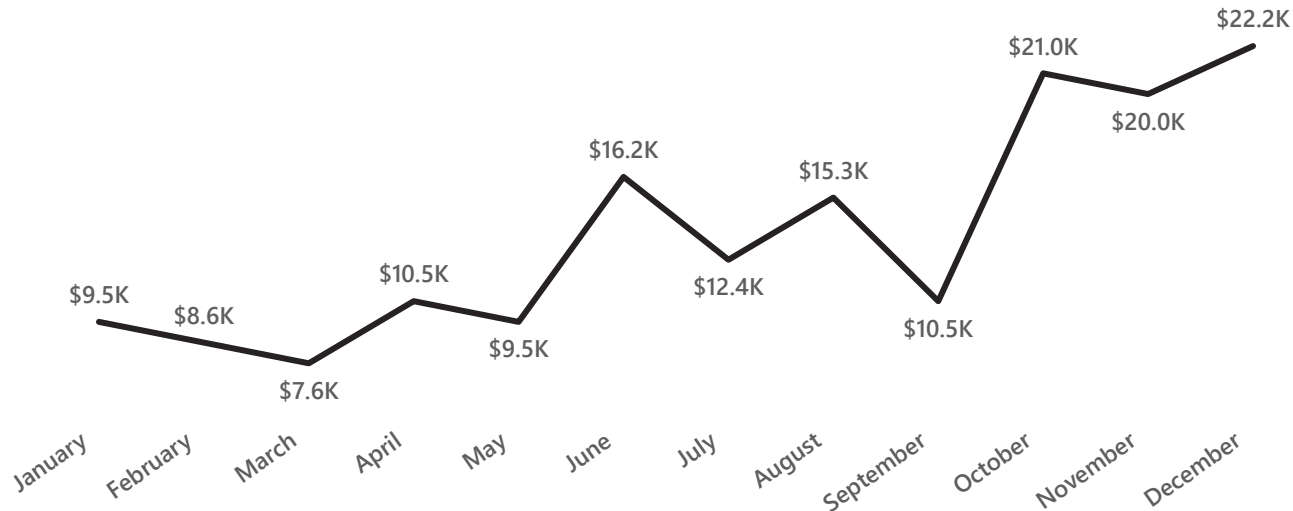
Revenue by Year

Metric Field

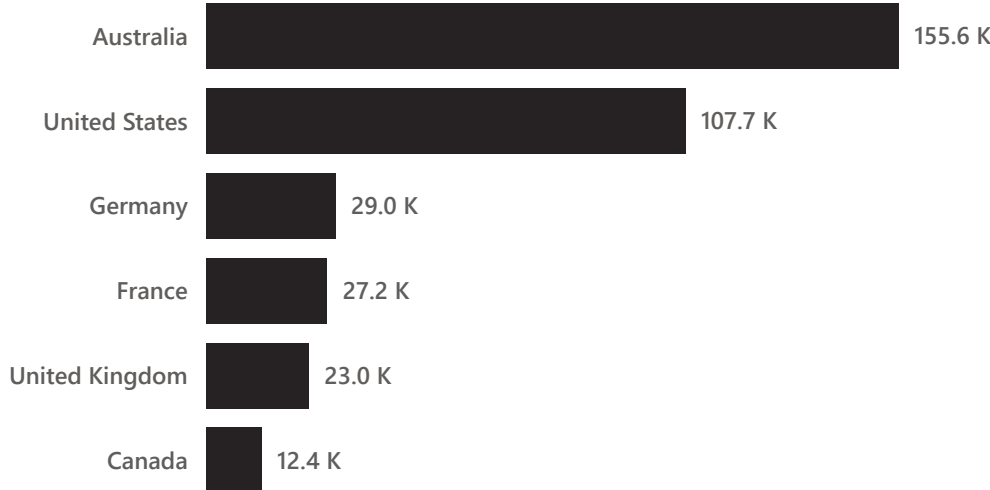
Revenue

Profit

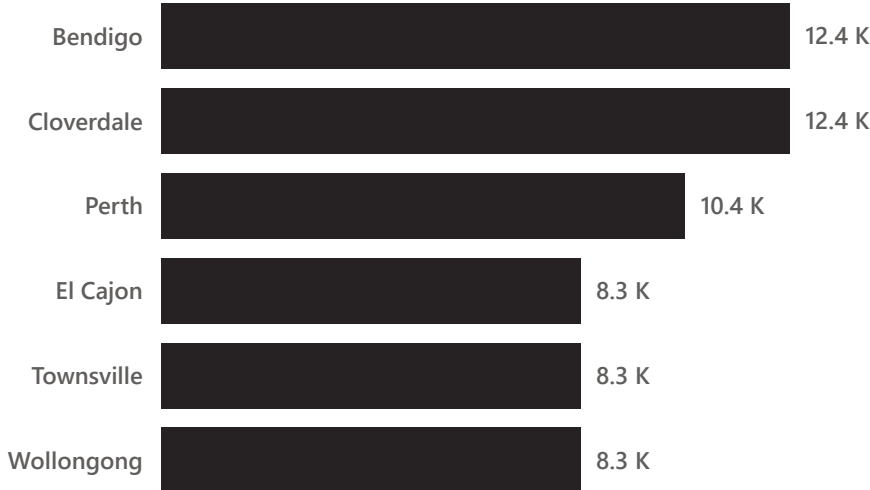
Orders



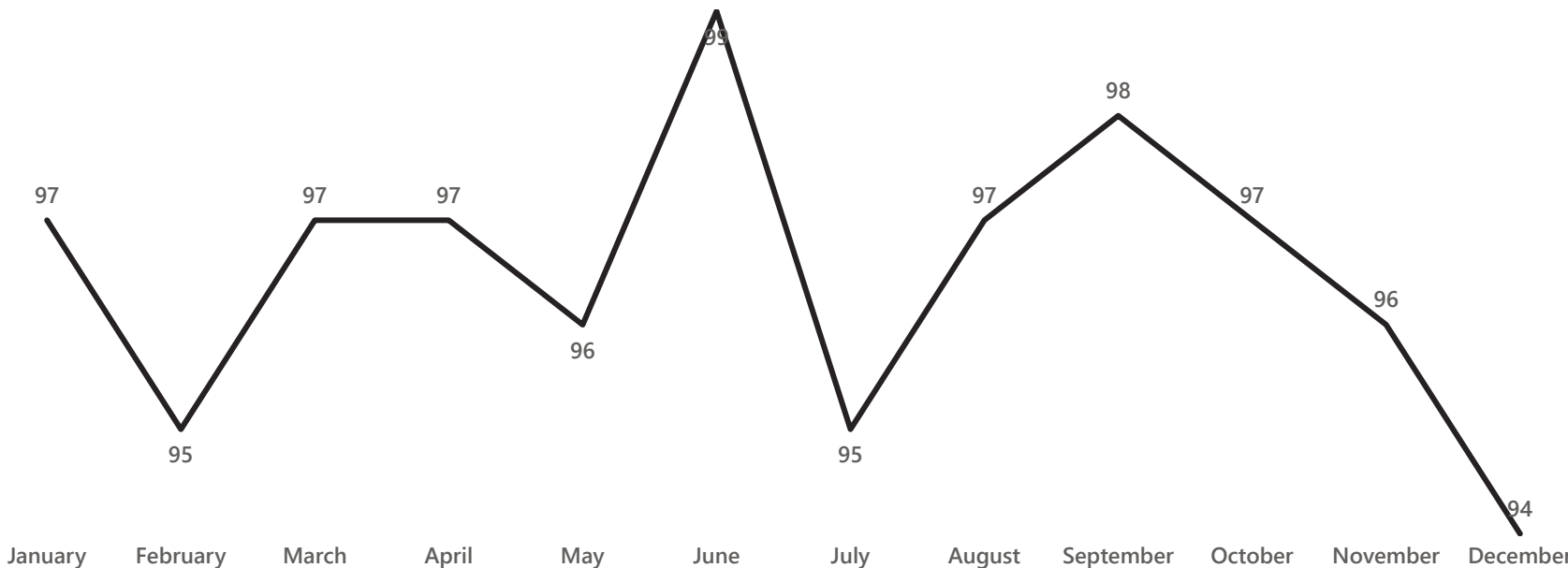
Revenue by Country



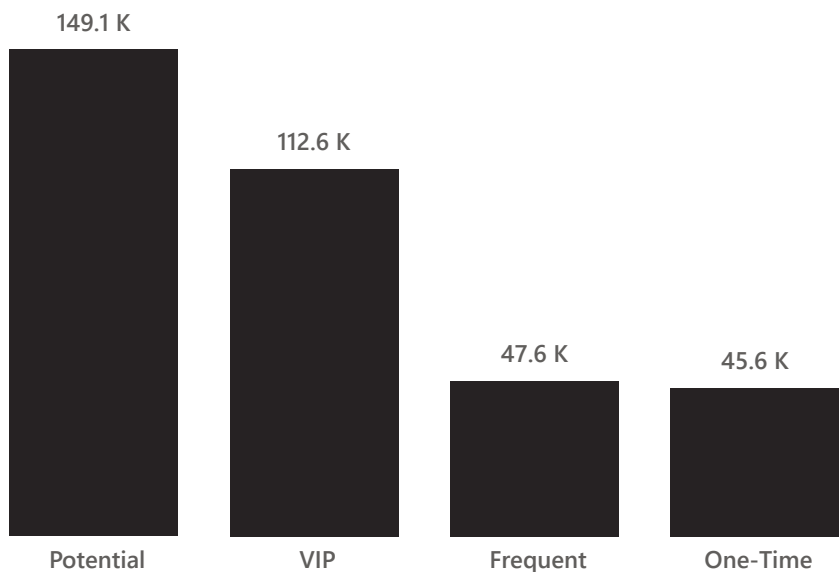
Top 5 Cities by Revenue



Latest Unit Balance by Month



Total Revenue by CustomerSegment



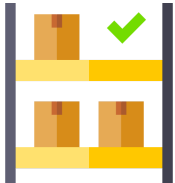
Top 10 Customer	Revenue	Orders	Profit
Abby Patel	\$2,071.42	1	\$953.56
Abigail Bailey	\$2,071.42	1	\$953.56
Abigail Kelly	\$2,071.42	1	\$953.56
Abigail Ross	\$2,071.42	1	\$953.56
Adam Campbell	\$2,071.42	1	\$953.56
Adriana Madan	\$2,071.42	1	\$953.56
Alejandro Ye	\$2,071.42	1	\$953.56
Alexandra Martin	\$2,071.42	1	\$953.56
Alexandra Rodriguez	\$2,071.42	1	\$953.56
Alisha Alan	\$2,071.42	1	\$953.56



# INVENTORY ANALYSIS

Total Inventory

90K



Last Movement Date

30/06/2025



Inventory Cost

\$566K



Year

20202025



Month

All

Product Category

- ☐ (Blank)
- ☐ Accessories
- ☒ Bikes
- ☐ Clothing
- ☒ Components

Product Name	Latest Product Balance	Inventory Cost	Total Revenue	Profit Margin%
Chain	464	\$3,336		
Front Brakes	416	\$12,322		
Front Derailleur	392	\$12,360		
HL Bottom Bracket	389	\$14,685		
HL Crankset	450	\$59,823		
HL Fork	443	\$31,998		
HL Headset	415	\$17,451		
HL Mountain Frame - Black, 38	456	\$239,915		
HL Mountain Frame - Black, 42	478	\$212,323		
HL Mountain Frame - Black, 44	421	\$266,872		
HL Mountain Frame - Black, 46	438	\$317,427		
HL Mountain Frame - Black, 48	438	\$265,441		
HL Mountain Frame - Silver, 38	456	\$240,472		
HL Mountain Frame - Silver, 42	414	\$189,939		
HL Mountain Frame - Silver, 44	438	\$270,986		
HL Mountain Frame - Silver, 46	486	\$309,689		
HL Mountain Frame - Silver, 48	486	\$278,284		
HL Mountain Front Wheel	404	\$43,216		
HL Mountain Handlebars	410	\$16,314		
HL Mountain Pedal	385	\$9,359		
HL Mountain Rear Wheel	405	\$62,115		
HL Mountain Seat/Saddle	476	\$7,459		
HL Road Frame - Black, 44	409	\$256,500		

Month

All

Year

2020

2024

Country

All

Current Year Revenue

\$16M



Previous Year Revenue \$5.84M

Current Year Orders

53K



Previous Year Orders 3K

Current Year Customer

17K



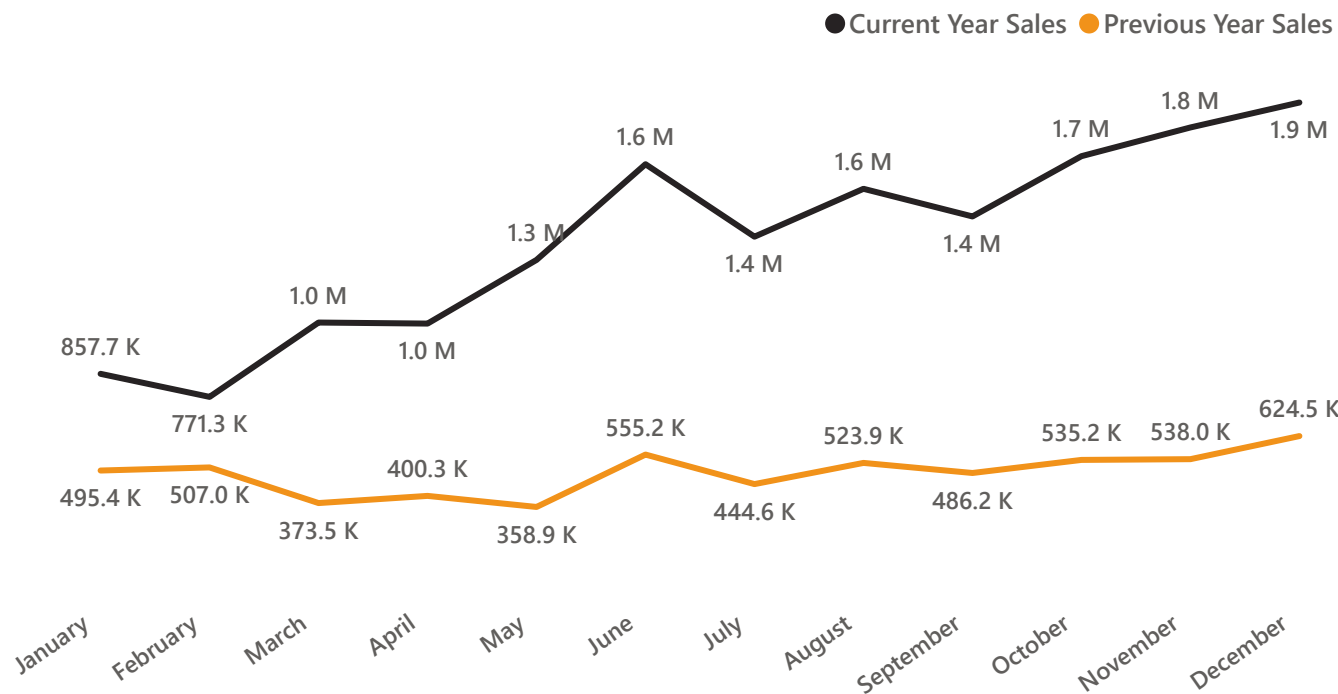
Previous Year Customer 3K

Revenue GR%

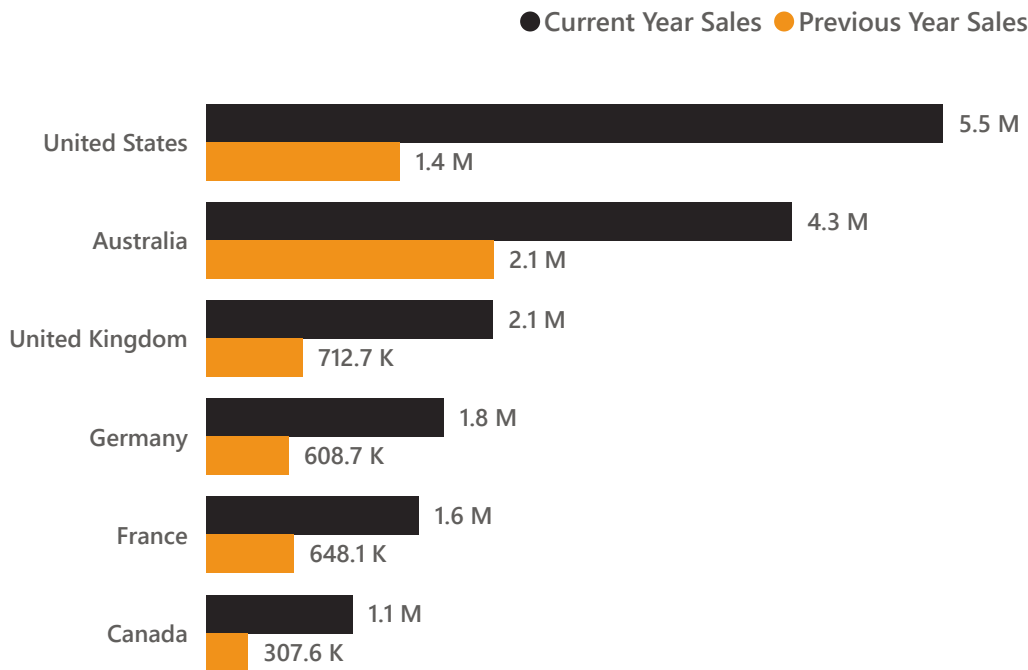
180%



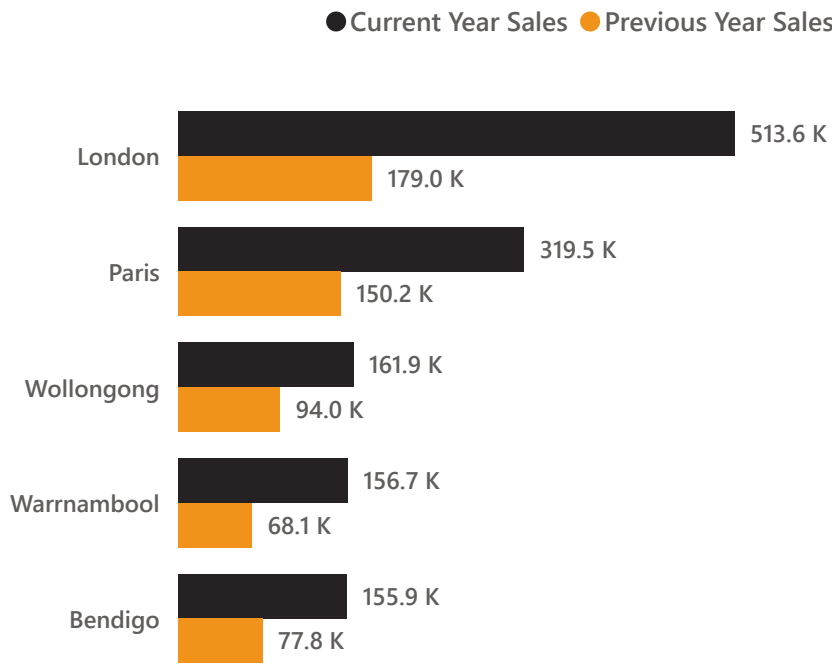
Current Year Sales and Previous Year Sales by Month



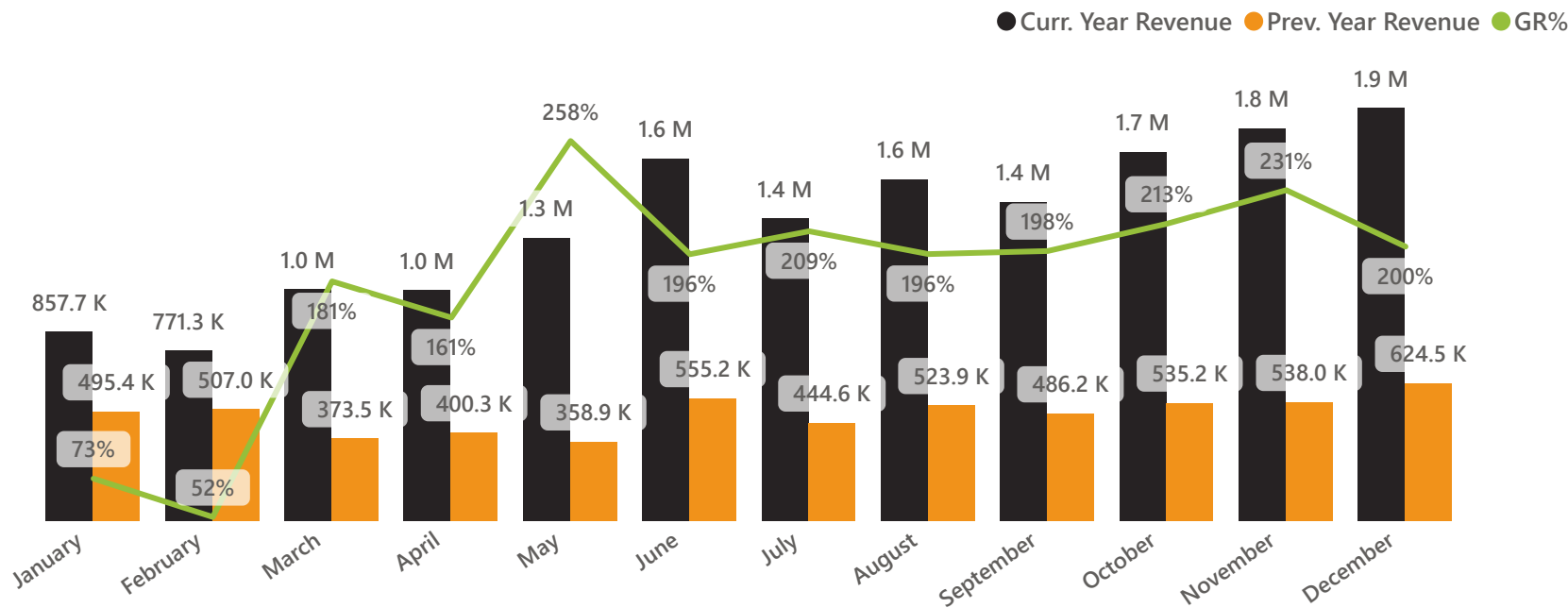
Prev. vs Curr. Revenue by Country



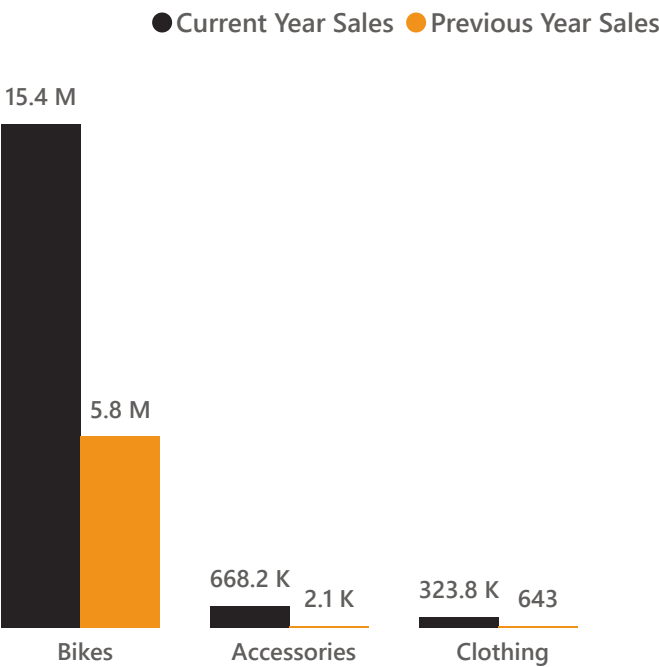
Prev. vs Curr. Revenue by City




Curr. Year Revenue, Prev. Year Revenue and GR% by Month



Revenue & Contr. by Product Category



Product Name	Current Year Sales	Previous Year Sales	GR%
All-Purpose Bike Stand	\$37,683.00	\$159.00	23600%
AWC Logo Cap	\$18,870.01	\$71.92	26137%
Bike Wash - Dissolver	\$6,908.55		Infinity
Classic Vest, L	\$11,874.50		Infinity
Classic Vest, M	\$11,747.50		Infinity
Classic Vest, S	\$10,096.50	\$63.50	15800%
Fender Set - Mountain	\$44,443.56	\$109.90	40340%
Half-Finger Gloves, L	\$10,457.23	\$24.49	42600%
Half-Finger Gloves, M	\$11,608.26	\$24.49	47300%
Half-Finger Gloves, S	\$11,314.38	\$24.49	46100%
Hitch Rack - 4-Bike	\$36,960.00		Infinity
Hi Mountain Tire	\$46 935 00	\$140 00	33425%

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# Ask a question about your data



Try one of these to get started

top countries by  
total customer

show me total  
cost for the last  
year

top english  
occupations by  
total cost

show me total  
cost for the last  
month

show me sold  
product for the  
last month

show me  
adjusted budget  
for the last  
month

fact inventories  
sorted by weight

[Show all suggestions](#)