



Business Analytics Dashboard

Duplicate of Exec
Dashboard

Exec Dashboard

Map

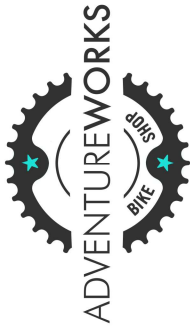
Product Detail

Customer Detail

Q&A

Decomposition Tree

Key Influencers



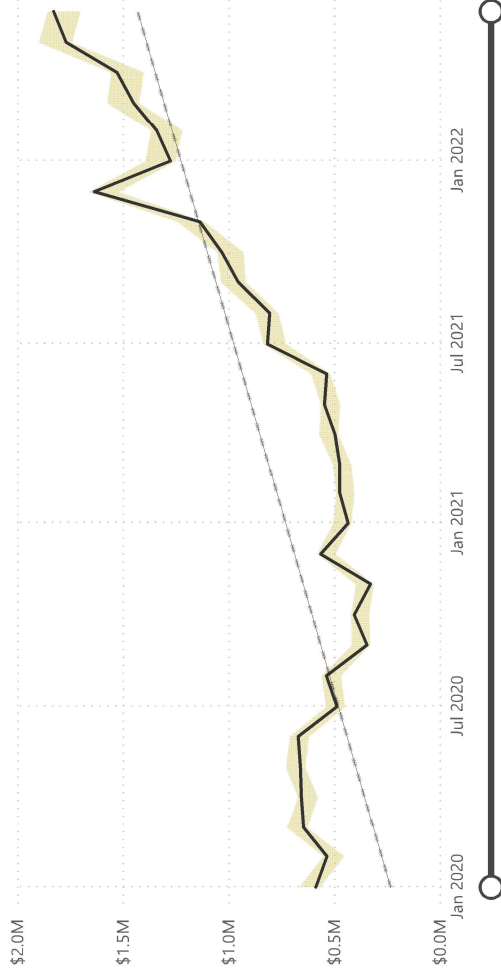
\$24.9M
REVENUE

\$10.5M
PROFIT

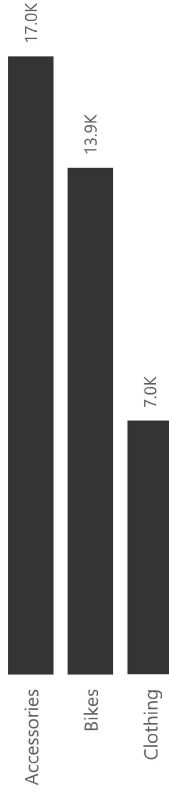
25.2K
ORDERS

2.2%
RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Monthly Revenue

\$1.83M
Prev Month: \$1.77M (+3.31%)

Monthly Orders

2,146
Prev Month: 2165 (-0.88%)

Monthly Returns

166
Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

- Select all
- Europe
- North America
- Pacific



Azure Maps visuals are not enabled for your organization. Contact your tenant admin to fix this. [See details](#)

Selected Product:

Water Bottle -
30 oz.

Monthly Orders vs. Target



Monthly Revenue vs. Target



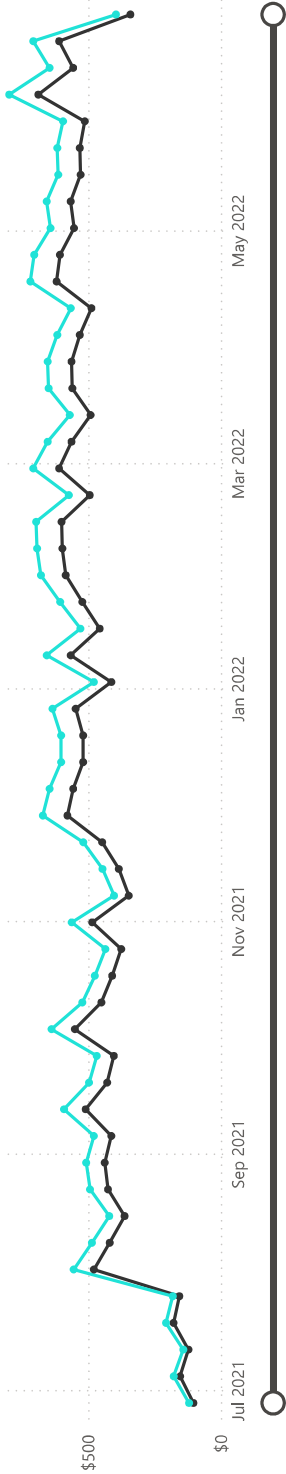
Monthly Profit vs. Target



Price Adjustment (%)

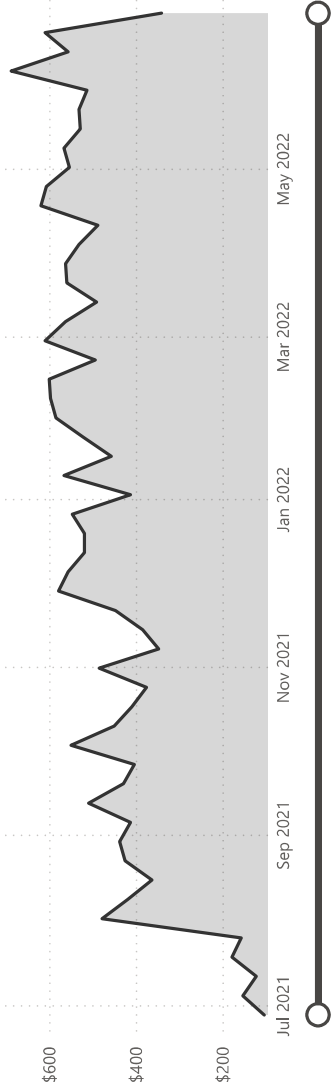


● Total Profit ● Adjusted Profit



Product Metric Selecti...

- ☐ Orders
- ☐ Revenue
- ☒ Profit
- ☐ Returns
- ☐ Return %



Report Summary

Total orders for [Water Bottle - 30 oz.](#) were [404](#)

[Adjusted Profit \(230.30% increase\)](#) and [Total Profit \(230.30% increase\)](#) both trended up between [Monday, June 28, 2021](#) and [Monday, June 27, 2022](#).

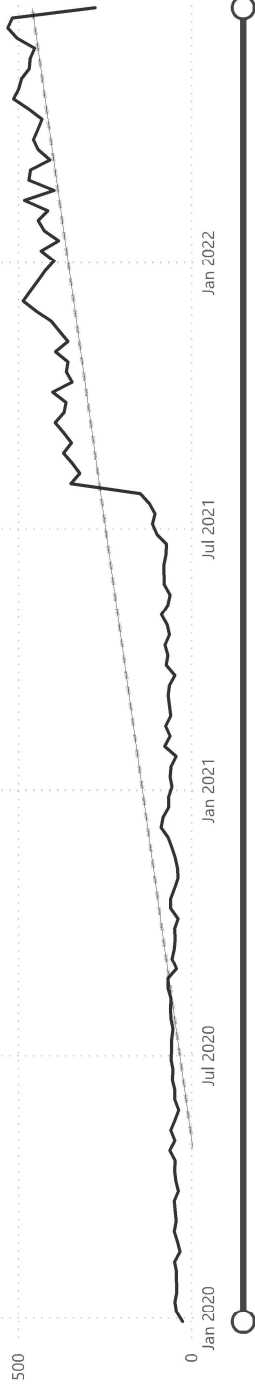
Profit experienced the longest period



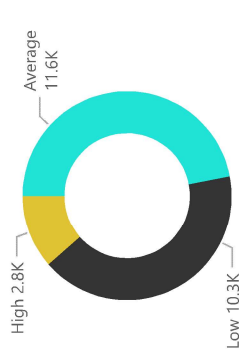
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

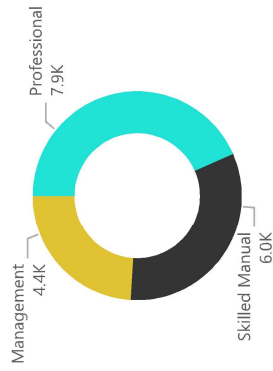
Total Customers Revenue per Customer



Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
Total		1,272	\$615,329

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K

1

Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683



Orders by month



CategoryName	Total Orders
⊕ Accessories	16,983
⊖ Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
⊕ Clothing	6,976
Total	25,164

CategoryName ×

SubcategoryName ×

ProductName ×

Total Orders

25,164

25K

Total Orders

What influences HomeOwner to be

Y > ?

2

Increase

Key influencers Top segments



When...
....the likelihood of
HomeOwner being Y
increases by

MaritalStatus is M



Is Parent? is Yes

1.59x

AnnualIncome is 30000 -
120000

A circular gauge with a needle pointing to 1.23x. The gauge has a grey background and a white needle. The text "1.23x" is displayed in the center of the gauge. An arrow points upwards towards the bottom of the gauge.

EducationLevel is Graduate Degree



1.19x

Occupation is Management

A circular gauge with a needle pointing to 1.10x. The gauge has a grey background and a white needle. The text "1.10x" is displayed in the center of the gauge.

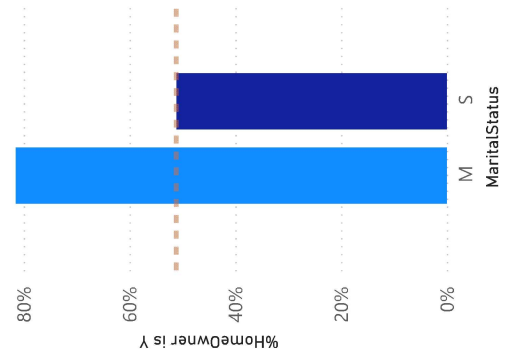
Occupation is Skilled
Manual

1.09x

Sort by: Impact Count

☐ Only show values that are influencers

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



When... the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

\$478.6

← On average when Sum of ProductCost increases, Average Retail Price also increases.

