

Adventure Works Sales Dashboard

Total Order

25K

Profit

\$10M

Turnover

\$25M

Total cost

14.5M

Profit Margin

42.0%

Returns Rate

2.2%

Order by Category

Accessories

17.0K

Bikes

13.9K

Clothing

7.0K

Date

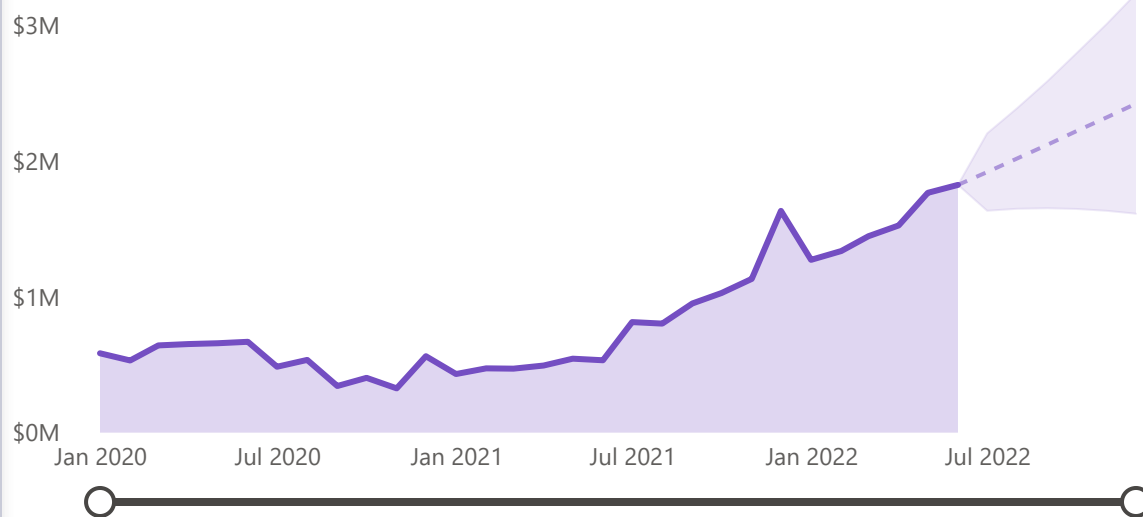
1/1/2020

6/30/2022

Continent

All

Turnover by Month



Top 10 Products

Product Name	Turnover	Total Order	Returns Rate
Water Bottle - 30 oz.	\$39,755	3983	1.9%
Sport-100 Helmet, Red	\$73,444	2099	3.3%
Sport-100 Helmet, Blue	\$67,120	1995	3.3%
Sport-100 Helmet, Black	\$65,270	1940	2.7%
Road Tire Tube	\$17,265	2173	1.5%
Patch Kit/8 Patches	\$13,506	2952	1.6%
Mountain Tire Tube	\$28,333	2846	1.6%
Mountain Bottle Cage	\$38,062	1896	2.0%
Fender Set - Mountain	\$87,041	1975	1.4%
AWC Logo Cap	\$35,882	2062	1.1%

Dashboard

Territory Analysis

Customer Analysis

Product Analysis

CM Profit

\$772K✓

PM Profit: 751K (+2.77%)

CM Orders

2,146!

PM Orders: 2,165 (-0.88%)

CM Return Rate

2.02%✓

PM R.R: 2.06% (-1.91%)

Top Ordered Product

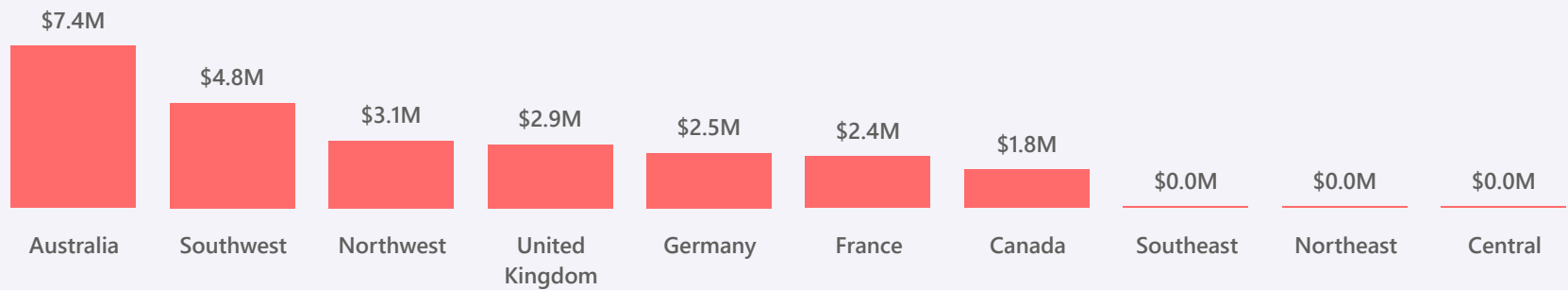
Tires and
Tubes

Most Returned Product

Shorts

Adventure Works Sales Dashboard

Turnover by Region



Date

1/1/2020

6/30/2022

Continent

All

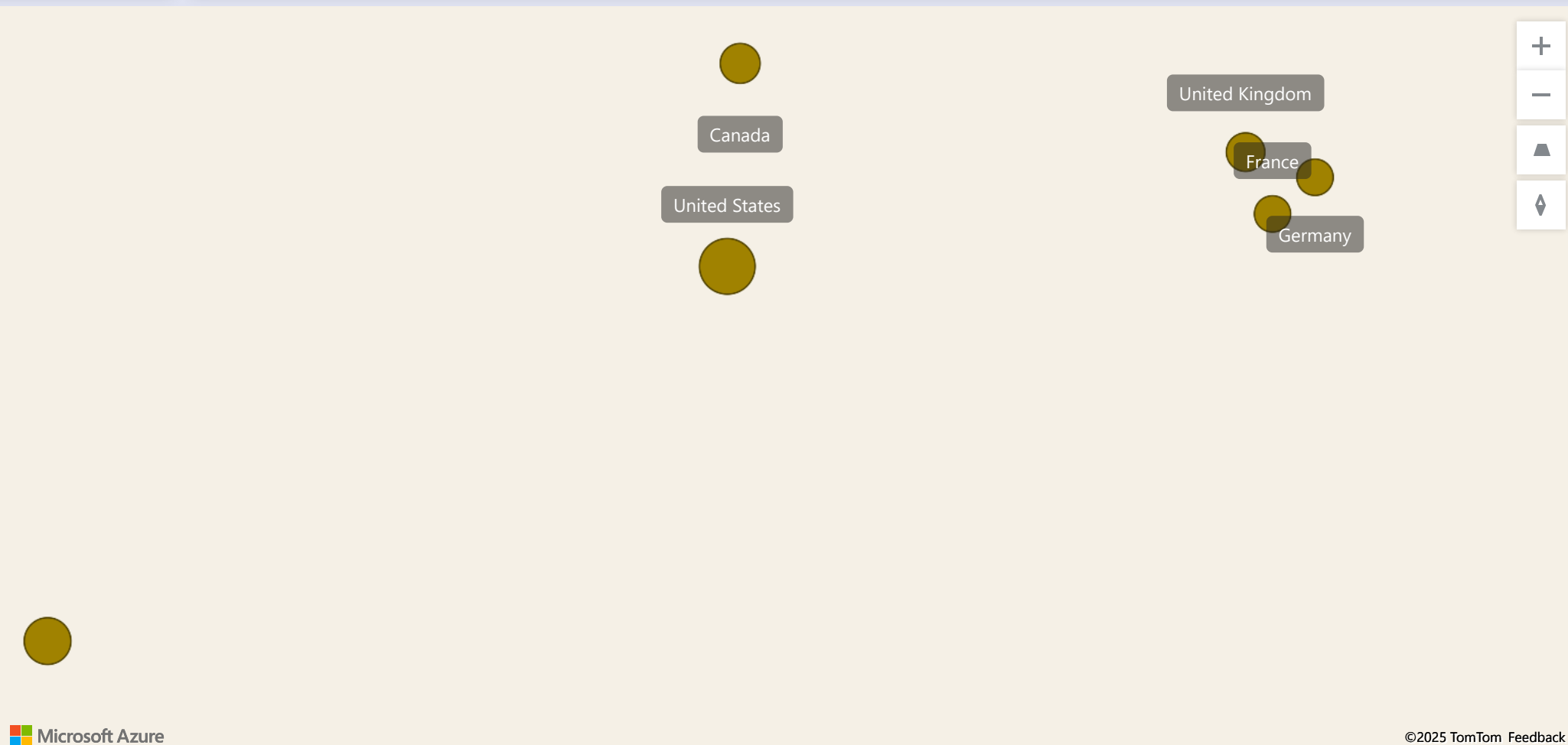


Dashboard

Territory Analysis

Customer Analysis

Product Analysis

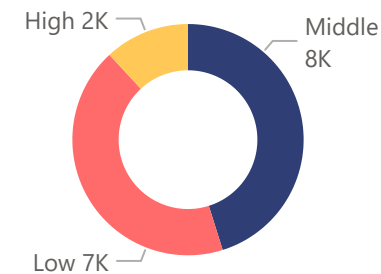


Adventure Works Sales Dashboard

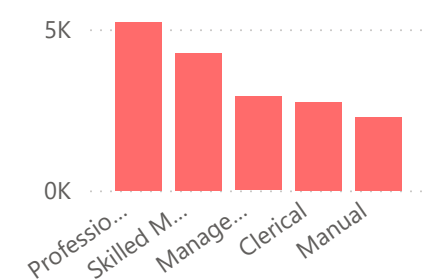
No of Customer
17.42K

Turnover per Customer
1.43K

Customer by Income Group



Customer by Occupation



Date

1/1/2020



6/30/2022



Continent

All



Dashboard

Territory Analysis

Customer Analysis

Product Analysis

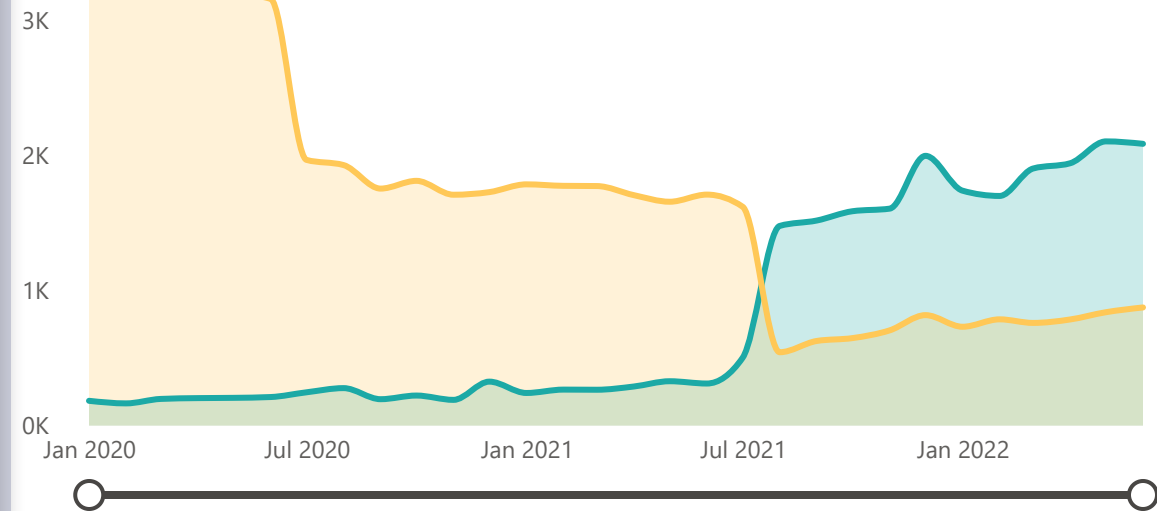
Top 10 Buying Customer

CustomerKey	Customer Name	Quantity Sold	Turnover
11300	Mr. Fernando Barnes	106	\$1,839
11262	Mrs. Jennifer Simmons	106	\$1,465
11331	Mrs. Samantha Jenkins	102	\$1,740
11185	Mrs. Ashley Henderson	100	\$1,717
11566	Ms. April Shan	99	\$1,424
11277	Mr. Charles Jackson	97	\$1,777
11091	Mr. Dalton Perez	97	\$1,513
11287	Mr. Henry Garcia	97	\$1,443
11330	Mr. Ryan Thompson	97	\$1,597
11223	Mrs. Hailey Patterson	90	\$1,616
11711	Mr. Daniel Davis	89	\$1,404
11176	Mr. Mason Roberts	88	\$1,526
11200	Mr. Jason Griffin	83	\$1,614
11276	Mrs. Nancy Chapman	76	\$1,111
11505	Ms. Jasmine Powell	61	\$1,104
11631	Mr. Antonio Bennett	58	\$1,001
11506	Mr. Nicholas Brown	56	\$934
11520	Mrs. Jada Morgan	55	\$1,023
11502	Mr. Jared Peterson	54	\$1,051
11211	Mrs. Samantha Russell	54	\$1,040

Turnover by Month

Purchasing Customer

Turnover per Customer



Key Insights

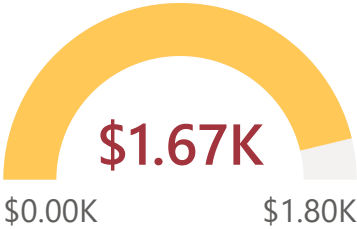
Turnover per Customer trended down, resulting in a 72.48% decrease between Wednesday, January 1, 2020 and Wednesday, June 1, 2022. Turnover per Customer started trending up on Sunday, August 1, 2021, rising by 61.00% (\$331.67) in 10 months. Turnover per Customer dropped from \$3,181.05 to \$1,968.08 during its steepest decline between Wednesday, January 1, 2020 and Wednesday, July 1, 2020.



First Product Name

Road Tire Tube

Turnover Vs Turnover Gap



Order Vs Order Gap



Profit Vs Profit Gap



Discount

0.00



\$10,808

Profit

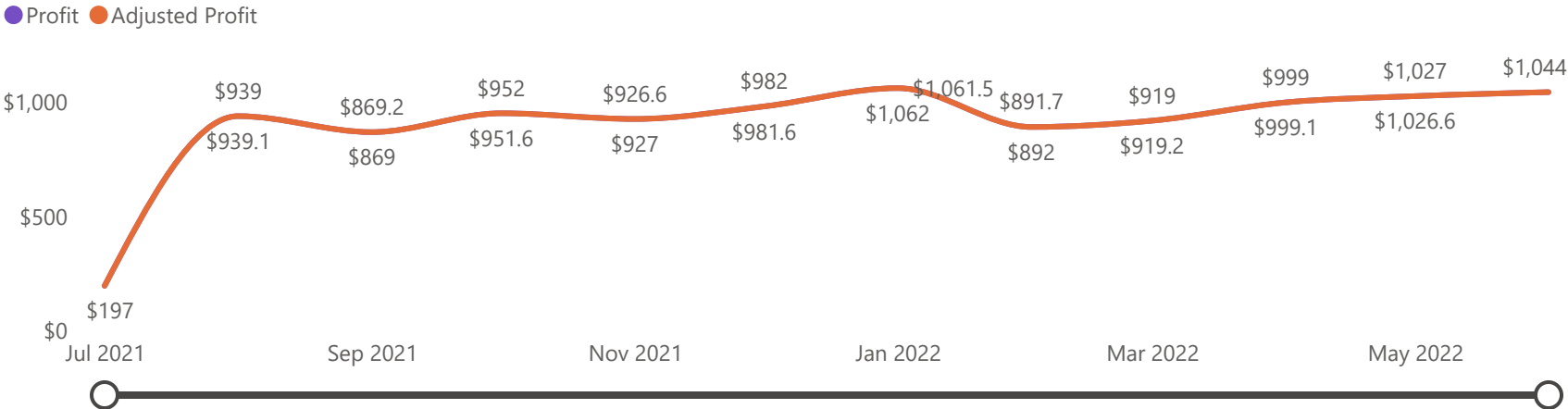
\$10,807.5

Adjusted Profit

Product Selection Metrics

- ☒ Turnover
- ☐ Quantity Sold
- ☐ Profit
- ☐ Returns Rate

Profit vs Adjusted Profit by Month



Turnover by Start of the Month

