



ADVENTURE WORKS DASHBOARD

BY NEERAJ PC(BATCH4).

OVERVIEW

Total revenue

\$24.91M

Total orders

25K

Total profit

\$10.46M

Total sales

\$209.33K

Monthly revenue

\$1.83M

Goal: 1.77M (+3.31%)

Monthly returns

1,809

Goal: 1809 (+0%)

Monthly orders

2,146

Goal: 2165 (-0.88%)

Total customers

17.42K

Total returns

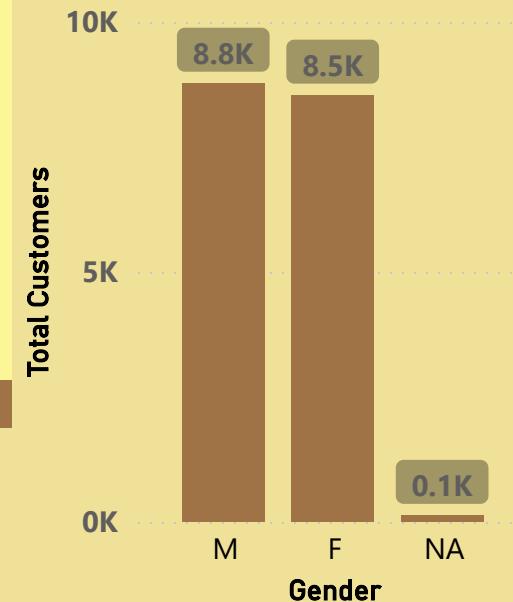
1,809

Monthly profit

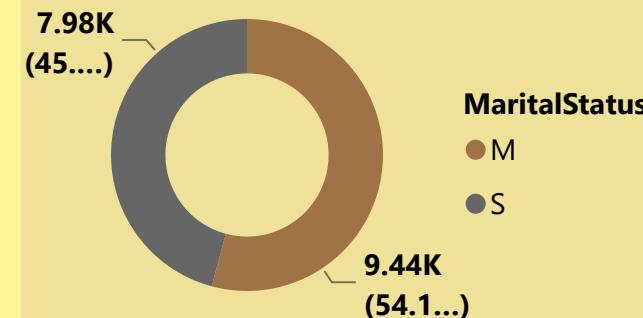
1.577291

Goal: 750.75K (+2.77%)

Total Customers by Gender



Total Customers by MaritalStatus



Date range

1/1/2020



6/30/2022



Category name

- (Blank)
- Accessories
- Bikes
- Clothing

Subcategory name

- (Blank)
- Bib-Shorts
- Bike Racks
- Bike Stands
- Bottles and Cages

Country

- Australia
- Canada
- France
- Germany
- United Kingdom
- United States

CUSTOMER ANALYSIS

Total customers

17.42K

Sum of Totalchildrens

33K

Average Revenue per customers

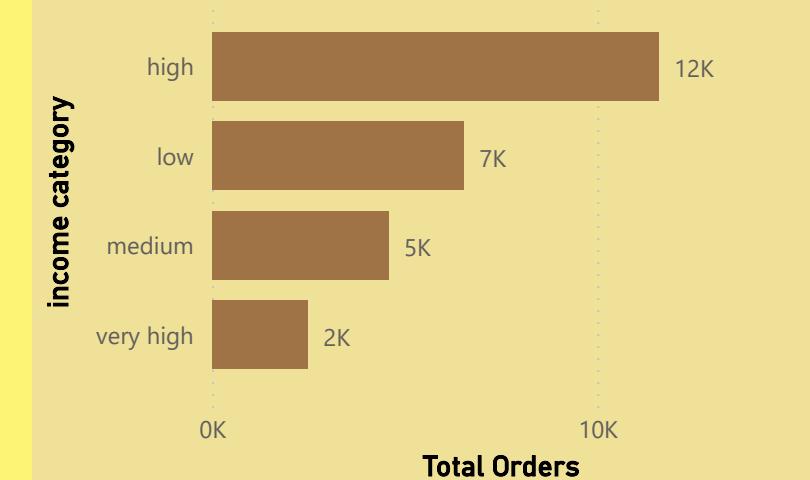
\$1.43K

Total Profit by MaritalStatus

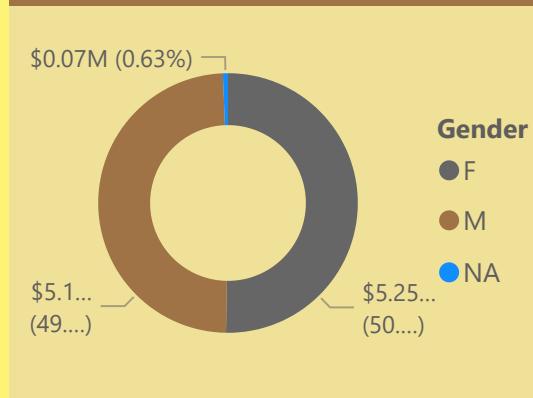


name	Total Revenue	Total Orders	Total Profit
ABBY RANA	\$73.92	1	\$46.27
ADRIANA GONZALEZ	\$9,195.70	4	\$3,728.5449000000
ALEJANDRO BECK	\$2,975.22	2	\$1,314.15
ALEXA COX	\$88.02	1	\$41.351400000000
ALEXA WATSON	\$17.29	1	\$5.8
ALEXANDER JACKSON	\$49.98	1	\$31.28
ALEXANDRA EVANS	\$68.49	1	\$42.87
ALEXANDRIA STEWART	\$1,700.99	1	\$618.
ALISHA LIU	\$2,214.51	1	\$881.50519999999
ALISHA SHAN	\$4,184.12	2	\$1,937.2230999999
AMANDA PERRY	\$27.27	1	\$12.12
ANDREA WRIGHT	\$141.28	1	\$69.746800000000
ANGELA BUTLER	\$2,806.51	2	\$1,200.15
Total	\$24,914,586.82	25,164	\$10,457,715.434201

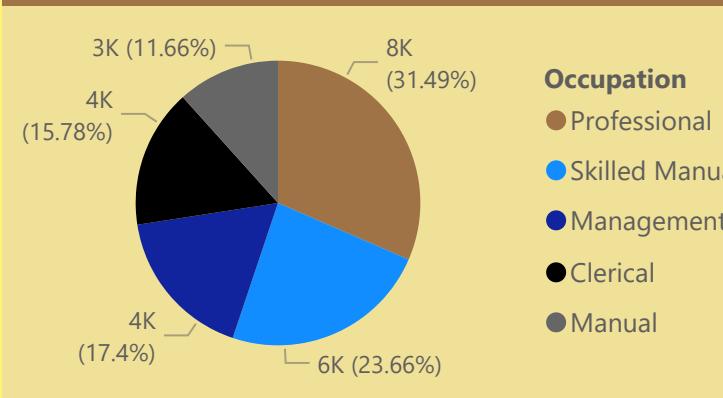
Total Orders by income category



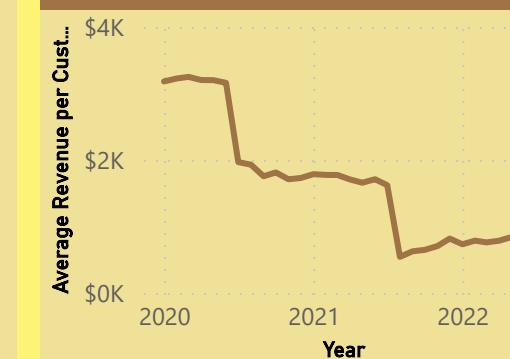
Total Profit by Gender



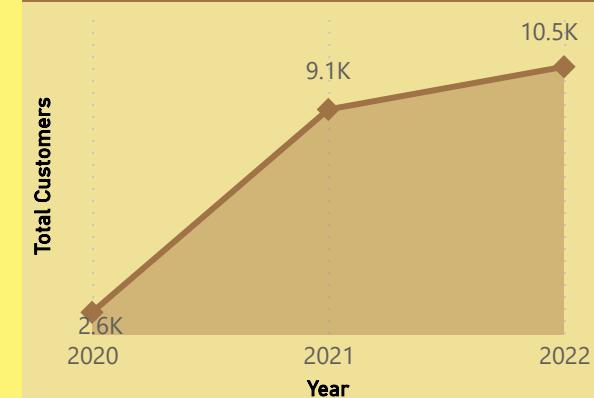
Total Orders by Occupation



Average Revenue per Customer by Year and Month



Total Customers by Year



PRODUCT ANALYSIS

Count of subcategory

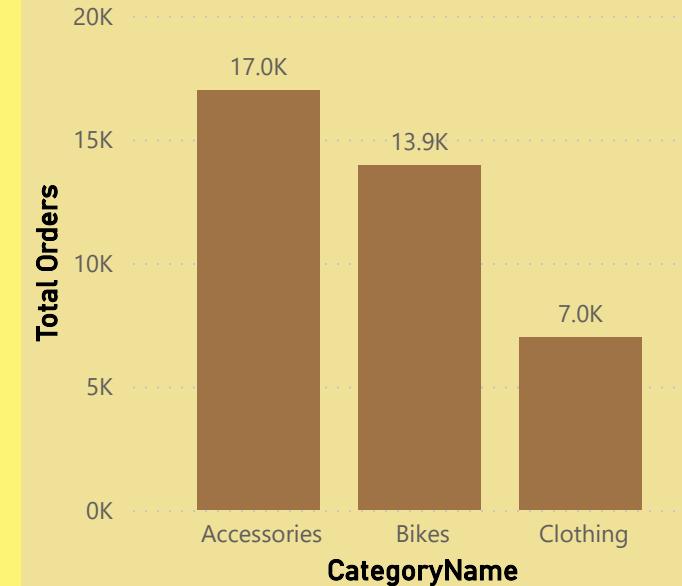
37

count of product name

293

Count of ProductName

Total Orders by CategoryName



Total Orders, Order Target and Previous Month Orders



count of category name

4

Total Profit, Profit Target and Previous Month Profit

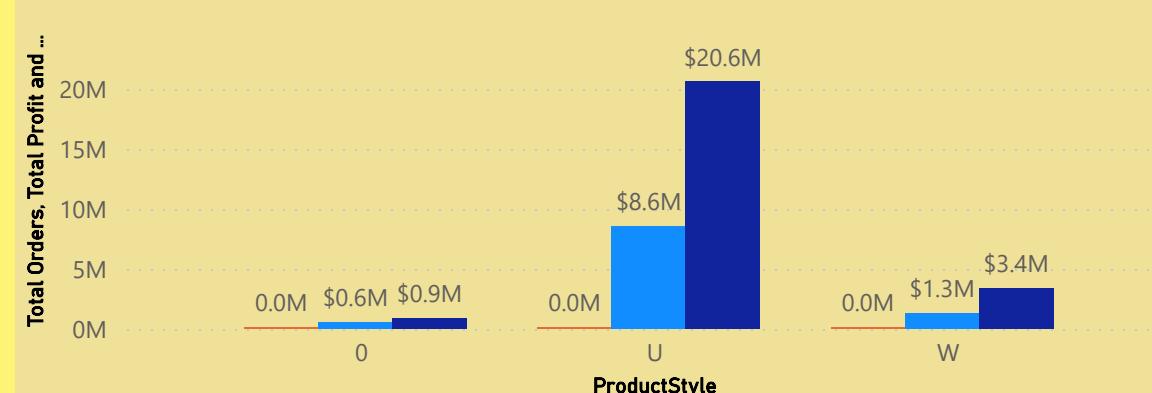


Total Revenue, Revenue Target and Previous Month Revenue



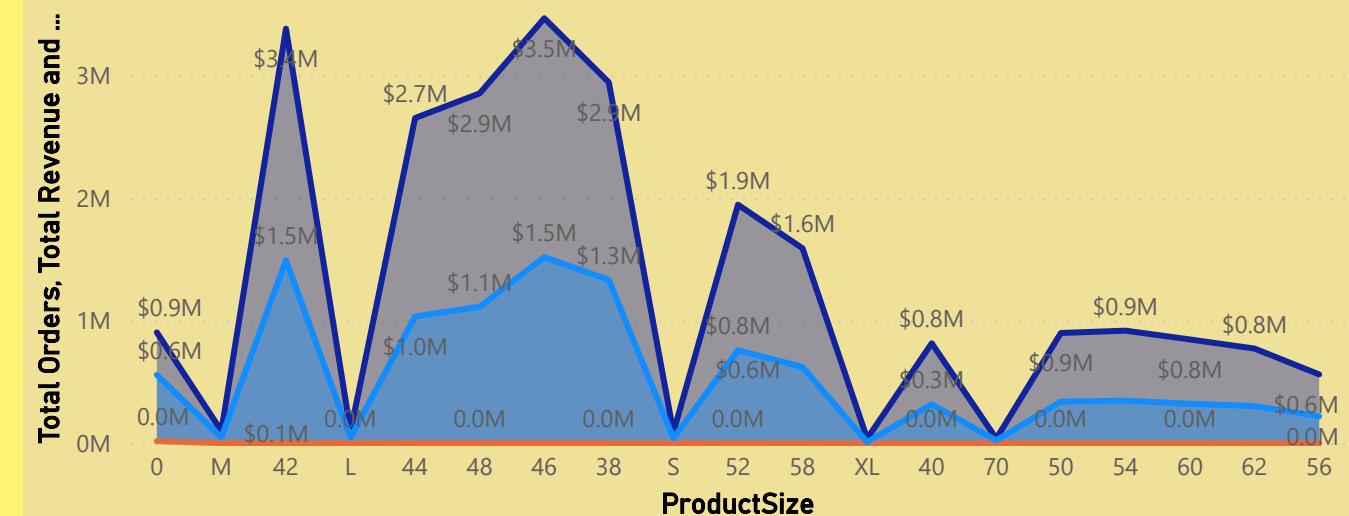
Total Orders, Total Profit and Total Revenue by ProductStyle

Total Orders ● Total Profit ● Total Revenue



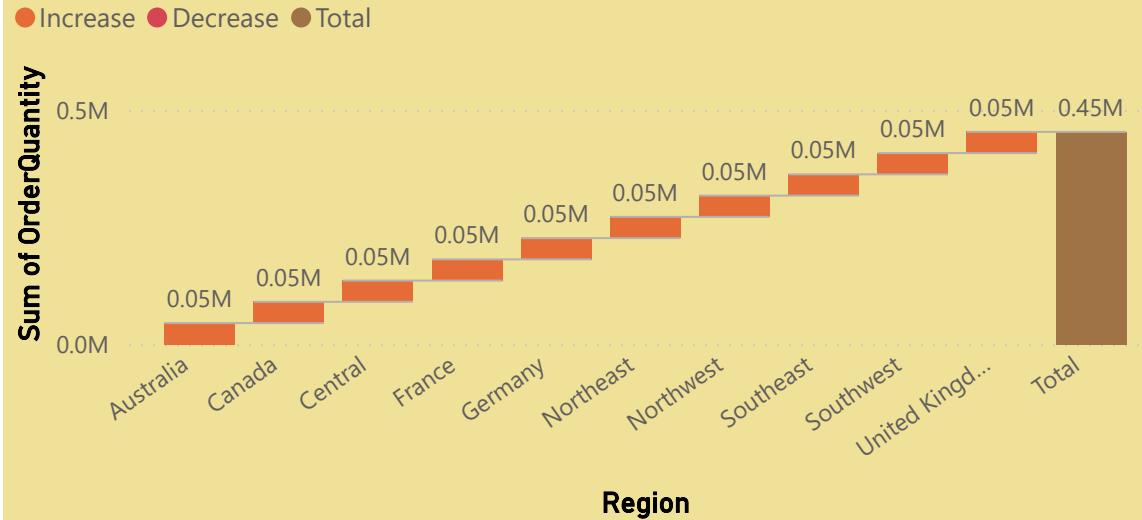
Total Orders, Total Revenue and Total Profit by ProductSize

● Total Orders ● Total Revenue ● Total Profit



REGIONAL ANALYSIS

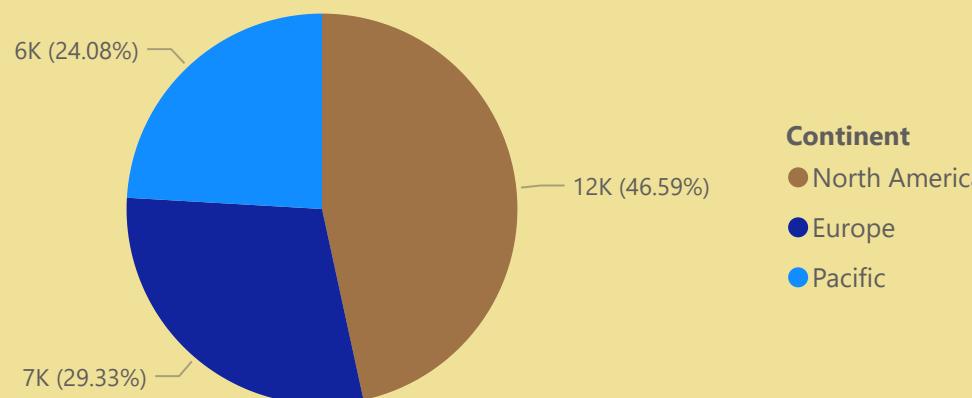
Sum of OrderQuantity and Sum of OrderQuantity by Region



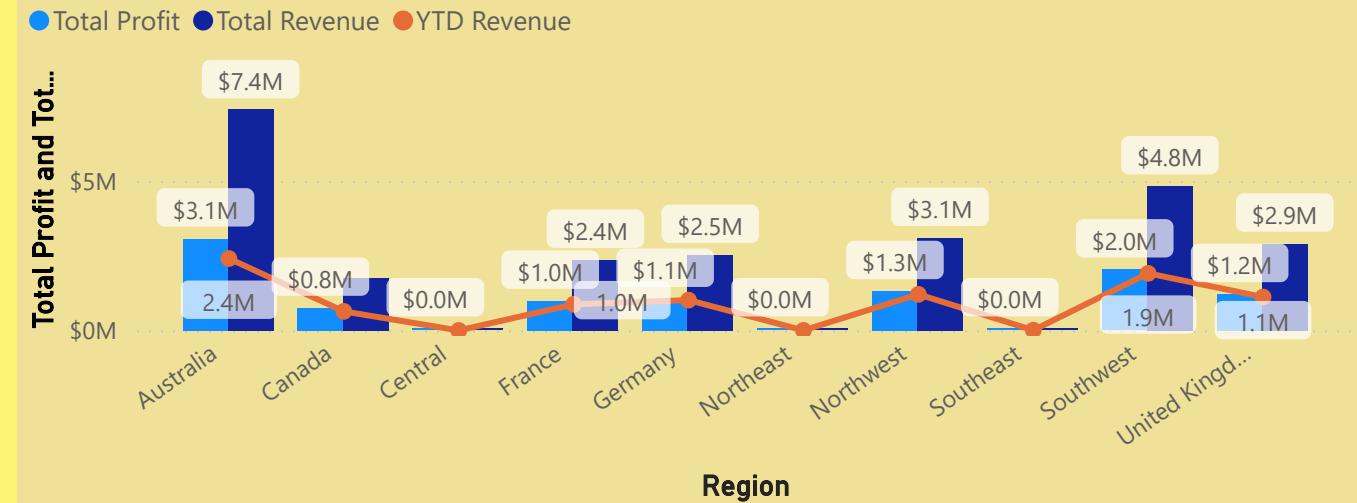
Total Orders by Country



Total Orders by Continent



Total Profit, Total Revenue and YTD Revenue by Region



SALES ANALYSIS

Total cost

14.46M

% of profit

2.00%

sum of orderquantity

2630

Return rate %

2.17%

Total return

1,809

Total orders

25K

Total sales

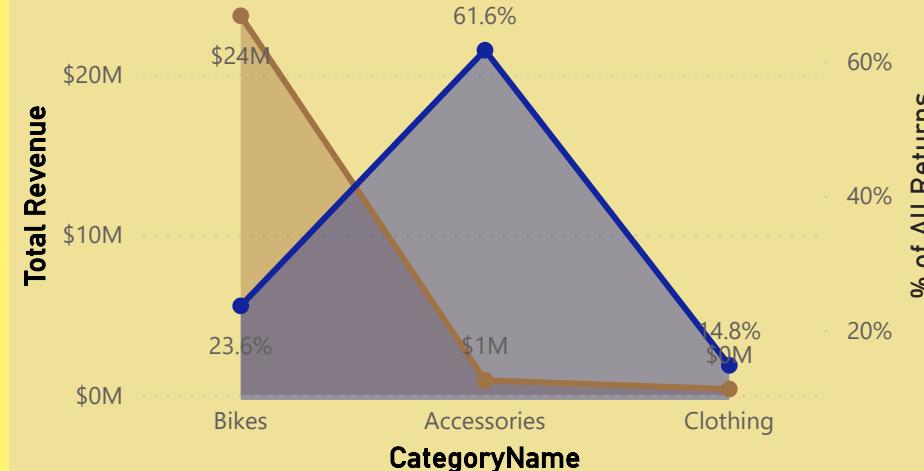
\$209.33K

Total profit

\$10.46M

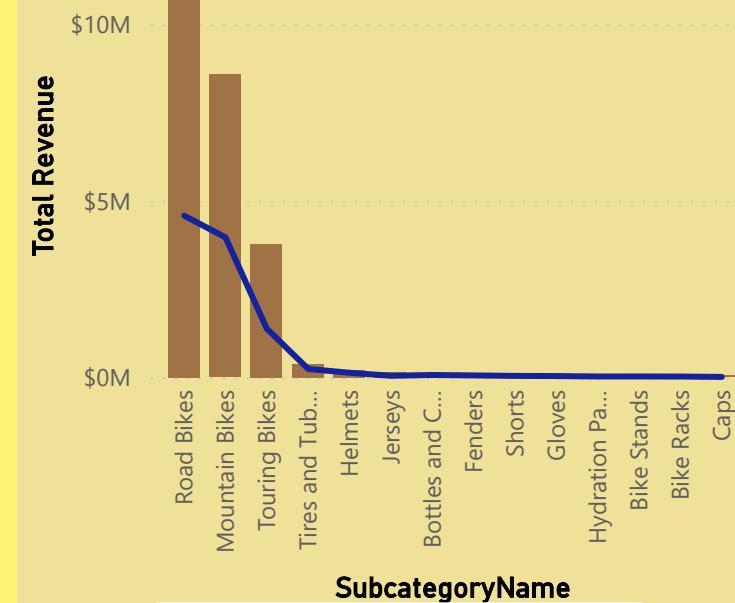
Total Revenue and % of All Returns by CategoryName

Total Revenue Profit Target



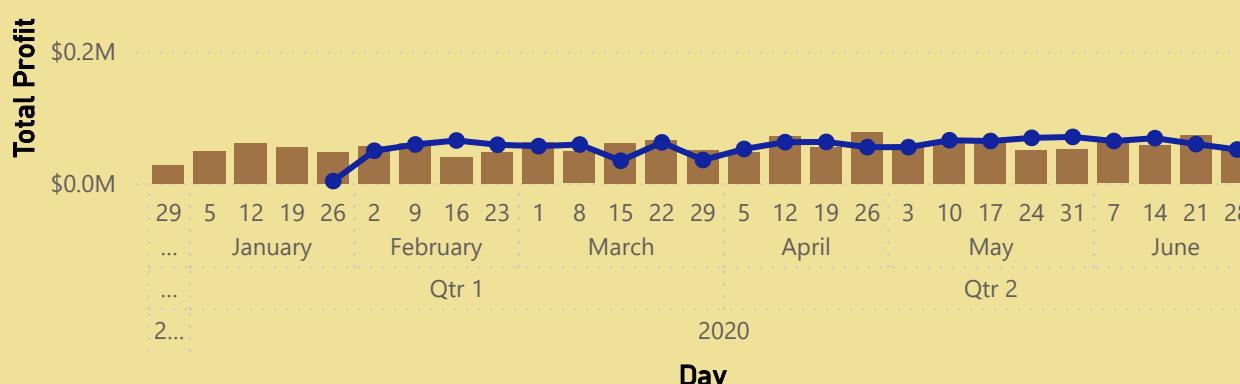
Total Revenue and Profit Target by SubcategoryName

Total Revenue Profit Target



Total Profit and Previous Month Profit by Year, Quarter, Month and Day

Total Profit Previous Month Profit



CategoryName

CategoryName	Quantity Sold	Return Rate	Qunatity Returned	Total Orders
Accessories	57809	1.95%	1130	16,983
All-Purpose Bike Stand	234	3.42%	8	234
Bike Stands	234	3.42%	8	234
Bike Wash - Dissolver	1706	1.47%	25	850
Cleaners	1706	1.47%	25	850
Fender Set - Mountain	3960	1.36%	54	1,975
Fenders	3960	1.36%	54	1,975
Hitch Rack - 4-Bike	302	2.65%	8	302
Bike Racks	302	2.65%	8	302
HL Mountain Tire	1305	3.75%	49	1,305
Tires and Tubes	1305	3.75%	49	1,305
Total	84174	2.17%	1828	25,164