



Adventure Works

Calendar



Regions



Targets



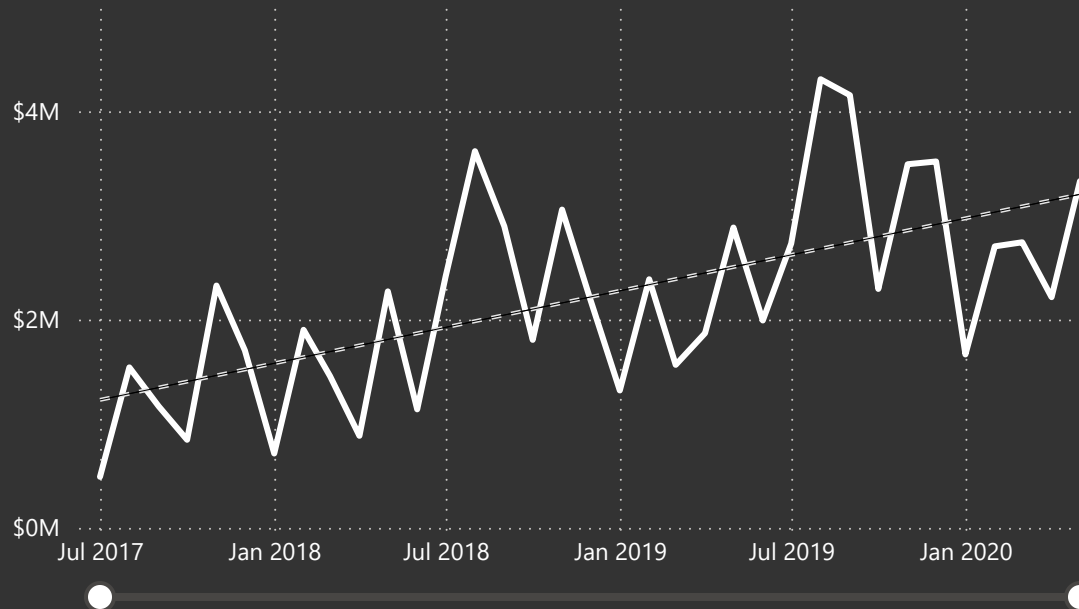
Total Order
3.6K

Total Profit
\$39.0M

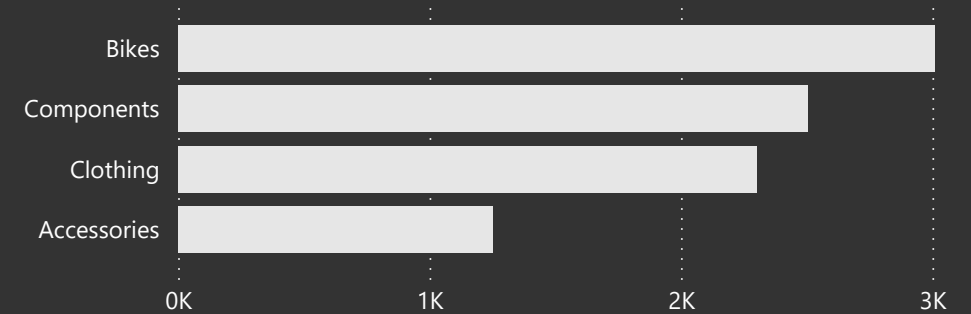
Total Revenue
\$77.5M

Total Cost
\$76.6M

Revenue Trending



Orders by Category



Monthly Profit

\$1,273,509!
Prev Month: 2214091 (-42.48%)

Monthly Orders

179✓
Prev Month: 93 (+92.47%)

Monthly ROI

38%!
Prev Month: 0.39 (-3.21%)

Top 10 Product

	Orders	Revenue	Profit Status	ROI
AWC Logo Cap	1,149	\$30,658	Under Performer	0%
Long-Sleeve Logo Jersey, L	1,142	\$170,578	Under Performer	0%
Sport-100 Helmet, Blue	928	\$88,131	High Performer	151%
Sport-100 Helmet, Black	889	\$84,805	High Performer	151%
Sport-100 Helmet, Red	823	\$77,274	High Performer	151%
Long-Sleeve Logo Jersey, M	749	\$90,119	Under Performer	0%
Long-Sleeve Logo Jersey, XL	651	\$73,419	Under Performer	0%
Mountain-200 Black, 38	639	\$2,944,666	High Performer	110%
Road-650 Red, 60	623	\$974,869	Margin Maker	29%
Road-650 Red, 44	612	\$907,810	Margin Maker	29%

Best Seller

AWC Logo Cap

Most Profitable Product

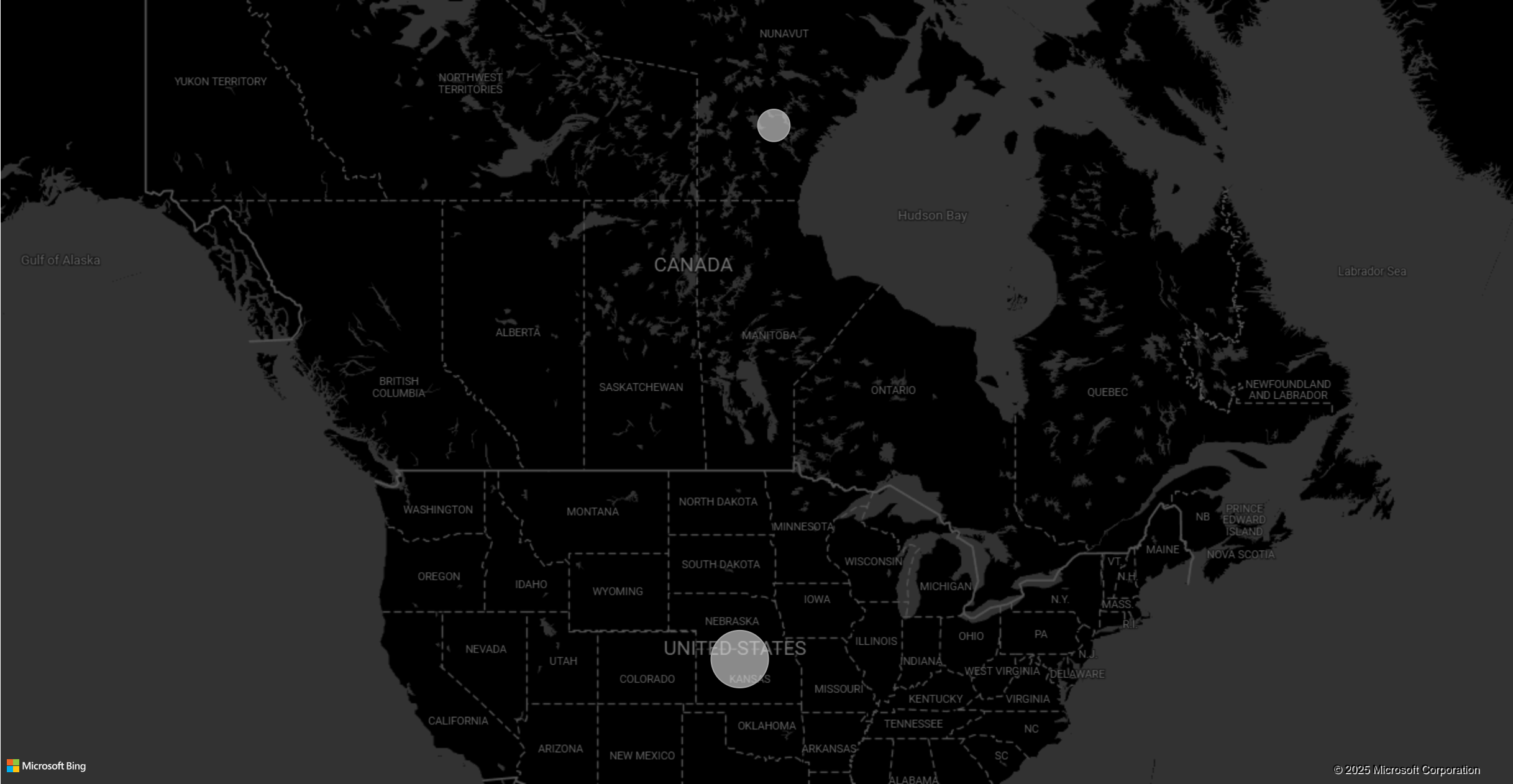
Mountain-200 Black, 38

Europe

North America

Pacific

Profit by Country



Products

LL Road Frame - Red, 48

Orders Per Product

286

Profit Per Product

\$131,626

ROI Per Product

106%

Losses Per Product

\$0

Price Adjustment (%)

0.00



Product Metric Selection

Orders

Revenue

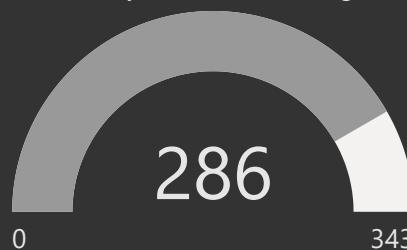
Cost

Profit

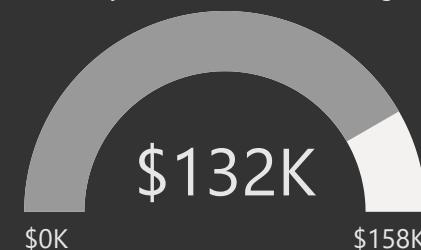
Losses

ROI

Monthly Order vs Order Target



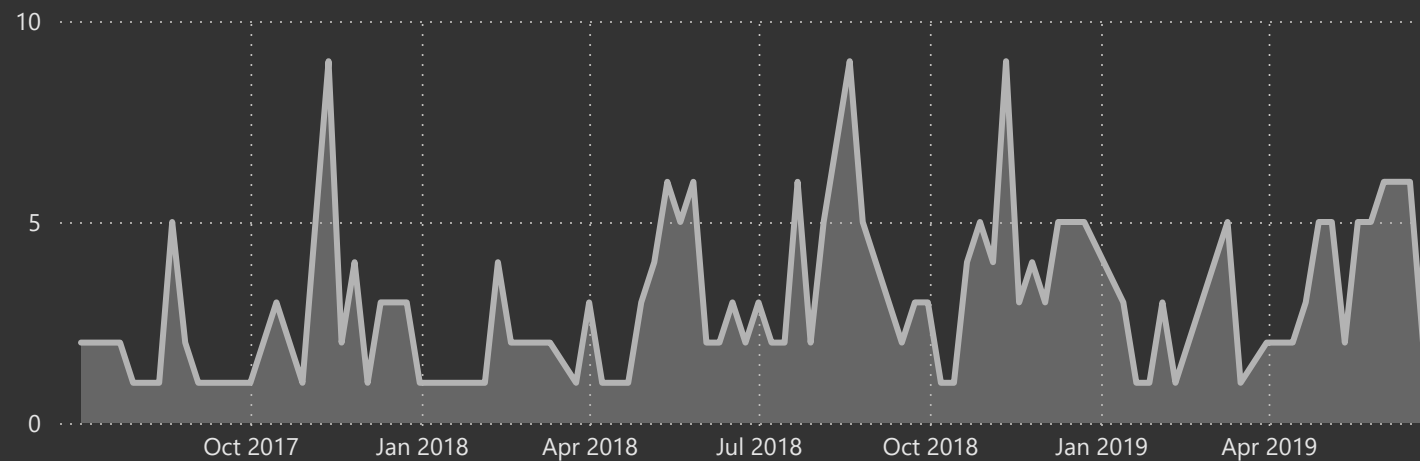
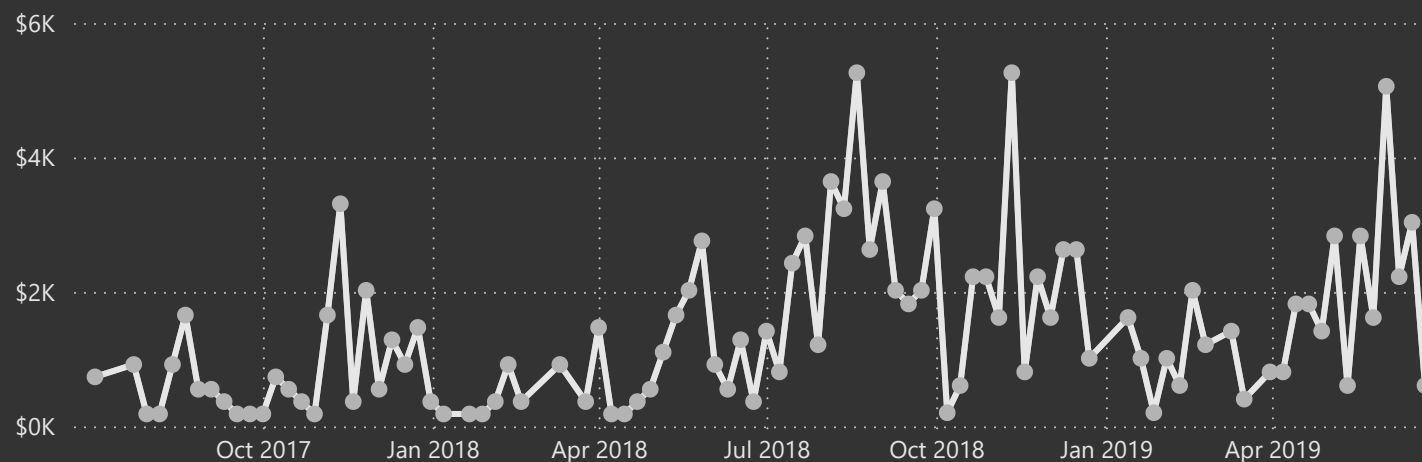
Monthly Revenue vs Revenue Target



Profit Status

High Performer

● Adjusted Profit ● Total Profit



Year

2017

2020

Specialty Bike Shop

Losses Per Reseller

\$7,673

Profit Per Reseller

\$877K

Top 100 Reseller

Orders

Revenue

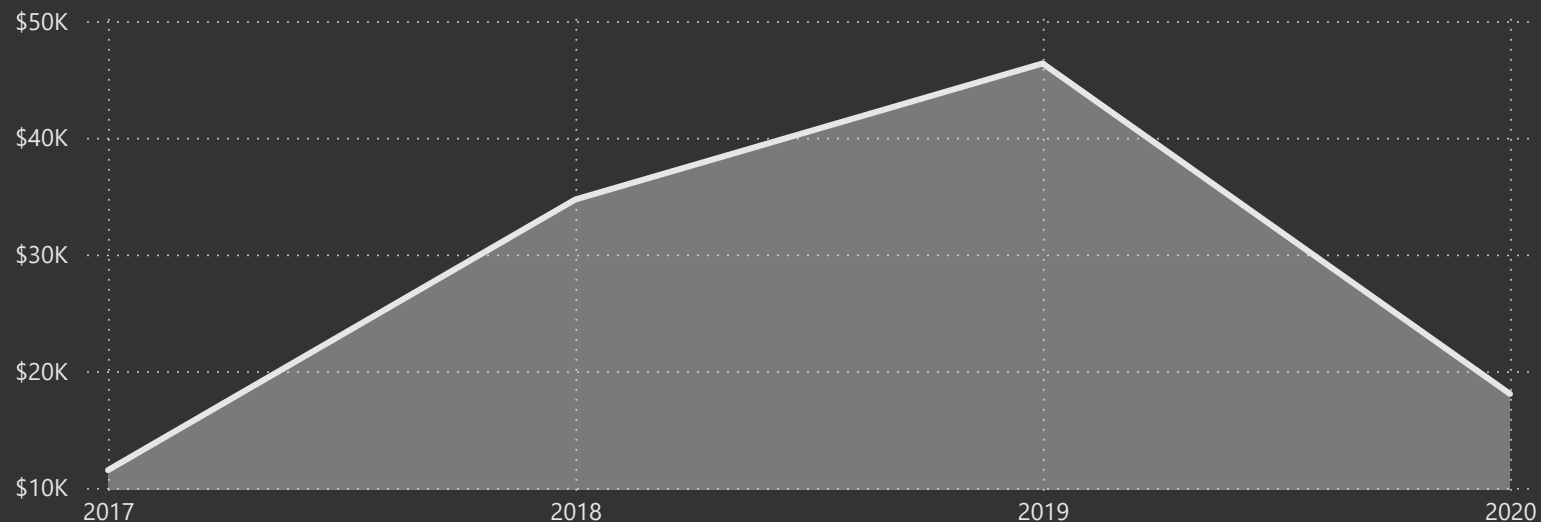
Cost

Totes & Baskets Company	12	\$817,125	\$835,397
Vigorous Exercise Company	11	\$794,910	\$779,386
Thorough Parts and Repair Services	12	\$741,360	\$765,500
The Gear Store	12	\$619,466	\$563,986
Top Sports Supply	8	\$603,312	\$538,073
Westside Plaza	4	\$553,926	\$608,271
Tread Industries	4	\$433,875	\$406,459
Trailblazing Sports	11	\$342,470	\$326,827
Uttermost Bike Shop	8	\$309,815	\$317,059
Twelfth Bike Store	8	\$292,813	\$263,869
Valuable Bike Parts Company	8	\$249,739	\$222,968
World of Bikes	7	\$246,063	\$220,489
Wheelsets Storehouse	8	\$222,823	\$229,815
Valley Toy Store	7	\$220,371	\$197,027
Vintage Sport Boutique	4	\$216,399	\$227,178

Average Revenue per Reseller

Reseller

Average Revenue per Reseller

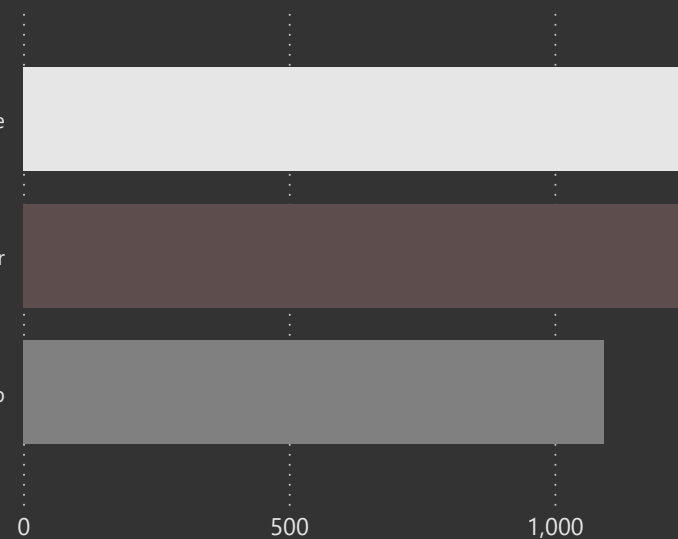


Orders by Business Type

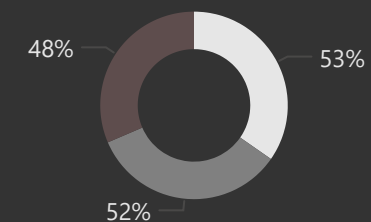
Warehouse

Value Added Reseller

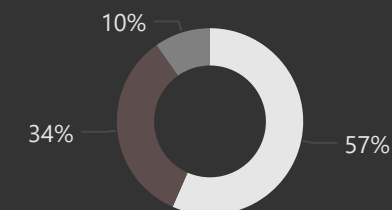
Specialty Bike Shop



ROI by Business Type



Losses by Business Type



18

Unique Employees

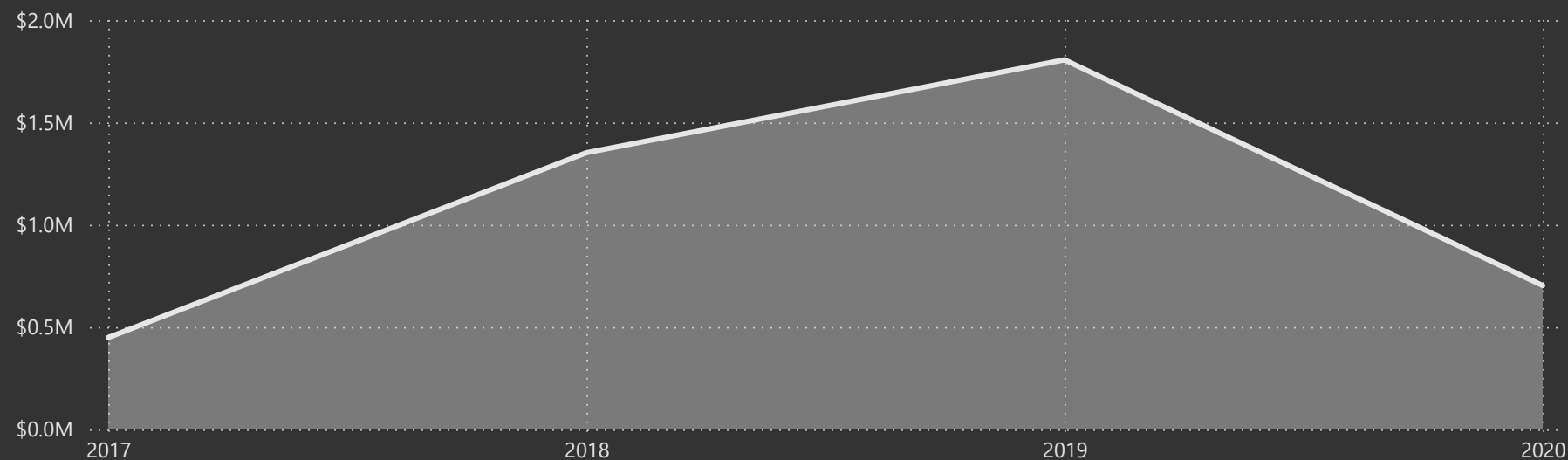
\$10M

Revenue per Customers

Revenue per Employee

Employees

Revenue per Employee



Employees	Fullname	Quantity Sold	Revenue
282	Linda Mitchell	400	\$10,158,635
283	Jillian Carson	459	\$9,755,992
281	Michael Blythe	431	\$8,952,751
291	Jae Pak	325	\$8,099,817
285	Tsvi Reiter	416	\$6,976,128
287	Shu Ito	231	\$6,283,193
288	José Saraiva	257	\$5,536,439
292	Ranjit Varkey Chudukatil	166	\$4,429,368
289	David Campbell	184	\$3,614,761
284	Garrett Vargas	223	\$3,486,102
286	Pamela Ansman-Wolfe	92	\$3,187,720
293	Tete Mensa-Annan	130	\$2,184,211
295	Rachel Valdez	109	\$1,681,208
296	Lynn Tsoflias	94	\$1,216,917
272	Stephen Jiang	46	\$1,073,651
290	Amy Alberts	39	\$737,568

Year

2017

2020

Linda Mitchell

Quantity Sold

400

Revenue

\$10.16M

Job Title

Sales Representative
\$38,223,386

North American Sales ...
\$435,646

European Sales Manag...
\$281,573

Pacific Sales Manager
\$33,114

Profit
\$38,973,720