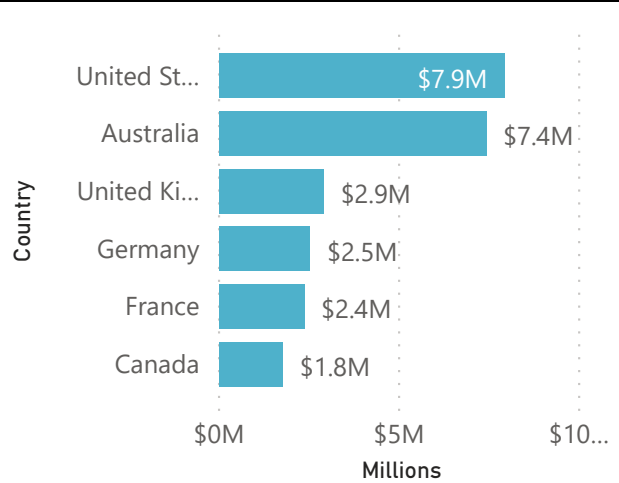


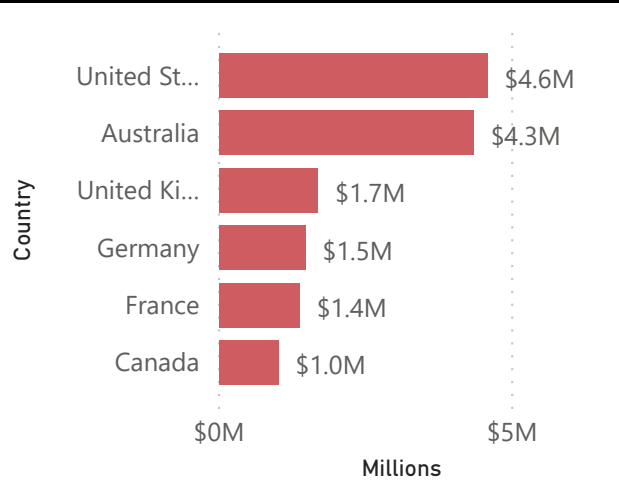
Adventure Works

Global Sales Summary

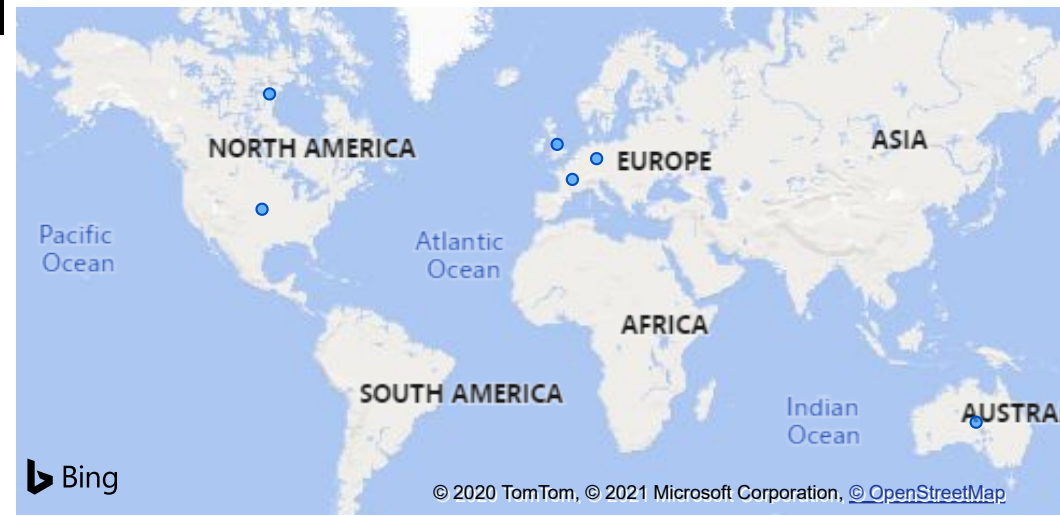
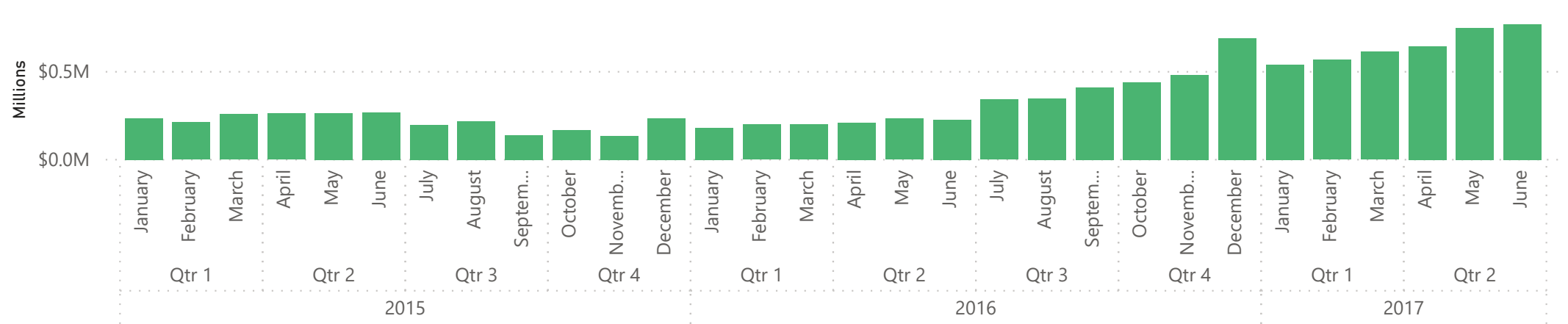
Revenue



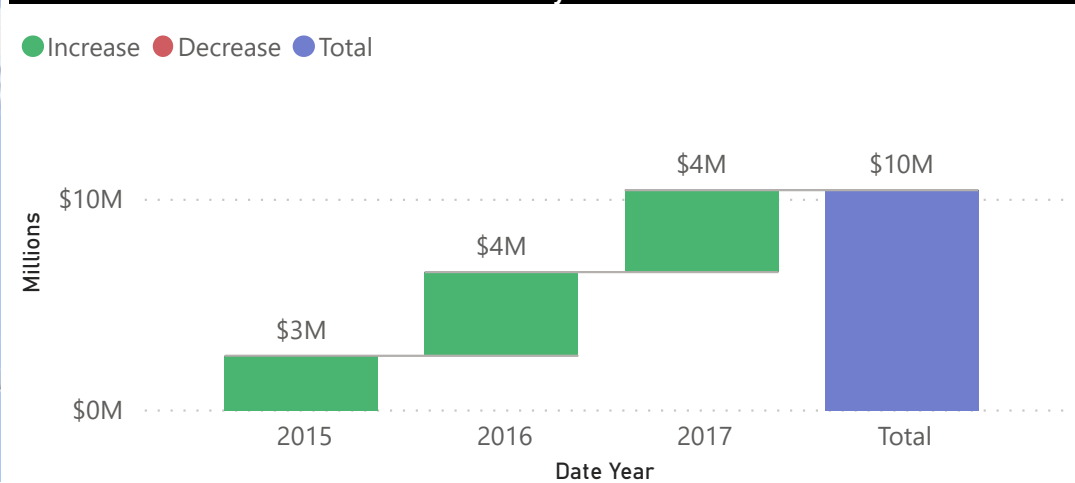
Cost



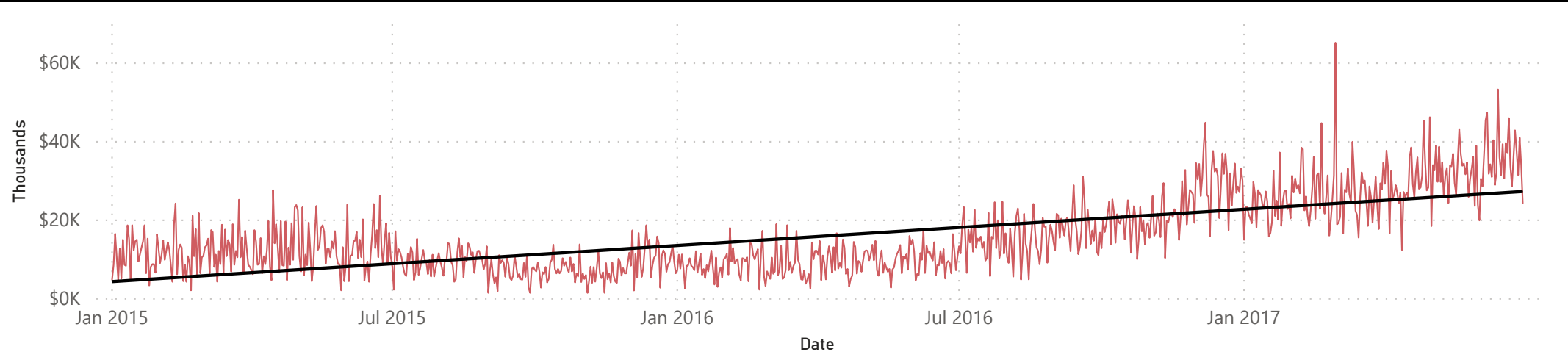
Profit Trend



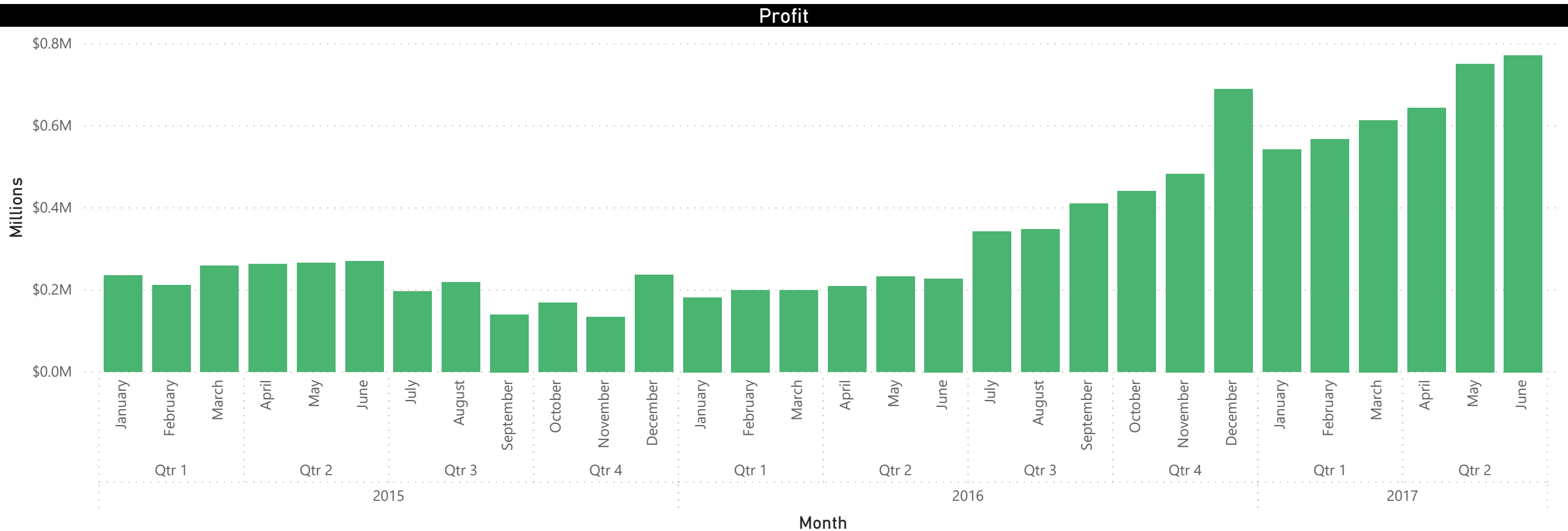
Profit by Year



Cost Trend



The company from 2015 to 2017

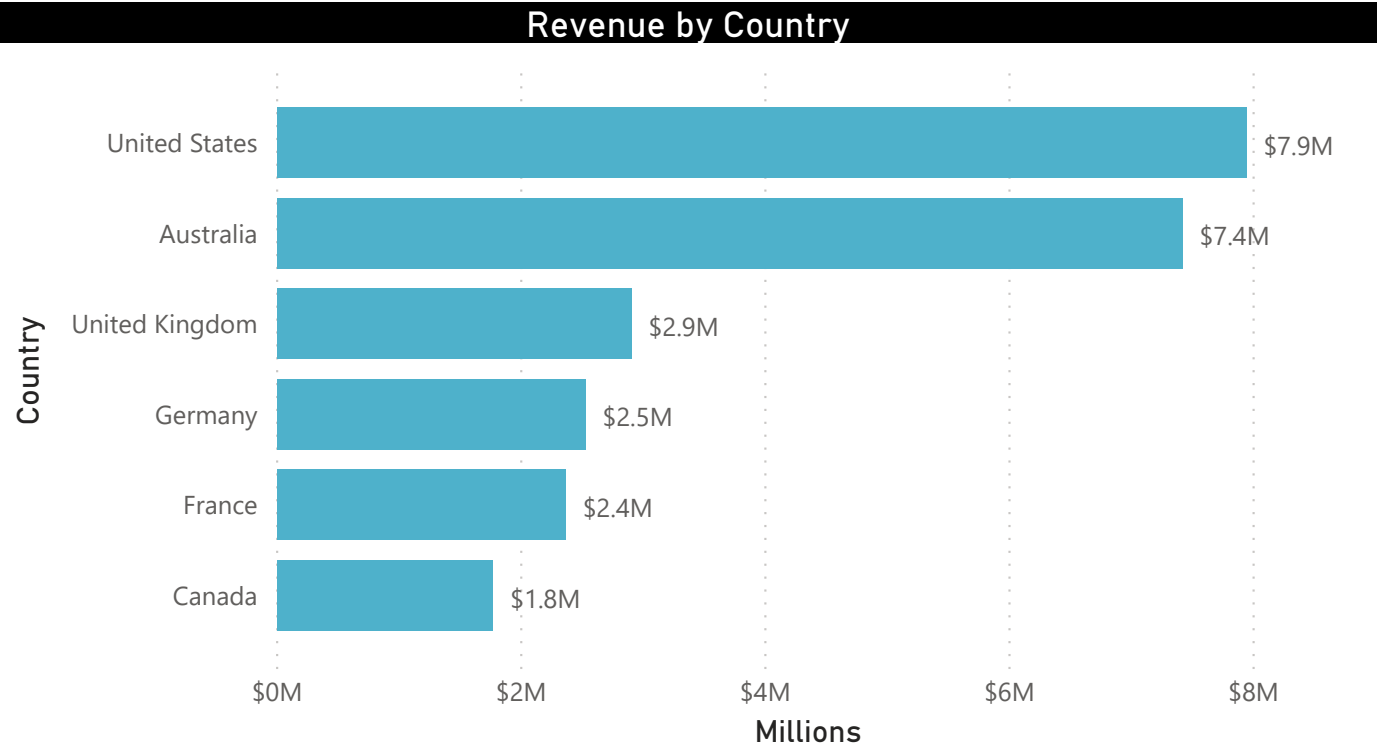


Year	Category	Order Quantity	Revenue
2015	Bikes	2630	\$6,404,933.58
2016	Accessories	25316	\$399,342.12
2016	Bikes	5610	\$8,768,706.98
2016	Clothing	5304	\$156,154.69
2017	Accessories	32493	\$507,330.99
2017	Bikes	5689	\$8,468,854.53
2017	Clothing	7132	\$209,263.93
Total		84174	\$24,914,586.82

Year	Category	Order Quantity	Cost
2015	Bikes	2630	\$3,803,331.25
2016	Accessories	25316	\$148,405.99
2016	Bikes	5610	\$5,121,685.97
2016	Clothing	5304	\$87,027.70
2017	Accessories	32493	\$188,507.05
2017	Bikes	5689	\$4,991,309.61
2017	Clothing	7132	\$116,603.81
Total		84174	\$14,456,871.39

Year	Category	Order Quantity	Profit
2015	Bikes	2630	\$2,601,602.33
2016	Accessories	25316	\$250,936.12
2016	Bikes	5610	\$3,647,021.02
2016	Clothing	5304	\$69,126.99
2017	Accessories	32493	\$318,823.94
2017	Bikes	5689	\$3,477,544.92
2017	Clothing	7132	\$92,660.11
Total		84174	\$10,457,715.43

Revenue

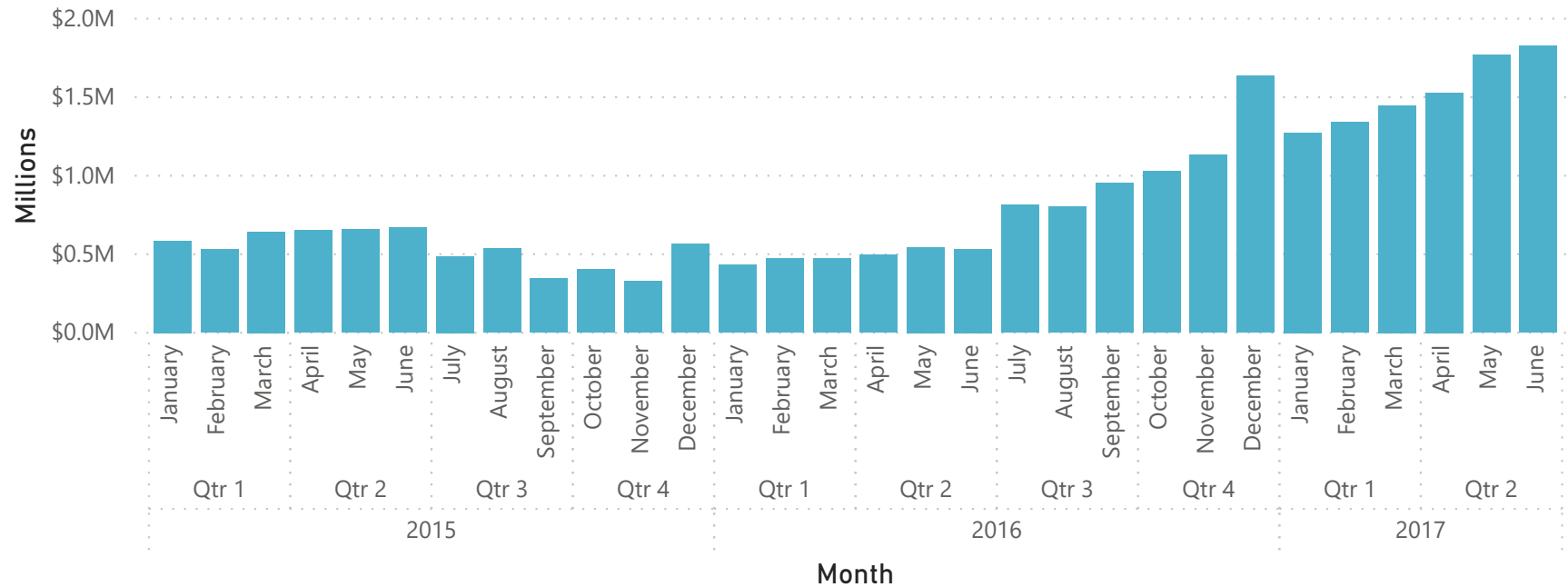


\$24.9M

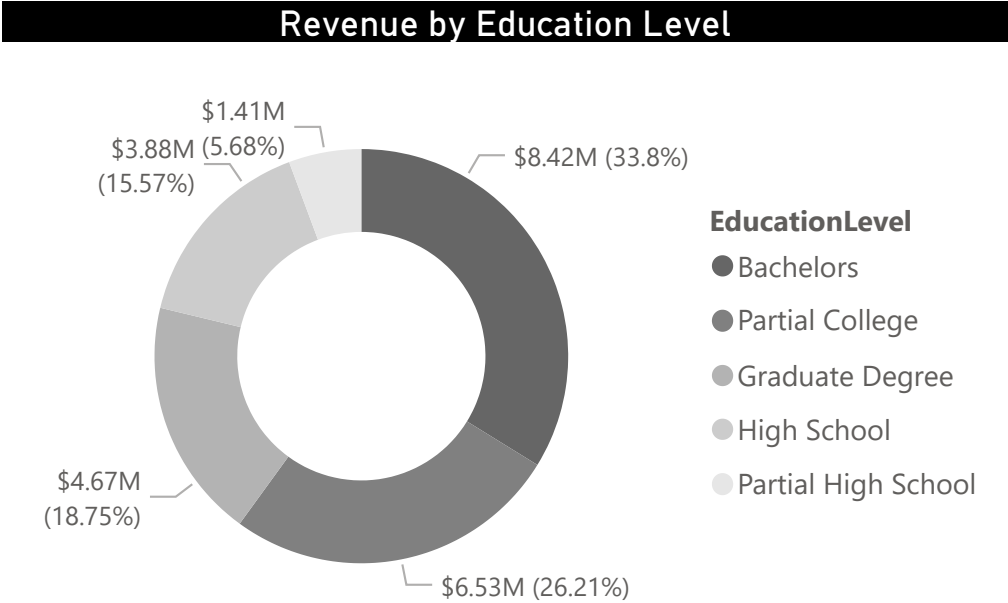
Sales (Total)

\$0.08K

Avg. Sales (Day)

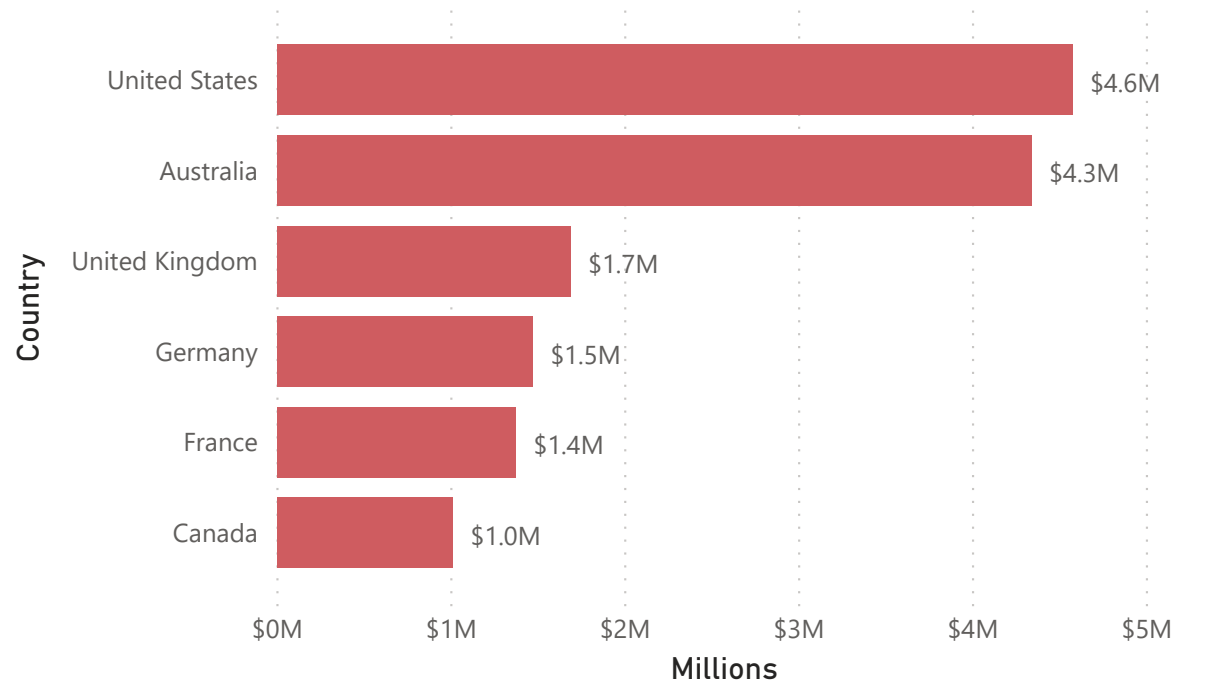


Category	Subcategory	Product	Revenue
Bikes	Mountain Bikes	Mountain-200 Black, 46	\$1,241,753.51
Bikes	Mountain Bikes	Mountain-200 Black, 42	\$1,233,557.12
Bikes	Mountain Bikes	Mountain-200 Silver, 38	\$1,213,851.89
Bikes	Mountain Bikes	Mountain-200 Silver, 46	\$1,182,780.59
Bikes	Mountain Bikes	Mountain-200 Black, 38	\$1,165,936.88
Bikes	Mountain Bikes	Mountain-200 Silver, 42	\$1,133,066.52
Bikes	Road Bikes	Road-250 Black, 52	\$689,373.75
Bikes	Road Bikes	Road-250 Red, 58	\$661,013.44
Bikes	Road Bikes	Road-250 Black, 48	\$641,379.38
Bikes	Road Bikes	Road-150 Red, 48	\$640,510.33
Bikes	Road Bikes	Road-150 Red, 62	\$604,727.63
Bikes	Road Bikes	Road-150 Red, 52	\$601,149.36
Bikes	Road Bikes	Road-250 Black, 58	\$584,658.75
Bikes	Road Bikes	Road-250 Black, 44	\$573,750.94
Bikes	Road Bikes	Road-150 Red, 56	\$561,788.39
Total			\$24,914,586.82

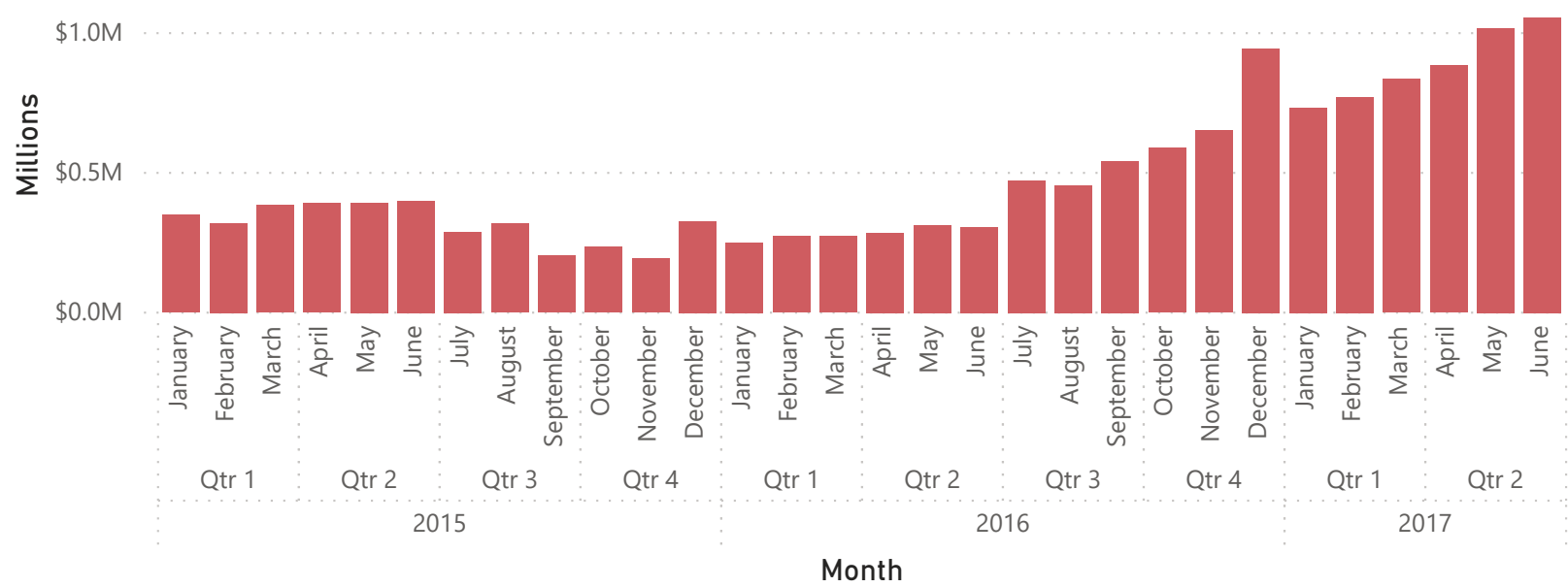


Cost

Cost by Country



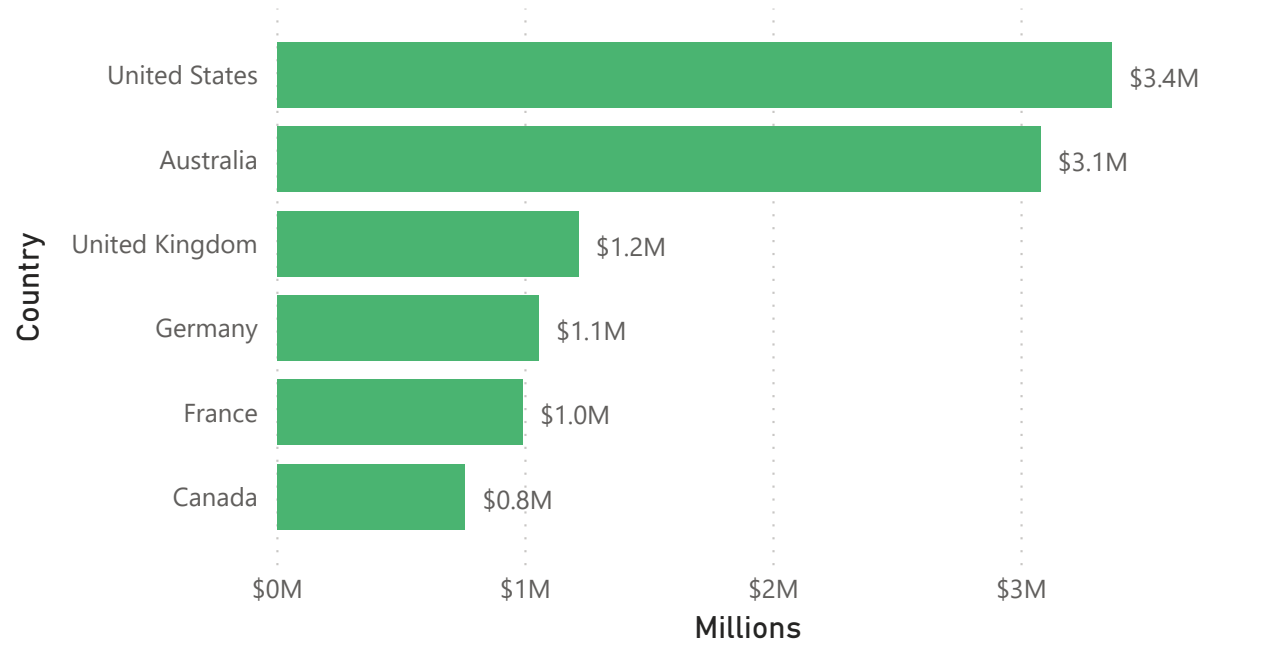
\$14.5M
Cost (Total)



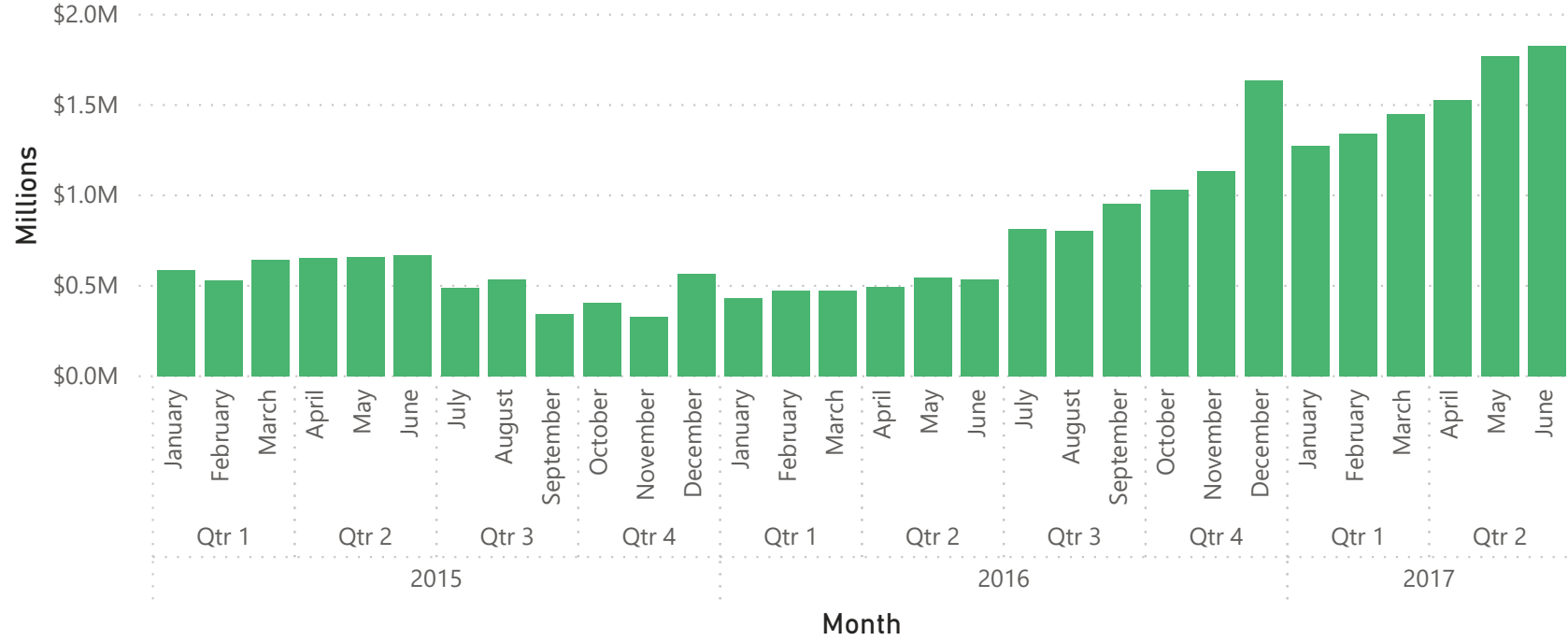
Category	Subcategory	Product	Cost
Clothing	Socks	Racing Socks, L	\$1,711.41
Clothing	Socks	Racing Socks, M	\$1,862.71
Clothing	Vests	Classic Vest, S	\$3,728.59
Clothing	Vests	Classic Vest, L	\$4,322.32
Clothing	Vests	Classic Vest, M	\$4,322.32
Accessories	Tires and Tubes	Patch Kit/8 Patches	\$5,051.64
Accessories	Cleaners	Bike Wash - Dissolver	\$5,072.45
Accessories	Tires and Tubes	Touring Tire Tube	\$5,113.66
Accessories	Tires and Tubes	Road Tire Tube	\$6,457.18
Clothing	Shorts	Women's Mountain Shorts, S	\$7,407.89
Clothing	Gloves	Half-Finger Gloves, L	\$8,159.42
Clothing	Shorts	Women's Mountain Shorts, M	\$8,559.65
Clothing	Gloves	Half-Finger Gloves, S	\$8,606.25
Clothing	Shorts	Women's Mountain Shorts, L	\$8,742.88
Clothing	Gloves	Half-Finger Gloves, M	\$8,917.08
Accessories	Tires and Tubes	HL Road Tire	\$9,692.96
Accessories	Tires and Tubes	Mountain Tire Tube	\$10,596.85
Accessories	Bottles and Cages	Road Bottle Cage	\$11,193.10
Bikes	Mountain Bikes	Mountain-500 Silver, 44	\$11,712.28
Bikes	Mountain Bikes	Mountain-500 Black, 52	\$12,077.77
Clothing	Jerseys	Long-Sleeve Logo Jersey, XL	\$12,087.00
Clothing	Jerseys	Long-Sleeve Logo Jersey, S	\$12,435.96
Clothing	Jerseys	Long-Sleeve Logo Jersey, M	\$12,943.56
Clothing	Jerseys	Long-Sleeve Logo Jersey, L	\$13,451.15
Accessories	Bike Racks	Hitch Rack - 4-Bike	\$13,553.76
Bikes	Mountain Bikes	Mountain-500 Silver, 40	\$13,869.81
Bikes	Mountain Bikes	Mountain-500 Silver, 42	\$13,869.81
Accessories	Bike Stands	All-Purpose Bike Stand	\$13,915.04
Bikes	Mountain Bikes	Mountain-500 Black, 40	\$14,139.83
Bikes	Mountain Bikes	Mountain-500 Black, 42	\$14,139.83
Total			\$14,456,871.39

Profit

Profit by Country

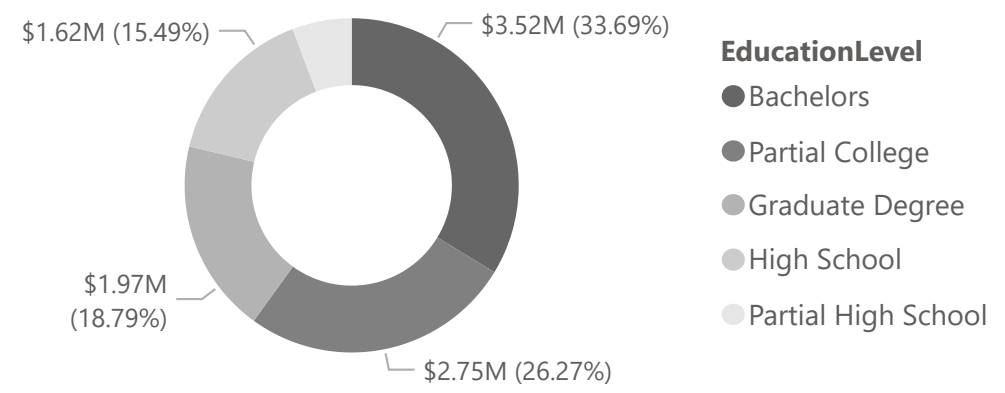


\$10.5M
Profit (Total)

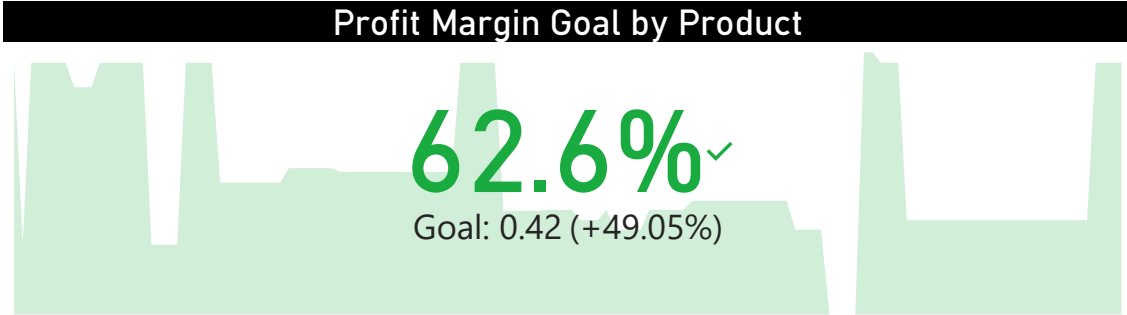
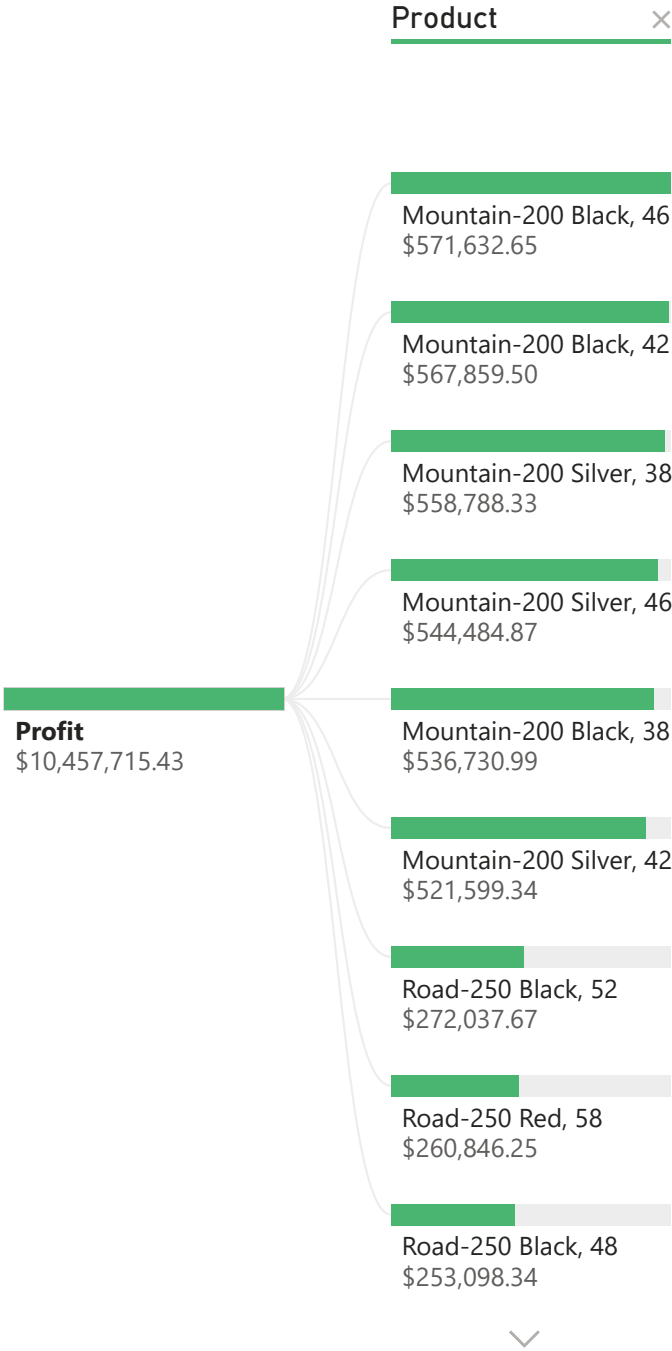


Category	Subcategory	Product	Profit
Bikes	Mountain Bikes	Mountain-200 Black, 46	\$571,632.65
Bikes	Mountain Bikes	Mountain-200 Black, 42	\$567,859.50
Bikes	Mountain Bikes	Mountain-200 Silver, 38	\$558,788.33
Bikes	Mountain Bikes	Mountain-200 Silver, 46	\$544,484.87
Bikes	Mountain Bikes	Mountain-200 Black, 38	\$536,730.99
Bikes	Mountain Bikes	Mountain-200 Silver, 42	\$521,599.34
Bikes	Road Bikes	Road-250 Black, 52	\$272,037.67
Bikes	Road Bikes	Road-250 Red, 58	\$260,846.25
Bikes	Road Bikes	Road-250 Black, 48	\$253,098.34
Bikes	Road Bikes	Road-150 Red, 48	\$251,848.67
Bikes	Road Bikes	Road-150 Red, 62	\$237,778.91
Bikes	Road Bikes	Road-150 Red, 52	\$236,371.93
Bikes	Road Bikes	Road-250 Black, 58	\$230,715.49
Bikes	Road Bikes	Road-250 Black, 44	\$226,411.10
Bikes	Road Bikes	Road-150 Red, 56	\$220,895.20
Bikes	Road Bikes	Road-150 Red, 44	\$195,569.64
Bikes	Touring Bikes	Touring-1000 Blue, 46	\$158,775.25
Bikes	Touring Bikes	Touring-1000 Yellow, 46	\$151,558.19
Bikes	Touring Bikes	Touring-1000 Blue, 42	\$148,851.74
Total			\$10,457,715.43

Profit by Education Level



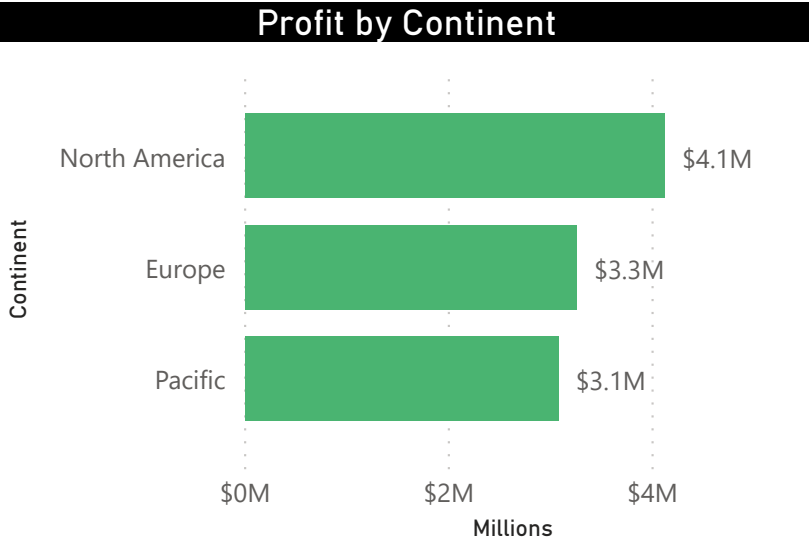
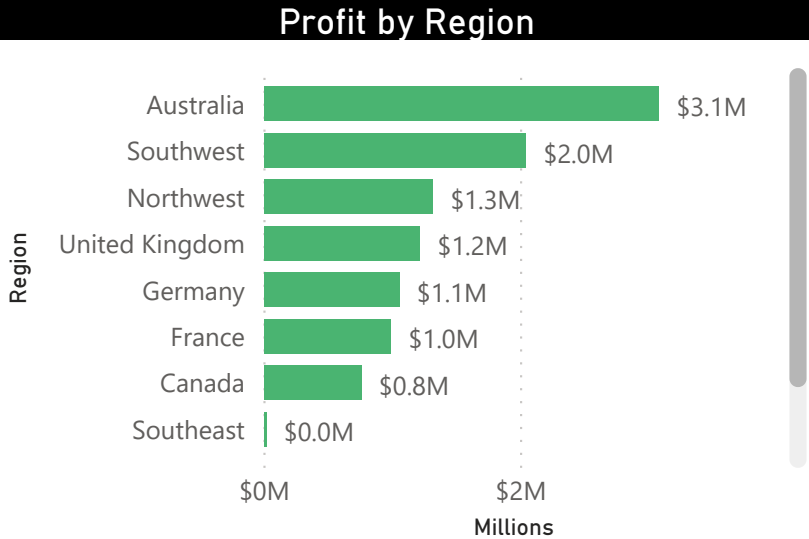
Order by Product Analysis



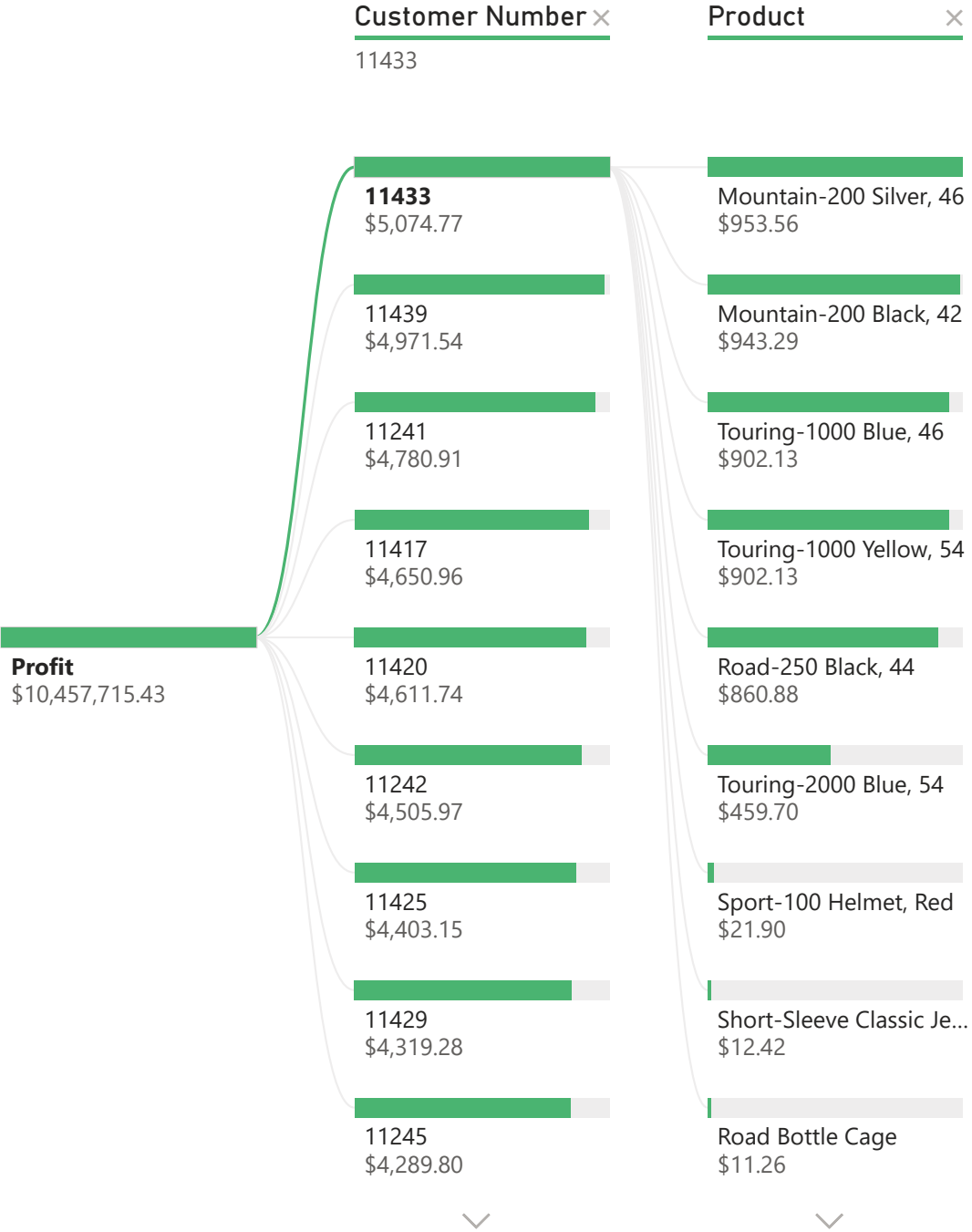
Date	Country	ProductName	Orders	Total_Profit
12/3/2016	United States	Water Bottle - 30 oz.	13	\$78.09
6/7/2017	United States	Water Bottle - 30 oz.	13	\$81.22
3/21/2017	United States	Water Bottle - 30 oz.	12	\$71.85
6/7/2017	United States	Fender Set - Mountain	11	\$343.99
5/12/2017	United States	Mountain Tire Tube	11	\$62.47
9/4/2016	United States	Water Bottle - 30 oz.	11	\$65.60
5/2/2017	United States	Mountain Tire Tube	10	\$65.60
5/8/2017	United States	Mountain Tire Tube	10	\$68.72
1/20/2017	United States	Water Bottle - 30 oz.	10	\$65.60
4/19/2017	United States	Water Bottle - 30 oz.	10	\$65.60
3/27/2017	United States	Mountain Tire Tube	9	\$56.23
8/12/2016	United States	Patch Kit/8 Patches	9	\$25.80
10/15/2016	United States	Patch Kit/8 Patches	9	\$24.37
5/8/2017	United States	Patch Kit/8 Patches	9	\$24.37
8/8/2016	United States	Water Bottle - 30 oz.	9	\$56.23
8/19/2016	United States	Water Bottle - 30 oz.	9	\$49.98
9/13/2016	United States	Water Bottle - 30 oz.	9	\$56.23
10/8/2016	United States	Water Bottle - 30 oz.	9	\$56.23
12/11/2016	United States	Water Bottle - 30 oz.	9	\$56.23
12/18/2016	United States	Water Bottle - 30 oz.	9	\$53.10
1/9/2017	United States	Water Bottle - 30 oz.	9	\$56.23
3/1/2017	United States	Water Bottle - 30 oz.	9	\$56.23
3/4/2017	United States	Water Bottle - 30 oz.	9	\$65.60
Total			56046	\$10,457,715.43

- Country ▼
- ☐ Australia
 - ☐ Canada
 - ☐ France
 - ☐ Germany
 - ☐ United Kingdom
 - ☐ United States

84.2K
Orders (Total)



Order by Customer Analysis



Profit Margin Goal by Customer				
61.7%✓ Goal: 0.42 (+46.92%)				
Date	Customer	Orders	Product	Profit
10/5/2016	April Shan	2	Touring Tire Tube	\$12.49
11/22/2016	Fernando Barnes	2	Road Tire Tube	\$9.99
9/23/2016	Francisco Ashe	2	Sport-100 Helmet, Blue	\$43.23
3/11/2017	Jennifer Washington	2	Water Bottle - 30 oz.	\$12.49
6/18/2017	Nancy Chapman	2	HL Road Tire	\$40.82
11/25/2016	Ryan Thompson	2	HL Road Tire	\$40.82
11/25/2016	Ryan Thompson	2	Road Tire Tube	\$9.99
10/30/2016	Aaron Adams	1	ML Road Tire	\$31.29
10/30/2016	Aaron Adams	1	Road Tire Tube	\$5.00
10/30/2016	Aaron Adams	1	Short-Sleeve Classic Jersey, M	\$12.42
10/30/2016	Aaron Adams	1	Sport-100 Helmet, Red	\$21.90
6/15/2017	Aaron Alexander	1	Women's Mountain Shorts, S	\$43.81
6/4/2015	Aaron Allen	1	Mountain-100 Silver, 44	\$1,487.84
3/12/2017	Aaron Baker	1	Long-Sleeve Logo Jersey, XL	\$16.34
3/12/2017	Aaron Baker	1	Road-350-W Yellow, 42	\$618.48
10/26/2016	Aaron Bryant	1	AWC Logo Cap	\$5.88
1/27/2017	Aaron Bryant	1	HL Mountain Tire	\$21.91
10/26/2016	Aaron Bryant	1	Long-Sleeve Logo Jersey, XL	\$16.34
1/27/2017	Aaron Bryant	1	Mountain Tire Tube	\$9.37
Total		56046		\$10,457,715.43

Clerical
Occupation

Married
Marital Status

Bachelors
Education

N
Home Owner

Return Analysis

Return ratio goals

0.00%
(+0%)

3.07%
Return ratio

Date	Order Quantity	Subcategory	Product	Return
5/16/2015	2	Road Bikes	Road-150 Red, 52	\$7,156.54
10/13/2015	2	Mountain Bikes	Mountain-200 Silver, 38	\$4,142.84
6/7/2017	2	Mountain Bikes	Mountain-200 Silver, 38	\$4,142.84
1/18/2015	1	Road Bikes	Road-150 Red, 48	\$3,578.27
1/18/2015	1	Road Bikes	Road-150 Red, 62	\$3,578.27
1/22/2015	1	Road Bikes	Road-150 Red, 44	\$3,578.27
2/2/2015	1	Road Bikes	Road-150 Red, 48	\$3,578.27
2/15/2015	1	Road Bikes	Road-150 Red, 48	\$3,578.27
2/19/2015	1	Road Bikes	Road-150 Red, 44	\$3,578.27
2/24/2015	1	Road Bikes	Road-150 Red, 56	\$3,578.27
3/22/2015	1	Road Bikes	Road-150 Red, 44	\$3,578.27
3/26/2015	1	Road Bikes	Road-150 Red, 48	\$3,578.27
3/28/2015	1	Road Bikes	Road-150 Red, 48	\$3,578.27
3/28/2015	1	Road Bikes	Road-150 Red, 56	\$3,578.27
3/29/2015	1	Road Bikes	Road-150 Red, 44	\$3,578.27
4/1/2015	1	Road Bikes	Road-150 Red, 44	\$3,578.27
4/7/2015	1	Road Bikes	Road-150 Red, 44	\$3,578.27
4/9/2015	1	Road Bikes	Road-150 Red, 44	\$3,578.27
4/15/2015	1	Road Bikes	Road-150 Red, 48	\$3,578.27
4/20/2015	1	Road Bikes	Road-150 Red, 62	\$3,578.27
4/21/2015	1	Road Bikes	Road-150 Red, 48	\$3,578.27
4/27/2015	1	Road Bikes	Road-150 Red, 56	\$3,578.27
4/29/2015	1	Road Bikes	Road-150 Red, 62	\$3,578.27
Total	1828			\$765,277.84

Subcategory	Return ratio
Shorts	4.24%
Vests	3.65%
Hydration Packs	3.60%
Bike Stands	3.42%
Touring Bikes	3.26%
Road Bikes	3.18%
Helmets	3.12%
Jerseys	2.97%
Mountain Bikes	2.93%
Bike Racks	2.65%
Socks	2.07%

Product	Return ratio
Mountain-200 Black, 42	0.17%
Mountain-200 Black, 46	0.15%
Mountain-200 Silver, 38	0.14%
Mountain-200 Silver, 42	0.12%
Mountain-200 Black, 38	0.12%
Road-150 Red, 48	0.11%
Road-150 Red, 44	0.10%
Mountain-200 Silver, 46	0.10%
Road-250 Black, 52	0.10%
Road-250 Red, 58	0.10%
Road-250 Black, 44	0.08%

Products

Mountain-200 Black, 42
\$43,031.06

Mountain-200 Black, 46
\$36,883.77

Mountain-200 Silver, 38
\$35,214.13

Mountain-200 Silver, 42
\$31,071.29

Mountain-200 Black, 38
\$30,736.47

Road-150 Red, 48
\$28,626.16

Road-150 Red, 44
\$25,047.89

Mountain-200 Silver, 46
\$24,857.04

Road-250 Black, 52
\$23,997.19

Return
\$765,277.84