

DATA VISUALIZATION

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ADVENTURE WORKS



**EXECUTIVE
DASHBOARD**



**GLOBAL
MARKET**



**CUSTOMER
DETAILS**



**PRODUCT
DETAILS**



\$24.9M

REVENUE

\$10.5M

PROFIT

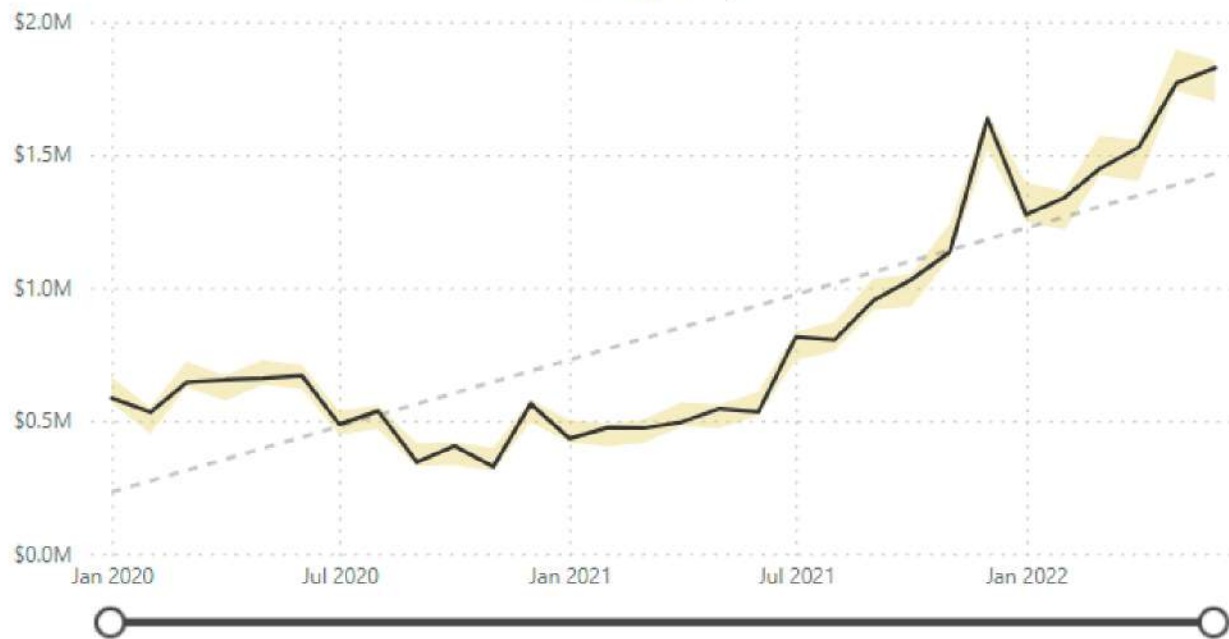
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

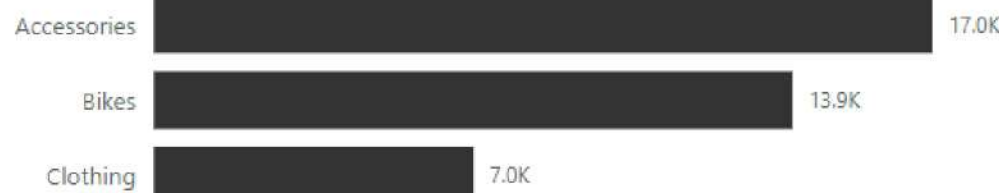
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

EXECUTIVE DASHBOARD



Welcome to Adventure Works Executive Dashboard, providing a comprehensive overview of key performance indicators (KPIs) and insightful visualizations for strategic decision-making.

- Total Revenue: Displays the cumulative revenue generated by Adventure Works.
- Total Profit: Illustrates the overall profit earned by Adventure Works.
- Total Product Orders: Represents the aggregate number of product orders received.
- Rate of Product Return (%): Shows the percentage of product returns in relation to total orders.

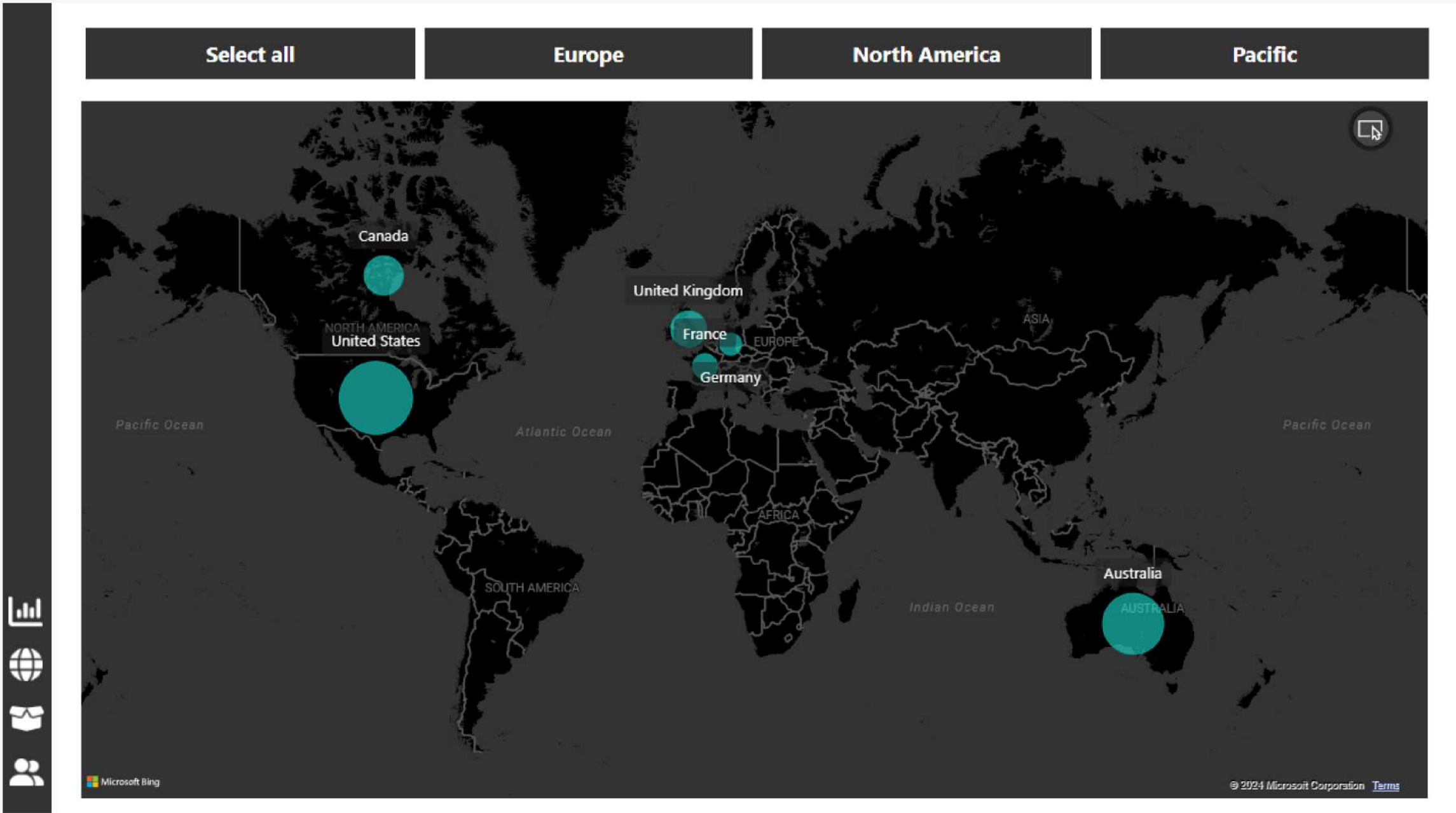
A dynamic line graph showcasing the revenue trend over time, along with three KPI panels indicating:

- Monthly Revenue: Shows the revenue generated each month.
- Monthly Orders: Depicts the total number of orders placed per month.
- Monthly Returns: Displays the percentage of returns per month.

Category-wise Order Rates:

Top 10 Products Metrics:

ADDITIONAL DETAIL SHEET



MAP DETAILS

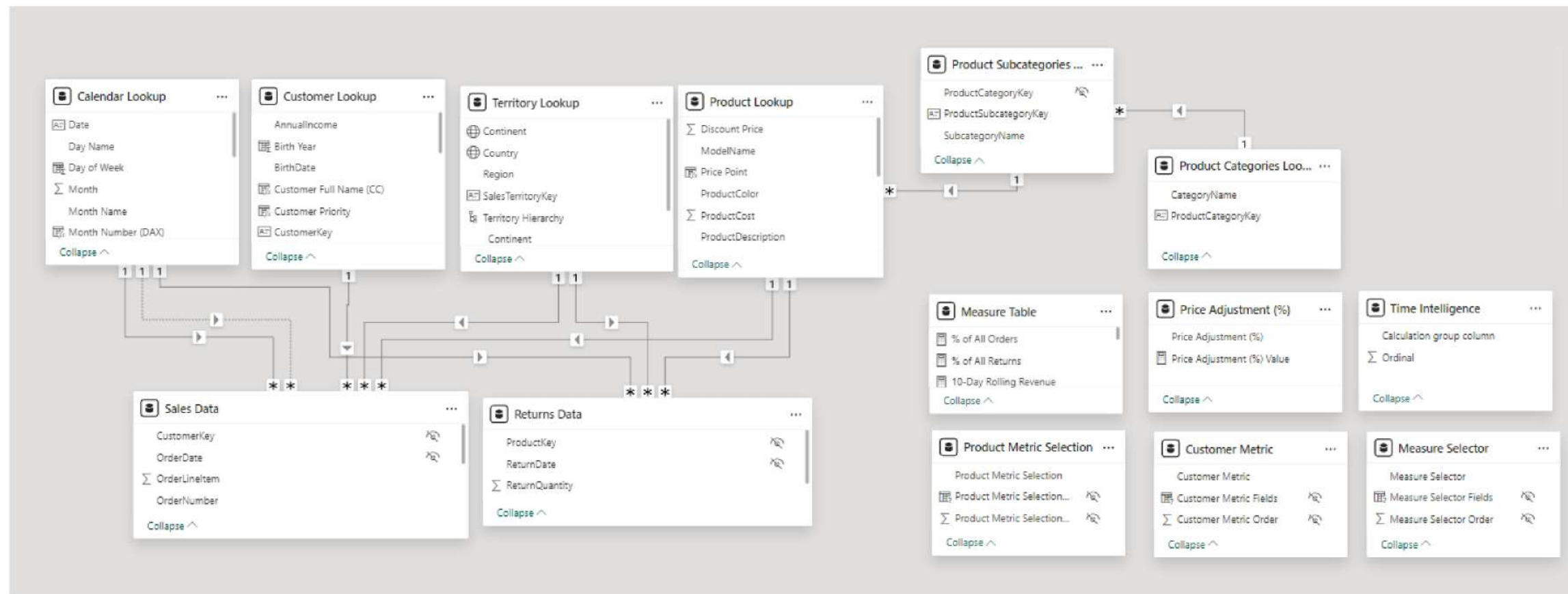


PRODUCT DETAIL



CUSTOMER DETAIL

WIRE FRAMING



MAVEN MARKET



Product Brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	5,342	\$21,753	58.64%	0.95%
Ebony	5,233	\$20,354	59.81%	0.96%
Tell Tale	5,112	\$19,982	58.05%	0.99%
Tri-State	5,099	\$19,980	58.91%	1.10%
High Top	4,940	\$19,810	60.42%	1.01%
Nationeel	4,408	\$18,617	60.44%	1.18%
Best Choice	4,218	\$18,355	60.64%	0.81%
Horatio	4,195	\$17,737	58.42%	1.26%
Fort West	4,108	\$15,834	59.80%	0.97%
Fast	4,097	\$16,469	61.03%	1.07%
Sunset	3,953	\$14,018	60.45%	1.03%
Carrington	3,891	\$14,883	59.52%	0.78%
Red Wing	3,870	\$15,870	59.36%	1.06%
Big Time	3,816	\$15,560	60.20%	1.05%
Cormorant	3,744	\$15,749	61.60%	0.87%
Imagine	3,634	\$15,102	61.40%	1.06%
Super	3,618	\$13,868	60.59%	0.96%
Denny	3,584	\$16,015	58.02%	0.99%
High Quality	3,577	\$16,139	59.98%	1.13%
Golden	3,550	\$13,256	58.72%	0.88%
BBB Best	3,514	\$12,991	62.12%	0.80%
PigTail	3,467	\$11,617	60.68%	1.04%
Plato	3,352	\$12,748	63.55%	1.06%
Landslide	3,270	\$10,647	58.65%	0.98%
CDR	3,078	\$12,062	58.98%	1.11%
Better	2,823	\$9,179	61.15%	1.07%
Carlson	2,564	\$10,534	61.20%	0.97%
Pleasant	2,564	\$10,187	60.18%	0.92%
Total	1,13,668	\$4,49,627	59.94%	1.00%

Current Month Transactions

18,325✓

Goal: 17,339 (+5.69%)

Current Month Profit

\$71,682✓

Goal: 67.87K (+5.61%)

Current Month Returns

496!

Goal: 482 (-2.9%)

Select all

Canada

Mexico

USA

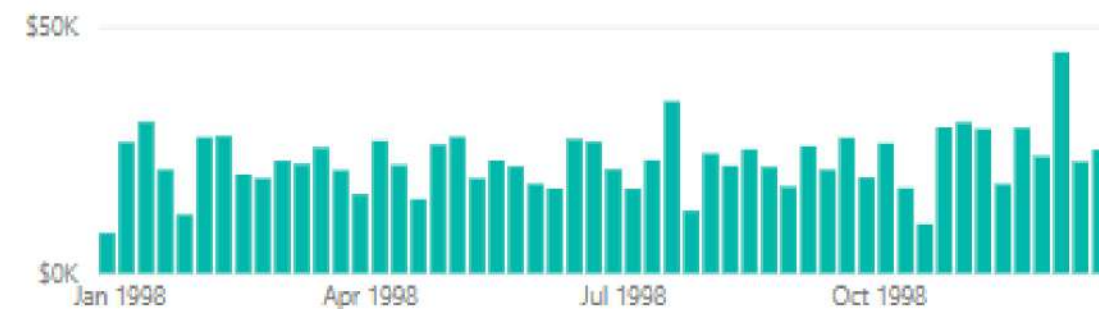


USA

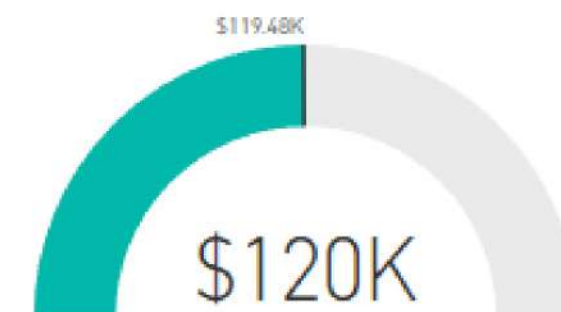
Mexico

Canada

Weekly Revenue Trending



Revenue vs. Target



WIRE FRAMING

