

DATA VISUALIZATION

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ADVENTURE WORKS





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:



\$24.9M

REVENUE

\$10.5M

PROFIT

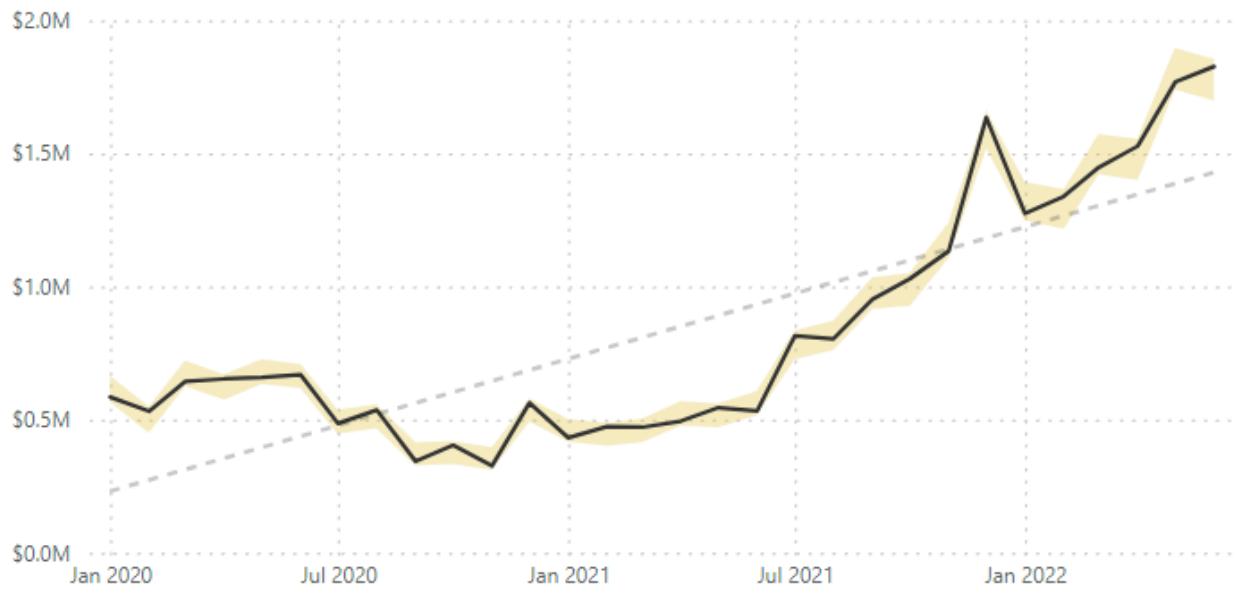
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M

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

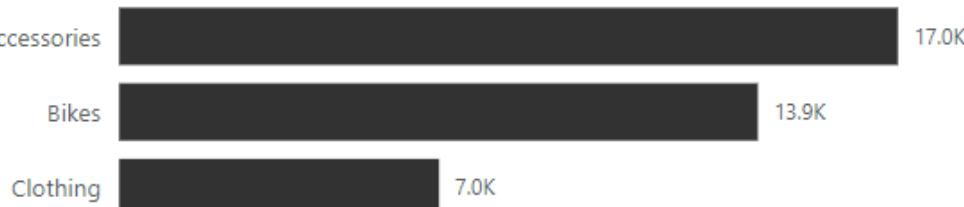
2,146!

Prev Month: 2165 (-0.88%)

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%

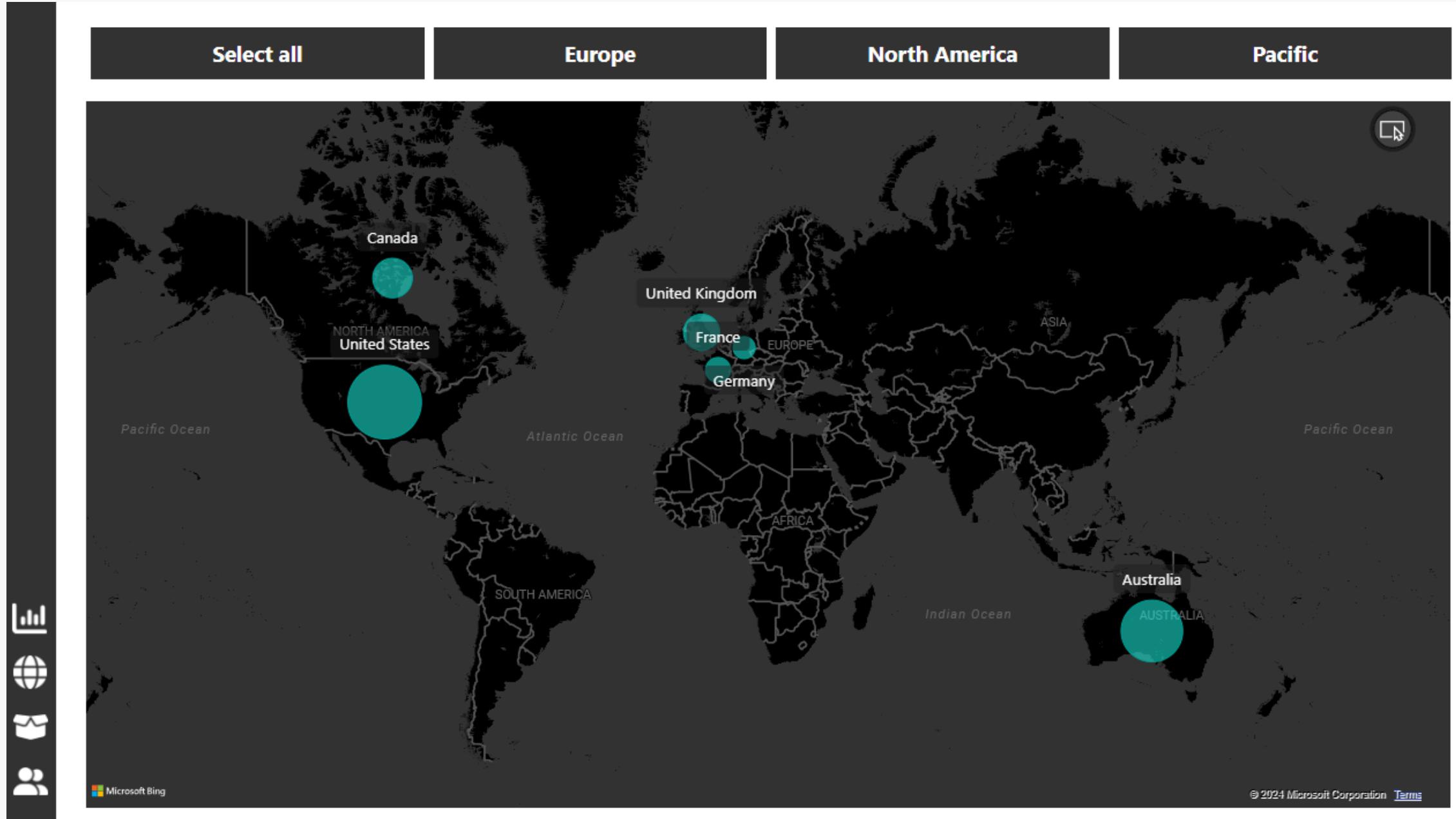
Most Ordered Product Type:

Tires and Tubes

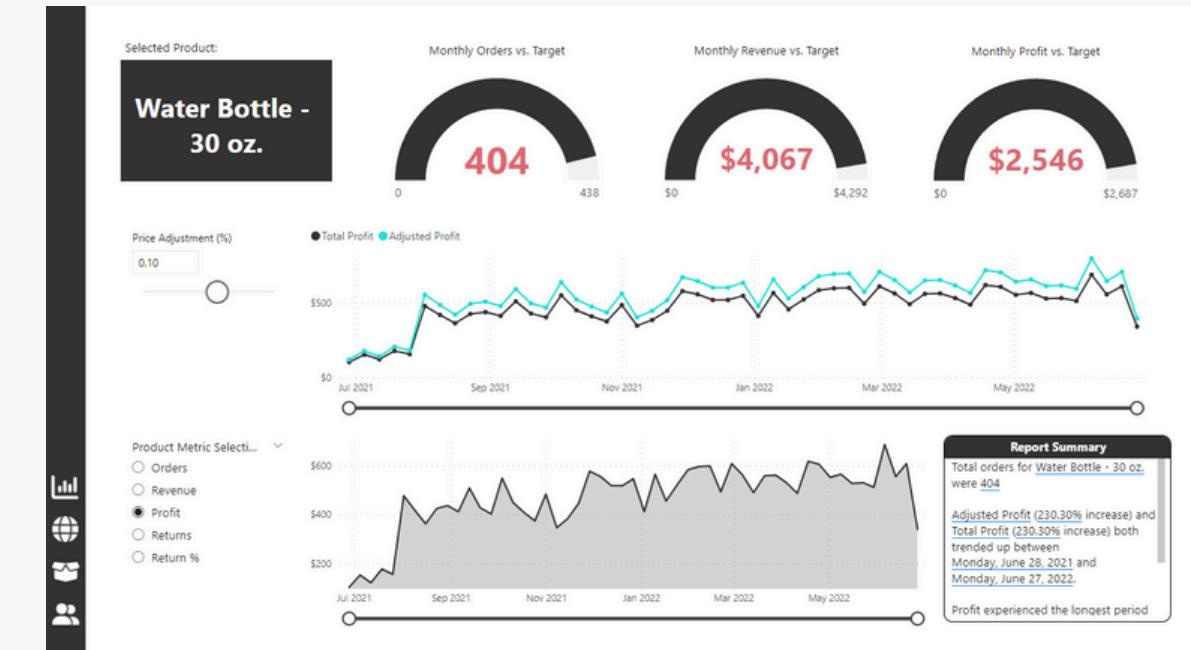
Most Returned Product Type:

Shorts

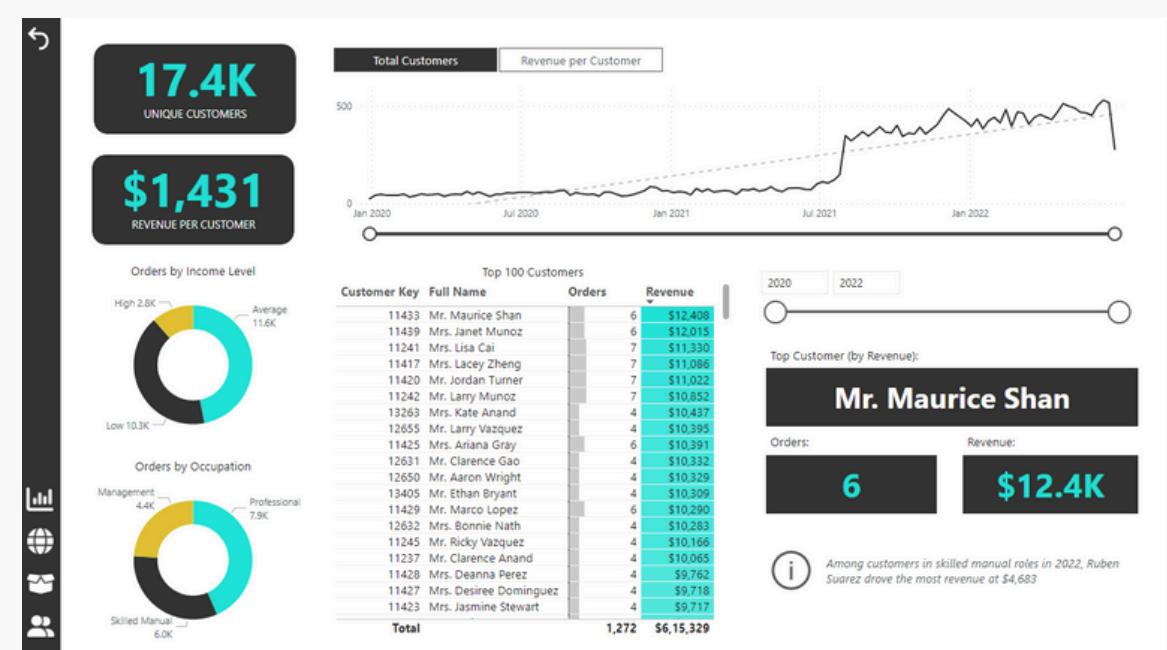
ADDITIONAL DETAIL SHEET



MAP DETAILS



PRODUCT DETAIL



CUSTOMER DETAIL

WIRE FRAMING

