

Navigations & Filters

\$18.5M

Total Revenue

18K

Total Customers

293

No. of Products

22K

Total Orders

1719

Total Returns

9.34M

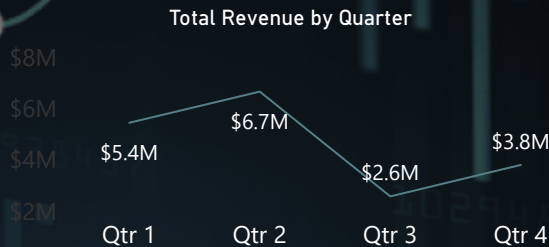
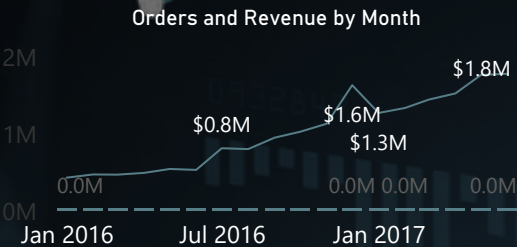
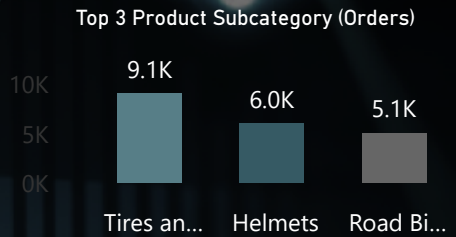
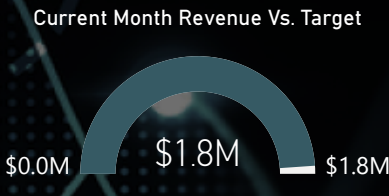
Prev year Revenue

1/1/2016

6/30/2017

ADVENTURE WORKS CYCLES DASHBOARD

North America \$6,983,068.5 3441731.1200000076



ProductName	Total Orders	Total Profit
AWC Logo Cap	2058	12,144.85
Fender Set - Mountain	1970	54,352.00
Mountain Bottle Cage	1888	23,706.25
Mountain Tire Tube	2838	17,665.44
Patch Kit/8 Patches	2944	8,406.97
Road Tire Tube	2169	10,800.00
Sport-100 Helmet, Black	1936	41,836.96
Sport-100 Helmet, Blue	1987	42,939.07
Sport-100 Helmet, Red	2098	45,946.20
Water Bottle - 30 oz.	3970	24,766.56

Top Product (Orders)

Water Bottle - 30 oz.

\$18.5M

Total Revenue

18K

Total Customers

293

No. of Products

22K

Total Orders

1719

Total Returns

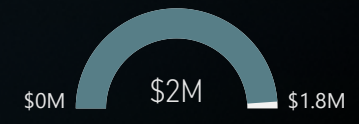
9.34M

Prev year Revenue

Top Product (Profit)

Mountain-200 Black, 46

Revenue Vs. Target



Orders Vs. Target



Location

All

Year

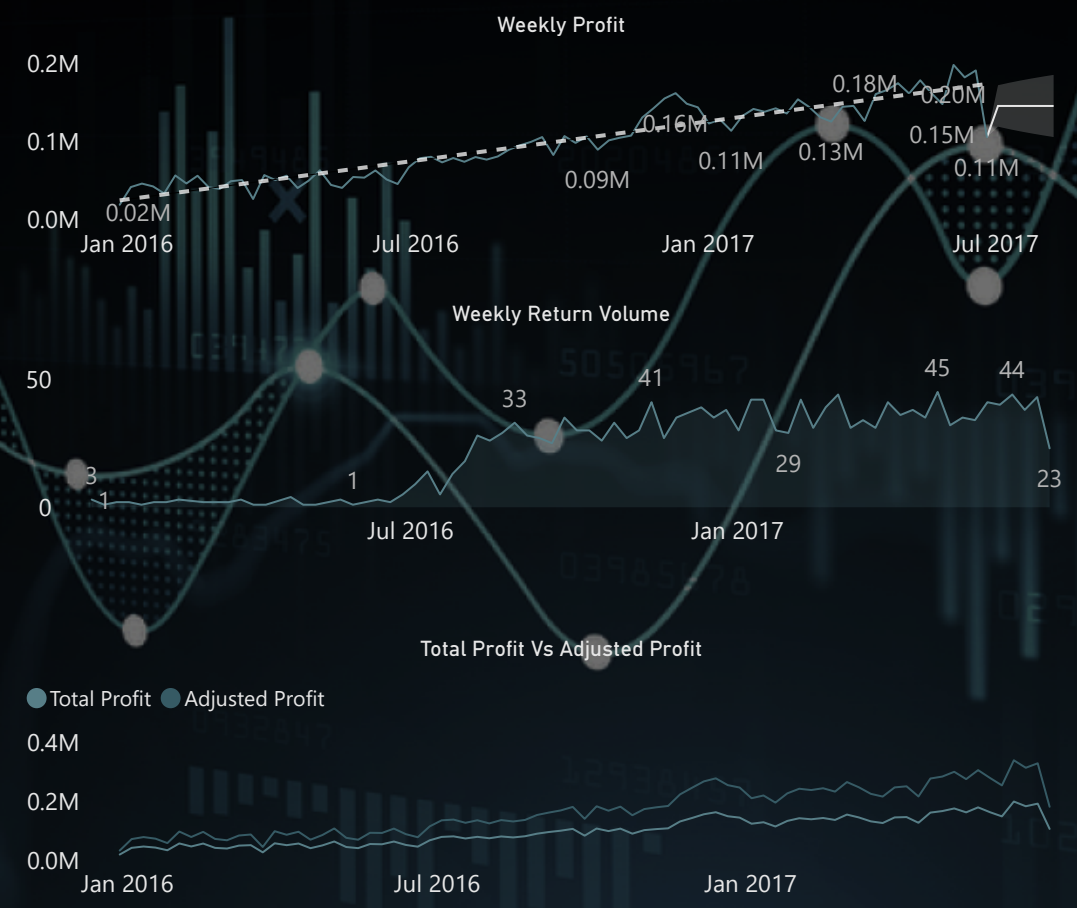
1/1/2016 6/29/2017

category

All

Price Adjustment (%)

0.30



North America \$6,983,

ProductName	Total Orders	Total Profit
Bike Wash - Dissolver	233	23,190.49
Classic Vest, L	2058	12,144.85
Classic Vest, M	847	8,461.02
Classic Vest, S	182	7,234.50
Fender Set - Mountain	180	7,155.00
Half-Finger Gloves, L	155	6,161.25
Half-Finger Gloves, M	1970	54,352.00
Half-Finger Gloves, S	413	11,597.92
Hitch Rack - 4-Bike	465	12,705.12
Hi Mountain Tire	452	12,234.56
Total	22483	7,836,977.54

Customer FullName	Total Orders	Total Revenue
Ms. Zoe Murphy	1	\$573.6
Ms. Zoe Cooper	2	\$128.0
Ms. Zoe Bell	1	\$97.0
Ms. Zoe Bailey	1	\$32.6
Ms. Yolanda Yuan	2	\$1,284.1
Ms. Yolanda Simpson	1	\$78.9
Ms. Yolanda Sharma	2	\$1,513.6
Ms. Yolanda Shan	1	\$603.5
Ms. Yolanda Raje	2	\$4,667.4
Ms. Yolanda Pal	1	\$1,763.6
Ms. Yolanda Kumar	1	\$72.5
Ms. Yolanda Goel	2	\$116.7
Total	22483	\$18,466,289.0

Top Customer
Mr. Maurice Shan

\$18.5M
Total Revenue

18K
Total Customers

293
No. of Products

22K
Total Orders

1719
Total Returns

9.34M
Prev year Revenue

6
Total Orders

\$12.4K
Total Revenue

Location

All

Year

1/1/2016 6/29/2017

category

All

Customer Age

43 94

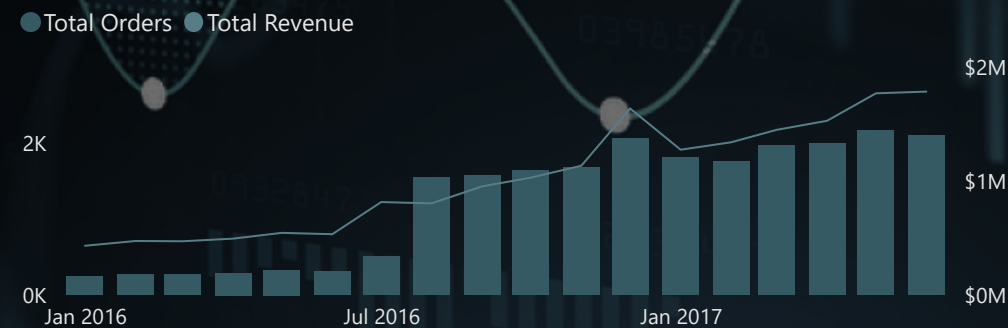
Top 3 Customers by Orders



Top 3 Customers by Profit



Orders and Revenue by Month



Customer FullName	Total Orders	Total Revenue
Ms. April Shan	24	\$1,424.5
Mrs. Samantha Jenkins	26	\$1,739.6
Mrs. Jennifer Simmons	24	\$1,464.8
Mrs. Hailey Patterson	26	\$1,615.7
Mrs. Ashley Henderson	25	\$1,716.7
Mr. Ryan Thompson	26	\$1,596.6
Mr. Mason Roberts	24	\$1,526.0
Mr. Jason Griffin	25	\$1,613.9
Mr. Henry Garcia	24	\$1,442.9
Mr. Fernando Barnes	26	\$1,839.0
Mr. Daniel Davis	24	\$1,403.8
Mr. Dalton Perez	26	\$1,513.1
Mr. Charles Jackson	24	\$1,776.7

ProductName	Total Orders	Total Profit
Mountain-200 Black, 38	518	488,624.22
Mountain-200 Black, 42	521	491,454.09
Mountain-200 Black, 46	528	498,057.12
Mountain-200 Silver, 38	520	495,851.20
Mountain-200 Silver, 42	480	457,708.80
Mountain-200 Silver, 46	519	494,897.64
Road-250 Black, 44	198	170,454.24
Road-250 Black, 48	209	179,923.92
Road-250 Black, 52	208	179,063.04
Road-250 Red, 58	197	169,593.36