

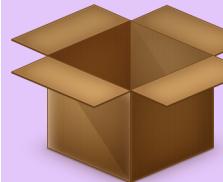
ADVENTURE WORK DASHBOARD



HOME



Regional Analysis



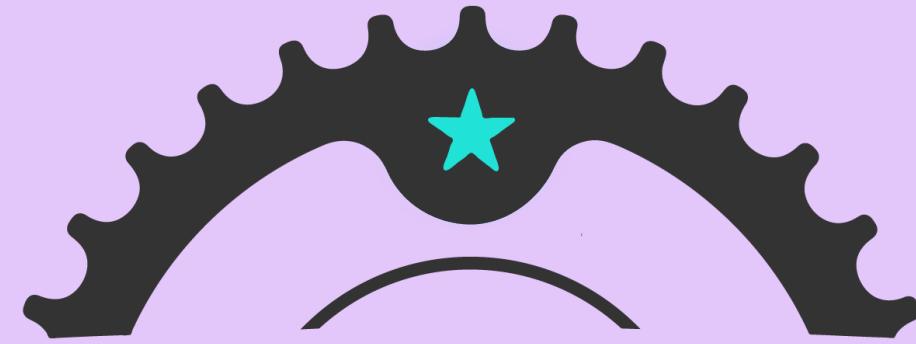
Product Analysis



Sales Analysis



Customer Analysis



ADVENTUREWORKS





ADVENTURE WORK DASHBOARD (Overview)

Select date range

01-01-2020 30-06-2022

Select Category

- Accessories
- Bikes
- Clothing
- Components

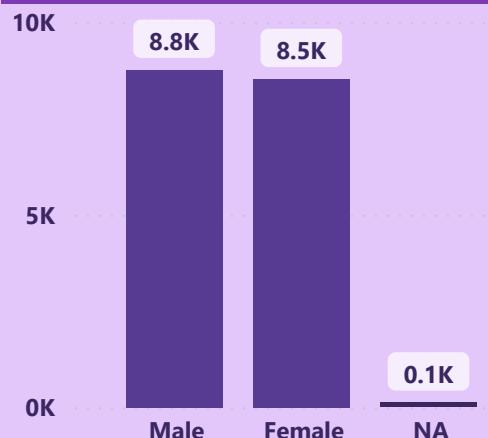
Male had the highest Total Customers at 8766, followed by Female at 8527 and NA at 123.

Total Revenue trended up, resulting in a 212.14% increase between January 2020 and June 2022.

Total Revenue started trending up on August 2021, rising by 127.18% (\$10,22,793.75) in 10 months.

Accessories accounted for 68.68% of Quantity Sold.

Total Customers by Gender



Monthly Revenue

\$1.83M

Goal: 1.77M (+3.31%)

Monthly Returns

166

Goal: 169 (-1.78%)

Monthly orders

2,146

Goal: 2165 (-0.88%)

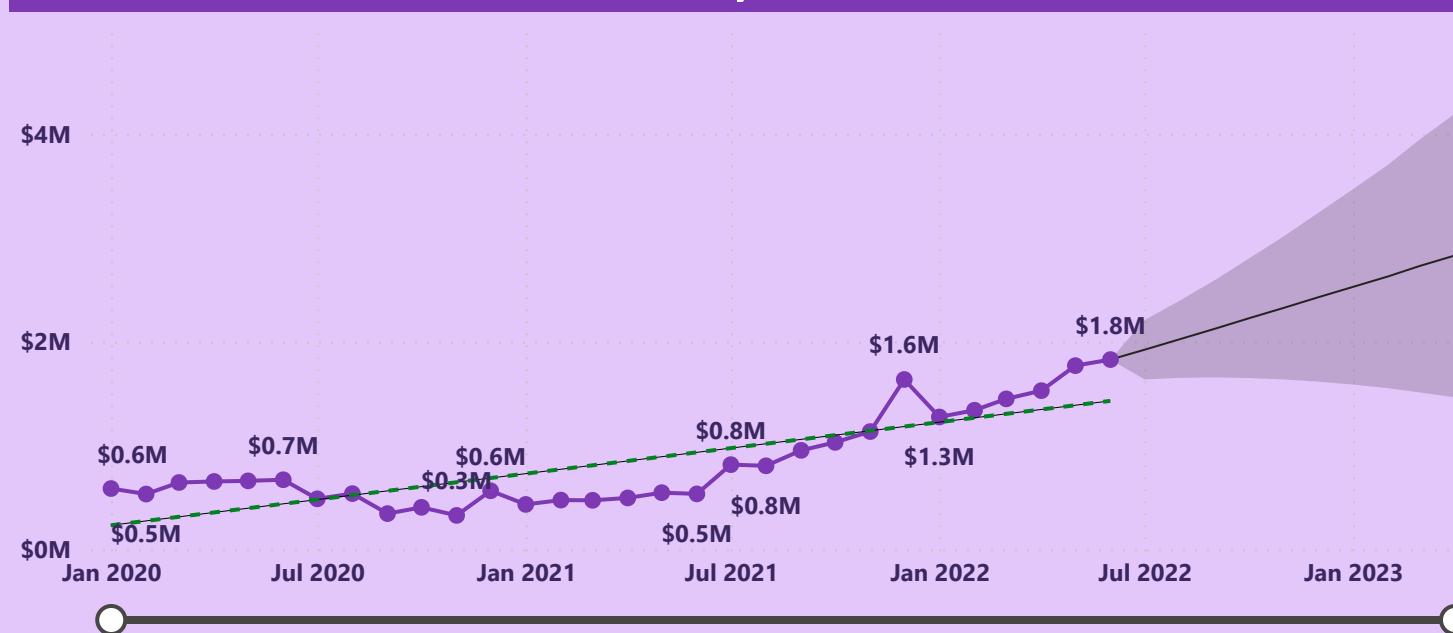
Monthly profit

\$771.58K

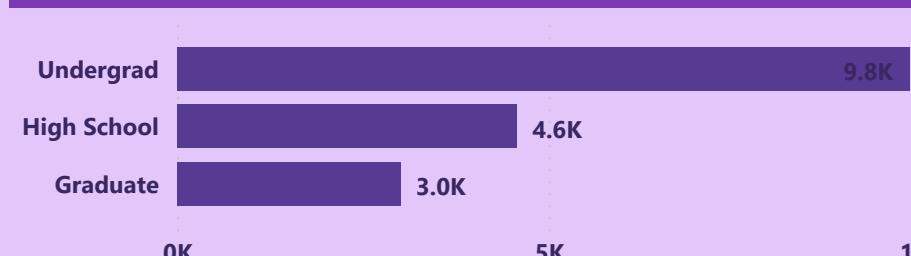
Goal: 750.75K

(+2.77%)

Monthly Revenue



Total Customers by Education Category



Total Customers by MaritalStatus

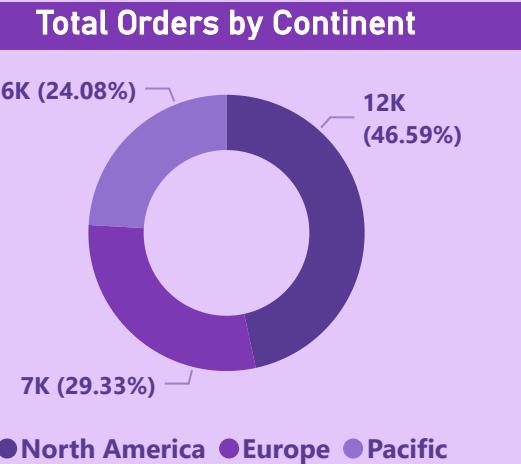
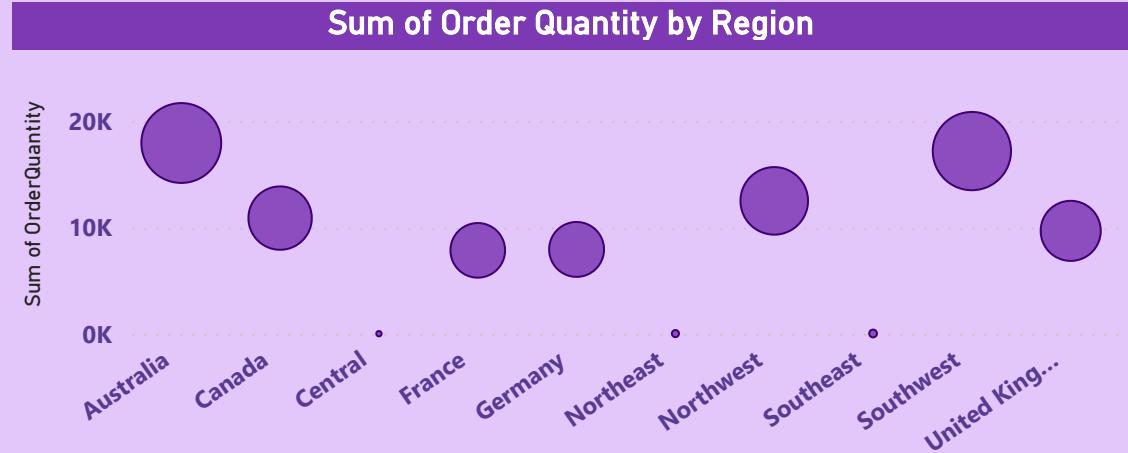




ADVENTURE WORK DASHBOARD (Regional Analysis)

Select Year

- 2020
- 2021
- 2022

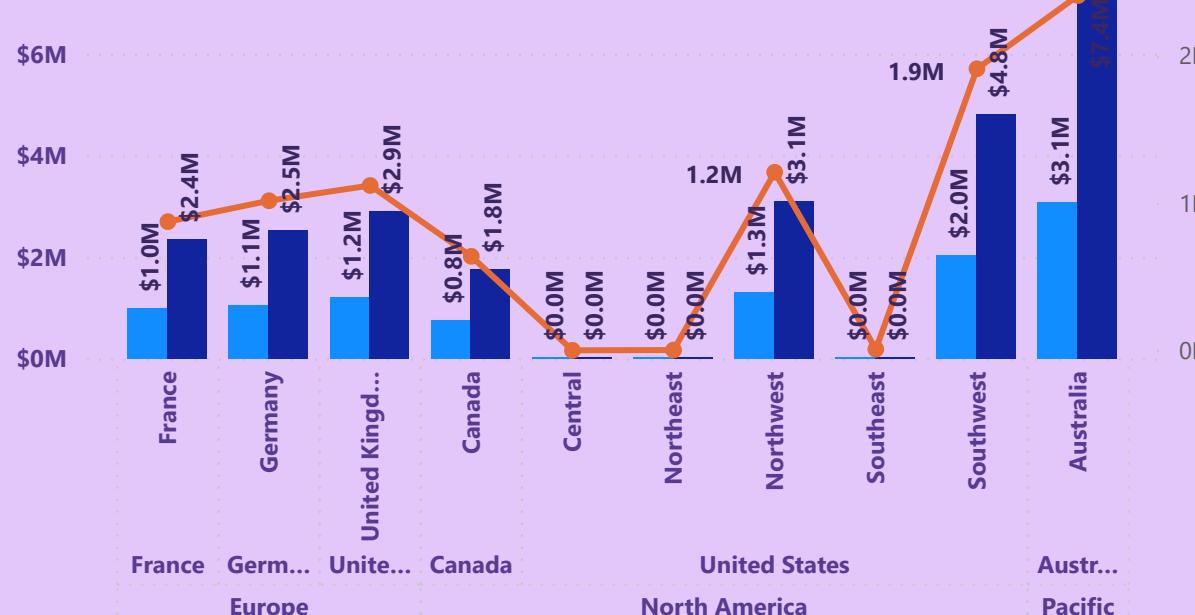


North America had the highest Total Orders at 11724, followed by Europe at 7380 and Pacific at 6060.

North America in Country United States made up 34.57% of Total Orders.

Total Profit, Total Revenue and YTD Revenue by Continent, Country and Region

● Total Profit ● Total Revenue ● YTD Revenue





ADVENTURE WORK DASHBOARD (Product Analysis)

Most product category by cost

Road Bikes

Least product category by cost

Socks

Most product category by order

Tires and Tubes

Least product category by order

Bike Stands

of Product Name

293

Select

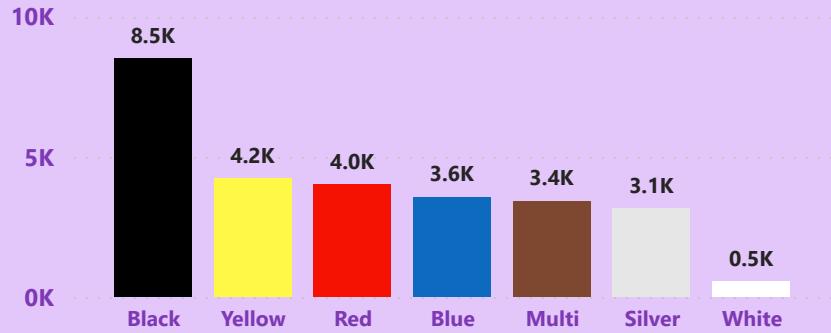
01 January 2020

01 January 2021

01 January 2022

Total Order, Profit and Revenue by Product style

● Total Orders ● Total Profit ● Total Revenue



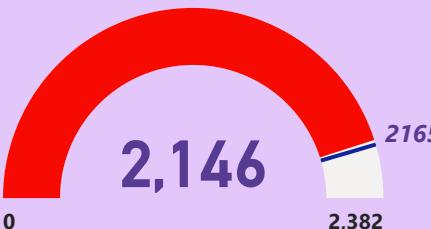
of Sub Category

37

Total orders by Category



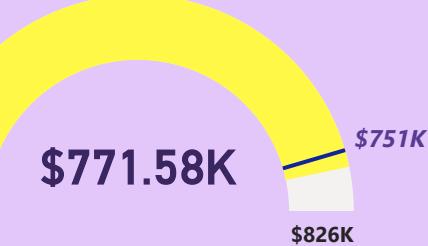
Monthly order by Target



Monthly Revenue by Target



Monthly Profit by Target

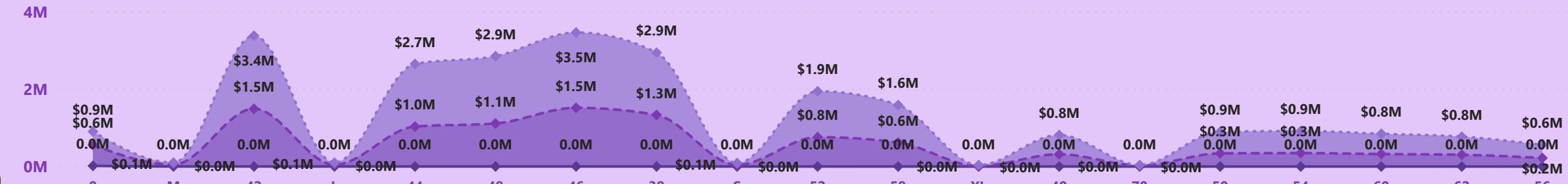


At 16983, 0 had the highest Total Orders and was 374.78% higher than W, which had the lowest Total Orders at 3577.

U had 15649 Total Orders, \$85,60,641 Total Profit, and \$2,06,23,508.97 Total Revenue. W had 3577 Total Orders, \$13,27,314 Total Profit, and \$33,84,404.75 Total Revenue. 0 had 16983 Total Orders, \$5,69,760 Total Profit, and \$9,06,673.11 Total Revenue.

Total Order, Profit and Revenue by Product size

◆ Total Orders ◆ Total Profit ◆ Total Revenue





ADVENTURE WORK DASHBOARD (Sales Analysis)

2020 2021 2022

Total Orders
25,164

Total Sales
\$2,09,330

No. of orders
84,174

Total Returns
1,809

Return Rate
2.17%

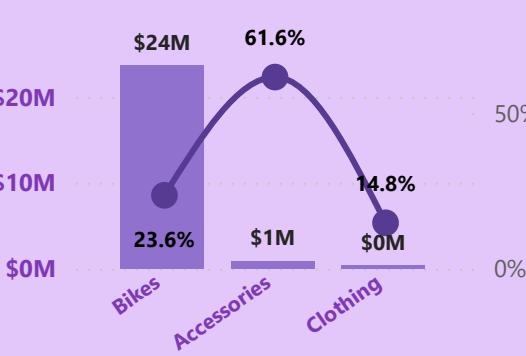
Total Cost
\$14,457K

Total Profit
\$10,458K

Total Revenue
\$2,49,14,587

Total Revenue, % of Return by Category

● Total Revenue ● % of All Returns



Top 5 Subcategory by Revenue

● Total Revenue ● Profit Target



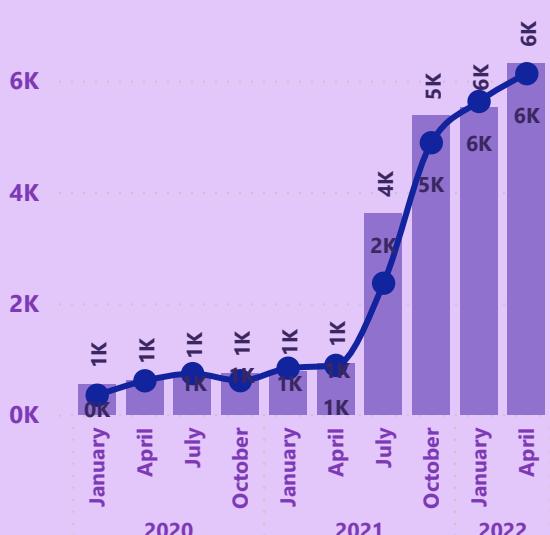
Total Profit by previous month profit

● Total Profit ● Previous Month Profit



Total Orders by Previous month order

● Total Orders ● Previous Month Orders



CategoryName

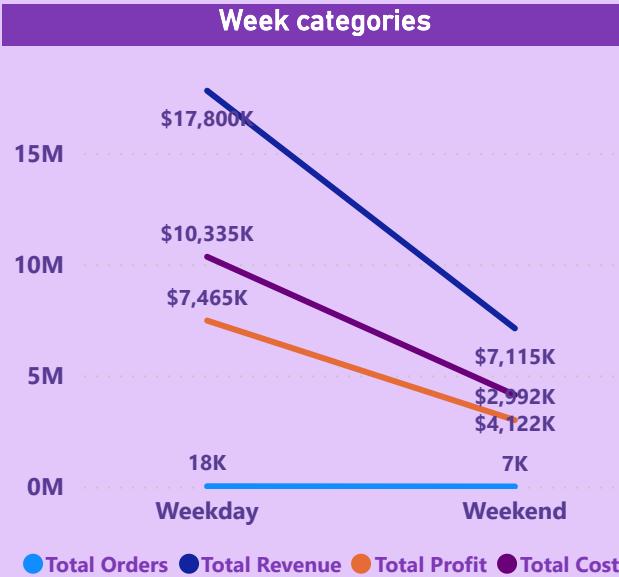
CategoryName	Total Orders	Quantity Sold	Quantity Returned	Return Rate
Accessories	16,983	57809	1130	1.95%
Bike Racks	302	302	8	2.65%
Bike Stands	234	234	8	3.42%
Bottles and Cages	4,485	15106	288	1.91%
Mountain Bottle Cage	1,896	3810	77	2.02%
Road Bottle Cage	1,668	3329	56	1.68%
Water Bottle - 30 oz.	3,983	7967	155	1.95%
Cleaners	850	1706	25	1.47%
Bike Wash - Dissolver	850	1706	25	1.47%
Fenders	1,975	3960	54	1.36%
Fender Set - Mountain	1,975	3960	54	1.36%
Helmets	6,034	6034	188	3.12%
Sport-100 Helmet, Black	1,940	1940	52	2.68%
Sport-100 Helmet, Blue	1,995	1995	66	3.31%
Sport-100 Helmet, Red	2,099	2099	70	3.33%
Hydration Packs	695	695	25	3.60%
Tires and Tubes	9,084	29772	534	1.79%
HL Mountain Tire	1,305	1305	49	3.75%
HL Road Tire	795	795	28	3.52%
LL Mountain Tire	788	1560	39	2.50%
Total	25,164	84174	1828	2.17%





ADVENTURE WORK DASHBOARD (Sales Analysis)

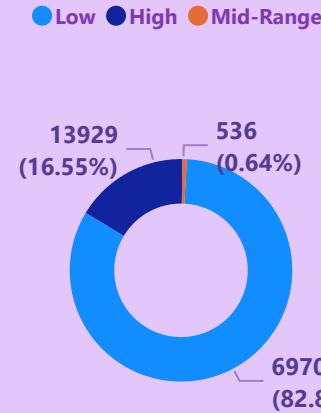
Week categories



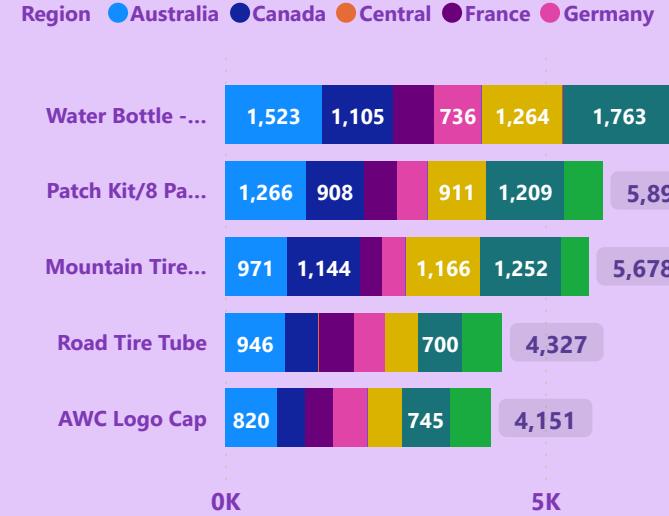
Quantity type



Product sold by price category

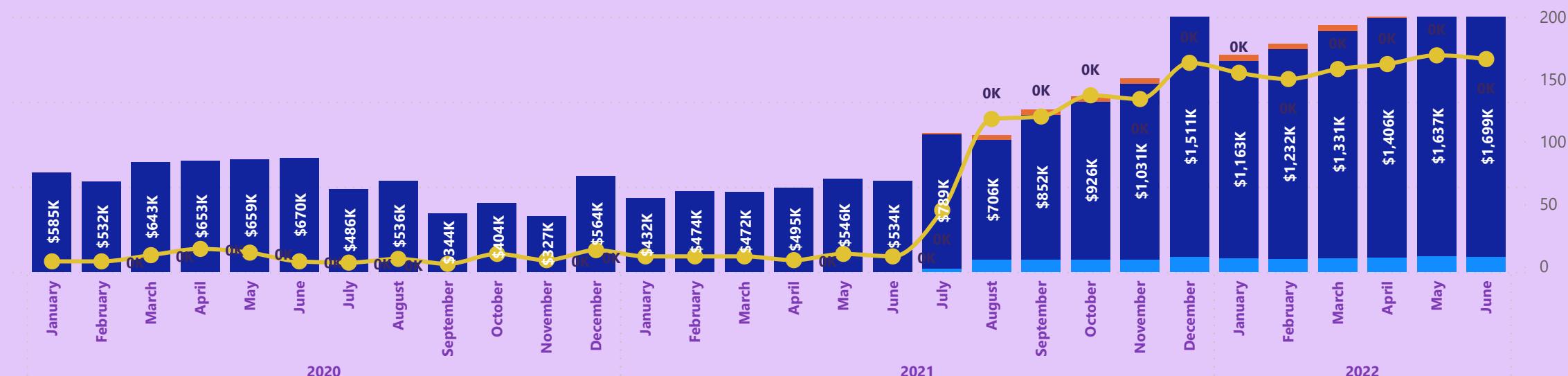


Top 5 Product by total quantity ordered



Total Revenue, return by Start of Month & Category Name

CategoryName ● Accessories ● Bikes ● Clothing ● Total Returns





ADVENTUREWORKS

ADVENTURE WORK DASHBOARD (Customer Analysis)

Total Customer

17.42K

Total Children

33.46K

Avg. Revenue per Customer

\$1,430.56

Top customer by revenue

Mr. Maurice Shan

Top customer by Order

Mr. Dalton Perez

Is parent?

13068

YES

NO

Full Name	Total Revenue	Total Orders	Total Profit
Mr. Maurice Shan	\$12,408	6	\$5,075
Mrs. Janet Munoz	\$12,015	6	\$4,972
Mrs. Lisa Cai	\$11,330	7	\$4,781
Mrs. Lacey Zheng	\$11,086	7	\$4,651
Mr. Jordan Turner	\$11,022	7	\$4,612
Mr. Franklin Xu	\$10,863	6	\$4,556
Mr. Larry Munoz	\$10,852	7	\$4,506
Mrs. Kate Anand	\$10,437	4	\$4,246
Mr. Larry Vazquez	\$10,395	4	\$4,223
Mrs. Ariana Gray	\$10,391	6	\$4,403
Mr. Clarence Gao	\$10,332	4	\$4,201
Mr. Aaron Wright	\$10,329	4	\$4,172
Mr. Ethan Bryant	\$10,309	4	\$4,186
Mr. Marco Lopez	\$10,290	6	\$4,319

Total Customers trended up, resulting in a 1,034.24% increase between January 2020 and June 2022.

Total Customers started trending up on September 2021, rising by 37.39% (568) in 9 months.

Average Revenue per Customer dropped from \$3,181 to \$1,968 during its steepest decline between January 2020 and July 2020.

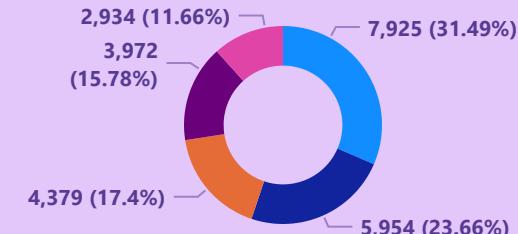
Female had the highest Total Profit at \$52,53,895, followed by Male at \$51,38,196 and NA at \$65,625.

Married had \$54,32,391 Total Profit and Single had \$50,25,325.

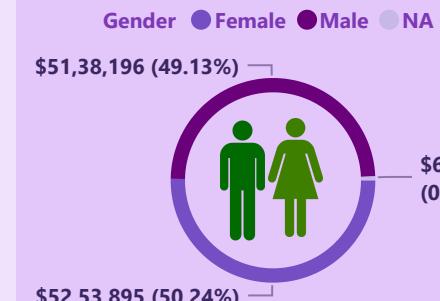
Marital distribution

Married: \$54,32,391
Single: \$50,25,325

Total orders by Occupation



Gender distribution



Total orders by income level



Total customer



Revenue per customer

