Executive Dashboard

ADVENTUREWORKS BIKE SHOP

$24.9M	$10.5M	25.2K	2.2%
REVENUE	PROFIT	ORDERS	RETURN RATE

Revenue Trending

| | $2.0M |
| $1.5M |
| $1.0M |
| $0.5M |
| $0.0M |

Jan 2020   Jul 2020   Jan 2021   Jul 2021   Jan 2022

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

Category	Orders
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K
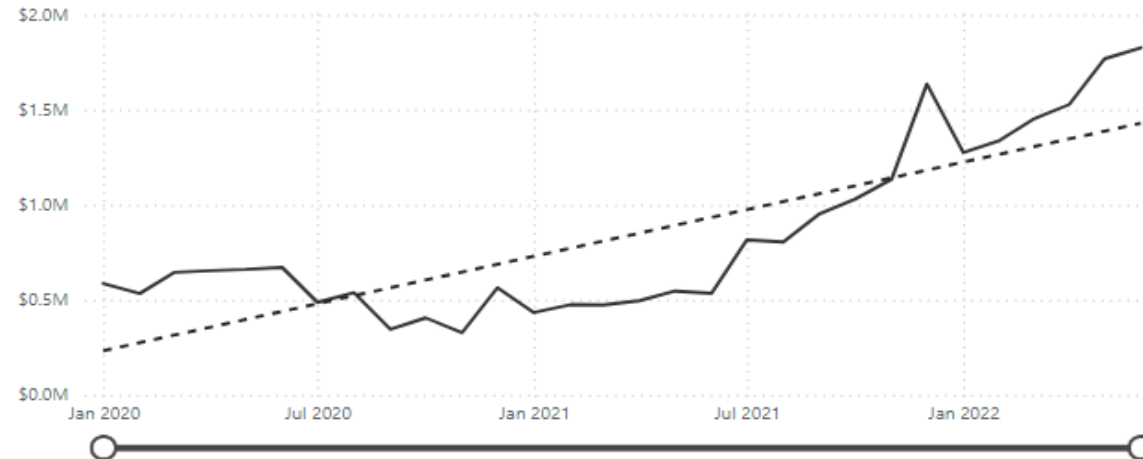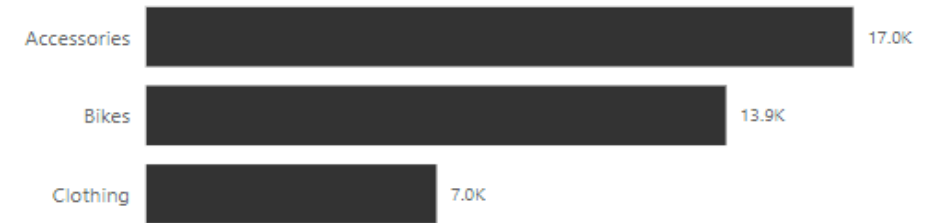
Top 10 Products

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	1,949	$65,270	3.6%

Most Ordered Product Type:
Tires and Tubes

Most Returned Product Type:
Shorts

Map
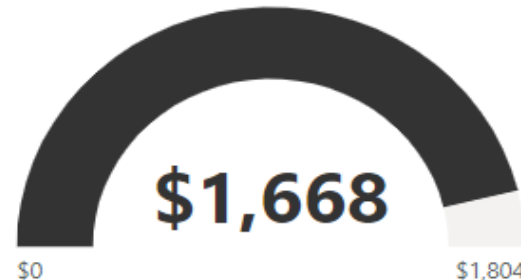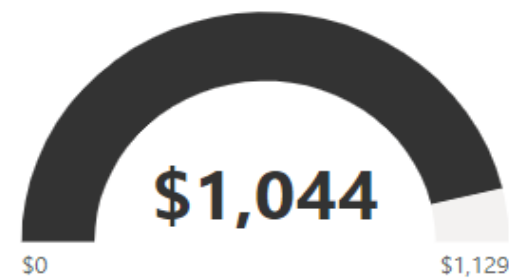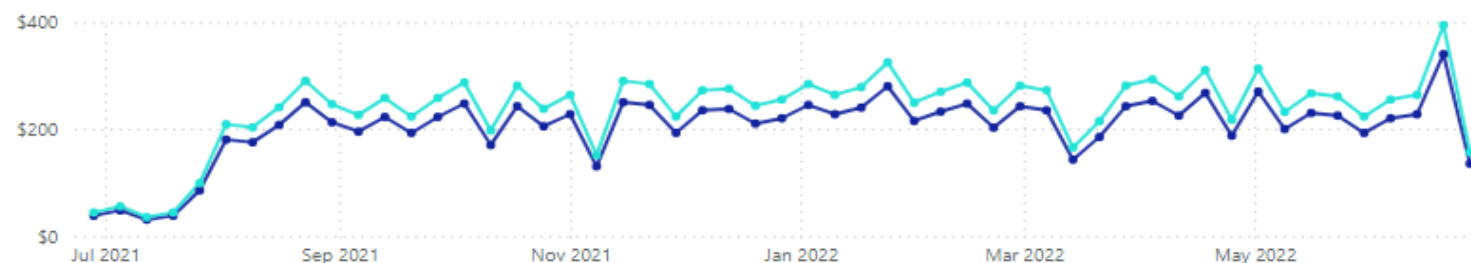
Product Details

Customer Details

17.4K
UNIQUE CUSTOMERS

$1,431
REVENUE PER CUSTOMER

| Total Customers | **Revenue per Customer** |

Line chart: Revenue per Customer from Jan 2020 to Jan 2022, y-axis $0K to $4K, declining trend.

Orders by Income Level

High 2.8K
Average 11.6K
Low 10.3K

Orders by Occupation

Management 4.4K
Professional 7.9K
Skilled Manual 6.0K
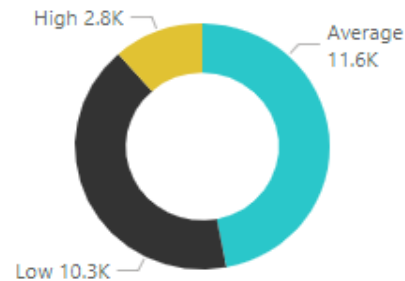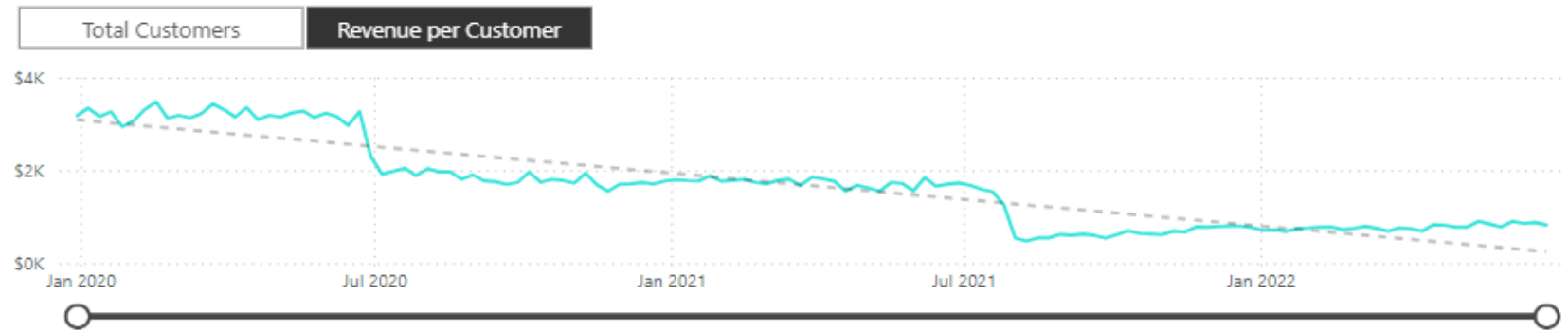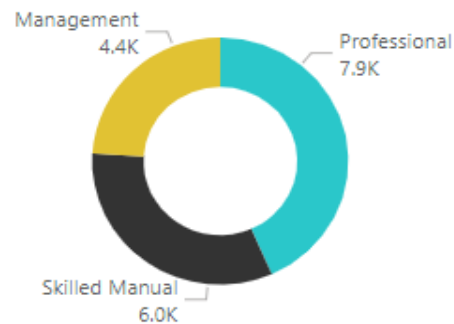
Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	$12,408
11439	Mrs. Janet Munoz	6	$12,015
11241	Mrs. Lisa Cai	7	$11,330
11417	Mrs. Lacey Zheng	7	$11,086
11420	Mr. Jordan Turner	7	$11,022
11242	Mr. Larry Munoz	7	$10,852
13263	Mrs. Kate Anand	4	$10,437
12655	Mr. Larry Vazquez	4	$10,395
11425	Mrs. Ariana Gray	6	$10,391
12631	Mr. Clarence Gao	4	$10,332
12650	Mr. Aaron Wright	4	$10,329
13405	Mr. Ethan Bryant	4	$10,309
11429	Mr. Marco Lopez	6	$10,290
12632	Mrs. Bonnie Nath	4	$10,283
11245	Mr. Ricky Vazquez	4	$10,166
11237	Mr. Clarence Anand	4	$10,065
11428	Mrs. Deanna Perez	4	$9,762
11427	Mrs. Desiree Dominguez	4	$9,718
Total		**1,272**	**$615,329**

Year

| 2020 | 2022 |

Top Customer (by Revenue)

Mr. Maurice Shan

Orders:
6

Revenue:
12.4K

Among Customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at $4,683