

# Adventure Works Sales Dashboard

Year

All

Continent

All

Gender

All

Time Hierarchy

All

Sales  
\$25M

Profit  
\$10M

Orders  
25K

Profit Margin  
41.97%

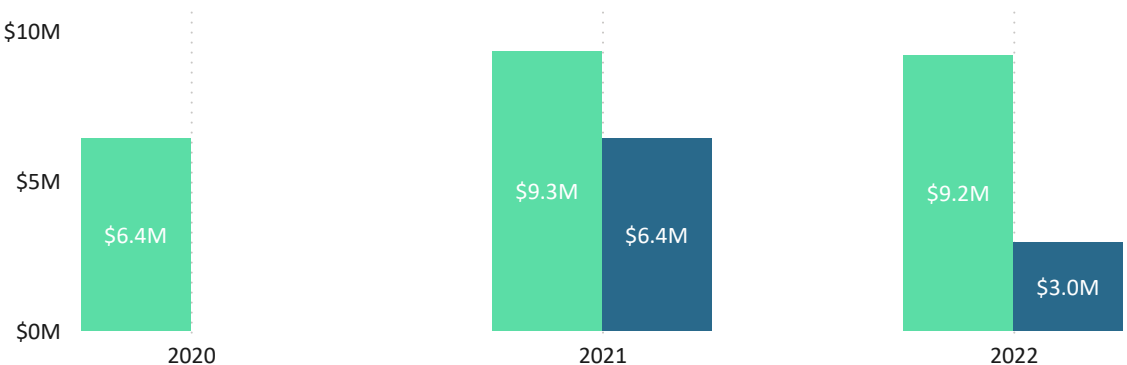
Avg Selling Price  
\$296

Top Products M...

All

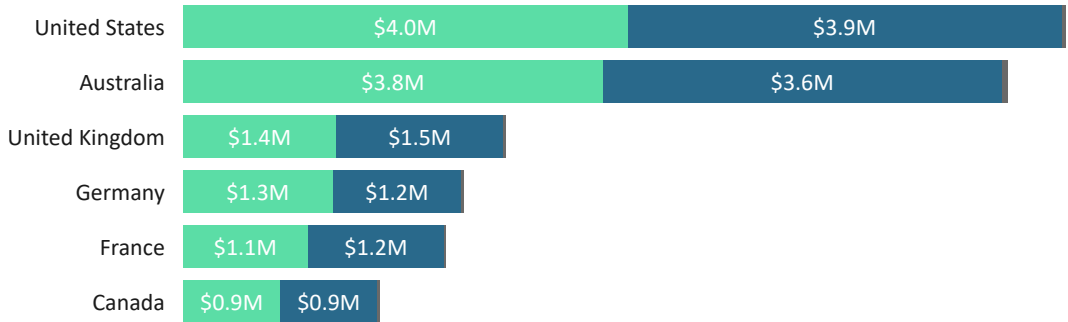
## Current Sales and Previous Sales by Year

Current Sales Previous Sales

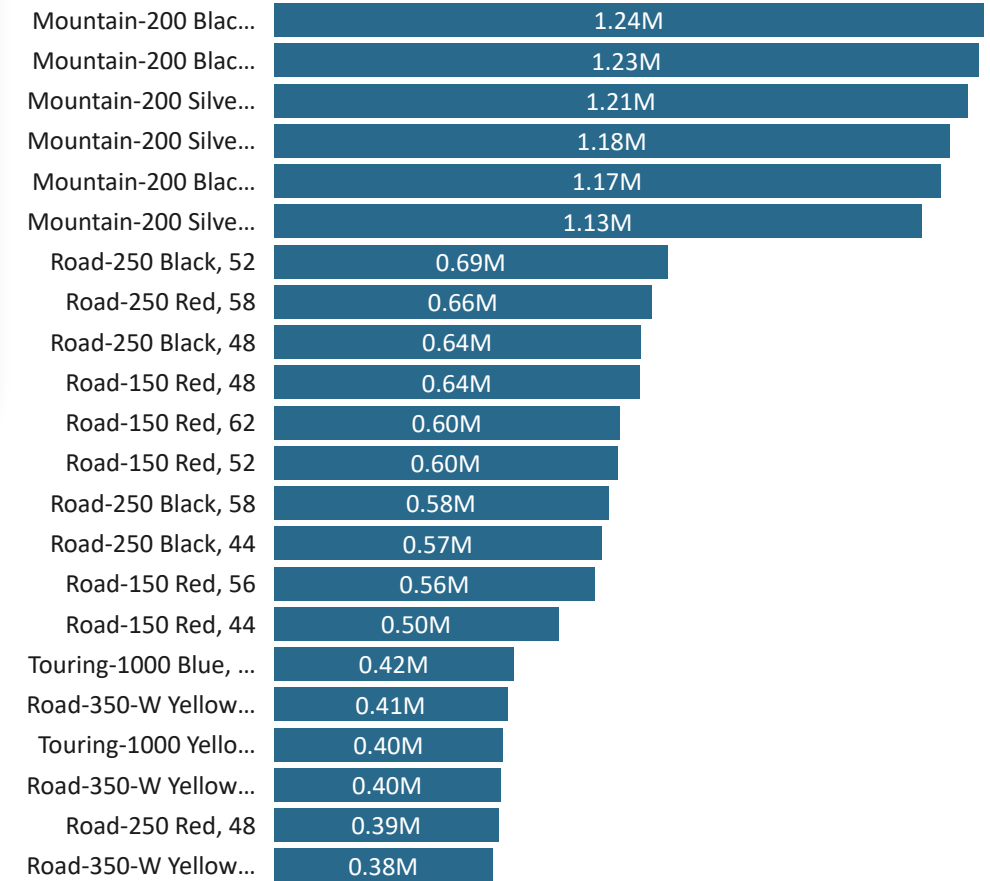


## Top Countries By Orders

F M NA



## Top Products by Sales/Orders/Profit/Quantity



# Customer Analysis

Year

All

Continent

All

Gender

All

Customers  
18K

Ordered(Cust)  
17K

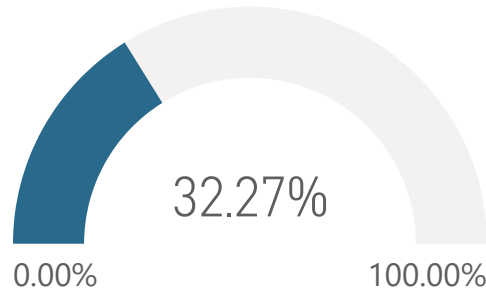
Unordered(Cust)  
732

Repeat Customers  
6K

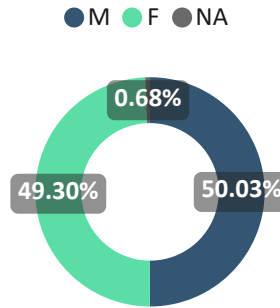
New Customers  
12K

ARPC  
1.43K

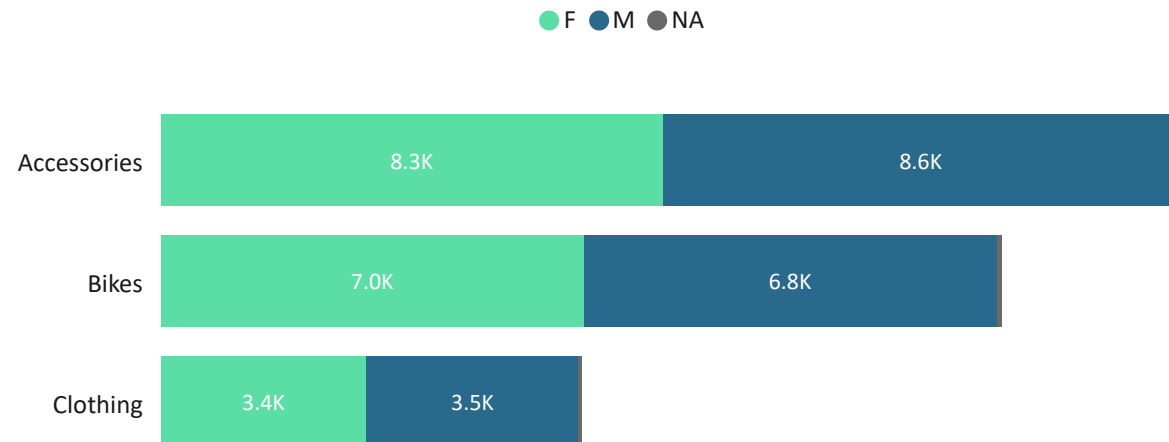
Customers Retention %



Orders By Gender



Orders By Product Category & Gender



Top 20 Customers

Full Name	Total Orders	Total Profit	Total Sales
JORDAN TURNER	9	\$7K	\$16K
MAURICE SHAN	6	\$5K	\$12K
JANET MUNOZ	6	\$5K	\$12K
LISA CAI	7	\$5K	\$11K
LACEY ZHENG	7	\$5K	\$11K
FRANKLIN XU	6	\$5K	\$11K
LARRY MUNOZ	7	\$5K	\$11K
KATE ANAND	4	\$4K	\$10K
LARRY VAZQUEZ	4	\$4K	\$10K
ARIANA GRAY	6	\$4K	\$10K
CLARENCE GAO	4	\$4K	\$10K
AARON WRIGHT	4	\$4K	\$10K
ETHAN BRYANT	4	\$4K	\$10K
MARCO LOPEZ	6	\$4K	\$10K
BONNIE NATH	4	\$4K	\$10K
RICKY VAZQUEZ	4	\$4K	\$10K
CLARENCE ANAND	4	\$4K	\$10K
DEANNA PEREZ	4	\$4K	\$10K
DESIREE DOMINGUEZ	4	\$4K	\$10K
JASMINE STEWART	4	\$4K	\$10K
Total	104	\$90K	\$216K

# Orders Analysis

Year

All

Continent

All

Gender

All

Total Orders  
**25K**

Quantity Sold  
**84K**

Quantity Returned  
**1.8K**

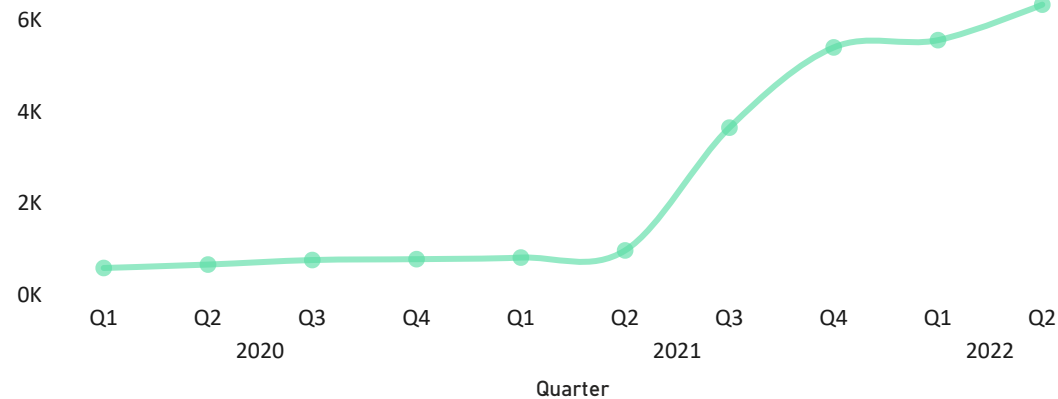
Avg Order Value  
**\$990**

Return Rate  
**2.17%**

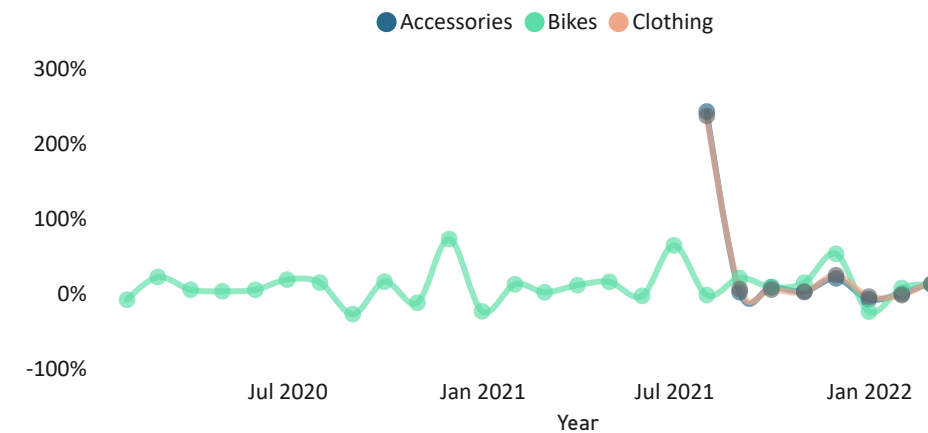
Time Hierarchy

All

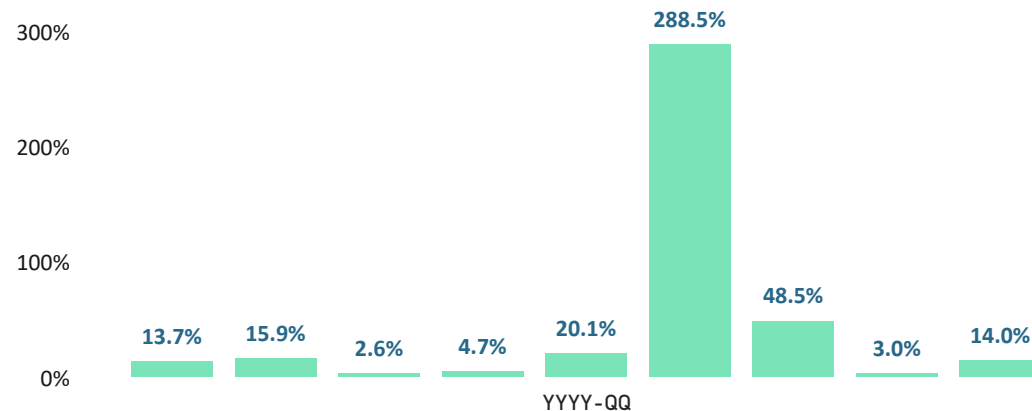
## Orders Trend by Year & Quarter



## Orders Trend by Year, Quarter, Month and CategoryName



## Q-O-Q Change in Orders



## Orders Return Rate Trend

