



ADVENTUREWORKS

\$24.9M

REVENUE

\$10.5M

Total Profit

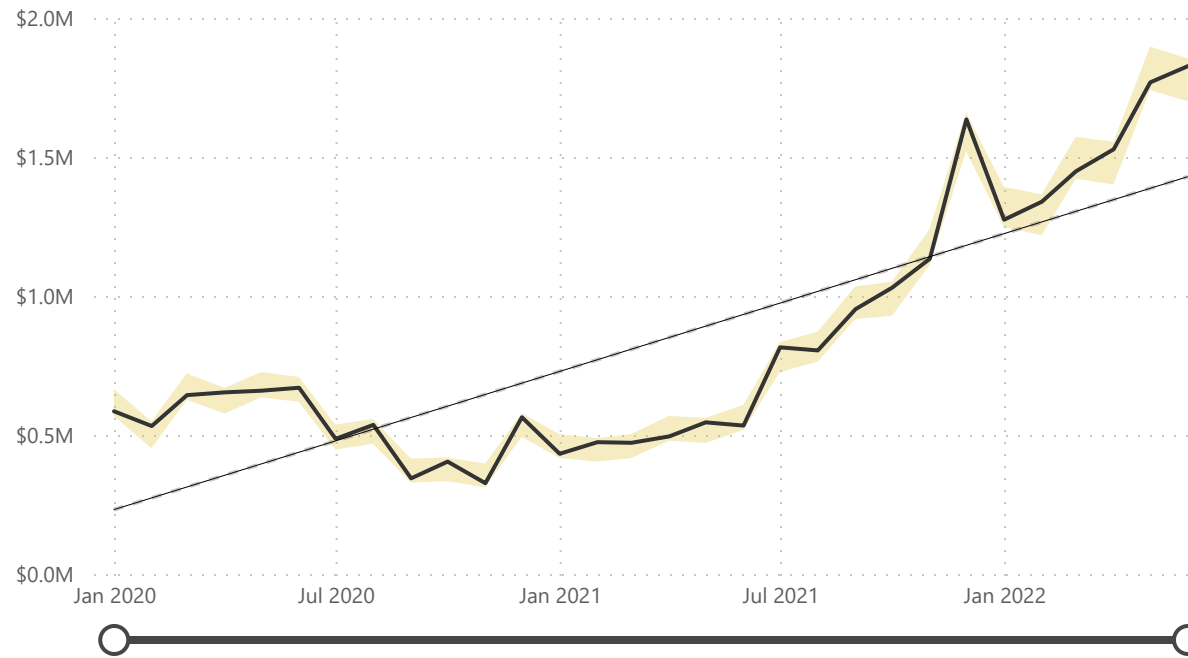
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M ✓

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

Monthly Orders

2,146!

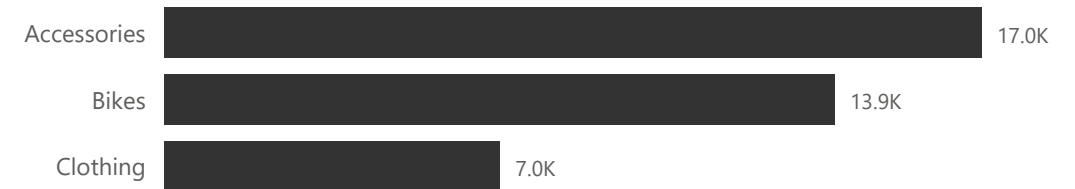
Prev Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return %
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Mountain Bottle Cage	1,896	\$38,062	2.02%
AWC Logo Cap	2,062	\$35,882	1.11%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

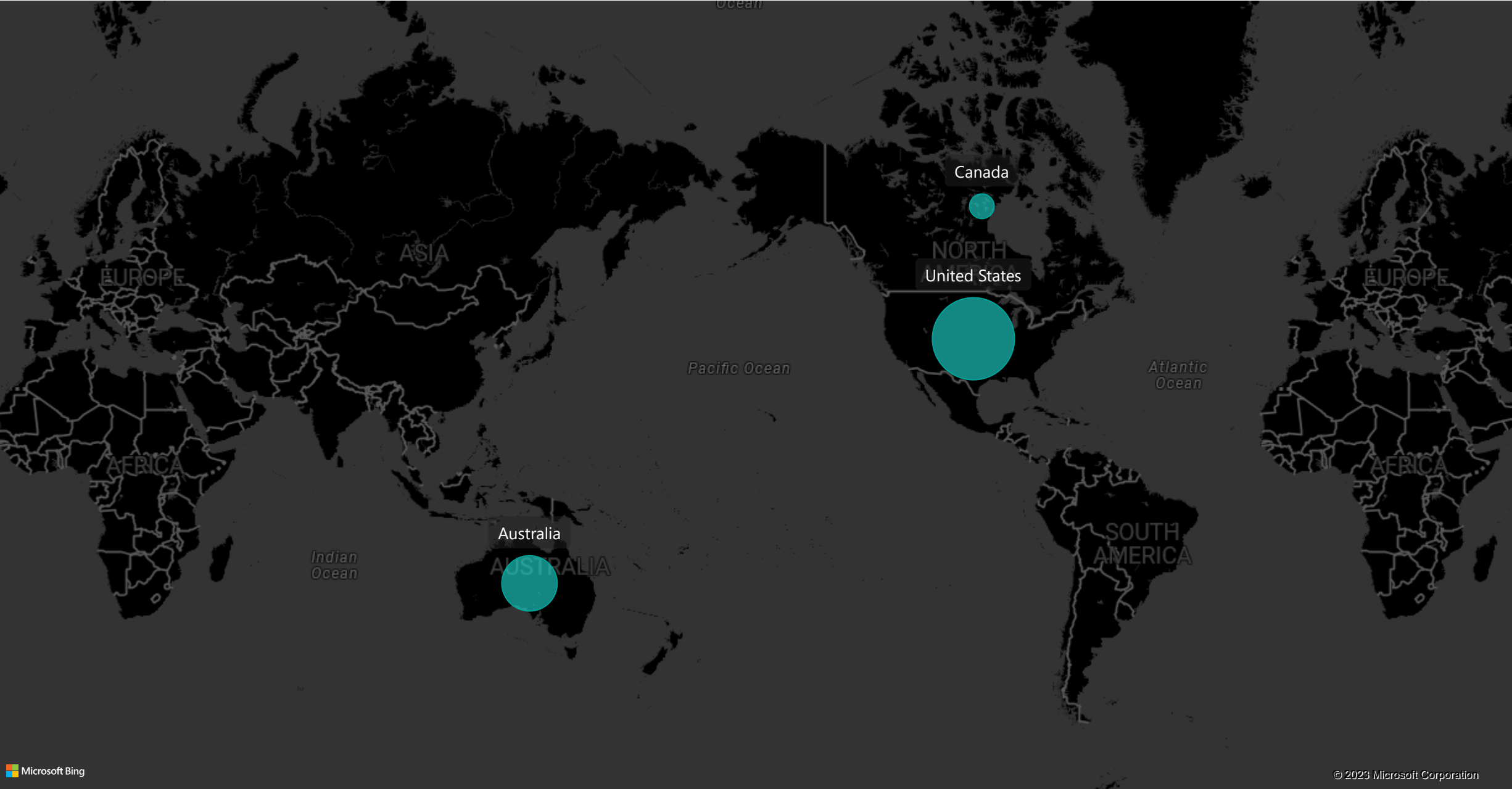
Shorts

Select all

Europe

North America

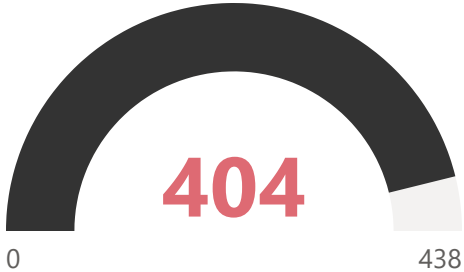
Pacific



Selected Product:

Water Bottle -
30 oz.

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

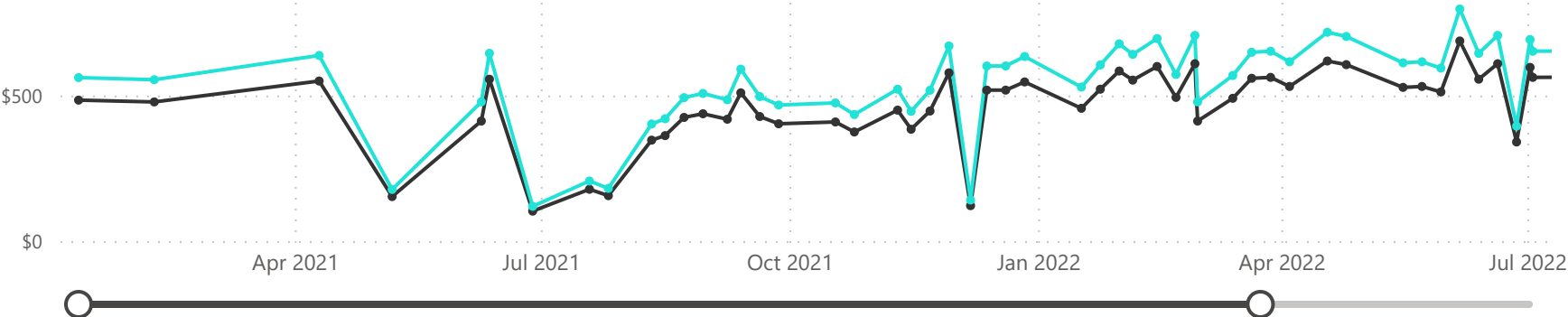


Price Adjustment(%)

0.10



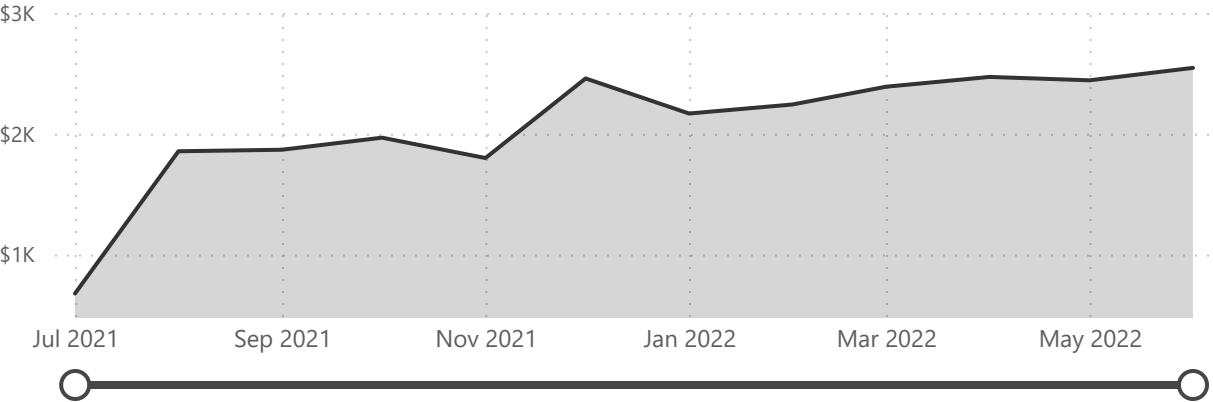
● Total Profit ● Adjusted Profit



Product Metric Selection



- ☐ Orders
- ☐ Revenue
- ☒ Profit
- ☐ Returns
- ☐ Return %



Report Summary

Total Orders for
Water Bottle - 30 oz. were **404**

Adjusted Profit (0.65% increase) and
Total Profit (0.65% increase) both
trended up between
Monday, January 11, 2021 and
Friday, November 4, 2022.



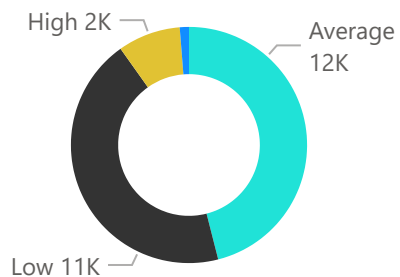
17.4K

UNIQUE CUSTOMER

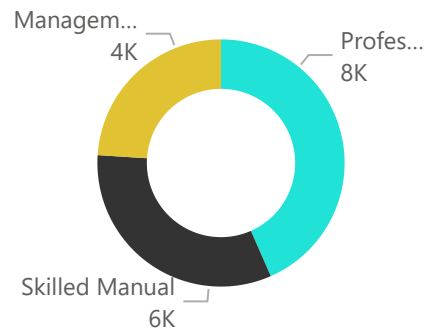
\$1,431

CUSTOMER PER REVENUE

Orders by Income Level

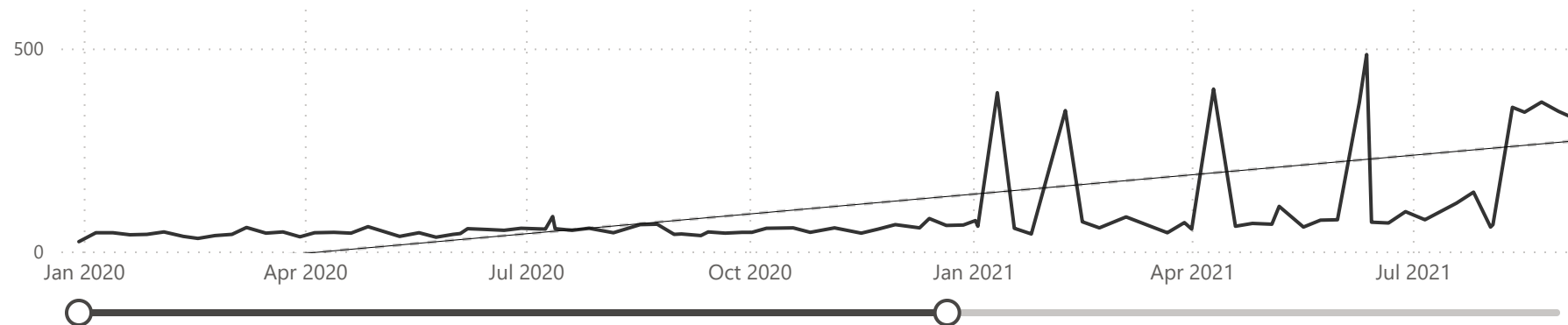


Orders by Occupation



Total Customer

Revenue Per Customer



Top 100 Customers

Customer Key	Customer Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
Total		1,272	\$6,15,329

2020

2022

Top customer (by Revenue):

Mr. Maurice Shan

Orders:

6

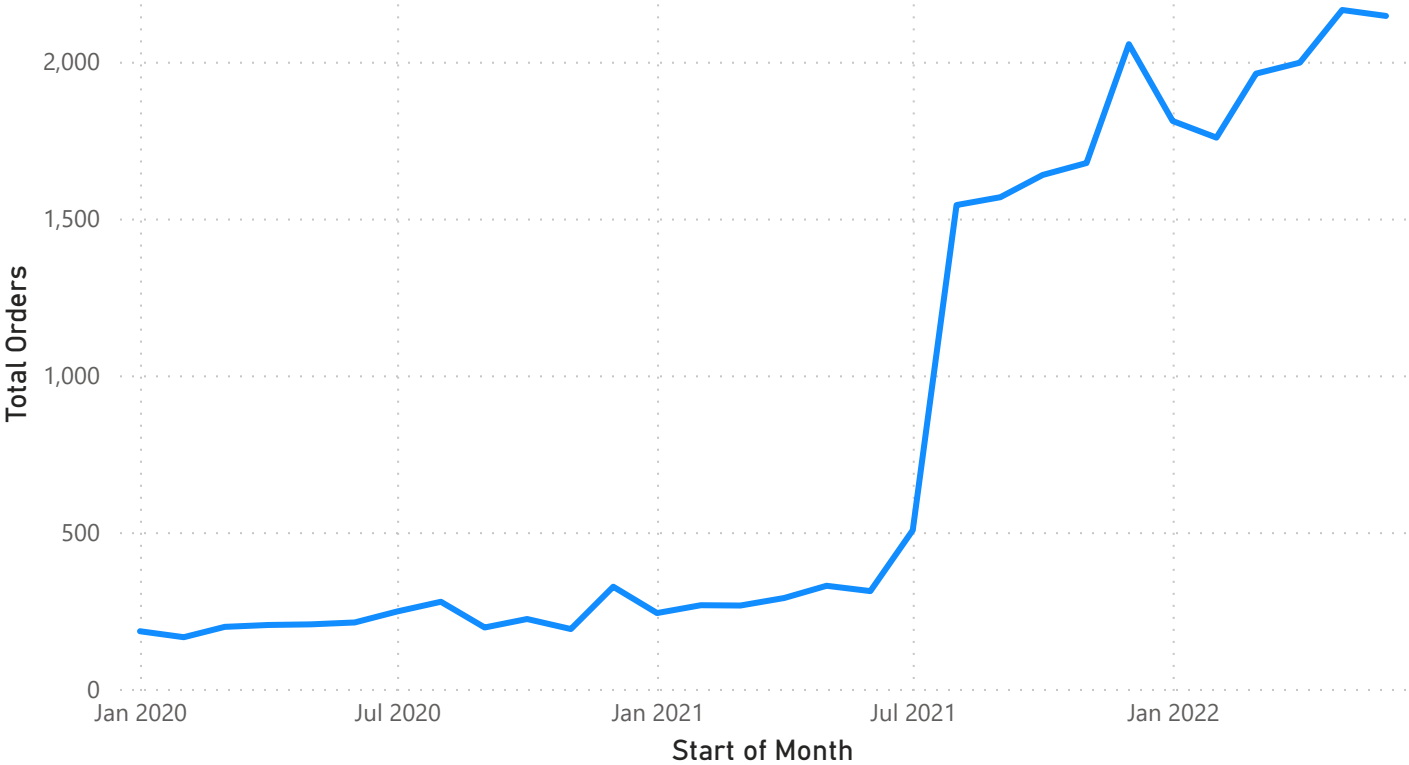
Revenue:

\$12.4K

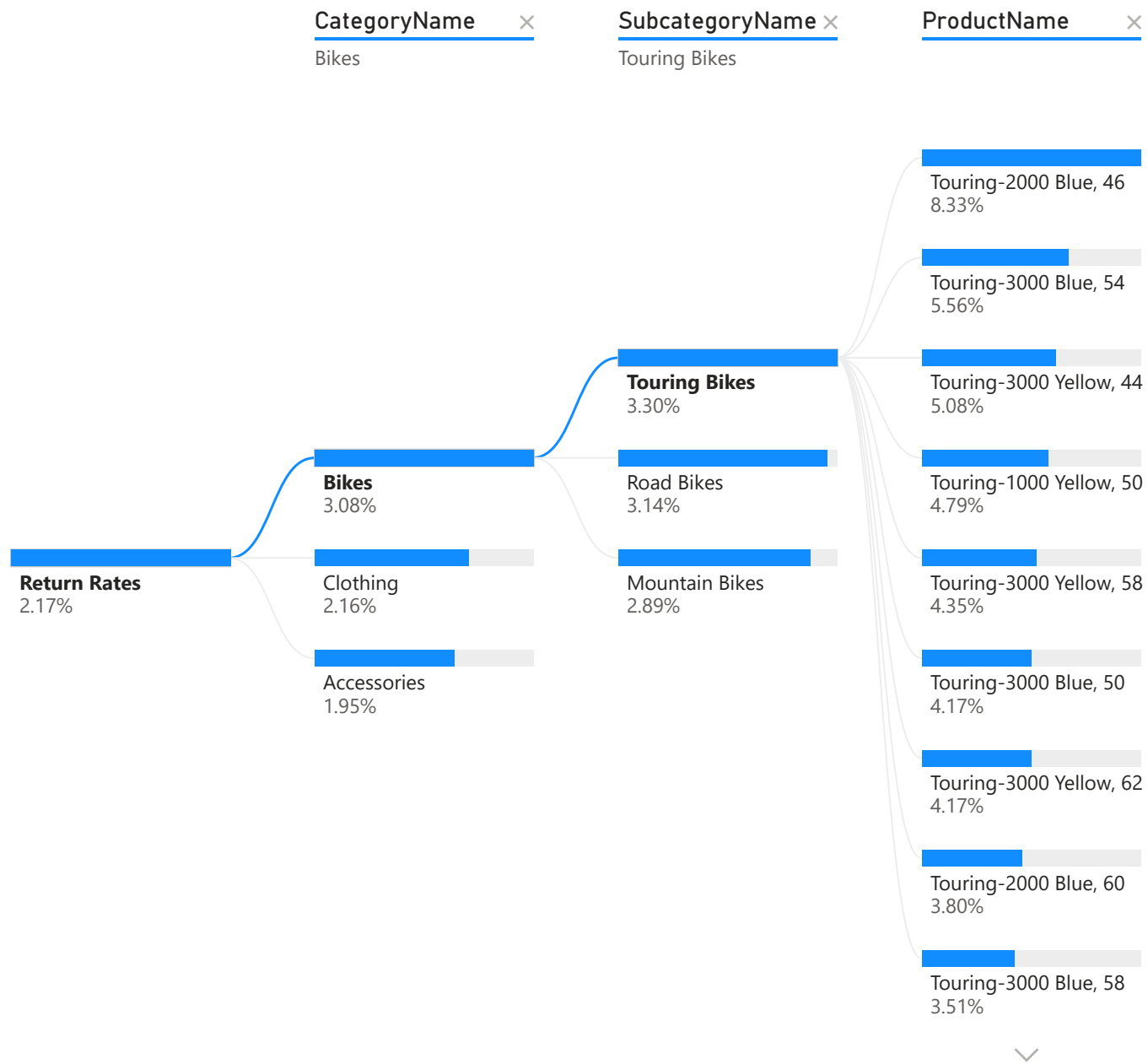


Among customer in skilled manual role in 2022, Ruben Suarez drove the most revenue at \$4,683

Total Orders by Start of Month



CategoryName	Total Orders
<div><div></div>Accessories</div>	16,983
<div><div></div>Bikes</div>	13,929
<div><div></div>Clothing</div>	6,976
Total	25,164

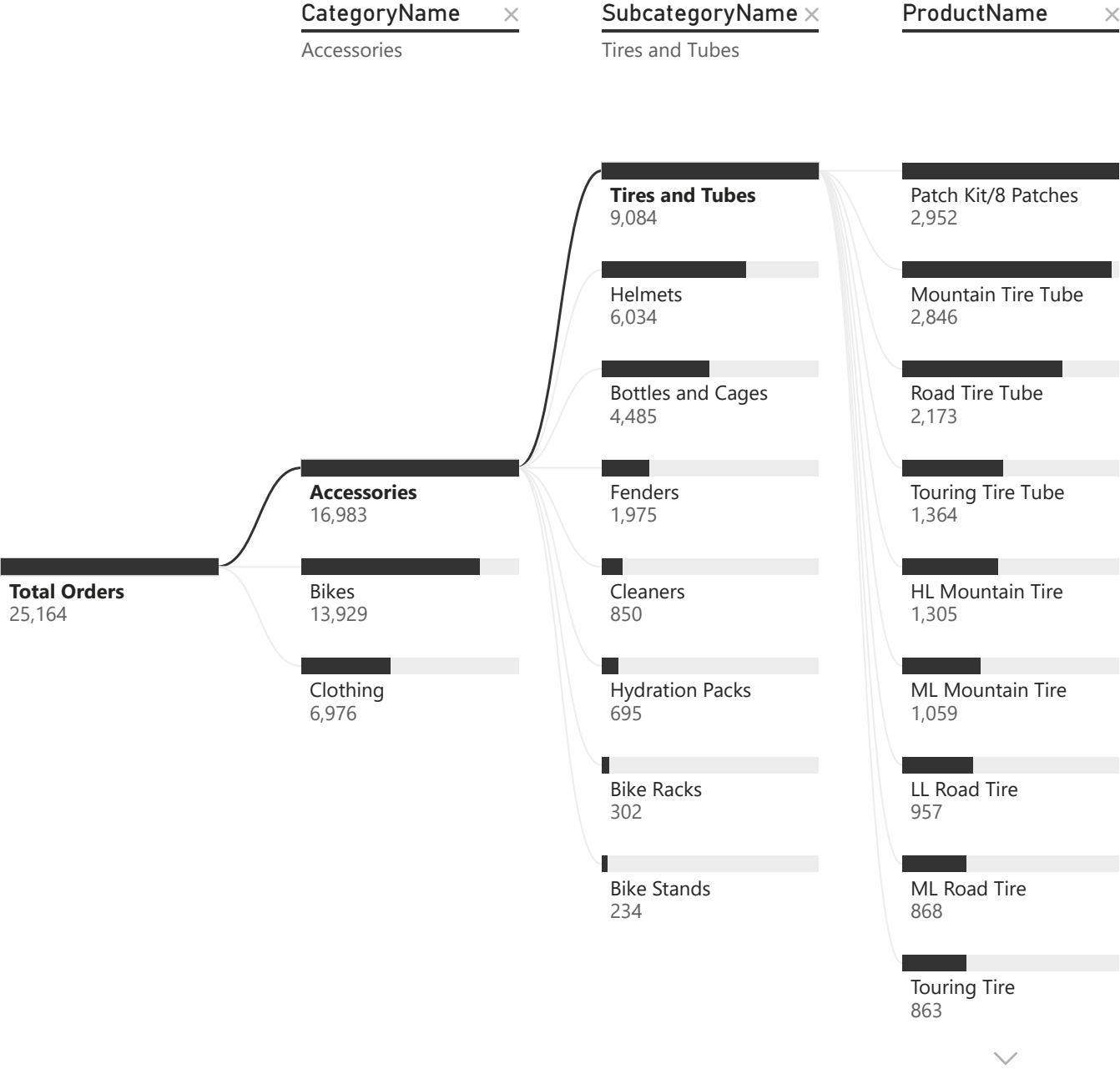


25K

Total Orders

Sign in to the Power BI service.

To add a paginated report visual to this report, you must be signed into the Power BI Service

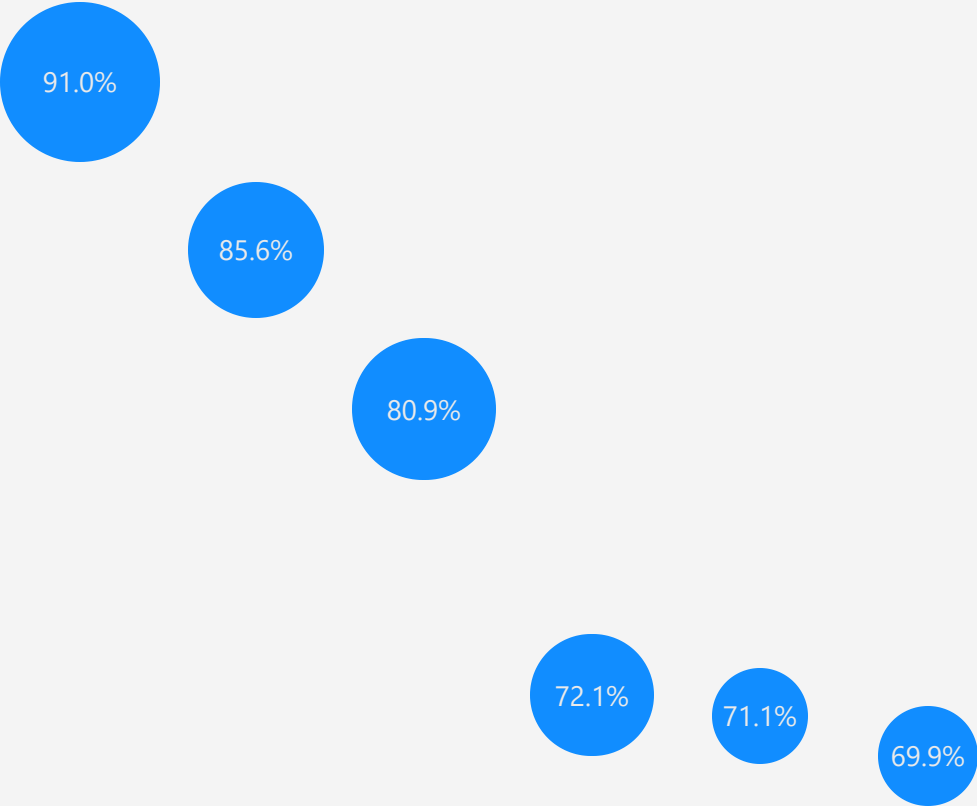


Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y and population size. S...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279

Key influencers Top segments



What influences Average Retail Price to ?

When...
Sum of ProductCost goes up 8570.61

....the average of Average Retail Price increases by

