



Adventure Works - An Overview

Total Revenue

\$80,451K

Total Profit

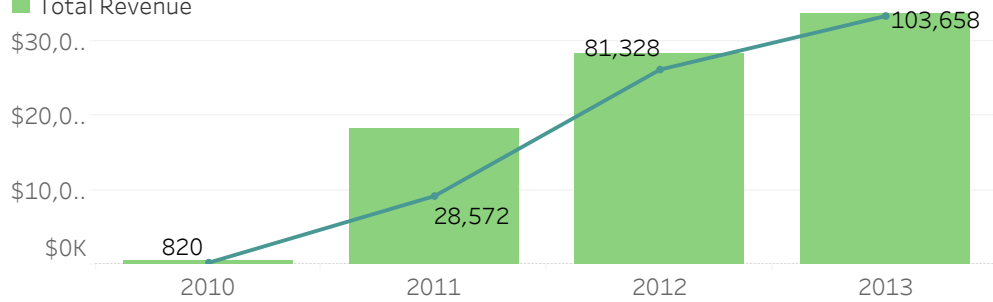
\$470.5K

Profit Margin

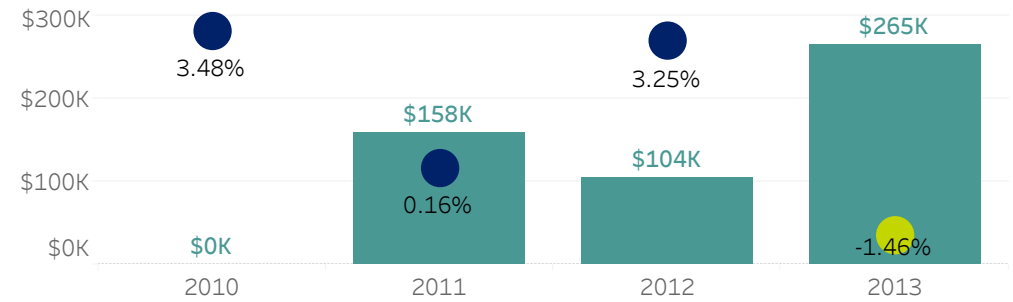
0.58%

Order Quantity
Total Revenue

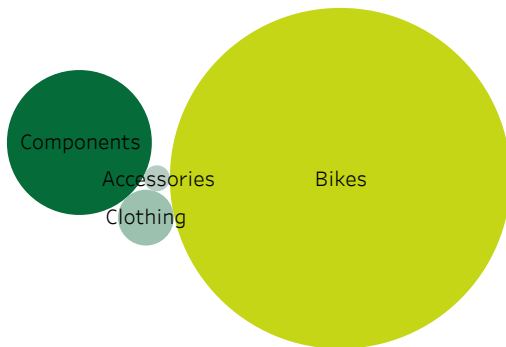
Sales Amount & Order



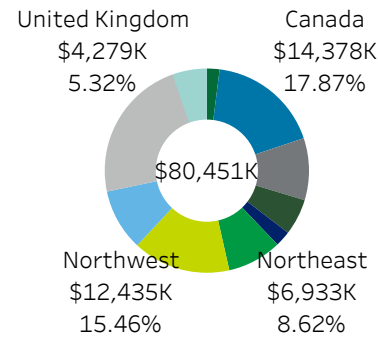
Discount Amount & Profit Margin



Profit & Sales for each Category



Sales by Territory



Profit & Sales by Business Type





Product Analysis

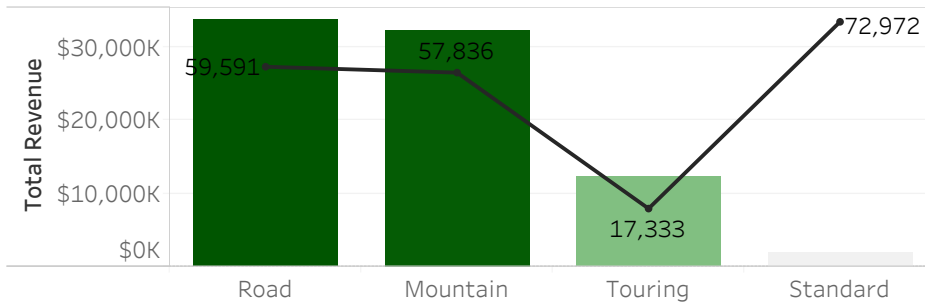
Product Types
606

Product Lines
4

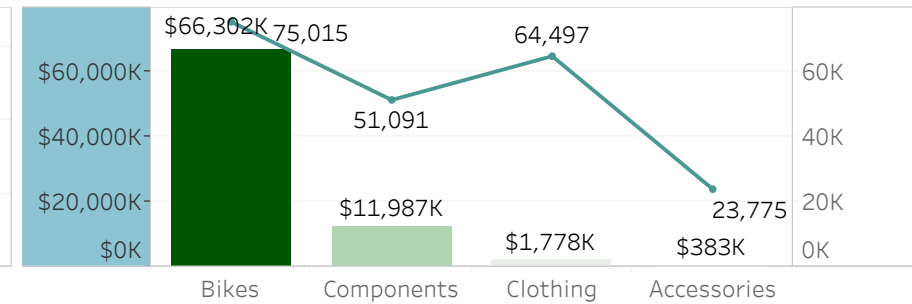
Profitable Product Lines
2

Product Category
4

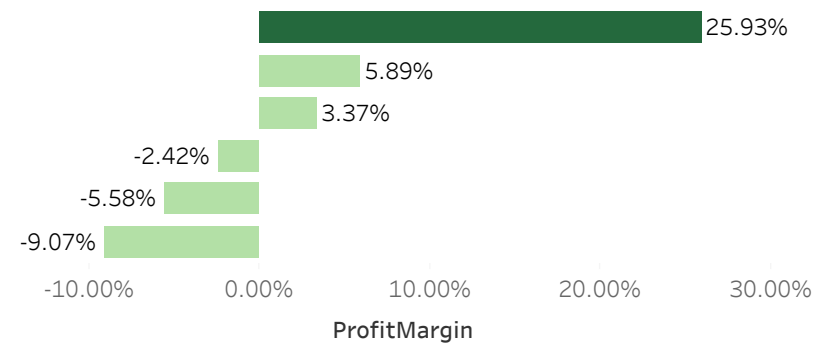
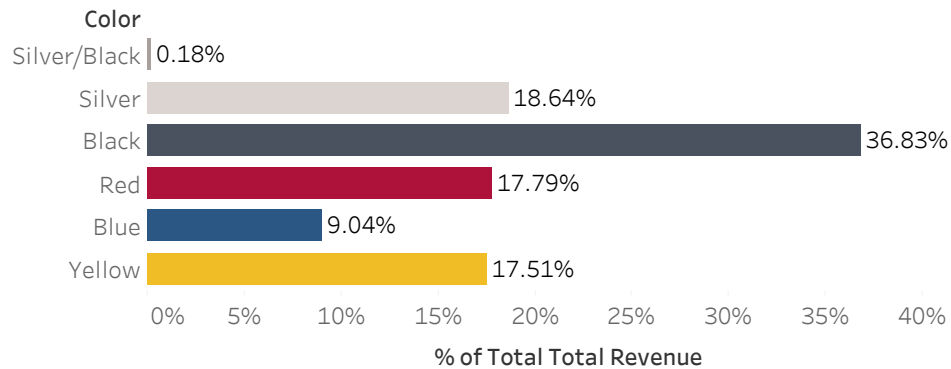
Sales/Order by Product Line



Sales/Order by Product Category



%Sales/%Profit by Color



Choose Attribute

○ Style

● Class

Color

■ Black

■ Blue

■ Red

■ Silver

■ Silver/Black

■ Yellow



Geographical Analysis

Countries
6

Profitable Countries
3

Sales Territories
10

Profitable Sales Territories
6

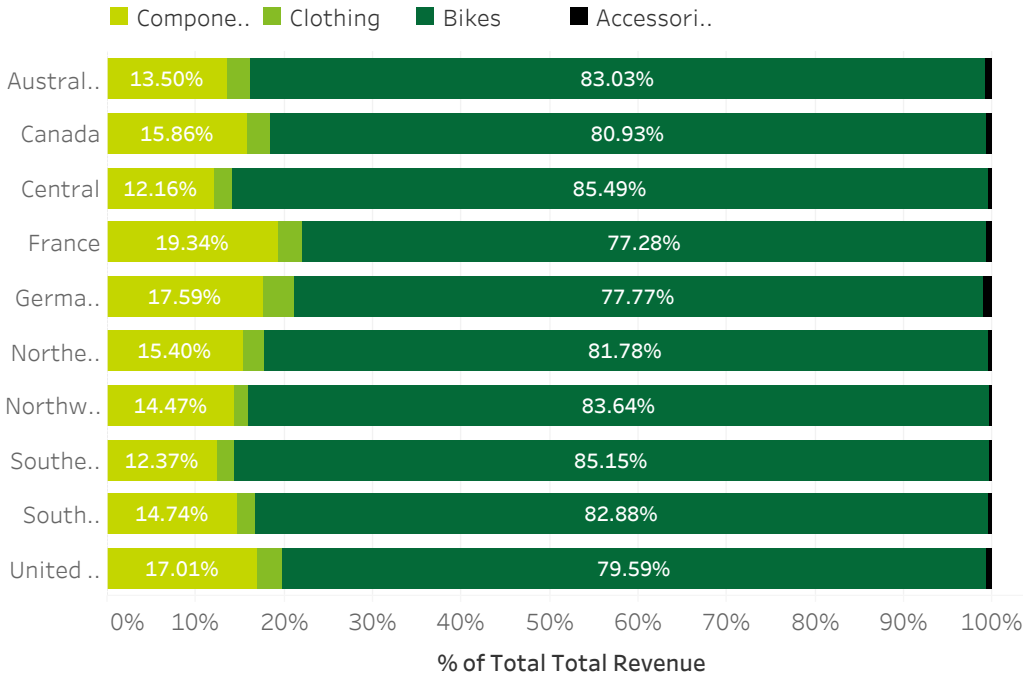
Select Measurem..
☐ Product Categ..
☒ Product Line

Select Product Line
All

Sales Volume by Geography



Sales Proportions Across Product Category/
Line by Territory





Dealer Analysis

Specialty Bike Shop

200

Value Added Reseller

216

Warehouse

219

Unique order

3,796

Profit per Dealer

\$740.92

Choose Measurement



Profit



Sales

Select Country

All

Select Business Type

All

Business Type

Specialty Bike Sh..

Value Added Res..

Warehouse

Order Quantity

Total Profit

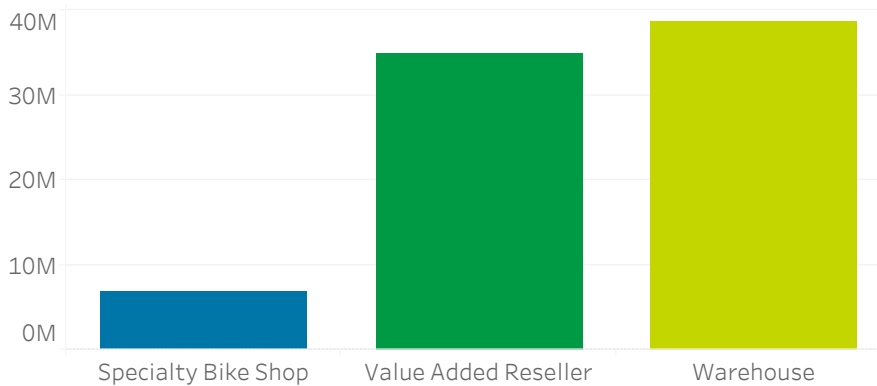
ProfitMargin

-7.15% 7.15%

Total Profit

\$0.0K \$40.0K

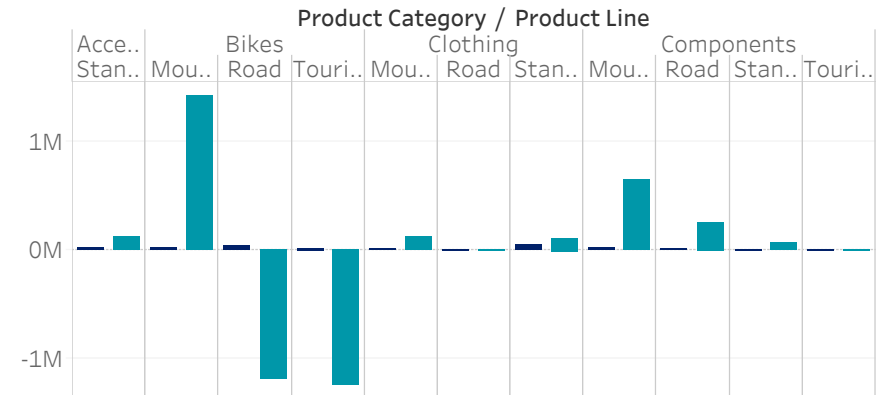
Sales by Business Type



Top 5 Reseller by Sales

Reseller Name	Sales Amount	ProfitMargin
Brakes and Gears	\$877K	7.15%
Excellent Riding Supplies	\$854K	-2.28%
Vigorous Exercise Company	\$842K	0.25%
Retail Mall	\$799K	-2.88%
Totes & Baskets Company	\$817K	-2.28%

Order Quantity vs Profit



Top 5 Profitable Reseller

Reseller Name	Total Profit	ProfitMargin
Front Sporting Goods	\$16.2K	12.38%
Downhill Bicycle Specialists	\$17.3K	12.17%
Commercial Sporting Goods	\$32.3K	12.04%
Bike Experts	\$17.8K	12.01%
Go-cart and Bike Specialists	\$16.5K	11.93%



Overall Profit Analysis

Revenue

\$14,378K

Avg. Selling Price

431.2

Avg. Cost Price

\$417.5

Profit Margin

1.24%

Trend Analysis - Profit



Trend Analysis - Discounts and Cost price

