Adventure Works - An Overview

Total Revenue

$80,451K

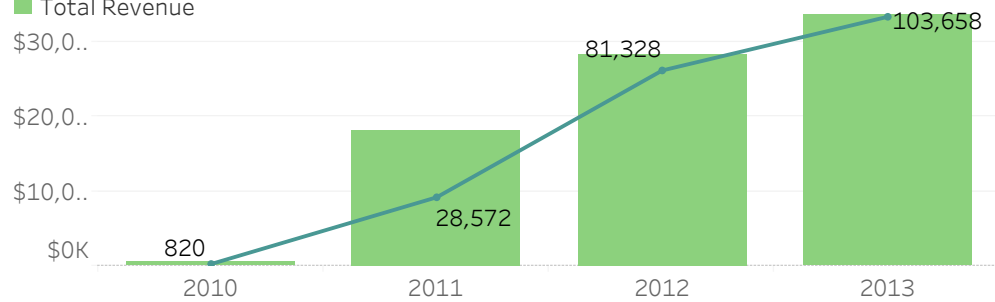**Total Profit**

$470.5K

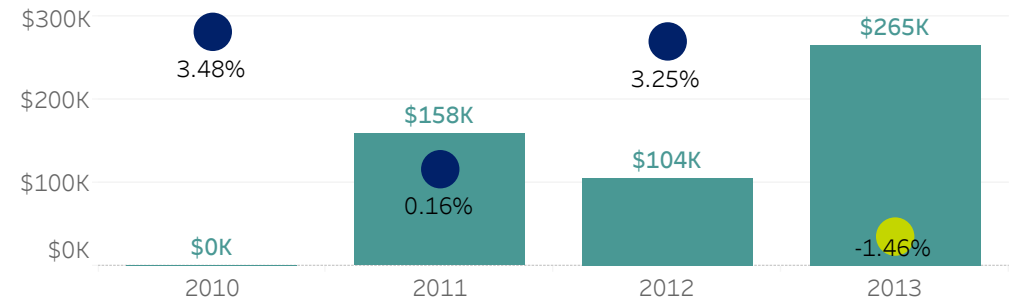**Profit Margin**

0.58%

Sales Amount & Order

- Order Quantity
- Total Revenue

820 · 28,572 · 81,328 · 103,658

2010 · 2011 · 2012 · 2013

Discount Amount & Profit Margin

$0K · $158K · $104K · $265K

3.48% · 3.25%

0.16% · -1.46%

2010 · 2011 · 2012 · 2013

Profit & Sales for each Category

Components · Accessories · Clothing · Bikes

Sales by Territory

United Kingdom $4,279K 5.32%

Canada $14,378K 17.87%

$80,451K

Northwest $12,435K 15.46%

Northeast $6,933K 8.62%
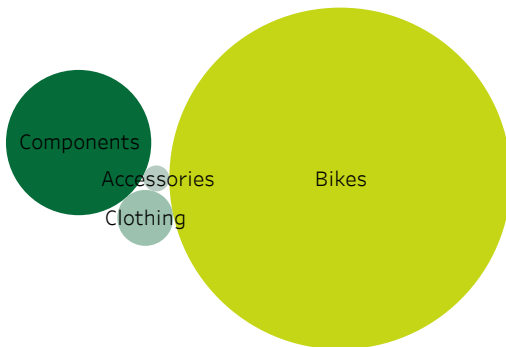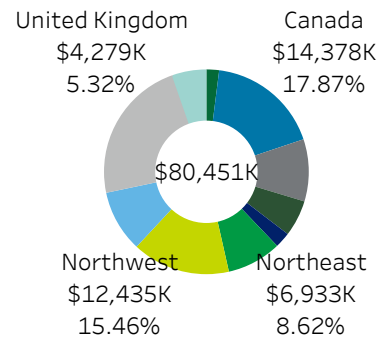
Profit & Sales by Business Type

Specialty Bike Shop · Value Added Reseller

Warehouse
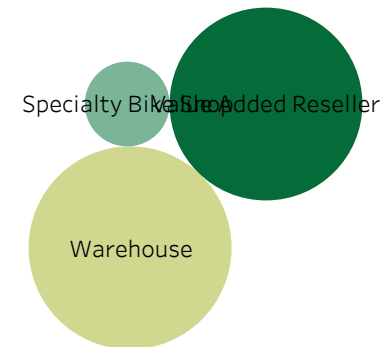
Product Analysis

Product Types
606

Product Lines
4

Profitable Product Lines
2

Product Category
4

Sales/Order by Product Line
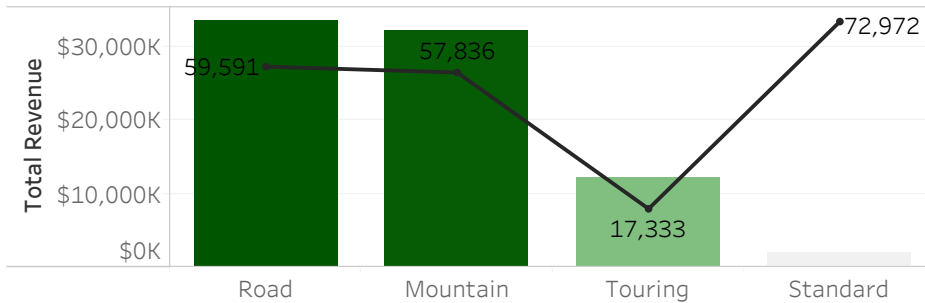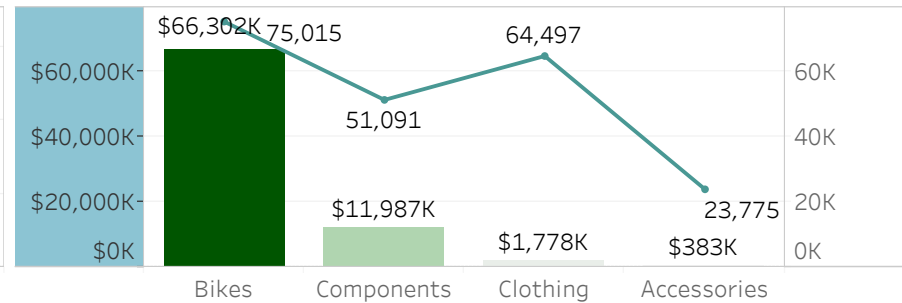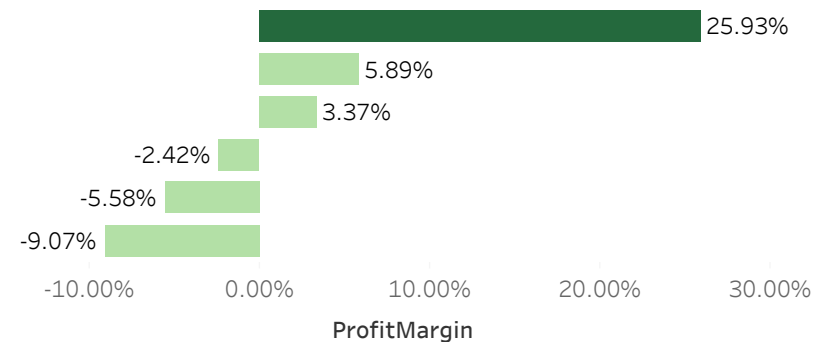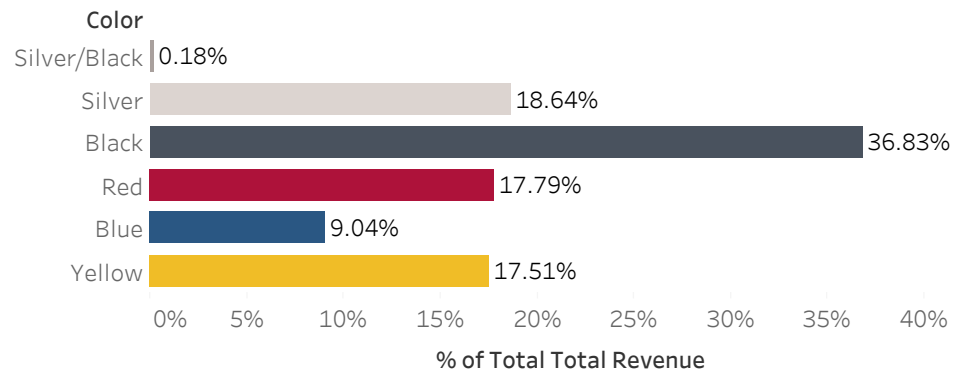

Sales/Order by Product Category

%Sales/%Profit by Color

Choose Attribute
- ○ Style
- ● Class

Color
- Black
- Blue
- Red
- Silver
- Silver/Black
- Yellow

Geographical Analysis

Countries	Profitable Countries	Sales Territories	Profitable Sales Territories
6	3	10	6

Select Measurem..
- ○ Product Categ..
- ● Product Line

Select Product Line
All

Sales Volume by Geography

Canada
$14,378K

United Kingdom
$4,279K

Germany
$1,984K

France
$4,608K

United States
$53,608K

Australia
$1,594K

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Sales Proportions Across Product Category/ Line by Territory

Legend: Compone.. | Clothing | Bikes | Accessori..

Territory	Components	Bikes
Austral..	13.50%	83.03%
Canada	15.86%	80.93%
Central	12.16%	85.49%
France	19.34%	77.28%
Germa..	17.59%	77.77%
Northe..	15.40%	81.78%
Northw..	14.47%	83.64%
Southe..	12.37%	85.15%
South..	14.74%	82.88%
United ..	17.01%	79.59%

% of Total Total Revenue

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
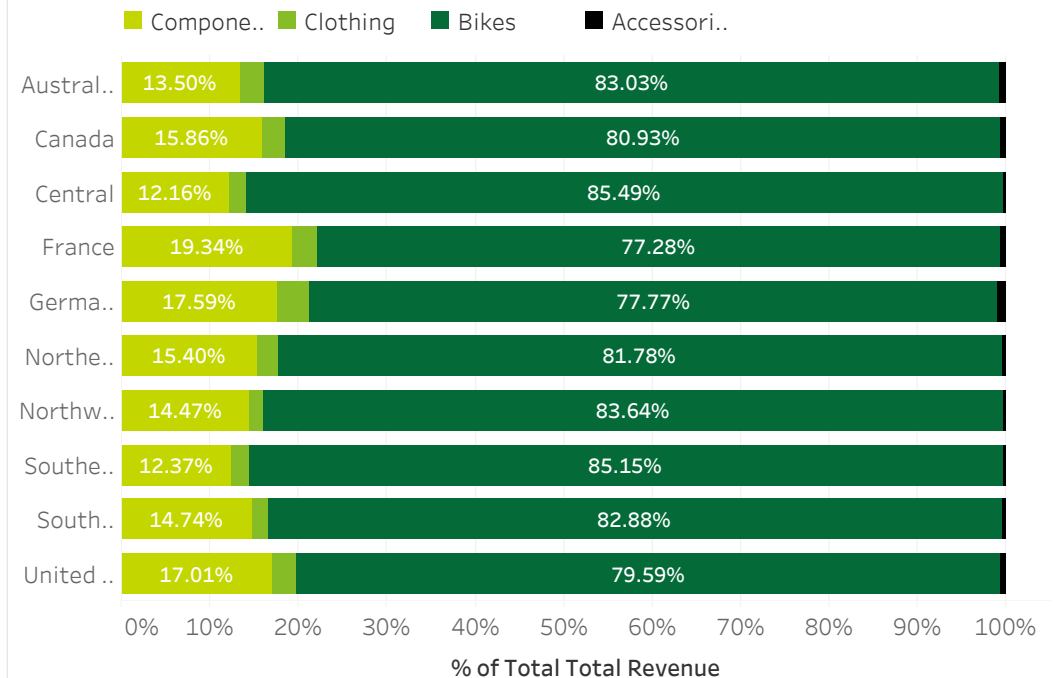
Dealer Analysis

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..
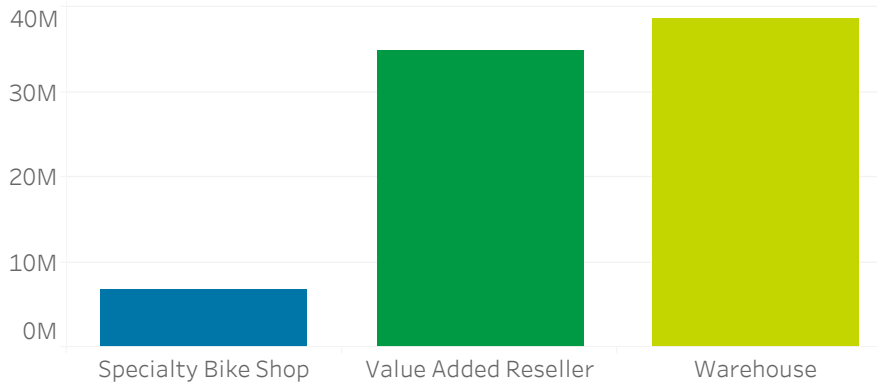■ Warehouse

■ Order Quantity
■ Total Profit
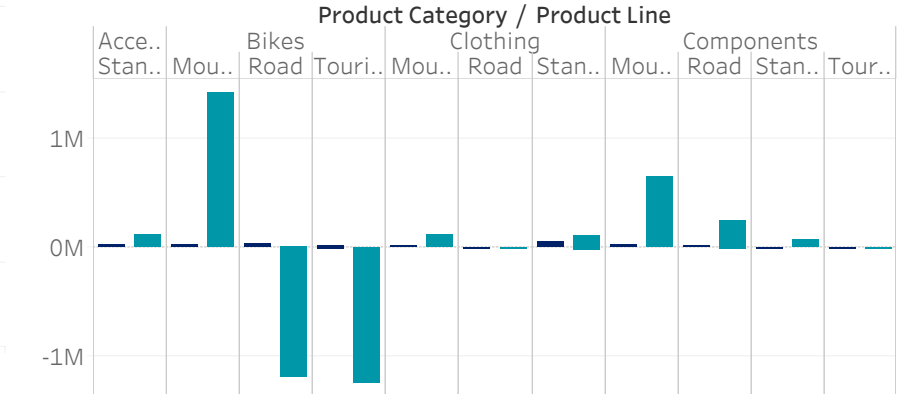
ProfitMargin
-7.15%   7.15%

Total Profit
$0.0K $40.0K

Sales by Business Type

Order Quantity vs Profit

Product Category / Product Line

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%

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	Avg. Selling Price	Avg. Cost Price	Profit Margin
$2,435K	740.0	$749.6	-2.02%

Select Country
Canada

Product Category
Bikes

Product Line
All

Select Class
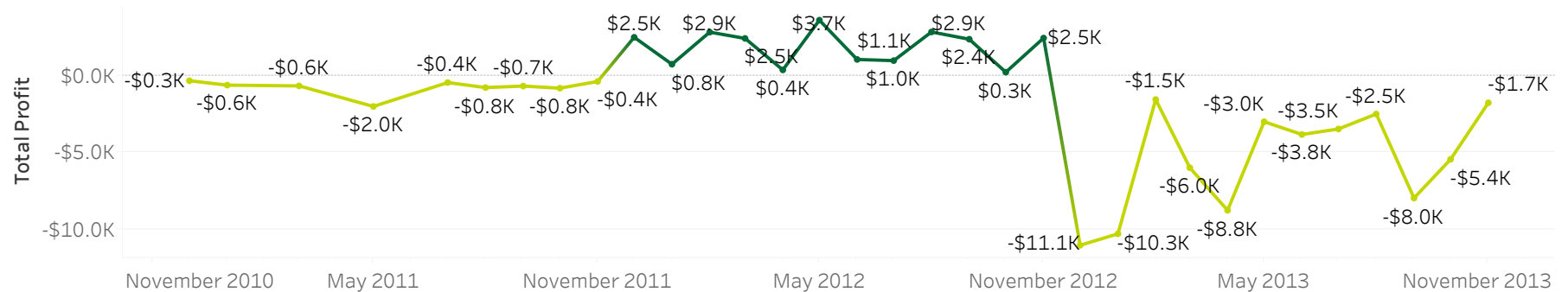Medium

Select Color
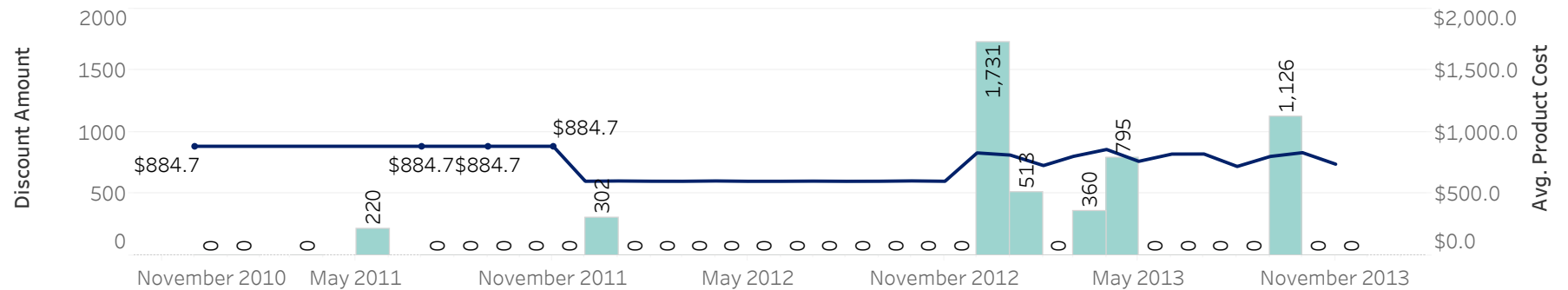All

Select Style
All

Select Mode
All

Trend Analysis - Profit

Trend Analysis - Discounts and Cost price

Product Model - Top Performers

| Model Name	Sales Amou..	Total Profit	ProfitMargin	Discount A..
Mountain-400-W	$102K	$9.2K	9.08%	0
Mountain-300	$353K	$27.0K	7.65%	0
Road-450	$522K	-$6.5K	-1.25%	220
Road-550-W	$634K	-$20.2K	-3.19%	445
Touring-2000	$171K	-$6.2K	-3.60%	0
Road-350-W	$653K	-$52.6K	-8.06%	4,382

ProfitMargin

-9.08% 9.08%

Discount Amount, ProfitMargin, Sales Amount and Total Profit broken down by Model Name. Colour shows ProfitMargin. The marks are labelled by Discount Amount, ProfitMargin, Sales Amount and Total Profit. The data is filtered on Sales Territory Country, Product Category, Product Line, Color1, Class, Sales Territory Region, Action (Model Name), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)), Action (MONTH(Order Date)), Style, Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) and Sales Territory Country (FactResellerSales+ (Adventure Works Data)). The Sales Territory Country filter keeps Canada. The Product Category filter keeps Bikes. The Product Line filter keeps Mountain, Data unavailable, Road, Standard and Touring. The Color1 filter keeps 9 of 9 members. The Class filter keeps Medium. The Sales Territory Region filter keeps 10 of 10 members. The Action (Model Name) filter keeps 93 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)) filter keeps 6 of 6 members. The Action (MONTH(Order Date)) filter keeps 33 members. The Style filter keeps Mens, Universal and Womens. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data)) filter keeps 6 of 6 members.

Product Model - Worst Performers

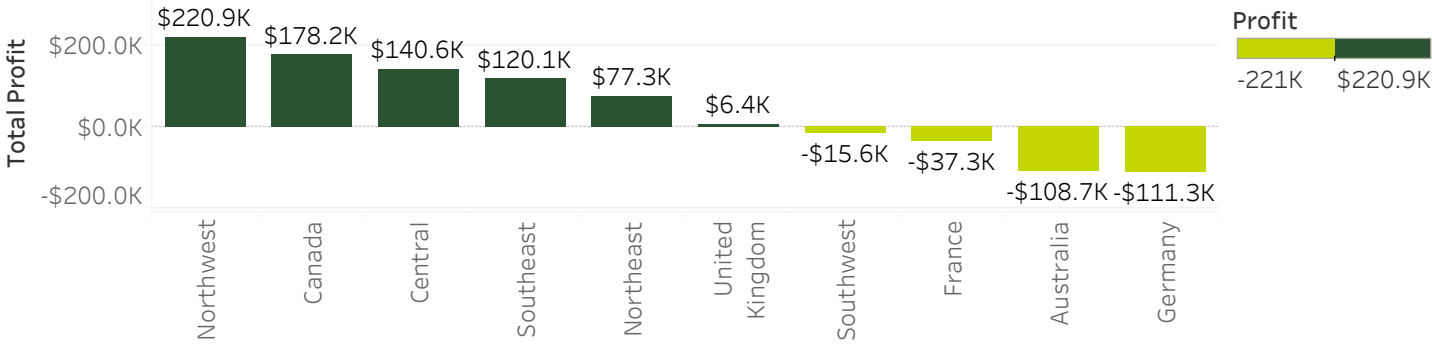| Model Name	Sales Amo..	Total Profit	ProfitMarg..	Discount A..
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Mountain-300	$353K	$27.0K	7.65%	0
Mountain-400-W	$102K	$9.2K	9.08%	0

Profit %

-9.08%   9.08%

Discount Amount, ProfitMargin, Sales Amount and Total Profit broken down by Model Name. Colour shows ProfitMargin. The marks are labelled by Discount Amount, ProfitMargin, Sales Amount and Total Profit. The data is filtered on Sales Territory Country, Product Category, Product Line, Color1, Class, Sales Territory Region, Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)), Action (MONTH(Order Date)), Style, Action (Model Name), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) and Sales Territory Country (FactResellerSales+ (Adventure Works Data)). The Sales Territory Country filter keeps Canada. The Product Category filter keeps Bikes. The Product Line filter keeps Mountain, Data unavailable, Road, Standard and Touring. The Color1 filter keeps 9 of 9 members. The Class filter keeps Medium. The Sales Territory Region filter keeps 10 of 10 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)) filter keeps 6 of 6 members. The Action (MONTH(Order Date)) filter keeps 33 members. The Style filter keeps Mens, Universal and Womens. The Action (Model Name) filter keeps 93 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data)) filter keeps 6 of 6 members.

Trend Analysis - Discounts and Cost price
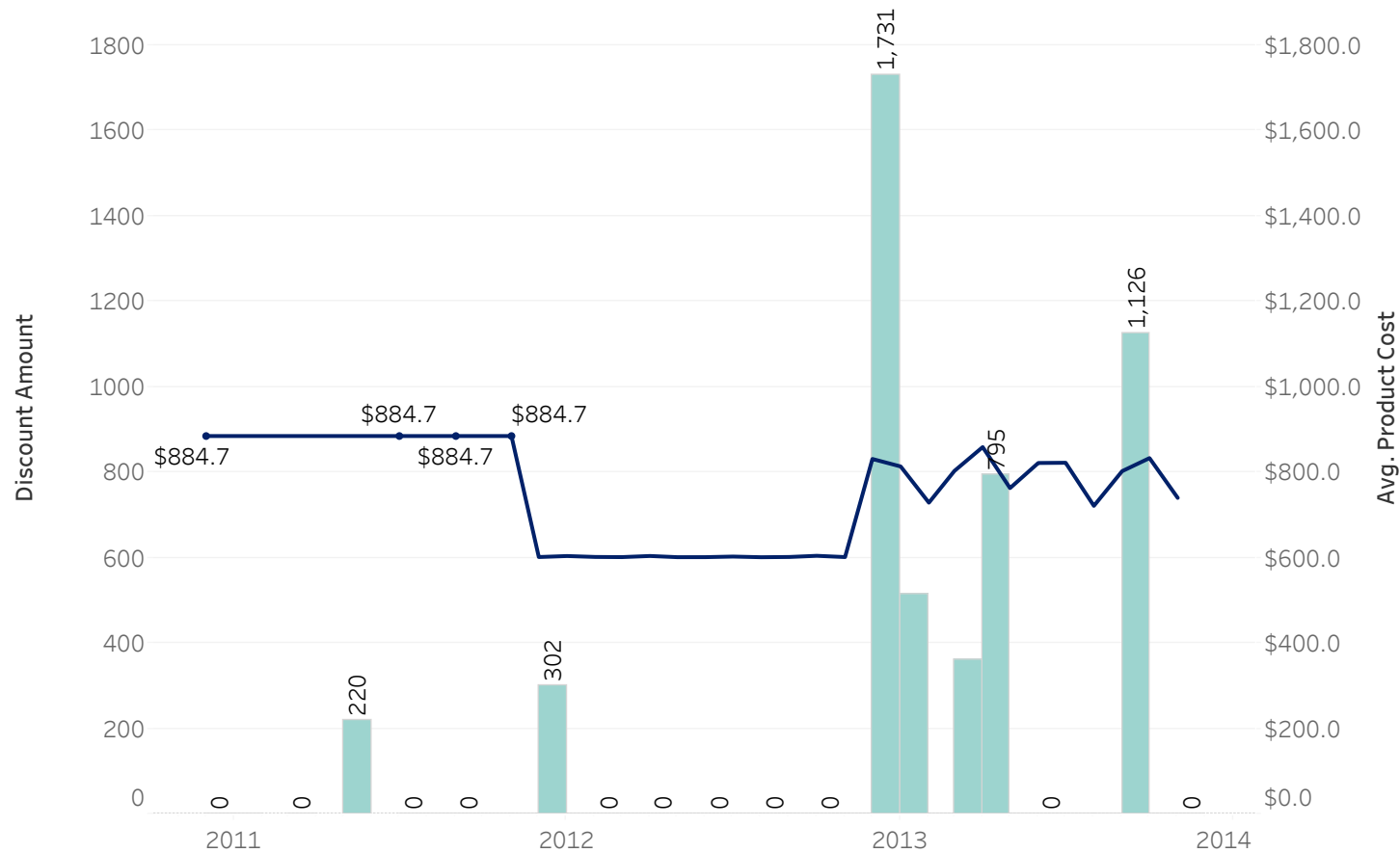
The trends of sum of Discount Amount and average of Product Standard Cost for Order Date Month. For pane Sum of Discount Amount: The marks are labelled by sum of Discount Amount. For pane Average of Product Standard Cost: The marks are labelled by average of Product Standard Cost. The data is filtered on Product Line, Model Name, Product Category, Sales Territory Country, Color1, Class, Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)), Action (MONTH(Order Date)), Style, Sales Territory Region, Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) and Sales Territory Country (FactResellerSales+ (Adventure Works Data)). The Product Line filter keeps Mountain, Data unavailable, Road, Standard and Touring. The Model Name filter keeps 93 of 93 members. The Product Category filter keeps Bikes. The Sales Territory Country filter keeps Canada. The Color1 filter keeps 9 of 9 members. The Class filter keeps Medium. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)) filter keeps 6 of 6 members. The Action (MONTH(Order Date)) filter keeps 33 members. The Style filter keeps Mens, Universal and Womens. The Sales Territory Region filter keeps 10 of 10 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data)) filter keeps 6 of 6 members.

Profit/Loss by Territory

Total Profit

$200.0K
$0.0K
-$200.0K

$220.9K $178.2K $140.6K $120.1K $77.3K $6.4K -$15.6K -$37.3K -$108.7K -$111.3K

Northwest | Canada | Central | Southeast | Northeast | United Kingdom | Southwest | France | Australia | Germany

Profit

-221K $220.9K

Sum of Total Profit for each Sales Territory Region. Colour shows sum of Total Profit. The data is filtered on Action (Product Line), Display sheet, Sales Territory Country, Action (Product Category), Action (Sales Territory Region), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)) and Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)). The Action (Product Line) filter keeps 5 members. The Display sheet filter keeps All, Product Category and Product Line. The Sales Territory Country filter keeps 6 of 6 members. The Action (Product Category) filter keeps 4 members. The Action (Sales Territory Region) filter keeps 10 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)) filter keeps 6 of 6 members.

Profit by Product Line/ Category
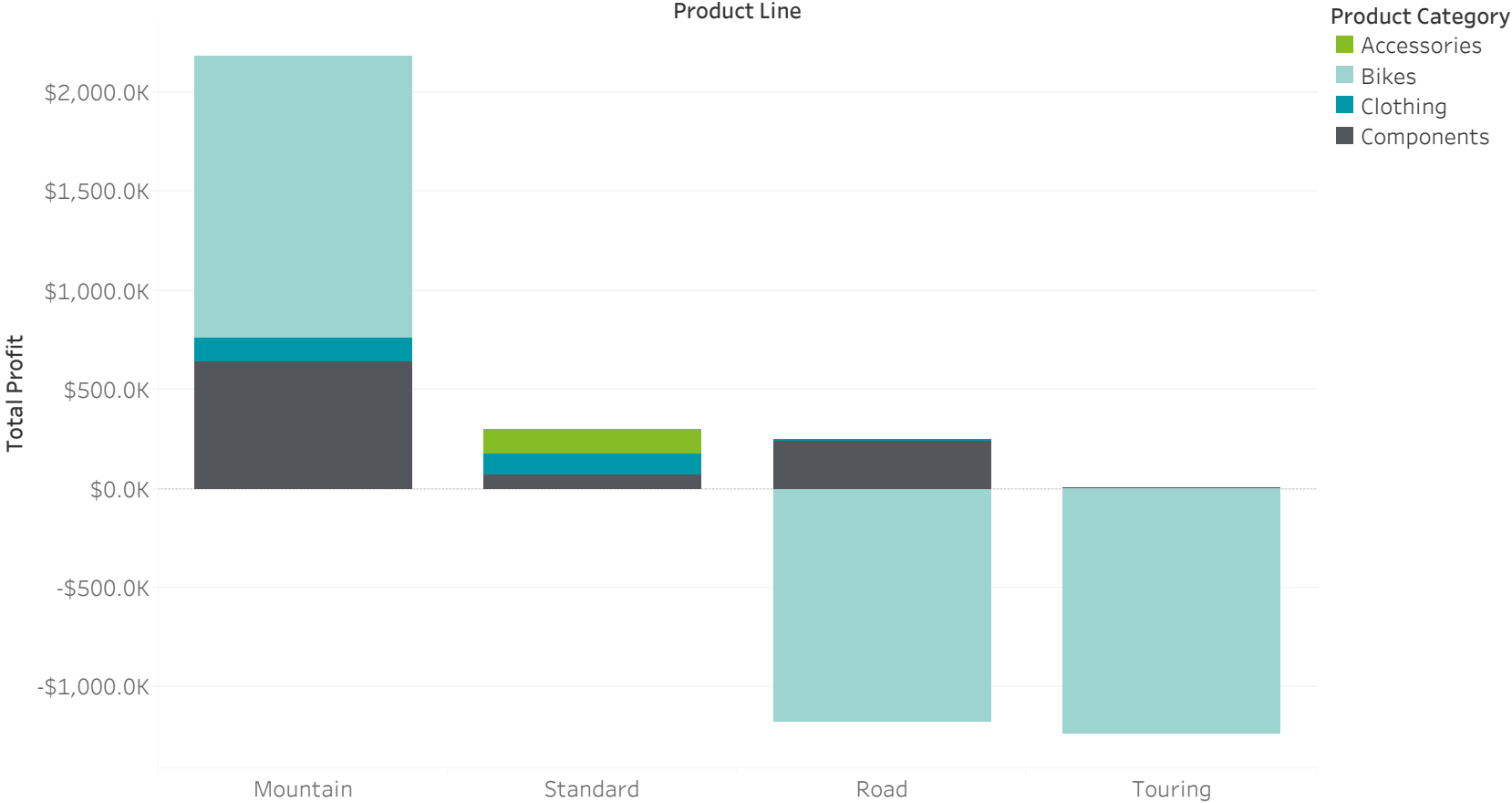
Product Line

Sum of Total Profit for each Product Line. Colour shows details about Product Category. The data is filtered on Sales Territory Country, Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)), Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)) and Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)). The Sales Territory Country filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (4) (2)) filter keeps 6 of 6 members. The Sales Territory Country (FactResellerSales+ (Adventure Works Data) (5)) filter keeps 6 of 6 members. The view is filtered on Product Line, which keeps Mountain, Road, Standard and Touring.