

- **AdventureWorks sells bikes & related products (parts & accessories) through two sales channels:**
 - direct to customers via internet
 - indirectly through resellers (or stores or bike shops)
- **Business transactions tracked are sales, purchases & inventory**
- **These transactions may have some of the following dimensions:**
 - Products sold or purchased - Product Hierarchy: Products, Product Subcategories & Product Categories
 - Address for customer, employees, stores & others - Geography Hierarchy: City, State, Country
 - Resellers (or Store or Bike Shops)
 - Customers (Individuals buying over the internet)
 - Ship, Order, Due, Purchase & other Dates - Date Hierarchy - Year, Quarter, Month, Day
 - Employees: including salespeople
 - Vendors: product and part suppliers
 - Sales promotions

AdventureWorksLT: Visualizations Questions

- Total sales
 - Using SalesOrderHeader (ties to customer)
 - Using SalesOrderDetail (ties to product)
- Total sales by country – ranked/sorted (highest to lowest)
- Total sales by city & country – ranked/sorted (highest to lowest)
- Total Sales by Country & States (Geo Map)
- Total Sales by Country , States & Cities (TreeMap)
- Total sales by customer (person) – ranked/sorted (highest to lowest)
- Total sales by customer (company) – ranked/sorted (highest to lowest)
- Sales by product category – ranked/sorted (highest to lowest)
- Comparison querying with SalesOrderHeader vs SalesOrderDetail

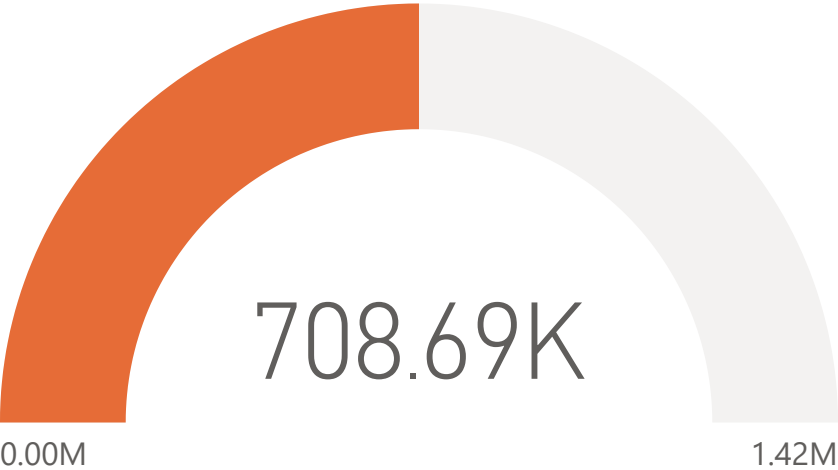
Adventure WorksLT

Visualizations

708.69K

Sales Order Details_Line_Total_Sales

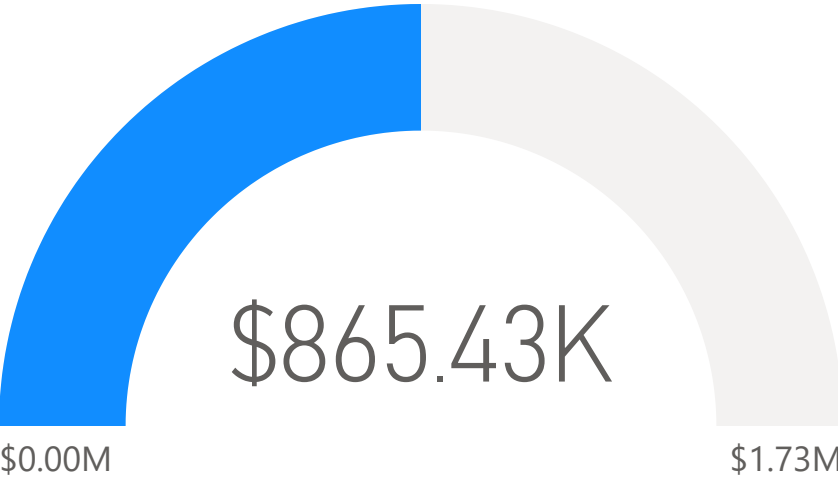
Sales Order Details



\$865.43K

Sales Order Header_Sub_Total_Sales

Sales Order Header



CountryRegion SOH_SubTotal_Sales

▲

United Kingdom \$518,096.43

United States \$347,336.68

Total \$865,433.12

SOH_SubTotal_Sales by CountryRegion



CountryRegion

Canada

United Kingdom

United States

▼ Table-Geo

CountryRegion	StateProvince	City
United States	Oregon	Albany
United States	California	Alhambra
United States	California	Alpine
United States	Texas	Arlington
United States	California	Auburn
United States	Texas	Austin
United States	California	Baldwin Park
United States	California	Barstow
United States	Texas	Baytown
United States	Oregon	Beaverton
United States	California	Bell Gardens
United States	Washington	Bellevue
United States	Washington	Bellingham
United States	Montana	Billings
United States	Washington	Bothell
United States	Utah	Bountiful
United States	Minnesota	Branch
United States	Missouri	Branson
United States	California	Camarillo
United States	California	Canoga Park
United States	Illinois	Carol Stream
United States	Texas	Carrollton
United States	California	Carson
United States	Wyoming	Casper
United States	Utah	Cedar City
United States	Texas	Cedar Park

Matrix-Geo\$

CountryRegion	SOH_SubTotal_Sales
United States	\$347,336.68
California	\$313,590.59
Alhambra	\$106.54
Auburn	\$880.35
Camarillo	\$2,137.23
Cerritos	\$41,622.05
Culver City	\$246.74
Daly City	\$2,980.79
El Segundo	\$2,415.67
Fullerton	\$74,058.81
Oxnard	\$4,539.74
Santa Ana	\$3,324.28
Sherman Oaks	\$57,634.63
Union City	\$83,858.43
Van Nuys	\$39,785.33
Colorado	\$12,685.89
Englewood	\$12,685.89
Nevada	\$6,634.30
Las Vegas	\$6,634.30
New Mexico	\$13,823.71
Santa Fe	\$13,823.71
Utah	\$602.19
Sandy	\$602.19
Total	\$347,336.68

Matrix-Geo\$

City ● Alhambra ● Auburn ● Camarillo ● Cerritos ● Culver City ● Daly City ● El Segundo ● Englewood ● Fullerton ● Las Vegas ● Oxnard ● Sandy ● Santa Ana ● Santa Fe ▶

CountryRegion

- ☐ Select all
- ☐ Canada
- ☐ United Kingdom
- ☒ United States
- ☐ (Blank)

StateProvince

- ☒ Select all
- ☒ Arizona
- ☒ California
- ☒ Colorado
- ☒ Idaho
- ☒ Illinois
- ☒ Michigan
- ☒ Minnesota
- ☒ Missouri
- ☒ Montana
- ☒ Nevada
- ☒ New Mexico
- ☒ Oregon
- ☒ South Dakota
- ☒ Texas
- ☒ Utah
- ☒ Washington
- ☒ Wisconsin
- ☒ Wyoming



☒ Select all
☐ Canada
☐ United Kingdom
☒ United States

- ☐ Select all
- ☐ Arizona
- ☐ California
- ☐ Colorado
- ☐ Idaho
- ☐ Illinois
- ☐ Michigan
- ☐ Minnesota
- ☐ Missouri
- ☐ Montana
- ☐ Nevada
- ☐ New Mexico
- ☐ Oregon
- ☐ South Dakota
- ☐ Texas
- ☐ Utah
- ☐ Washington
- ☐ Wisconsin
- ☐ Wyoming

CountryRegion	StateProvince	City
United States	Arizona	Chandler
United States	Arizona	Gilbert
United States	Arizona	Mesa
United States	Arizona	Phoenix
United States	Arizona	Scottsdale
United States	Arizona	Surprise
United States	Arizona	Tucson
United States	California	Alhambra
United States	California	Alpine
United States	California	Auburn
United States	California	Baldwin Park
United States	California	Barstow
United States	California	Bell Gardens
United States	California	Camarillo
United States	California	Canoga Park
United States	California	Carson
United States	California	Cerritos
United States	California	Citrus Heights
United States	California	City Of Commerce
United States	California	Culver City
United States	California	Daly City
United States	California	Downey
United States	California	El Cajon
United States	California	El Segundo
United States	California	Elk Grove
United States	California	Escondido
United States	California	Fontana

City	Median Household Income (2019)
Union City	\$83.86K
Fullerton	\$74.06K
Sherman Oaks	\$57.63K
Cerritos	\$41.62K
Van Nuys	\$39.79K
Santa Fe	\$13.82K
Englewood	\$12.69K
Las Vegas	\$6.63K
Santa Ana	\$3.32K
El Monte	\$2.98K
Oxnard	\$4.54K
Daly City	\$2.98K

CountryRegion

☐ Select all

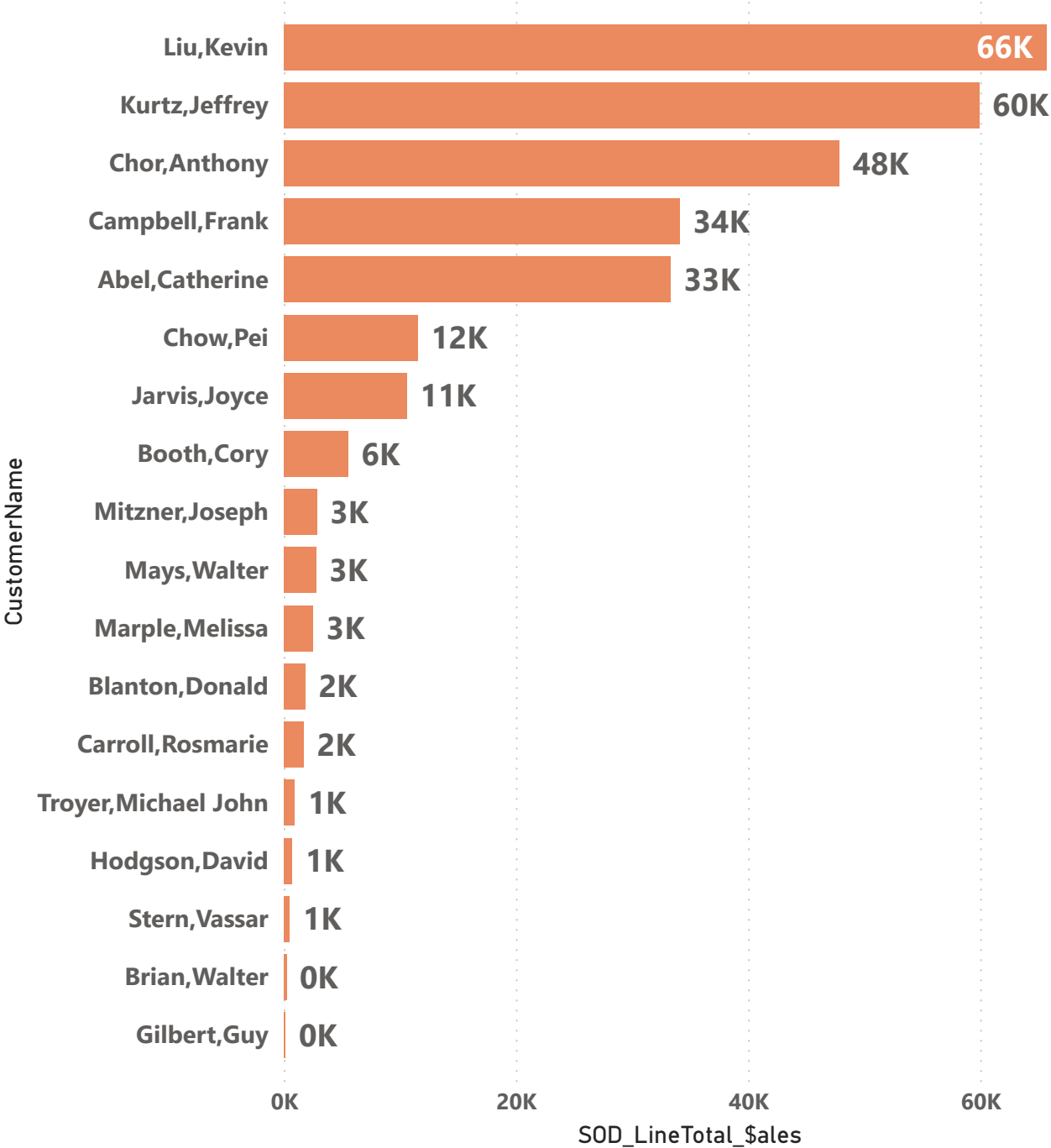
☐ Canada

☐ United Kingdom

☒ United States

CustomerName	SOD_LineTotal_Sales
Liu, Kevin	65683.37
Kurtz, Jeffrey	59894.21
Chor, Anthony	47848.03
Campbell, Frank	34118.54
Abel, Catherine	33319.99
Chow, Pei	11528.84
Jarvis, Joyce	10585.05
Booth, Cory	5533.87
Mitzner, Joseph	2847.41
Mays, Walter	2777.14
Marple, Melissa	2527.13
Blanton, Donald	1856.21
Carroll, Rosmarie	1732.89
Troyer, Michael John	926.92
Hodgson, David	713.80
Stern, Vassar	500.30
Brian, Walter	221.26
Gilbert, Guy	96.11
Total	282711.04

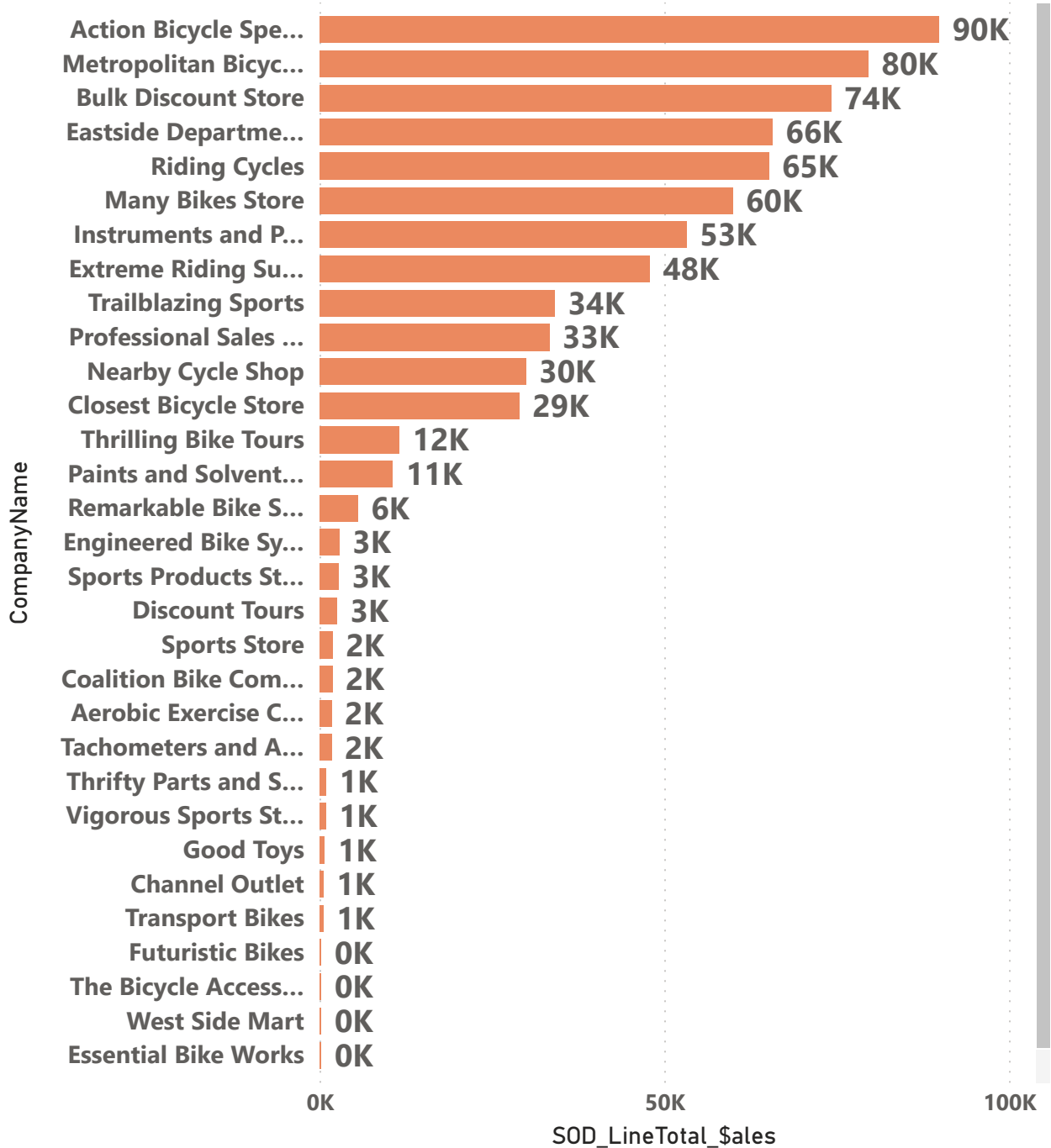
SOD_LineTotal_ \$ales by CustomerName



- CountryRegi... ▾
- ☐ Canada
- ☐ United Kingdom
- ☐ United States

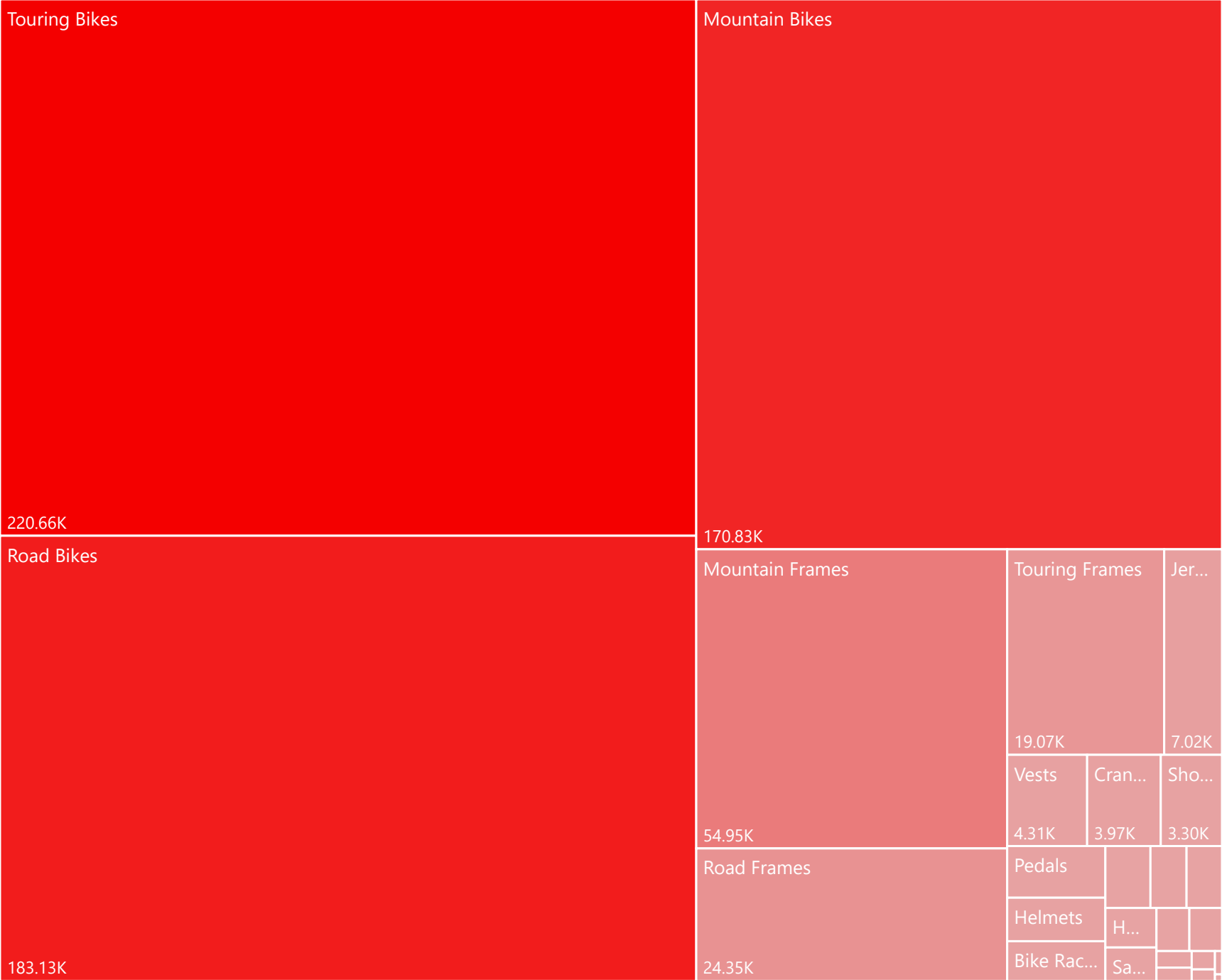
CompanyName	SOD_LineTotal_Sales
Action Bicycle Specialists	89869.28
Metropolitan Bicycle Supply	79589.62
Bulk Discount Store	74160.23
Eastside Department Store	65683.37
Riding Cycles	65123.46
Many Bikes Store	59894.21
Instruments and Parts Company	53248.69
Extreme Riding Supplies	47848.03
Trailblazing Sports	34118.54
Professional Sales and Service	33319.99
Nearby Cycle Shop	29923.01
Closest Bicycle Store	28950.68
Thrilling Bike Tours	11528.84
Paints and Solvents Company	10585.05
Remarkable Bike Store	5533.87
Engineered Bike Systems	2847.41
Sports Products Store	2777.14
Discount Tours	2527.13
Sports Store	1884.39
Coalition Bike Company	1856.21
Aerobic Exercise Company	1732.89
Tachometers and Accessories	1712.95
Thrifty Parts and Sales	926.92
Vigorous Sports Store	858.90
Good Toys	713.80
Channel Outlet	524.66
Transport Bikes	500.30
Total	708690.15

SOD_LineTotal_\$ales by CompanyName



Category	SOD_LineTotal_Sales
Bike Racks	2304.00
Bottles and Cages	158.21
Bottom Brackets	1320.17
Brakes	830.70
Caps	277.36
Chains	97.15
Cleaners	251.88
Cranksets	3968.87
Derailleurs	1296.63
Gloves	837.56
Handlebars	1192.97
Helmets	2523.88
Hydration Packs	1649.70
Jerseys	7017.88
Mountain Bikes	170825.89
Mountain Frames	54949.60
Pedals	2996.50
Road Bikes	183130.30
Road Frames	24346.58
Saddles	1010.30
Shorts	3299.80
Socks	345.21
Tires and Tubes	27.48
Touring Bikes	220655.38
Touring Frames	19066.26
Total	708690.15

SOD_LineTotal_Sales by Category



CountryRegion

- ☐ Select all
- ☐ Canada
- ☐ United Kingdom
- ☐ United States

Category

- ☐ Select all
- ☐ Bib-Shorts
- ☐ Bike Racks
- ☐ Bike Stands
- ☐ Bottles and Cages
- ☐ Bottom Brackets
- ☐ Brakes
- ☐ Caps
- ☐ Chains
- ☐ Cleaners
- ☐ Cranksets
- ☐ Derailleurs
- ☐ Fenders
- ☐ Forks
- ☐ Gloves
- ☐ Handlebars
- ☐ Headsets
- ☐ Helmets
- ☐ Hydration Packs
- ☐ Jerseys
- ☐ Lights
- ☐ Locks
- ☐ Mountain Bikes
- ☐ Mountain Frames
- ☐ Panniers
- ☐ Pedals
- ☐ Pumps
- ☐ Road Bikes

Category	SOD_LineTotal_Sales
Bike Racks	2304.00
Bottles and Cages	158.21
Bottom Brackets	1320.17
Brakes	830.70
Caps	277.36
Chains	97.15
Cleaners	251.88
Cranksets	3968.87
Derailleurs	1296.63
Gloves	837.56
Handlebars	1192.97
Helmets	2523.88
Hydration Packs	1649.70
Jerseys	7017.88
Mountain Bikes	170825.89
Mountain Frames	54949.60
Pedals	2996.50
Road Bikes	183130.30
Road Frames	24346.58
Saddles	1010.30
Shorts	3299.80
Socks	345.21
Tires and Tubes	27.48
Touring Bikes	220655.38
Touring Frames	19066.26
Vests	4309.90
Total	708690.15

708690.15

SOD_LineTotal_Sa...

2087

OrderQty

CompanyName	SOH_SubTotal_Sales
Action Bicycle Specialists	\$108,561.83
Aerobic Exercise Company	\$2,137.23
Bulk Discount Store	\$88,812.86
Central Bicycle Specialists	\$38.95
Channel Outlet	\$550.39
Closest Bicycle Store	\$35,775.21
Coalition Bike Company	\$2,415.67
Discount Tours	\$2,980.79
Eastside Department Store	\$83,858.43
Engineered Bike Systems	\$3,398.17
Essential Bike Works	\$40.90
Extreme Riding Supplies	\$57,634.63
Futuristic Bikes	\$246.74
Good Toys	\$880.35
Instruments and Parts Company	\$63,980.99
Many Bikes Store	\$74,058.81
Metropolitan Bicycle Supply	\$98,278.69
Nearby Cycle Shop	\$38,418.69
Paints and Solvents Company	\$12,685.89
Professional Sales and Service	\$39,785.33
Remarkable Bike Store	\$6,634.30
Riding Cycles	\$78,029.69
Sports Products Store	\$3,324.28
Sports Store	\$2,453.76
Tachometers and Accessories	\$2,016.34
The Bicycle Accessories Company	\$106.54
Thrifty Parts and Sales	\$1,141.58
Thrilling Bike Tours	\$13,823.71
Total	\$865,433.12

\$865,433.12

SOH_SubTotal_Sales

32

#Order