



Adventure Works

\$25M

Total Revenue

\$10M

Total Profit

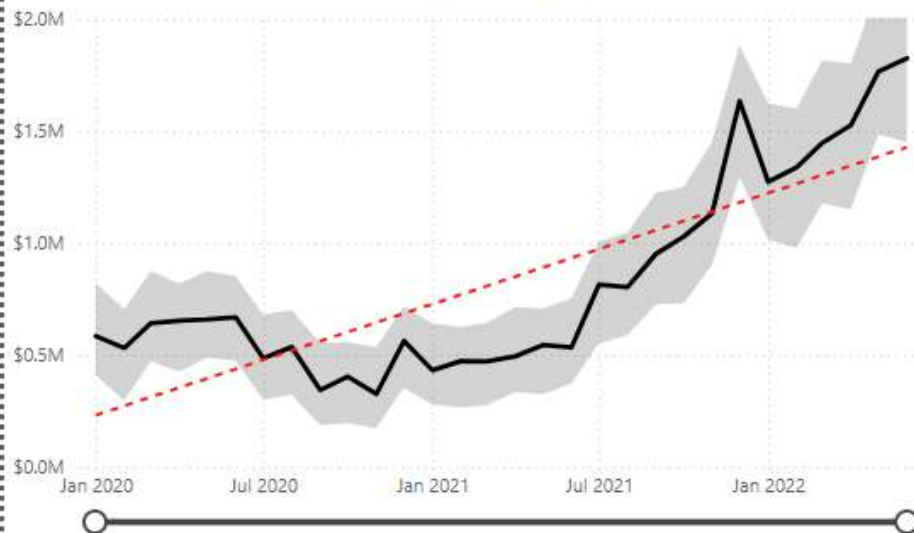
25K

Total Orders

2.17%

Return Rate

Revenue Trending



\$1.83M ✓

Goal: \$1.77M (+3.31%)

2,146 !

Goal: 2165 (-0.88%)

166 !

Goal: 169 (-1.78%)

Orders by Category



ProductName	Total Orders	Return Rate	Total Revenue
Road-150 Red, 48	179	4.47%	\$640,510
Road-250 Black, 48	294	2.72%	\$641,379
Road-250 Red, 58	303	3.63%	\$661,013
Road-250 Black, 52	316	3.48%	\$689,374
Mountain-200 Silver, 42	547	2.74%	\$1,133,067
Mountain-200 Black, 38	569	2.64%	\$1,165,937
Mountain-200 Silver, 46	571	2.10%	\$1,182,781
Mountain-200 Silver, 38	586	2.90%	\$1,213,852
Mountain-200 Black, 42	605	2.40%	\$1,222,557
Total	4,573	2.97%	\$9,803,223

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

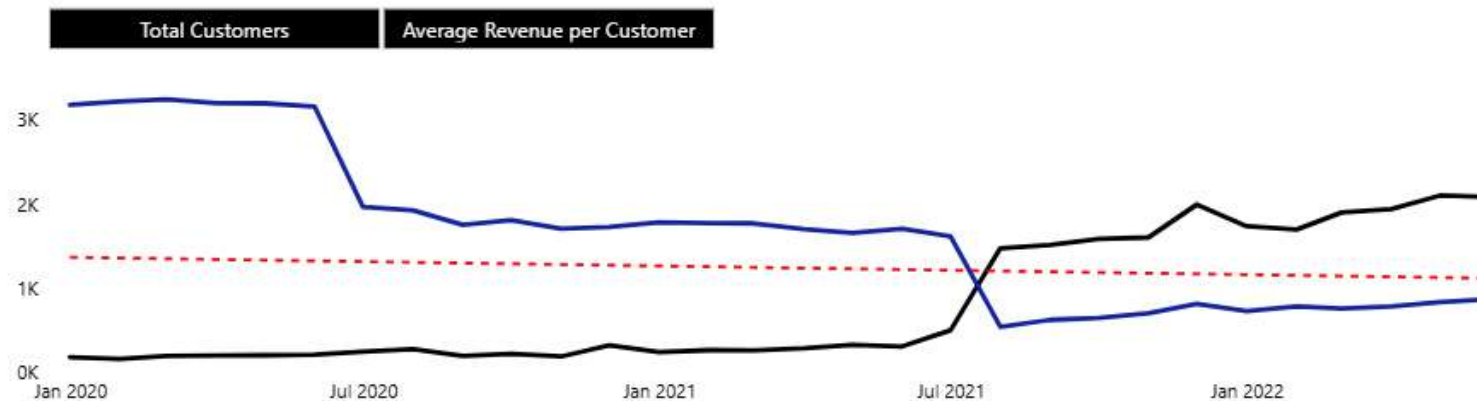
Shorts

17K

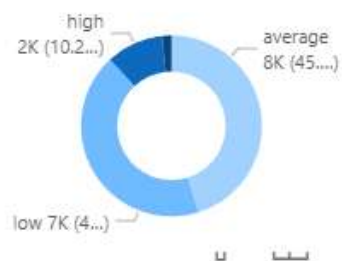
Total Customers

\$1,431

Average Revenue per C...



Total Customers by income level



Orders by Occupation



Top 100 customers

CustomerKey	Customer Full Name (CC)	Total Orders	Total Revenue
14534	Abby Rana	1	\$74
12300	Adriana Gonzalez	4	\$9,196
11025	Alejandro Beck	2	\$2,975
20505	Alexa Cox	1	\$88
12517	Alexa Watson	1	\$17
28793	Alexander Jackson	1	\$50
24322	Alexandra Evans	1	\$68
17476	Alexandria Stewart	1	\$1,701
23764	Alisha Liu	1	\$2,215
12276	Alisha Shan	2	\$4,184
16676	Amanda Perry	1	\$27
Total		25,164	\$24,914,587

Top customer (by Revenue)

Abby Rana

Orders

25K

Revenue

\$24.91M



Road Tire Tube

Previous Month Orders and Order Target



Profit Target and Previous Month Profit



Previous Month Revenue and Revenue Target



price adjustment

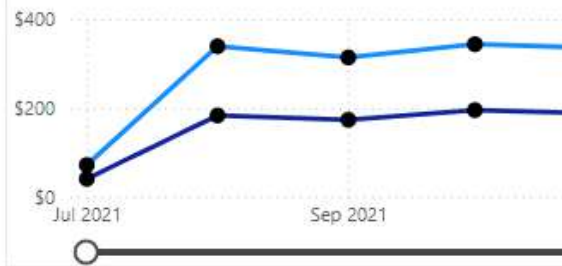
-0.40



Ad

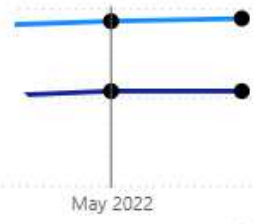
5/1/2022

Adjusted profit Total Orders



Adjusted profit \$370.59870000000002

Total Orders 213



product metric

Total Profit

Total Returns

Total Orders

Total Revenue

% of All Returns

Total Returns by Start of Week

