# Sample dashboard

Dataset - MS sample DB, Adventure Works 2020

Tech comments:
- Fiscal Year (ending on 6/30) differs from the Calendar Year. Months are sorted appropriately (Jul-Jun)
- Explicit DAX measures are used (incl. time intelligence)
- Measures in % use custom formatting and conditional formatting (in matrix visuals)
- Based on Month slicer, YTD measures are calculated
- Revenue (YTD) by Channel uses second date table to visualize YTD
- AI visuals are used (Key Influencers, Q&A)
- Slicers and bookmarks are used for navigation
- Drill-through are available for Territory and Product hierarchies
- Custom color them is used for visuals

Made by Vova Mazur
July 2024

Rev

$3,287,606 **30%**
value growth

Rev YTD

$10,192,098 70%
value growth

GM

$316,095 **10%** **9%**
value perc growth

GM YTD

$873,205 9% (9%)
value perc growth

| Revenue | GM |

Revenue (YTD) by Sales Territory

North America

Europe

$1M

Pacific

$0M

$8M

Revenue (month) by Category
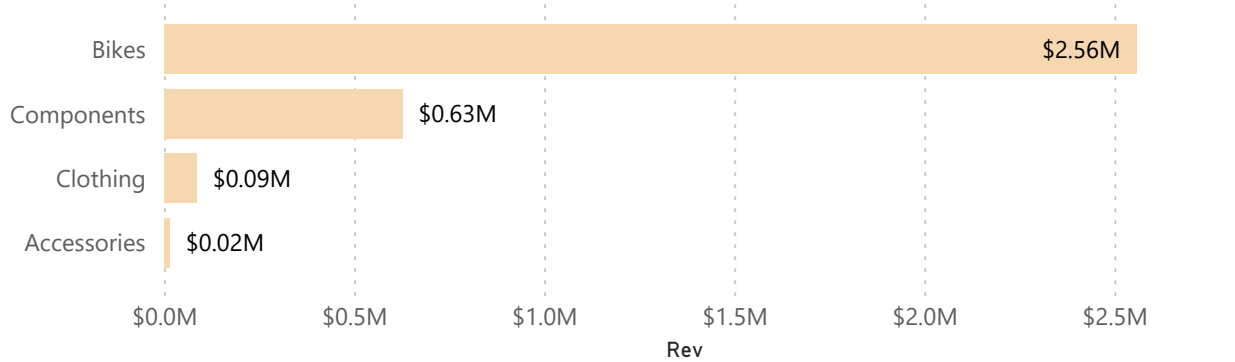
Bikes $2.56M
Components $0.63M
Clothing $0.09M
Accessories $0.02M

$0.0M $0.5M $1.0M $1.5M $2.0M $2.5M

Rev

Revenue (YTD) by Channel

$4M

$3M

$2M

$3.6M

$1M

$2.4M $2.9M

$0M $0.5M $0.4M $0.4M
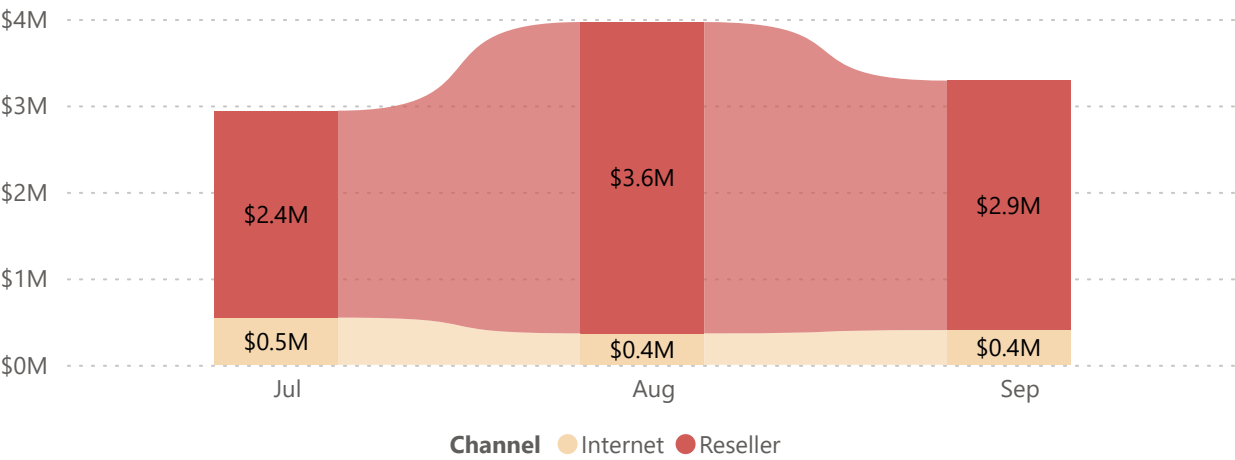
Jul   Aug   Sep

Channel ● Internet ● Reseller

Reseller | **Internet**

Top 10 Reseller Clients by GM (YTD)

Channel	Rev YTD	Rev YTD y-o-y, %	GM YTD ▾	GM YTD y-o-y, %	GM YTD, %
⊟ **Reseller**	**$917,906**	**263%**	**$97,554**	**440%**	**11%**
⊟ **Warehouse**	**$765,251**	**364%**	**$81,908**	**557%**	**11%**
Commercial Sporting Goods	$103,227	(100%)	$12,103	(100%)	12%
Leather Seat Factory	$101,337	(100%)	$11,109	(100%)	11%
Registered Cycle Store	$89,274	(100%)	$10,738	(100%)	12%
Top Sports Supply	$92,717	(100%)	$10,719	(100%)	12%
Metropolitan Bicycle Supply	$101,725	(100%)	$9,849	(100%)	10%
Vigorous Exercise Company	$89,333	21%	$9,705	69%	11%
Closeout Boutique	$75,352	(100%)	$9,174	(100%)	12%
Golf and Cycle Store	$112,287	23%	$8,512	27%	8%
⊟ **Value Added Reseller**	**$152,655**	**73%**	**$15,646**	**180%**	**10%**
The Gear Store	$72,020	118%	$7,985	290%	11%
Great Bikes	$80,635	46%	$7,661	117%	10%
Total	**$917,906**	**263%**	**$97,554**	**440%**	**11%**

YTD clients statistics:

322
clients

322
orders

1.00
ave orders per client

$27,578
ave order $

$8,880,239
order $

Revenue Seasonality By Month
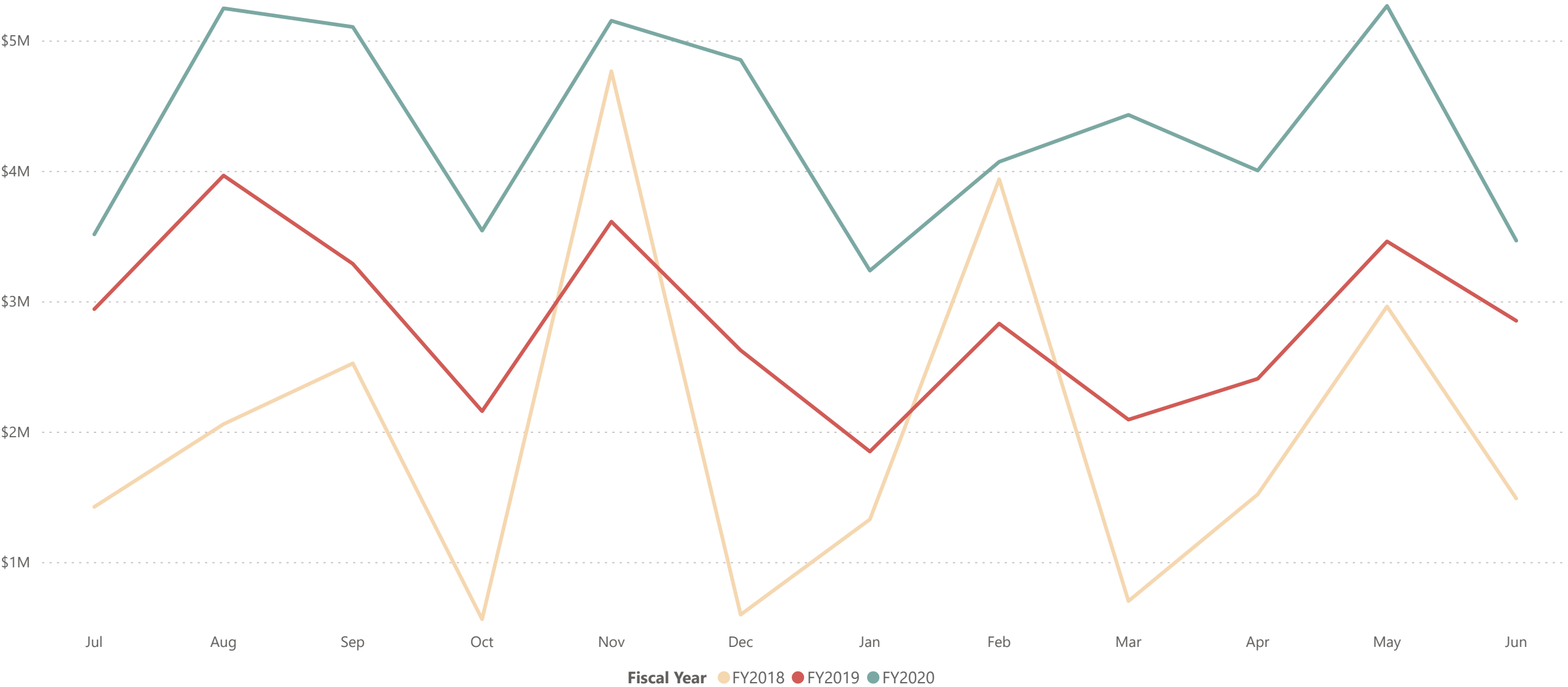
Fiscal Year ● FY2018 ● FY2019 ● FY2020

Channel	Rev	Rev y-o-y, %	Ave Discount, %	Rev YTD	Rev YTD y-o-y, %	GM	GM y-o-y, %	GM, %	GM YTD	GM YTD y-o-y, %	GM YTD, %
⊟ **Reseller**	**$2,885,359**	**44%**	**0%**	**$8,880,239**	**120%**	**$149,473**	**76%**	**5%**	**$337,527**	**97%**	**4%**
⊞ Bikes	$2,156,445	18%	0%	$6,638,294	79%	$48,235	(29%)	2%	$32,786	(77%)	0%
⊞ Components	$627,456	282%	0%	$1,935,053	523%	$77,150	416%	12%	$234,086	770%	12%
⊞ Clothing	$86,129	887%	1%	$262,533	1309%	$19,502	(4972%)	23%	$58,781	(6450%)	22%
⊞ Accessories	$15,329	195%	1%	$44,359	323%	$4,586	119%	30%	$11,874	180%	27%
⊟ **Internet**	**$402,247**	**(22%)**	**0%**	**$1,311,859**	**(33%)**	**$166,622**	**(19%)**	**41%**	**$535,679**	**(32%)**	**41%**
⊞ Bikes	$402,247	(22%)	0%	$1,311,859	(33%)	$166,622	(19%)	41%	$535,679	(32%)	41%
⊞ Accessories		(100%)			(100%)		(100%)			(100%)	
⊞ Clothing		(100%)			(100%)		(100%)			(100%)	
⊞ Components		(100%)			(100%)		(100%)			(100%)	
Total	**$3,287,606**	**30%**	**0%**	**$10,192,098**	**70%**	**$316,095**	**9%**	**10%**	**$873,205**	**(9%)**	**9%**

Key influencers　Top segments

👍 👎

What influences GM to [Increase ⌄] ?

When...

....the average of GM increases by

Subcategory is Mountain Bikes — ⟶ **$8.74K**

State-Province is [Not Applicable] ⟶ $5.75K

Channel is Internet ⟶ $5.75K

Country-Region is [Not Applicable] ⟶ $5.75K

Business Type is [Not Applicable] ⟶ $5.75K

Category is Bikes ⟶ $5.15K

← GM is more likely to increase when Subcategory is Mountain Bikes than otherwise (on average).

Average of GM

$10K

$5K

Average (excluding selected): $1,817.65

$0K

Subcategory: Mountain Bikes, Road Bikes, Touring Bikes, Wheels, Mountain Frames, Forks, Tights, Road Frames, Headsets, Bib-Shorts, Gloves, Shorts, Handlebars, Bike Stands, Helmets, Bike Racks, Tires and Tubes, Locks, Pumps, Vests, Fenders

Subcategory
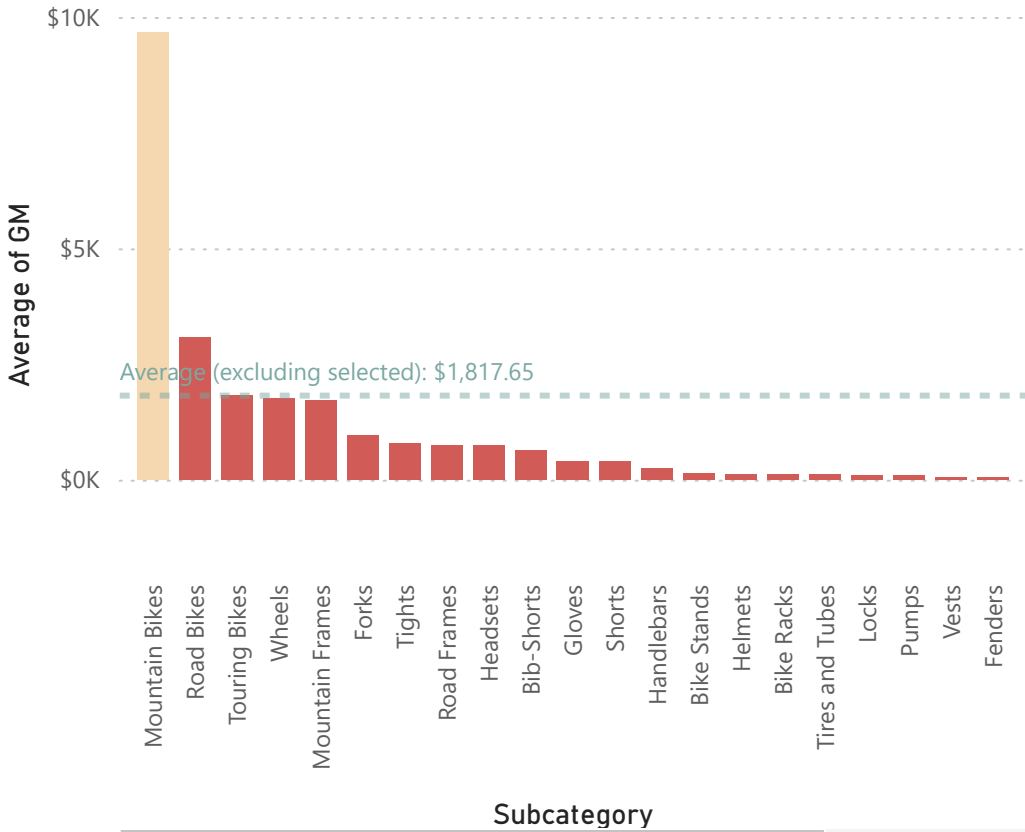
☐ Only show values that are influencers

Revenue by business type in FY 2019

Showing results for *Revenue by business type in **2019 (date for YTD date)***