



ADVENTUREWORKS

\$24.9M

REVENUE

\$10.5M

PROFIT

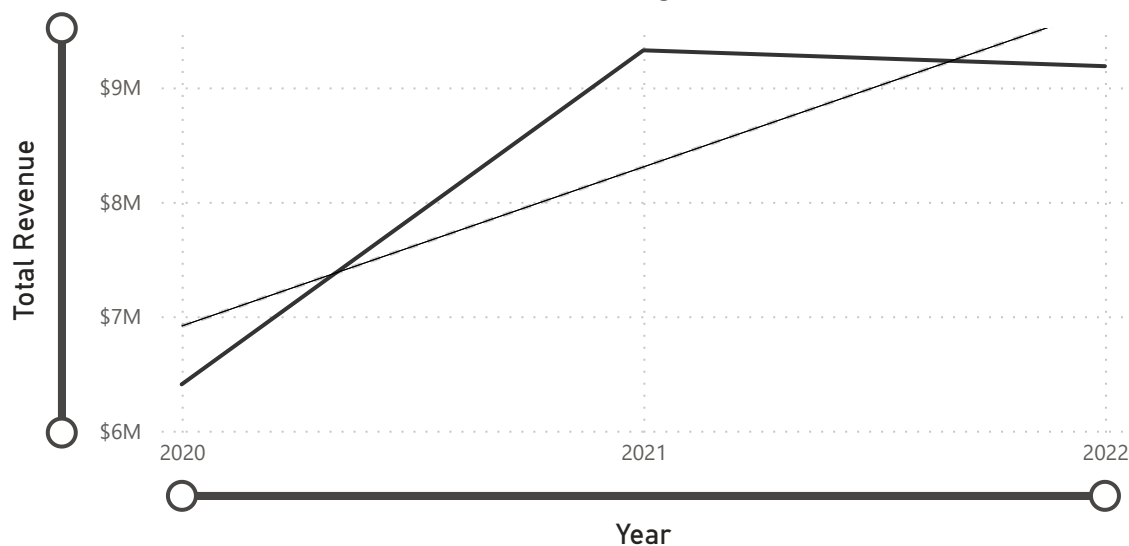
25.2K

ORDERS

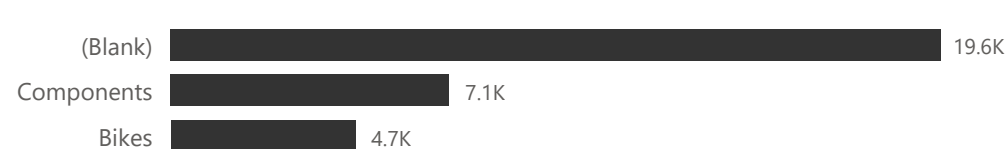
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return %
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

Monthly Revenue

\$1.83M ✓

Prev Month: 0.00M
(+1080957.48%)

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Orders

166!

Prev Month: 2165 (-92.33%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

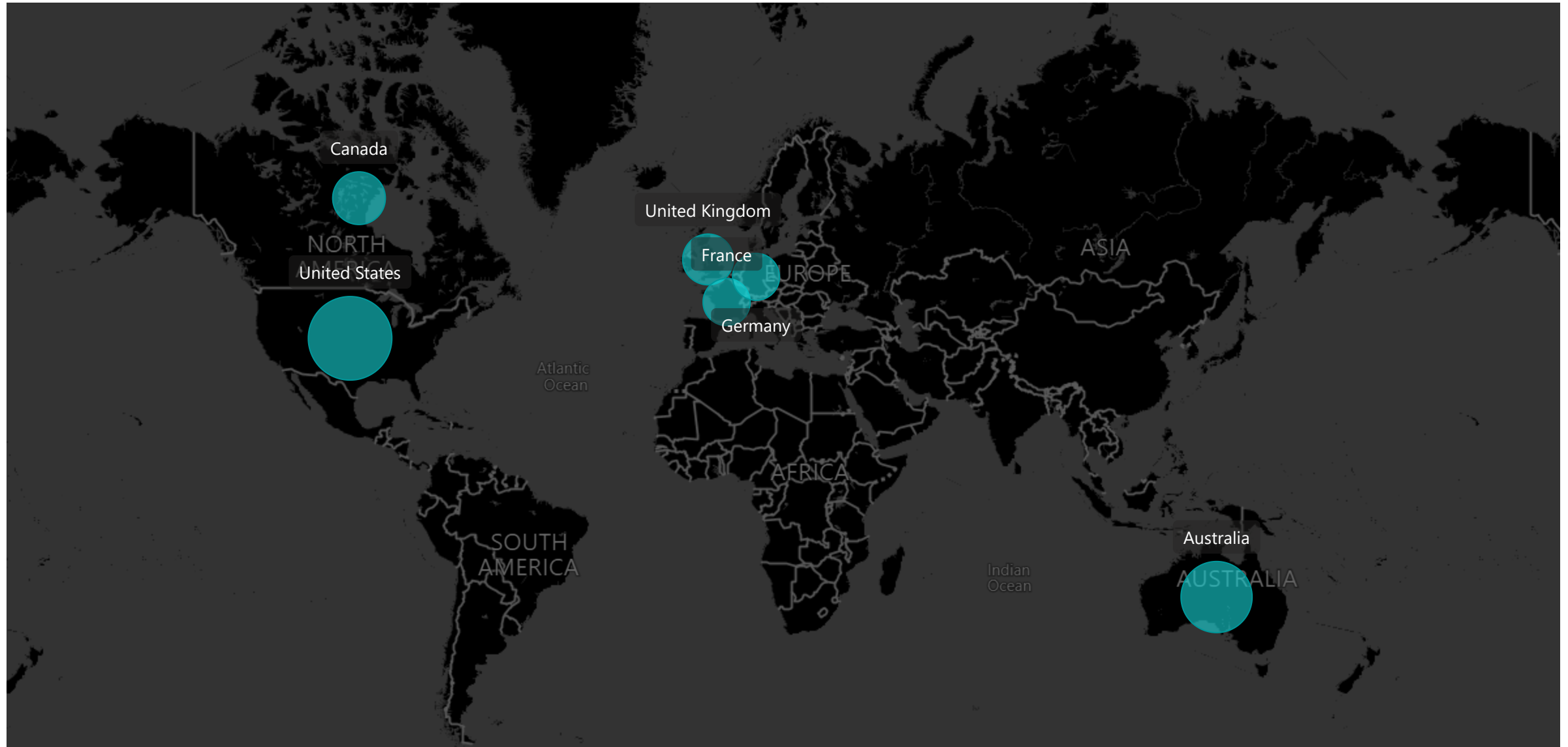
Shorts

Select all

Europe

North America

Pacific



Select Product :

Mountain Tire Tube

Price Adjustment (%)

0.20

Product Metric Selection

- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☒ Return %

Monthly Orders vs. Target



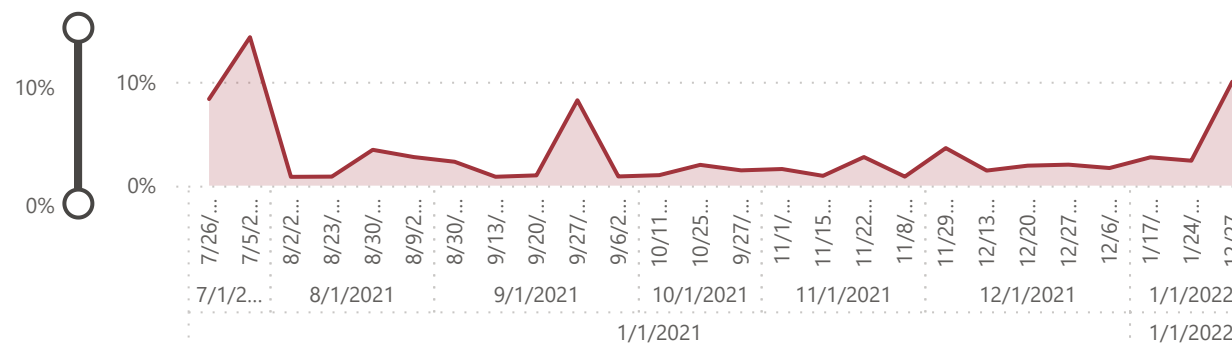
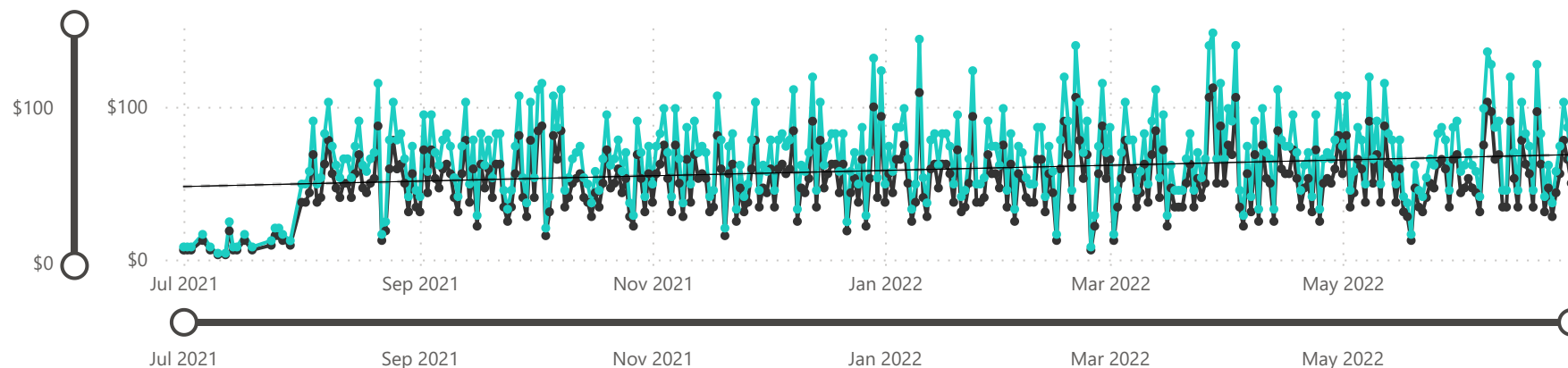
Monthly Revenue vs. Target



Monthly Profit vs. Target



Total Profit Adjusted Profit



Report Summary

Total orders for **Mountain Tire Tube** were **275**

Adjusted Profit (700.00% increase) and Total Profit (700.00% increase) both trended up between Thursday, July 1, 2021 and Thursday, June 30, 2022.



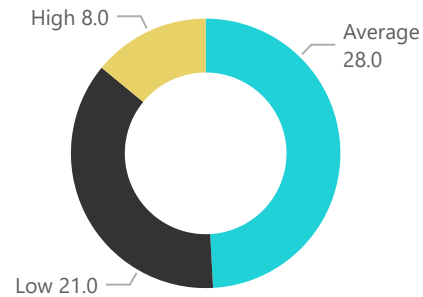
57

UNIQUE CUSTOMERS

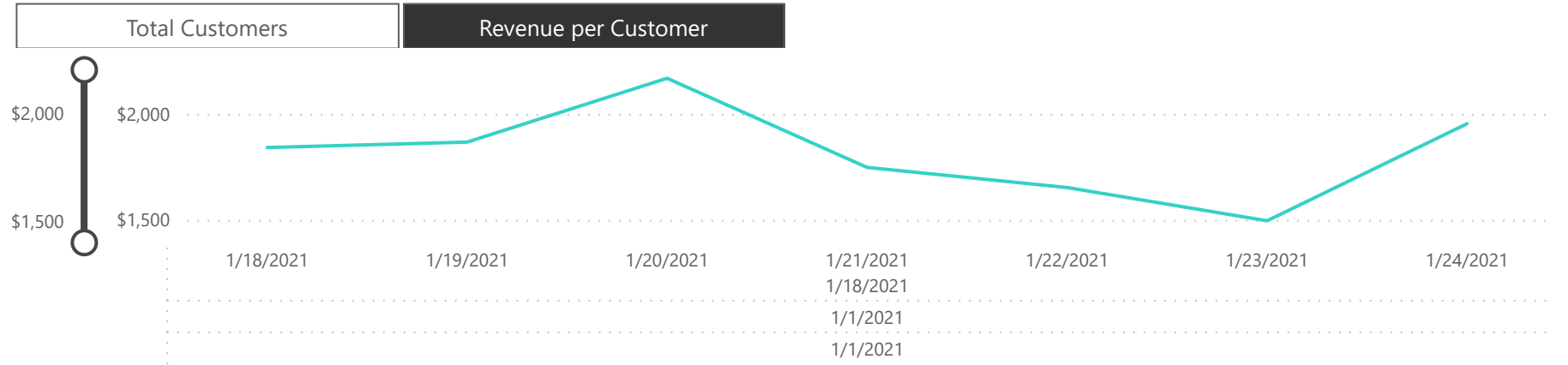
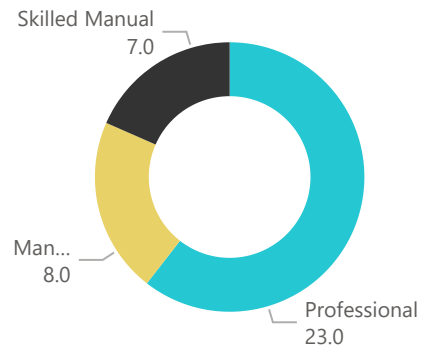
\$1,768

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Income Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
15484	Mr. Samuel Henderson	1	\$699
15500	Mr. Keith Raji	1	\$699
15506	Mr. Evan Sanders	1	\$699
20835	Mr. Ruben Gutierrez	1	\$699
20836	Mr. Stanley Chandra	1	\$699
20842	Mr. Tyrone Moreno	1	\$699
26591	Mrs. Aimee Chen	1	\$699
26651	Mr. Gregory Nara	1	\$699
26655	Mr. Kelvin Sharma	1	\$699
26656	Mrs. Amanda Hall	1	\$699
14290	Mr. Jonathan Wilson	1	\$1,000
Total		57	\$100,770

2020

2022

Top Customer(by Revenue):

Multiple Customers

Orders :

-

Revenue :

\$100.8K

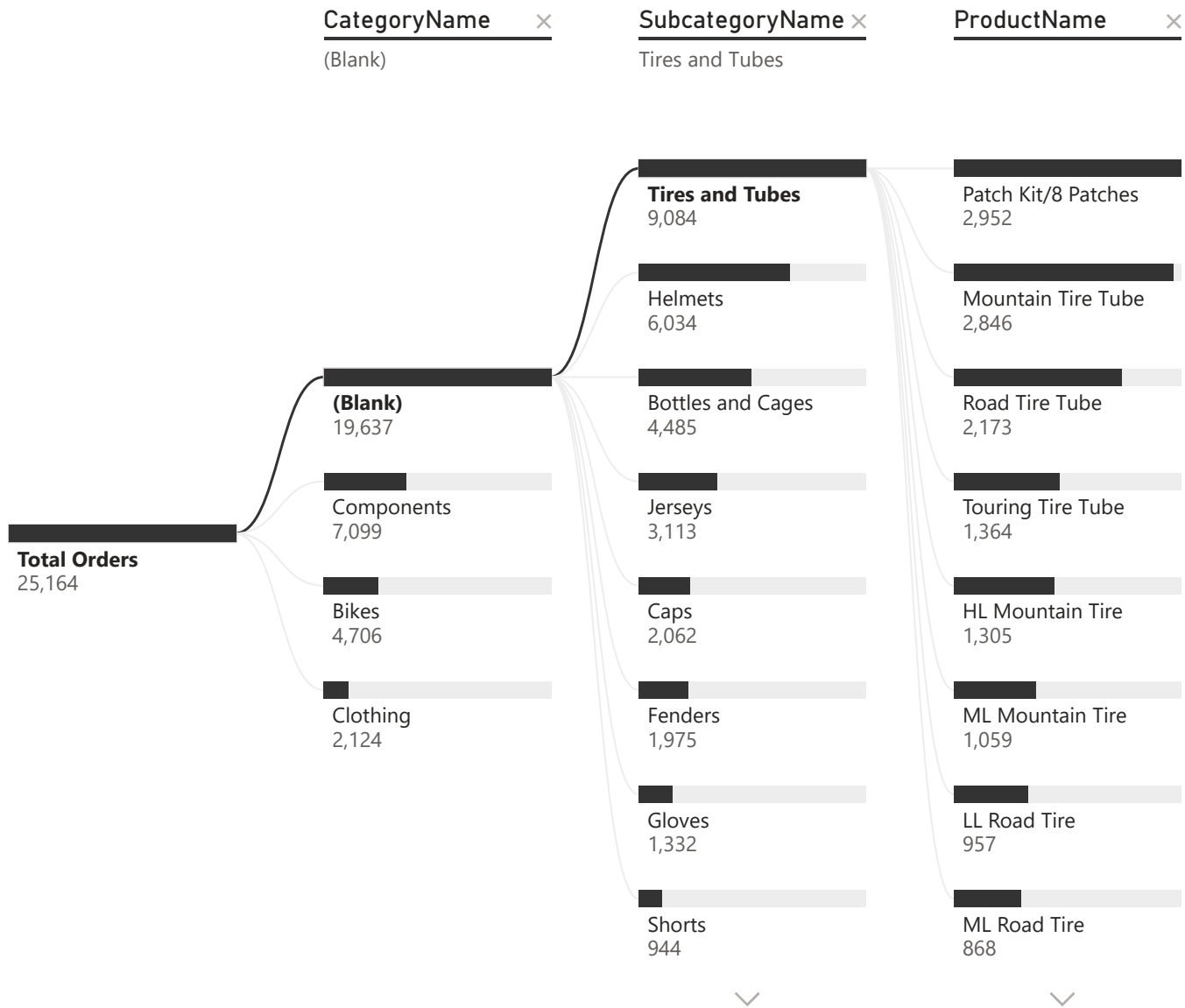


Among customer in skill manual roles in 2022 Corey Anand drives the most revenue at \$2,443

 Bikes product categories lookups



CategoryName	Total Orders
	19,637
Bikes	4,706
Clothing	2,124
Components	7,099
Total	25,164



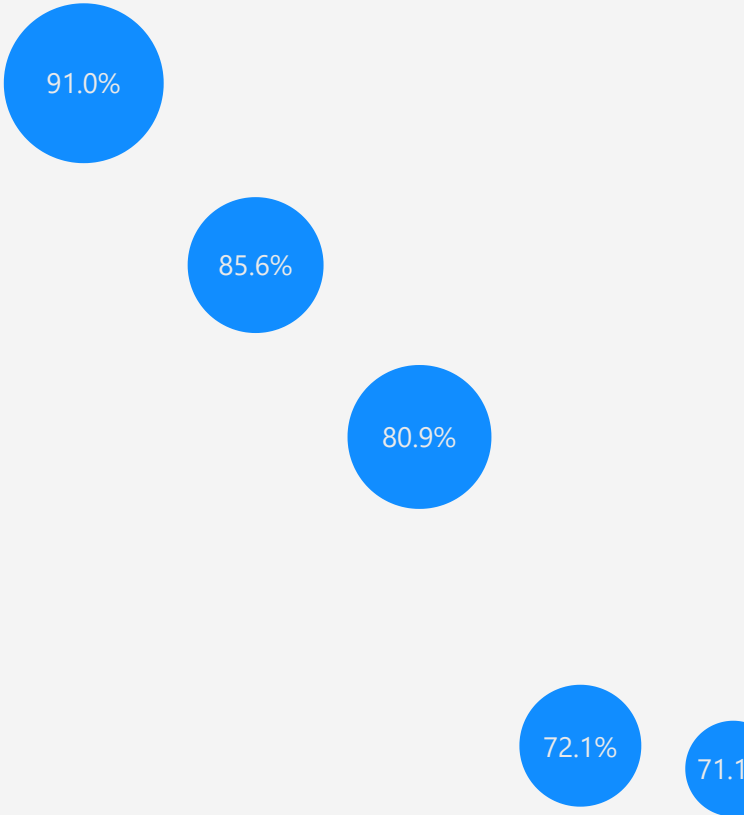
25K
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y ...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
% HomeOwner...	91.0%	85.6%	80.9%	72.1%	71.1%
Population count	2552	2039	2199	1748	117

Key influencers Top segments



What influences Average Retail Price to ?

When...
...the average of Average Retail Price increases by

