Adventure Works

Sales and Performance Dashboard

OrderNumber	Sum of Quantity	Sum of Sale	Su...
SO51131	121	48,906.49	5
SO53535	85	34,144.49	3
SO51711	179	37,747.17	3
SO46660	108	35,836.26	3
SO51739	167	36,460.37	3
SO53472	86	30,875.93	3
SO57143	64	30,007.12	3
SO51735	92	29,838.09	2
SO53506	87	29,373.80	2
SO53460	70	28,940.71	2
SO53518	193	32,593.43	2
SO53458	72	28,326.68	2
SO47395	95	30,511.42	2
SO51160	149	30,342.56	2
SO46987	126	31,135.75	2
SO53573	147	29,230.90	2
SO51123	60	24,840.36	2
SO47400	123	29,095.30	2
SO53465	174	28,241.80	2
SO47355	100	26,505.83	2
SO53621	157	27,313.70	2
SO51721	187	27,303.61	2
SO51109	74	23,896.59	2
SO57061	112	26,458.95	2
SO69422	116	26,212.82	2
SO46981	77	25,488.91	2
SO50683	80	24,829.16	2
SO51857	143	24,086.94	2
SO69437	125	25,502.28	2
SO59068	135	25,318.34	2
Total	**44423**	**1,06,81,002.65**	**97,**

Sum of Sale by Product and Year

Total Quantity Sold per Quarter (2017–2020)

Category

Components

Sales VS. Cost

Sales & Cost Comparison ● Sum of Sale ● Sum of Cost
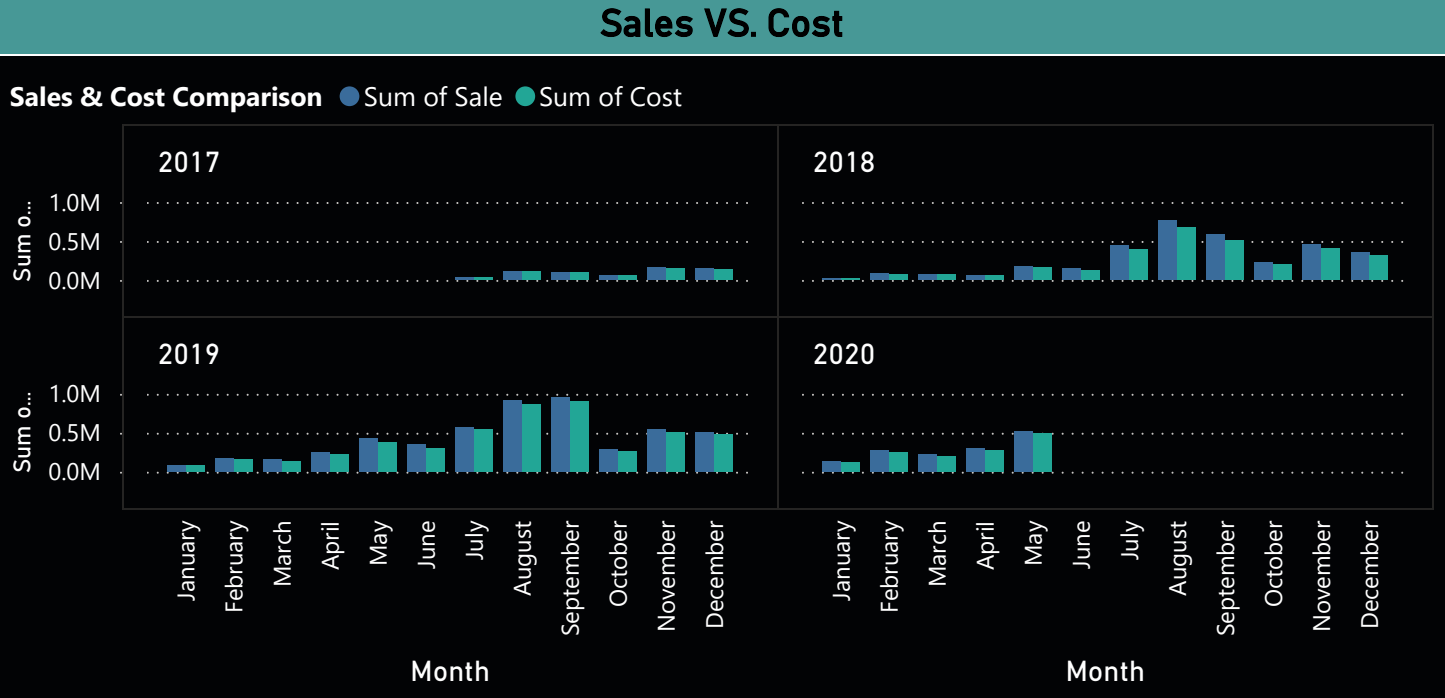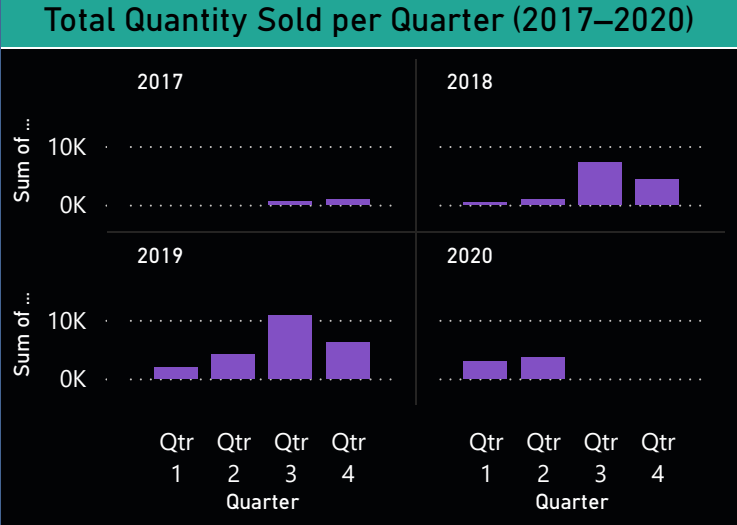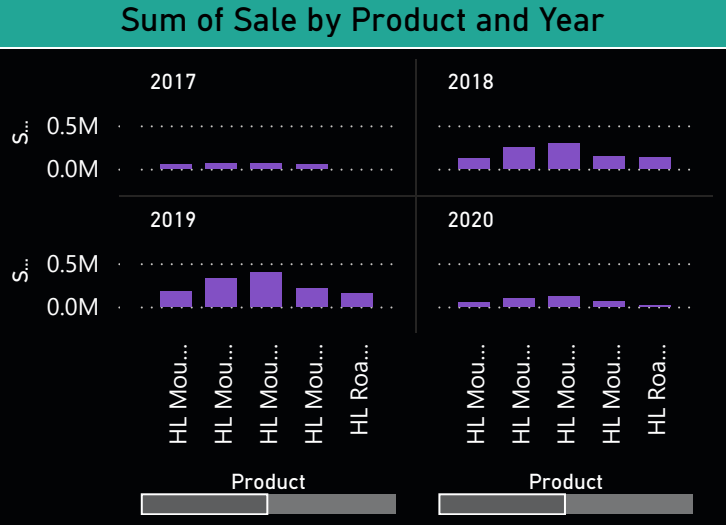
Total Cost
9.75M
Sum of Cost

Total sales
10.68M
Sum of Sale

Total Order
16.97K
Count of OrderNu...

Total quantity Sold
44K
Sum of Quantity

Sales performance on Product Category

Sum of Sale and Target_Sales

12.18M

0.00M   100M
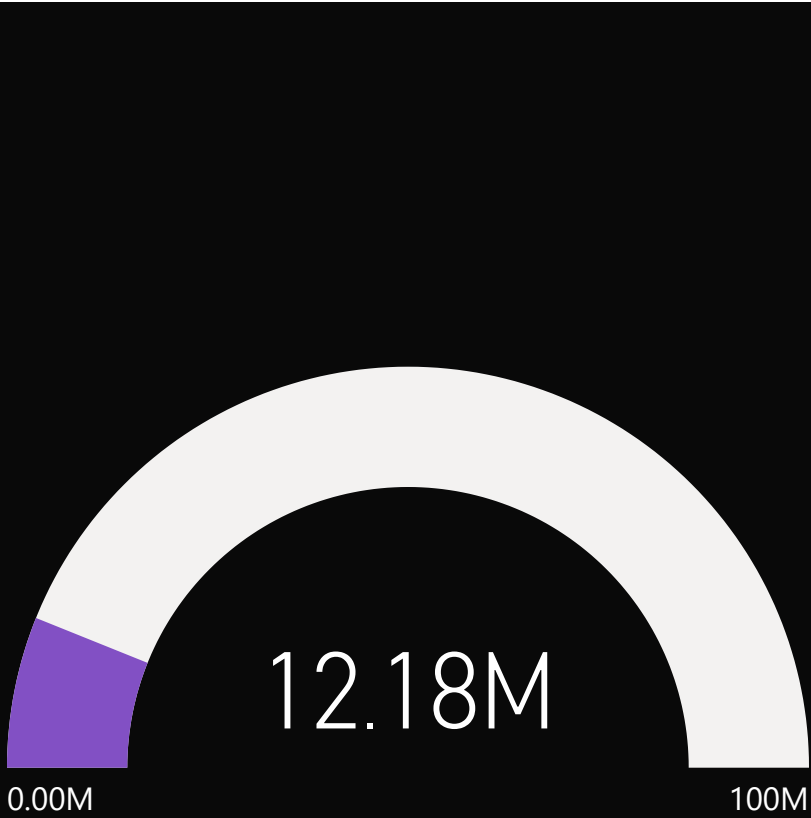
Median of Sale and Median of Unit Price by Year

● Median of Sale ● Median of Unit Price

900	
800	
700	
600	
500	
400	
300	
200	

Median of Sale and Median of Unit Price

2017   2018   2019   2020

Year
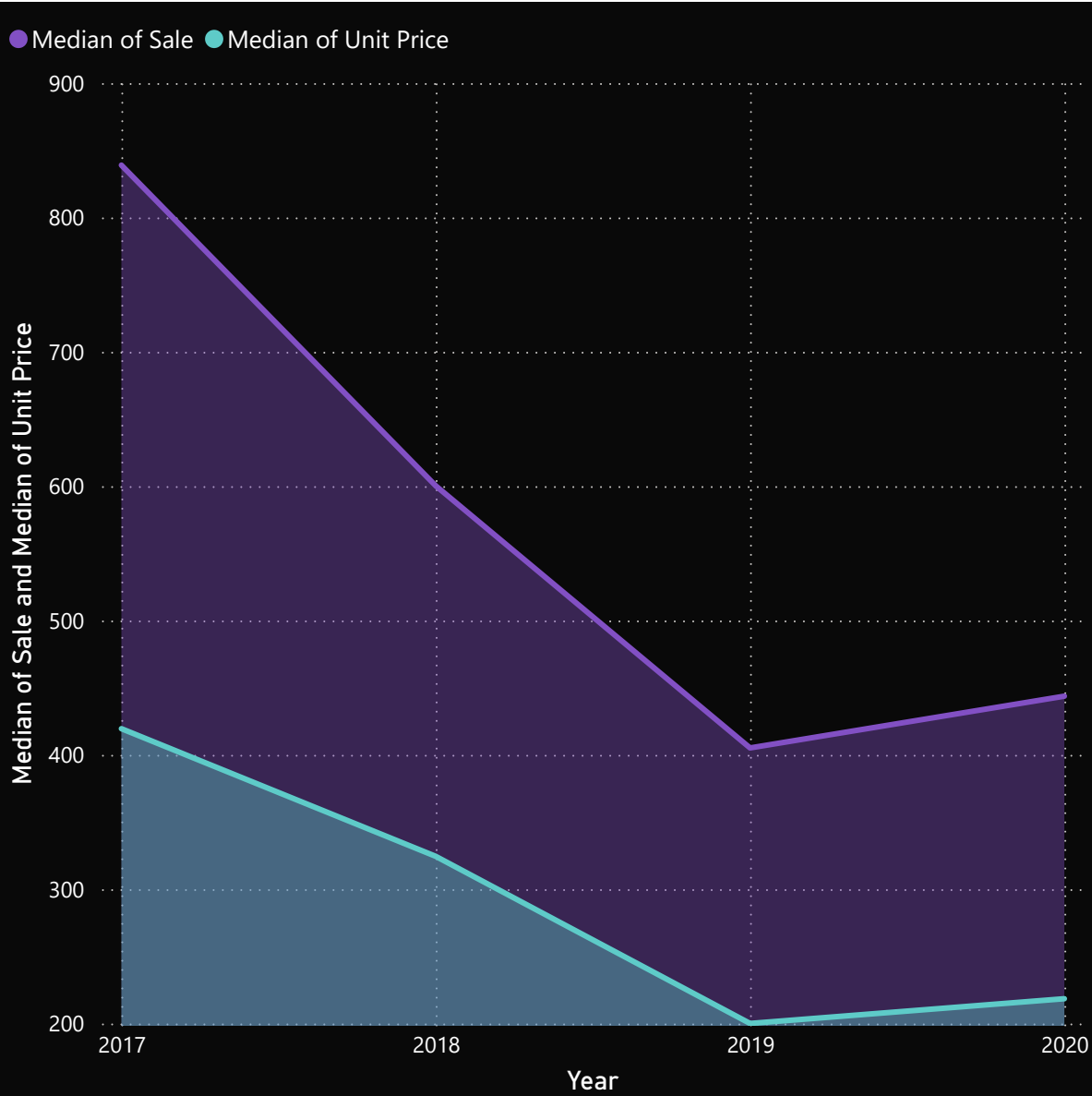
Reset Filter

Category

All

Total Sales

12.18M

Sum of Sale

Total Orders

9984

Count of OrderNumber

Reseller Channel & Regional Sales Intelligence
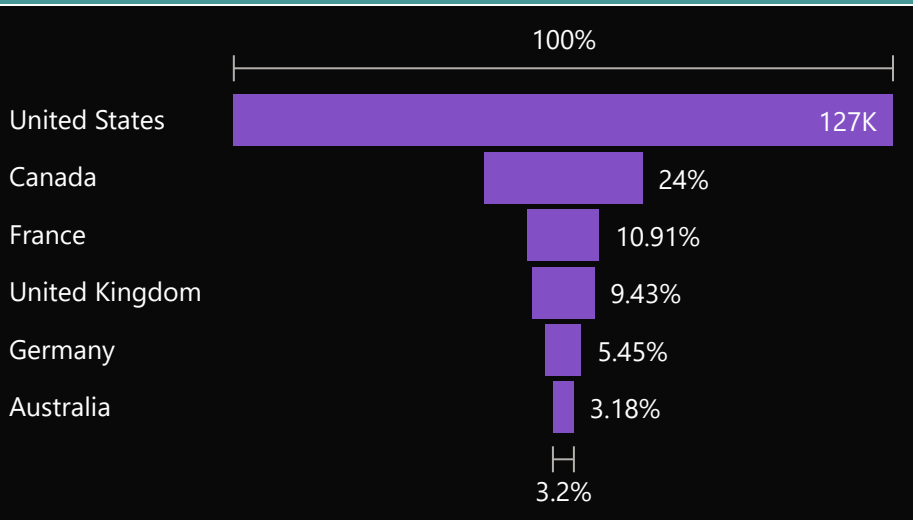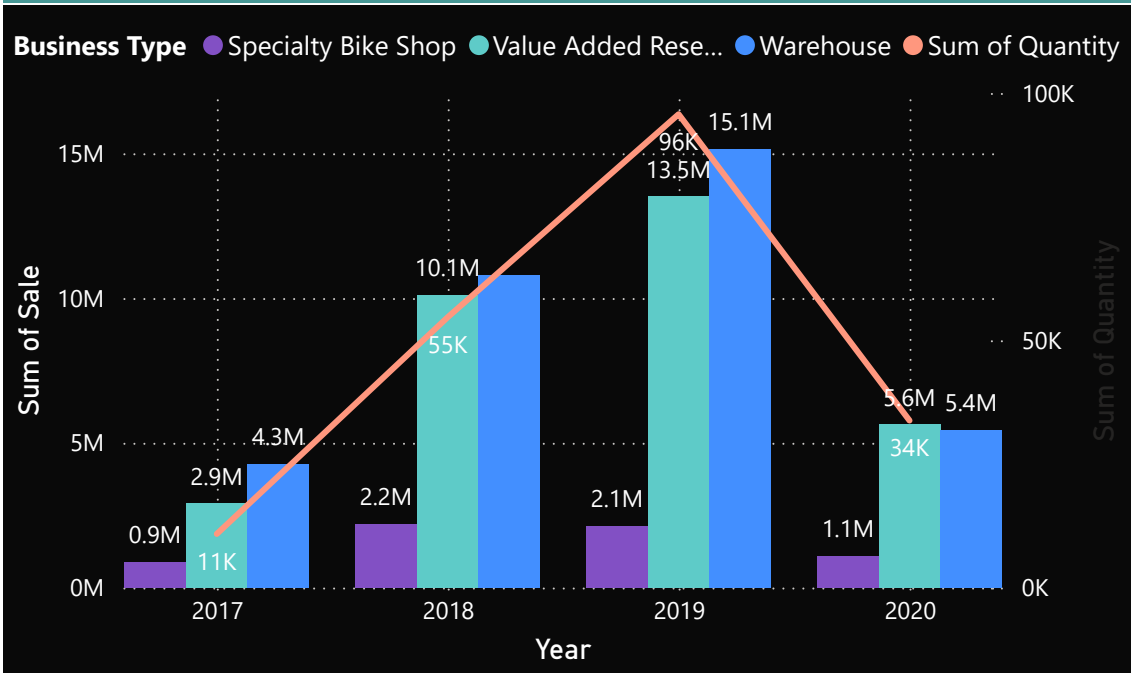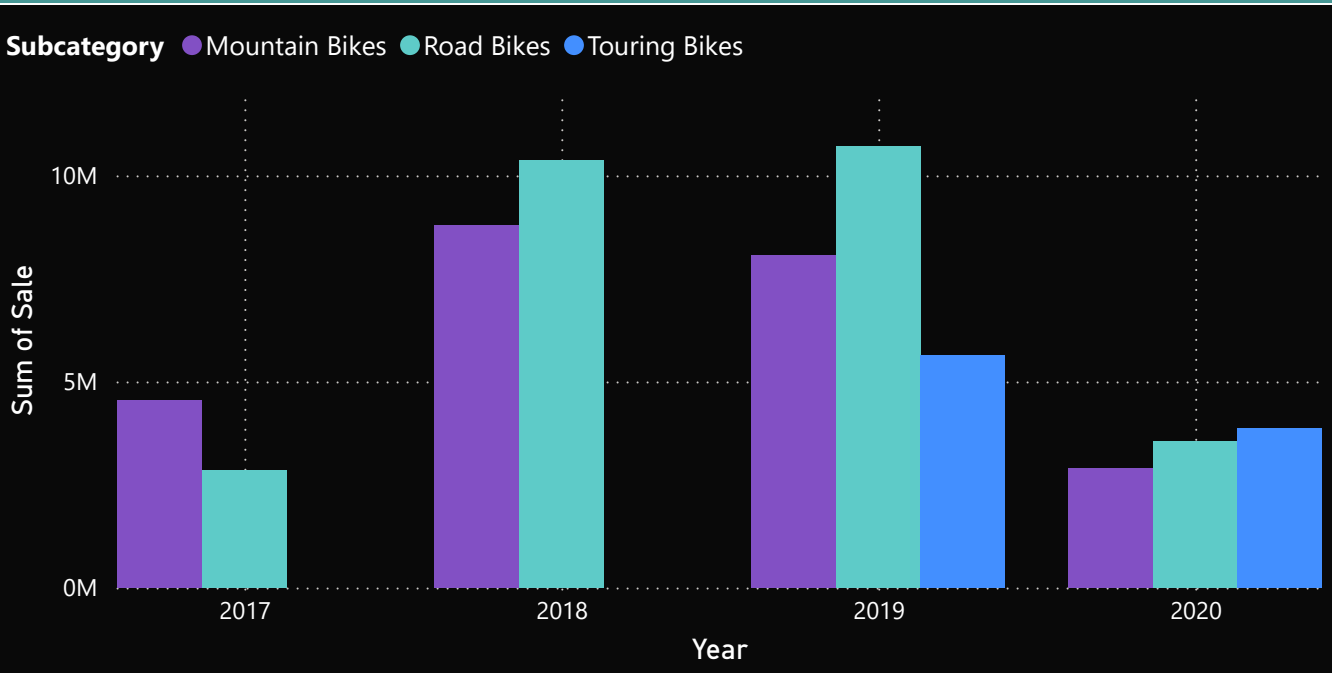
Sum of Sale by Region

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Sum of Sale by Country-Region

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Sum of Quantity by Country-Region

Country-Region	Percentage
	100%
United States	127K
Canada	24%
France	10.91%
United Kingdom	9.43%
Germany	5.45%
Australia	3.18%
	3.2%

Sum of Sale and Sum of Quantity by Year and Business Type

Business Type ● Specialty Bike Shop ● Value Added Rese... ● Warehouse ● Sum of Quantity

- 2017: Specialty Bike Shop 0.9M, Value Added Reseller 2.9M (11K), Warehouse 4.3M
- 2018: Specialty Bike Shop 2.2M, Value Added Reseller 10.1M (55K), Warehouse 10.1M
- 2019: Specialty Bike Shop 2.1M, Value Added Reseller 13.5M (96K), Warehouse 15.1M
- 2020: Specialty Bike Shop 1.1M, Value Added Reseller 5.6M (34K), Warehouse 5.4M

Sum of Sale by Year and Subcategory

Subcategory ● Mountain Bikes ● Road Bikes ● Touring Bikes
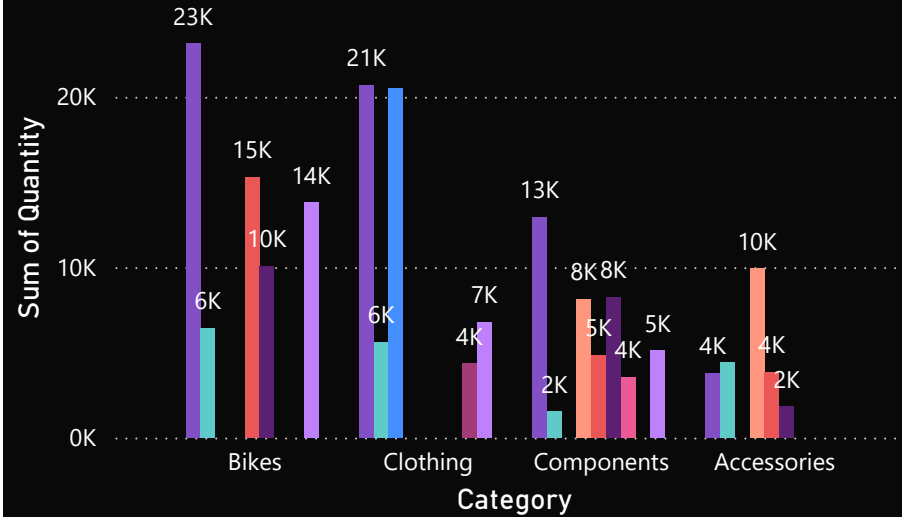
Customer Insights, Sales Team Load & Regional Performance

Article sold by category

Color ● Black ● Blue ● Multi ● NA ● Red ● Silver ● Silver/Black ▷

Sum of Quantity (Y-axis): 0K, 10K, 20K

- Bikes: 23K, 6K, 15K, 10K, 14K
- Clothing: 21K, 6K, 4K, 7K
- Components: 13K, 2K, 8K, 5K, 8K, 4K, 5K
- Accessories: 4K, 4K, 10K, 2K

X-axis: Category

Number of Resellers by Region and Business Type

Business Type ● Specialty Bike Shop ● Value Added Reseller ● Warehouse

Count of ResellerKey (Y-axis): 0, 10, 20, 30, 40

- Southwest: 35, 42
- Canada: 32, 37
- Northwest: 26, 30
- Southeast: 26, 24
- Central: 24, 16
- Northeast: 11, 19
- United Kingdom: 12, 15
- France: 12, 9, 13
- Australia: 11, 10
- Germany: 9, 11

X-axis: Region
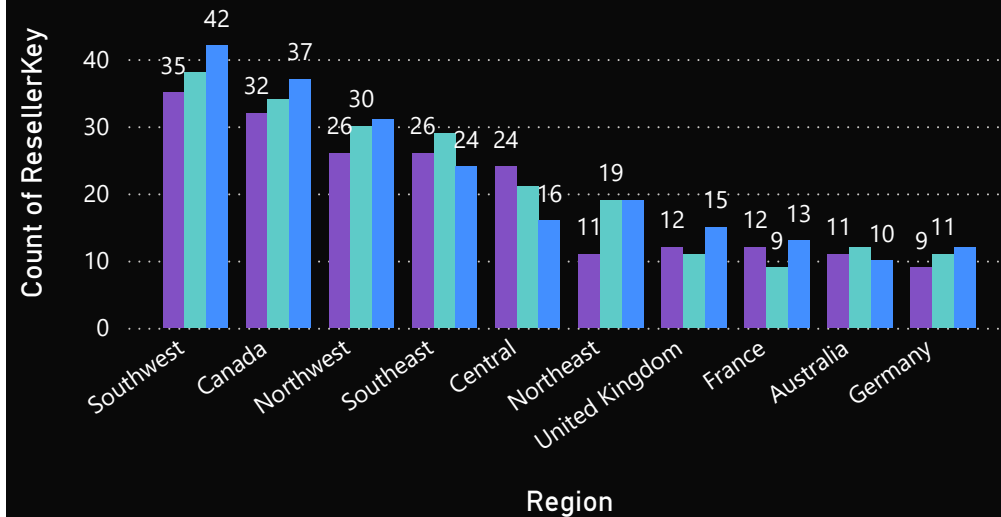
EmployeeKey	Count of ResellerKey
294	240
290	584
272	747
296	1183
295	1561
293	1750
286	1945
289	2146
284	3138
292	3311
291	4078
288	4159
287	4357
285	5250
281	6734
Total	**55555**

Reseller Per Employee

EmployeeKey ● 272 ● 281 ● 282 ● 283 ● 284 ● 285 ▷

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Statewise Sales and cost

Sales Vs. Cost ● Sum of Cost ● Sum of Sale

- California: 9.6M
- Washington: 6.6M
- Texas: 6.4M
- Ontario: 4.7M
- England: 3.8M
- British Colum...: 2.5M
- Colorado: 2.3M
- Florida: 2.2M

X-axis: Sum of Cost and Sum of Sale (0M, 5M, 10M)

Y-axis: State-Province
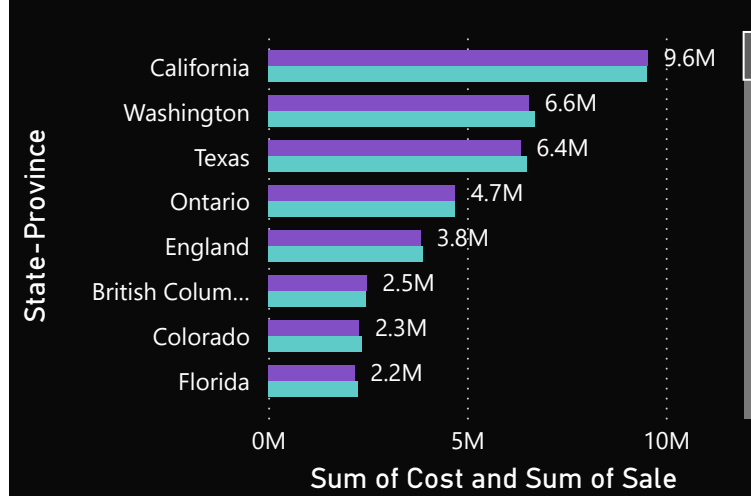
Quantity by Group and Country

Category ● Accesso... ● Bikes ● Clothing ● Compo...

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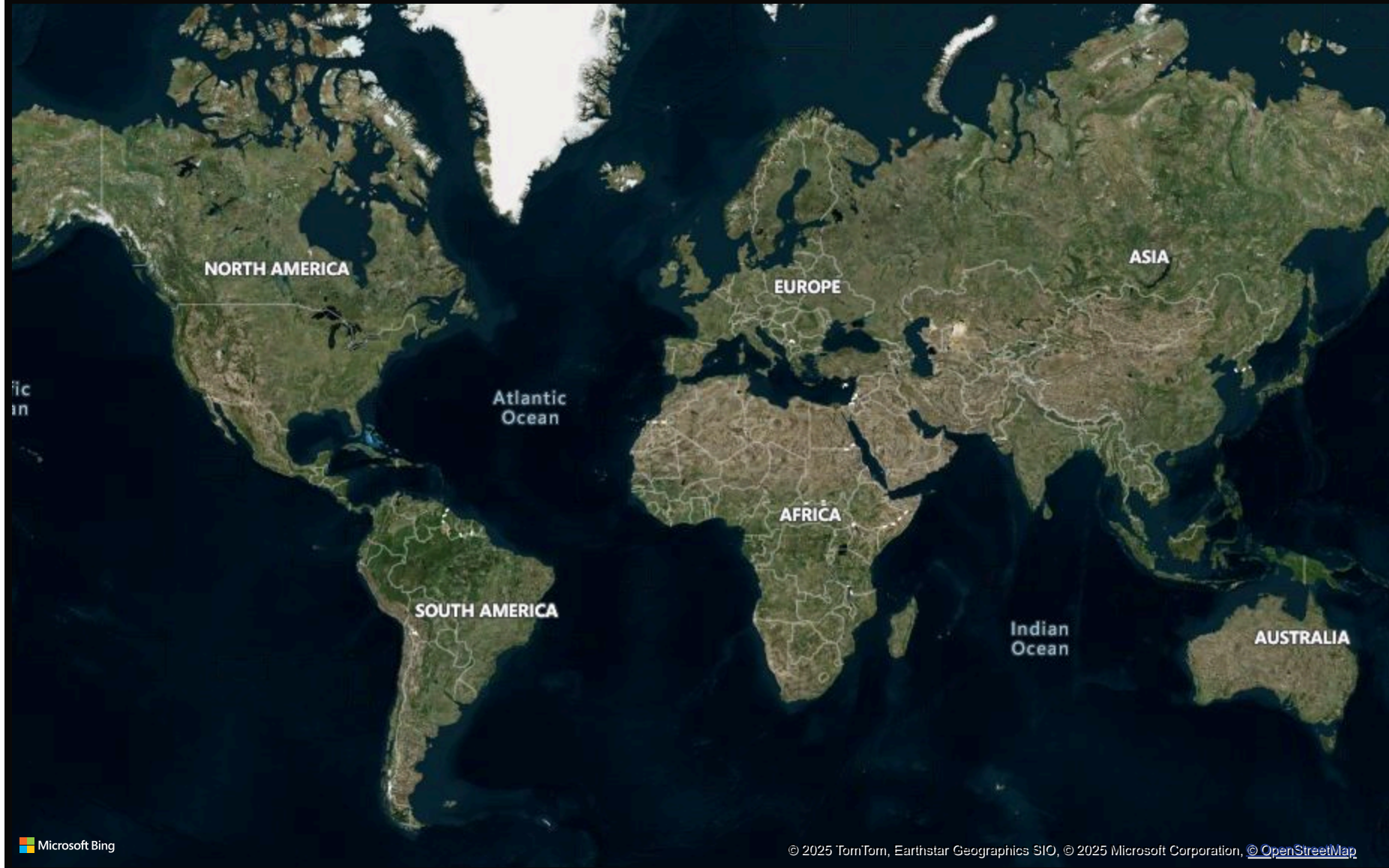Corporation, © OpenStreetMap

Category ▽
- ☐ Select all
- ☐ Accessor...
- ☐ Bikes
- ☐ Clothing
- ☐ Compon...

Component Category Drill-Down: Targeted Business Analysis

Quantity by Country and Region

Region • Australia • Canada • Central • France • Germany • Northeast • Northwest • Southeast • Southwest • United Kingdom

Microsoft Bing

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Component View

Product Sales Dashboard

Sales Target & Trends