

# Adventure Works BI Insights

## Total Sales & Profit Report

Country

Select all

Australia

Canada

France

Germany

United Kingdom

United States

Product Category

Select all

Accessories

Bikes

Clothing

Components

20212023

Sales & Profit

Internet Sales & Profit

Reseller Sales & Profit

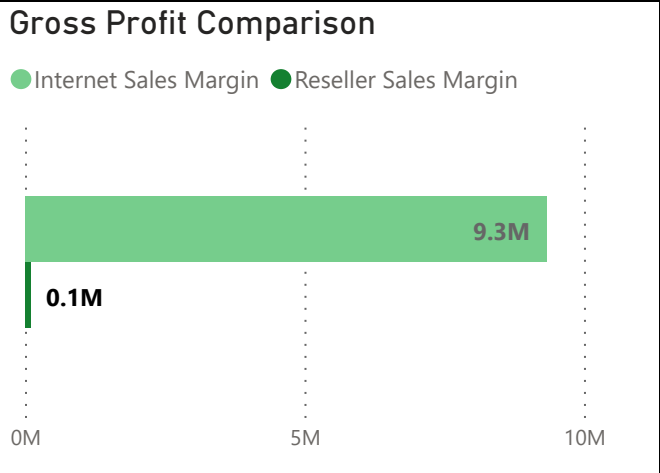
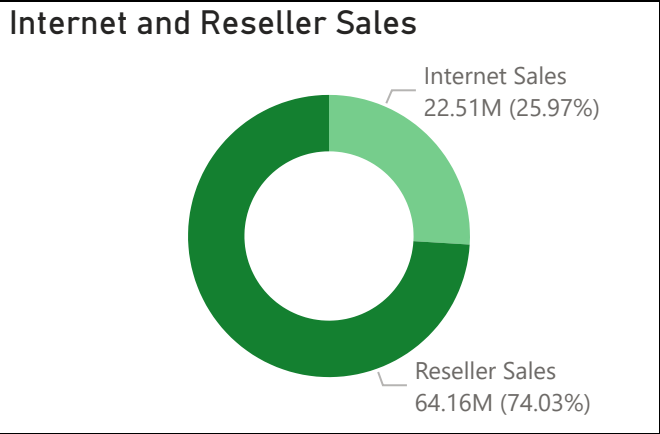
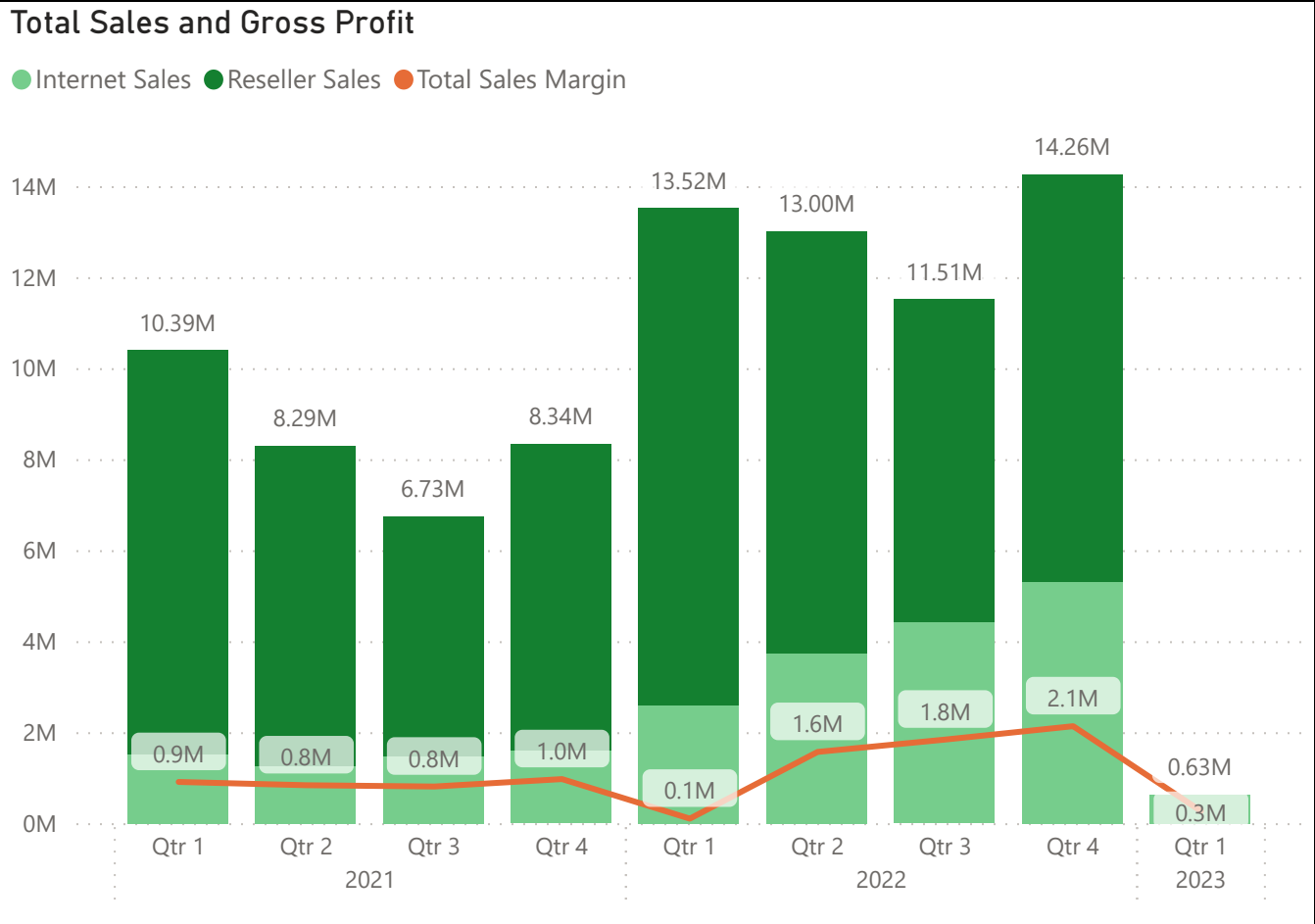
Reseller Sales Details

86.67MTotal Sales

9.42MGross Profit

10.87%Ave. Sales Margin

29KSales Count





Sales & Profit

Internet Sales & Profit

Reseller Sales & Profit

Reseller Sales Details

Country

- Select all
- Australia
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Product Category

- Select all
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- Clothing
- Components

2021 2023

Timeline slider

22.51M

Internet Sales Total

9.33M

Internet Gross Profit

41.44%

Ave. Internet Sales Margin

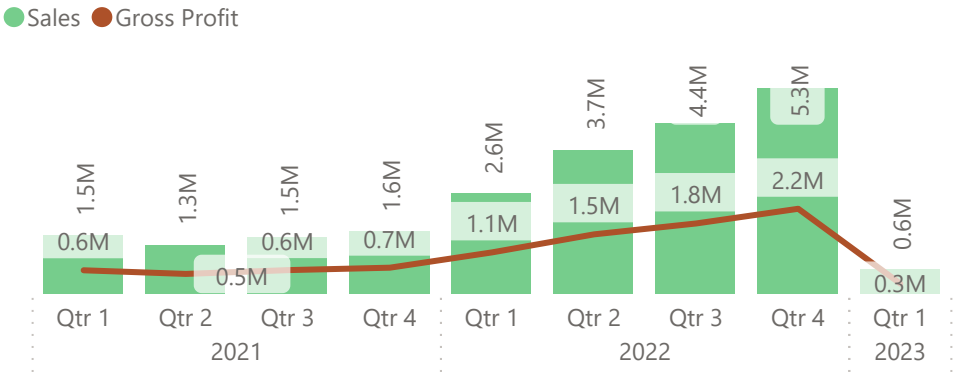
25.52K

Internet Order Count

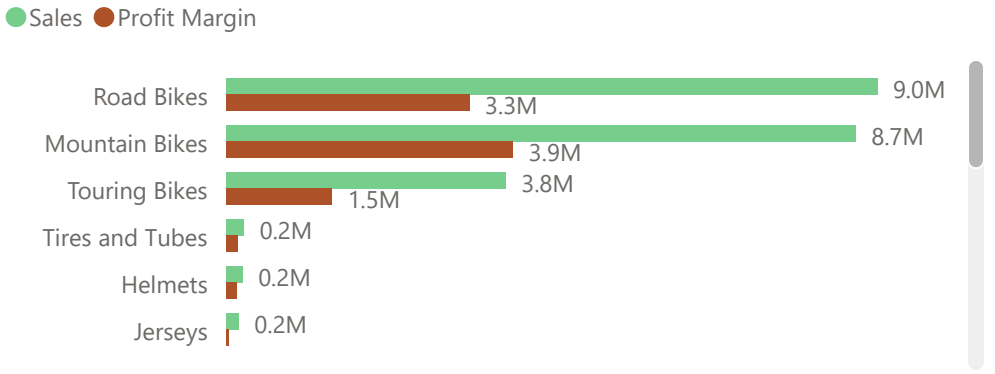
7.00

Ave. Delivery Time (Days)

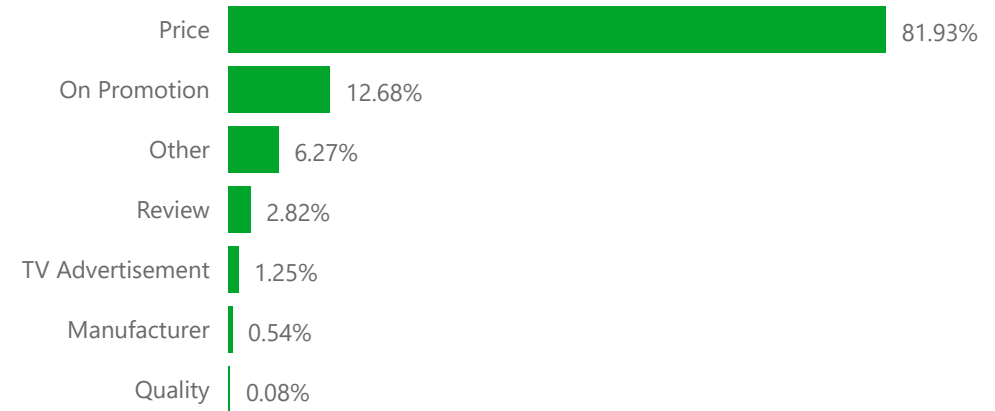
Internet Sales & Gross Profit



Total Internet Sales & Profit Margin by Product Subcategory



Sales Reason Distribution





Sales & Profit

Internet Sales & Profit

Reseller Sales & Profit

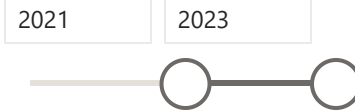
Reseller Sales Details

Country

- Select all
- Australia
- Canada
- France
- Germany
- United Kingdom
- United States

Product Category

- Select all
- Accessories
- Bikes
- Clothing
- Components



64.16M

Reseller Sales Total

92.95K

Reseller Gross Profit

0.14%

Ave. Reseller Sales Margin

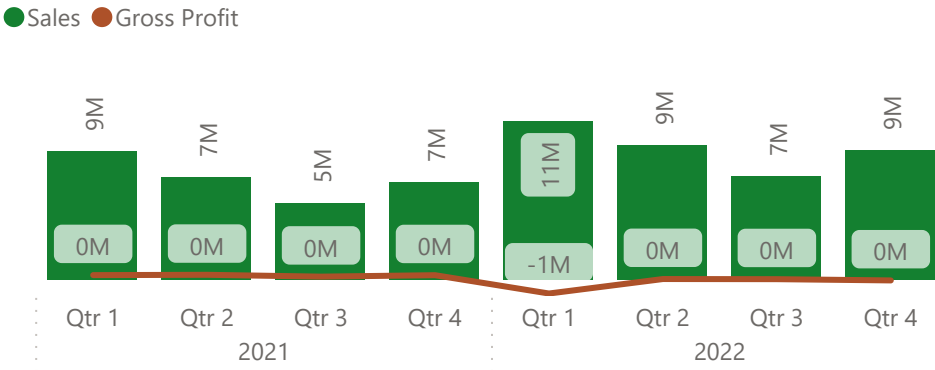
3057

Reseller Order Count

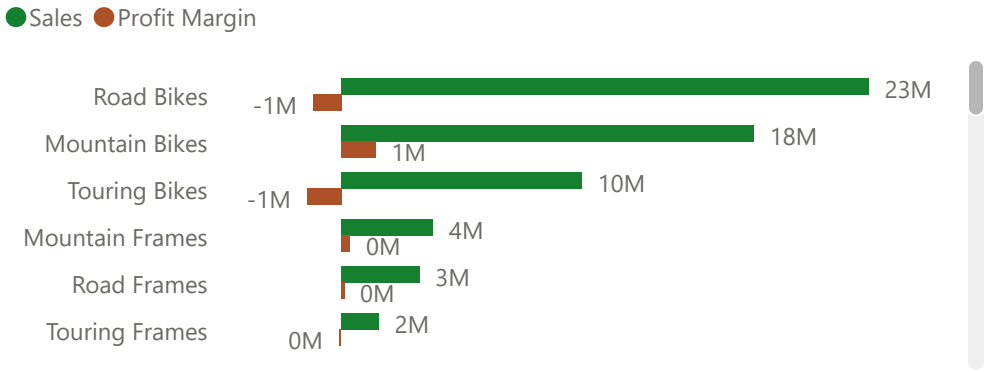
7.00

Ave. Delivery Time (Days)

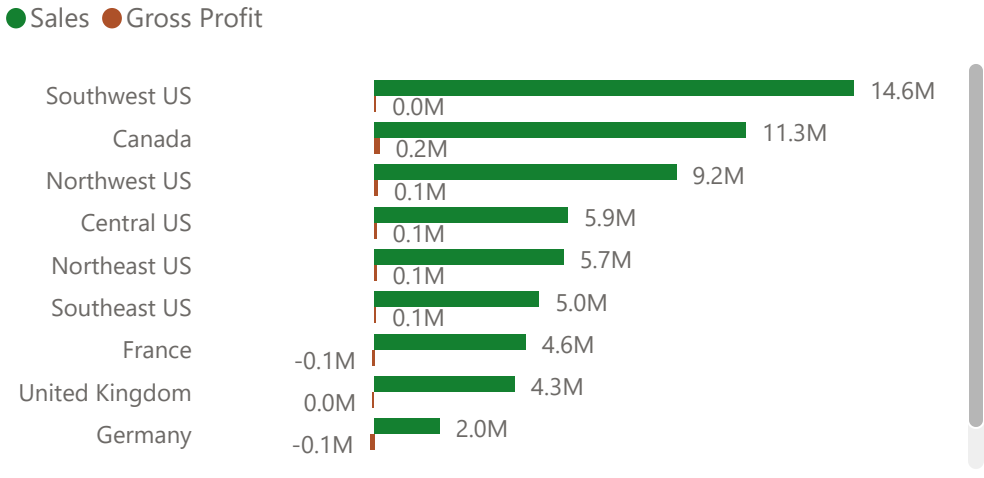
Reseller Sales & Gross Profit



Total Reseller Sales & Profit Margin by Product Subcategory



Total Reseller Sales & Gross Profit by Sales Territory





Sales & Profit

Internet Sales & Profit

Reseller Sales & Profit

Reseller Sales Details

Country

- Select all
- Australia
- Canada
- France
- Germany
- United Kingdom
- United States

Product Category

- Select all
- Accessories
- Bikes
- Clothing
- Components

2021

2022

64.16M

Sum of SalesAmount

92.95K

Total Reseller Sales Marqin

0.14%

Ave. Reseller Sales Marqin

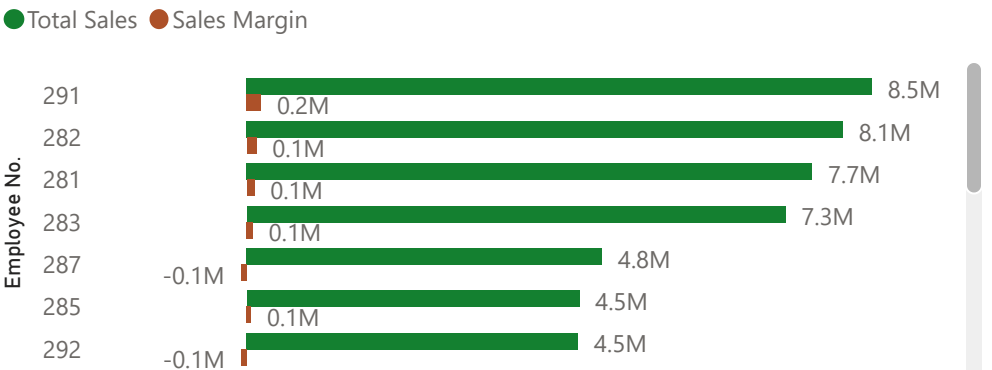
3057

Reseller Order Count

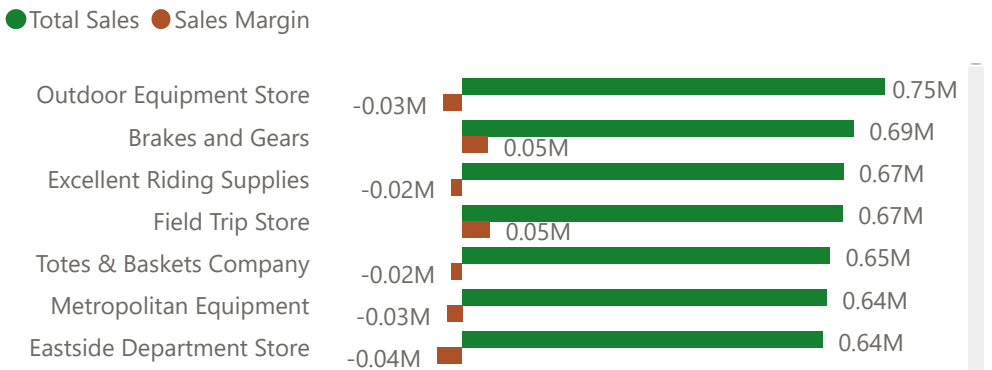
7.00

Ave. Delivery Time (Days)

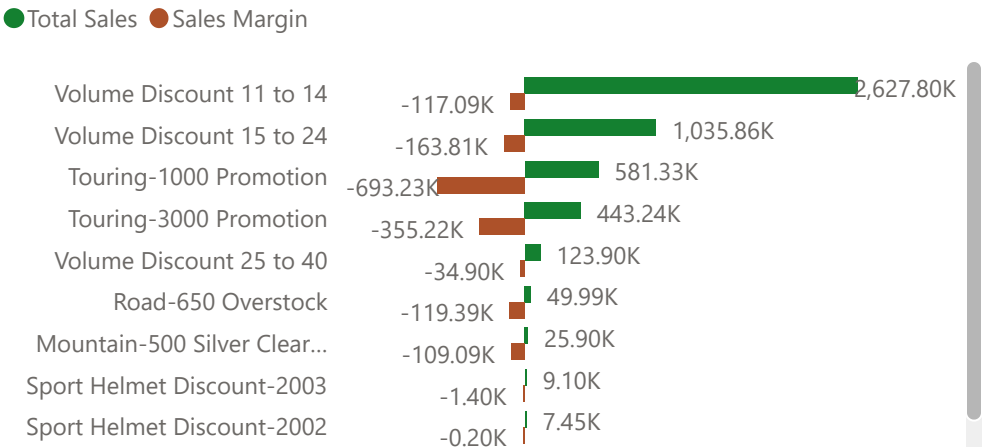
Sales & Profit by Sales Person



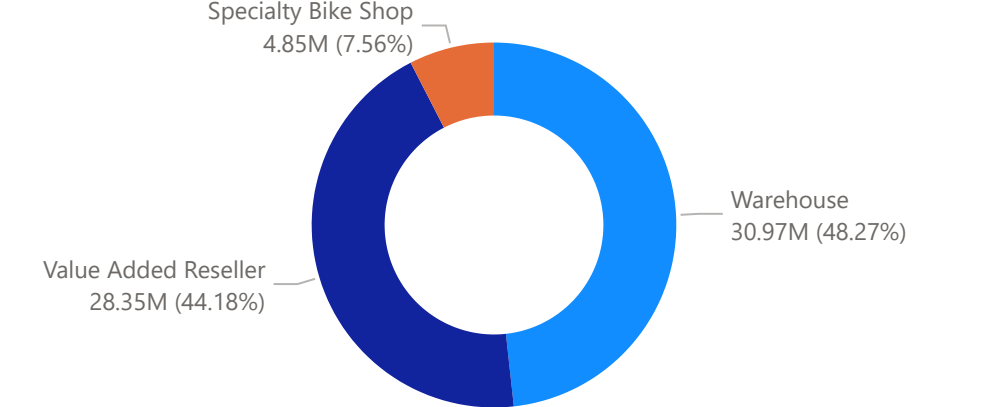
Sales & Profit by Reseller



Sales & Profit by Promotion



Sales by Reseller Type





Sales & Profit

Internet Sales &  
Profit

Reseller Sales &  
Profit

Reseller Sales  
Details

Country

Select all

Australia

Canada

France

Germany

United Kingdom

United States

Product Category

Select all

Accessories

Bikes

Clothing

Components

20202022

Product Category	Product Subcategory	Product Name	Sales	Gross Profit	Sales Margin	Order Count
Accessories	Helmets	Sport-100 Helmet, Red	72,954.15	45,669.21	62.60%	2,085
		Sport-100 Helmet, Blue	68,510.42	42,887.44	62.60%	1,958
		Sport-100 Helmet, Black	67,845.61	42,471.27	62.60%	1,939
		Total	209,310.18	131,027.93	62.60%	5,982
	Total	209,310.18	131,027.93	62.60%	5,982	
Total			209,310.18	131,027.93	62.60%	5,982



Sales & Profit

Internet Sales &  
Profit

Reseller Sales &  
Profit

Reseller Sales  
Details

Country

Select all

Australia

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United States

Product Category

Select all

Accessories

Bikes

Clothing

Components

20212023

Product Category	Product Subcategory	Product Name	Sales	Gross Profit	Sales Margin	Units Sold
Bikes	Touring Bikes	Touring-1000 Blue, 46	1,164,973.18	-63,064.58	-5.41%	825
		Touring-1000 Blue, 50	713,790.56	-25,696.45	-3.60%	499
		Touring-1000 Blue, 54	361,901.83	-13,028.46	-3.60%	253
		Touring-1000 Blue, 60	1,370,784.22	-78,708.35	-5.74%	973
		Touring-1000 Yellow, 46	1,016,312.83	-268,789.44	-26.45%	833
		Touring-1000 Yellow, 50	621,193.28	-148,523.61	-23.91%	501
		Touring-1000 Yellow, 54	290,475.09	-78,394.07	-26.99%	239
		Touring-1000 Yellow, 60	1,184,363.30	-319,573.21	-26.98%	974
		Touring-2000 Blue, 46	321,027.03	-12,149.47	-3.78%	441
		Touring-2000 Blue, 50	157,444.56	-5,668.01	-3.60%	216
		Touring-2000 Blue, 54	665,395.21	-33,261.83	-5.00%	922
		Touring-2000 Blue, 60	537,320.87	-21,228.58	-3.95%	739
		Touring-3000 Blue, 44	94,020.48	-20,117.82	-21.40%	239
		Touring-3000 Blue, 50	312,948.71	-65,563.02	-20.95%	793
		Touring-3000 Blue, 54	249,245.87	-51,787.80	-20.78%	631
		Touring-3000 Blue, 58	168,632.23	-33,890.81	-20.10%	425

# Adventure Works BI Insights

## Sales Margin Comparison - Drill through



Sales & Profit

Internet Sales &  
Profit

Reseller Sales &  
Profit

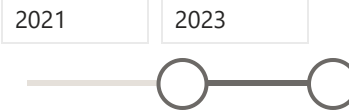
Reseller Sales  
Details

Country

- Select all
- Australia
- Canada
- France
- Germany
- United Kingdom
- United States

Product Category

- Select all
- Accessories
- Bikes
- Clothing
- Components



Product Category	Internet Sales Margin	Reseller Sales Margin	Internet Sales Margin %	Reseller Sales Margin %
Bikes	671.38	-333.03	37.84%	-14.22%
Touring Bikes	671.38	-333.03	37.84%	-14.22%
Touring-1000 Blue, 46	902.13	-237.98	37.84%	-5.41%
Touring-1000 Blue, 50	902.13	-138.15	37.84%	-3.60%
Touring-1000 Blue, 54	902.13	-111.35	37.84%	-3.60%
Touring-1000 Blue, 60	902.13	-269.55	37.84%	-5.74%
Touring-1000 Yellow, 46	902.13	-1,002.95	37.84%	-26.45%
Touring-1000 Yellow, 50	902.13	-777.61	37.84%	-23.91%
Touring-1000 Yellow, 54	902.13	-693.75	37.84%	-26.99%
Touring-1000 Yellow, 60	902.13	-1,090.69	37.84%	-26.98%
Touring-2000 Blue, 46	459.70	-65.32	37.84%	-3.78%
Touring-2000 Blue, 50	459.70	-61.61	37.84%	-3.60%
Touring-2000 Blue, 54	459.70	-113.91	37.84%	-5.00%
Touring-2000 Blue, 60	459.70	-80.11	37.84%	-3.95%
Touring-3000 Blue, 44	280.91	-193.44	37.84%	-21.40%
Total	671.38	-333.03	37.84%	-14.22%

Adventure Works BI Insights

Internet - Country Sales Drill through

Sales & Profit

Internet Sales & Profit

Reseller Sales & Profit

Reseller Sales Details

Country

Select all

United States

Product Category

Select all

Accessories

Bikes

Clothing

Components

20202022

Product Category		Accessories				Bikes				
Country		Sales	Gross Profit	Sales Margin	Order Count	Sales	Gross Profit	Sales Margin	Order Count	Sales
United States		236,503.68	148,050.94	62.60%	6,042	6,459,283.43	2,666,103.50	41.28%	4,054	122,197.5
California		134,687.32	84,314.05	62.60%	3,435	3,889,115.79	1,604,423.44	41.25%	2,455	69,130.0
Washington		69,847.39	43,724.36	62.60%	1,774	1,735,517.56	716,476.72	41.28%	1,095	34,054.0
Oregon		30,518.02	19,104.23	62.60%	797	806,780.92	333,211.06	41.30%	486	18,312.0
Illinois		138.20	86.51	62.60%	5	2,611.41	1,149.90	44.03%	2	78.0
Ohio		262.20	164.14	62.60%	5					96.0
Texas		182.63	114.33	62.60%	4	1,552.48	646.00	41.61%	2	53.0
Florida		49.97	31.28	62.60%	2	7,558.47	3,206.35	42.42%	4	113.0
Georgia		31.96	20.01	62.60%	3	1,552.48	646.00	41.61%	2	74.0
New York		119.22	74.63	62.60%	3	3,995.98	1,661.49	41.58%	2	8.0
Arizona		32.60	20.41	62.60%	1	2,071.42	953.56	46.03%	1	
Kentucky		216.96	135.82	62.60%	2					
Minnesota		37.29	23.34	62.60%	1					53.0
Utah		98.96	61.95	62.60%	2	742.35	280.91	37.84%	1	
Total		236,503.68	148,050.94	62.60%	6,042	6,459,283.43	2,666,103.50	41.28%	4,054	122,197.5



Adventure Works BI Insights

Reseller - Territory Sales Drill through



Sales & Profit

Internet Sales & Profit

Reseller Sales & Profit

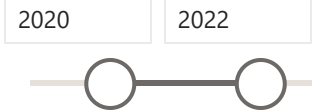
Reseller Sales Details

Country

- Select all
- United States

Product Category

- Select all
- Accessories
- Bikes
- Clothing
- Components



Product Category		Accessories			Bikes			Clothing		
Sales Territory Group		Sales	Gross Profit	Sales Margin	Sales	Gross Profit	Sales Margin	Sales	Gross Profit	Sales
[-] North America		97,632.23	30,653.61	31.40%	11,728,162.91	-300,157.61	-2.56%	340,644.64	49,276.31	
[-] United States		97,632.23	30,653.61	31.40%	11,728,162.91	-300,157.61	-2.56%	340,644.64	49,276.31	
[-] Southwest US		97,632.23	30,653.61	31.40%	11,728,162.91	-300,157.61	-2.56%	340,644.64	49,276.31	
[-] Arizona		8,777.92	2,422.23	27.59%	1,102,842.81	-26,169.18	-2.37%	32,770.20	4,825.75	
	Chandler				297,707.35	-55,488.16	-18.64%	117.58	1.53	
	Gilbert				20,940.72	-2,505.53	-11.96%			
	Mesa				81,021.65	7,805.05	9.63%	1,354.46	406.54	
	Phoenix	8,374.78	2,287.22	27.31%	486,756.62	43,244.28	8.88%	29,009.10	3,802.93	
	Scottsdale	241.64	84.54	34.99%	122,332.10	-8,220.04	-6.72%	424.57	156.46	
	Surprise	161.49	50.47	31.25%	8,633.00	868.24	10.06%	1,864.48	458.30	
	Tucson				85,451.37	-11,873.01	-13.89%			
[+] California		52,581.99	16,878.97	32.10%	6,048,435.62	-237,776.89	-3.93%	184,603.24	25,983.55	
[+] New Mexico		8,097.03	2,204.66	27.23%	286,827.38	-18,928.35	-6.60%	20,416.81	986.74	
[+] Texas		28,175.29	9,147.74	32.47%	4,290,057.11	-17,283.19	-0.40%	102,854.40	17,480.26	
Total		97,632.23	30,653.61	31.40%	11,728,162.91	-300,157.61	-2.56%	340,644.64	49,276.31	