# AdventureWorks Business Performance Dashboard :

Welcome to AdventureWorks, a dynamic bike shop specializing in bikes and accessories. This comprehensive dashboard is meticulously crafted to unearth crucial insights into key performance indicators (KPIs) pivotal for understanding product sales performance and customer dynamics. Designed to track the company's growth, the dashboard is thoughtfully segmented into four parts, offering a holistic view of our business landscape.
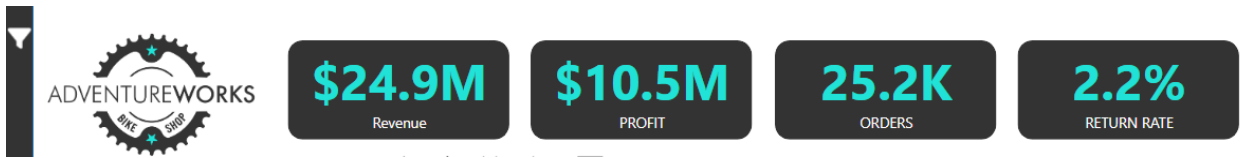
1.Executive Dashboard
2.Map
3.Product Detail
4.Customer Detail

## 1.Executive Dashboard

The Exec Dashboard provides macro-level insights about business KPIs that prove instrumental in tracking overall business performance.
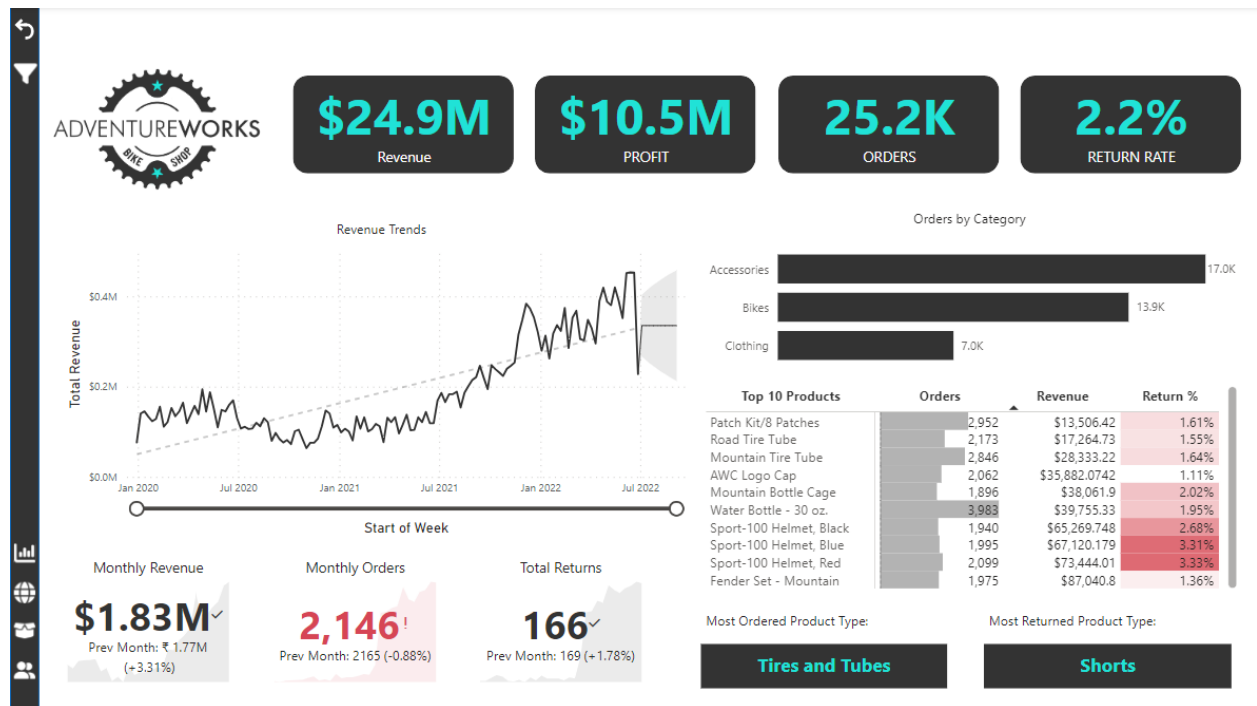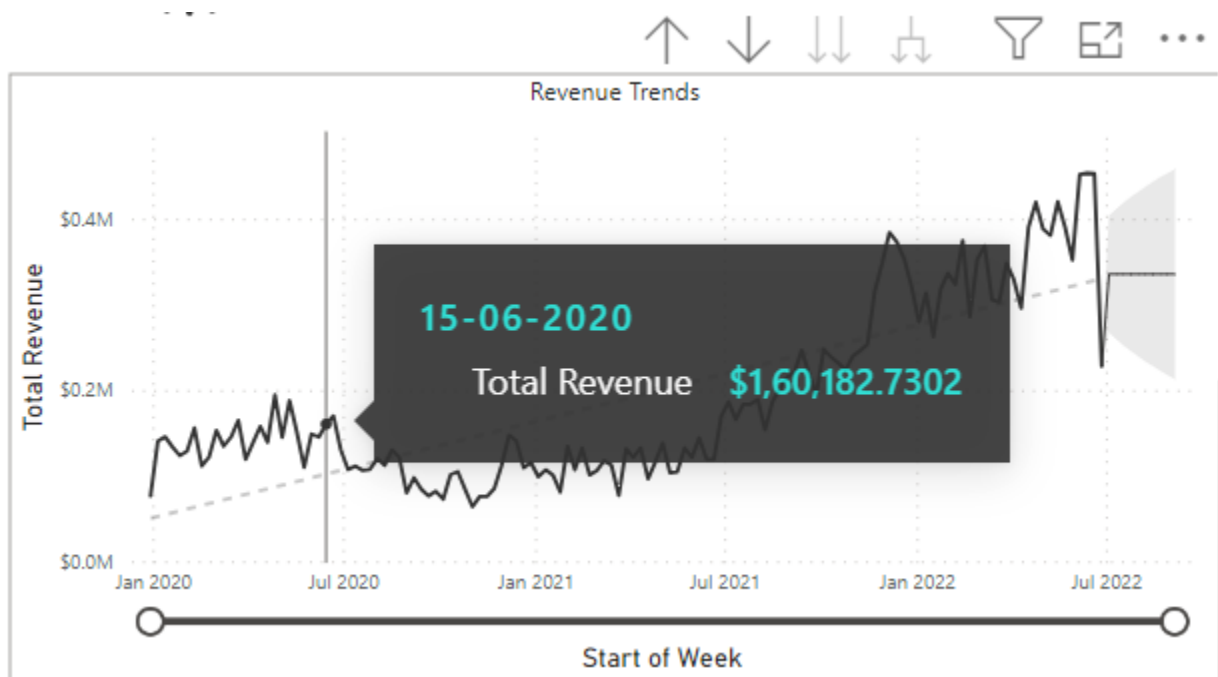
**KPI Cards:**



The cards at the top of the Exec Dashboard offer a high-level overview of the company's total revenue, profit, orders, and return rate since its inception in January 2020.

**Revenue Growth Line Chart:**



The above graph displays revenue trends categorized by years, months, weeks, and dates. Users can effortlessly track revenue patterns, seamlessly drilling down from yearly trends to daily insights, all within a single visual representation.
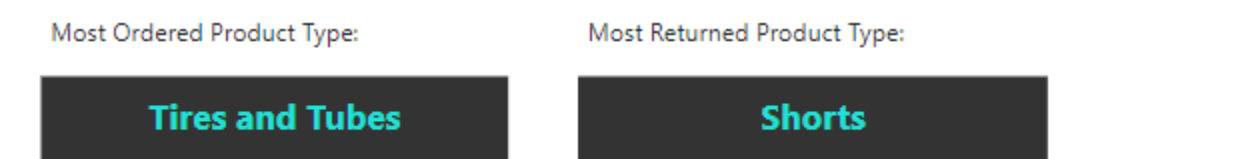
**Product Category Bar Chart :**
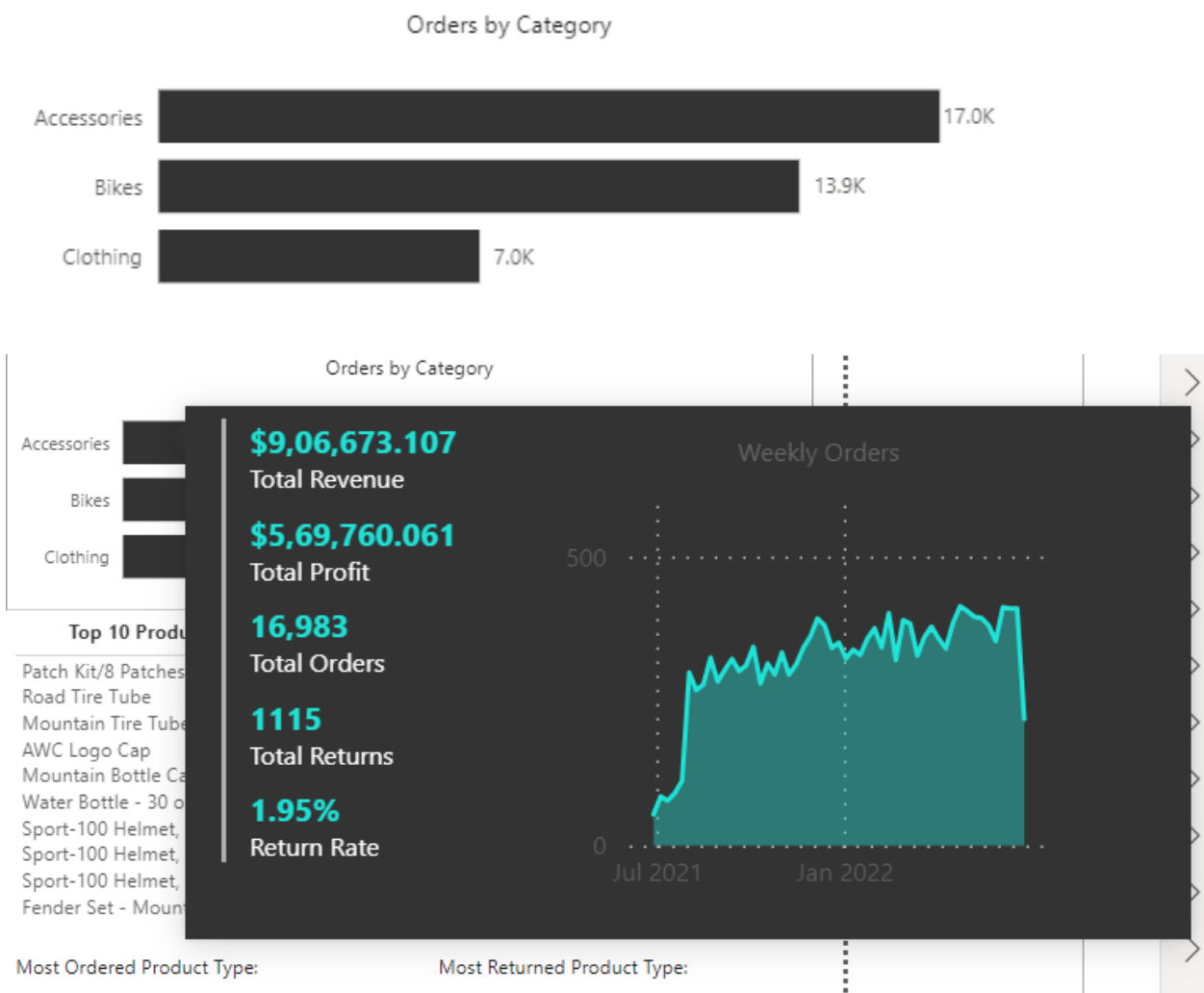


The horizontal bar chart illustrates the distribution of total orders across product categories. Hovering over each bar reveals essential KPIs and weekly order trends specific to each category, providing deeper insights into our sales performance.

**Monthly KPI Cards :**

The visual above presents real-time details for the current month regarding revenue, orders, and returns, accompanied by their respective trends observed throughout the month. Positive variations, where current KPI numbers surpass the previous month's figures, are depicted in black, signifying a favorable trend. Conversely, instances of lower numbers are displayed in red, highlighting areas that may require attention or improvement.

**Product Info Card :**

| Most Ordered Product Type: | Most Returned Product Type: |
|---|---|
| **Tires and Tubes** | **Shorts** |

The visual above illustrates the most ordered and returned product types. This indicates a need for the company to focus on understanding why shorts are among the most frequently returned products.

**Product Performance Matrix :**

| Top 10 Products | Orders | Revenue | Return % |
|---|---|---|---|
| Patch Kit/8 Patches | 2,952 | $13,506.42 | 1.61% |
| Road Tire Tube | 2,173 | $17,264.73 | 1.55% |
| Mountain Tire Tube | 2,846 | $28,333.22 | 1.64% |
| AWC Logo Cap | 2,062 | $35,882.0742 | 1.11% |
| Mountain Bottle Cage | 1,896 | $38,061.9 | 2.02% |
| Water Bottle - 30 oz. | 3,983 | $39,755.33 | 1.95% |
| Sport-100 Helmet, Black | 1,940 | $65,269.748 | 2.68% |
| Sport-100 Helmet, Blue | 1,995 | $67,120.179 | 3.31% |
| Sport-100 Helmet, Red | 2,099 | $73,444.01 | 3.33% |
| Fender Set - Mountain | 1,975 | $87,040.8 | 1.36% |

The table above displays KPIs for the top 10 highest-performing products, offering detailed granularity for analyzing company performance. To delve deeper into specific product details, simply right-click on the product name to access the product details dashboard.
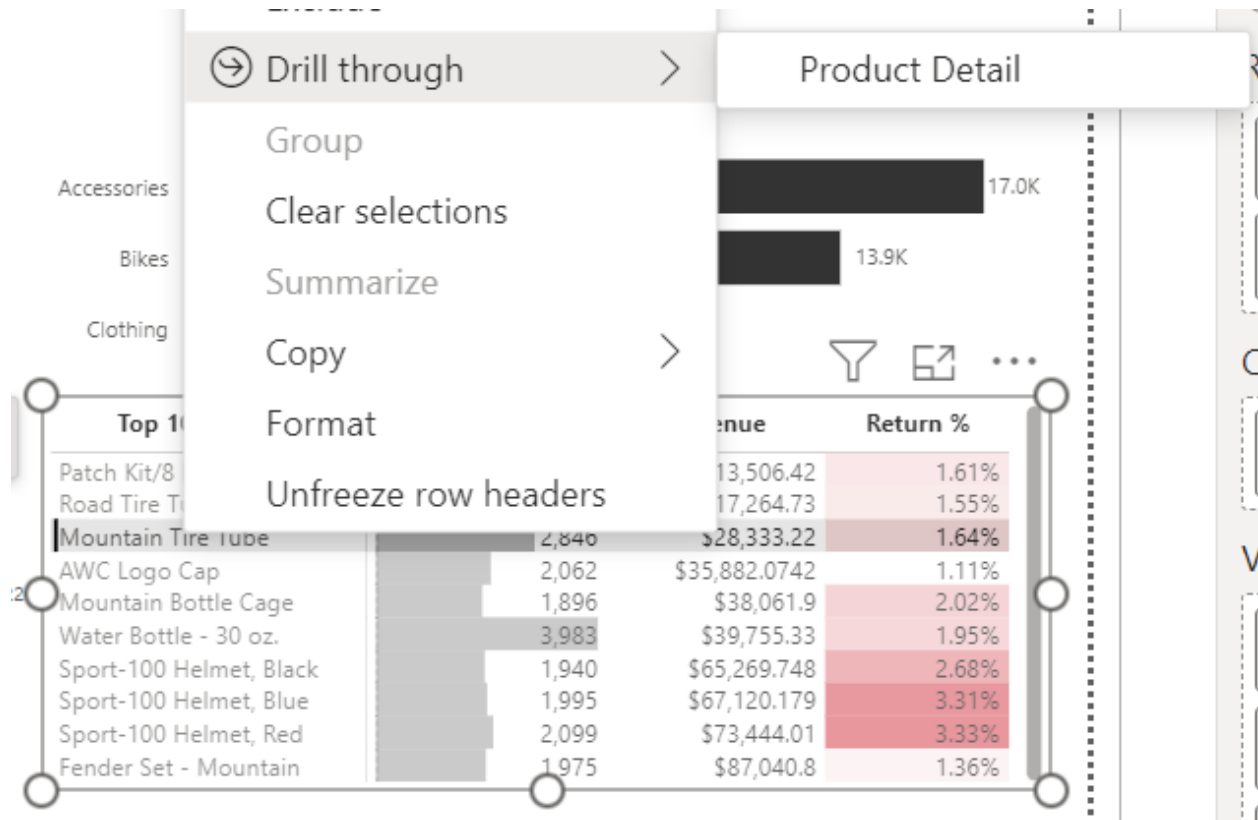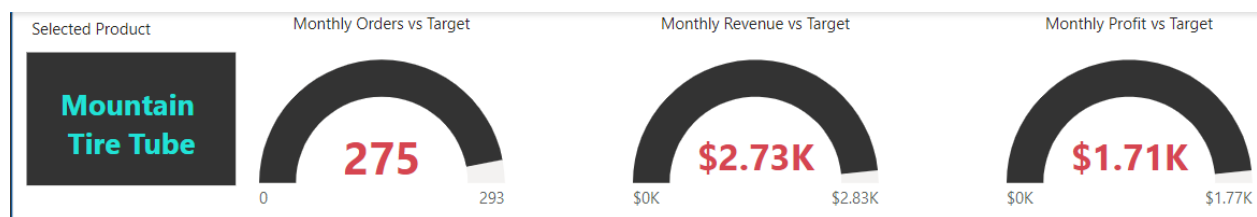
You will reach following dashboard

## 2. Product Details Dashboard :

The following dashboard offers a more detailed overview of the performance of a specific product across various aspects.
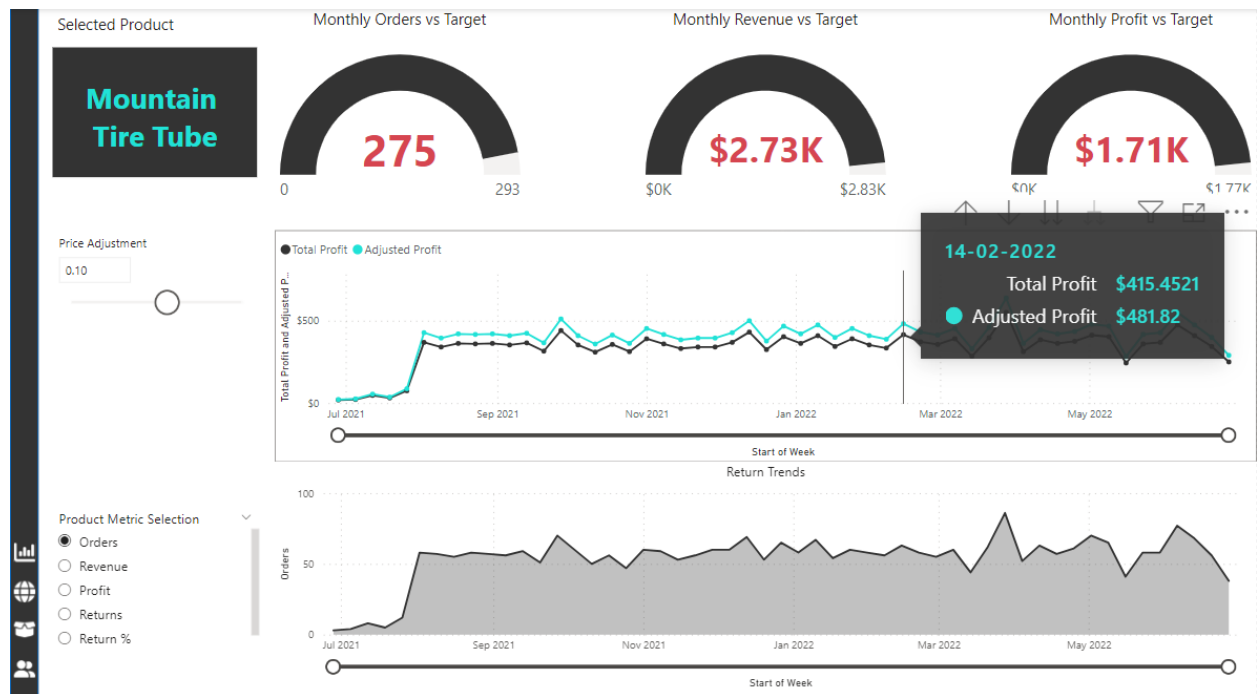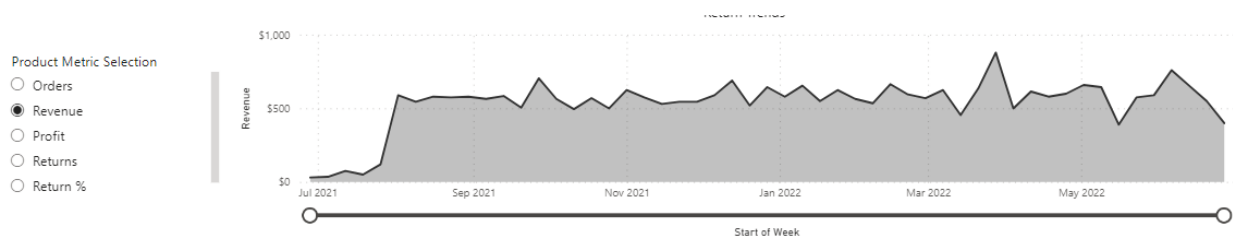
## Gauge Charts:



The upper-left visual displays the name of the product for which we are analyzing metrics. The gauge visuals adjacent to the name compare current month metrics with those of the previous month. If the metric is lower than the previous month's numbers, it will display in red; if it's higher, it will appear in black.
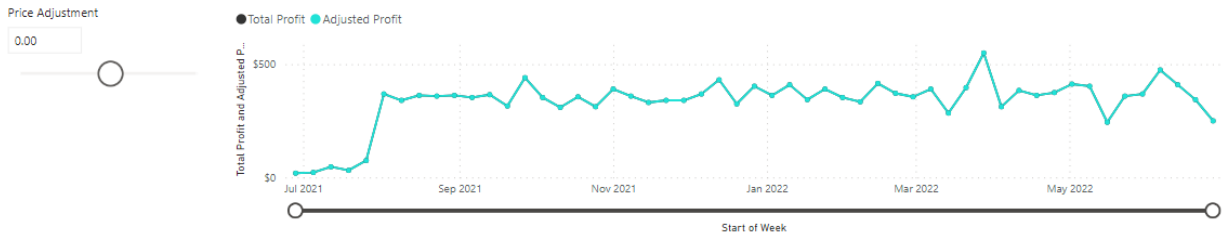
## KPI Area Chart :



The graph at the bottom depicts orders, revenue, profit, and returns generated by a

particular product over a period of time. A slicer on the left offers the option to change the metric, and the graph adjusts to display corresponding trends. For instance, the following image illustrates the return trend.
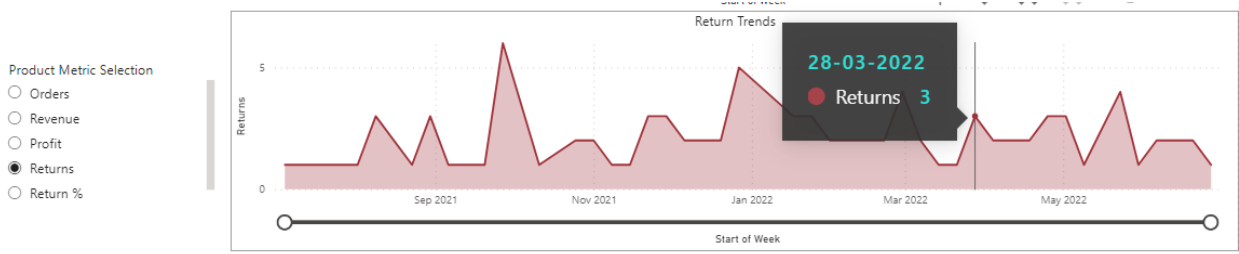


## Current Profit vs Adjusted Profit Trend Chart :



The graph in the center shows the profit trends concerning changes in product price. As there is currently no price adjustment, it precisely illustrates the current profit trend.

The subsequent visual demonstrates profit trends when the price is increased by 10%. This comparison allows us to observe the variance between adjusted profit and total profit.
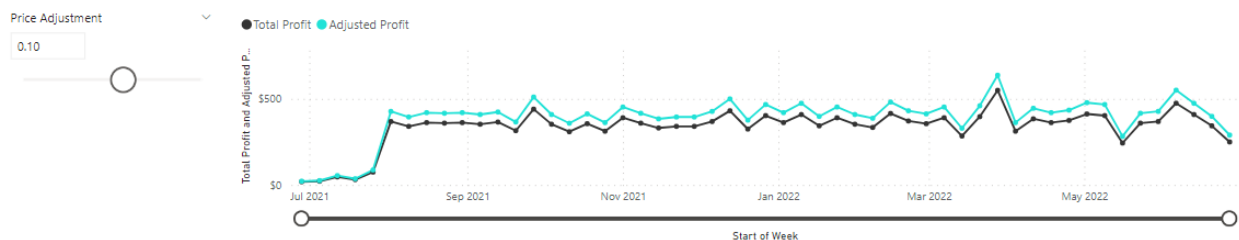


We can change the price adjustment by changing the slicer on the left.

**3.Map Dashboard:**
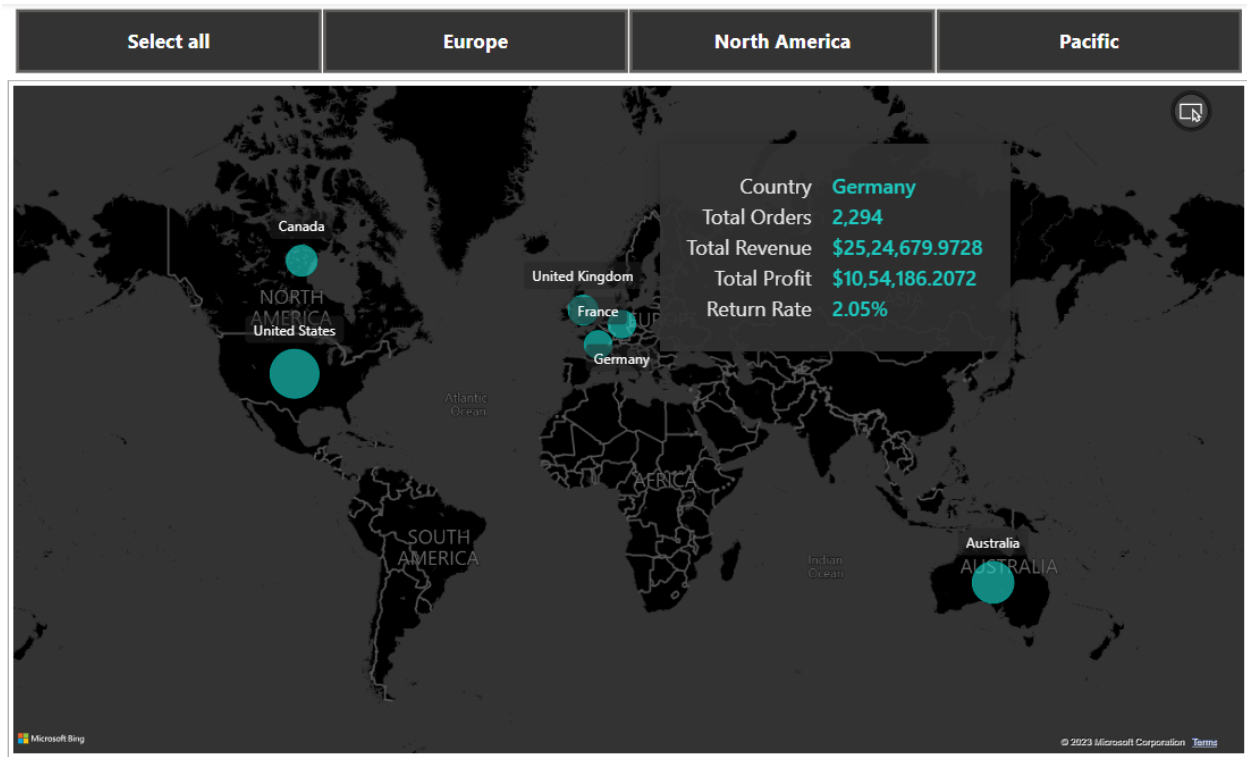


AdventureWorks operates in multiple countries besides the United States, including Canada, the UK, France, Germany, and Australia. The dashboard above illustrates the distribution of orders, revenue, profit, and returns across these countries, serving as a valuable tool for tracking the company's global performance.
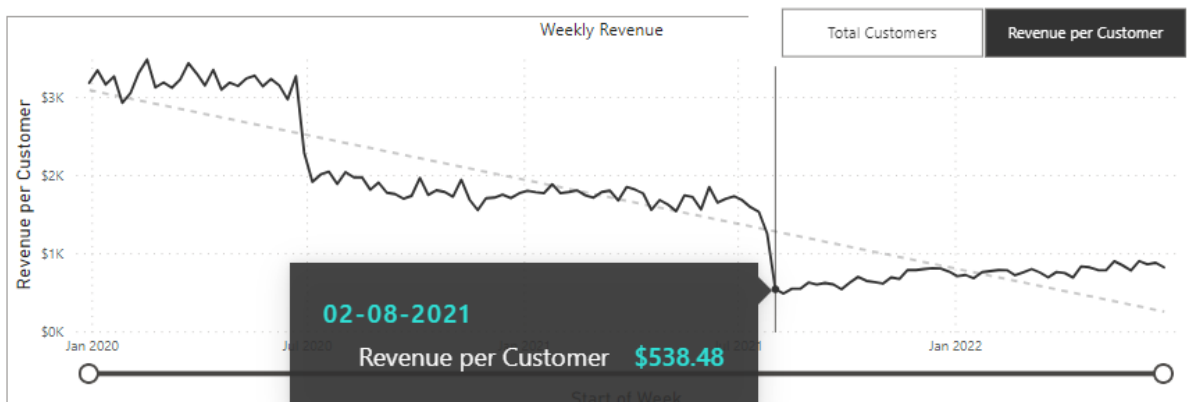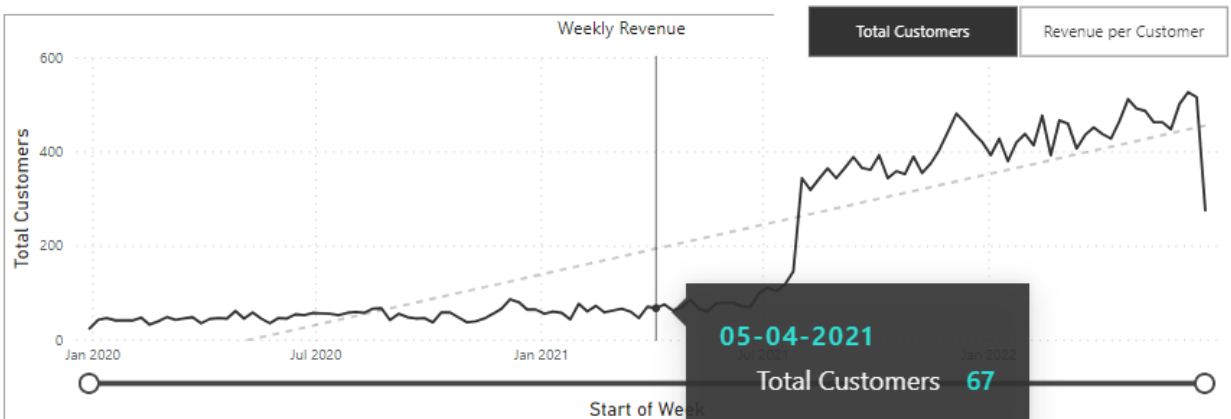
**Customer Detail Dashboard:**
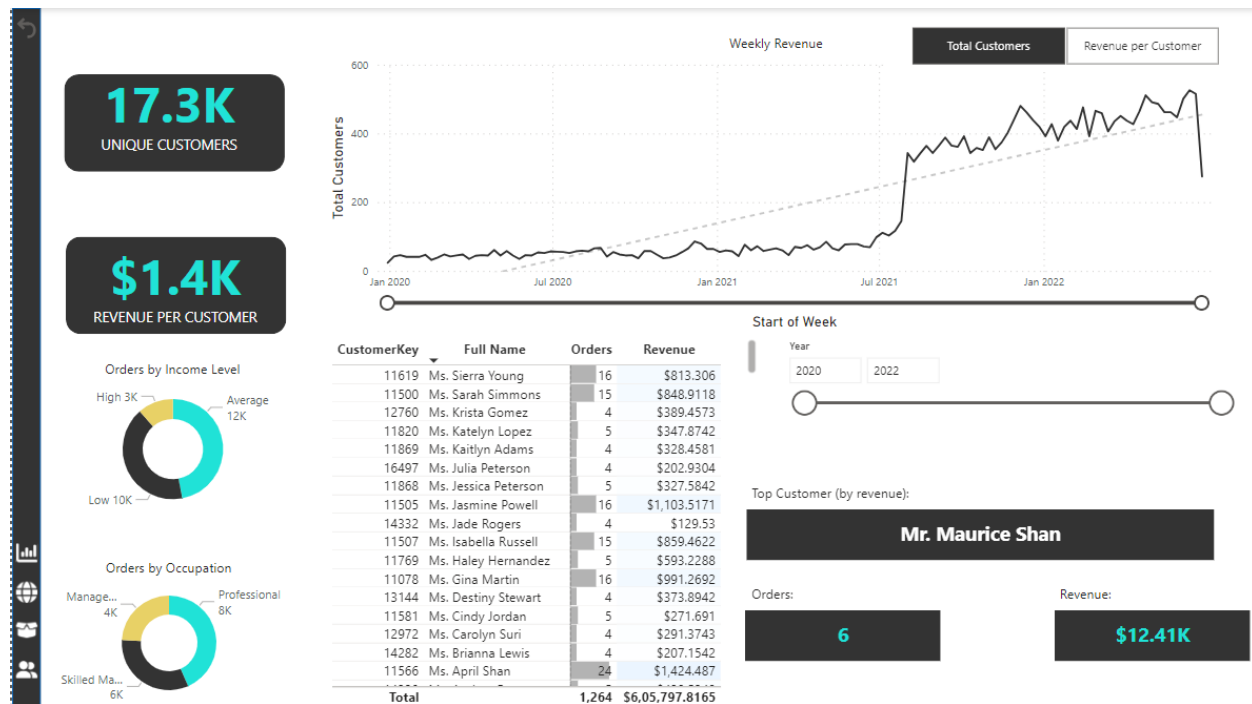


The Customer Details Dashboard displays granular information about the distribution of customers across various parameters.

**KPI Cards :**
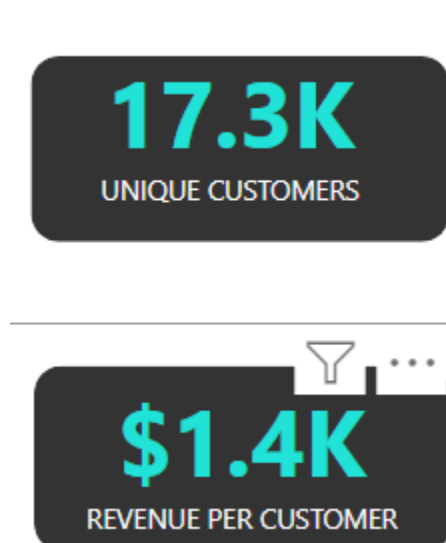


The visuals above display the total number of customers the company has, along with the average revenue AdventureWorks earns from each customer.

**Line Chart :**



The graph displays insights regarding the trends in total customers and revenue per customer over a specific time period. The slicer button located in the top right corner offers an option to switch between the graphs.

**Donut Charts :**
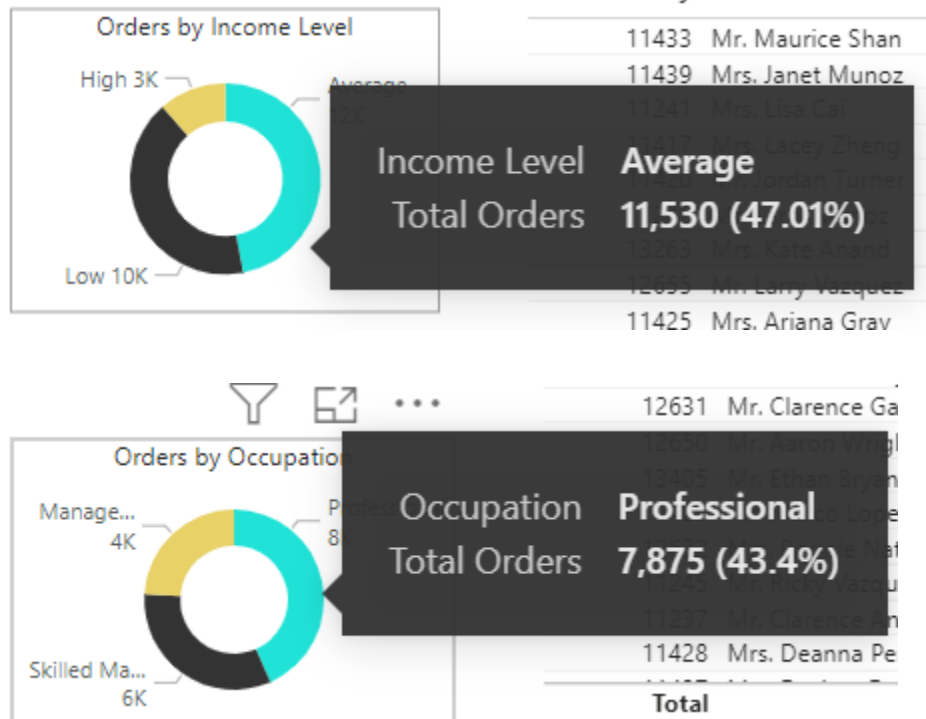


The above donut charts illustrate the distribution of customers and their corresponding orders based on income level and occupation, respectively.

**Customer information matrix and cards:**
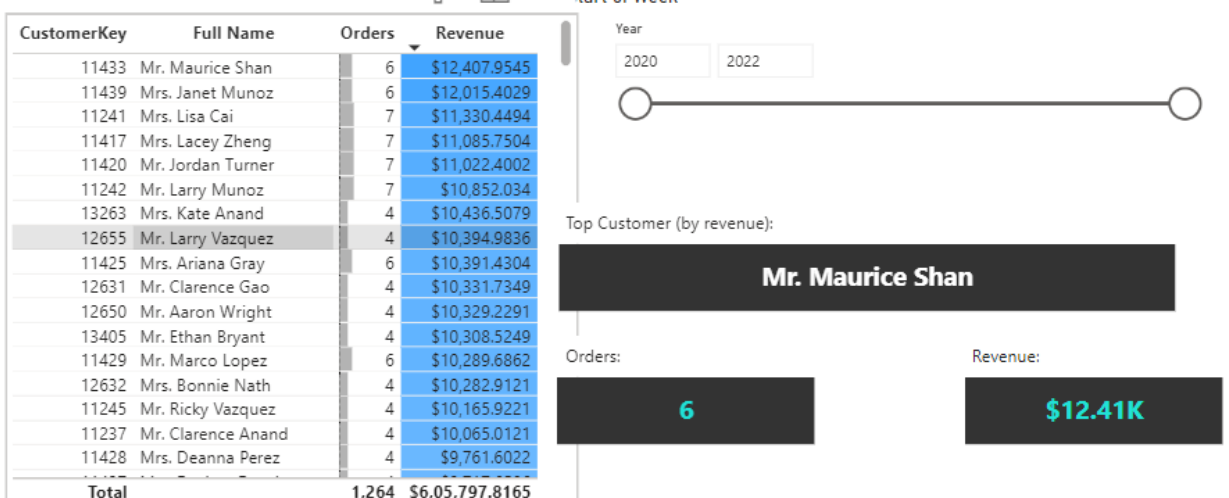


The left matrix of the visual provides details regarding the number of orders and revenue for the top 100 customers, filtered by revenue. The cards on the bottom right

display information about the customer who has generated the most revenue for the company. The slicer on the top right offers an option to change the time period.

## Backend of the Dashboard :

**Data Model:**
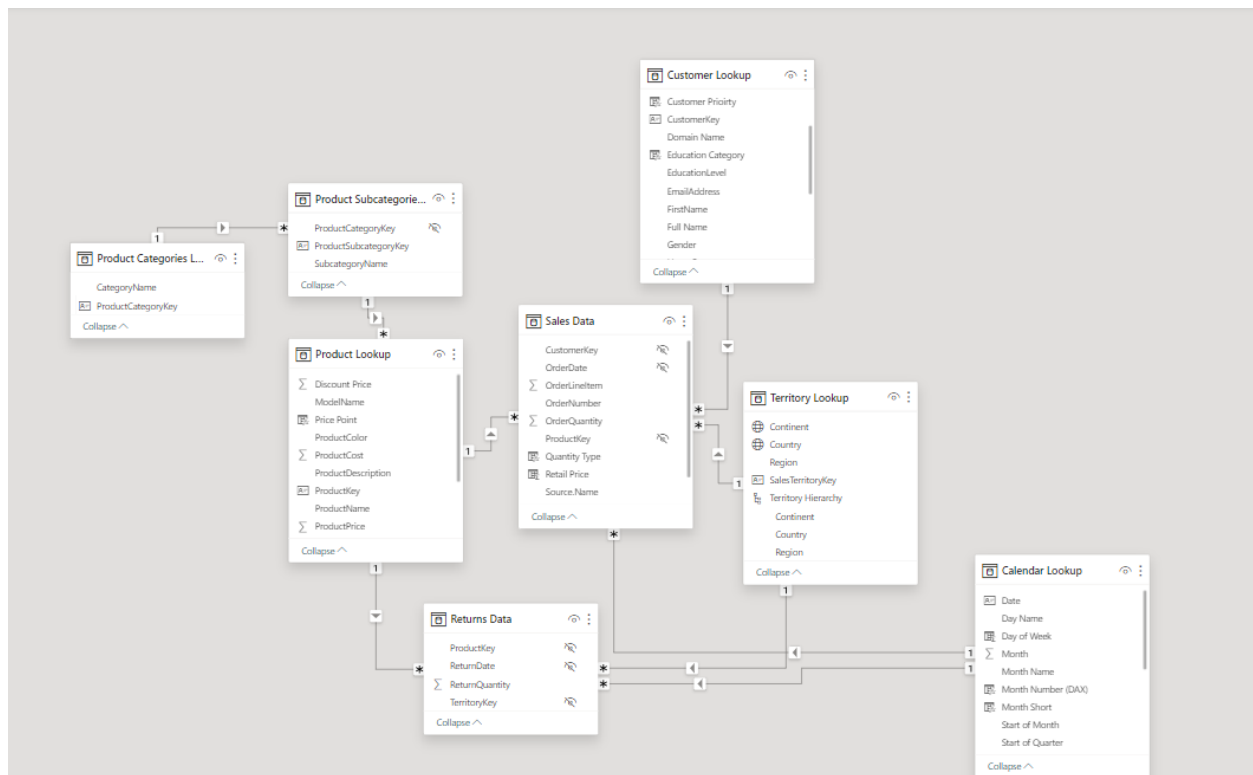


Facts Tables :

1]Sales Data
2]Returns Data

Dimension Tables :

1]Product Lookup
2]Customer Lookup
3]Territory Lookup
4]Calender Lookup
5]Product Categories Lookup
6]Product Subcategories Lookup

The Sales Data and Returns Data contain foreign keys that refer to primary keys from

the Product Lookup, Customer Lookup, Territory Lookup, and Calendar Lookup tables. This configuration forms a STAR Schema. All relationships between Dimension and Facts tables are 1:M.

In the Product Lookup Table, the Product Subcategory Key refers to the unique key in the Product Categories Lookup, and the Product Category Key in the Product Categories Lookup table refers to the Product Categories Lookup itself. This configuration forms a SNOWFLAKE Schema.