

AdventureWorks Sales Dashboard

29.36M

Total Sales

17.28M

Total Cost

12.08M

Net Margin

2.35M

Total Tax

2.35M

Tax

60398

Orders

295

Products

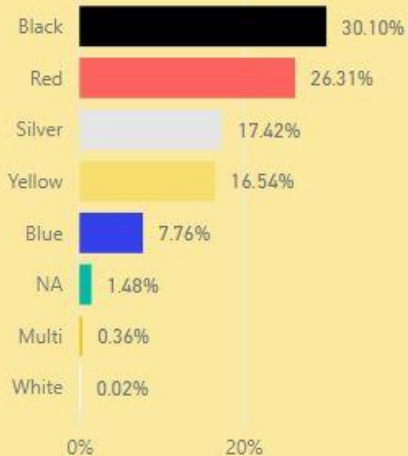
18484

Customers

Dynamic Total Sale, Dynamic Total Cost and Dynamic Net Margin by Year, Quarter and Month



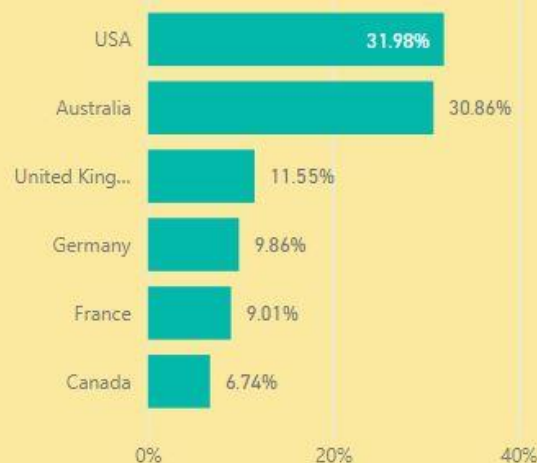
Total Sales % by Color



Total Sales by Product Category



Total Sales % by Country



Total Sales and Delivery Amount



28,318.14K

Total Sales Bikes

ModelName	OrderQuantity
Sport-100	6440
Water Bottle	4244
Mountain-200	3552
Patch kit	3191
Mountain Tire Tube	3095
Road Tire Tube	2376
Cycling Cap	2190
Fender Set - Mountain	2121
Mountain Bottle Cage	2025
Road-250	1903
Long-Sleeve Logo Jersey	1736
Road Bottle Cage	1712
Short-Sleeve Classic Jersey	1596
Road-150	1551
Touring Tire Tube	1488
Road-750	1443
Half-Finger Gloves	1430
HL Mountain Tire	1396
Road-550-W	1390
Touring-1000	1255
ML Mountain Tire	1161
LL Road Tire	1044
Women's Mountain Shorts	1019
Touring Tire	935
Road-350-W	929
ML Road Tire	926
Bike Wash	908
Total	60398

Different Bike Sales Trend

EnglishProductSubcateg... ● Mountain Bikes ● Road Bikes ● Touring Bikes



% of Bike Sales by Type



%Bike Sales by Color



Sales Amount and Net Profit of Different Bikes

● Sales Amount ● Net Profit



\$9.39M

Total Sale Stattic(Usa)

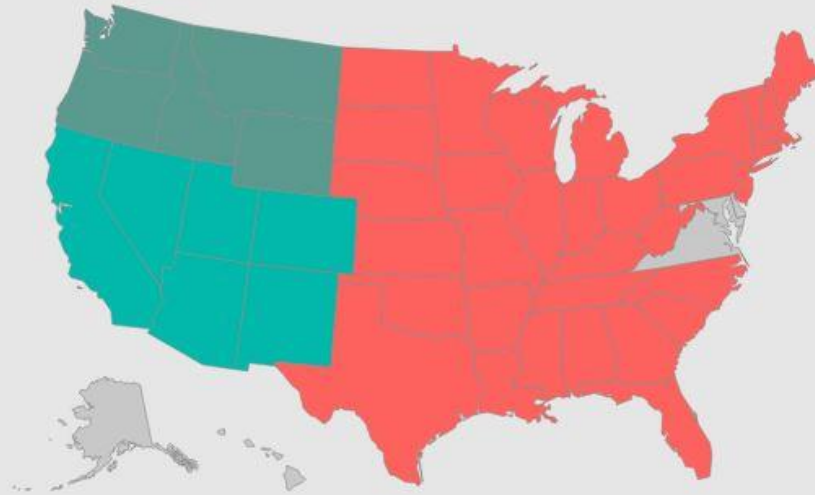
\$9.39M

Total Sale(USA)

100.00%

Sales % (USA)

Total Sale(USA) by USA Sates. States



USA_territory_region

Central

Northeast

Northwest

Southeast

Southwest

USA Sates. States

Alabama

Connecticut

Arizona

Florida

Arkansas

Georgia

California

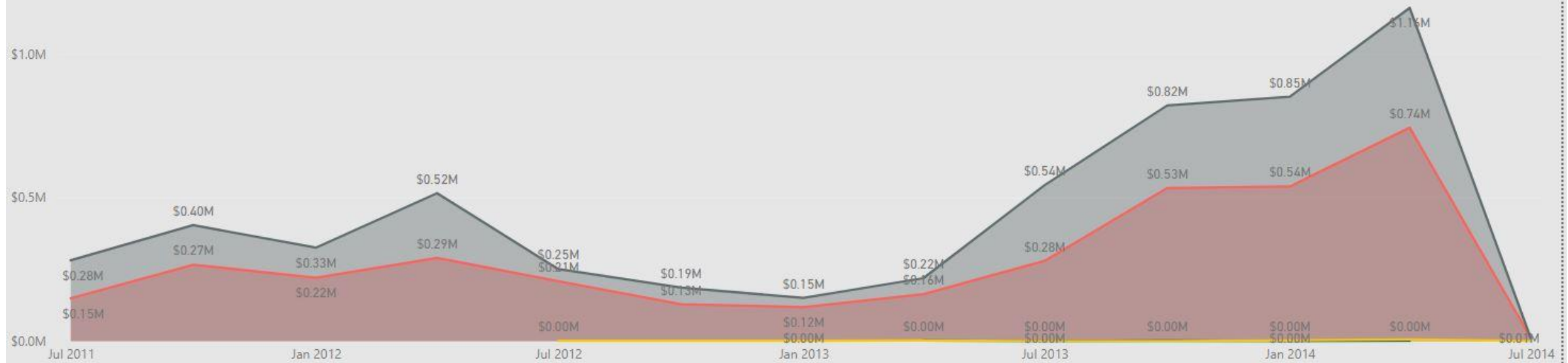
Idaho

Colorado

Illinois

Total Sale(USA) by Year, Quarter and USA_territory_region

USA_territory_region ● Central ● Northeast ● Northwest ● Southeast ● Southwest



41.15%

Overall Margin %

Margin % Status & Trend Over Year

CalendarYear	2011			2012			2013			2014		
EnglishProductCategoryName	Margin %	Margin % Status	Margin % Trend	Margin %	Margin % Status	Margin % Trend	Margin %	Margin % Status	Margin % Trend	Margin %	Margin % Status	Margin % Trend
Bikes	40.15%	●		40.53%	●	↗	40.96%	●	↗	40.54%	●	↘
Clothing							40.16%	●		40.14%	●	↘
Accessories							62.60%	●		62.60%	●	↘

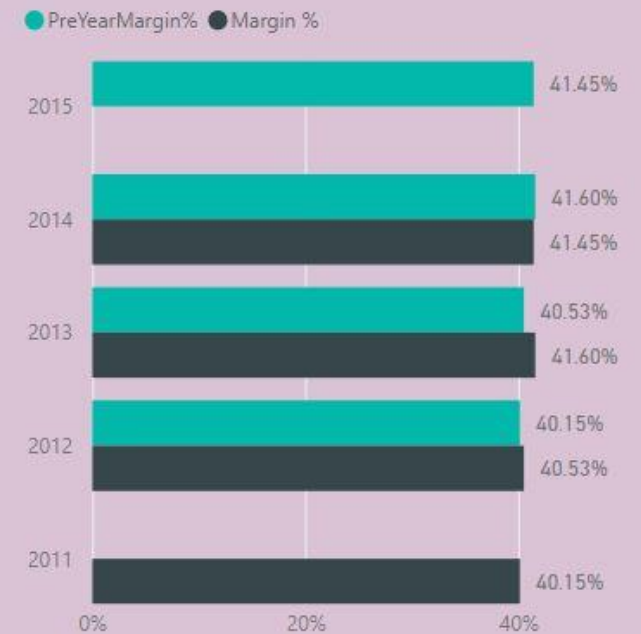
Top 10 Customers

Name	Profit	Qty	Sales Amount
Jon V Yang	3,513.69	8	8,248.99
Marco Mehta	3,515.58	8	8,211.00
Elizabeth Johnson	3,501.91	6	8,196.01
Christy Zhu	3,467.13	9	8,139.29
Curtis Lu	3,445.39	4	8,133.04
Julio Ruiz	3,459.87	6	8,121.33
Janet G Alvarez	3,453.72	5	8,119.03
Ruben Torres	3,454.88	4	8,114.04
Rob Verhoff	3,454.75	7	8,106.31
Shannon C Carlson	3,445.37	5	8,091.33
Jacquelyn C Suarez	3,435.04	4	8,088.04
Eugene L Huang	2,795.88	11	6,383.88
Total	40,943.21	77	95,952.29

Top Products

EnglishProductName	OrderQuantity	Line Margin
Water Bottle - 30 oz.	4244	\$13,256.98
Patch Kit/8 Patches	3191	\$4,574.30
Mountain Tire Tube	3095	\$9,667.85
Road Tire Tube	2376	\$5,934.54
Sport-100 Helmet, Red	2230	\$48,845.25
AWC Logo Cap	2190	\$4,528.26
Sport-100 Helmet, Blue	2125	\$46,545.36
Fender Set - Mountain	2121	\$29,183.90
Sport-100 Helmet, Black	2085	\$45,669.21
Mountain Bottle Cage	2025	\$12,663.74
Road Bottle Cage	1712	\$9,634.62
Touring Tire Tube	1488	\$4,648.07
HL Mountain Tire	1396	\$30,586.36
ML Mountain Tire	1161	\$21,796.27
LL Road Tire	1044	\$14,044.62
Touring Tire	935	\$16,968.10
ML Road Tire	926	\$14,486.07
Bike Wash - Dissolver	909	\$4,518.84
Total	60398	\$12,080,883.65

Pre Year Margin% and Current Year Margin %



Age Group by Education

AGE Group	Bachelors	Graduate Degree	High School	Partial College	Partial High School	Total
50+	2888	1632	495	1009	311	6335
60+	729	605	1085	1822	431	4672
40+	682	334	995	1363	506	3880
70+	730	117	665	754	320	2586
80+	303	474	28	107		912
90+	24	27	26	9	13	99
Total	5356	3189	3294	5064	1581	18484

35.64

Tax Averege of 40+ Aged Clients

\$8.21K

Total Sales to Marco Mehta

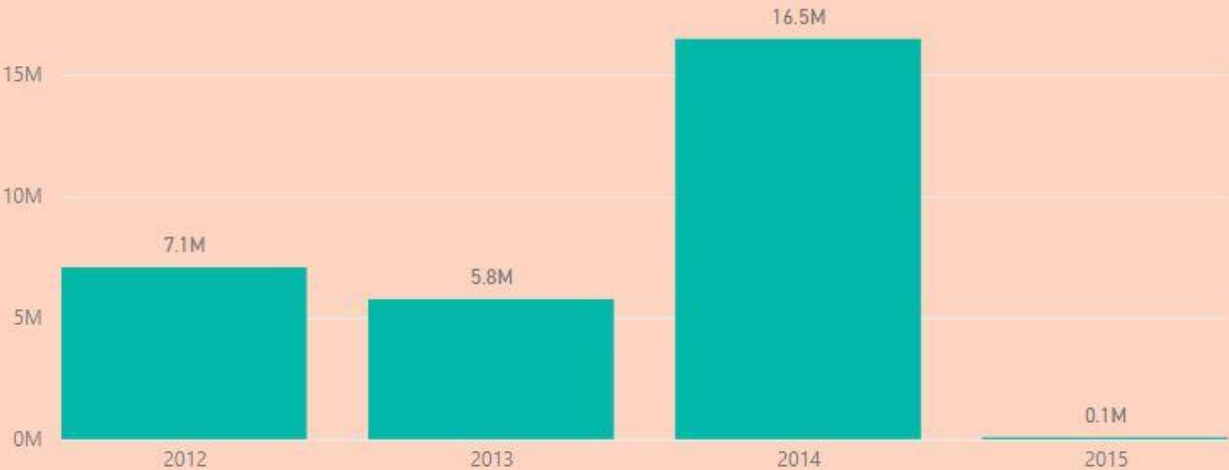
40.53%

Margin % of Bike in 2012

According to Clients Occupation & Age

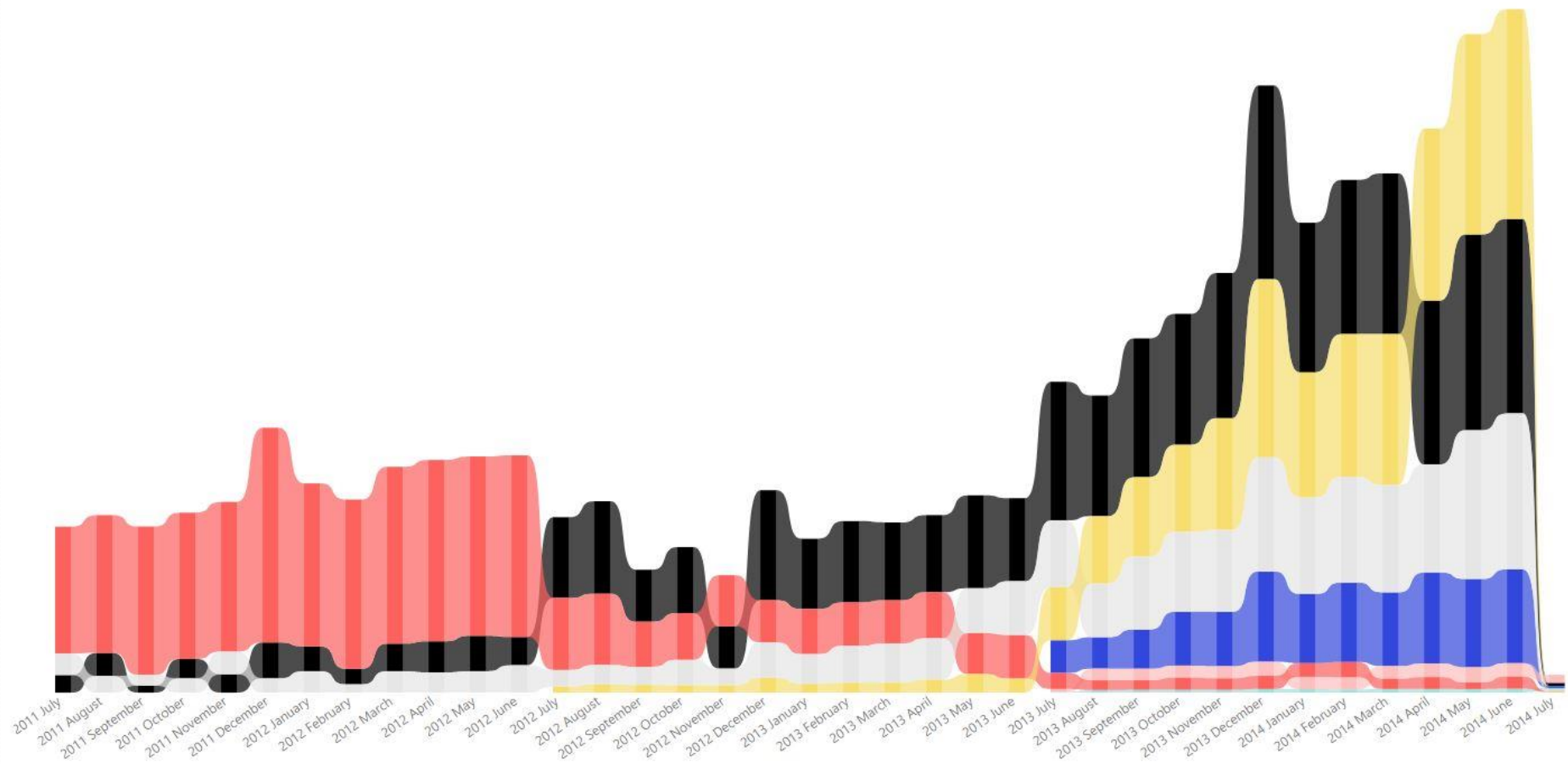
AGE Group	%GT Dynamic Total Sale	AVG Yearly Income	Expending %	Tax Average
40+	18.51%	\$43,105.67	1.91%	\$35.64
Manual	3.84%	\$17,447.55	4.44%	\$36.01
Clerical	3.22%	\$31,164.38	2.46%	\$31.13
Professional	4.26%	\$74,057.24	1.66%	\$46.62
Management	1.57%	\$100,888.89	1.52%	\$54.20
Skilled Manual	5.62%	\$44,387.35	1.44%	\$29.74
50+	39.17%	\$59,704.81	1.79%	\$42.79
Manual	3.44%	\$16,791.38	4.05%	\$31.47
Clerical	6.29%	\$33,589.44	3.91%	\$49.48
Skilled Manual	7.50%	\$54,989.47	1.66%	\$38.27
Professional	15.72%	\$70,650.79	1.63%	\$44.58
Management	6.21%	\$107,796.21	1.18%	\$47.73
60+	27.61%	\$63,047.95	1.62%	\$42.36
Manual	1.93%	\$14,545.45	4.72%	\$31.67
Clerical	4.21%	\$31,756.44	2.70%	\$37.92
Skilled Manual	7.86%	\$59,947.33	1.72%	\$43.76
Management	3.41%	\$106,039.12	1.35%	\$54.32
Professional	10.20%	\$86,065.16	1.27%	\$42.97
70+	11.50%	\$62,973.70	1.21%	\$32.33
Manual	0.42%	\$15,555.56	5.21%	\$39.35
Clerical	1.73%	\$23,482.43	4.10%	\$39.78
Skilled Manual	0.92%	\$36,576.92	1.64%	\$24.75
Management	4.96%	\$85,180.72	1.00%	\$34.47
Total	100.00%	\$57,305.78	1.63%	\$38.89

Dynamic Total Sale by FiscalYear



Dynamic Total Sale by Year, Month and Color

Color ● Black ● Blue ● Multi ● NA ● Red ● Silver ● White ● Yellow



Adventure Works Sales Report

Background:

The Sample Data Set of AdventureWorks is used here for analysis. The sales data from 2012 to 2015 are stored here in several tables.

Fact Table	Dimension Table
Fact Sales	Customer Date Product Product Category Product Sub Category States_Territory

First of all, unnecessary columns (French, Spanis etc.) are removed in Power Query. Duplicate rows from each Dimension Table are also removed.

HomeTransformAdd ColumnViewToolsHelp

New SourceRecent SourcesEnter Data

Data source settingsManage ParametersRefresh PreviewQuery

PropertiesAdvanced EditorManage

Choose ColumnsRemove ColumnsKeep RowsRemove RowsSort

Split ColumnGroup By

Data Type: TextUse First Row as HeadersReplace Values

Merge QueriesAppend QueriesCombine Files

Text AnalyticsVisionAzure Machine Learning

Series [7]

Customer

Date

Product

Product Subcategory

Sales Territory

Fact Sales

Product Category

fx

= Table.RemoveColumns(#"Filtered Rows1",{"SpanishDayNameOfWeek", "FrenchDayNameOfWeek"})

	Name	SpanishMonthName	FrenchMonthName	MonthNumberOfYear	CalendarQuarter	CalendarYear
1		Diciembre	Décembre	12	4	2015
2		Diciembre	Décembre	12	4	2015
3		Diciembre	Décembre	12	4	2015
4		Diciembre	Décembre	12	4	2015
5		Diciembre	Décembre	12	4	2015
6		Diciembre	Décembre	12	4	2015
7		Diciembre	Décembre	12	4	2015
8		Diciembre	Décembre	12	4	2015
9		Diciembre	Décembre	12	4	2015
10		Diciembre	Décembre	12	4	2015
11		Diciembre	Décembre	12	4	2015
12		Diciembre	Décembre	12	4	2015
13		Diciembre	Décembre	12	4	2015
14		Diciembre	Décembre	12	4	2015
15		Diciembre	Décembre	12	4	2015
16		Diciembre	Décembre	12	4	2015
17		Diciembre	Décembre	12	4	2015
18		Diciembre	Décembre	12	4	2015
19		Diciembre	Décembre	12	4	2015
20		Diciembre	Décembre	12	4	2015
21		Diciembre	Décembre	12	4	2015
22		Diciembre	Décembre	12	4	2015
23		Diciembre	Décembre	12	4	2015
24		Diciembre	Décembre	12	4	2015
25		Diciembre	Décembre	12	4	2015
26		Diciembre	Décembre	12	4	2015
27		Diciembre	Décembre	12	4	2015
28		Diciembre	Décembre	12	4	2015
29		Diciembre	Décembre	12	4	2015
30		Diciembre	Décembre	12	4	2015
31		Diciembre	Décembre	12	4	2015
32		Noviembre	Novembre	11	4	2015
33		Noviembre	Novembre	11	4	2015
34		Noviembre	Novembre	11	4	2015
35		Noviembre	Novembre	11	4	2015
36						

Query Settings

PROPERTIES

Name

Date

All Properties

APPLIED STEPS

Source

Navigation

Imported CSV

Promoted Headers

Changed Type

Removed Columns

Filtered Rows

Sorted Rows

Filtered Rows1

Removed Columns1

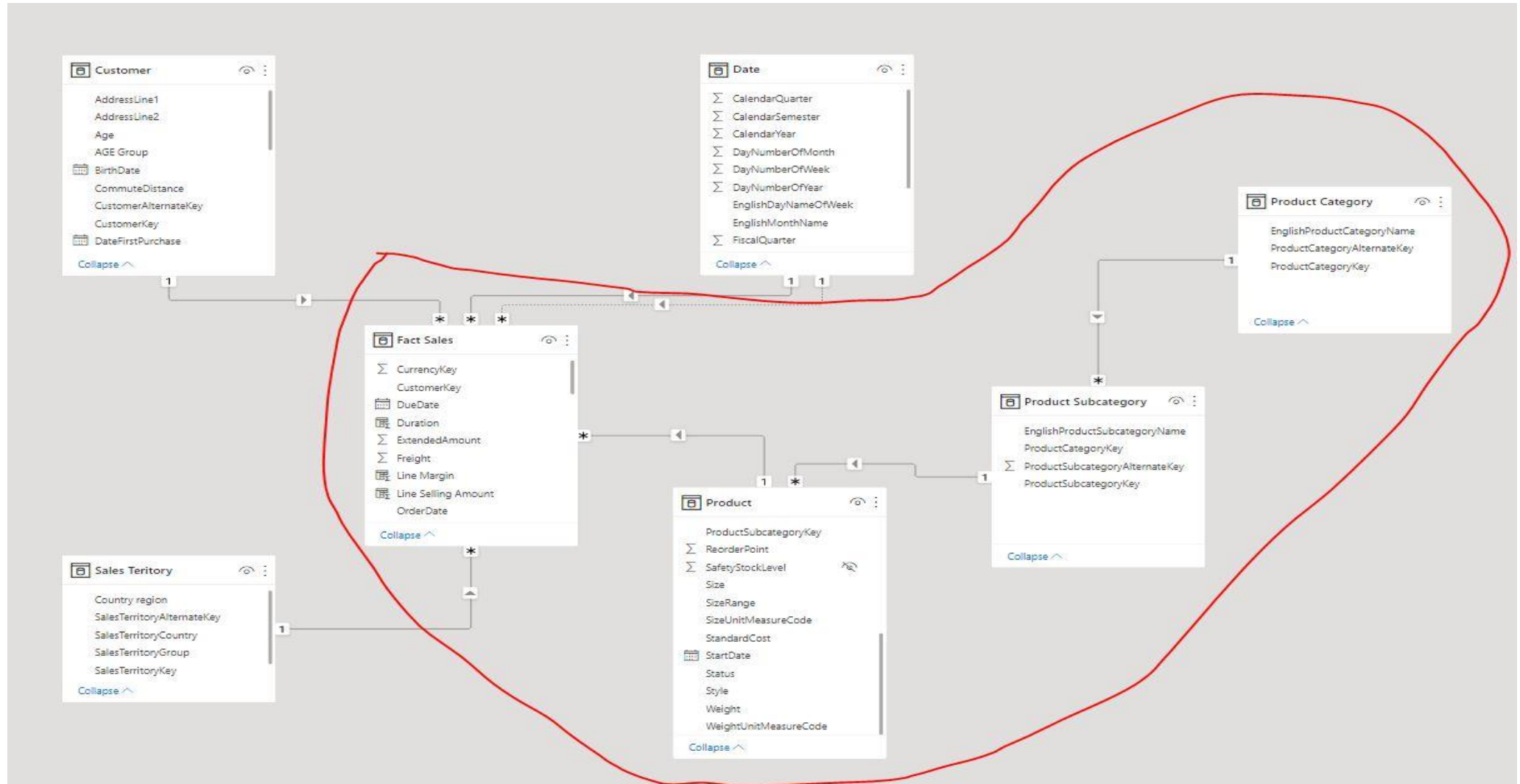
COLUMNS, 999+ ROWS

Column profiling based on top 1000 rows

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The relationship between the fact and the dimension tables are then established. Fundamentally we develop a “Star Schema”. But this is not a pure Star Schema because here a portion of “Snowflake schema” was developed .

Fact Sales>Product>Product>Sub Category>ProductCategory.



- In June 2014 and the margin was 0.81 million. 2014 accounted for 56.11% of Dynamic Total Sale.
- Dynamic Total Sale for Yellow started trending up on December 2013, rising by 17.95% (91,070.71) in 6 months.
- Dramatically Dynamic Total Sale of red colored product is decreased by 61.31% from June 2012 to July 2012 in just 1 month. Another drop down was held in between June 2013 to July 2013 by 63.39%.
- USA and Australia were two big markets for the company. I think weather was a fact there. Total sales amount in USA was 9.39 million. The most interesting thing is the sales percentage is 60.90% in the South West region of USA.
- Bike was the top product category. Road Bikes and Mountain Bikes were very popular. After May 2013 sales of Mountain Bikes started getting higher than Road Bikes. Mountain-200 was the highest selling bike.

DAX – Top 20 Products Table

```
1 Top Bike = TOPN(20,
2 ADDCOLUMNS(
3     VALUES('Product'[EnglishProductName]),
4     "Sales Amount",'Fact Sales'[Total Sale(Bike)],
5     "Sales QTY",CALCULATE(SUM('Fact Sales'[OrderQuantity]),'Product Category'[EnglishProductCategoryName]="Bikes"),
6     "Net Profit",CALCULATE(SUM('Fact Sales'[Line Margin]),'Product Category'[EnglishProductCategoryName]="Bikes")
7 ),
8 [Sales Amount],
9 DESC
10 )
```

DAX – Top 12 Customer Table

```
1 Top Customers = TOPN(12,
2     SUMMARIZE('Fact Sales',
3         Customer[Name],
4         "Profit",SUM('Fact Sales'[Line Margin]),
5         "Qty",SUM('Fact Sales'[OrderQuantity]),
6         "Sales Amount",SUM('Fact Sales'[SalesAmount])
7     ),
8     [Sales Amount],
9     DESC
10 )
```

Customer	Sales Amount	Qty	Profit
...

Tax A