

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

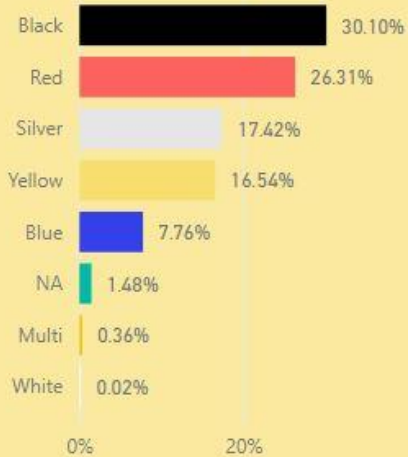
18484

Customers

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



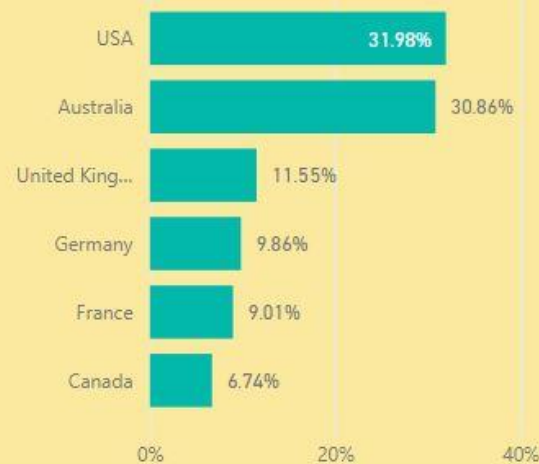
Total Sales % by Color



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)

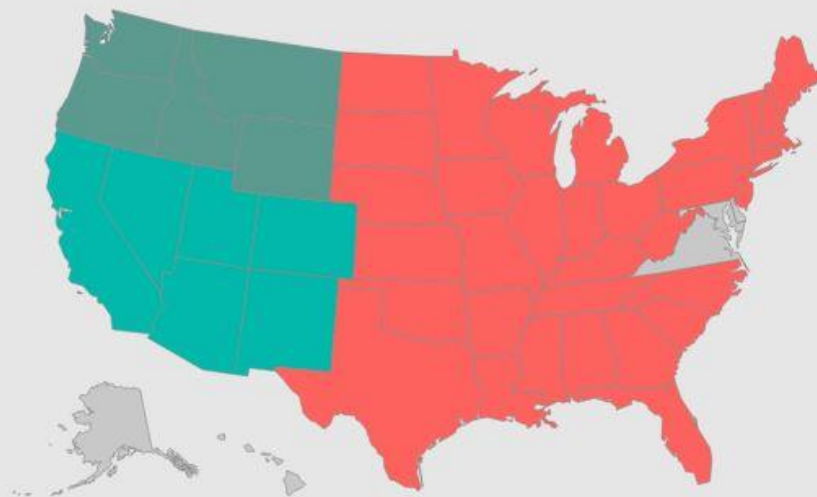
\$9.39M

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

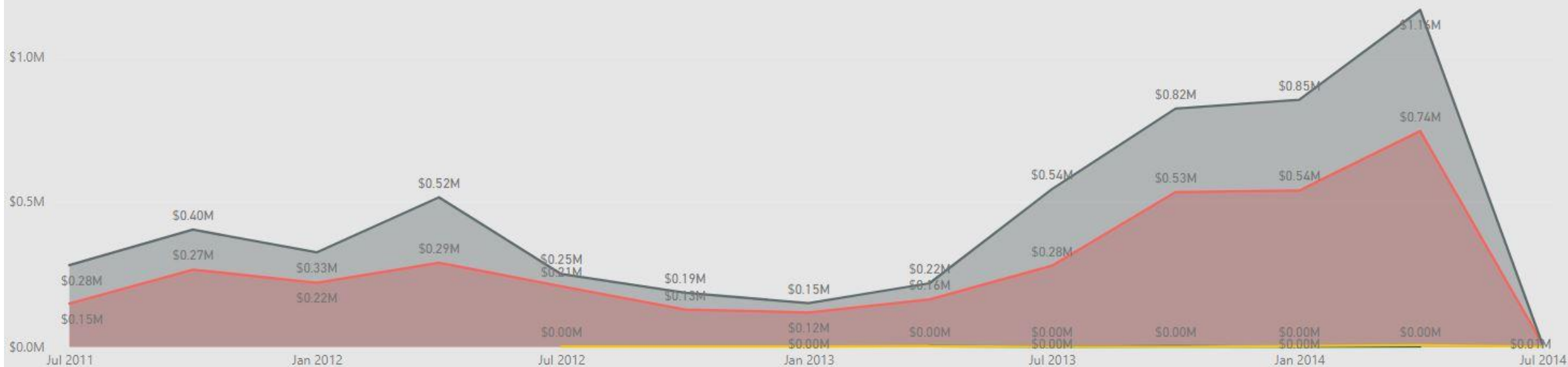
Idaho

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%	●	↘

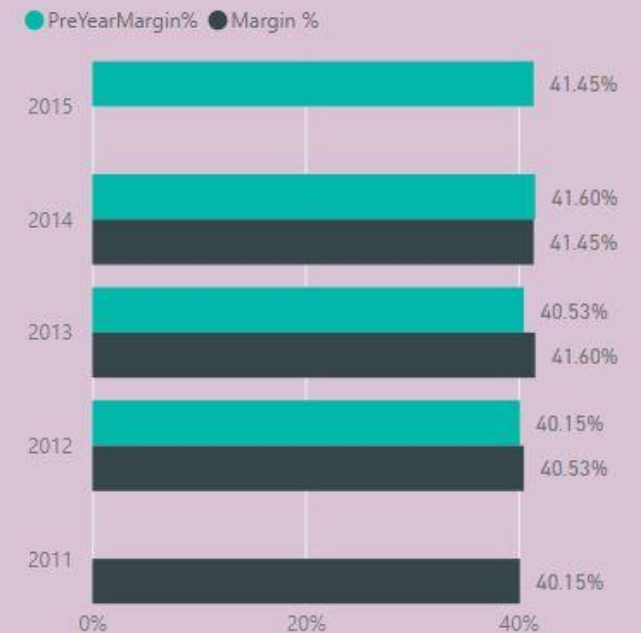
Top 10 Customers

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

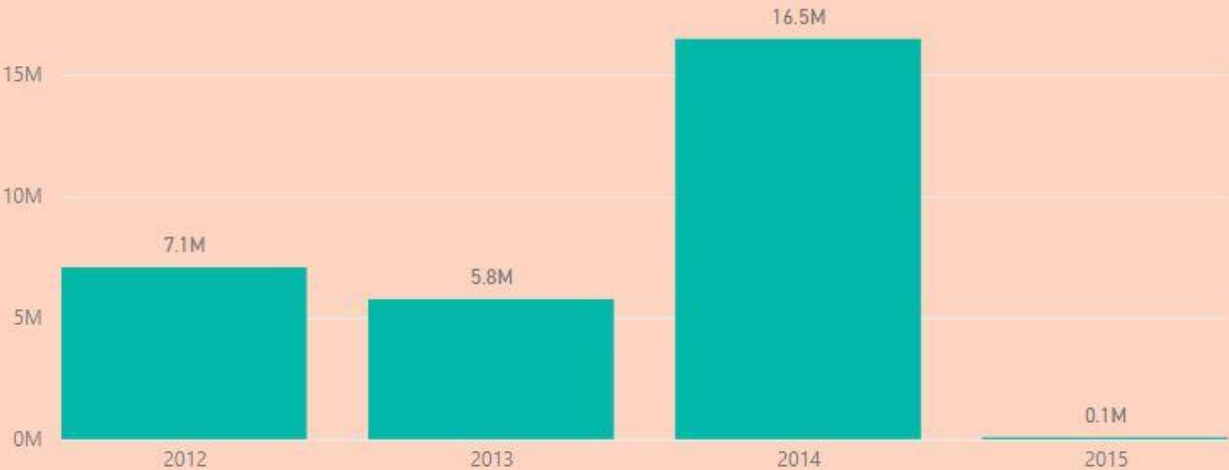
40.53%

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

