

## AdventureWorks DW 2019 reseller

### Tableau visualization and dashboards snapshots

1. What are the sales, discount amounts, product costs, profit, quantity ordered, number of orders & average order size (sales amount) of reseller sales by Product Hierarchy (Category, Subcategory, Model & Product) and ranked by sales?

Product Sales Tabluar

Product..	Product Sub..	Product Model	Product Name	Total Produ..	Discount A..	Profit Marg..	Order Quan..	Sales Amou..	Count of Sa..	Avg. Sales ..
Bikes	Mountain Bikes	Mountain-100	Mountain-100 Black, 42	20879.0384	3,248	\$-14,846.24	11	\$6,032.79	1	\$6,032.79
				22777.1328	470	\$243.00	12	\$23,020.13	1	\$23,020.13
			Mountain-100 Black, 44	1898.0944	295	\$1,569.03	24	\$47,123.30	24	\$1,963.47
				3796.1888	2,362	\$4,684.48	130	\$251,436.76	65	\$3,868.26
				5694.2832	2,658	\$-2,629.46	84	\$156,810.47	28	\$5,600.37
				7592.3776	1,181	\$2,215.34	64	\$123,693.38	16	\$7,730.84
				9490.472	2,953	\$-1,441.12	105	\$197,858.79	21	\$9,421.85
				11388.5664	0	\$10,659.57	84	\$170,099.50	14	\$12,149.96
				13286.6608	0	\$888.30	7	\$14,174.96	1	\$14,174.96
				15184.7552	4,725	\$-19,564.14	32	\$41,174.88	4	\$10,293.72
				17082.8496	0	\$5,710.48	45	\$91,124.73	5	\$18,224.95
				18980.944	2,953	\$-12,227.59	20	\$25,734.30	2	\$12,867.15
		Mountain-100 Black, 48		20879.0384	431	\$222.75	11	\$21,101.79	1	\$21,101.79
				22777.1328	470	\$243.00	12	\$23,020.13	1	\$23,020.13
				1898.0944	1,181	\$-1,464.75	35	\$64,968.56	35	\$1,856.24
				3796.1888	4,134	\$-2,144.47	146	\$274,977.31	73	\$3,766.81
				5694.2832	1,772	\$-1,245.37	60	\$112,640.29	20	\$5,632.01
				7592.3776	2,362	\$-137.70	92	\$174,486.98	23	\$7,586.39
				9490.472	4,430	\$-13,899.90	65	\$109,476.24	13	\$8,421.25
				11388.5664	1,772	\$-3,529.57	42	\$76,190.40	7	\$10,884.34
				13286.6608	0	\$3,553.19	28	\$56,699.83	4	\$14,174.96
				15184.7552	2,362	\$-3,690.89	64	\$117,787.15	8	\$14,723.39
				17082.8496	0	\$3,426.29	27	\$54,674.84	3	\$18,224.95
		Mountain-100 Silver, 38		1912.1544	1,487	\$-2,963.09	35	\$63,962.31	35	\$1,827.49
				3824.3088	3,570	\$-2,764.87	118	\$222,869.34	59	\$3,777.45
				5736.4632	0	\$8,820.93	69	\$140,759.59	23	\$6,119.98
				7648.6176	1,190	\$5,811.26	92	\$181,729.47	23	\$7,901.28
				9560.772	5,950	\$-18,883.55	85	\$143,649.58	17	\$8,449.98
				11472.0364	1,706	\$1,046.52	70	\$150,104.56	13	\$11,552.42

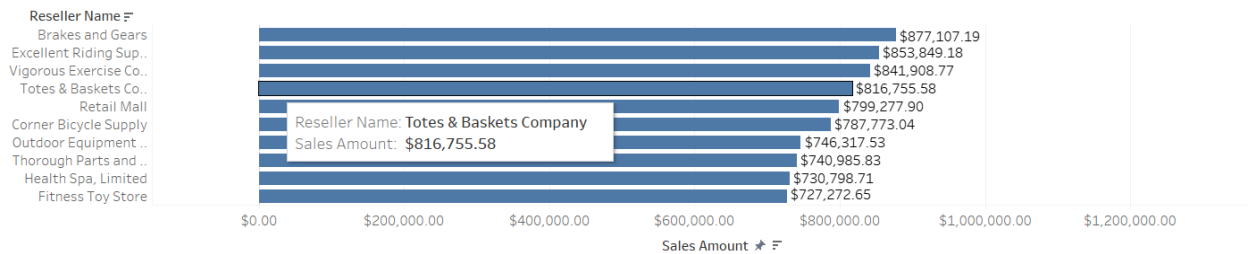
2. What are the sales, discount amounts, product costs, profit, quantity ordered, number of orders & average order size (sales amount) of reseller sales by reseller hierarchy (business type, reseller name)?

Reseller Sales Tabluar

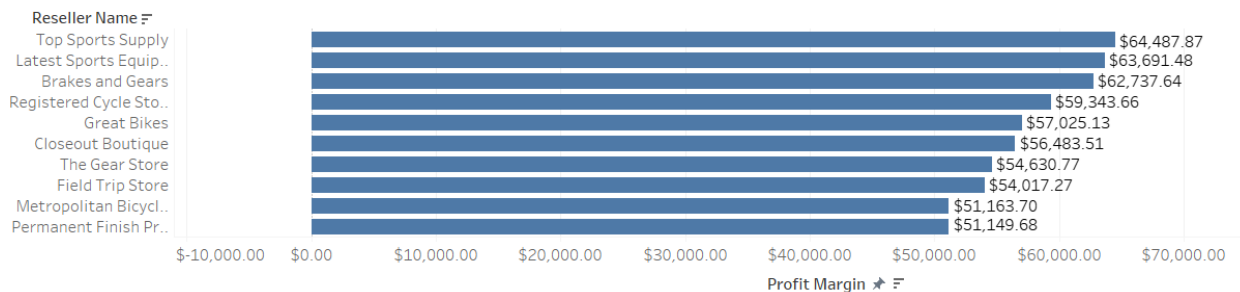
Business Ty..	Reseller Name	Total Pr..	Discount A..	Profit Marg..	Order Quan..	Sales Am..	Count of Sa..	Avg. Sales ..
Specialty Bike Shop	A Great Bicycle Company	826.2926	0	\$50.50	8	\$3,355.67	4	\$838.92
		1769.4166	0	\$-19.83	2	\$1,749.59	1	\$1,749.59
		884.7083	0	\$-19.83	2	\$1,749.59	2	\$874.79
		413.1463	0	\$25.25	4	\$1,677.84	4	\$419.46
		486.7066	0	\$-16.91	1	\$469.79	1	\$469.79
		27.568	0	\$9.69	1	\$37.25	1	\$37.25
		17.1156	0	\$-1.56	3	\$15.56	1	\$15.56
	Accessories Network	1481.9379	0	\$-51.50	1	\$1,430.44	1	\$1,430.44
		461.4448	50	\$-193.53	2	\$729.36	2	\$364.68
		3.7326	0	\$2.26	2	\$5.99	1	\$5.99
	Active Systems	92.8002	0	\$84.36	6	\$269.96	2	\$134.98
		123.7336	0	\$56.24	4	\$179.98	1	\$179.98
		145.4035	0	\$-1.20	5	\$144.20	1	\$144.20
		27.7564	3	\$2.52	2	\$30.28	1	\$30.28
		15.6891	0	\$-0.13	3	\$15.56	1	\$15.56
	Activity Center	3247.53	0	\$-557.24	9	\$9,185.35	3	\$3,061.78
		973.4132	141	\$-915.16	18	\$7,845.56	9	\$871.73
		1460.1198	0	\$-202.95	12	\$5,637.53	4	\$1,409.38
		2165.02	0	\$-247.66	4	\$4,082.38	2	\$2,041.19
		1082.51	0	\$-123.83	2	\$2,041.19	2	\$1,020.59
		1946.8264	0	\$-67.65	4	\$1,879.18	1	\$1,879.18
		486.7066	0	\$-67.65	4	\$1,879.18	4	\$469.79
		1554.9479	0	\$-88.94	1	\$1,466.01	1	\$1,466.01
		1426.1596	0	\$-81.57	2	\$1,344.59	1	\$1,344.59
		343.6496	0	\$-78.62	4	\$1,295.98	4	\$323.99

### 3. What resellers are in the top 10 by sales & profit?

Top 10 reseller by sales Bar



Top 10 reseller by profit Bar



### 4. What are some of the key attributes of resellers (that are tracked by AdventureWorks)?

Reseller KPI

Business Unit	Sales Region	Country	Product Category	Profit Margin	Total Product Cost	Sales Amount	Discount Amount
Reseller	North America	Canada	Components	\$48,195.37	407,962	\$456,157.39	0
			Bikes	\$37,437.66	4,239,339	\$4,276,777.06	11,299
			Clothing	\$16,525.30	77,934	\$94,459.14	1,424
			Accessories	\$9,927.77	17,897	\$27,824.76	14
	Europe	United Kingdom	Components	\$17,820.12	155,207	\$173,026.83	0
			Clothing	\$6,091.20	32,608	\$38,699.27	504
			Accessories	\$4,629.86	8,115	\$12,745.15	0
			Bikes	\$-7,719.09	1,576,361	\$1,568,641.57	5,459
		Germany	Components	\$5,443.87	71,140	\$76,583.76	0
			Accessories	\$2,209.28	3,656	\$5,865.37	0
			Clothing	\$687.88	14,409	\$15,097.34	139
		France	Bikes	\$-30,745.98	558,723	\$527,976.95	6,055
			Components	\$9,673.78	94,604	\$104,278.16	31
			Clothing	\$3,236.83	13,349	\$16,585.45	166
			Accessories	\$1,067.45	2,136	\$3,203.42	44
	Pacific	Australia	Bikes	\$-38,456.14	862,637	\$824,180.72	9,170
			Components	\$7,472.20	72,412	\$79,884.41	0
			Accessories	\$6,880.95	11,506	\$18,387.02	26
			Clothing	\$-964.76	29,659	\$28,693.81	309

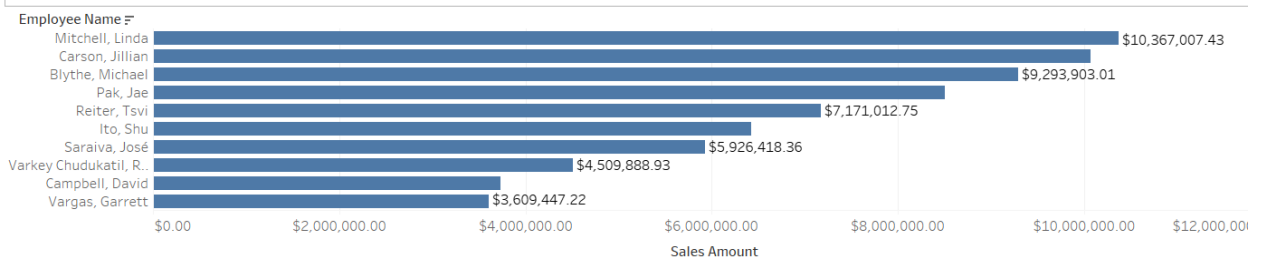
5. What are the sales, discount amounts, product costs, profit, quantity ordered, number of orders & average order size (sales amount) of reseller sales by Geo Hierarchy (Country, State/Province & City of Reseller)?

Reseller Geo Sales Tabluar

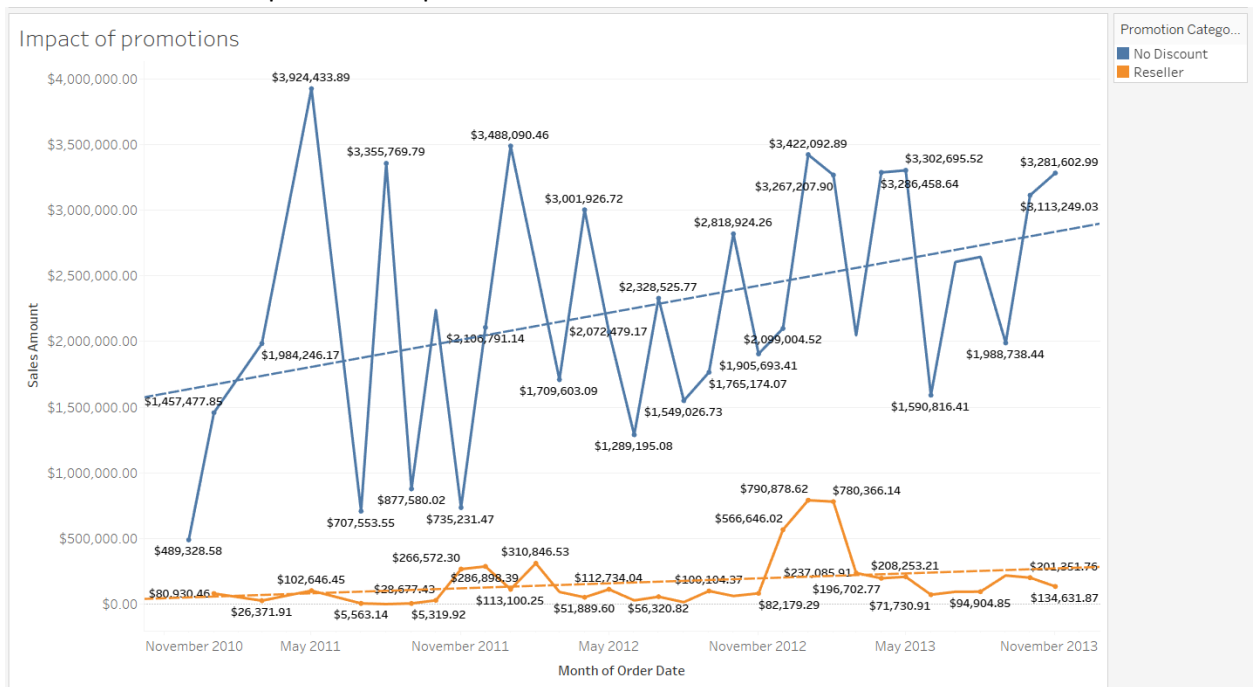
Business...	Reseller Name	Country R..	State Province	City	Total Produ..	Discount A..	Profit Marg..	Order Quan..	Sales Amou..	Count of Sa..	Avg. Sales
Specialty	A Great Bicycle	United States	Missouri	Jefferson City	17.1156	0	\$-1.56	3	\$15.56	1	\$15.56
Bike Shop	Company				27.568	0	\$9.69	1	\$37.25	1	\$37.25
					413.1463	0	\$25.25	4	\$1,677.84	4	\$419.46
					486.7066	0	\$-16.91	1	\$469.79	1	\$469.79
					826.2926	0	\$50.50	8	\$3,355.67	4	\$838.92
					884.7083	0	\$-19.83	2	\$1,749.59	2	\$874.79
					1769.4166	0	\$-19.83	2	\$1,749.59	1	\$1,749.59
Accessories Network	France	Seine (Paris)	Paris		3.7326	0	\$2.26	2	\$5.99	1	\$5.99
					461.4448	50	\$-193.53	2	\$729.36	2	\$364.68
					1481.9379	0	\$-51.50	1	\$1,430.44	1	\$1,430.44
Active Systems	United States	Minnesota	Duluth		15.6891	0	\$-0.13	3	\$15.56	1	\$15.56
					27.7564	3	\$2.52	2	\$30.28	1	\$30.28
					92.8002	0	\$84.36	6	\$269.96	2	\$134.98
					123.7336	0	\$56.24	4	\$179.98	1	\$179.98
					145.4035	0	\$-1.20	5	\$144.20	1	\$144.20
Activity Center	United States	Tennessee	Crossville		2.9733	0	\$1.80	1	\$4.77	1	\$4.77
					5.2297	0	\$-0.04	1	\$5.19	1	\$5.19
					6.7246	0	\$4.06	2	\$10.79	1	\$10.79
					10.0869	0	\$12.19	6	\$32.36	2	\$16.18
					13.0863	0	\$7.91	1	\$20.99	1	\$20.99

6. Who are the top salespeople?

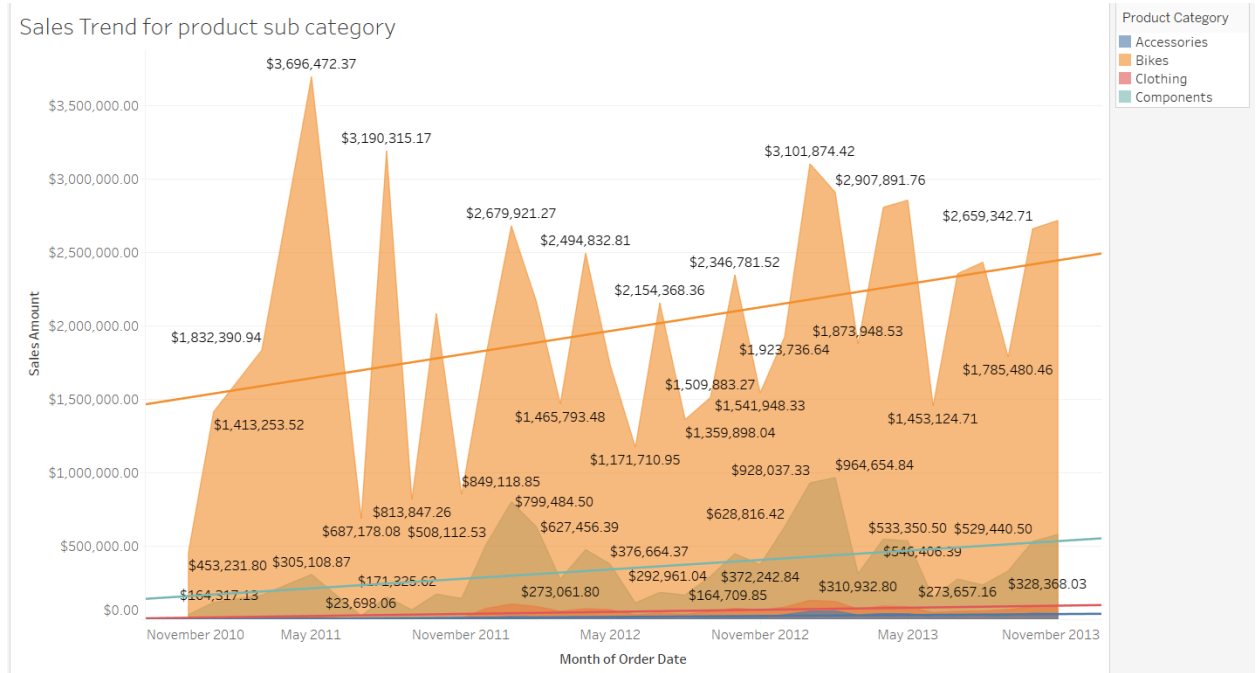
Top 10 Salespeople by sale Bar



7. What has been the impact of sales promotions?



8. Are sales growing overall and what are the sales trends for specific product subcategories?



9. What are the top 10 & bottom product subcategories by sales & profits for bike & accessories?

## Top 10 product subcategory

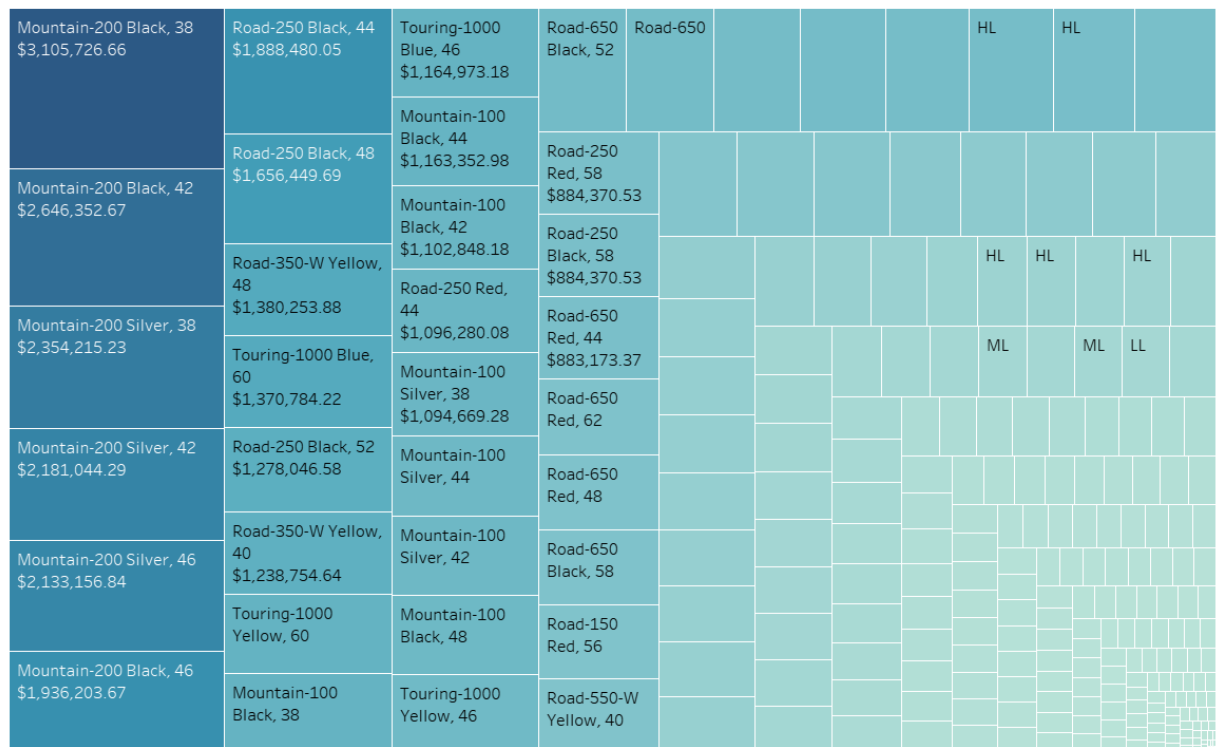
Product Cat..	Product Subc..	Profit Margin	Sales Amount
Accessories	Helmets	\$85,346.90	\$258,712.93
Bikes	Road Bikes	\$-1,172,396.95	\$29,358,206.96
	Mountain Bikes	\$1,419,292.04	\$26,492,684.38
	Touring Bikes	\$-1,237,594.98	\$10,451,490.22
Clothing	Jerseys	\$-132,699.92	\$579,308.71
	Shorts	\$111,299.43	\$342,202.72
Components	Mountain Frames	\$487,845.26	\$4,713,672.15
	Road Frames	\$138,871.18	\$3,849,853.34
	Touring Frames	\$-5,573.41	\$1,642,327.69
	Wheels	\$175,340.35	\$679,070.07

## Bottom 10 product subcategory

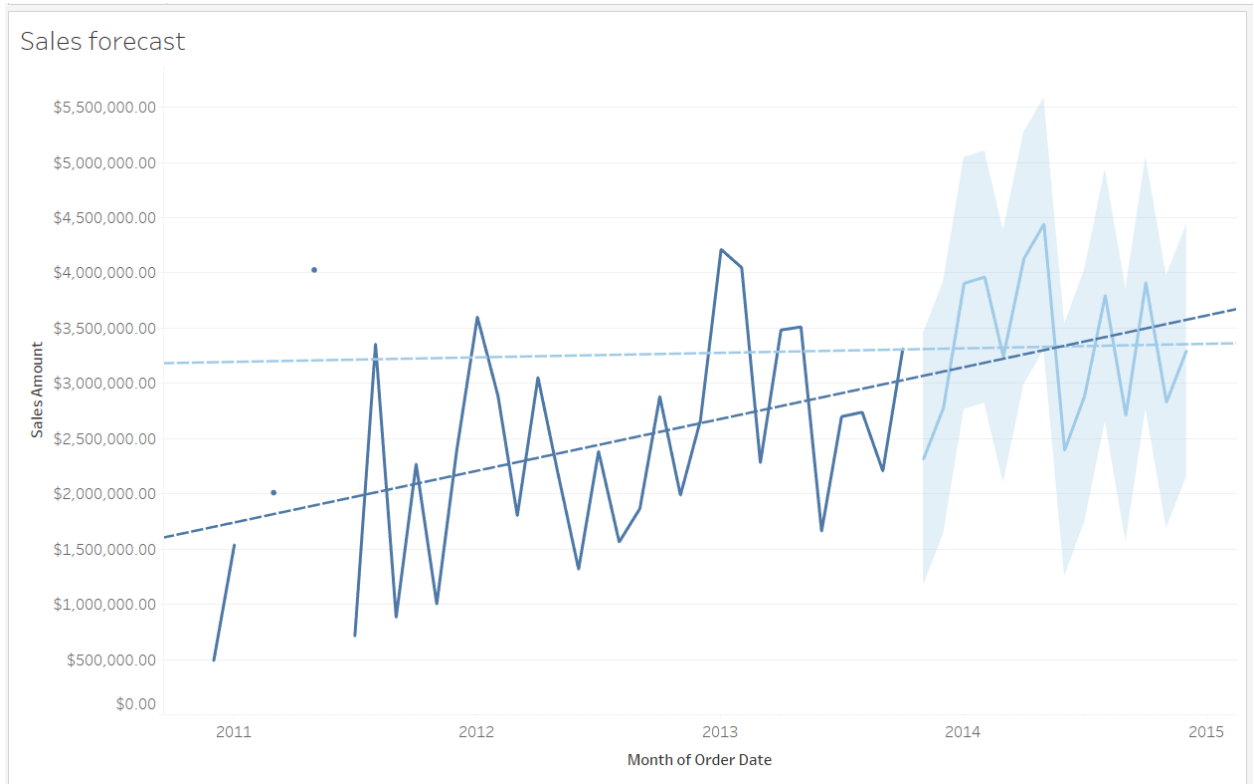
Product Cat..	Product Subc..	Profit Marg..	Sales Am..
Accessories	Locks	\$5,025.85	\$16,225.22
	Pumps	\$4,196.82	\$13,514.69
	Cleaners	\$4,019.75	\$11,188.37
	Bottles and Cages	\$2,678.35	\$7,476.60
	Tires and Tubes	\$347.93	\$925.21
Clothing	Caps	\$-5,731.46	\$31,541.35
	Socks	\$8,966.78	\$24,638.81
Components	Saddles	\$14,476.55	\$55,829.39
	Bottom Brackets	\$13,474.82	\$51,826.37
	Chains	\$2,422.08	\$9,377.71

## 10. Product Contribution of Sales

Product Sales Treemap



## 11. Sales Trends & Forecast (by Month)



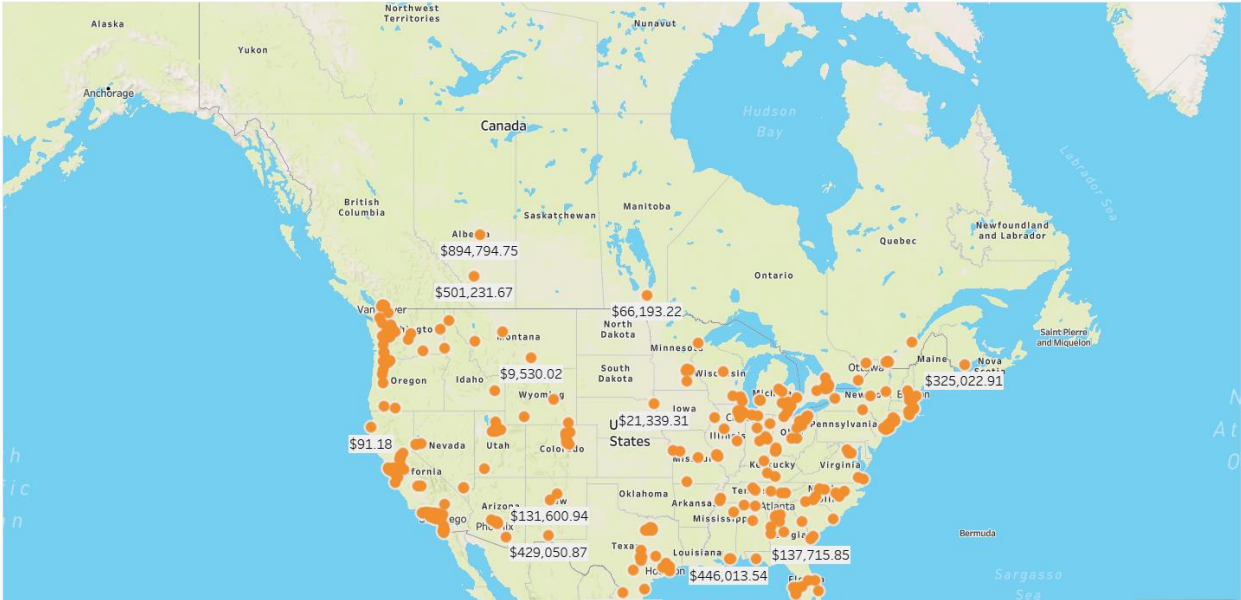
## 12. Sales Promotions & Discounts

### Promotion and discount

Promotion Type	Promotion Name	Discount Amount	Sales Amount
Discontinued Product	Mountain-100 Clear..	135,115	\$250,927.70
	Mountain-500 Silver..	17,266	\$25,899.14
Excess Inventory	Road-650 Overstock	21,423	\$49,986.08
New Product	Touring-1000 Promo..	145,333	\$581,331.63
	Touring-3000 Promo..	78,220	\$443,244.20
No Discount	No Discount	0	\$75,027,907.96
Seasonal Discount	Sport Helmet Discou..	828	\$7,448.83
	Sport Helmet Discou..	1,606	\$9,100.90
Volume Discount	Volume Discount 11 ..	59,005	\$2,891,221.68
	Volume Discount 15 ..	54,613	\$1,037,643.33
	Volume Discount 25 ..	13,794	\$124,148.53
	Volume Discount 41 ..	307	\$1,736.99

13. Product Sales by Geo

Product Sales by Geo



14. Product Profits by Sales Territory

Product Profits by sales territory

Sales ..	Sales Territory..	Sales Territo..	2
Europe	France	France	\$-37,309.60
	Germany	Germany	\$-111,253.70
	United Kingdom	United Kingdom	\$6,381.91
North America	Canada	Canada	\$178,227.09
	Central	United States	\$140,558.60
	Northeast	United States	\$77,250.39
	Northwest	United States	\$220,896.77
	Southeast	United States	\$120,071.92
	Southwest	United States	\$-15,619.90
Pacific	Australia	Australia	\$-108,720.88



15. Top Salespeople ranked

## Top Sales People Ranked

### Employee Name

Mitchell, Linda	\$10,367,007.43
Carson, Jillian	\$10,065,803.54
Blythe, Michael	\$9,293,903.01

16. Top Resellers (Stores) ranked

### Top 50 Reseller Ranked Treemap

Brakes and Gears \$877,107.19	Outdoor Equipment Store \$746,317.53	Great Bikes \$700,803.79	Top Sports Supply	Modular Cycle Systems	Golf and Cycle Store				
Excellent Riding Supplies \$853,849.18	Thorough Parts and Repair Services \$740,985.83	Farthermost Bike Shop \$693,502.49	Friendly Bike Shop \$562,577.97	Resale Services				Bulk	Leather Seat Factory
Vigorous Exercise Company \$841,908.77	Health Spa, Limited \$730,798.71	Field Trip Store \$671,618.03	Metropolitan Bicycle Supply \$559,620.95						
Totes & Baskets Company \$816,755.58	Fitness Toy Store \$727,272.65	Metropolitan Equipment \$643,745.90	Larger Cycle Shop \$537,528.10	Tenth Bike Store \$458,373.19	Safe Cycles Shop			Tread	Bike
Retail Mall \$799,277.90	Latest Sports Equipment \$724,299.64	Eastside Department Store \$636,226.47	Closeout Boutique \$536,546.12	Mountain Bike Center \$456,739.47					
Corner Bicycle Supply \$787,773.04	First Bike Store \$711,864.76	The Gear Store \$618,616.13	Westside Plaza \$534,956.28	eCommerce Bikes \$446,013.54	Sturdy Toys \$427,890.84				Sales and Supply
		Sheet Metal Manufacturing \$617,340.46	Riders Company \$519,411.36	Rural Cycle Emporium \$443,861.82	Small Bike Shop \$424,512.70				
					Better Bike Shop \$422,706.60			Original Bicycle Supply Company	



## 17. Geo Contribution to Sales

### Geo Contribution to sales

Country ..	State Province	City	Product Cat..	Product Subcateg..	Product Name	
Australia	New South Wales	Darlinghurst	Bikes	Touring Bikes	Touring-1000 Blue, ..	\$1,430.44
					Touring-1000 Blue, ..	\$1,430.44
					Touring-2000 Blue, ..	\$728.91
					Touring-3000 Yello..	\$445.41
					Touring-3000 Blue, ..	\$445.41
					Touring-3000 Blue, ..	\$445.41
					Touring-3000 Blue, ..	\$445.41
					Touring-3000 Blue, ..	\$445.41
					Touring-3000 Blue, ..	\$445.41
					Touring-3000 Blue, ..	\$445.41
					Touring-3000 Blue, ..	\$445.41
					Touring-3000 Blue, ..	\$445.41
		Lane Cove	Components	Bottom Brackets	HL Bottom Bracket	\$72.89
				Touring Frames	HL Touring Frame - B..	\$602.35
					LL Touring Frame - Y..	\$200.05
					LL Touring Frame - Y..	\$200.05
			Accessories	Bottles and Cages	Water Bottle - 30 oz.	\$5.99
			Bikes	Touring Bikes	Touring-1000 Yello..	\$25,652.59
					Touring-1000 Blue, ..	\$20,477.25
					Touring-1000 Blue, ..	\$14,304.42
					Touring-1000 Blue, ..	\$11,443.54
					Touring-2000 Blue, ..	\$9,475.83
					Touring-1000 Yello..	\$8,868.74
					Touring-1000 Yello..	\$7,438.30
					Touring-2000 Blue, ..	\$5,102.37
					Touring-3000 Yello..	\$3,240.36
					Touring-3000 Blue, ..	\$3,078.90
					Touring-3000 Yello..	\$2,633.49
					Touring-3000 Yello..	\$2,227.05
					Touring-2000 Blue, ..	\$2,186.73
					Touring-1000 Blue, ..	\$1,430.44
					Touring-3000 Yello..	\$1,336.23
					Touring-3000 Blue, ..	\$1,336.23
					Touring-3000 Blue, ..	\$445.41
			Clothing	Caps	AWC Logo Cap	\$5.99

## 18. Salespeople's report with sales, profit and various person's attributes

### SalesPeople Report Tabular

Employee Name		Order Date			
		2010	2011	2012	2013
Abbas, Syed	Profit Margin				\$-20,766.44
	Sales Amount				\$172,524.45
Alberts, Amy	Profit Margin			\$12,260.50	\$-17,475.68
	Sales Amount			\$216,565.22	\$515,513.23
Ansman-Wolfe, P..	Profit Margin	\$1,521.73	\$57,258.32	\$47,415.04	\$18,920.93
	Sales Amount	\$24,432.61	\$1,300,785.35	\$759,643.58	\$1,240,241.06
Blythe, Michael	Profit Margin	\$2,705.90	\$8,690.16	\$94,484.19	\$16,189.18
	Sales Amount	\$63,762.92	\$1,958,326.80	\$3,756,927.39	\$3,514,885.89
Campbell, David	Profit Margin	\$3,726.37	\$20,077.54	\$56,723.18	\$-13,201.46
	Sales Amount	\$69,473.00	\$1,147,421.02	\$1,112,145.07	\$1,400,906.26
Carson, Jillian	Profit Margin	\$559.81	\$52,780.68	\$148,726.18	\$-37,531.05
	Sales Amount	\$46,695.56	\$3,090,267.32	\$4,001,528.03	\$2,927,312.64
Ito, Shu	Profit Margin	\$82.89	\$-117,784.14	\$21,583.70	\$-66,285.62
	Sales Amount	\$59,708.32	\$1,702,893.41	\$2,560,198.79	\$2,104,205.03
Jiang, Stephen	Profit Margin		\$-68,099.94	\$11,353.36	\$-4,747.02
	Sales Amount		\$190,093.58	\$342,332.71	\$559,697.56
Mensa-Annan, Tete	Profit Margin			\$-5,822.15	\$-54,659.65
	Sales Amount			\$834,533.47	\$1,478,012.22
Mitchell, Linda	Profit Margin	\$2.08	\$-8,524.51	\$154,472.40	\$26,066.15
	Sales Amount	\$5,475.95	\$2,365,983.80	\$4,052,371.44	\$3,943,176.24
Pak, Jae	Profit Margin		\$21,325.41	\$196,963.32	\$15,439.21
	Sales Amount		\$631,704.26	\$4,239,149.48	\$3,632,484.91
Reiter, Tsvi	Profit Margin	\$5,383.30	\$34,854.57	\$102,759.62	\$-32,042.13
	Sales Amount	\$104,419.33	\$2,717,343.51	\$2,204,939.76	\$2,144,310.15
Saraiva, José	Profit Margin	\$3,013.72	\$22,784.11	\$65,228.88	\$-64,318.73
	Sales Amount	\$106,251.73	\$2,062,926.13	\$1,305,184.27	\$2,452,056.23
Tsoflias, Lynn	Profit Margin			\$-16,771.33	\$-71,183.11
	Sales Amount			\$49,824.71	\$1,371,986.21
Valdez, Rachel	Profit Margin			\$-42,374.91	\$-53,495.85
	Sales Amount				

## 19. Resellers' report with sales, profit and various person's attributes

Reseller Report Tabular

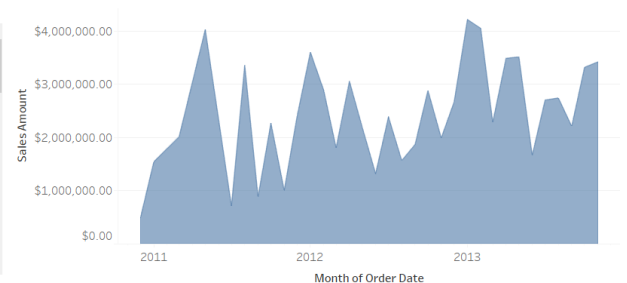
Business Ty..	Reseller Name	Order Date							
		2010		2011		2012		2013	
		Profit Marg..	Sales Amou..	Profit Marg..	Sales Amou..	Profit Marg..	Sales Amou..	Profit Marg..	Sales Amou..
Specialty	A Great Bicycle Com...			0	\$8,548.24	0	\$469.79	0	\$37.25
Bike Shop	Accessories Network							0	\$2,165.79
	Active Systems			0	\$30.28	1	\$609.70		
	Activity Center			0	\$7,004.50	3	\$17,022.80	2	\$18,623.10
	All Cycle Shop			2	\$1,147.44	3	\$1,141.87	2	\$713.90
	Alpine Ski House			0	\$5,141.14	1	\$6,205.75		
	Alternative Vehicles			0	\$9,127.82				
	Area Sheet Metal Su..					0	\$1,696.14	0	\$750.23
	Authentic Sales and ..					4	\$1,618.39		
	Basic Sports Equipm..			3	\$52,964.37	5	\$1,890.24	6	\$3,381.46
	Best o' Bikes					1	\$4,805.53	0	\$13,714.73
	Bicycle Exporters					-3	\$5,619.41	1	\$25,028.68
	Bicycle Warehouse I..							7	\$5,426.79
	Bike World					9	\$67,790.24	9	\$26,744.60
	Bikes for Kids and A..			1	\$4,831.95	5	\$17,094.32	3	\$7,724.85
	Black Bicycle Compa..					0	\$2,472.31		
	Blue Bicycle Company					0	\$2,391.48	0	\$1,530.80
	Brightwork Company			3	\$128,427.56	9	\$37,628.64	7	\$18,790.04
	Cash & Carry Bikes					1	\$2,631.87	0	\$1,376.99
	Central Discount Sto..			-7	\$84,356.03	8	\$17,260.74	6	\$8,147.29
	Certified Bicycle Sup..					3	\$21,455.78	6	\$18,692.25
	Channel Outlet							4	\$2,157.89
	Commendable Bikes			0	\$1,626.47	0	\$510.17	1	\$4,825.74
	Community Depart..					7	\$36,497.78	8	\$18,135.88
	Consolidated Sales			4	\$118,338.41	9	\$53,434.82	9	\$21,935.37
	Convenient Bike Shop	0	\$3,875.72	0	\$28,770.60				
	Cross-Country Ridin..			3	\$69,150.31				
	Cycle Clearance							-1	\$10,355.13
	Cycles and Scooters			0	\$15,007.28				
	Cycles Sales and Rep..							-2	\$66,126.32

## 20. Dashboard Reseller

Reseller KPI

Busi..	F	Sale..	F	Coun..	F	Prod..	F	Profit Margin	F	Total Product Cost	Sales Amount	Discou
Value	North	United	Compone..					\$237,617.80		2,180,226	\$2,417,843.94	
Added	America	States	Bikes					\$81,024.04		22,941,167	\$23,022,191.21	
Reseller			Clothing					\$62,474.11		336,377	\$398,850.68	
			Accessor..					\$38,052.84		68,924	\$106,977.10	
		Canada	Compone..					\$48,195.37		407,962	\$456,157.39	
			Bikes					\$37,437.66		4,239,339	\$4,276,777.06	
			Clothing					\$16,525.30		77,934	\$94,459.14	
			Accessor..					\$9,927.77		17,897	\$27,824.76	
		Europe	Compone..					\$17,820.12		155,207	\$173,026.83	
		Kingdom	Clothing					\$6,091.20		32,608	\$38,699.27	
			Accessor..					\$4,629.86		8,115	\$12,745.15	
			Bikes					\$7,719.09		1,576,361	\$1,568,641.57	
		Germany	Compone..					\$5,443.87		71,140	\$76,583.76	
			Accessor..					\$2,209.28		3,656	\$5,865.37	
			Clothing					\$687.88		14,409	\$15,097.34	
			Bikes					\$-30,745.98		558,723	\$527,976.95	

Resellers Sales by Year



Top 10 reseller by profit Bar

Reseller Name	Profit Margin
Top Sports Supply	\$64,487.87
Latest Sports Equip..	\$63,691.48
Brakes and Gears	\$62,737.64
Registered Cycle Sto..	\$59,343.66
Great Bikes	\$57,025.13
Closeout Boutique	\$56,483.51
The Gear Store	\$54,630.77
Field Trip Store	\$54,017.27
Metropolitan Bicycl..	\$51,163.70
Permanent Finish Br.	\$51,149.68

Reseller Geo Sales Tabluar

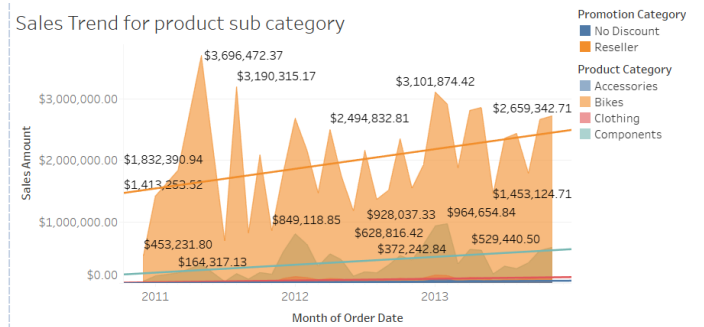
Business..	Reseller ..	Country ..	State Pr..	City	Discount A..	Total Produ..	Profit Marg..	Order Quan..
Specialty	A Great ..	United S..	Missouri	Jefferso..	0	9,028	\$27.31	21
Bike Shop	Accessor..	France	Seine (Pa..	Paris	50	2,409	\$-242.77	5
	Active Sy..	United S..	Minneso..	Duluth	3	498	\$141.80	20
	Activity ..	United S..	Tenness..	Crossville	154	44,272	\$-1,621.25	161
	All Cycle ..	United S..	Washing..	Bothell	26	2,110	\$893.14	93
	Alpine Sk..	United S..	California	Elk Grove	0	11,394	\$-47.08	21
	Alternati..	United S..	Washing..	Washou..	0	9,160	\$-32.02	18
	Area She..	United Ki..	England	London	0	2,389	\$57.20	18
	Authenti..	United Ki..	England	London	0	1,158	\$460.24	40
	Basic Sp..	United S..	California	Baldwin ..	0	53,476	\$4,759.64	218
	Best o' B..	United S..	Missouri	Saint Lou..	217	19,300	\$-779.97	100
	Bicycle E..	Germany	Hamburg	Essen	391	32,724	\$-2,075.94	62
	Bicycle ..	Germany	Saarland	Frankfur..	10	4,307	\$1,120.10	123
	Bike Wor..	United S..	California	San Ram..	61	83,579	\$10,955.38	364
	Bikes for..	Canada	Ontario	Etobicoke	38	26,045	\$3,606.49	118
	Black Bic..	United S..	Missouri	Branson	0	2,224	\$248.64	2

## 21. Dashboard Product sales

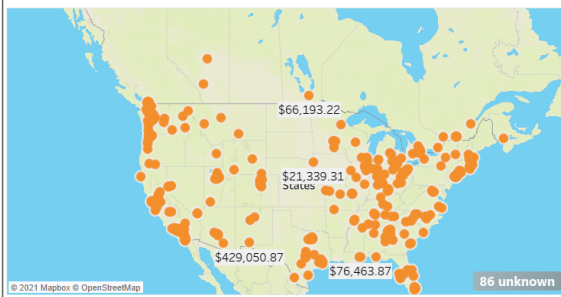
### Top 10 product sub categories

Product..	Product Subcateg..	Profit Margin	Sales Amount
Bikes	Mountain Bikes	\$1,419,292.04	\$26,492,684.38
	Road Bikes	\$-1,172,396.95	\$29,358,206.96
	Touring Bikes	\$-1,237,594.98	\$10,451,490.22
	Bike Racks	\$70,366.72	\$197,736.16
Accessories	Bottles and Cages	\$2,678.35	\$7,476.60
	Cleaners	\$4,019.75	\$11,188.37
	Helmets	\$85,346.90	\$258,712.93
	Hydration Packs	\$23,810.29	\$65,518.75
	Locks	\$5,025.85	\$16,225.22
	Pumps	\$4,196.82	\$13,514.69
	Tires and Tubes	\$347.93	\$925.21

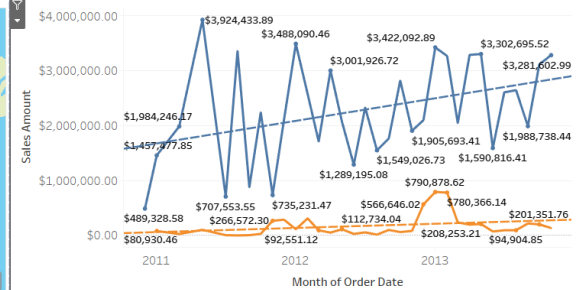
### Sales Trend for product sub category



### Product Sales by Geo



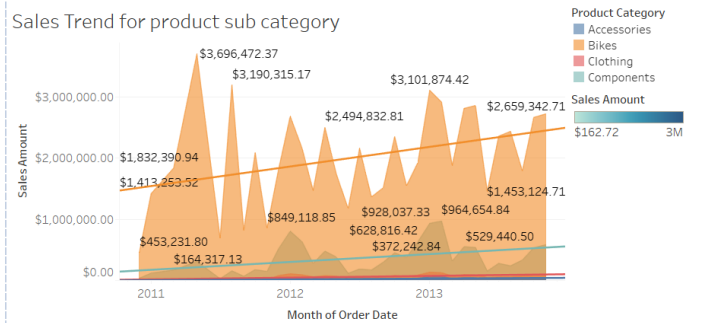
### Impact of promotions



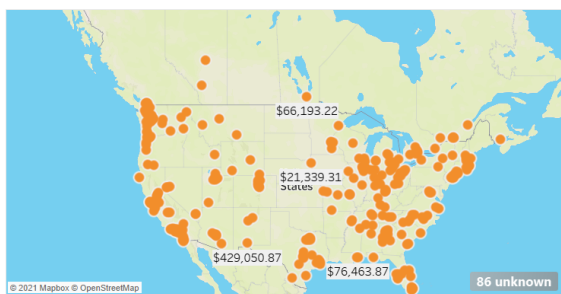
### Top 10 product sub categories

Product..	Product Subcateg..	Profit Margin	Sales Amount
Bikes	Mountain Bikes	\$1,419,292.04	\$26,492,684.38
	Road Bikes	\$-1,172,396.95	\$29,358,206.96
	Touring Bikes	\$-1,237,594.98	\$10,451,490.22
	Bike Racks	\$70,366.72	\$197,736.16
Accessories	Bottles and Cages	\$2,678.35	\$7,476.60
	Cleaners	\$4,019.75	\$11,188.37
	Helmets	\$85,346.90	\$258,712.93
	Hydration Packs	\$23,810.29	\$65,518.75
	Locks	\$5,025.85	\$16,225.22
	Pumps	\$4,196.82	\$13,514.69
	Tires and Tubes	\$347.93	\$925.21

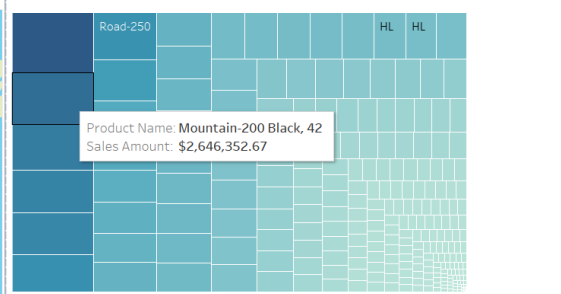
### Sales Trend for product sub category



### Product Sales by Geo

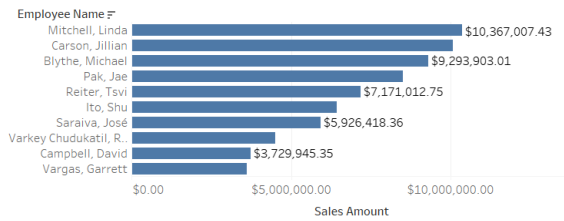


### Product Sales Treemap



## 22. Dashboard Salespeople

Top 10 Salespeople by sale Bar



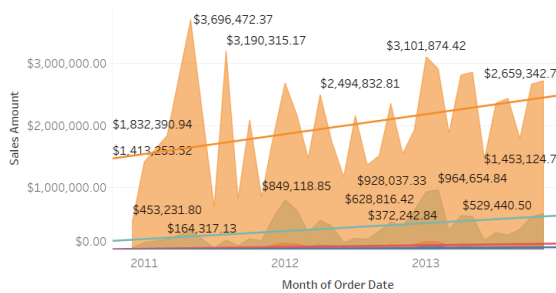
Top Sales People Ranked

Employee Name	Sales Amount
Mitchell, Linda	\$10,367,007.43
Carson, Jillian	\$10,065,803.54
Blythe, Michael	\$9,293,903.01

Product Category

- Accessories
- Bikes
- Clothing
- Components

Sales Trend for product sub category



SalesPeople Report Tabular

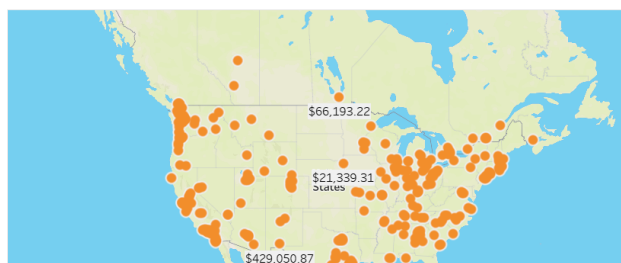
Employee Name	2010	2011	2012	2013
Abbas, Syed				\$20,766.44
Alberts, Amy			\$12,260.50	\$17,475.68
Ansman-Wol...	\$1,521.73	\$57,258.32	\$47,415.04	\$18,920.93
Blythe, Mich...	\$2,705.90	\$8,690.16	\$94,484.19	\$16,189.18
Campbell, Da...	\$3,726.37	\$20,077.54	\$56,723.18	\$13,201.46
Carson, Jillian	\$559.81	\$52,780.68	\$148,726.18	\$37,531.05
Ito, Shu	\$82.89	\$117,784.14	\$21,583.70	\$66,285.67
Jiang, Steph...	\$59,708.32	\$1,702,893.41	\$2,560,198.79	\$2,104,205.03

## 23. Dashboard Geographic sales (reseller geography)

Geo Contribution to sales

Country	State	City	Product Cat...	Product Subcateg...	Product Name	Sales Amount
Australia	New South Wales	Darlinghurst	Bikes	Touring Bikes	Touring-1000 Blue...	\$1,430.41
					Touring-1000 Blue...	\$1,430.41
					Touring-2000 Blue...	\$728.91
					Touring-3000 Yellow...	\$445.41
					Touring-3000 Blue...	\$445.41
					Touring-3000 Blue...	\$445.41
					Touring-3000 Blue...	\$445.41
					Touring-3000 Blue...	\$445.41
			Components	Bottom Brackets	HL Bottom Bracket	\$72.81
				Touring Frames	HL Touring Frame - B...	\$602.31
					LL Touring Frame - Y...	\$200.01
					LL Touring Frame - Y...	\$200.01
			Accessories	Bottles and Cages	Water Bottle - 30 oz.	\$5.91
			Bikes	Touring Bikes	Touring-1000 Yellow...	\$25,652.51
					Touring-1000 Blue...	\$20,477.21

Product Sales by Geo



Reseller Geo Sales Tabular

Business	Reseller	Country	State	City	Discount A...	Total Produ...	Profit Marg...	Order Quan...
Specialty Bike Shop	A Great...	United S...	Missouri	Jefferso...	0	9,028	\$27.31	27
	Accesso...	France	Seine (Pa...	Paris	50	2,409	\$-242.77	5
	Active Sy...	United S...	Minneso...	Duluth	3	498	\$141.80	20
	Activity	United S...	Tenness...	Crossville	154	44,272	\$1,621.25	167
	All Cycle	United S...	Washing...	Bothell	26	2,110	\$893.14	93
	Alpine Sk...	United S...	California	Elk Grove	0	11,394	\$-47.08	27
	Alternati...	United S...	Washing...	Washou...	0	9,160	\$-32.02	18
	Area She...	United Ki...	England	London	0	2,389	\$57.20	15
	Authenti...	United Ki...	England	London	0	1,158	\$460.24	46
	Basic Sp...	United S...	California	Baldwin...	0	53,476	\$4,759.64	215
	Best o' B...	United S...	Missouri	Saint Lou...	217	19,300	\$-779.97	104
	Bicycle E...	Germany	Hamburg	Essen	391	32,724	\$-2,075.94	62
	Bicycle...	Germany	Saarland	Frankfur...	10	4,307	\$1,120.10	123
	Bike Wor...	United S...	California	San Ram...	61	83,579	\$10,955.38	366
	Bikes for...	Canada	Ontario	Etobicoke	38	26,045	\$3,606.49	115
	Black Bic...	United S...	Missouri	Branson	0	2,224	\$248.64	7
	Blue Bicy...	United S...	Michigan	Monroe	0	3,848	\$74.46	6
	Brightw...	United S...	Nevada	Las Vegas	0	170,162	\$14,683.91	388
	Cash & C...	United S...	Texas	Cedar Pa...	0	3,585	\$423.52	10
	Central D...	United S...	Washing...	Kent	1,484	108,024	\$1,740.43	244
	Certified...	United S...	Washing...	Lynnwood	0	40,315	\$-167.14	265
	Channel...	United Ki...	England	High Wy...	0	1,741	\$416.50	68
	Commenn...	United S...	Idaho	Sandpoint	0	7,111	\$-148.60	17
	Commun...	France	Pas de C...	Boulogn...	0	48,027	\$6,606.18	304
	Consolid...	United S...	South Ca...	Gaffney	75	177,151	\$16,557.15	444
	Convenie...	United S...	Massach...	Braintree	0	32,490	\$156.64	86
	Cross-Co...	Canada	Ontario	Chalk Rib...	0	64,806	\$4,344.56	48
	Cycle Cle...	United S...	Oregon	Albany	50	10,879	\$-523.38	22
	Cycles an...	United S...	Georgia	Byron	0	14,971	\$36.70	36
	Cycles Sa...	France	Seine Sai...	Bobigny	1,345	72,696	\$-6,569.92	134
	Cycling G...	United Ki...	England	London	70	61,944	\$-1,016.42	222
	Discount...	United S...	Illinois	Wood Da...	0	413	\$6.31	1
	Distant I...	United S...	California	Daly City	0	31,831	\$-79.46	206
	Distincti...	United S...	California	Milpitas	269	62,770	\$-2,650.49	356
	Factoria...	United S...	California	Barstow	0	28,770	\$13.83	51