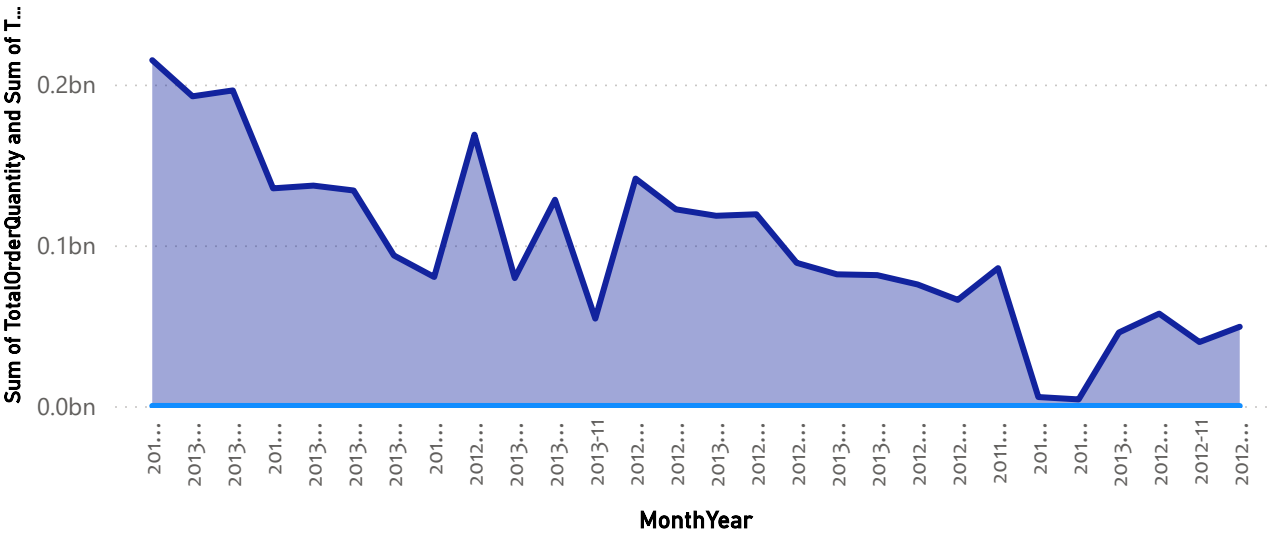
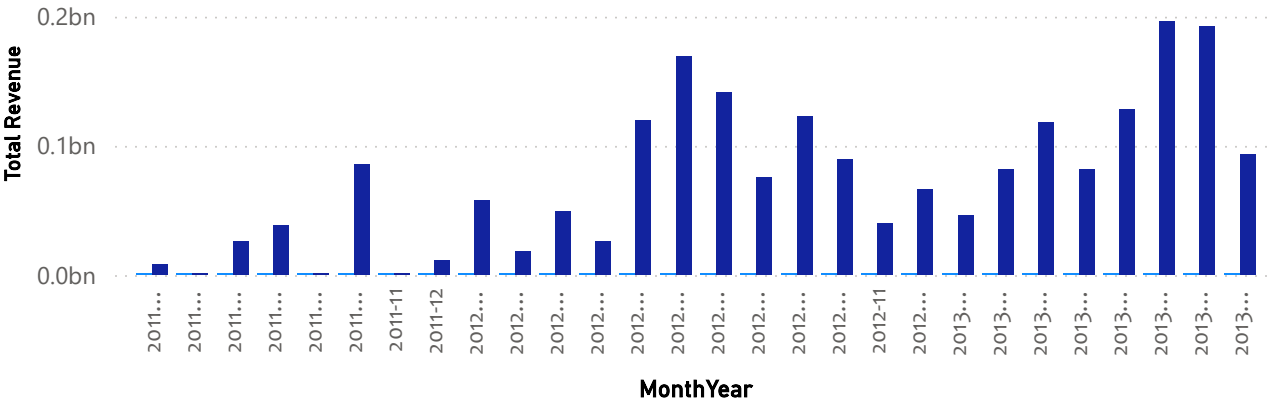


Quantity & Revenue

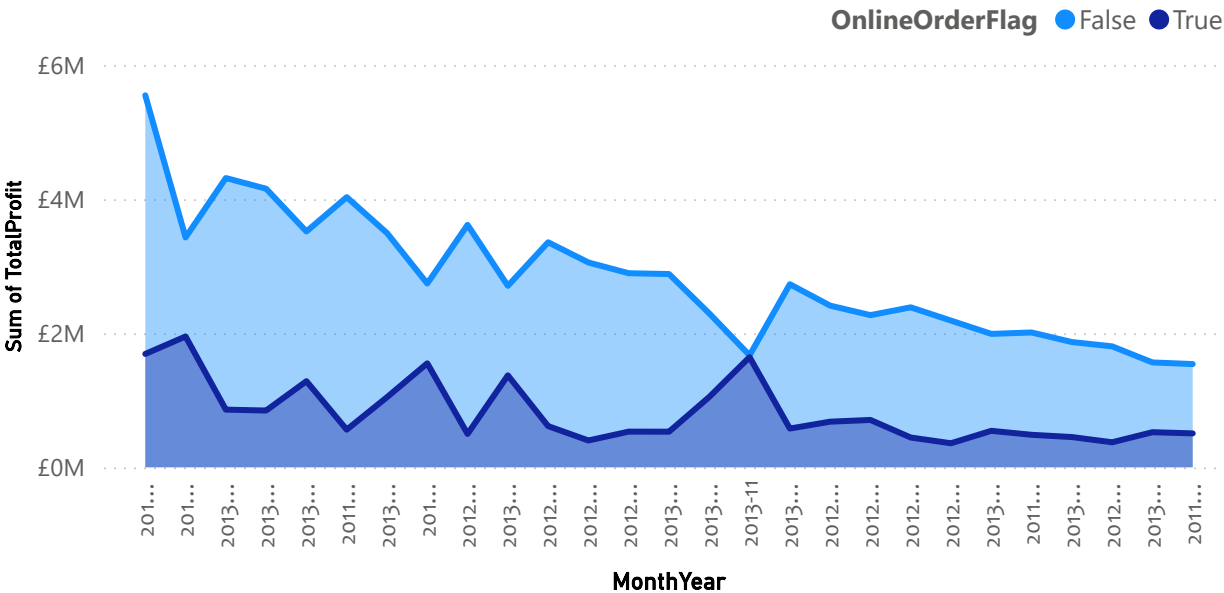
Total Order Quantity and Total Revenue by Month and ...



Total Revenue by MonthYear



Profit Breakdown by Online Orders



Monthly Distribution of Total Order Quantity: 2011-2014



Customer Demographics

Select a Gender

☐ F

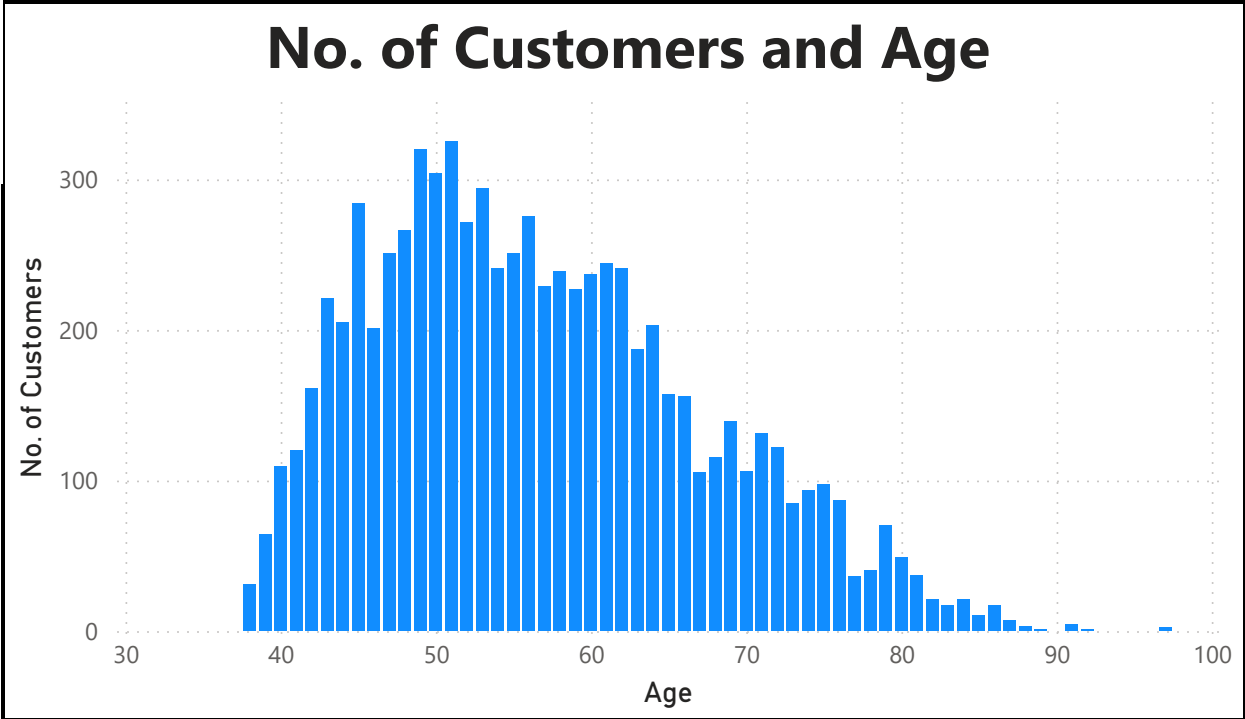
☒ M

Select an Income Segment

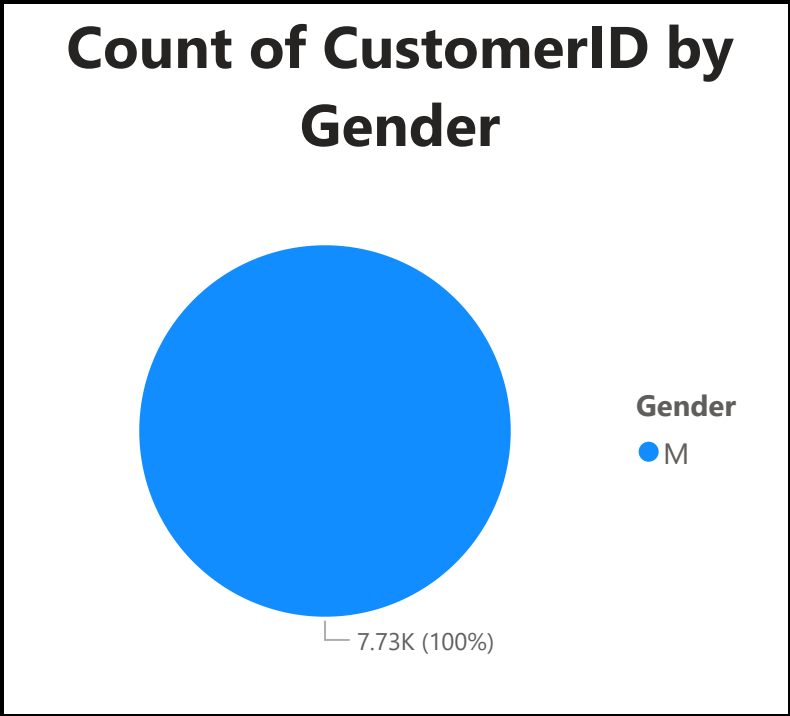
☐ Segment A (upto £35000)

☐ Segment B (upto £60000)

☒ Segment C (above £60000)



Year	Quarter	Month	Day	Count of CustomerID	EmailAddress	FirstName	LastName	Marital Status	Gender	Sum of YearlyIncome	OnlineOrderFlag
1936	Qtr 1	January	8	1	barry7@adventure-works.com	Barry	Arun	M	M	£70,000	True
1937	Qtr 1	January	3	2	christopher11@adventure-works.com	Christopher	Thomas	M	M	£240,000	True
1938	Qtr 1	February	4	1	juan11@adventure-works.com	Juan	Brooks	S	M	£70,000	True
1938	Qtr 1	February	21	1	richard90@adventure-works.com	Richard	Cooper	M	M	£90,000	True
1939	Qtr 1	February	21	1	antonio20@adventure-works.com	Antonio	Russell	S	M	£90,000	True
1940	Qtr 1	January	17	1	jason25@adventure-works.com	Jason	Yang	S	M	£130,000	True
1940	Qtr 1	January	19	1	thomas66@adventure-works.com	Thomas	Miller	M	M	£130,000	True
Total				7730							£641,320,000



Customer Demographics

Select an Income Segment

☐

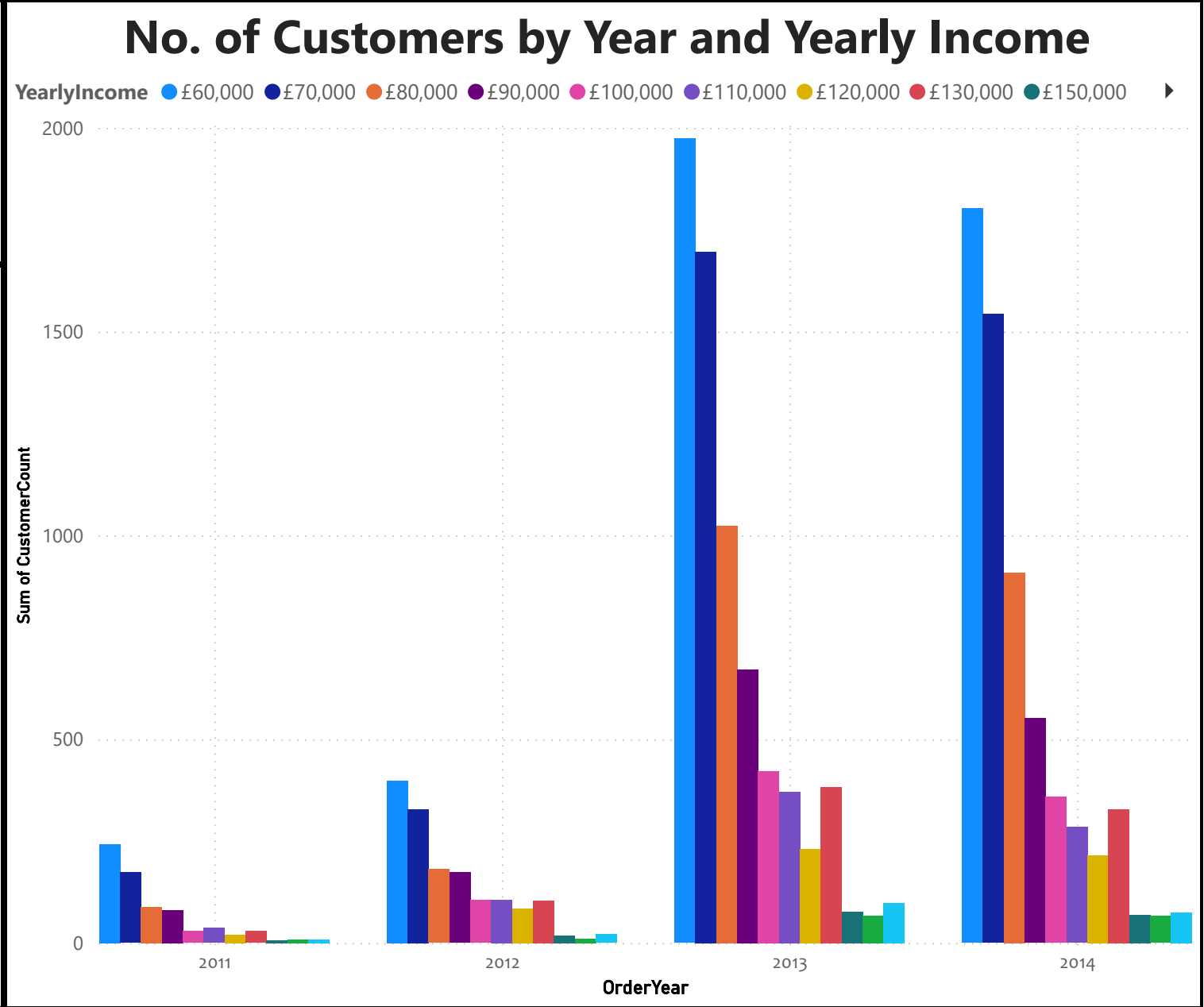
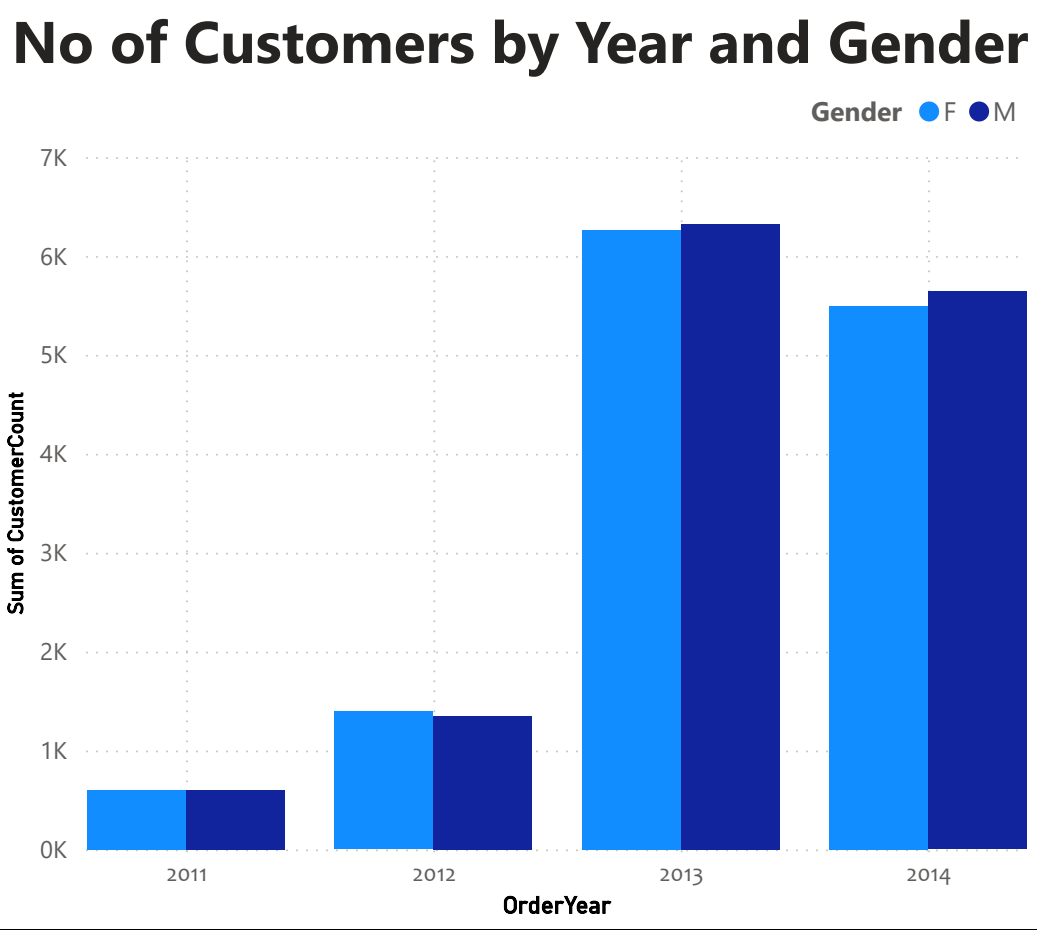
Segment A (upto £35000)

☐

Segment B (upto £60000)

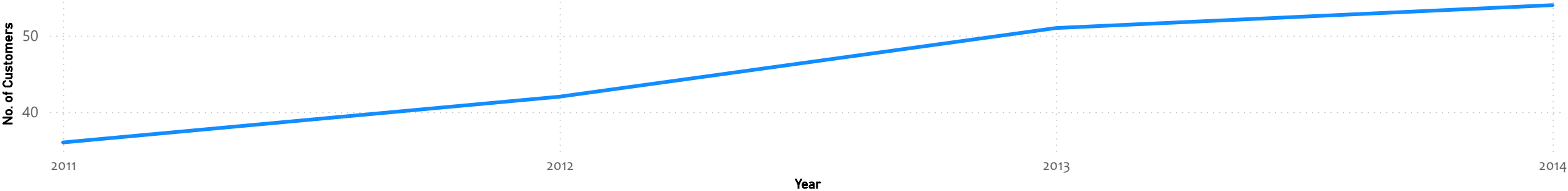
☒

Segment C (above £60000)

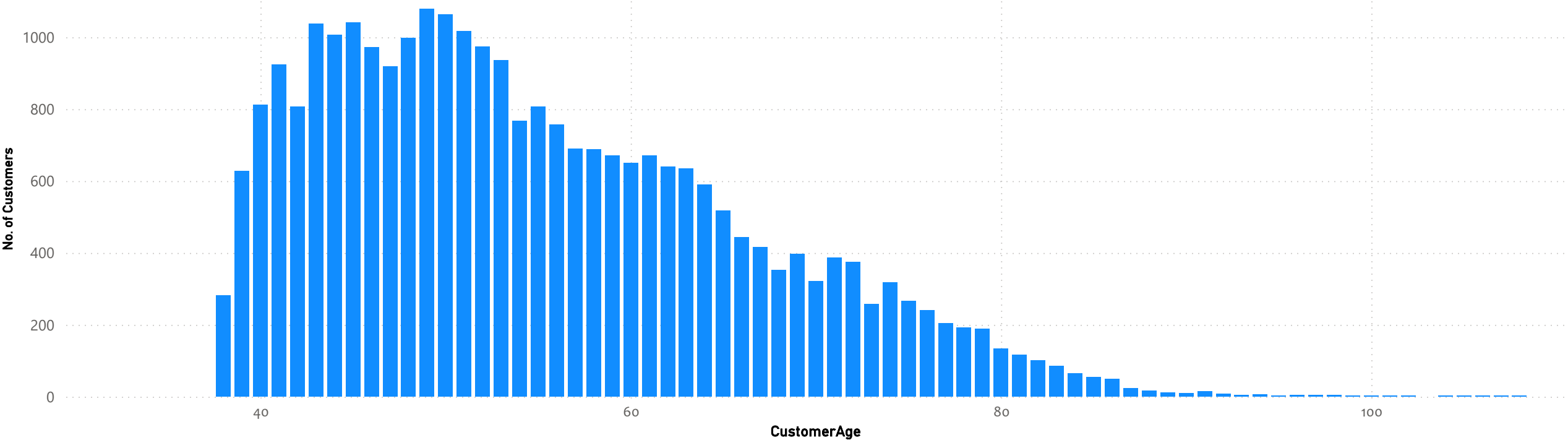


Customer Demographics

No. of Customers by Year



The Amount of Customers Measured by Age



Store Sales Vs Online

Average Transactions
Per Customer

1.65

Average Spend Per
Transaction

£3.92K

Total Online Volume

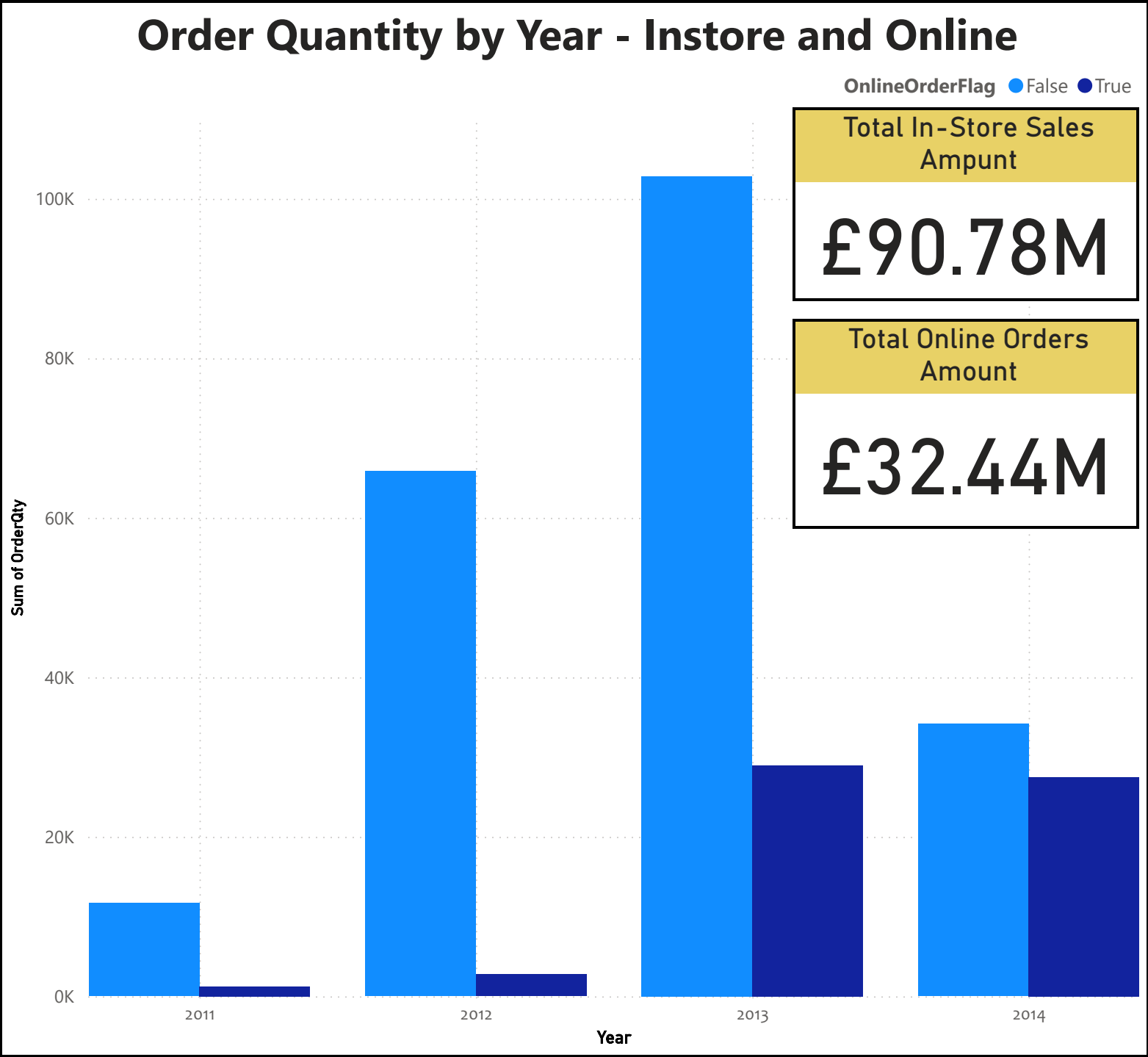
60K

Average Spend Per
Customer

£6.44K

Total In-Store Sales
Volume

215K



Store Sales Vs Online

£81.01M

Sum of TotalCosts

5

Sum of AverageTransactionPe...

£1.33K

Sum of CostPerSale

215K

Sum of TotalSalesVolume

£142.95K

Sum of RevenuePerCustomer

£90.78M

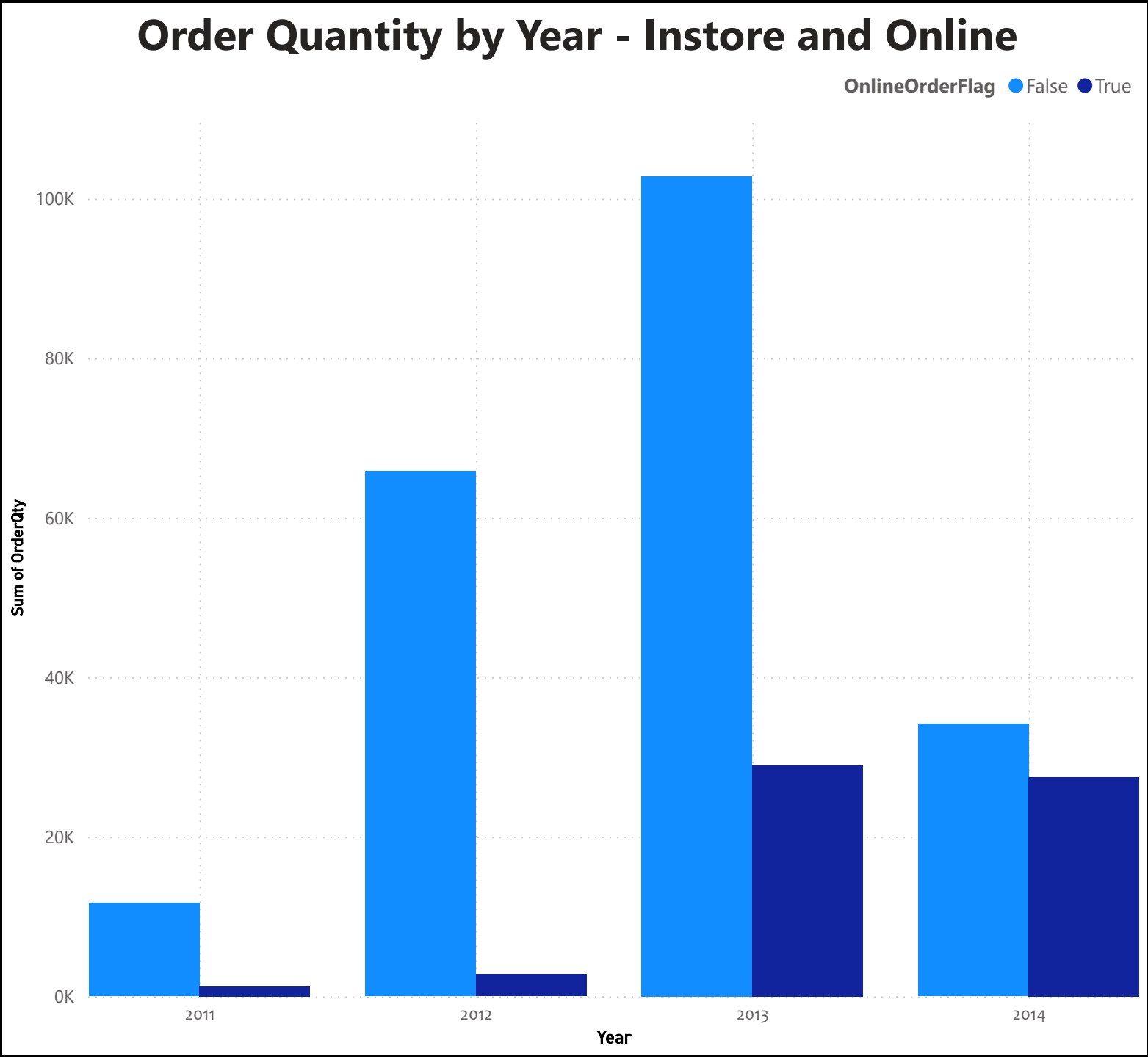
Sum of TotalRevenue

£23.85K

Sum of AverageTransactionValue

£90.78M

Sum of TotalStoreSales



Store Sales Vs Online

£90.78M

Sum of TotalStoreSales

£81.01M

Sum of TotalCosts

215K

Sum of TotalSalesVolume

ProductName	Sum of TotalQuantitySold	Sum of AverageSellingPrice	Sum of TotalRevenue	Sum of StandardCost	Sum of PriceDifference
HL Touring Frame - Yellow, 54	540	£601.7224	£324,000.6534	£601.7437	-£0.021
Mountain-100 Black, 48	559	£1,897.9782	£1,059,894.2595	£1,898.0944	-£0.116
AWC Logo Cap	6121	£5.2398	£31,766.6511	£6.9223	-£1.682
Mountain-500 Silver, 44	342	£299.8793	£103,031.376	£308.2179	-£8.338
Mountain-500 Silver, 40	405	£299.1878	£122,576.83	£308.2179	-£9.030
Long-Sleeve Logo Jersey, M	3194	£29.2575	£93,404.5936	£38.4923	-£9.234
Short-Sleeve Classic Jersey, S	1549	£32.3176	£49,859.364	£41.5723	-£9.254
Long-Sleeve Logo Jersey, XL	2567	£29.1759	£75,040.5168	£38.4923	-£9.316
Long-Sleeve Logo Jersey, L	6140	£29.1358	£177,591.0174	£38.4923	-£9.356
Short-Sleeve Classic Jersey, L	2474	£32.2035	£78,928.5768	£41.5723	-£9.368
Short-Sleeve Classic Jersey, XL	3455	£32.0078	£108,738.4488	£41.5723	-£9.564
Road-450 Red, 44	346	£874.794	£302,678.724	£884.7083	-£9.914
Road-450 Red, 48	156	£874.794	£136,467.864	£884.7083	-£9.914
Road-450 Red, 52	710	£874.794	£621,103.74	£884.7083	-£9.914
Road-450 Red, 60	350	£874.794	£306,177.9	£884.7083	-£9.914
Road-450 Red, 58	582	£874.5359	£508,400.613	£884.7083	-£10.172
LL Road Frame - Black, 60	129	£193.032	£24,844.6922	£204.6251	-£11.593
Mountain-500 Silver, 52	467	£293.3139	£138,160.954	£308.2179	-£14.90
Mountain-500 Silver, 48	407	£293.2869	£118,500.502	£308.2179	-£14.93
LL Road Frame - Black, 44	238	£189.3459	£45,164.6846	£204.6251	-£15.279
LL Road Frame - Black, 52	1581	£189.1231	£299,762.8483	£204.6251	-£15.50
LL Road Frame - Black, 58	940	£188.3567	£177,635.904	£204.6251	-£16.268
Mountain-500 Silver, 42	410	£291.4834	£119,743.88	£308.2179	-£16.734
Road-750 Black, 44	296	£323.994	£95,902.224	£343.6496	-£19.655
Road-750 Black, 58	558	£323.994	£180,788.652	£343.6496	-£19.655
Road-750 Black, 52	952	£323.7819	£307,671.0822	£343.6496	-£19.864
Total	88300	£68,700.9292	£45,809,220.1683	£73,105.6685	-£4,404.739

£1.33K

Sum of CostPerSale

£142.9...

Sum of RevenuePerCustomer

5

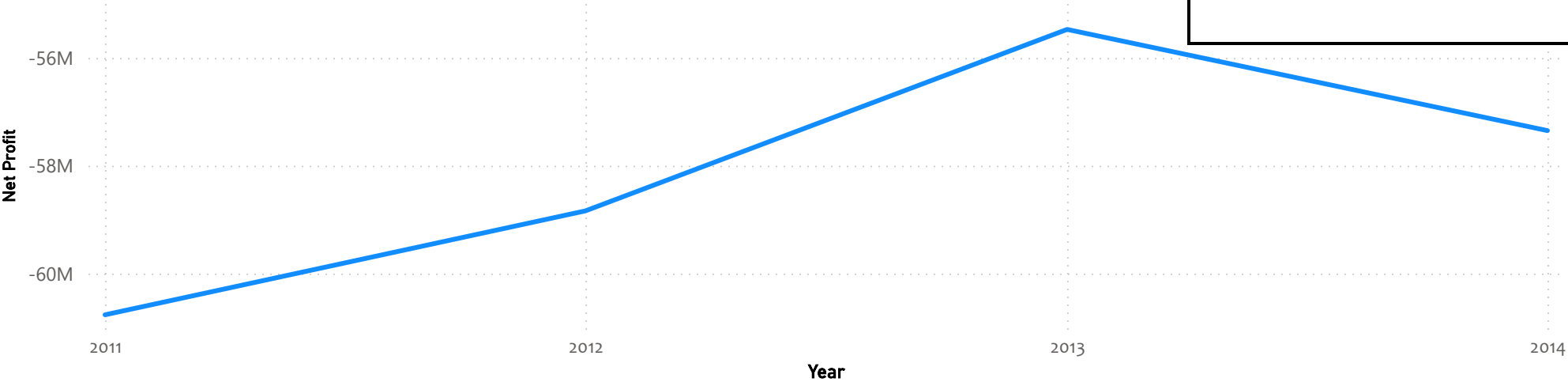
Sum of AverageTransactionP...

£23.85K

Sum of AverageTransactionV...

Profit or Loss?

Net Profit by Year



Total Costs

£81.01M

Total Cost of Goods Sold

£100.47M

Gross Profit

£22.74M

Total Operating Expenses

£63.79M

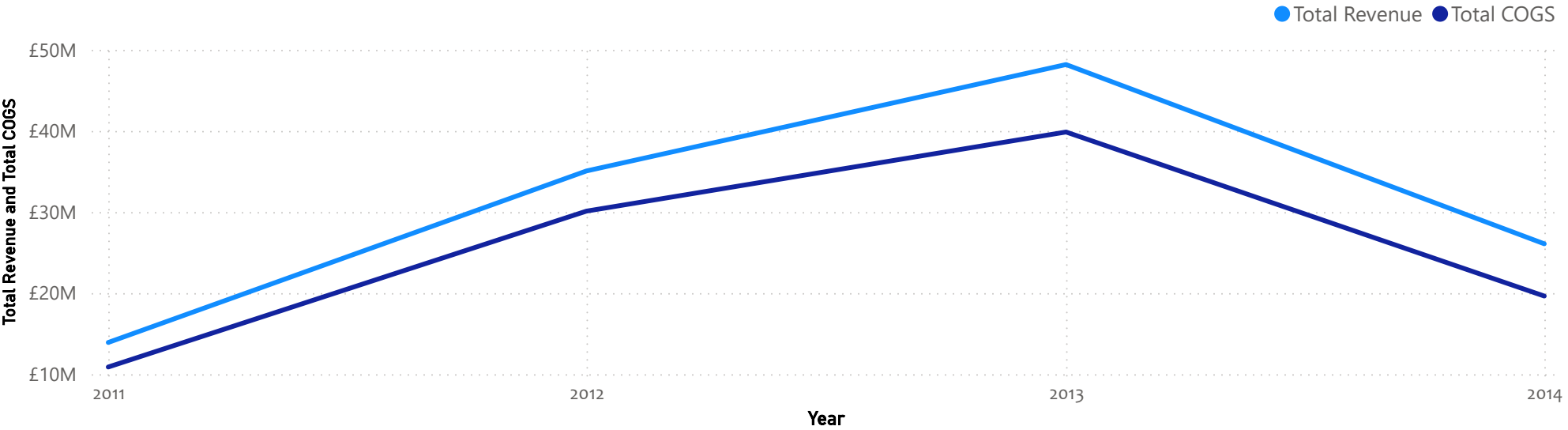
Net Profit

-41.05M

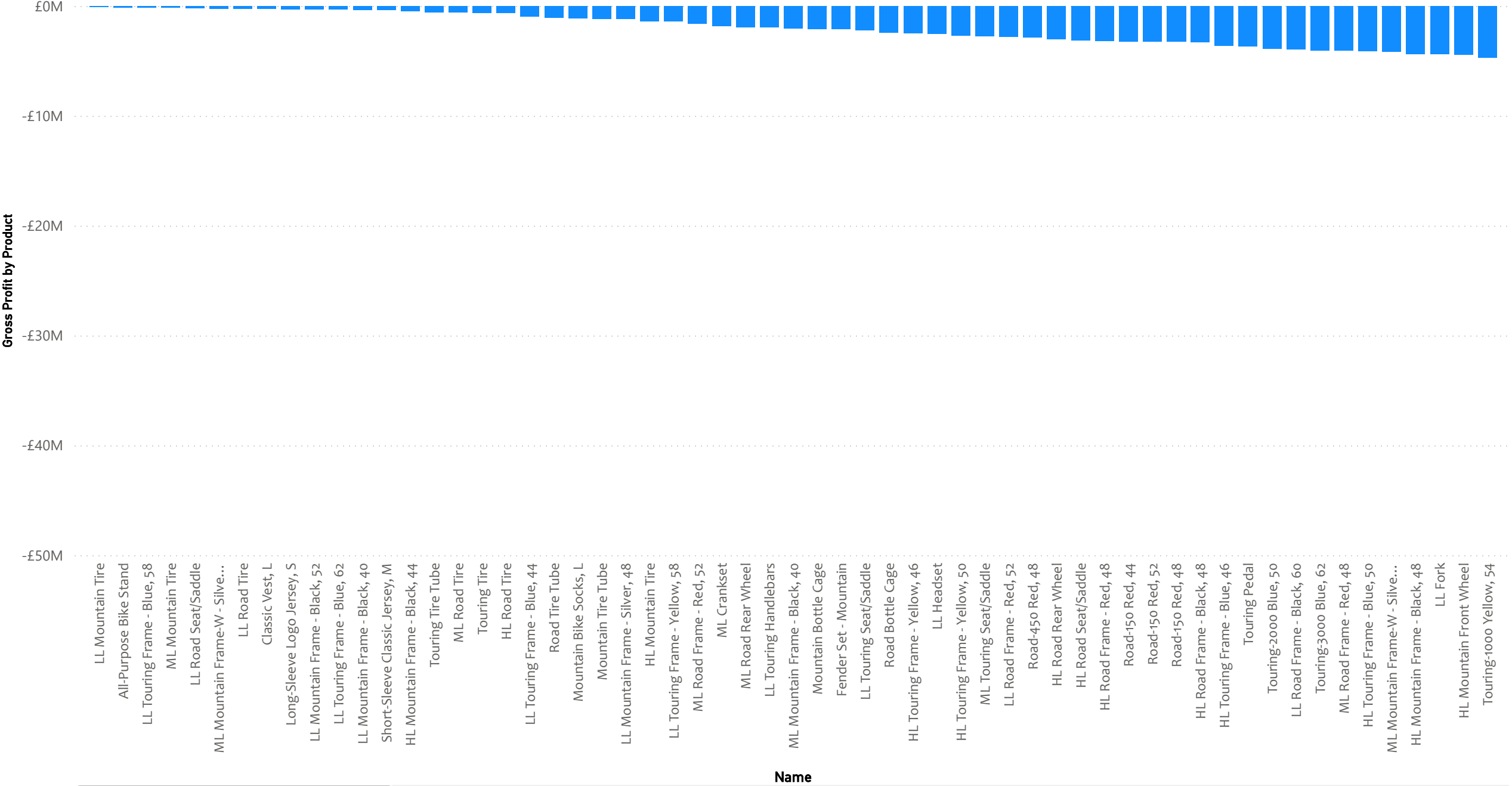
Profit/Loss Margin

-0.33

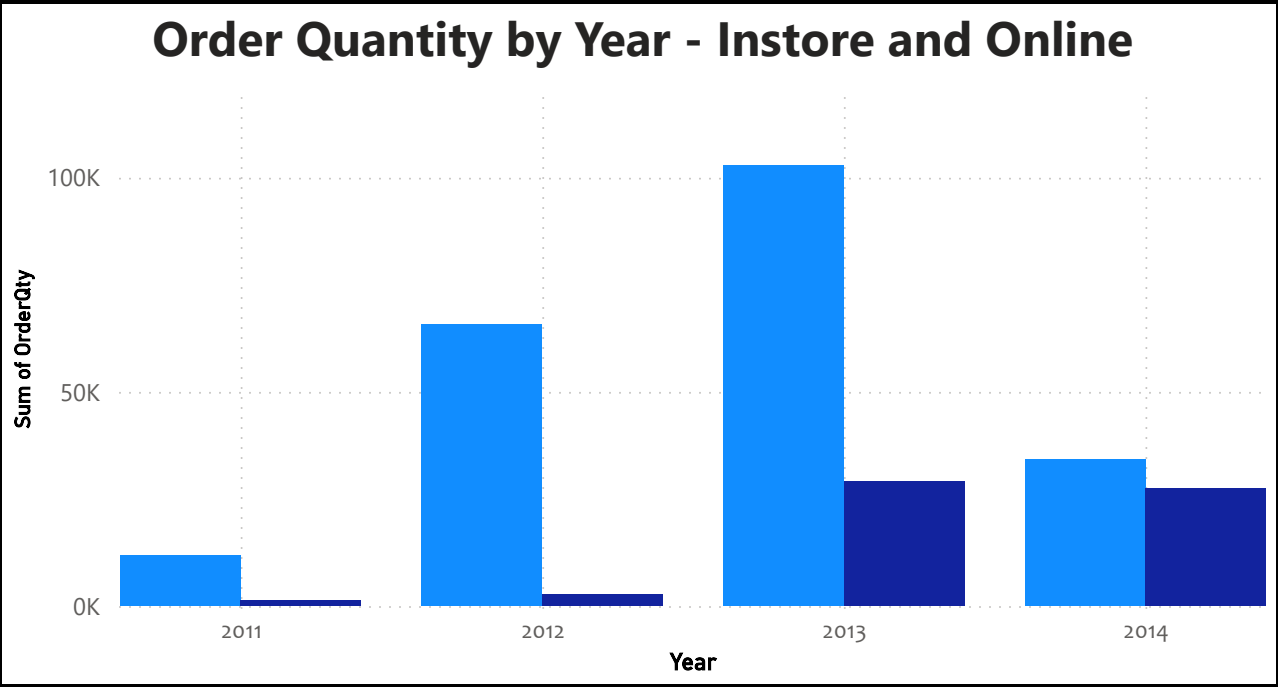
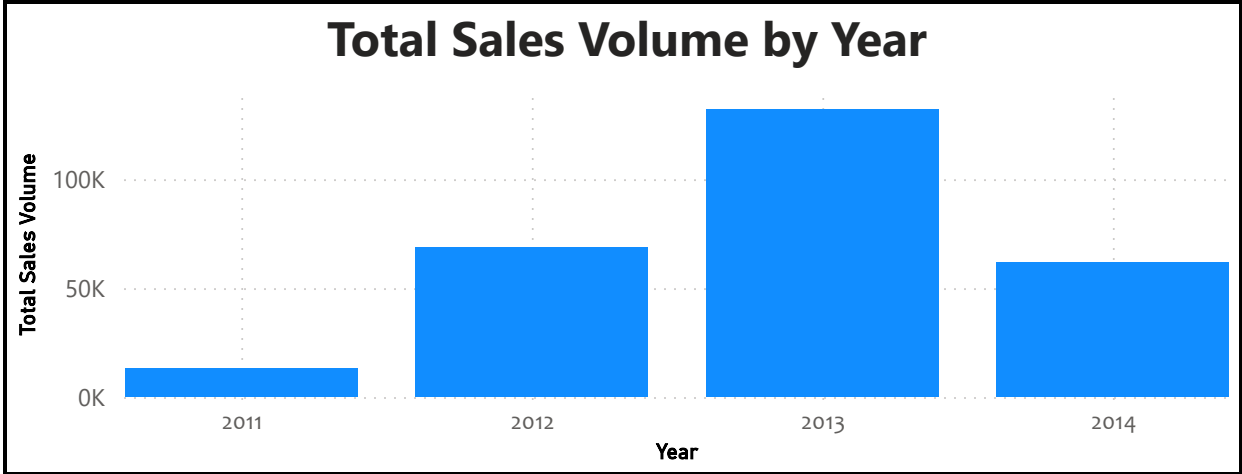
Total Revenue and Total Cost of Goods Sold by Year



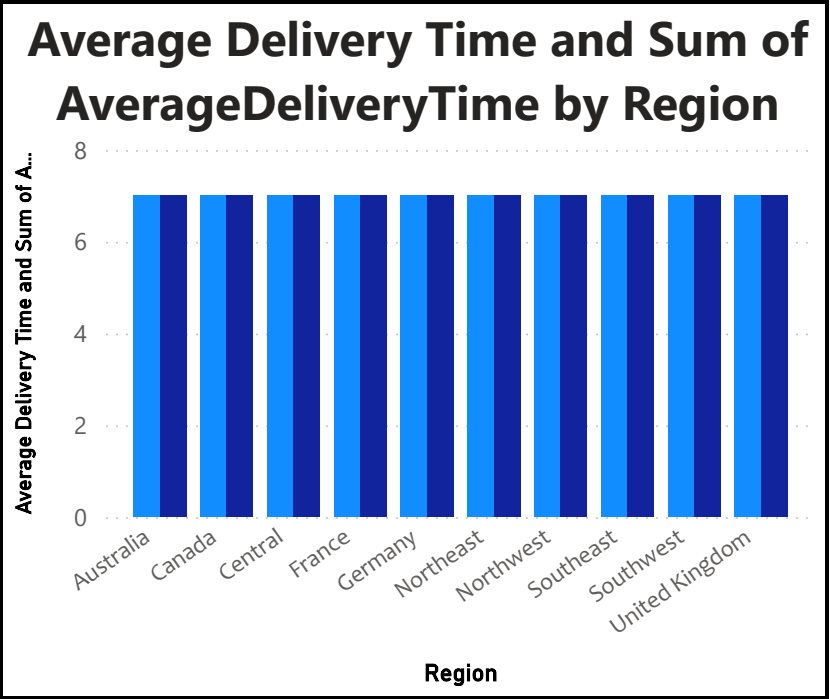
Gross Profit by Product by Name



Sales Information



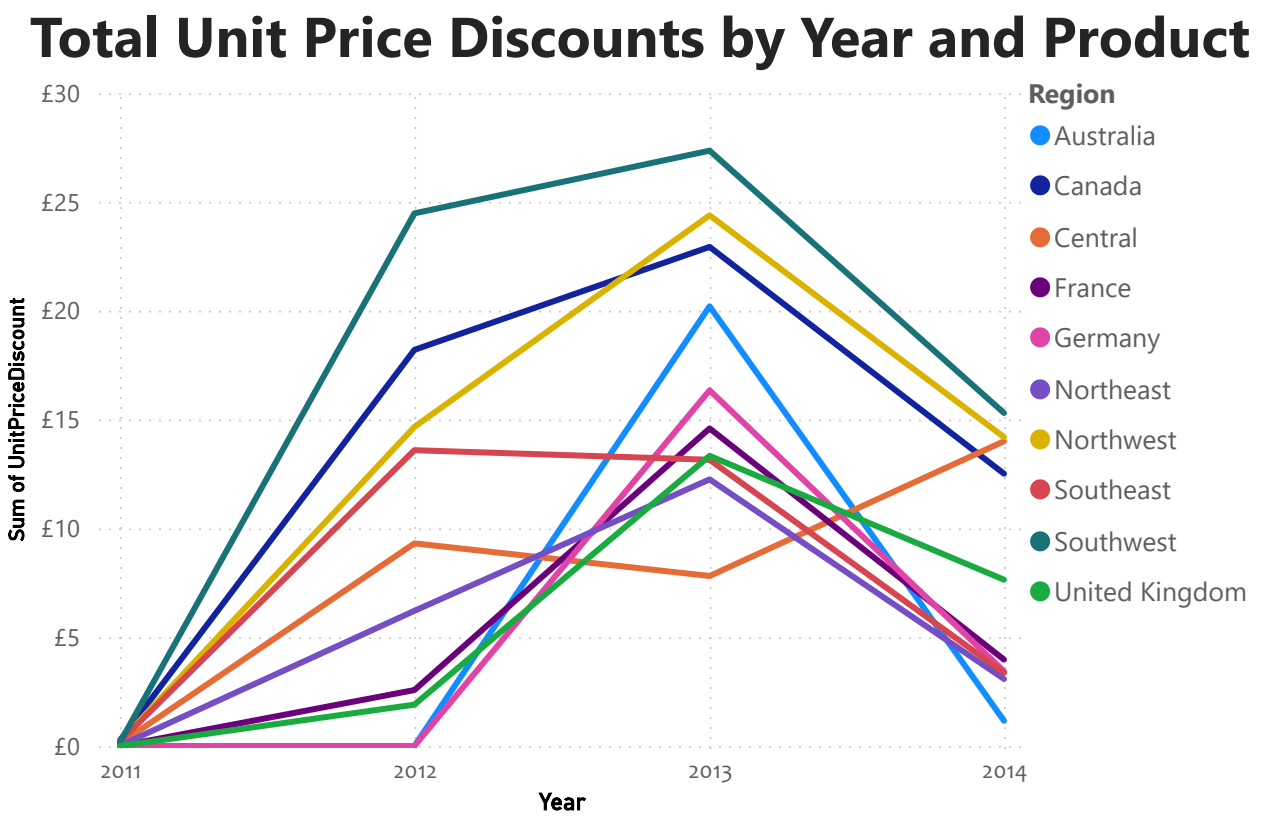
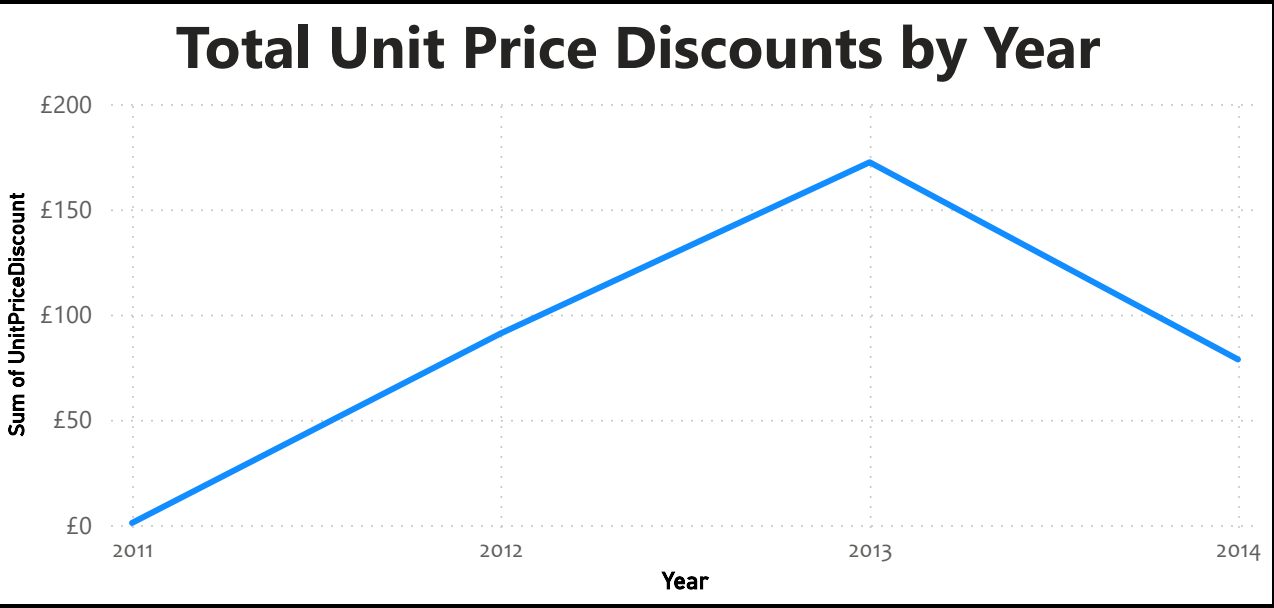
ProductName	Sum of TotalQuantitySold	Sum of TotalRevenue	Sum of TotalDiscountAmount	Sum of AverageDiscount
Mountain-500 Silver, 42	410	£119,743.88	£34	£0.084
Mountain-500 Silver, 48	407	£118,500.502	£34.4	£0.0808
Mountain-500 Silver, 52	467	£138,160.954	£35.6	£0.0808
Mountain-500 Silver, 40	405	£122,576.83	£26	£0.0704
Mountain-500 Silver, 44	342	£103,031.376	£22.8	£0.0692
Touring-1000 Yellow, 54	239	£305,145.56	£15.4	£0.069
Touring-1000 Yellow, 50	501	£648,438.44	£28.6	£0.0534
Touring-1000 Yellow, 46	833	£1,066,914.4278	£52.26	£0.0527
Touring-3000 Yellow, 58	246	£100,204.65	£12.6	£0.0508
Touring-1000 Yellow, 60	974	£1,244,827.6019	£62.23	£0.0492
Touring-3000 Blue, 44	239	£97,867.2975	£11.55	£0.0475
Touring-3000 Yellow, 44	792	£326,264.2925	£35.65	£0.0396
Touring-3000 Blue, 50	793	£325,505.4755	£37.27	£0.0394
Total	160502	£55,008,437.0065	£2,040.35	£1.4784



Discounts (Yearly)

Choose a product from the list below to view specific yearly discount trends in the graphs.

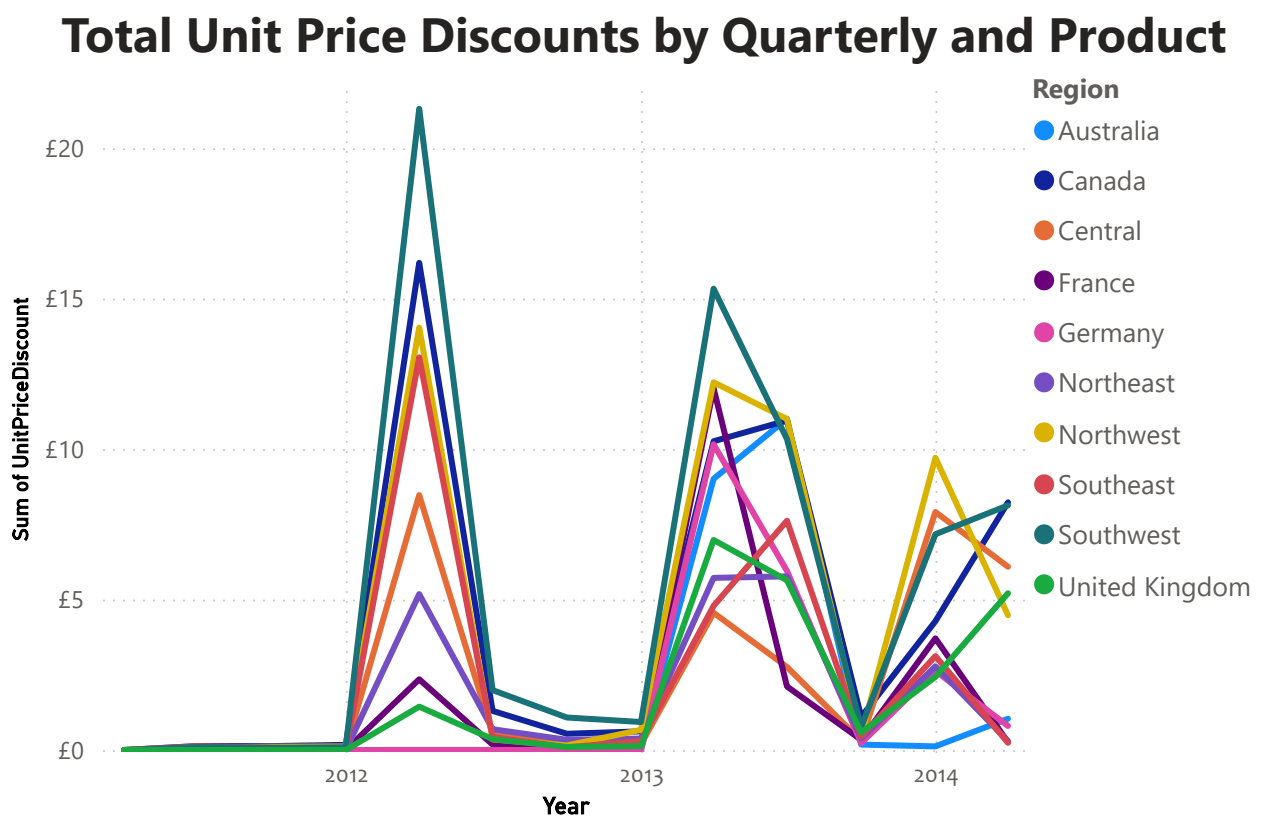
ProductName	Sum of TotalQuantitySold	Sum of TotalRevenue	Sum of AveragePrice
Long-Sleeve Logo Jersey, L	6140	£177,645.2574	£29.1358
AWC Logo Cap	6121	£31,824.1811	£5.2398
Sport-100 Helmet, Blue	4618	£92,367.1576	£20.1804
Sport-100 Helmet, Black	4447	£89,122.5542	£20.1817
Classic Vest, S	4079	£149,129.115	£37.4501
Sport-100 Helmet, Red	4036	£80,838.2084	£20.1588
Short-Sleeve Classic Jersey, XL	3455	£108,796.3288	£32.0078
Full-Finger Gloves, L	3378	£72,364.4917	£22.2544
Long-Sleeve Logo Jersey, M	3194	£93,413.7936	£29.2575
Women's Mountain Shorts, S	2992	£119,259.4605	£41.0987
Half-Finger Gloves, M	2965	£42,557.2424	£14.398
Women's Mountain Shorts, L	2881	£114,670.9161	£41.1618
Hitch Rack - 4-Bike	2838	£200,077.2	£71.4641
Water Bottle - 30 oz.	2571	£7,555.4089	£2.9739
Long-Sleeve Logo Jersey, XL	2567	£75,043.2768	£29.1759
Short-Sleeve Classic Jersey, L	2474	£78,950.6568	£32.2035
Bike Wash - Dissolver	2411	£11,299.971	£4.739
Mountain-200 Black, 38	2395	£3,111,285.125	£1,300.4176
Full-Finger Gloves, M	2206	£48,950.4949	£22.6035
Racing Socks, L	2203	£11,543.6994	£5.3366
Road-650 Red, 44	2182	£913,450.6551	£425.0788
Road-650 Black, 52	2181	£980,901.8922	£447.7626
Total	214516	£81,015,212.0927	£117,792.6874



Discounts (Quartley)

Choose a product from the list below to view specific yearly discount trends in the graphs.

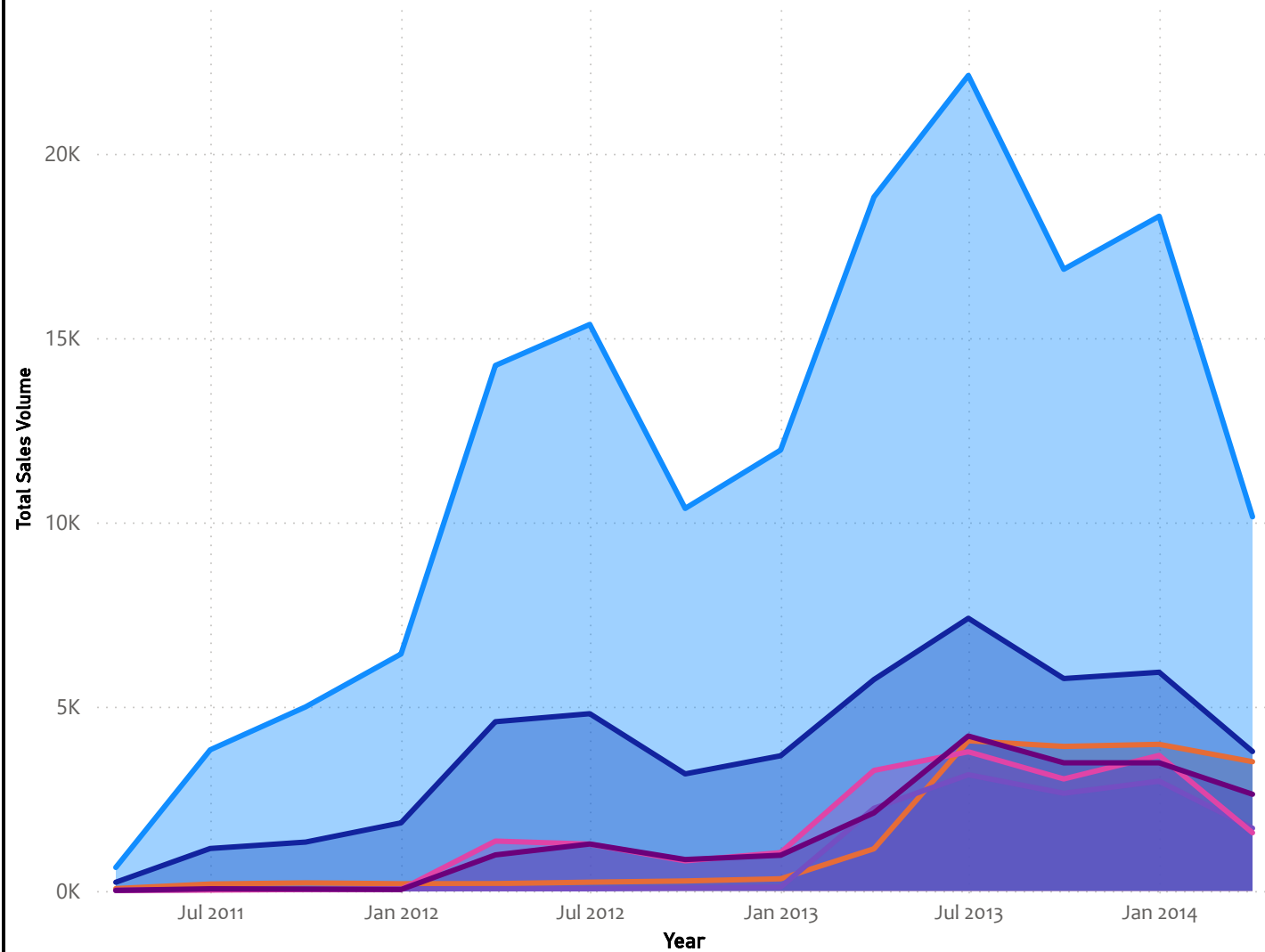
ProductName	Sum of TotalQuantitySold	Sum of TotalRevenue	Sum of AveragePrice
Long-Sleeve Logo Jersey, L	6140	£177,645.2574	£29.1358
AWC Logo Cap	6121	£31,824.1811	£5.2398
Sport-100 Helmet, Blue	4618	£92,367.1576	£20.1804
Sport-100 Helmet, Black	4447	£89,122.5542	£20.1817
Classic Vest, S	4079	£149,129.115	£37.4501
Sport-100 Helmet, Red	4036	£80,838.2084	£20.1588
Short-Sleeve Classic Jersey, XL	3455	£108,796.3288	£32.0078
Full-Finger Gloves, L	3378	£72,364.4917	£22.2544
Long-Sleeve Logo Jersey, M	3194	£93,413.7936	£29.2575
Women's Mountain Shorts, S	2992	£119,259.4605	£41.0987
Half-Finger Gloves, M	2965	£42,557.2424	£14.398
Women's Mountain Shorts, L	2881	£114,670.9161	£41.1618
Hitch Rack - 4-Bike	2838	£200,077.2	£71.4641
Water Bottle - 30 oz.	2571	£7,555.4089	£2.9739
Long-Sleeve Logo Jersey, XL	2567	£75,043.2768	£29.1759
Short-Sleeve Classic Jersey, L	2474	£78,950.6568	£32.2035
Bike Wash - Dissolver	2411	£11,299.971	£4.739
Mountain-200 Black, 38	2395	£3,111,285.125	£1,300.4176
Full-Finger Gloves, M	2206	£48,950.4949	£22.6035
Racing Socks, L	2203	£11,543.6994	£5.3366
Road-650 Red, 44	2182	£913,450.6551	£425.0788
Road-650 Black, 52	2181	£980,901.8922	£447.7626
Total	214516	£81,015,212.0927	£117,792.6874



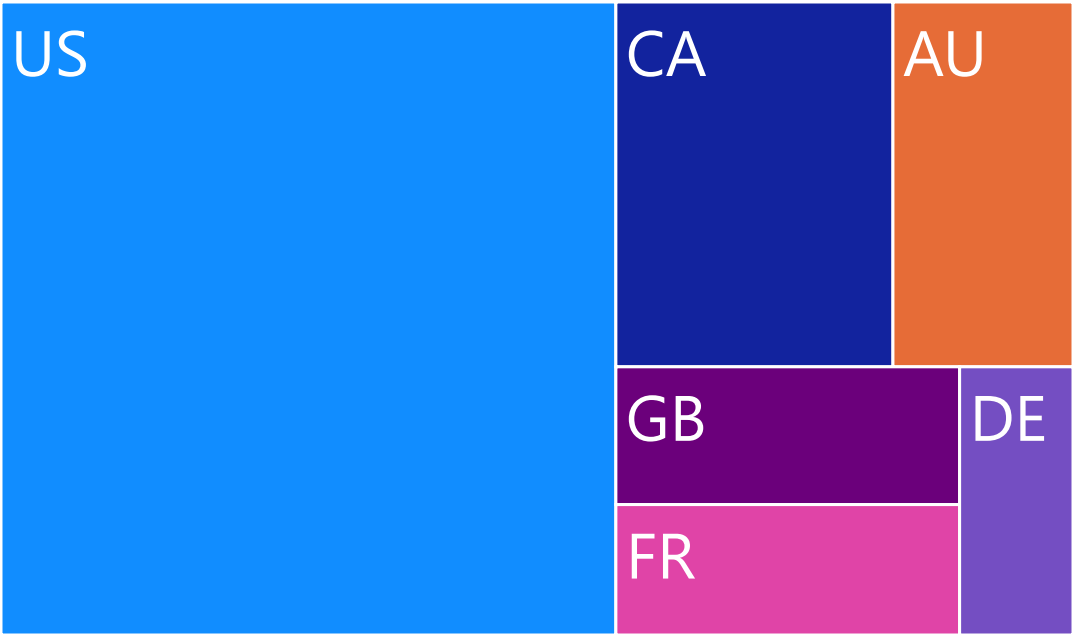
Regions

Total Sales Volume by Year and Region

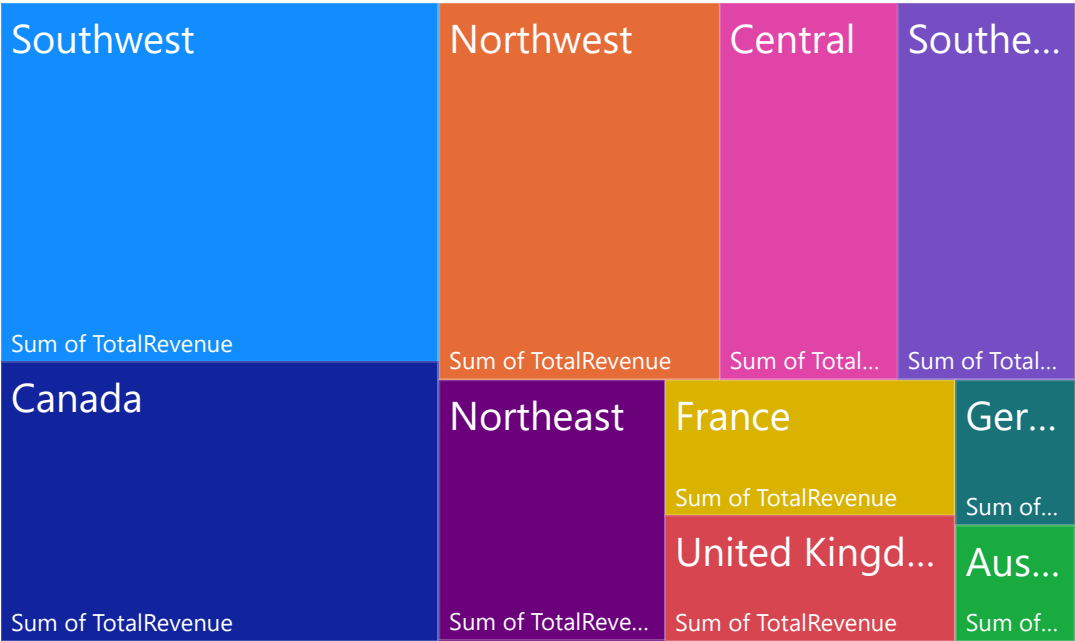
Regions AU CA DE FR GB US



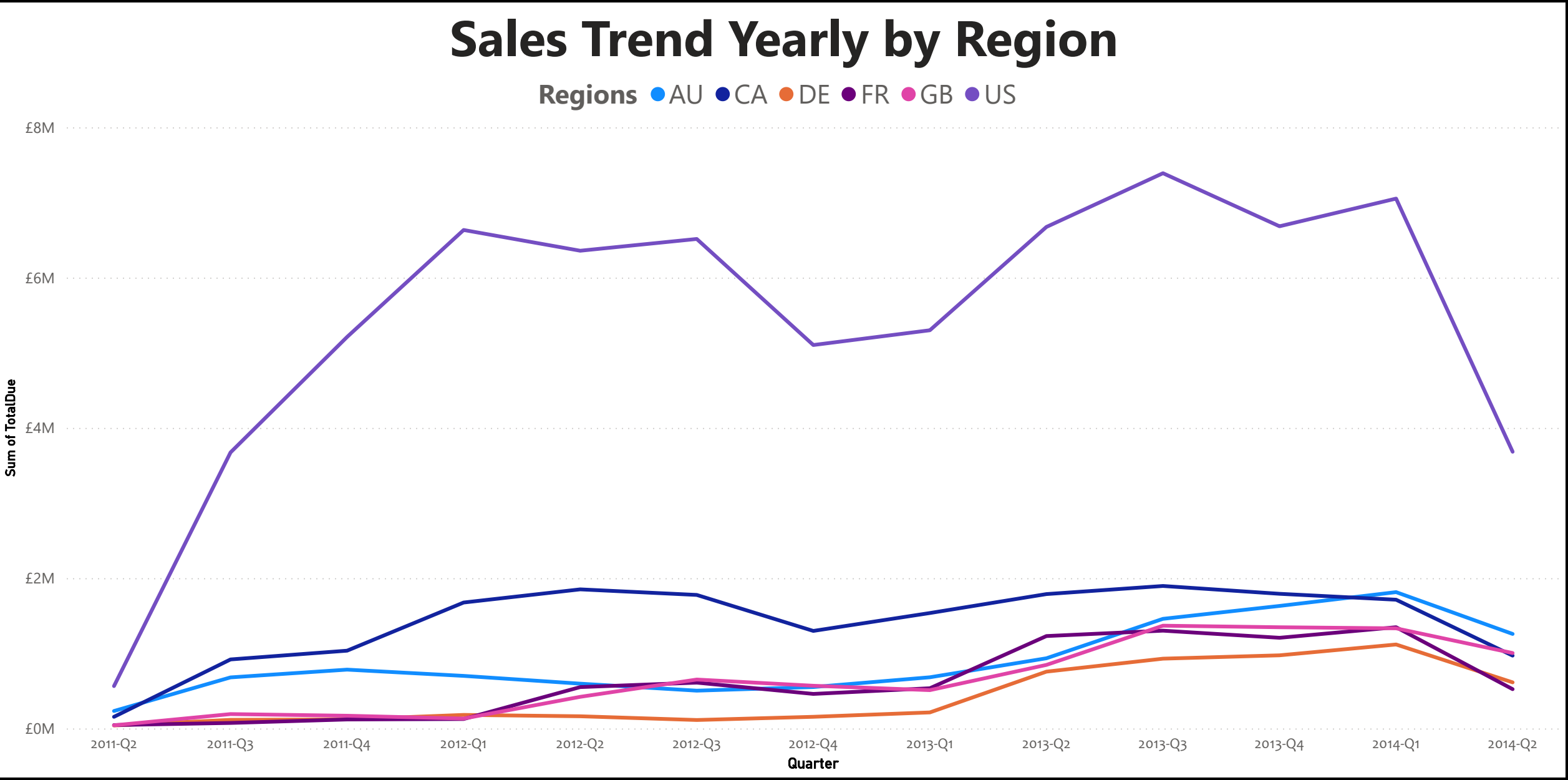
Total Revenue by Region



Total Quantity Sold and Total Revenue by Region



Regions



Top Products Sold

504

CountStoreOrders

504

CountOnlineOrders

Name	Sum of Total Quantity	Sum of Total Revenue	Sum of ProfitLossMeasure	TotalRevenue	StandardCost	CountOnlineOrders
Adjustable Race			£110,373,889.3134			1
BB Ball Bearing			£110,373,889.3134			1
Bearing Ball			£110,373,889.3134			1
Blade			£110,373,889.3134			1
Chain Stays			£110,373,889.3134			1
Chainring			£110,373,889.3134			1
Chainring Bolts			£110,373,889.3134			1
Chainring Nut			£110,373,889.3134			1
Cone-Shaped Race			£110,373,889.3134			1
Crown Race			£110,373,889.3134			1
Cup-Shaped Race			£110,373,889.3134			1
Decal 1			£110,373,889.3134			1
Decal 2			£110,373,889.3134			1
Down Tube			£110,373,889.3134			1
External Lock Washer 1			£110,373,889.3134			1
External Lock Washer 2			£110,373,889.3134			1
External Lock Washer 3			£110,373,889.3134			1
External Lock Washer 4			£110,373,889.3134			1
External Lock Washer 5			£110,373,889.3134			1
External Lock Washer 6			£110,373,889.3134			1
External Lock Washer 7			£110,373,889.3134			1
External Lock Washer 8			£110,373,889.3134			1
External Lock Washer 9			£110,373,889.3134			1
Flat Washer 1			£110,373,889.3134			1
Flat Washer 2			£110,373,889.3134			1
Flat Washer 3			£110,373,889.3134			1
Total	274914	£110,373,889.3134	£19,797,278,663.2086			504

Name	Gross Profit by Product
AWC Logo Cap	-£49,727,542.677
Long-Sleeve Logo Jersey, L	-£47,454,177.5614
Sport-100 Helmet, Blue	-£46,166,529.7623
Sport-100 Helmet, Black	-£44,873,000.6892
Sport-100 Helmet, Red	-£43,188,517.2043
Long-Sleeve Logo Jersey, M	-£39,207,123.3311
Long-Sleeve Logo Jersey, XL	-£34,574,986.4618
Half-Finger Gloves, M	-£30,416,237.0441
LL Road Frame - Black, 52	-£26,919,158.2176
Road-550-W Yellow, 38	-£24,487,971.499
Road-550-W Yellow, 48	-£24,341,222.6205
Road-550-W Yellow, 40	-£24,132,856.6834
HL Mountain Frame - Silver, 38	-£24,084,225.4358
HL Mountain Frame - Black, 42	-£23,514,006.8971
Road-250 Black, 44	-£23,510,606.5867
Road-250 Black, 48	-£22,974,684.5044
ML Road Frame-W - Yellow, 44	-£22,243,291.418
Half-Finger Gloves, S	-£22,022,091.3376
ML Mountain Handlebars	-£21,962,161.6892
Water Bottle - 30 oz.	-£21,758,947.5592
Road-650 Black, 52	-£21,563,480.5053
Road-650 Black, 58	-£21,426,143.2464
Road-650 Red, 60	-£21,307,919.304
Mountain-200 Black, 38	-£21,277,583.8189
Road-650 Red, 48	-£21,174,269.706
Road-650 Red, 44	-£21,077,706.5529
Mountain-200 Silver, 38	-£21,046,802.4292
Road-650 Red, 62	-£20,998,314.229
Mountain-200 Silver, 42	-£20,968,169.7373
Total	-£22,742,308.3424