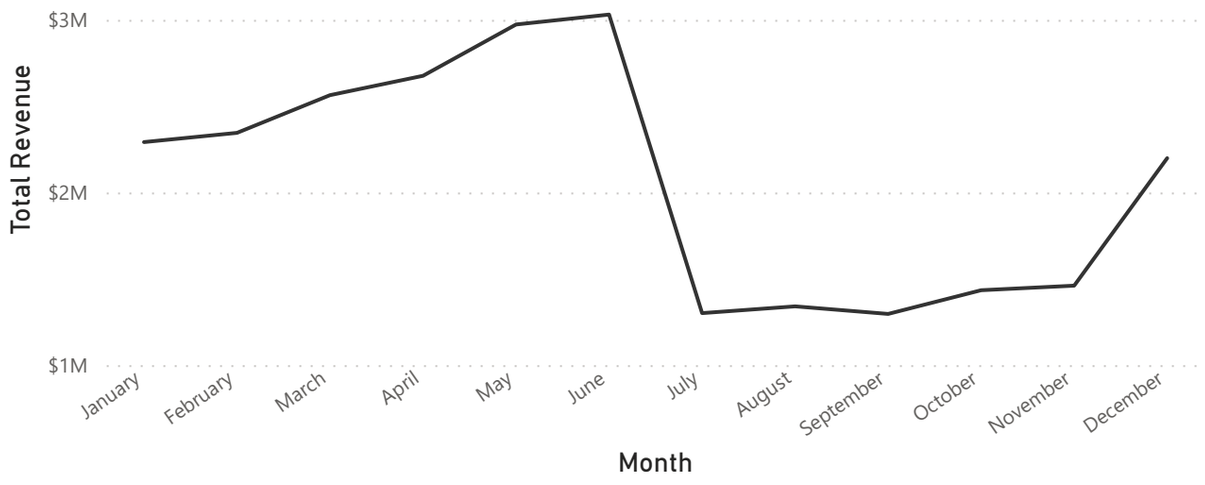
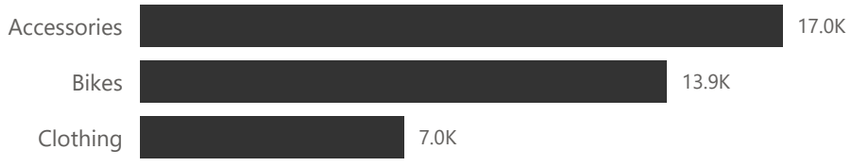
ADVENTUREWORKS BIKE SHOP

$24.9M	$10.5M	25.2K	2.2%
REVENUE	PROFIT	ORDERS	RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	$39,755	1.95%
Sport-100 Helmet, Red	2,099	$73,444	3.33%
Sport-100 Helmet, Blue	1,995	$67,120	3.31%
Sport-100 Helmet, Black	1,940	$65,270	2.68%
Road Tire Tube	2,173	$17,265	1.55%
Patch Kit/8 Patches	2,952	$13,506	1.61%
Mountain Tire Tube	2,846	$28,333	1.64%
Mountain Bottle Cage	1,896	$38,062	2.02%
Fender Set - Mountain	1,975	$87,041	1.36%
AWC Logo Cap	2,062	$35,882	1.11%

Monthly revenue

$1.83M ✓

Prev Month: $1.77M

Monthly Orders

2,146 !

Prev Month: $2,165

Monthly revenue

166 ✓

Prev Month: $169

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all	Europe	North America	Pacific

Selected Product

Road Tire Tube

Monthly Orders VS Target

Monthly Revenue VS Target

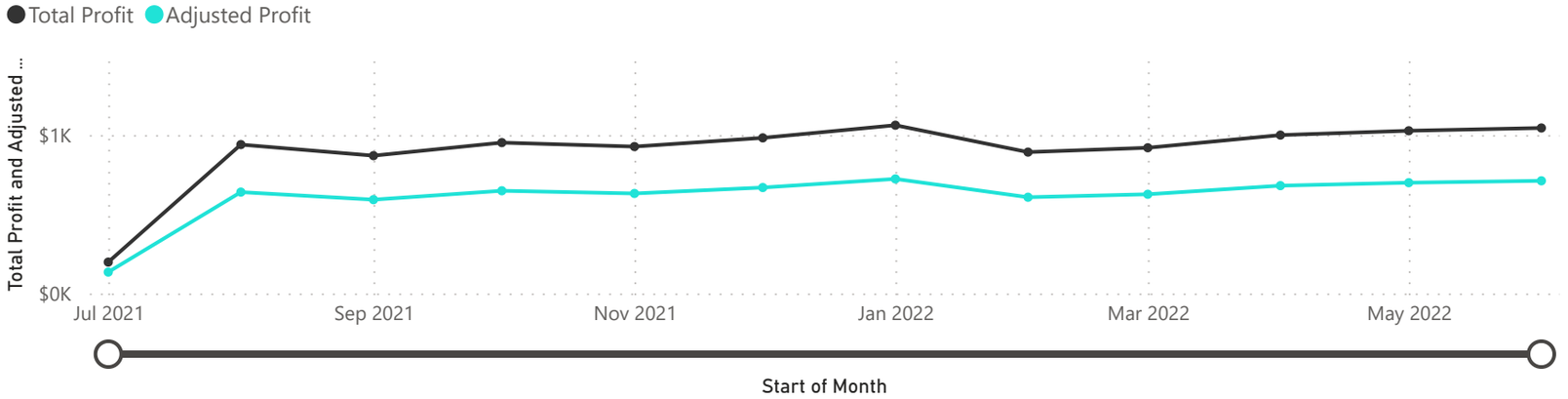
Monthly Profit VS Target

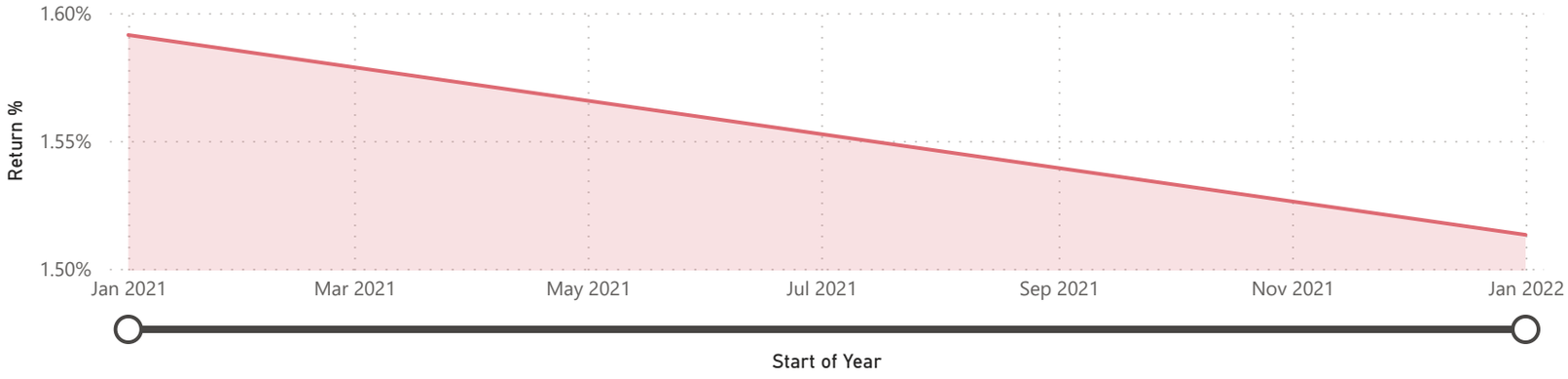
Price Adjustment (%)

-0.20

Product Metric Selection

- ○ Orders
- ○ Revenue
- ○ Profit
- ○ Returns
- ◉ Return %

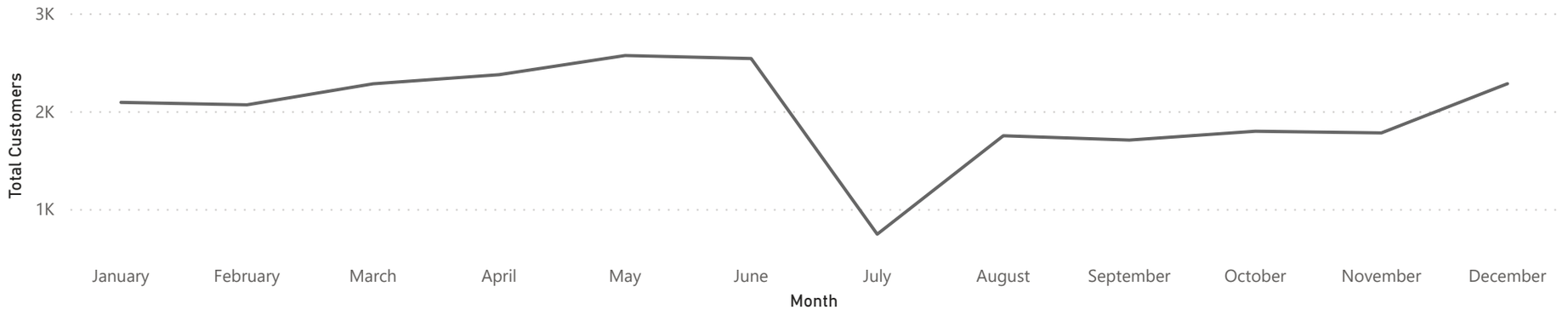




17.4K
Total customers

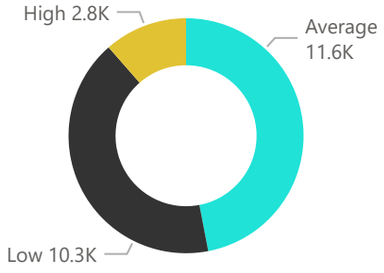
1.4K
REVENUE PER CUSTOMERS

Total Customers | Revenue Per Customer

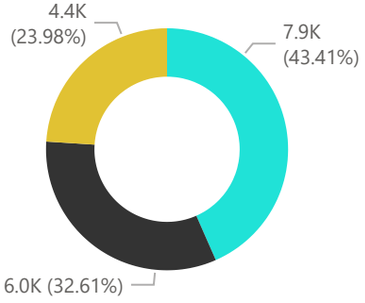


Select all | 2020 | 2021 | 2022

Orders by Income Lvl



ders by Occupation



Top 100 Customers

Customer Key	Full name	Orders	Revenue
14534	Abby Rana	1	$74
12300	Adriana Gonzalez	4	$9,196
11025	Alejandro Beck	2	$2,975
20505	Alexa Cox	1	$88
12517	Alexa Watson	1	$17
28793	Alexander Jackson	1	$50
24322	Alexandra Evans	1	$68
17476	Alexandria Stewart	1	$1,701
23764	Alisha Liu	1	$2,215
12276	Alisha Shan	2	$4,184
16676	Amanda Perry	1	$27
15479	Andrea Wright	1	$141
Total		**25,164**	**$24,914,587**

Top customers By Revenue

Mr. Maurice Shan

Orders: **6**

Revenue: **12.4K**

Among Customers in Low Income in 2022, Mr Clayton Li drov..

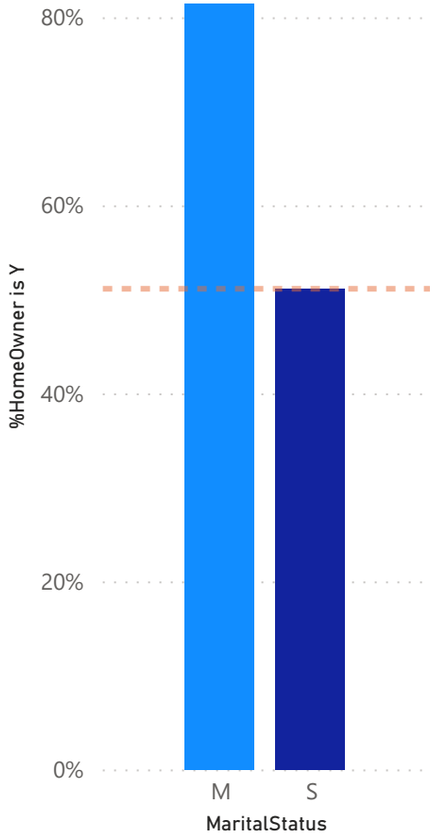
Key influencers Top segments

What influences HomeOwner to be Y ?

When...	....the likelihood of HomeOwner being Y increases by
MaritalStatus is M	1.62x
Is Parent is yes	1.59x
AnnualIncome is 30000 - 120000	1.23x
EducationLevel is Graduate Degree	1.19x
Occupation is Management	1.10x
Occupation is Skilled Manual	1.09x
EducationLevel is Bachelors	1.05x

Sort by: **Impact** Count

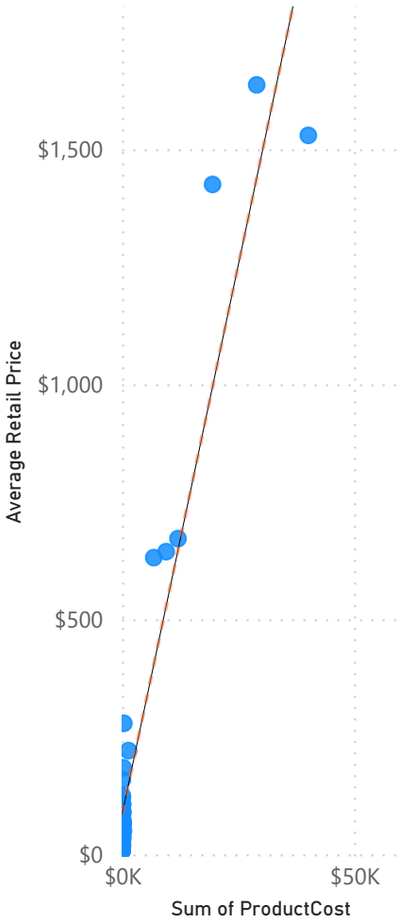
HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



Only show values that are influencers

Key influencers Top segments

What influences Average Retail Price to Decrease ?

When...	....the average of Average Retail Price decreases by
Sum of ProductCost goes down 8570.61	$478.6

On average when Sum of ProductCost decreases, Average Retail Price also decreases.