ADVENTUREWORKS
BIKE SHOP

24.9M REVENUE	**10.5M** PROFIT	**25.2K** ORDERS	**2.2%** RETURN RATE
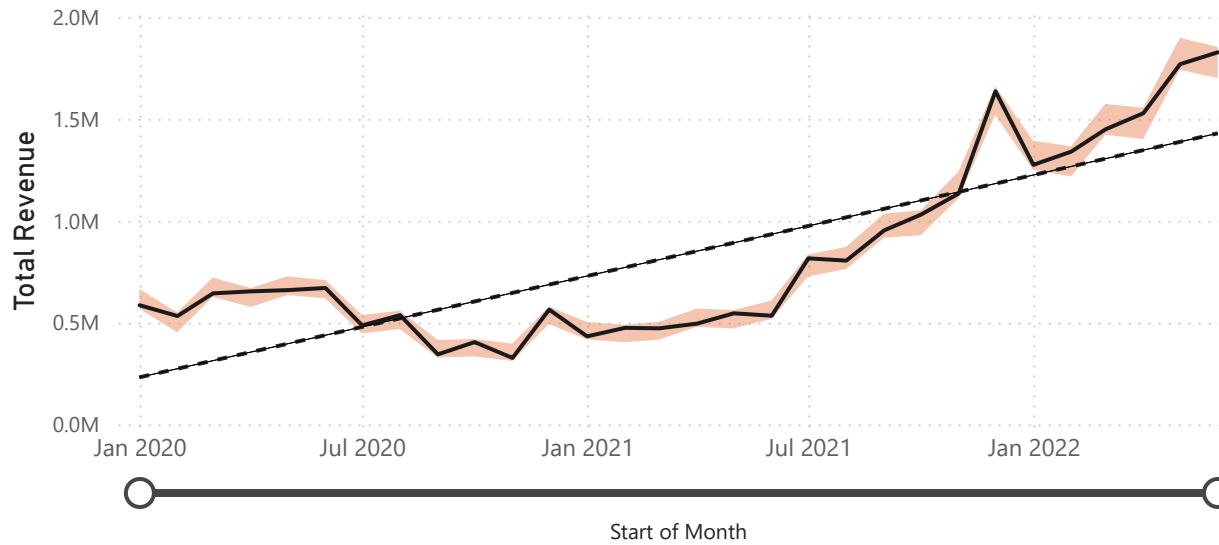
Revenue Trending

Start of Month

Orders by Category

Category	Orders
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	39,755	22.94%
Sport-100 Helmet, Red	2,099	73,444	87.09%
Sport-100 Helmet, Blue	1,995	67,120	91.63%
Sport-100 Helmet, Black	1,940	65,270	94.23%
Road Tire Tube	2,173	17,265	42.25%
Patch Kit/8 Patches	2,952	13,506	30.99%
Mountain Tire Tube	2,846	28,333	32.19%
Mountain Bottle Cage	1,896	38,062	47.98%
Fender Set - Mountain	1,975	87,041	46.16%
AWC Logo Cap	2,062	35,882	44.04%

Monthly Revenue
1.83M
Prev Month: 0M
(+100,894.31%)

Monthly Orders
2,146
Prev Month: 2165 (-0.88%)

Monthly Returns
1809
Prev Month: 2165 (-16.44%)

Most Ordered Product Type
**Tires and Tubes**

Most Returned Product Type
**Bib-Shorts**
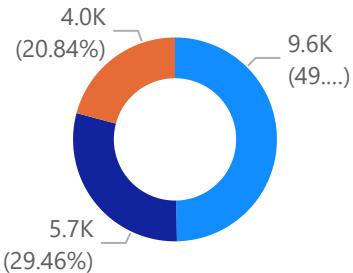
10.5K

UNIQUE CUSTOMERS

875

REVENUE PER CUSTOMERS

Total Customers	Revenue Per customer
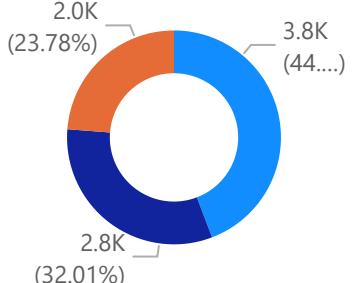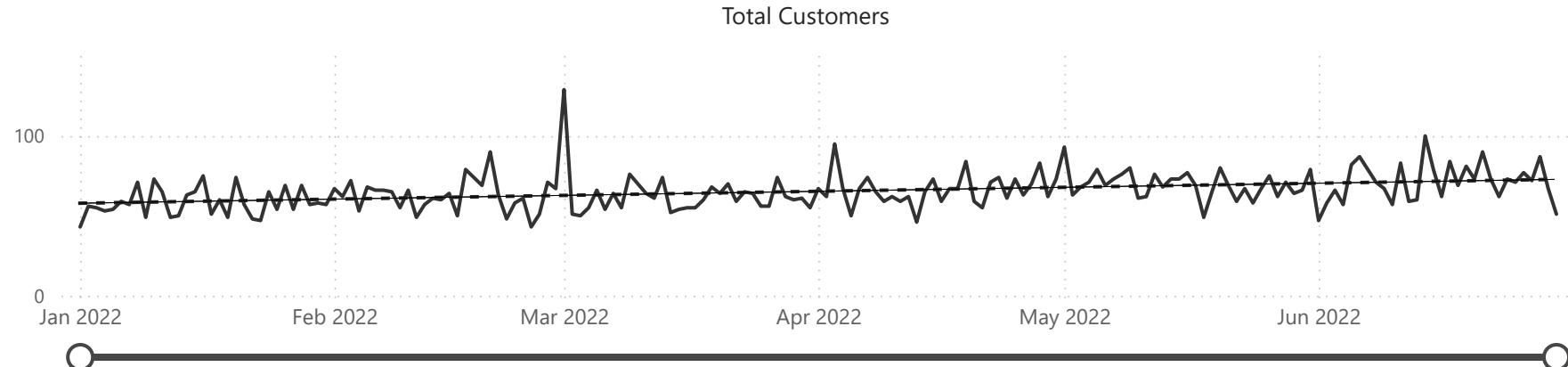
Total Customers

Orders by Income Level

- 4.0K (20.84%)
- 9.6K (49....)
- 5.7K (29.46%)

Orders by Occupation

- 2.0K (23.78%)
- 3.8K (44....)
- 2.8K (32.01%)

Top 100 Customers

Customer Key	Full Name	Orders	Revenue
12936	Renee Moreno	4	335
13179	Mr. Adrian Sanchez	3	153
13008	Mr. Alberto Muñoz	3	210
11530	Mr. Andrew Martinez	5	320
11631	Mr. Antonio Bennett	7	375
13707	Mr. Austin Smith	3	202
11748	Mr. Blake Hill	3	95
12892	Mr. Brian Peterson	3	332
14077	Mr. Bryan Townsend	4	271
13466	Mr. Bryce James	3	186
11277	Mr. Charles Jackson	13	944
11677	Mr. Charles Walker	4	330
14313	Mr. Christian Smith	3	254
11091	Mr. Dalton Perez	13	845
11711	Mr. Daniel Davis	13	852
13954	Mr. Eddie Ramos	3	200
Total		**646**	**76,869**

2022	2022

Top Customer By Revenue:

Mr. Jordan Turner

Orders:

5.00

Revenue:

6802

Among customers in skilled manual roles in 2022, Mr. Fernando Barnes drove the most revenue at 985
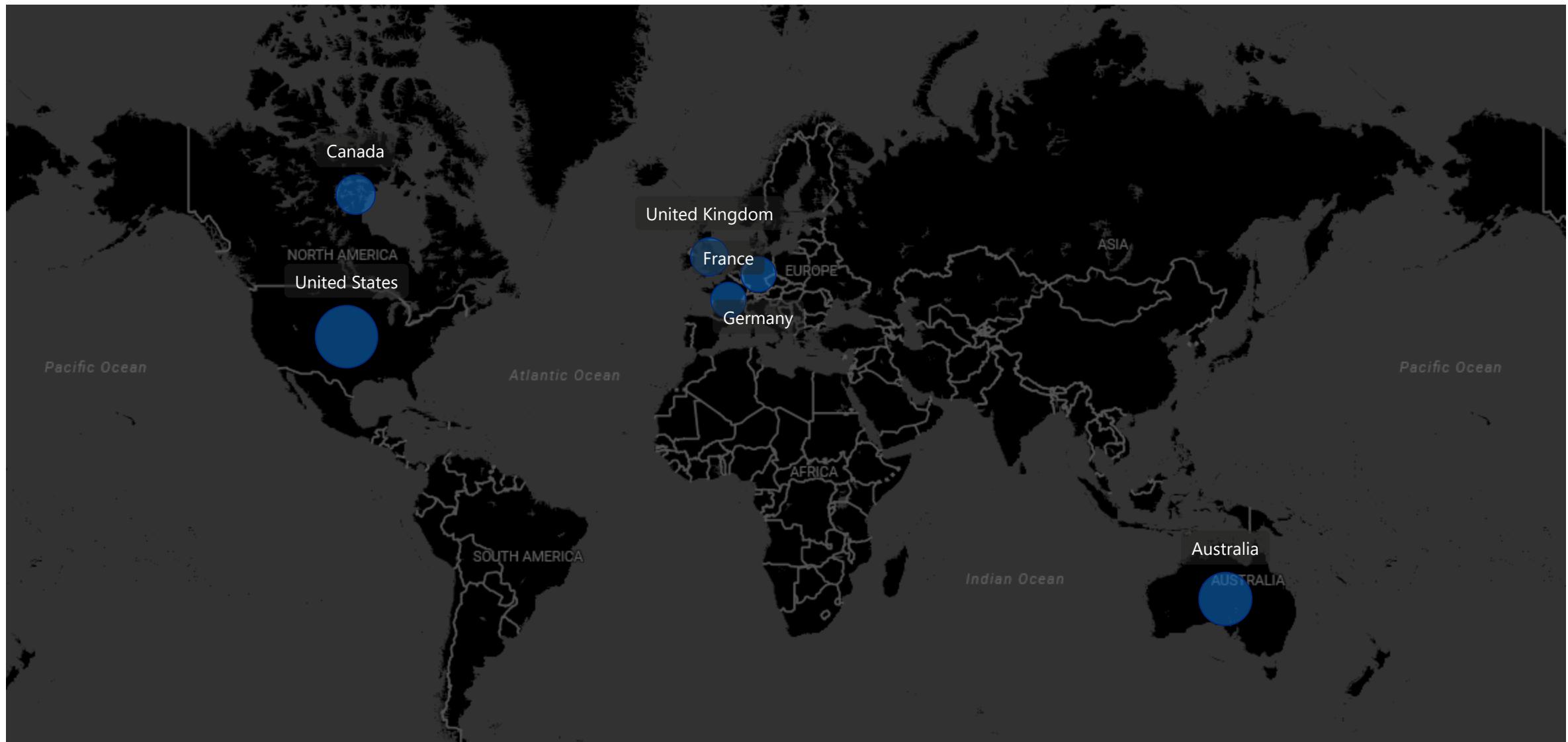
Select all	Europe	North America	Pacific
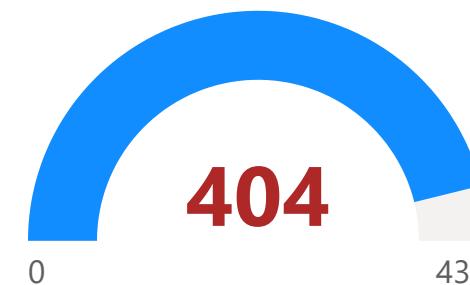
⚠ This visual type is being retired soon. Contact your admin to upgrade.

Selected Product

Water Bottle - 30 oz.
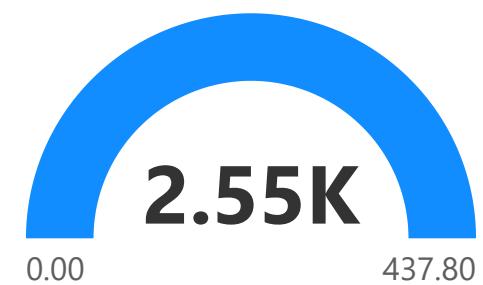
Monthly Orders Vs Targets
404
0 — 438

Monthly Revenue Vs Targets
4,067
0 — 4,292

Monthly Profit Vs Targets
2.55K
0.00 — 437.80
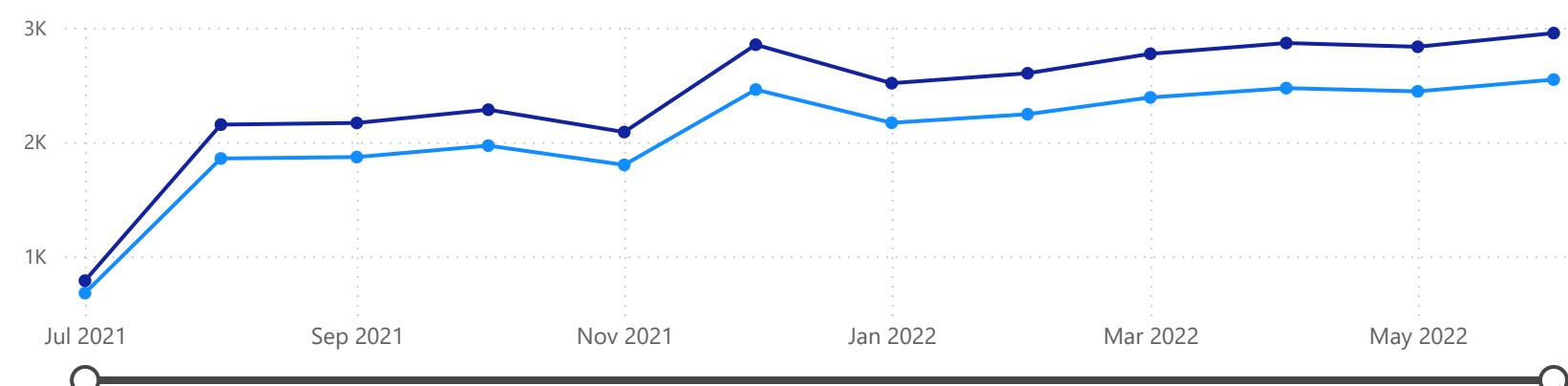
Price Adjustment (%)
0.10

Product Metric ...
- ○ Orders
- ● Profit
- ○ Returns
- ○ Revenue
- ○ Return %

● Total Profit ● Adjusted Profit

3K
2K
1K

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

500

0

1/10/2022 1/17/2022 1/24/2022 1/3/2022 1/31/2022 10/11/20... 10/18/20... 10/25/20... 10/4/2021 11/1/2021 11/15/20... 11/22/20... 11/29/20... 11/8/2021 12/13/20... 12/20/20... 12/27/20... 12/6/2021 2/14/2022 2/21/2022 2/28/2022 2/7/2022 3/14/2022 3/21/2022 3/28/2022 3/7/2022 4/11/2022 4/18/2022 4/25/2022 4/4/2022 5/16/2022 5/2/2022
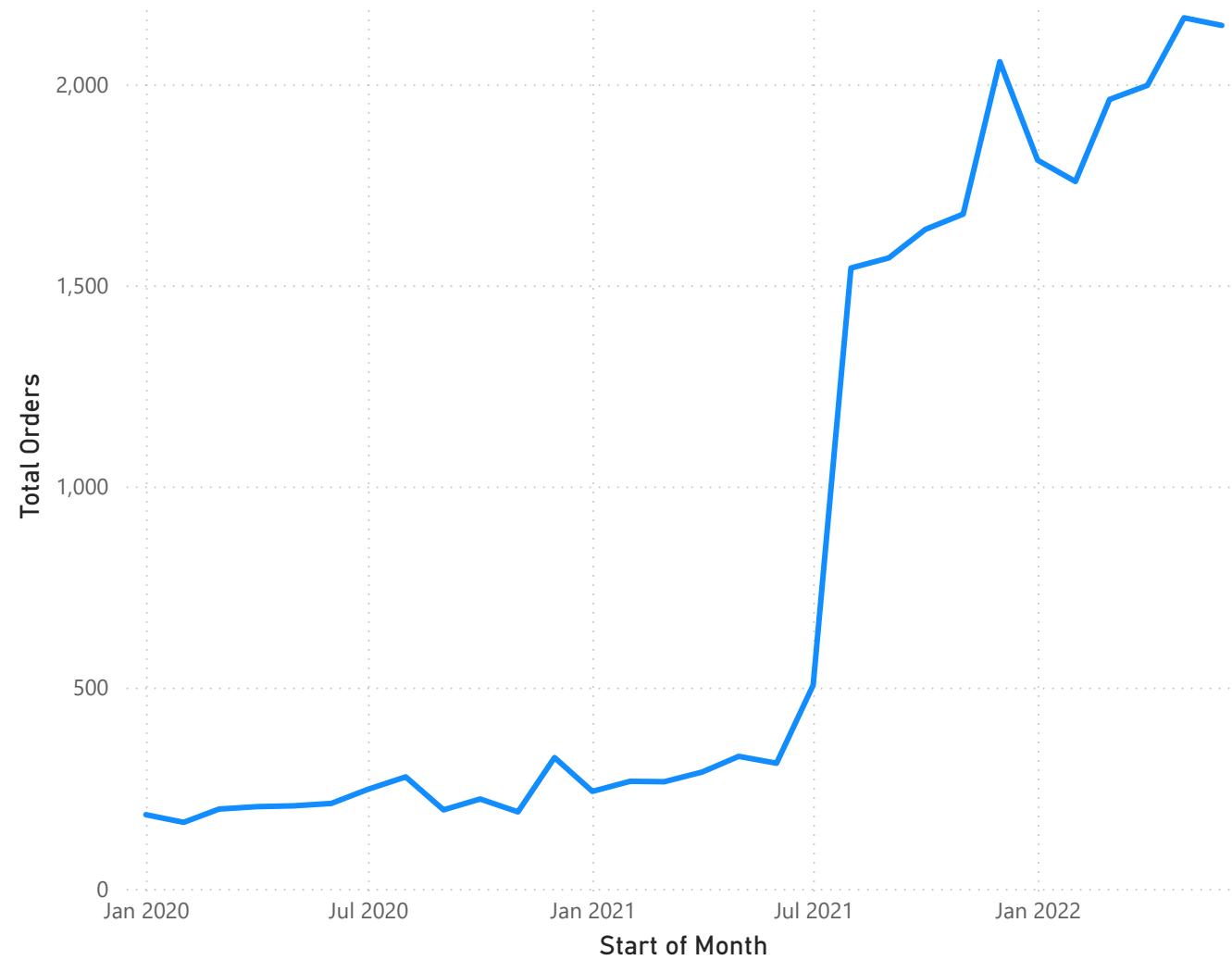
Report Summary

Total Orders for Water Bottle - 30 oz. were [⊠]

Adjusted Profit (275.58% increase) and Total Profit (275.58% increase) both trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

Adjusted Profit (275.58% increase) and

Total Orders by Start of Month

CategoryName	Total Orders
⊞ **Accessories**	**16,983**
⊟ **Bikes**	**13,929**
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
⊞ **Clothing**	**6,976**
Total	**25,164**

CategoryName ✕

25K

Total Orders

Return Rate
2.17%

Key influencers   Top segments

This data model only supports measures and summarized fields in 'Analyze'. Try using a measure instead. Learn more

Key influencers   Top segments

What influences Average Ratail price to [Increase ⌄] ?
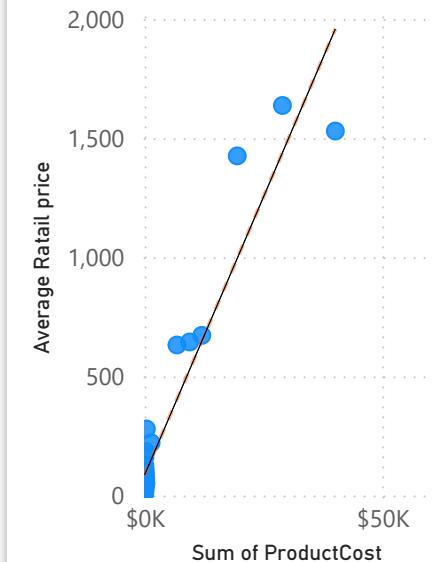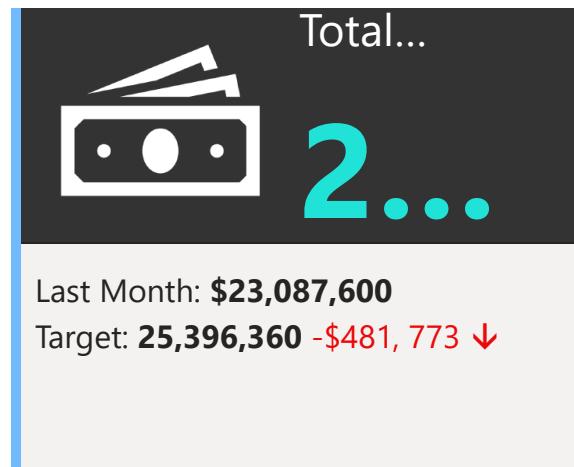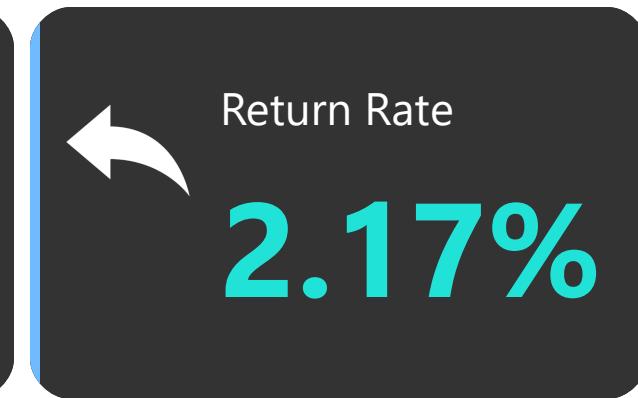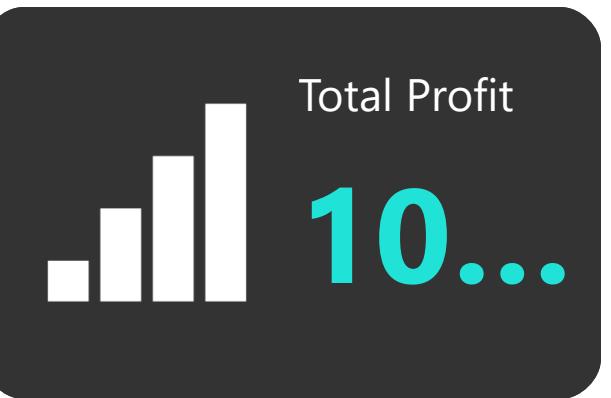
When...   ....the average of Average
                           Ratail price increases by

Sum of ProductCost goes   426.1
up 8570.61

← On average when Sum of ProductCost increases, Average Ratail price also increases.

Total Revenue **25...**	Total Profit **10...**	Total Orders **25K**	Return Rate **2.17%**

Total... **2...**

Last Month: **$23,087,600**
Target: **25,396,360** -$481, 773 ↓

Total Revenue

25M

Name

revenue ✕ →

Name	Description	Expression
Previous Month Revenue		CALCULATE([Total Revenue], DATEADD('Calendar Lookup'[Date], -1, MONTH))

Revenue Sparkline		// Static line color - use %23 instead of # for Firefox compatibility (Measure Derived from Eldersveld Modified by Kolosko)
		VAR LineColour = "%2320E2D7"
		VAR PointColour = "%23333333"
		VAR Defs = "\<defs>
		\<linearGradient id='grad' x1='0' y1='25' x2='0' y2='50' gradientUnits='userSpaceOnUse'>
		\<stop stop-color='#20E2D7' offset='0' />
		\<stop stop-color='#20E2D7' offset='0.3' />
		\<stop stop-color='#333333' offset='1' />
		\</linearGradient>
		\</defs>"
		// "Date" field used in this example along the X axis
		VAR XMinDate = MIN('Calendar Lookup'[Start of Month])
		VAR XMaxDate = MAX('Calendar Lookup'[Start of Month])
		
		// Obtain overall min and overall max measure values when evaluated for each date
		VAR YMinValue = MINX(Values('Calendar Lookup'[Start of Month]),CALCULATE([Total Revenue]))
		VAR YMaxValue = MAXX(Values('Calendar Lookup'[Start of Month]),CALCULATE([Total Revenue]))

Name	Expression	Description	Location
Calendar Lookup			
Customer Lookup			

Customer Metric Selection	{
	("Total Customers", NAMEOF('Measure Table'[Total Customers]), 0),
	("Revenue Per customer", NAMEOF('Measure Table'[Average Revenue Per customer]), 1)
	}		

Measure Table			
Model Columns	INFO.VIEW.COLUMNS()		
Model Measures	INFO.VIEW.MEASURES()		
Model Relationships	INFO.VIEW.RELATIONSHIPS()		
Model Tables	INFO.VIEW.TABLES()		
Price Adjustment (%)	GENERATESERIES(-1, 1, 0.1)		
Product Categories Lookup			
Product Lookup			

Product Metric Selection	{
	("Orders", NAMEOF('Measure Table'[Total Orders]), 0),
	("Profit", NAMEOF('Measure Table'[Total Profit]), 1),
	("Returns", NAMEOF('Measure Table'[Total Returns]), 2),
	("Revenue", NAMEOF('Measure Table'[Total Revenue]), 3),
	("Return %", NAMEOF('Measure Table'[Return Rate]), 4)
	}		

Product Subcategories Lookup			