

# Adventure Works Business Sales Data Analysis

\$24.9M

Revenue

\$10.5M

Profit

42.0%

Profit Margin

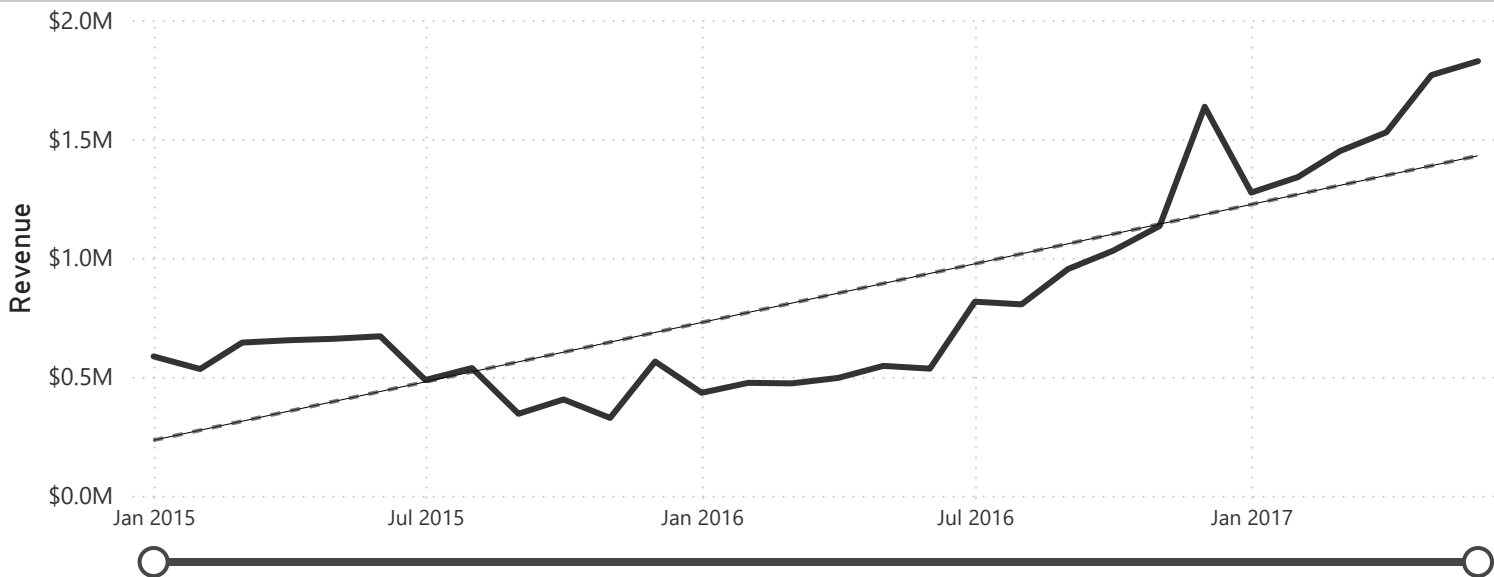
84.2K

Quantity Sold

2.2%

Return Rate

Monthly Revenue Trending



Orders by Category

Accessories

17.0K

Bikes

13.9K

Clothing

7.0K

Total Orders

Previous Month vs Target

Orders vs Target

2,146!

Target: 2,382 (-9.89%)

Revenue vs Target

\$1.83M!

Target: 1.95M (-6.08%)

Returns vs Target

167!

Target: 152.10 (-9.8%)

Most ordered product

Water Bottle - 30 oz.

Product Revenue

\$39.8K

Select all

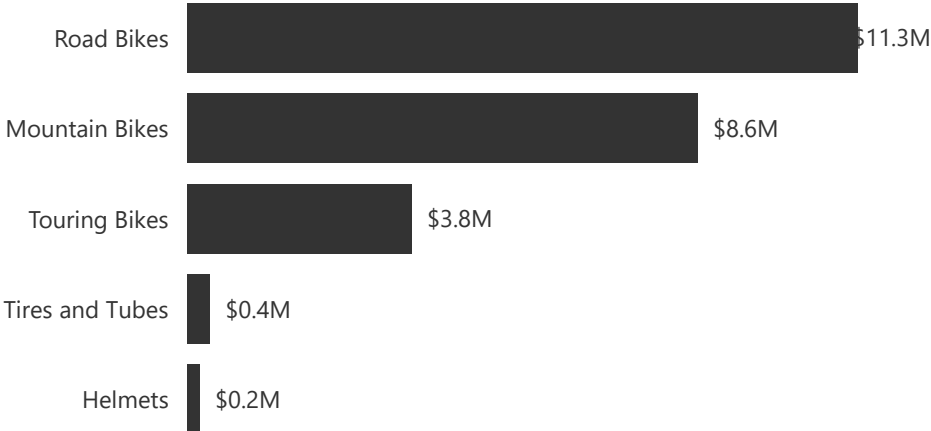
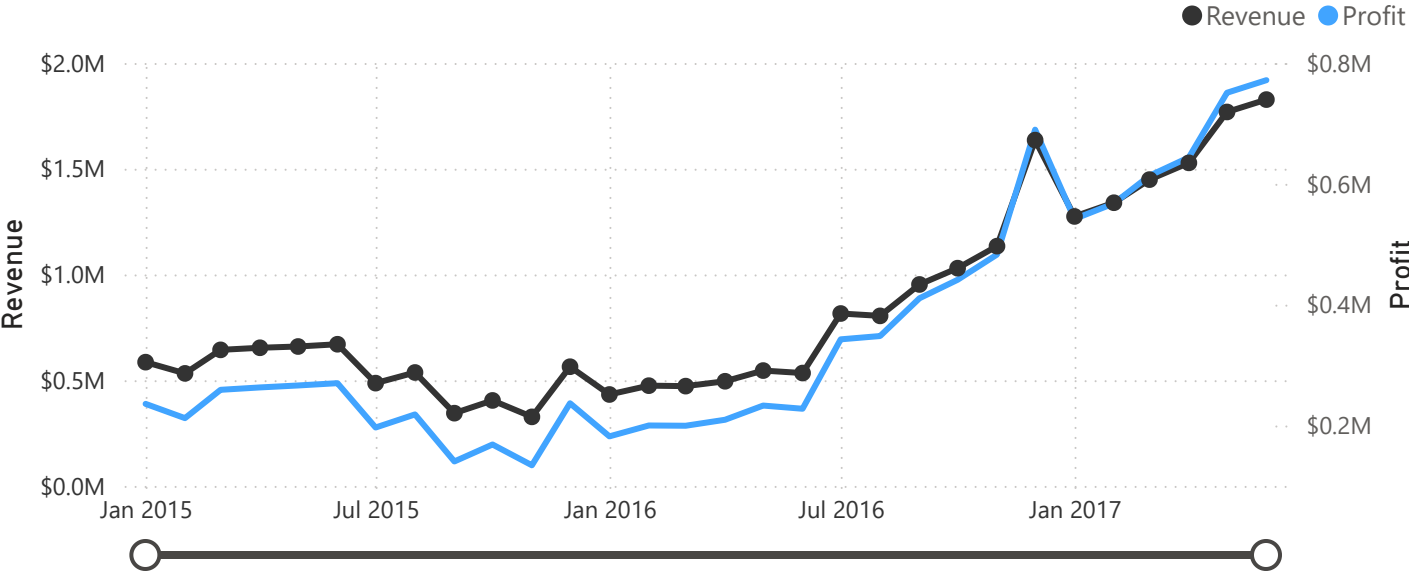
Accessories

Bikes

Clothing

Revenue & Profit Trending

Top 5 Subcategories



Revenue

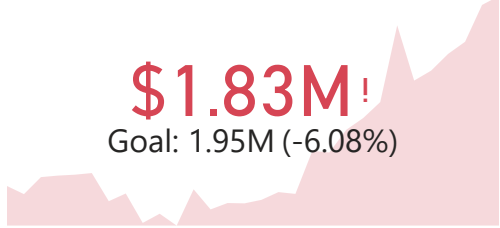
Top 10 Products

ProductName	Total Orders	Revenue
Mountain-200 Black, 46	606	\$12,41,754
Mountain-200 Black, 42	602	\$12,33,557
Mountain-200 Silver, 38	586	\$12,13,852
Mountain-200 Silver, 46	571	\$11,82,781
Mountain-200 Black, 38	569	\$11,65,937
Mountain-200 Silver, 42	547	\$11,33,067
Road-250 Black, 52	316	\$6,89,374
Road-250 Red, 58	303	\$6,61,013
Road-250 Black, 48	294	\$6,41,379

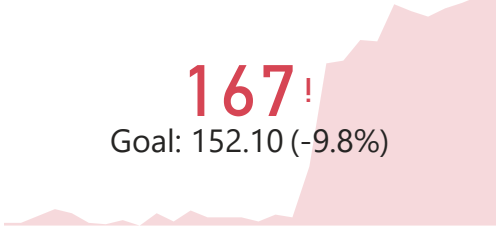
Orders vs Target



Revenue vs Target



Returns vs Target



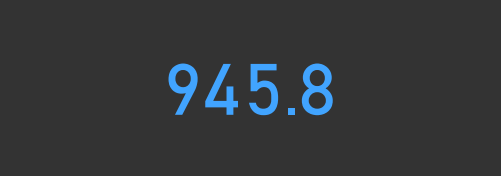
Avg. Profit Margin



Avg. Return Rate



Avg. Product Price



Unique Customers

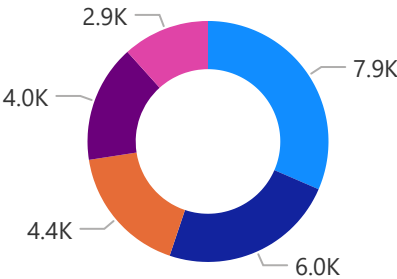
17.4K

Avg. Revenue per Customer

\$1,431

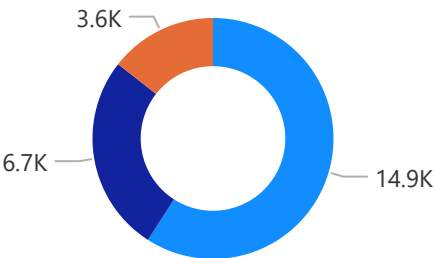
Orders by Occupation

Professi... Skilled ... Manage... ▶

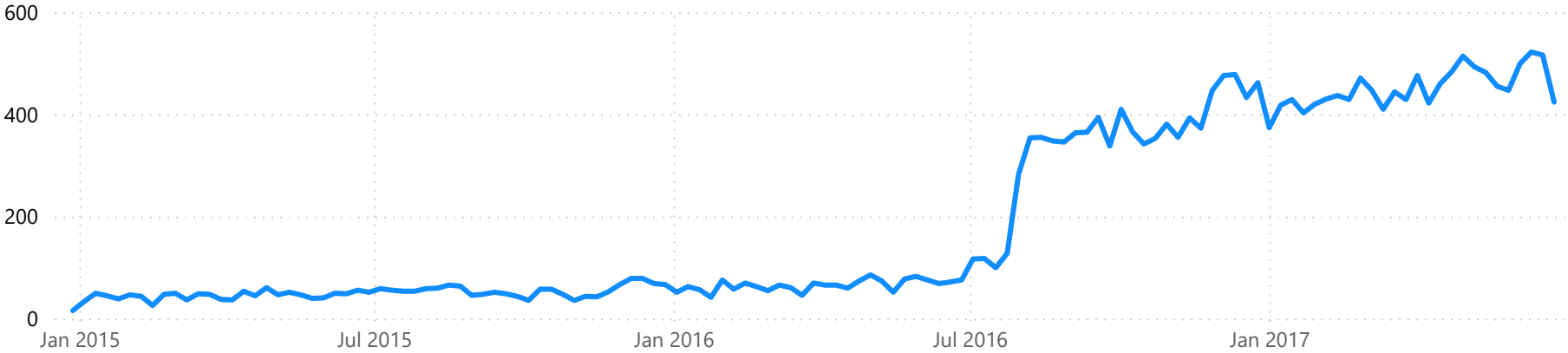


Orders by Occupation

Middle I... High Inc... Low Inc...



Weekly Orders



Top 100 Customers

Customer Name	Total Orders	Revenue
MR. MAURICE SHAN	6	\$12,408
MRS. JANET MUNOZ	6	\$12,015
MRS. LISA CAI	7	\$11,330
MRS. LACEY ZHENG	7	\$11,086
MR. JORDAN TURNER	7	\$11,022
MR. FRANKLIN XU	6	\$10,863
MR. LARRY MUNOZ	7	\$10,852
MRS. KATE ANAND	4	\$10,437
MR. LARRY VAZQUEZ	4	\$10,395
MRS. ARIANA GRAY	6	\$10,391
MR. CLARENCE GAO	4	\$10,332
MR. AARON WRIGHT	4	\$10,329
MR. ETHAN BRYANT	4	\$10,309
MRS. BONNIE NATH	4	\$10,283
MR. RICKY VAZQUEZ	4	\$10,166
MR. CLARENCE ANAND	4	\$10,065
MRS. DEANNA PEREZ	4	\$9,762
MRS. DESIREE DOMINGUEZ	4	\$9,718
MRS. JASMINE STEWART	4	\$9,717

Top Customer by Revenue

MR. MAURICE SHAN

Orders

6

Revenue

\$12.4K

Revenue by Country

