

AdventureWorks Store

Sales Analysis

Channel

All

Group

All

Country

All

Color

All

109.81M

Total Sales

97.26M

Total Cost

12.55M

Total Profit

30.30%

Profit Margin

18K

Total Custom...

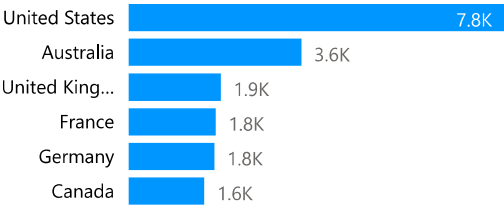
121K

Total Orders

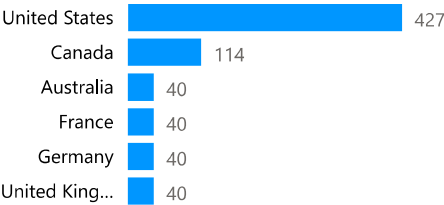
701

Total Resellers

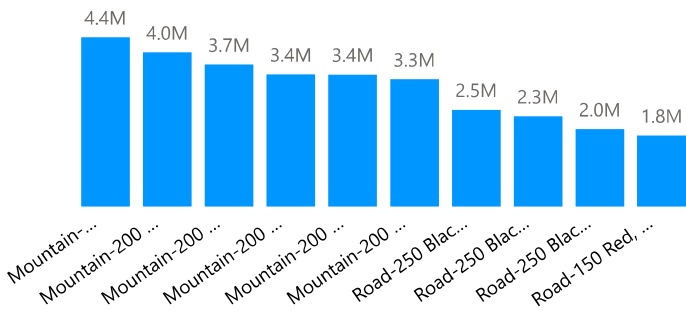
Total Customers by Country



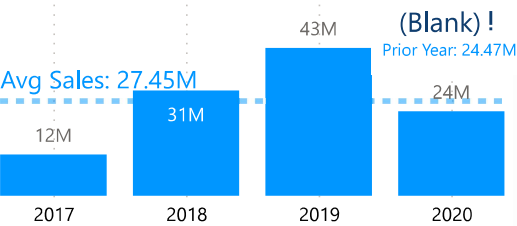
Total Resellers by Country



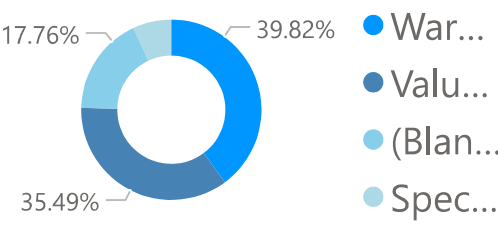
10 Top Products by Sales



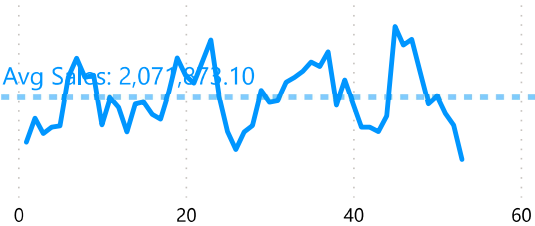
Total Sales by Year



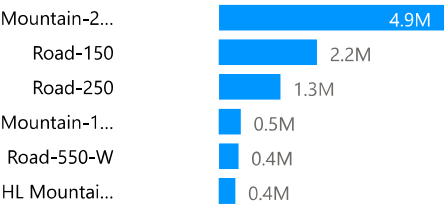
Total Cost by Business Type



Total Sales by Week Number



Total Profit by Model



Profit Margin by Category and Subcategory

Category	Avg Profit Margin
Accessories	59.13%
Bike Racks	47.46%
Bike Stands	62.60%
Bottles and Cages	61.25%
Cleaners	54.51%
Fenders	62.60%
Helmets	53.97%
Hydration Packs	54.49%
Total	30.30%