



## Adventure Works Dashboard

2014

2015

2016

Click on the icon to go to the Customer Page



## Revenue

\$9.77M (0.21%) ▼

## Profit

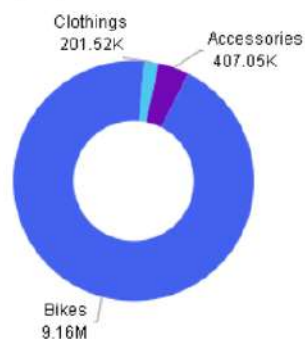
\$4.05M 4.47% ▲

## Orders

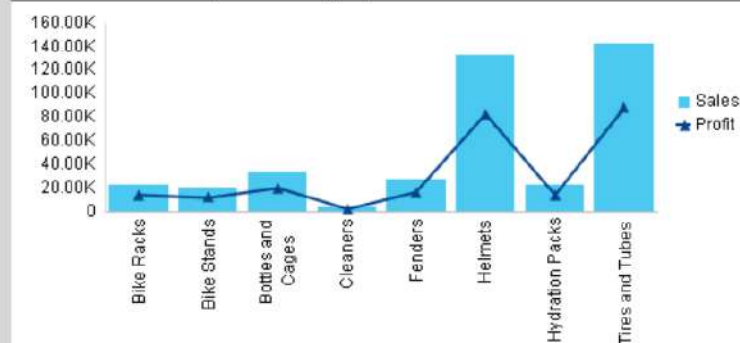
13.05K 19.52% ▲

## Sales &amp; Profit by Category

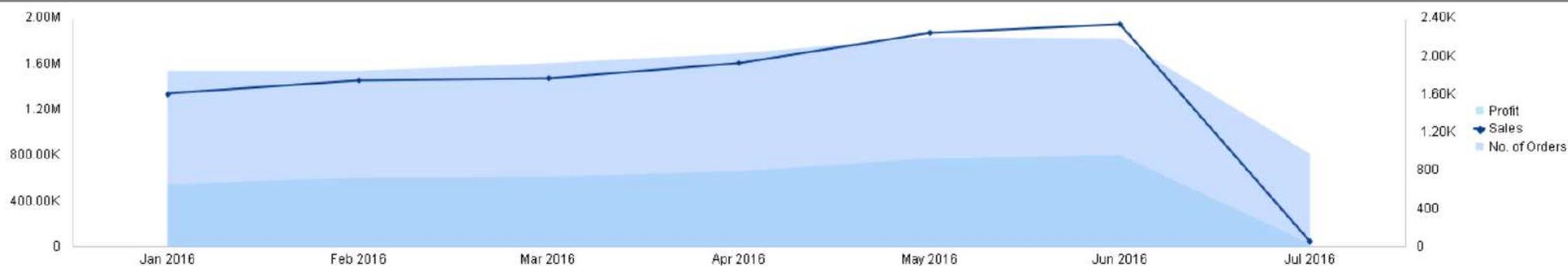
Sales ▾



## Sales &amp; Profit by Subcategory



## Monthly Trend for KPI





## Adventure Works Dashboard

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Revenue

\$9.77M (0.21%) ▼

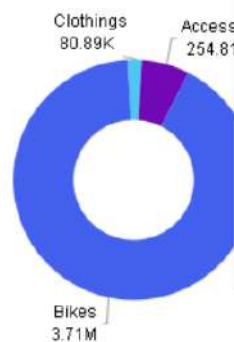
Profit

\$4.05M 4.47% ▲

Orders

13.05K 19.52% ▲

Sales &amp; Profit by Category



Product

Sales

Click on the icon to go to the Customer Page

Long-Sleeve Logo Jersey, L  
Long-Sleeve Logo Jersey, M  
Long-Sleeve Logo Jersey, S  
Long-Sleeve Logo Jersey, XL  
Short-Sleeve Classic Jersey, L  
Short-Sleeve Classic Jersey, M  
Short-Sleeve Classic Jersey, S

13.1K  
13.75K  
14K  
11.8K  
11.72K  
12.31K  
12.36K

Series: Sales  
Category: Jerseys  
Value: 102.58K

Caps

Gloves

Jerseys

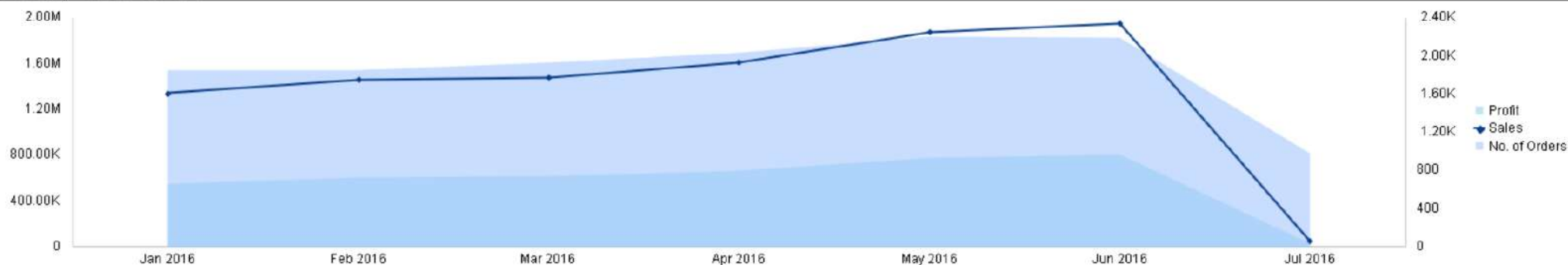
Shorts

Socks

Vests

■ Sales  
▲ Profit

Monthly Trend for KPI





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## Top Customer

Ashley Henderson

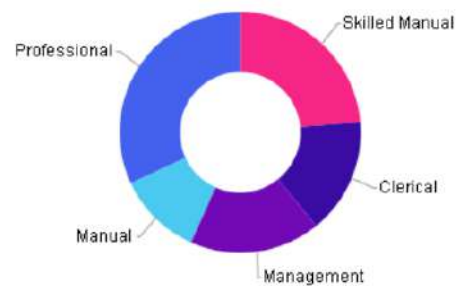
## No. of Orders

22

## Sales

\$1.31K

## Orders by Occupation



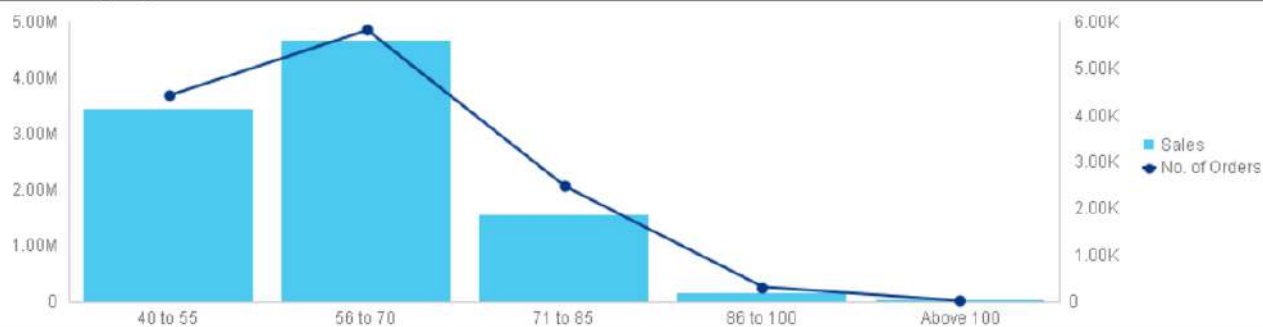
## Orders by Income Level



## Orders by Gender



## Orders by Age



## Orders &amp; Revenue by Customer

Customer	No. of Orders	Sales (\$)
Jordan C Turner	5	6.75K
Lacey C Zheng	4	6.14K
Marco Lopez	4	6.07K
Ariana D Gray	4	5.98K
Larry Munoz	3	5.58K
Lisa Cai	2	5.02K
Frank Vazquez	2	5K



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## Top Customer

Ashley Henderson

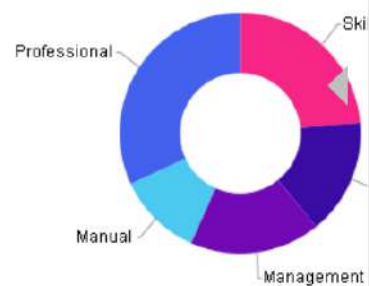
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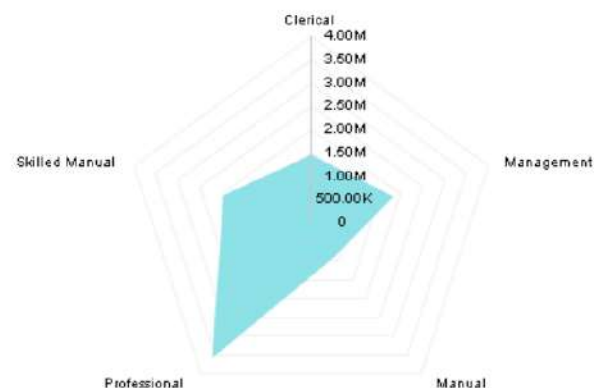
## Sales

\$1.31K

## Orders by Occupation



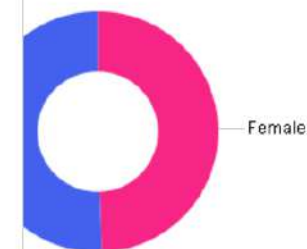
## Sales by Occupation



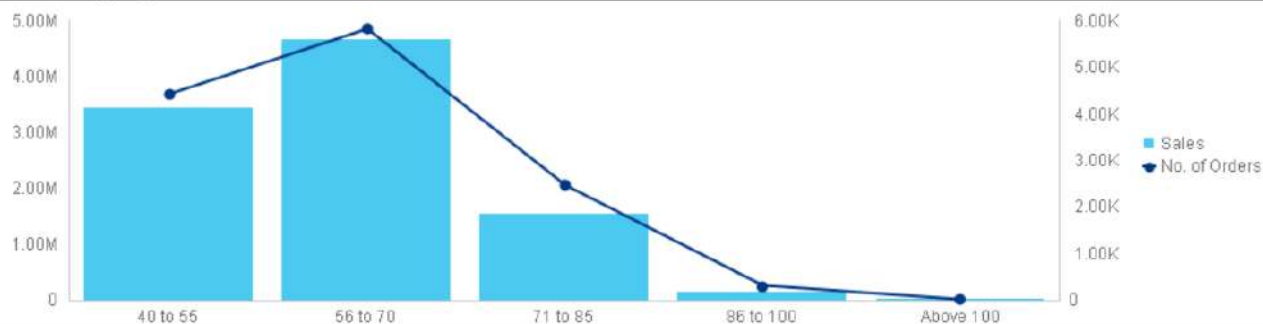
2015

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## Gender



## Orders by Age



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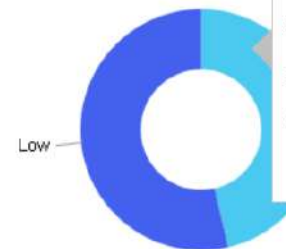
## Sales

\$1.31K

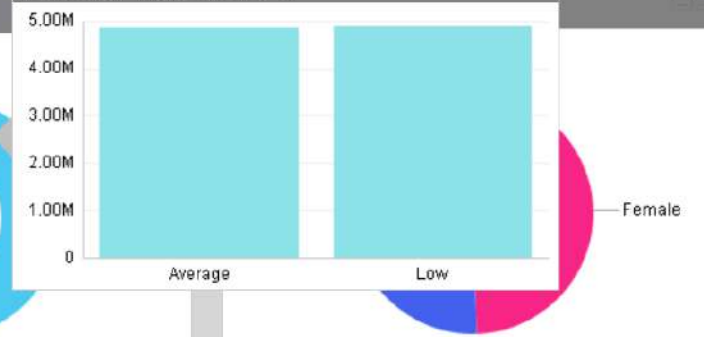
## Orders by Occupation



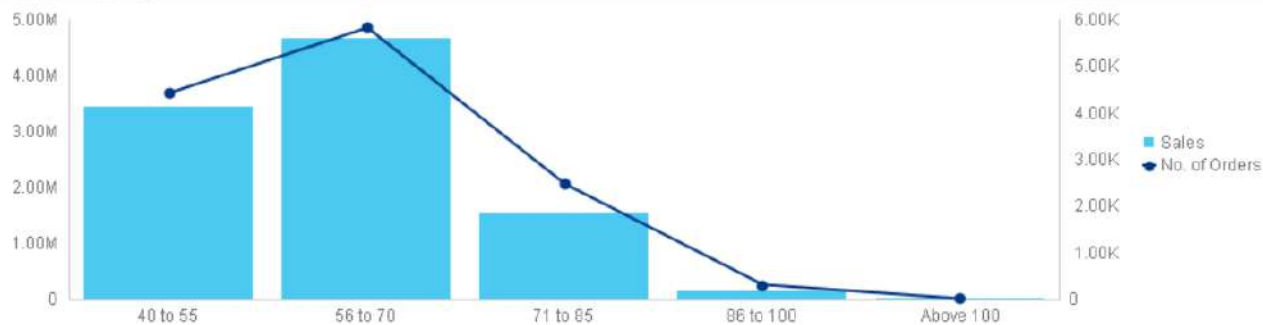
## Orders by Income Level



## Sales by Income Level



## Orders by Age



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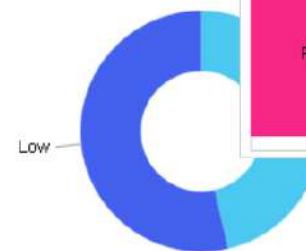
## Sales

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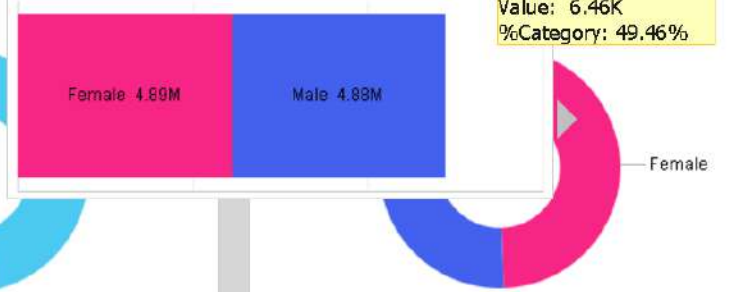
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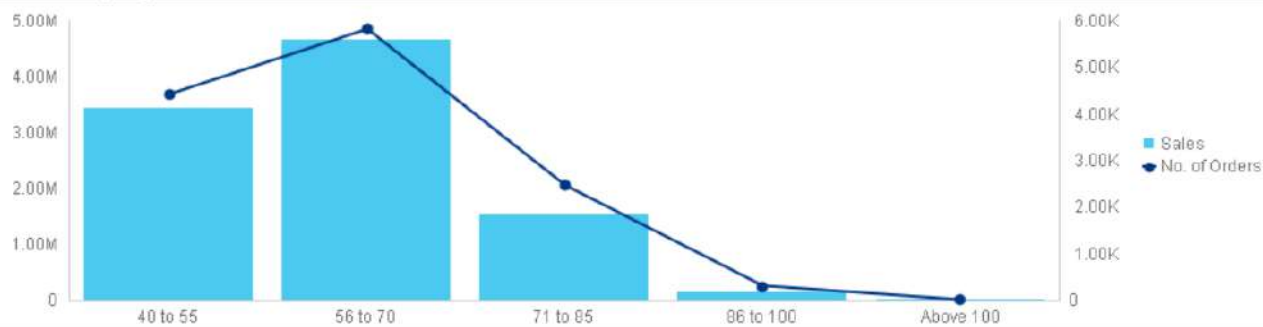
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## Sales by Gender



## Orders by Age



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