

AdventureWorks

[View in Power BI](#) ↗

Last data refresh:

2/7/2024 11:20:42 AM UTC

Downloaded at:

2/12/2024 5:27:33 PM UTC



\$24.9M

REVENUE

\$10.5M

PROFIT

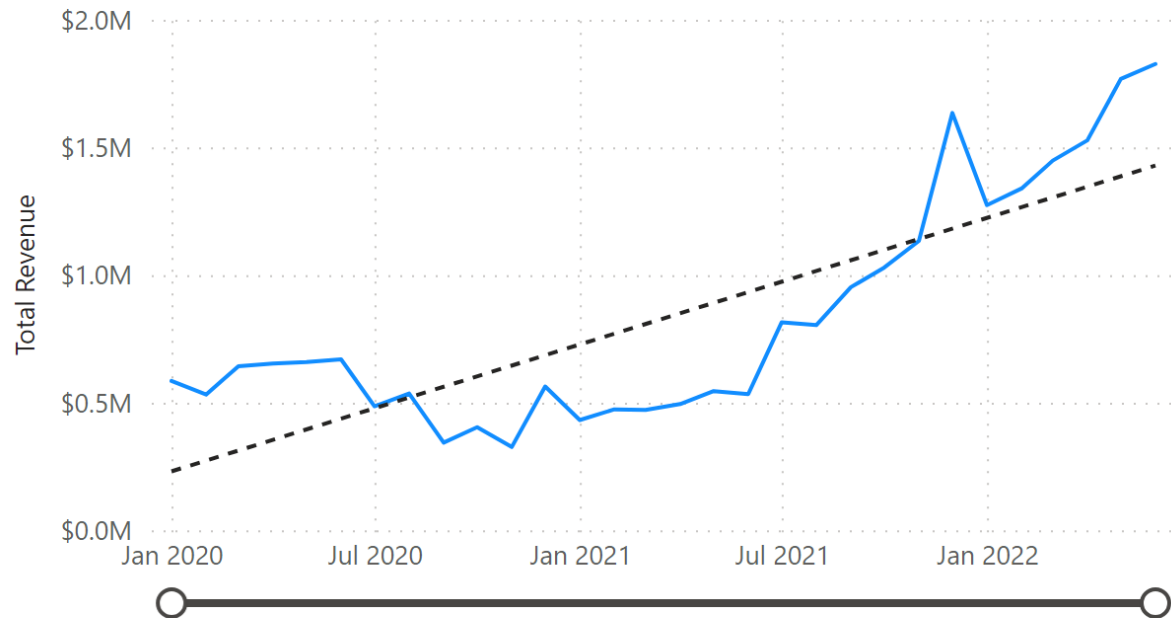
25.2K

ORDERS

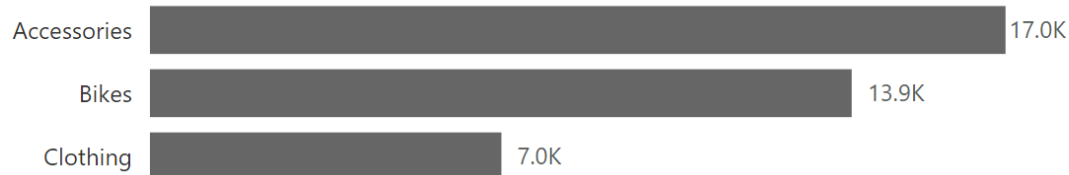
2.2%

RETURN RATE

Revenue Trending



Order by Category



Top 10 Products

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

Monthly Revenue

\$1.83M✓

Goal: \$1.77M (+3.31%)

Monthly Orders

2,146!

Prev Month:: 2,165
(-0.88%)

Monthly Returns

166✓

Prev Month:: 169
(+1.78%)

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 (%)

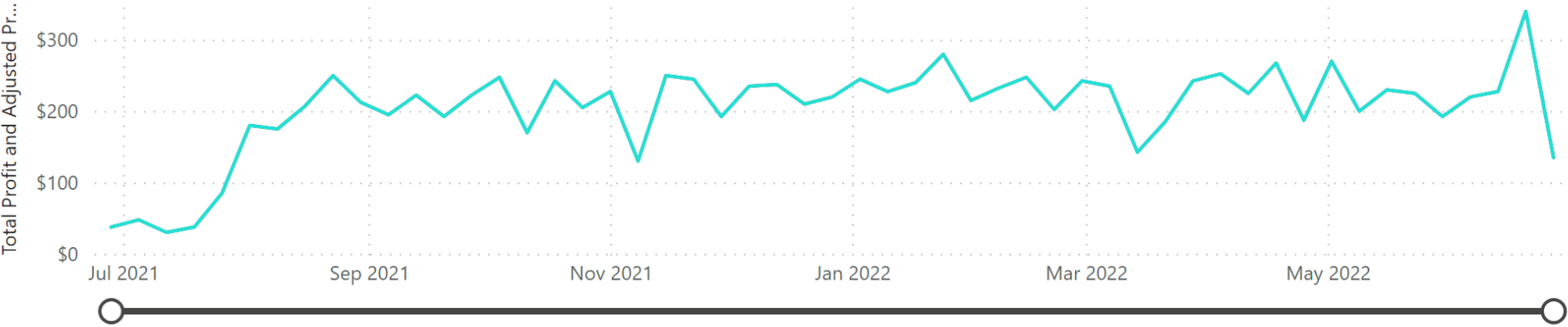
0.00



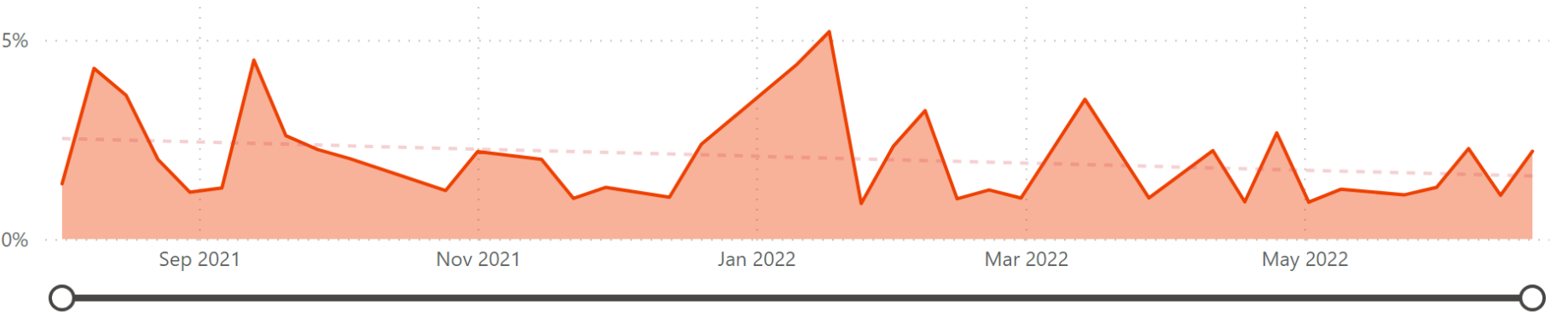
Product Metric Selection

- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☒ Return %

● Total Profit ● Adjusted Profit



Weekly Return





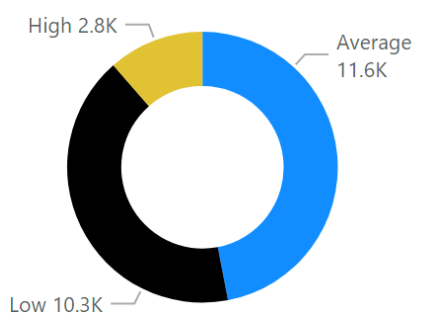
17.4K

UNIQUE CUSTOMERS

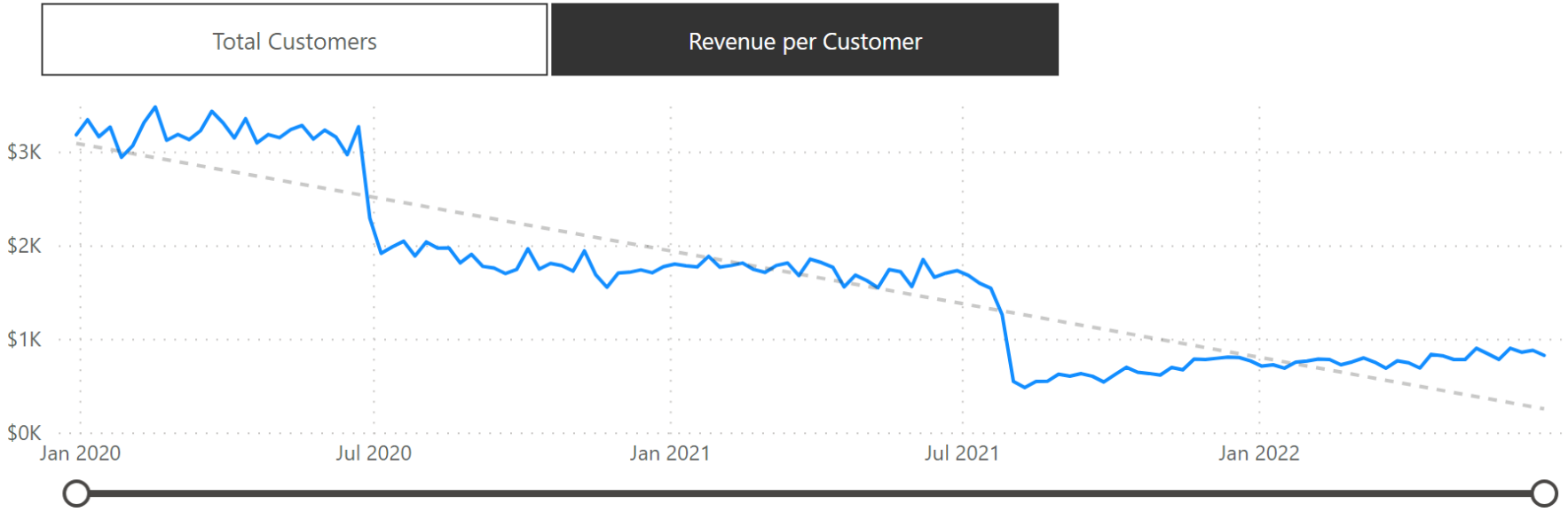
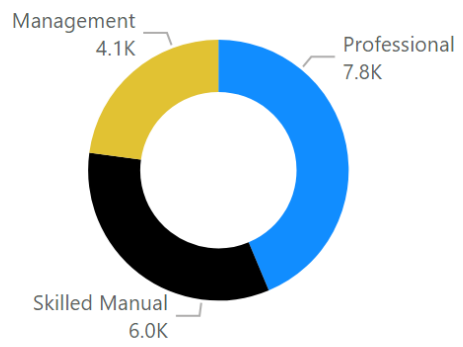
\$1,431

REVENUE PER CUSTOMER

Order by Income Level



Order by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Total Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166

2020 2022



Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12,408



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Year	Previous Month Returns
2020	72
2021	614
2022	957
Total	1,643

Year	Total Returns	Previous Month Returns	Total Orders	Order Target (10%)	Previous Month Orders	Total Profit	Previous Month Profit	Profit Target (10%)	90-day Rolling Profit
2020	85	72	2,630	2,534.40	2,304	\$2,601,602	\$2,364,772	2,601,249	\$528,613
January	4		184			\$235,814			\$235,814
1			4			\$3,456			\$3,456
2			4			\$5,628			\$9,084
3			8			\$11,477			\$20,560
4			5			\$7,116			\$27,676
5			3			\$3,100			\$30,776
6			6			\$8,512			\$39,288
7			4			\$3,386			\$42,673
8			8			\$10,286			\$52,959
9			4			\$5,628			\$58,587
10			4			\$5,698			\$64,285
11			9			\$12,883			\$77,168
12			7			\$0,810			\$87,017
Total	1,809	1,643	25,164	25,319.80	23,018	\$10,457,715	\$9,686,138	10,654,752	\$2,142,663