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Enter data

Dataverse

Recent sources

Transform data

Refresh

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Text box

More visuals

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New visual calculation

New measure

Quick measure

Calculations

Sensitivity

Sensitivity

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ADVENTUREWORKS

\$24.9M

REVENUE

\$10.5M

PROFIT

25.2K

ORDERS

2.17%

Return Rate

Revenue Trending

Orders by Category

Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%

Monthly Revenue

\$1.83M

Previous Month: \$1.77M (+3.31%)

Monthly Orders

2,146

Previous Month: 2155 (-0.68%)

Monthly Returns

166

Previous Month: 169 (-1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Visualizations

Build visual

Filters

Data

Search

- Measures Table
- Calendar Lookup
- Customer Lookup
- Customer Metric Selec...
- Parameter
- Price Adjustment Perc...
- Product Categories Lo...
- Product Lookup
- Product Metric Selecti...
- Product Subcategorie...
- Returns Data
- Rolling Calendar
- Sales Data
- Territory Lookup

Values

Add data fields here

Drill through

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Page 1 of 5

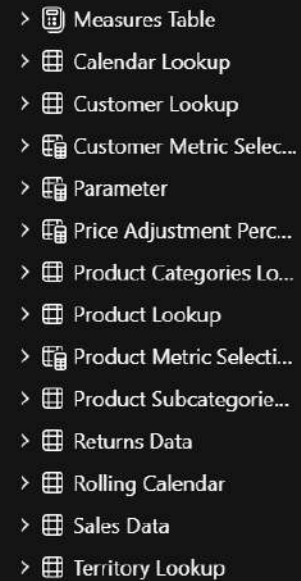
Exec DashboardMapProduct DetailCustomer DetailCategory Tooltip

60%



Data

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Build visual

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Calendar Lookup

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Parameter

Price Adjustment Perc...

Product Categories Lo...

Product Lookup

Product Metric Selecti...

Product Subcategorie...

Returns Data

Rolling Calendar

Sales Data

Territory Lookup

Values

Add data fields here

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Cross-report

Keep all filters

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Paste

Cut

Copy

Format painter

Clipboard

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Excel workbook

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New measure

Quick measure

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Sensitivity

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17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

Orders by Income Level

Orders by Occupation

Top 100 Customers

Customer Key	Full Name	Orders	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. Ariene 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
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
Total		1,272	\$615,329

Top Customer (by Revenue):
Mr. Maurice Shan
Orders: 6
Revenue: \$12.4K

Among customers in skilled manual occupations in 2022, Ruben Suarez drove the most revenue

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Product Lookup

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Returns Data

Rolling Calendar

Sales Data

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Dataverse

Recent sources

Transform data

Refresh data

Queries

New visual

Text box

More visuals

Insert

New visual calculation

New measure

Quick measure

Calculations

Sensitivity

Sensitivity

Publish

Share

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Visualizations

Table

Grid

Map

DAW

TMDL



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Build visual

Filters

Values

Tooltip

Data

Search

Measures Table

Calendar Lookup

Customer Lookup

Customer Metric Selec...

Parameter

Price Adjustment Perc...

Product Categories Lo...

Product Lookup

Product Metric Selecti...

Product Subcategorie...

Returns Data

Rolling Calendar

Sales Data

Territory Lookup