

\$25M

Total\_Revenue

41.97%

Profit\_Margin\_%

84K

Total\_Qty\_Sold

14.46M

Total\_Cost

25K

Total\_Orders

Total\_Returned\_Qty

2K

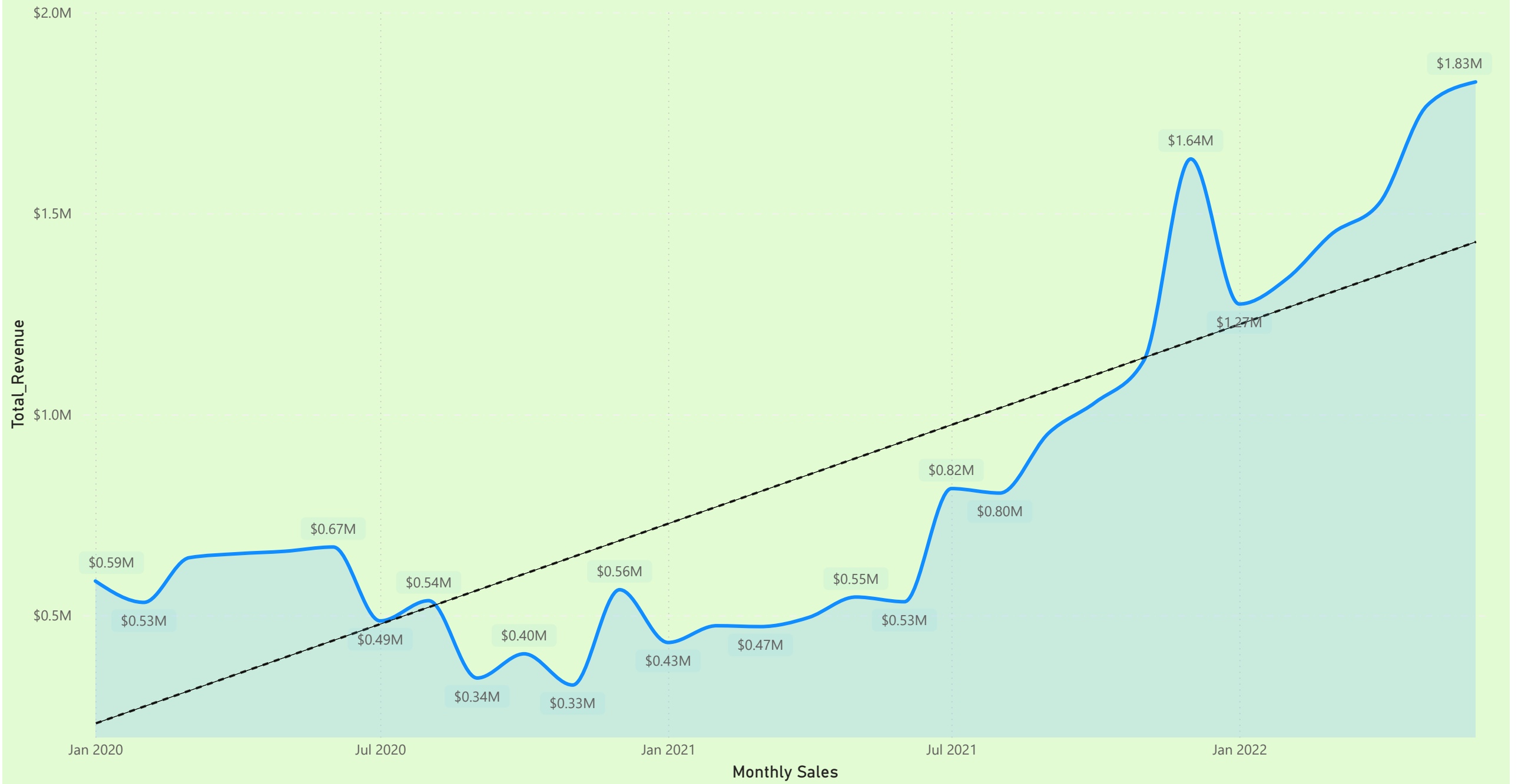
Return\_Rate

2.17%

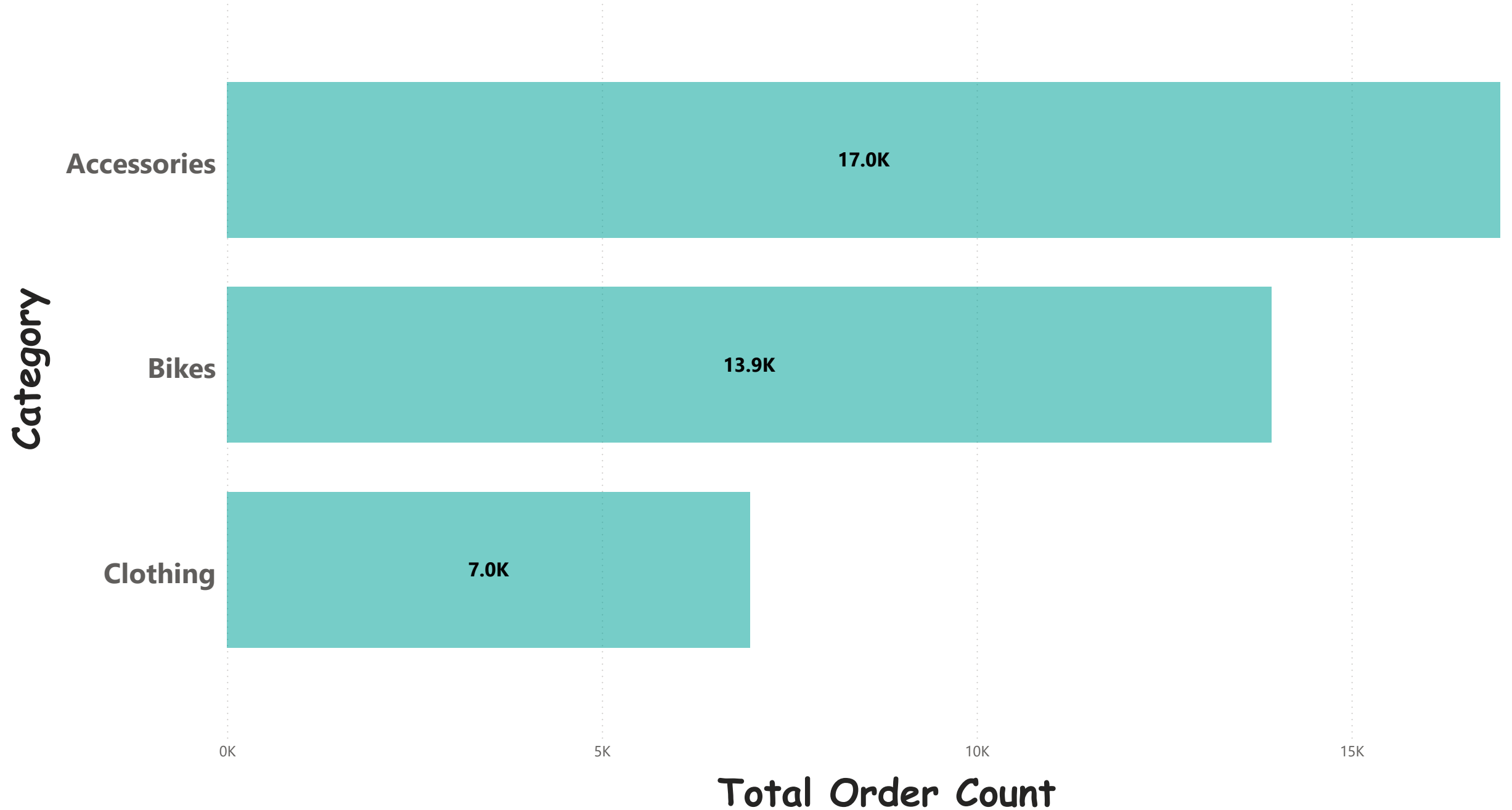
\$10.46M

Profit\_Margin

# Revenue Trend



## Category wise Total Order Count



Total\_Revenue

**\$25M**

Profit\_Margin

**\$10.46M**

Profit\_Margin\_%

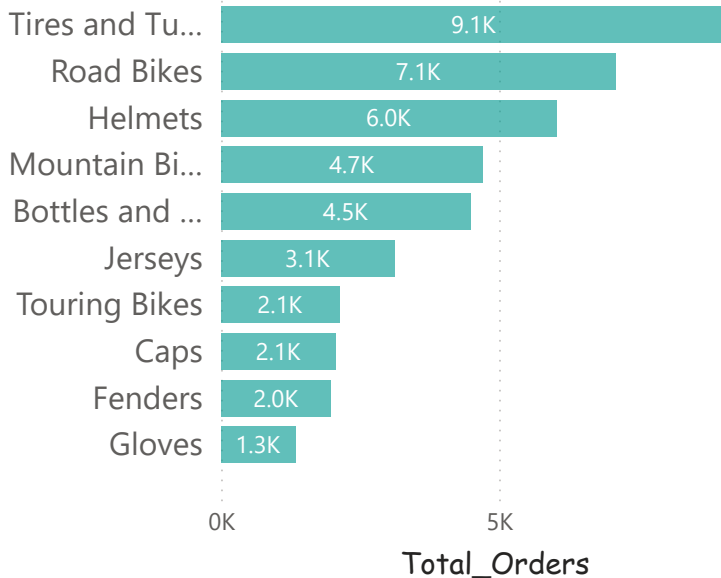
**41.97%**

Return\_Rate

**2.17%**

SubcategoryName

## Subcategory wise count



Top 10 Products				
ProductName	Total_Revenue	Total_Orders	Profit_Margin_%	Return_Rate
Mountain-200 Black, 38	\$1,165,937	569	46.03%	2.64%
Mountain-200 Black, 42	\$1,233,557	602	46.03%	3.49%
Mountain-200 Black, 46	\$1,241,754	606	46.03%	2.97%
Mountain-200 Silver, 38	\$1,213,852	586	46.03%	2.90%
Mountain-200 Silver, 42	\$1,133,067	547	46.03%	2.74%
Mountain-200 Silver, 46	\$1,182,781	571	46.03%	2.10%
Road-150 Red, 48	\$640,510	179	39.32%	4.47%
Road-250 Black, 48	\$641,379	294	39.46%	2.72%
Road-250 Black, 52	\$689,374	316	39.46%	3.48%
Road-250 Red, 58	\$661,013	303	39.46%	3.63%
Total	\$9,803,223	4573	44.26%	2.97%

Total\_Revenue

\$2M

Profit\_Margin

\$689.6...

Total\_Orders

2K

Return\_Rate

2.20%

Year

☐ 2019

☐ 2020

☒ 2021



Month Name

☐ April

☐ August

☒ December

☐ February

☐ January

Top 10 Products				
ProductName	Total_Revenue	Total_Orders	Profit_Margin_%	Return_Rate
Mountain-200 Black, 38	\$81,964	40	46.03%	2.50%
Mountain-200 Black, 42	\$88,111	43	46.03%	4.65%
Mountain-200 Black, 46	\$84,013	41	46.03%	4.88%
Mountain-200 Silver, 38	\$66,285	32	46.03%	3.13%
Mountain-200 Silver, 42	\$76,643	37	46.03%	
Mountain-200 Silver, 46	\$87,000	42	46.03%	4.76%
Road-350-W Yellow, 42	\$44,226	26	36.36%	
Road-350-W Yellow, 48	\$44,226	26	36.36%	3.85%
Touring-1000 Blue, 46	\$47,681	20	37.84%	
Touring-1000 Blue, 54	\$45,297	19	37.84%	5.26%
Total	\$713,127	346	43.22%	3.18%



# Adventure Works Sales Dashboard

## Top 10 Products

ProductName	Total_Revenue	Total_Orders	Profit_Margin_%	Return_Rate
Mountain-200 Black, 38	\$643,417	314	46.03%	4.78%
Mountain-200 Black, 42	\$641,368	313	46.03%	6.71%
Mountain-200 Black, 46	\$676,202	330	46.03%	5.45%
Mountain-200 Silver, 38	\$629,712	304	46.03%	5.59%
Mountain-200 Silver, 42	\$633,854	306	46.03%	4.90%
Mountain-200 Silver, 46	\$656,640	317	46.03%	3.79%
Road-250 Black, 44	\$305,419	140	39.46%	6.43%
Road-250 Black, 48	\$307,600	141	39.46%	5.67%
Road-250 Black, 52	\$346,868	159	39.46%	6.92%
Road-250 Red, 58	\$311,963	143	39.46%	7.69%
Total	\$5,153,044	2467	44.41%	5.55%

## year

2019

2020

2021

2022

Total\_Reven...

\$11M

Profit\_Margin

\$4.80M

Total\_Orders

15K

Return\_Rate

3.48%

## Month

January

February

March

April

May

June

July

August

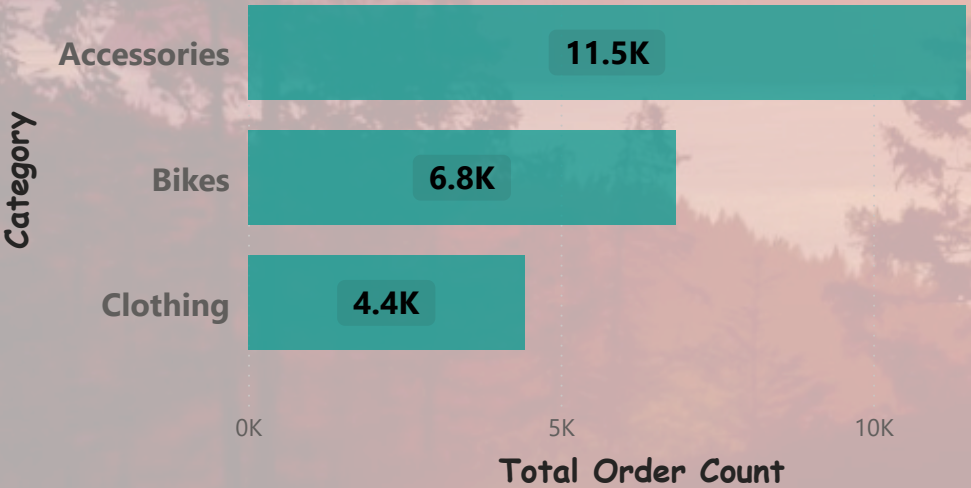
September

October

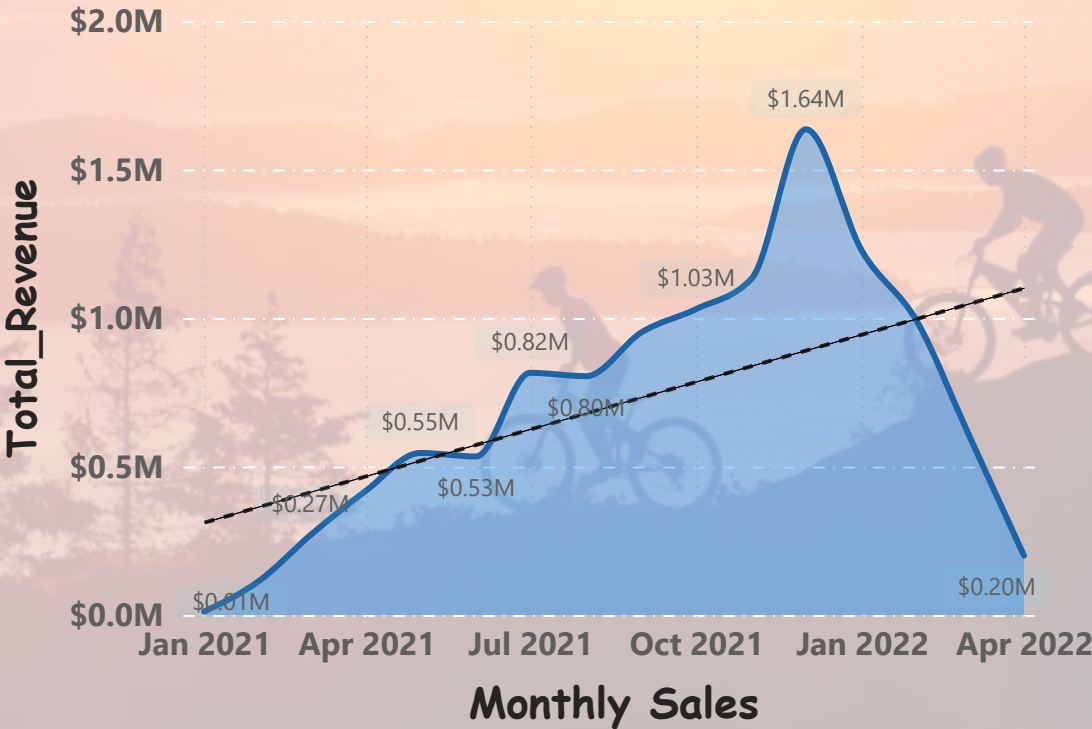
November

December

## Category wise Total Order Count



## Revenue Trend



Continent

Select all

Europe

North America

Pacific

Total\_Orders by Country

