

Adventure Works Cycles

Overview

Rrevenue

HumanResource

Order

Customer

TOTAL REVENUE

\$38.18M

TOTAL PROFIT

\$5.05M

PROFIT MARGIN

13.24%

TOTAL HUMAN
RESOURCE

290

TOTAL CUSTOMERS

3633

Year

6/1/2012



5/31/2013



Country

All

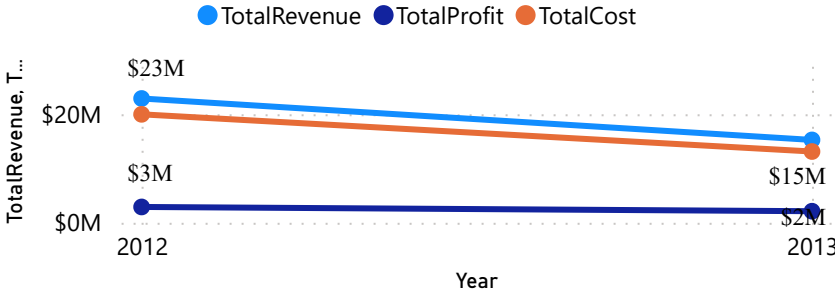
Best-selling Products

AWC Logo Cap

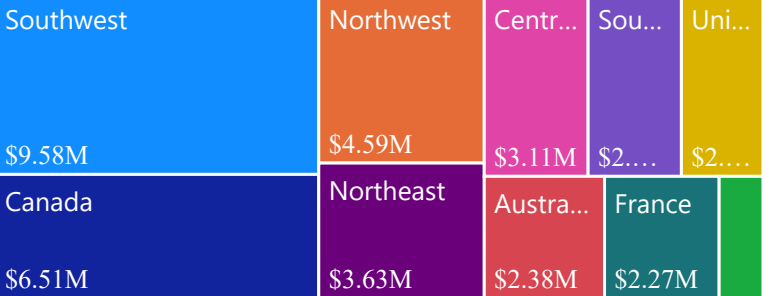
Worst-selling Product

LL Road Tire

Fiscal Year



TotalRevenue by Country

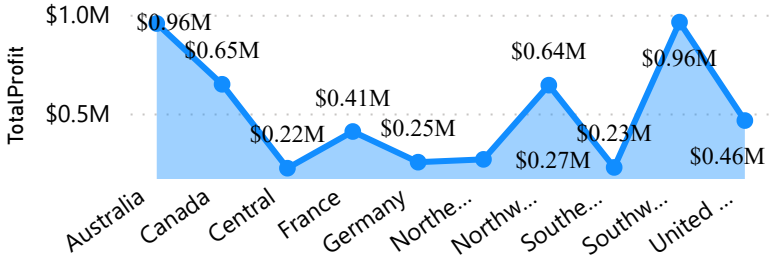


TotalRevenue and TotalRevenueLastYear by Year

\$15.27M ✓

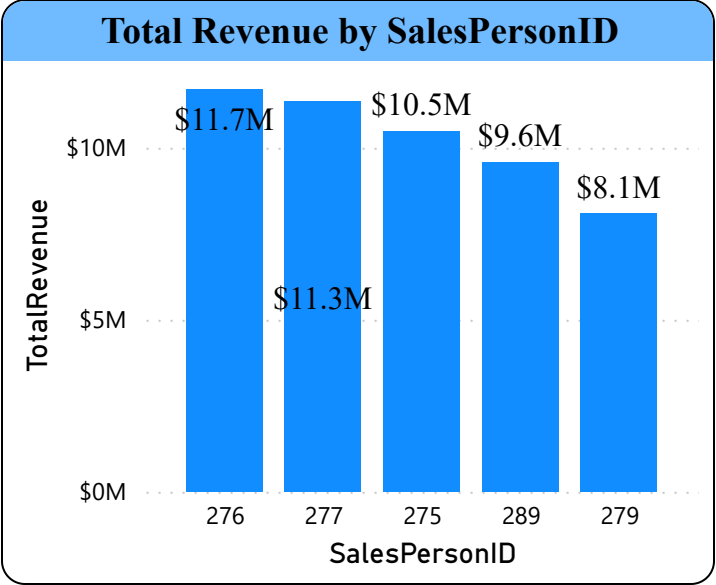
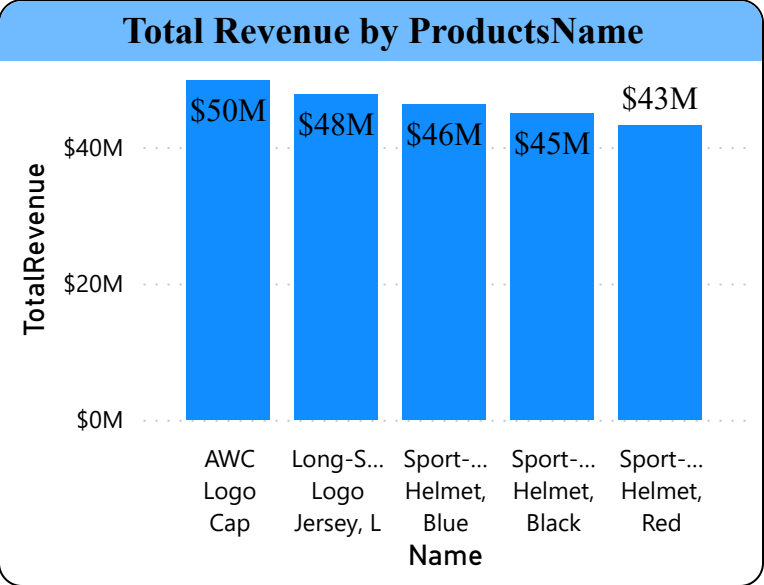
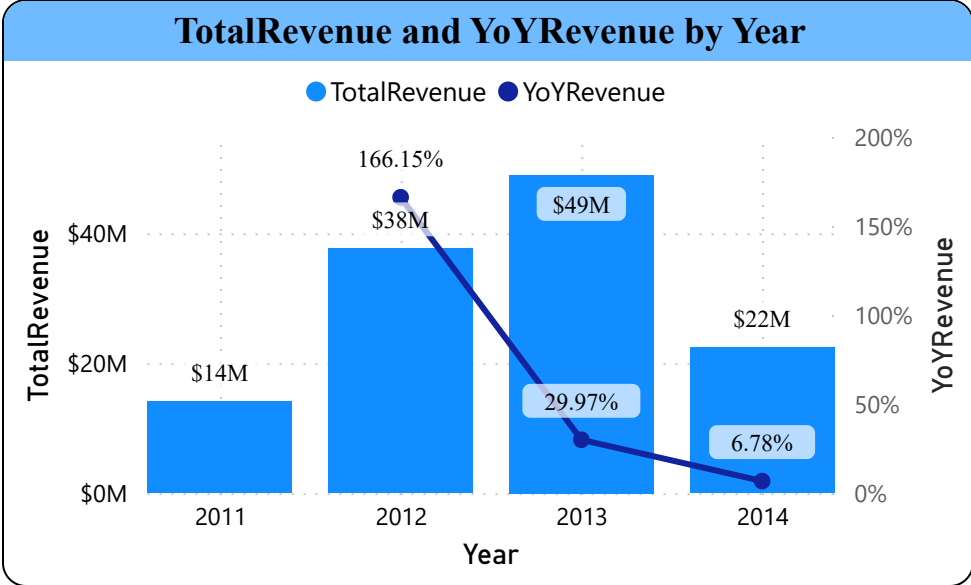
Goal: \$14.77M (+3.4%)

TotalProfit by Country

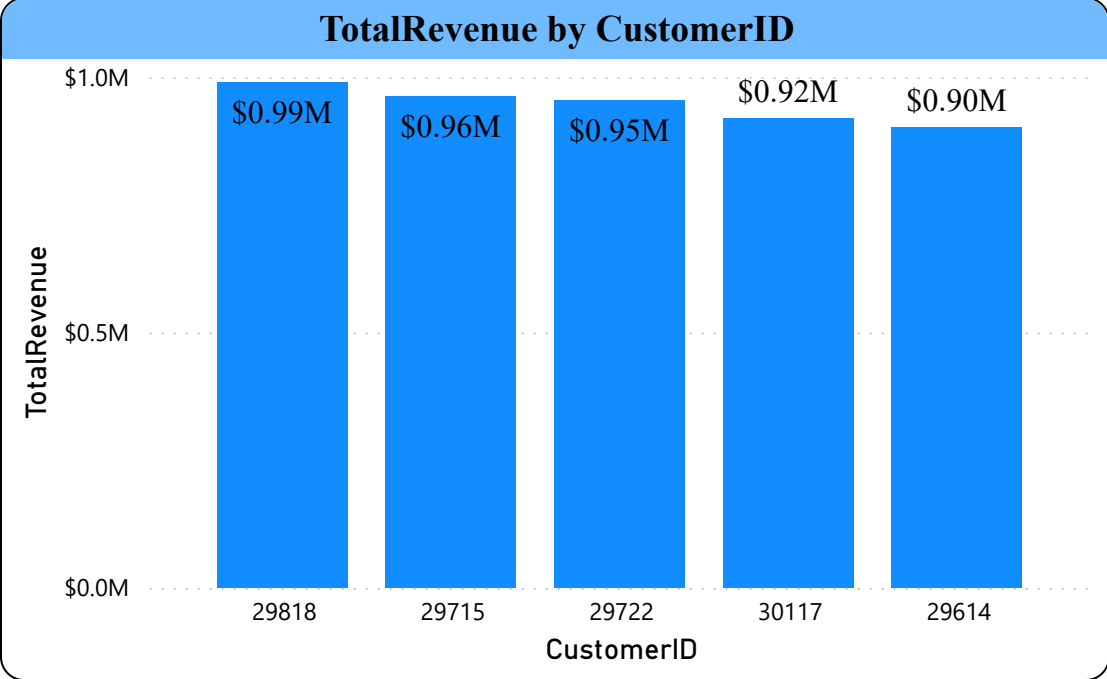




Revenue

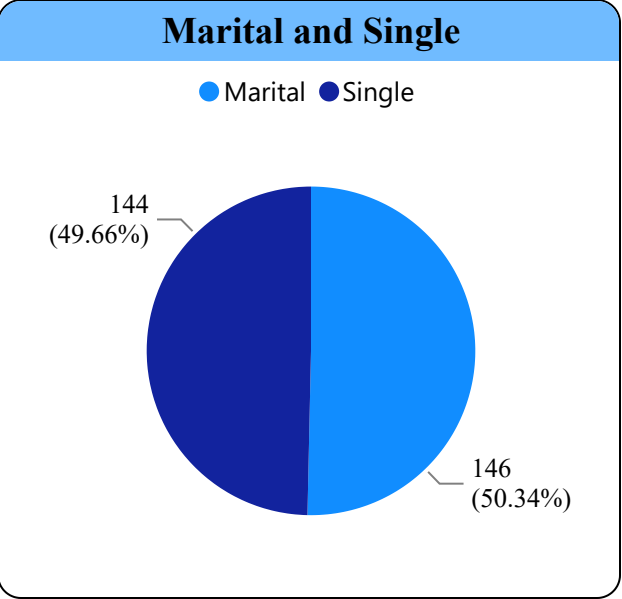
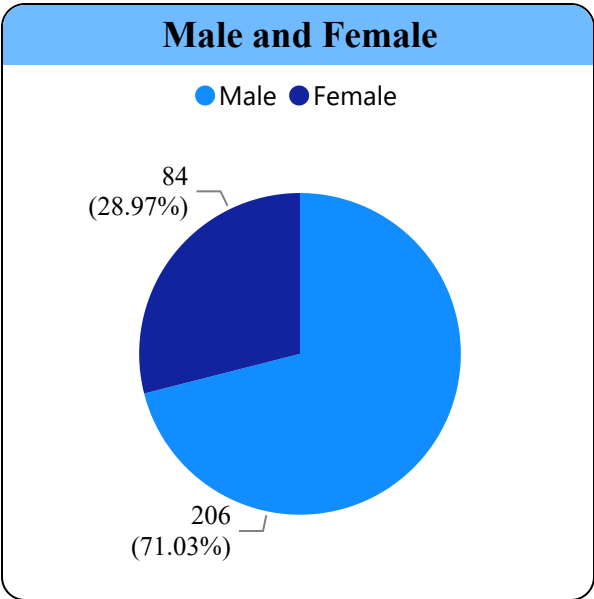
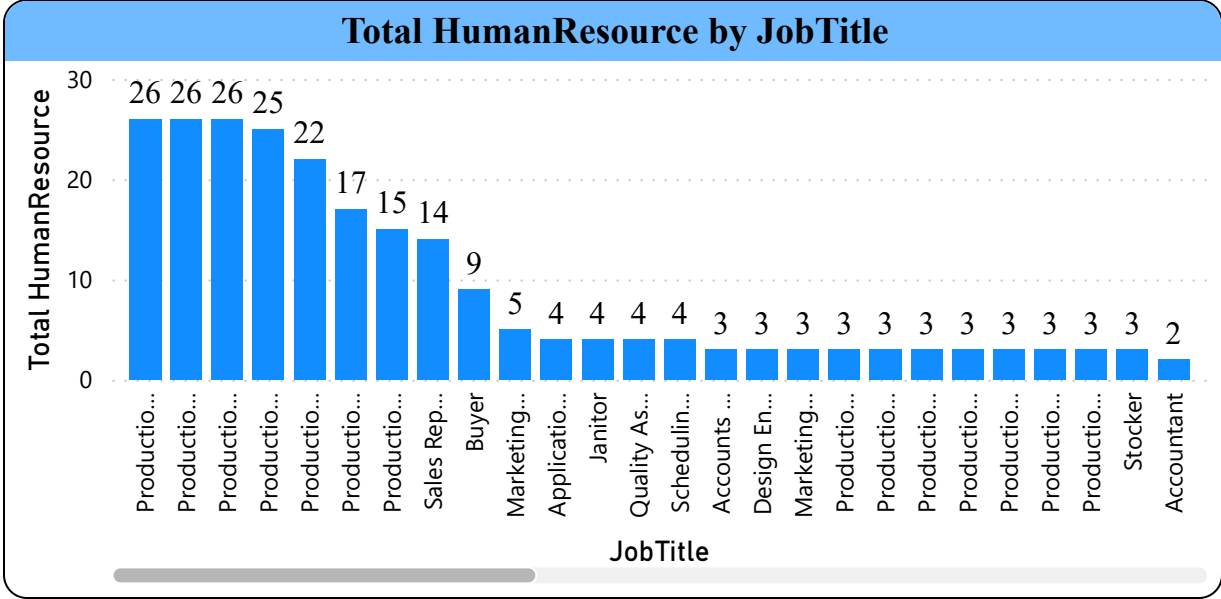


ProductID	Name	TotalCost	TotalRevenue	OnlineOrderFlag	MakeFlag
852	Women's Tights, S	\$64,094.00	\$19,154,923.88	False	False
853	Women's Tights, M	\$12,187.76	\$7,281,956.10	False	False
854	Women's Tights, L	\$65,671.61	\$19,181,542.46	False	False
867	Women's Mountain Shorts, S	\$78,319.49	\$11,473,994.62	False	False
867	Women's Mountain Shorts, S	\$7,957.60	\$73,313.20	True	False
868	Women's Mountain Shorts, M	\$20,600.75	\$10,898,866.06	False	False
868	Women's Mountain Shorts, M	\$9,214.06	\$83,059.46	True	False
869	Women's Mountain Shorts, L	\$75,413.92	\$11,448,954.74	False	False
869	Women's Mountain Shorts, L	\$9,502.00	\$93,841.17	True	False
870	Water Bottle - 30 oz.	\$4,798.26	\$17,856,225.87	False	False
870	Water Bottle - 30 oz.	\$7,920.58	\$3,915,440.53	True	False
965	Touring-3000 Yellow, 62	\$366,387.17	\$11,398,841.28	False	True
Total		\$100,474,477.77	\$123,216,786.12		





Human Resource



BusinessEntityID	Name	BirthDate	OrganizationLevel	GroupName	JobTitle	StartDate	EndDate	Cases	VacationHours	SickLeaveHo
222	A. Scott Wright	09/17/1968	2.0	Manufacturing	Master Scheduler	12/12/2008	Active	Day	44	42
225	Alan J Brewer	03/29/1984	3.0	Manufacturing	Scheduling Assistant	02/13/2009	Active	Evening	47	43
193	Alejandro E McGuel	12/05/1988	4.0	Manufacturing	Production Technician - WC40	12/06/2008	Active	Day	52	46
163	Alex M Nayberg	04/13/1990	4.0	Manufacturing	Production Technician - WC45	02/08/2009	Active	Day	77	58
109	Alice O Ciccu	01/26/1978	4.0	Manufacturing	Production Technician - WC50	12/07/2008	Active	Day	95	67
287	Amy E Alberts	09/20/1957	2.0	Sales and Marketing	European Sales Manager	04/16/2012	Active	Day	21	30
214	Andreas T Berglund	03/28/1989	4.0	Quality Assurance	Quality Assurance Technician	02/02/2009	Active	Evening	84	62
164	Andrew M Cencini	09/24/1988	4.0	Manufacturing	Production Technician - WC45	03/06/2009	Active	Day	73	56
47	Andrew R Hill	09/06/1988	3.0	Manufacturing	Production Supervisor - WC10	02/22/2009	Active	Day	65	52
149	Andy M Ruth	10/20/1983	4.0	Manufacturing	Production Technician - WC30	01/31/2009	Active	Evening	39	39
115	Angela W Barbariol	05/31/1991	4.0	Manufacturing	Production Technician - WC50	01/20/2009	Active	Day	92	66



Order Purchases

TOTAL ORDER

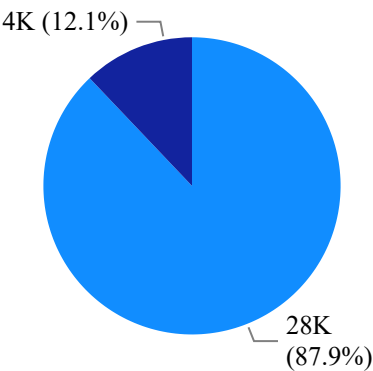
31K

AVERAGE DELIVERY TIME

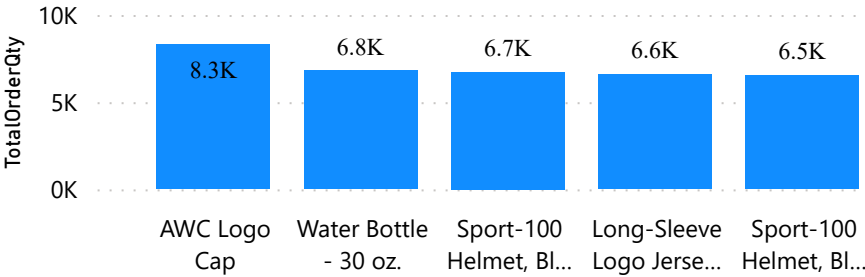
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TotalOrders by ShipName

ShipN... ●XRQ - TRUCK ... ●CARGO T...



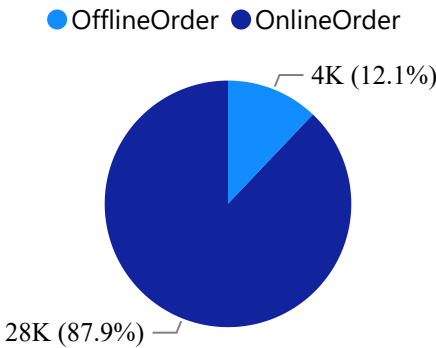
TotalOrderQty by ProductName



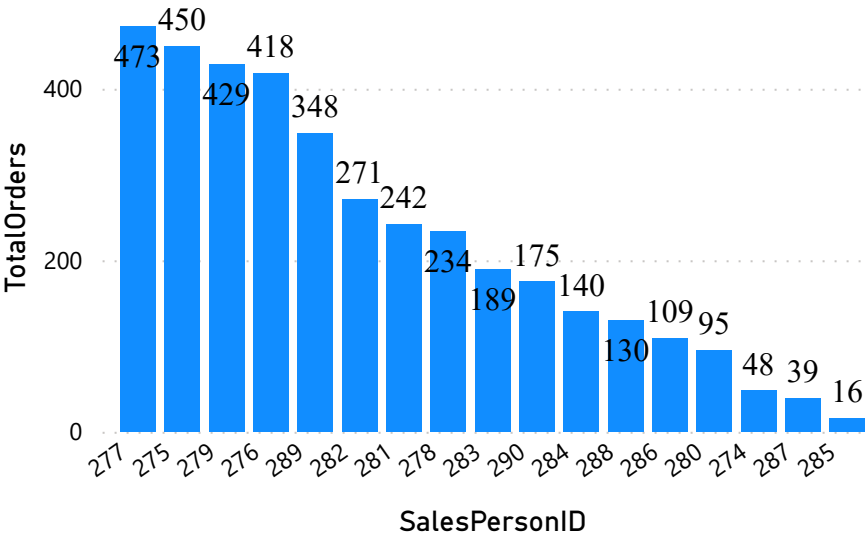
TotalProfit by ProductName



OfflineOrder and OnlineOrder



TotalOrders by SalesPersonID



Year	TotalOrders	TotalRevenue
2011	1607	\$14,155,699.53
Qtr 2	184	\$1,074,117.42
May	43	\$567,020.95
31	43	\$567,020.95
43659	1	\$23,153.23
AWC Logo Cap	1	\$23,153.23
Long-Sleeve Logo Jersey, M	1	\$23,153.23
Long-Sleeve Logo Jersey, XL	1	\$23,153.23
Mountain Bike Socks, M	1	\$23,153.23
Mountain-100 Black, 42	1	\$23,153.23
Mountain-100 Black, 44	1	\$23,153.23
Total	31465	\$123,216,786.12



Customers

Total Customers by Region

CLV by CustomerID

Total Customers and NumberOfLostCustomers by Year

Total Customers by Country

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TotalProfit and TotalRevenue by CustomerID