About

📂 About the Sales Dashboard

Welcome to the **AdventureWorks Sales Dashboard**, a comprehensive tool designed for tracking and analyzing overall sales performance. Whether you're a **data analyst**, **data engineer**, or **student diving into data science**, this dashboard is tailored for those passionate about working with data.

Purpose

The dashboard provides insights into various sales metrics such as **revenue**, **profit**, and **customer trends**. It helps stakeholders make informed business decisions by displaying current performance and identifying key areas for improvement. This project is based on data from **AdventureWorks**, providing a real-world context for data-driven analysis.

Features

Here are some standout features of the Lightdash dashboard:

- **Real-time data refresh intervals**: Ensure you are always working with the latest data.
- **Scheduled delivery**: Automatically deliver reports to stakeholders on a schedule.
- **DBT integration**: Directly links with the dbt project, making it easy to track models and transformations alongside the sales data.

✉ Connect with Me

I'm **Van-An Dinh**, but I prefer to be called **Thanh**.

I'm always excited to connect with like-minded individuals and professionals in the data community. Feel free to reach out or follow my work on the following platforms:

Muziz

🥹😍 Let's enjoyyy 🌻 🎵

Đừng Làm Trái Tim Anh Đau
Preview Sơn Tùng M-TP
⊕ Save on Spotify

How many active customers?

898
customers

-62% ↘ Vs previous period

What is our total revenue?

$54,151.48

-99% ↘ Vs previous period

Total profit

$27,366.00

-97% ↘ Vs previous period

Total units sold

2,130
sold unit(s)

-87% ↘ Vs previous period

Total profit by time
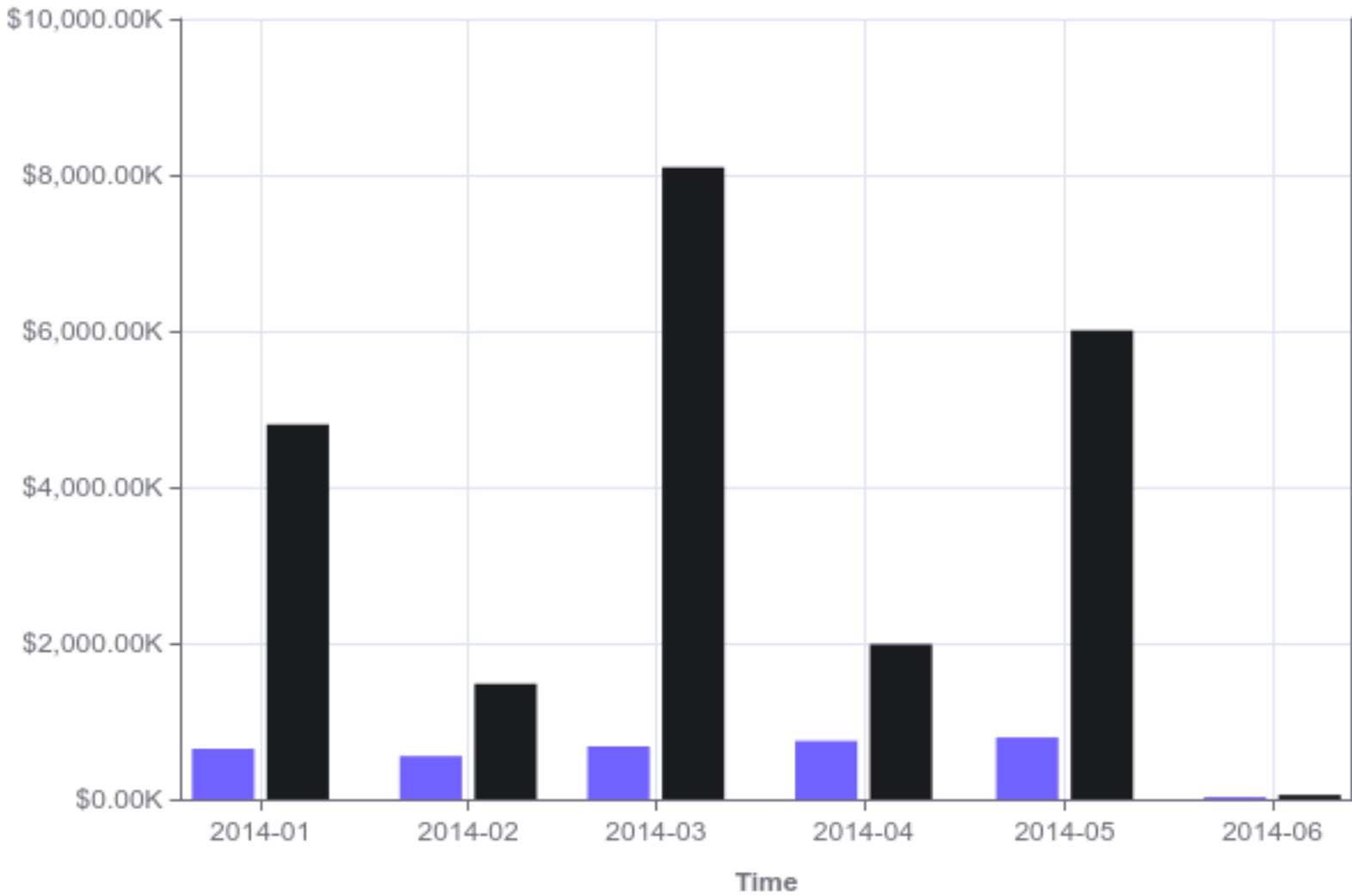
Profit

Profit

> `profit` = ∑ `revenue` - ∑ `cost`

We will break down the `revenue` and `cost`. In this project, `The Weekdays` assumes that there's no `cost` related to operational processes

Revenue

`revenue` = `total_due` = ∑(`line_total`) + `tax_amount` + `shipping_cost`
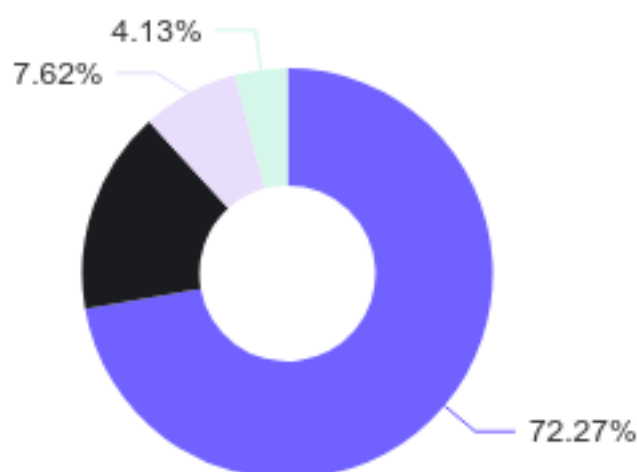

`line_total` = `order_quantity` * `unit_price` * (1 - `unit_price_percent_discount`)

Cost

We have `total_product_cost` of each order line and `taxt_amount` , `shipping_cost` for each order. So we have
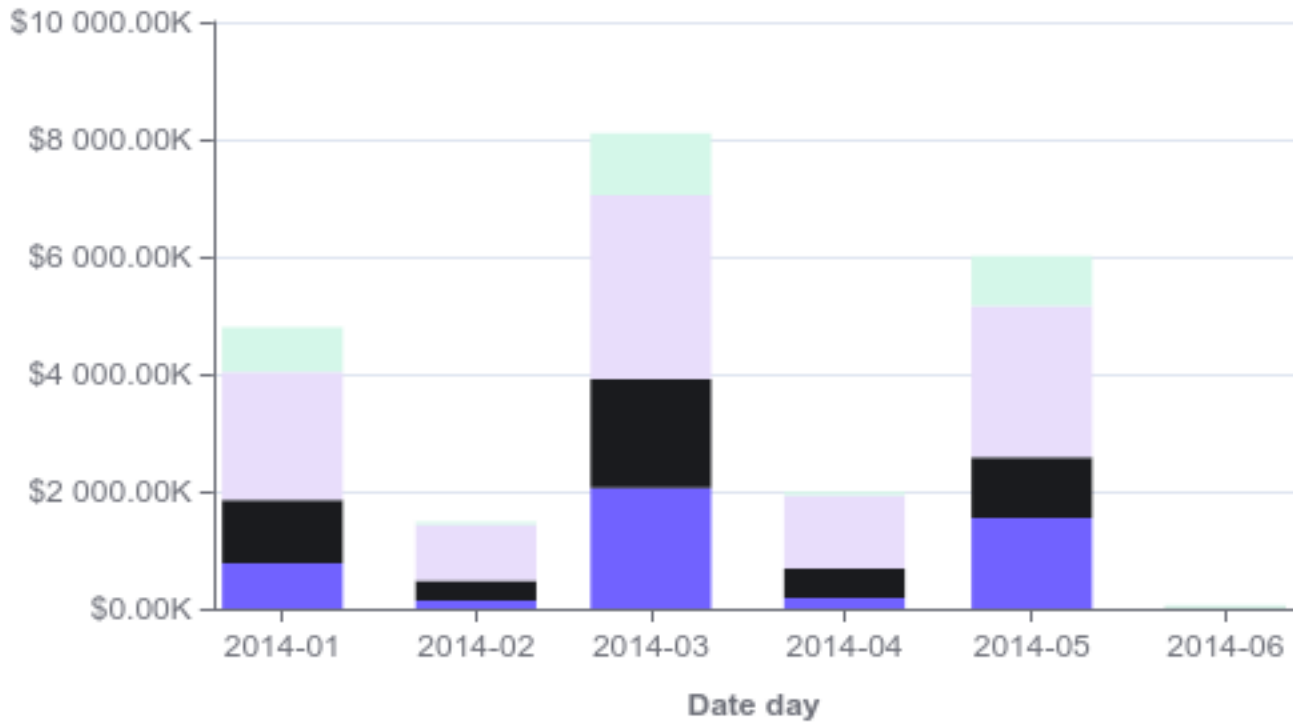

Portion of Revenue by `Product Category` in selected Date range

- Bikes — 72.27%
- Components — 7.62%
- Clothing — 4.13%
- Accessories

How much revenue did we get by product class?

Revenue details by product properties

#	Product name	Line	Category	Class	Color	Style	Order date month
1	Mountain Tire Tube	Mountain	Accessories	Unknown	Unknown	Unknown	2014-06
2	Road Tire Tube	Road	Accessories	Unknown	Unknown	Unknown	2014-06
3	Fender Set - Mountain	Mountain	Accessories	Unknown	Unknown	Unknown	2014-06
4	ML Mountain Tire	Mountain	Accessories	Medium	Unknown	Unknown	2014-06
5	Water Bottle - 30 oz.	Standard	Accessories	Unknown	Unknown	Unknown	2014-06
6	HL Mountain Tire	Mountain	Accessories	High	Unknown	Unknown	2014-06
7	Touring Tire	Touring	Accessories	Unknown	Unknown	Unknown	2014-06
8	Mountain Bottle Cage	Mountain	Accessories	Unknown	Unknown	Unknown	2014-06
9	LL Mountain Tire	Mountain	Accessories	Low	Unknown	Unknown	2014-06
10	Touring Tire Tube	Touring	Accessories	Unknown	Unknown	Unknown	2014-06
11	Women's Mountain Shorts, L	Mountain	Clothing	Unknown	Dark	Women	2014-06
12	LL Road Tire	Road	Accessories	Low	Unknown	Unknown	2014-06
13	Women's Mountain Shorts, M	Mountain	Clothing	Unknown	Dark	Women	2014-06
14	HL Road Tire	Road	Accessories	High	Unknown	Unknown	2014-06
Total							

743 results

Sales detail by Customer type

#	Customer type	Order date month	Order quantity	Revenue
1	Individual	2014-06	2,130 unit(s)	$54K
2	Store Contact	2014-05	10,260 unit(s)	$3,850K
3	Individual	2014-05	5,624 unit(s)	$2,156K
4	Individual	2014-04	5,295 unit(s)	$1,984K
5	Store Contact	2014-04	18 unit(s)	$1K
6	Store Contact	2014-03	17,274 unit(s)	$6,228K
7	Individual	2014-03	5,308 unit(s)	$1,869K
8	Individual	2014-02	4,273 unit(s)	$1,475K
Total			61,659 unit(s)	$22,419K

11 results

Active customers by time