

ADVENTURE WORKS! Sales Summary

[Sales Detail](#)[Product Detail](#)[Internet Detail](#)[Reseller Detail](#)

2019



Sales Analysis

Sales

\$42M

Profit

\$4M

Volume (# of orders)

54K



Internet

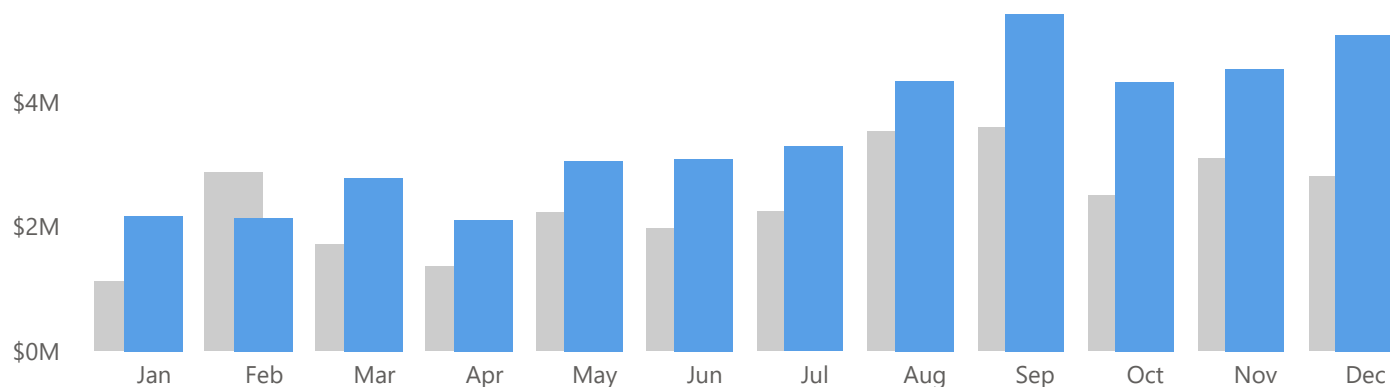


Reseller

Internet Sales %

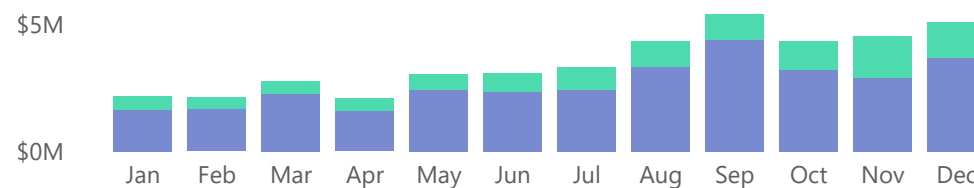
25%

Sales and Sales- YOY by Month

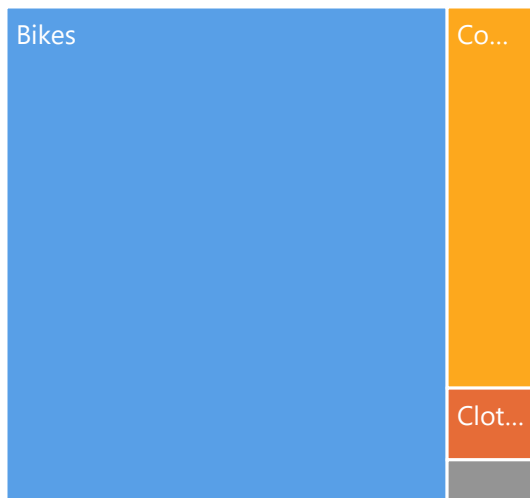


Sales by Month and Channel

● Reseller Sales ● Internet Sales



Sales by Product Category



Product

Top 10 Products Sales

\$22M

Overall PM%

17.84%

Product	Sales	Profit	Product Margin
Mountain-200 Black, 38	\$2,193,287	\$428,547	19.54%
Mountain-200 Black, 42	\$1,943,737	\$414,757	21.34%
Mountain-200 Silver, 38	\$1,806,925	\$392,066	21.70%
Mountain-200 Silver, 46	\$1,659,355	\$397,841	23.98%

Internet Sales

\$10M

Sales per Customer

\$379

Reseller Sales

\$31.96M

Sales per Reseller

\$1,208

ID	Customer Name	Sales
11439	Janet Munoz	\$10,070
11433	Maurice Shan	\$9,257
12655	Larry Vazquez	\$7,321
12132	Kaitlyn Henderson	\$7,318
12301	Nichole Nara	\$7,298

ID	Reseller Name	Sales
546	Field Trip Store	\$368,440.99
170	Excellent Riding Supplies	\$365,163.75
697	Brakes and Gears	\$361,627.85
72	Outdoor Equipment Store	\$360,839.91
328	Totes & Baskets Company	\$328,615.66

Sales Trend Analysis

Home

YoY Analysis

Sales Highlight Period

Sales

\$42M

Profit

\$4M

Volume (# of orders)

54K

Channel

Select all

Internet

Reseller

Country-Region

Select all

Australia

Canada

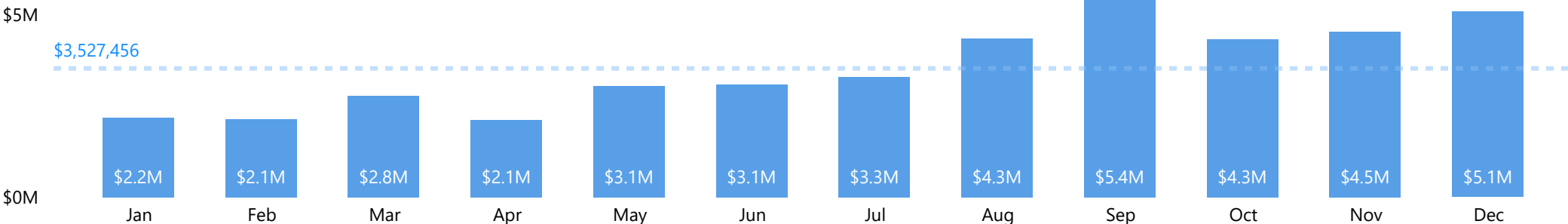
France

Germany

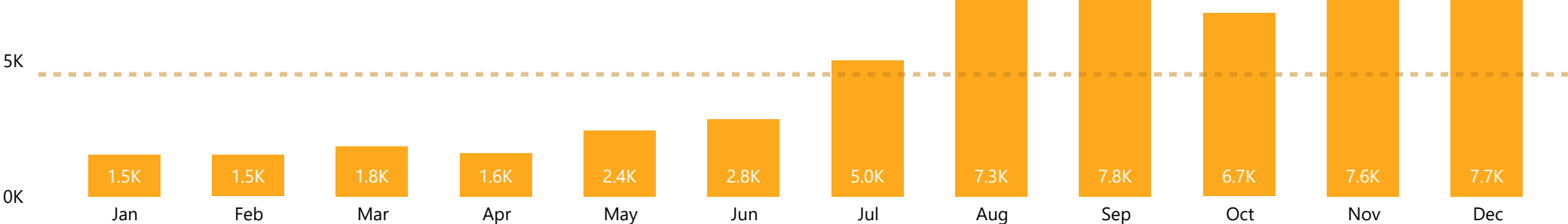
United Kingdom

United States

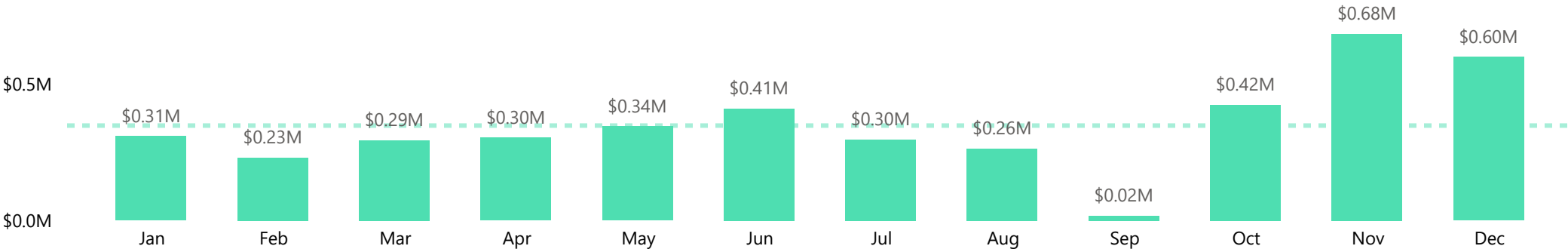
Sales by Month



Volume by Month



Volume by Month



Sales YoY Analysis

Home

Sales Trend Analysis

Sales Highlight Period

Sales

\$42M

Sales YoY%

42%

Channel

Select all

Internet

Reseller

Country-Region

Select all

Australia

Canada

France

Germany

United Kingdom

United States

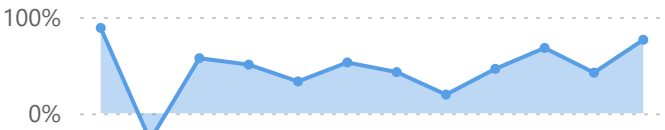
Sales and Sales-LastYear

LY Sales Sales



\$0M \$10M \$20M \$30M \$40M

Sales YoY% by Month



Sales and Sales-LastYear

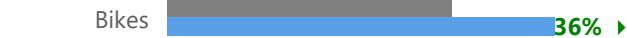
LY Sales Sales



\$0M \$20M \$40M

Sales and Sales-LastYear

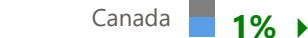
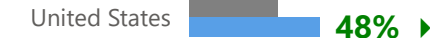
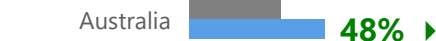
LY Sales Sales



\$0M \$20M \$40M

Sales and Sales-LastYear

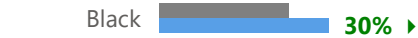
LY Sales Sales



\$0M \$5M \$10M

Sales and Sales-LastYear

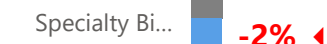
LY Sales Sales



\$0M \$20M \$40M

Sales and Sales-LastYear

LY Sales Sales



\$0M \$20M

Sales Highlight Period

Home

Sales Trend Analysis

Sales YoY Analysis

Highlight Period

4/1/2019



8/21/2019



Sales

\$42M

Channel



☐ Select all

☐ Internet

☐ Reseller

Country-Region



☐ Select all

☐ Australia

☐ Canada

☐ France

☐ Germany

☐ United Kingdom

☐ United States

Sales by Date

\$0.5M

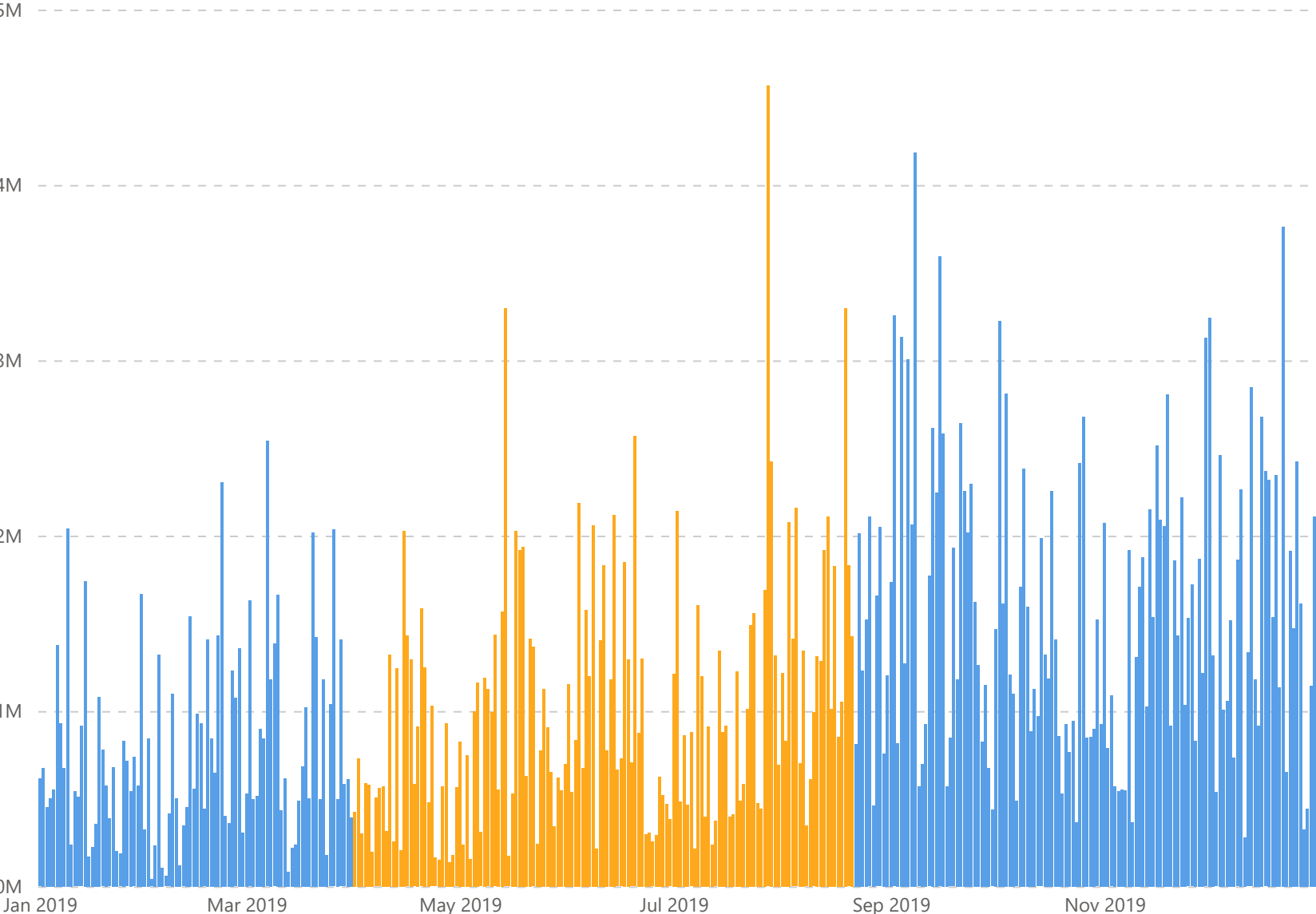
\$0.4M

\$0.3M

\$0.2M

\$0.1M

\$0.0M



Product Analysis

Home

Sales

\$42M

Top 10 Product Sales

\$22M

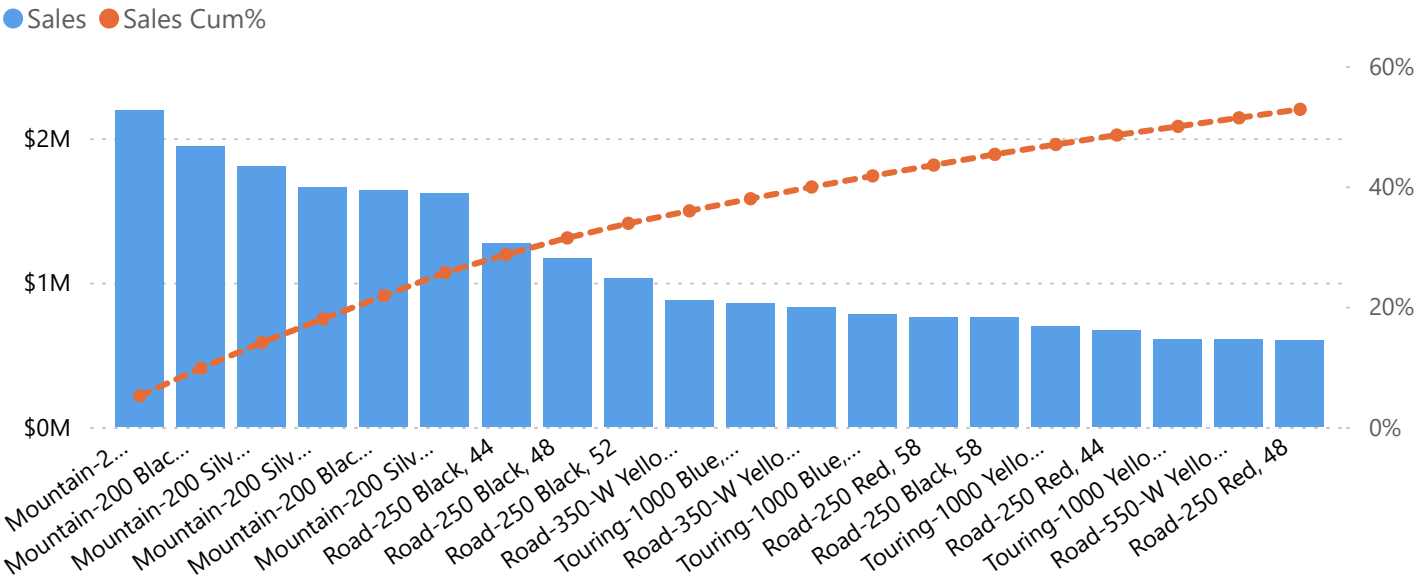
Channel

- ☒ Select all
- ☒ Internet
- ☒ Reseller

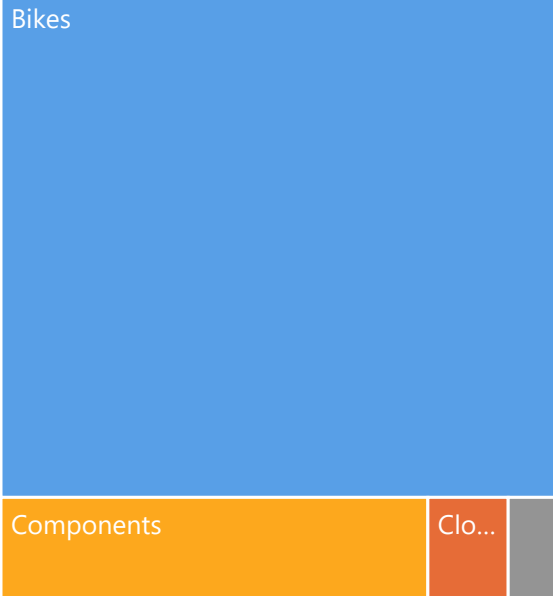
Country-Region

- ☒ Select all
- ☒ Australia
- ☒ Canada
- ☒ France
- ☒ Germany
- ☒ United Kingdom
- ☒ United States

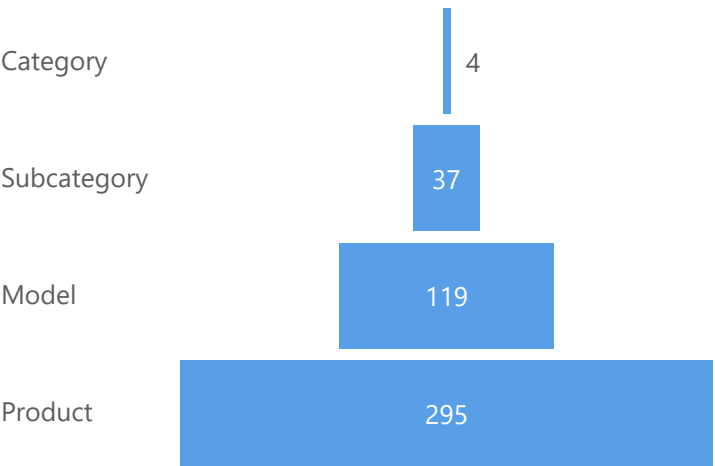
Sales and Sales Cum% by Product



Sales by Product Category



Category, Subcategory, Model & Product



Product	Sales	Profit	Product Margin
Mountain-200 Black, 38	\$2,193,287	\$428,547	19.54%
Mountain-200 Black, 42	\$1,943,737	\$414,757	21.34%
Mountain-200 Black, 46	\$1,640,033	\$411,388	25.08%
Mountain-200 Silver, 46	\$1,659,355	\$397,841	23.98%
Mountain-200 Silver, 38	\$1,806,925	\$392,066	21.70%
Mountain-200 Silver, 42	\$1,618,075	\$377,505	23.33%
Road-250 Black, 52	\$1,025,614	\$116,574	11.37%
Road-250 Red, 58	\$758,381	\$104,611	13.79%

Internet Sales Analysis

Home

Customer Inquiry Analysis

Sales

\$10M

Profit

\$4M

Volume (# of orders)

27K

Country-Region

Select all

Australia

Canada

France

Germany

United Kingdom

United States

Country-Region

United States

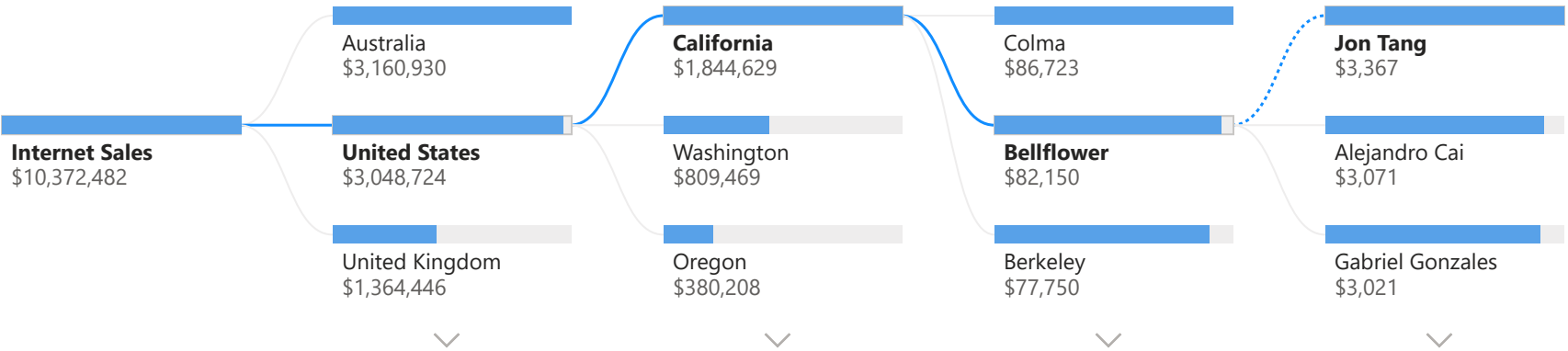
State-Province

California

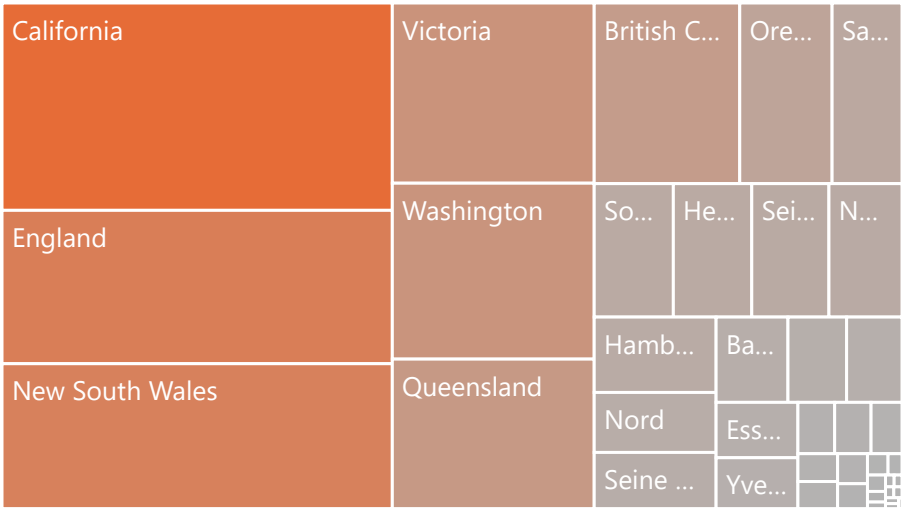
City

Bellflower

Customer



Sales by State-Province



ID	Name	Sales	Profit	Volume
11439	Janet Munoz	\$10,070	\$4,152	12
11433	Maurice Shan	\$9,257	\$3,822	9
12655	Larry Vazquez	\$7,321	\$2,934	10
12132	Kaitlyn Henderson	\$7,318	\$2,956	10
12301	Nichole Nara	\$7,298	\$2,919	10
13263	Kate Anand	\$7,294	\$2,917	11
12308	Margaret He	\$7,263	\$2,922	10
12323	Lawrence Alonso	\$7,259	\$2,911	10

Customer Inquiry Analysis

Home

Internet Sales Analysis

Customer ID and Name

☐

11000: Jon Yang

☐

11001: Eugene Huang

☒

11002: Ruben Torres

☐

11003: Christy Zhu

☐

11004: Elizabeth Johnson

☐

11005: Julio Ruiz

☐

11006: Janet Alvarez

☐

11007: Marco Mehta

☐

11008: Rob Verhoff

☐

11009: Shannon Carlson

11002

Customer ID

Ruben Torres

Customer Name

Australia

Country-Region

Hobart

City

Tasmania

State-Province

7001

PostalCode

Sales

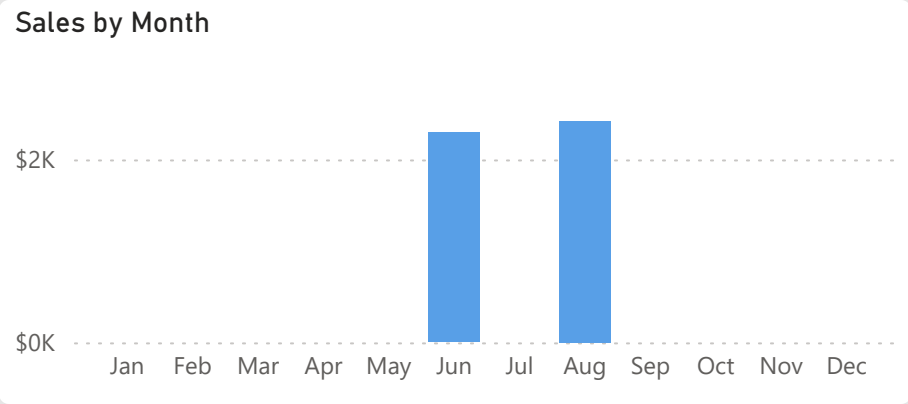
\$4,714

Volume

3

Profit

\$1,967



SalesOrderNumber	Product	Sales	Profit	Profit Margin
SO53237	Touring-1000 Yellow, 46	\$2,384	\$902	37.84%
SO51238	Mountain-200 Black, 38	\$2,295	\$1,043	45.45%
SO53237	Sport-100 Helmet, Blue	\$35	\$22	62.60%

Reseller Sales Analysis - Reseller Inquiry

Home

Reseller Key + Name

- ☐ 1: A Bike Store
- ☒ 2: Progressive Sports
- ☐ 3: Advanced Bike Components
- ☐ 4: Modular Cycle Systems
- ☐ 5: Metropolitan Sports Supply
- ☐ 6: Aerobic Exercise Company
- ☐ 7: Associated Bikes
- ☐ 8: Exemplary Cycles
- ☐ 9: Tandem Bicycle Store

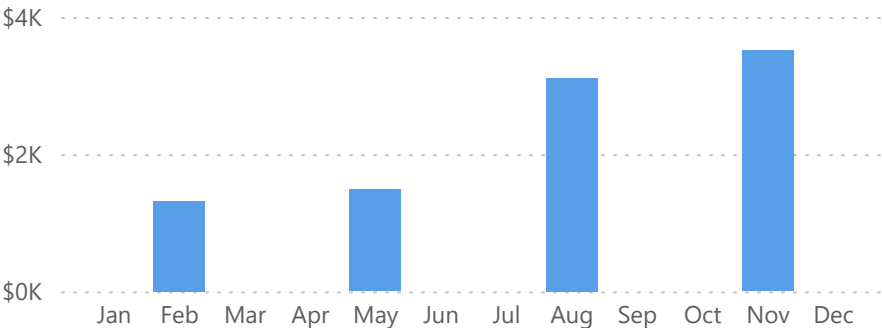
2
ResellerKey
Progressive Sports
ResellerName
Specialty Bike Shop
BusinessType
United States
Country-Region
Washington
State-Province
Renton
City
98055
PostalCode

\$9,423

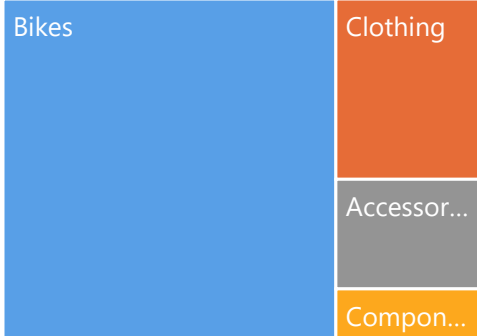
38

\$1,193

Sales by Short Month



Sales by Category



SalesOrderNumber	Product	Sales	Profit	Profit Margin
SO57044	Mountain-200 Black, 42	\$2,754	\$250	9.08%
SO51728	Mountain-200 Black, 38	\$1,377	\$125	9.08%
SO49054	Mountain-200 Black, 38	\$1,229	\$124	10.06%
SO50216	Mountain-200 Black, 38	\$1,229	\$124	10.06%
SO51728	Hitch Rack - 4-Bike	\$288	\$108	37.67%
SO57044	Women's Mountain Shorts, S	\$252	\$95	37.67%
SO51728	ML Mountain Frame-W - Silver, 40	\$218	\$19	8.73%
SO57044	Hitch Rack - 4-Bike	\$216	\$81	37.67%
SO51728	Short-Sleeve Classic Jersey, L	\$130	(\$37)	-28.33%
SO51728	Short-Sleeve Classic Jersey, XL	\$130	(\$37)	-28.33%