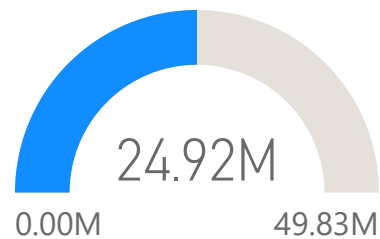
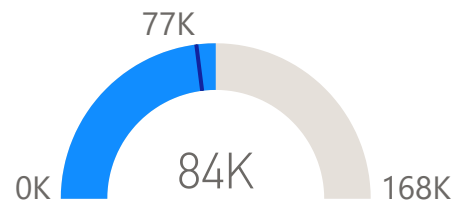




Revenue Vs. Target



Order Qty. Vs. Target



01-01-2015



30-06-2017



Continent

Europe

North
America

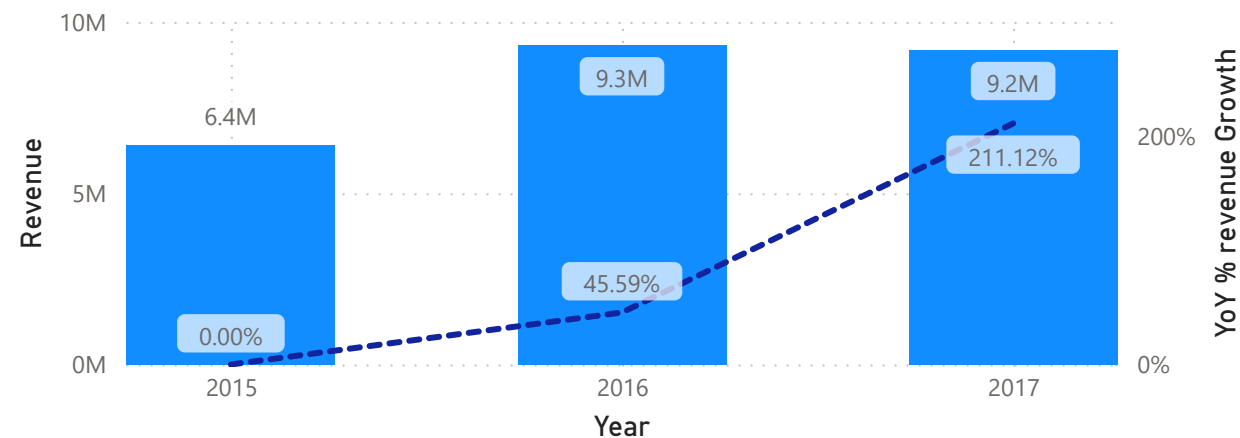
Pacific



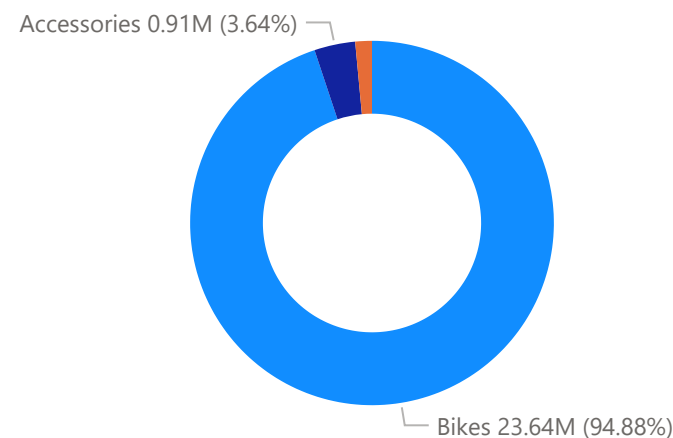
Click to see the report
during Europe's
WorldCup

YoY Revenue Growth

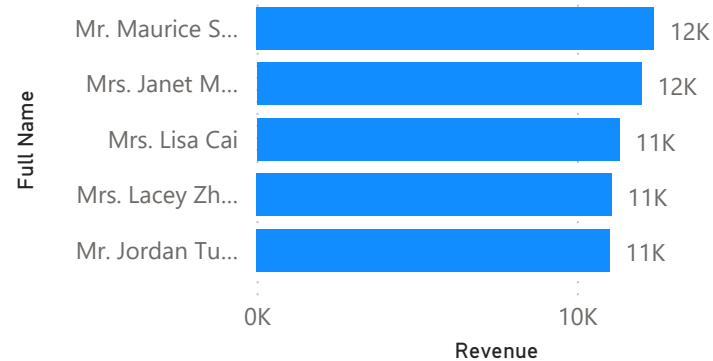
Revenue YoY % revenue Growth



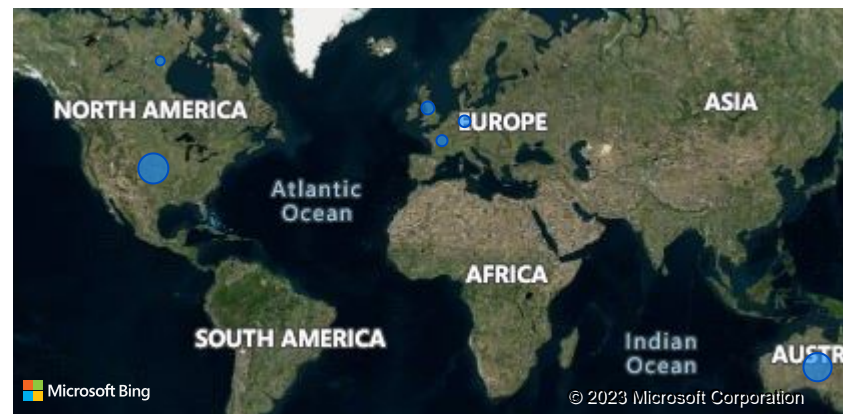
Revenue by Category



Top 5 Customers by Revenue



Revenue by Country



ProductName	ReturnQty.	ReturnRate
All-Purpose Bike Stand	8	3.42%
AWC Logo Cap	46	1.11%
Bike Wash - Dissolver	25	1.47%
Classic Vest, L	4	2.20%
Classic Vest, M	7	3.85%
Classic Vest, S	8	5.10%
Fender Set - Mountain	54	1.36%
Half-Finger Gloves, L	18	2.14%
Half-Finger Gloves, M	16	1.74%
Total	1828	2.17%



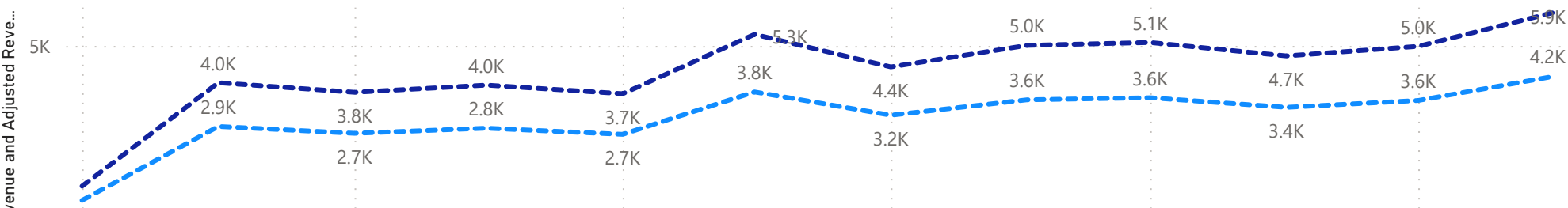
AWC Logo Cap

0.40

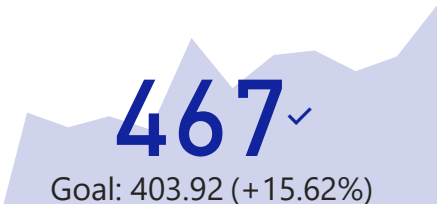


Monthly Revenue

● Revenue ● Adjusted Revenue



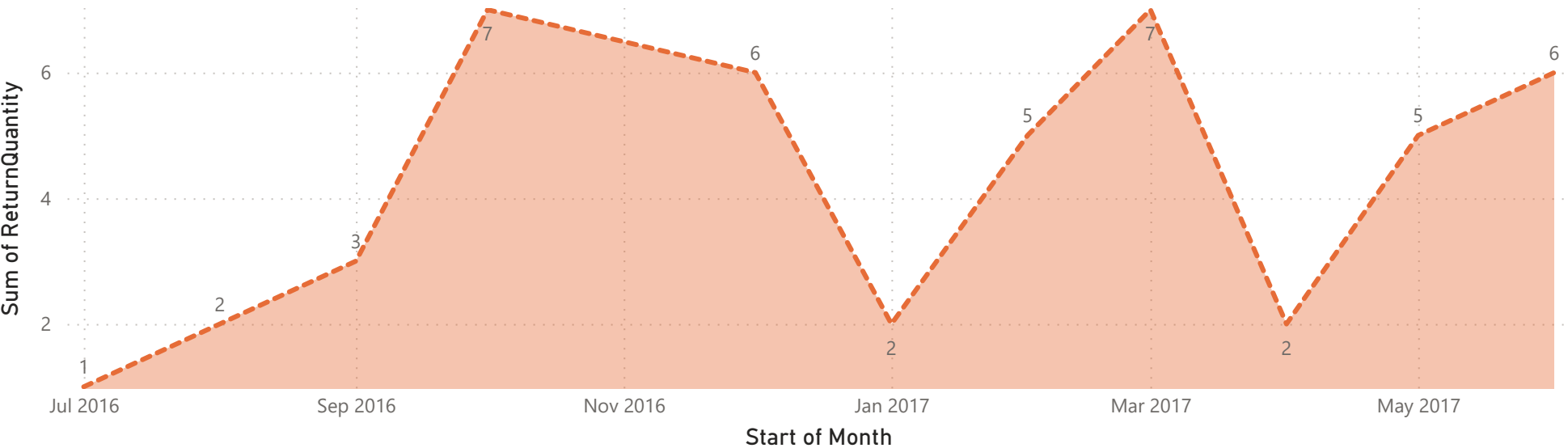
Order Qty. Vs. Target



Return Qty. Vs. Target

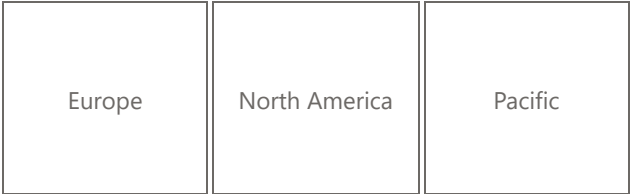
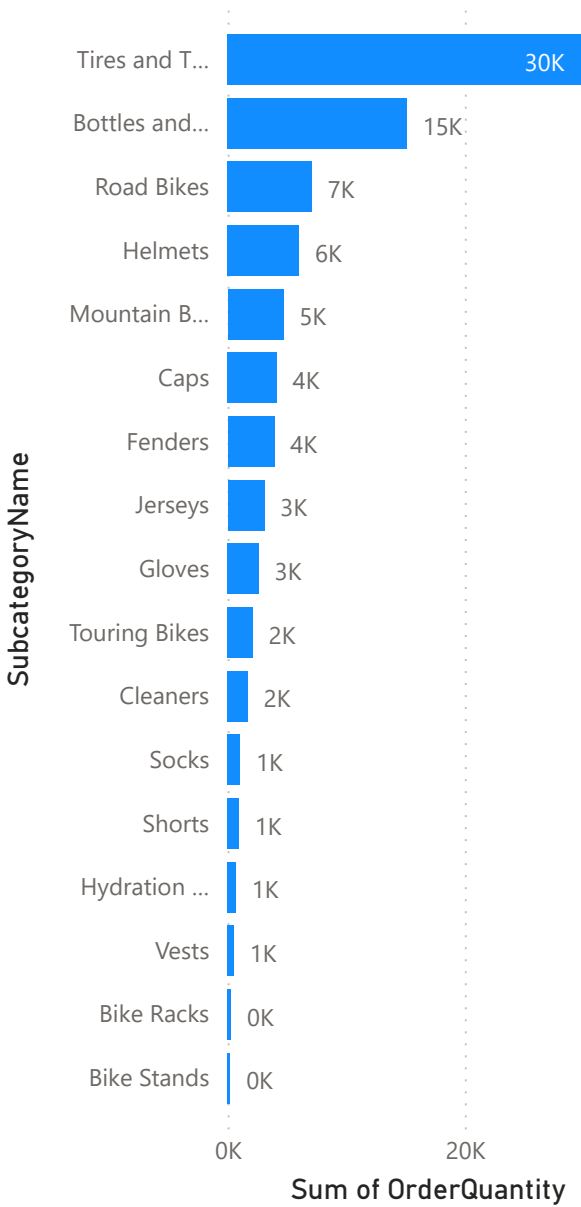


Monthly Return Qty.



Sales Report using QnA

OrderQuantity by Subcategory



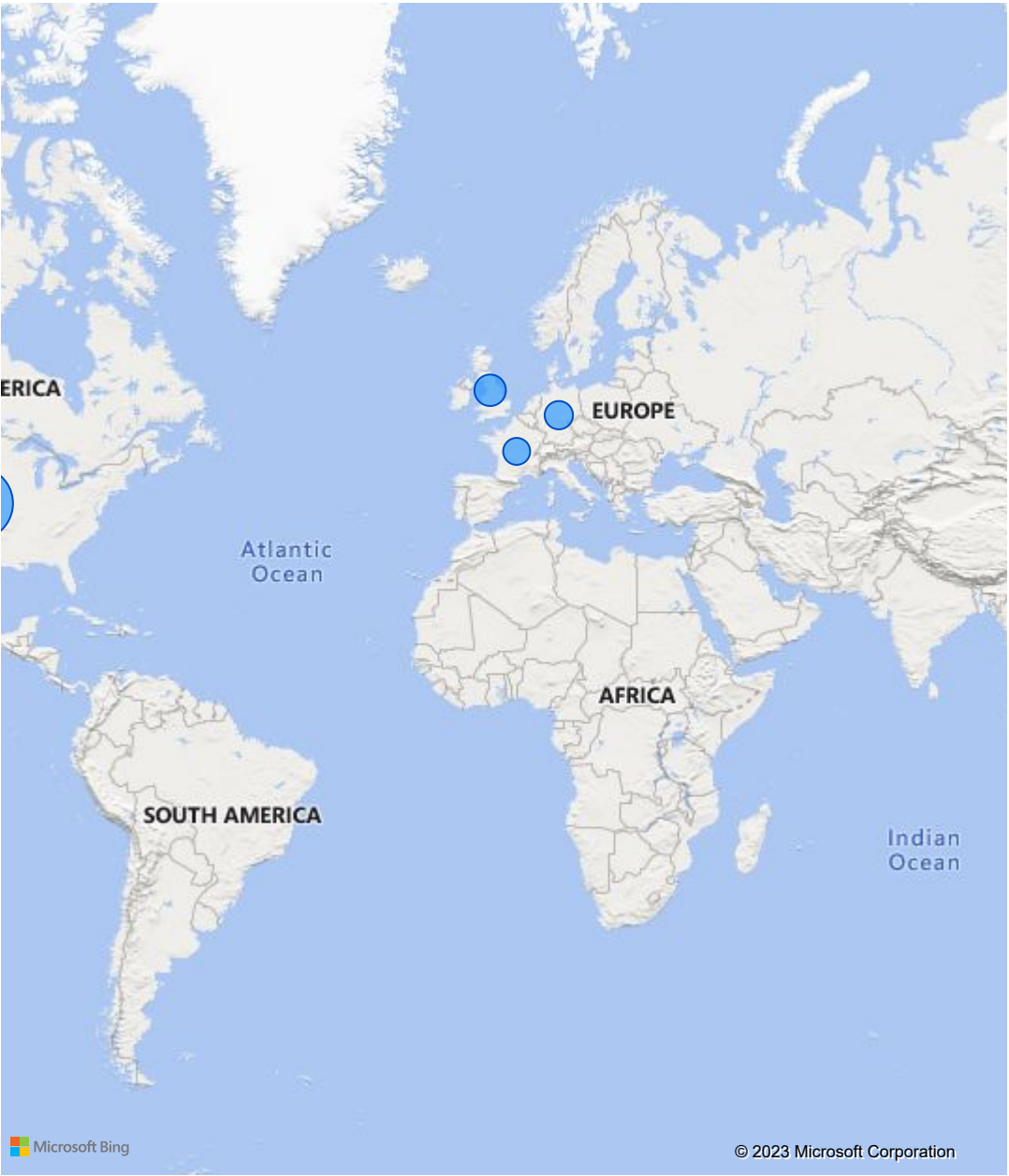
Top 5 Customers by Revenue

Full Name	Sum of Revenue
Mr. Maurice Shan	12,408.00
Mrs. Janet Munoz	12,016.00
Mrs. Lisa Cai	11,332.00
Mrs. Lacey Zheng	11,086.00
Mr. Jordan Turner	11,023.00
Total	57,865.00

Bottom 5 Customers by Revenue

Full Name	Sum of Revenue
Mr. Dalton Clark	4.00
Mr. Darren Suarez	4.00
Mr. Dylan Taylor	4.00
Mr. Hunter Miller	4.00
Mr. Marcus Morgan	4.00
Total	96.00

Revenue by Country



When is OrderQuantity more likely to be

High

 ?

We found 5 segments and ranked them by Average of OrderQuantity and population size. Select a segment to see more details.



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
Average of OrderQuantity	2	2	2	2	1.99
Population count	5527	5276	3267	4025	10079

What influences Revenue to

Decrease

 ?

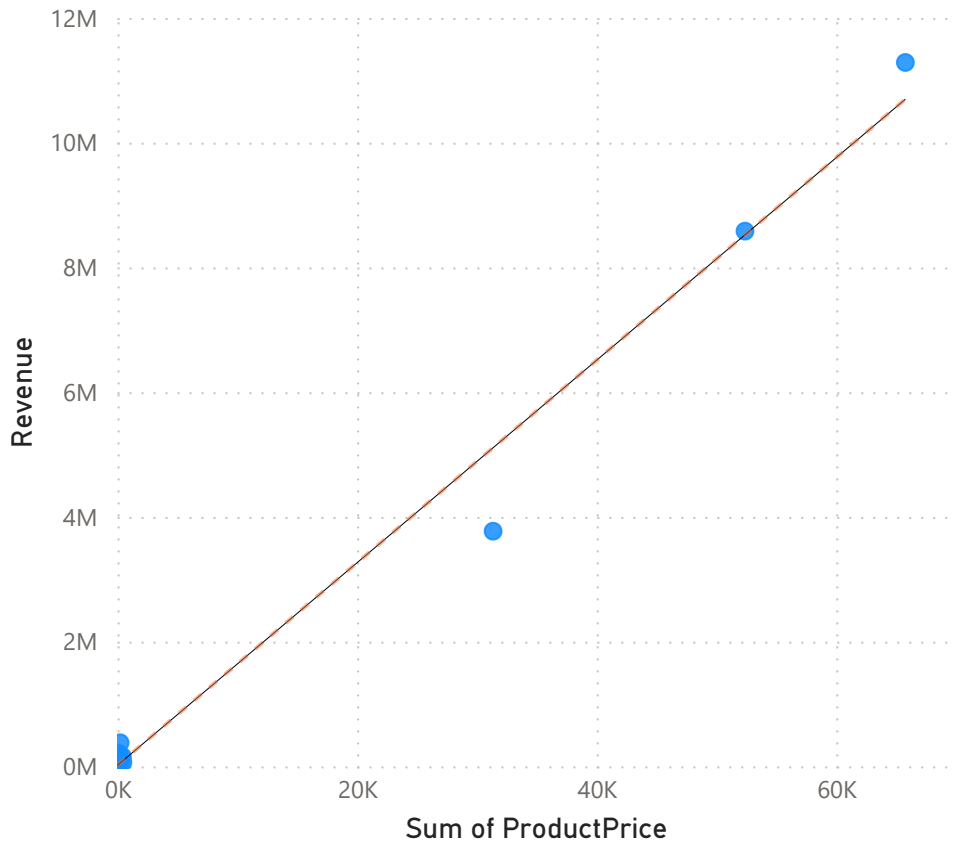
When...

....the average of Revenue decreases by

Sum of ProductPrice goes down 19856.98

3.16M

← On average when Sum of ProductPrice decreases, Revenue also decreases.



Bikes

Road Bikes

