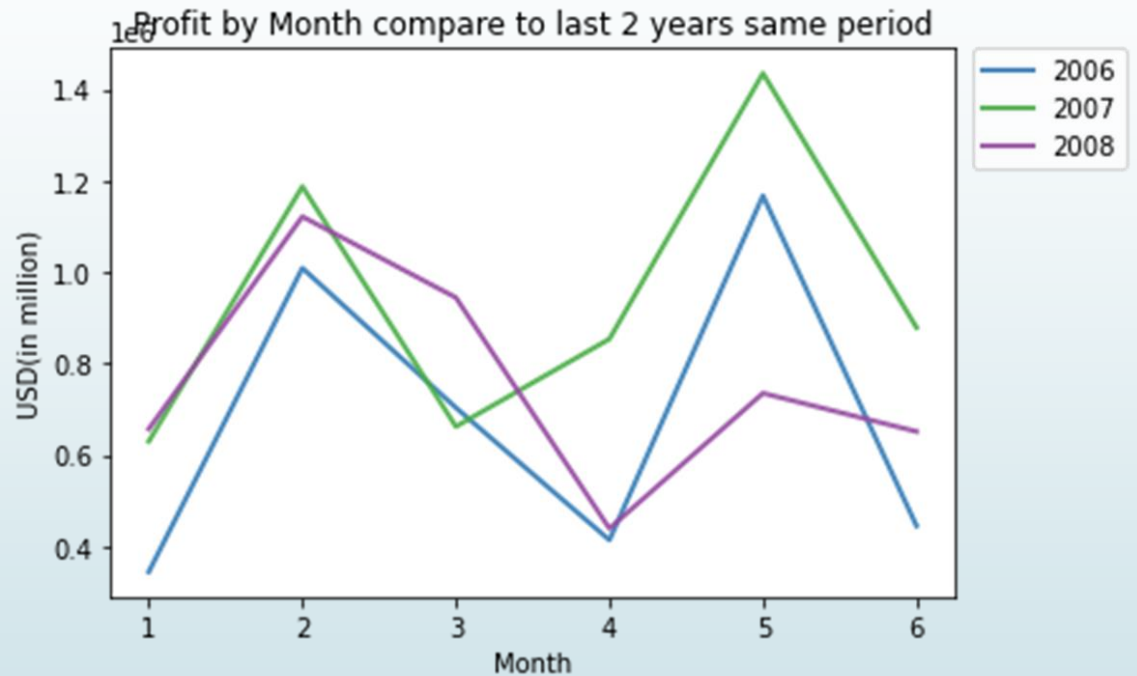
The image shows a person's hands sketching wireframes for a project management application on a wooden desk. The wireframes are drawn with black ink and some areas are highlighted in green. The sketches include a 'Project Selection' screen with a list of projects, a 'Collection' screen with a list of items, a 'Details' screen with a form for project information, and a 'Marketplace' screen with a list of items. Red arrows indicate the flow between the screens. The person is wearing a red and black plaid shirt. A red folder and a white marker are also visible on the desk.

Adventure Works Cycles Performance Analysis

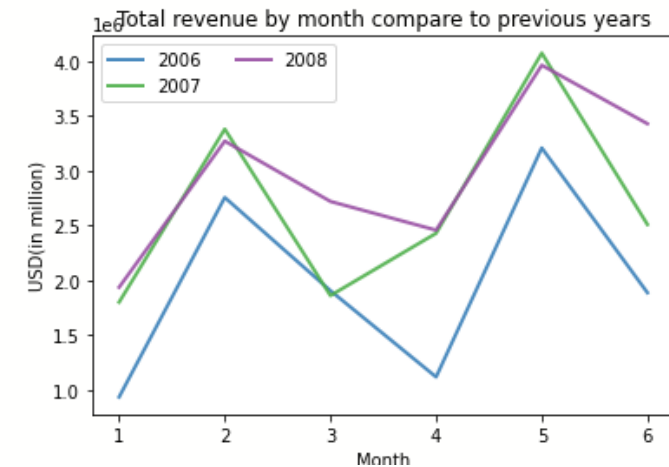
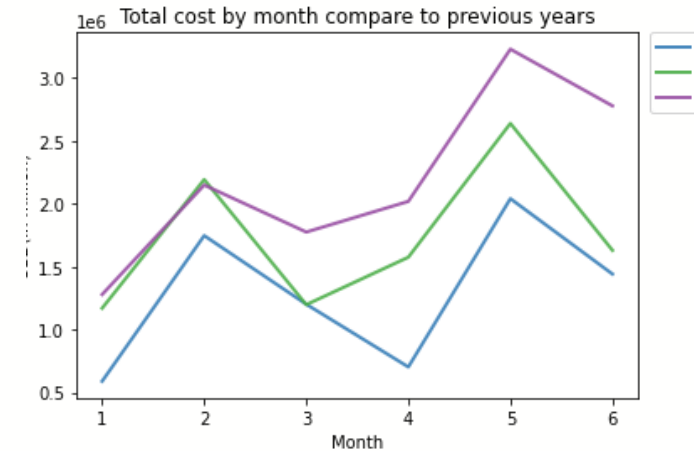
Profit changes by month since 2006

- Between 2008 February and 2008 June, the Adventure Works Profit declined sharply
- Between 2008 March and April, the Profit failed under the previous years Profit
- Compare to 2006 the total Profit increase by 11,4% ,but compare to 2008 failed by 19,47%
- Between April and June, the profit in 2008 failed by 43% compared to 2007 and 10% compared to 2006



Total revenue and total cost changes

- total revenue increase by 50,5% compared to 2006 and by 10,74% compared to 2007
- In the period between April and June total revenue increase by 58,6% compared to 2006 and by 9,3% compared to 2007
- total cost increase by 71,2% compared to 2006 and by 27,1% compared to 2007
- In the period between April and June total revenue increase by 91,7% compared to 2006 and by 37,33% compared to 2007



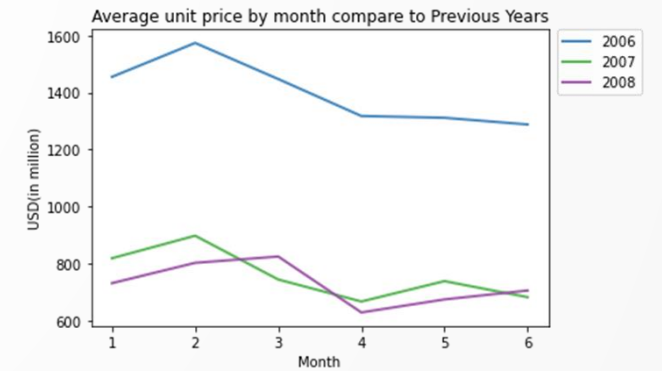
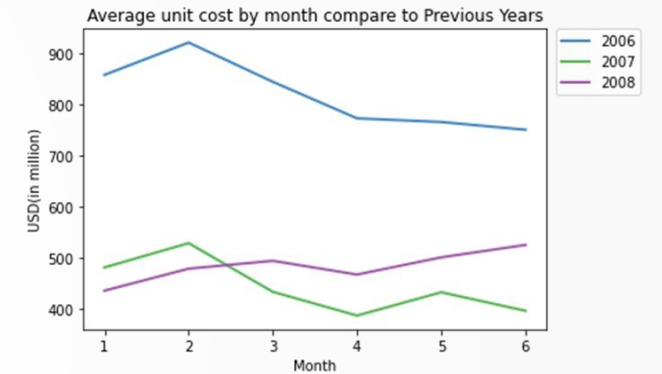
Unit cost and price changes

The average unit cost continuously increasing in 2008 with a little break between March and April

The average unit price after a slow increase fell between March and April

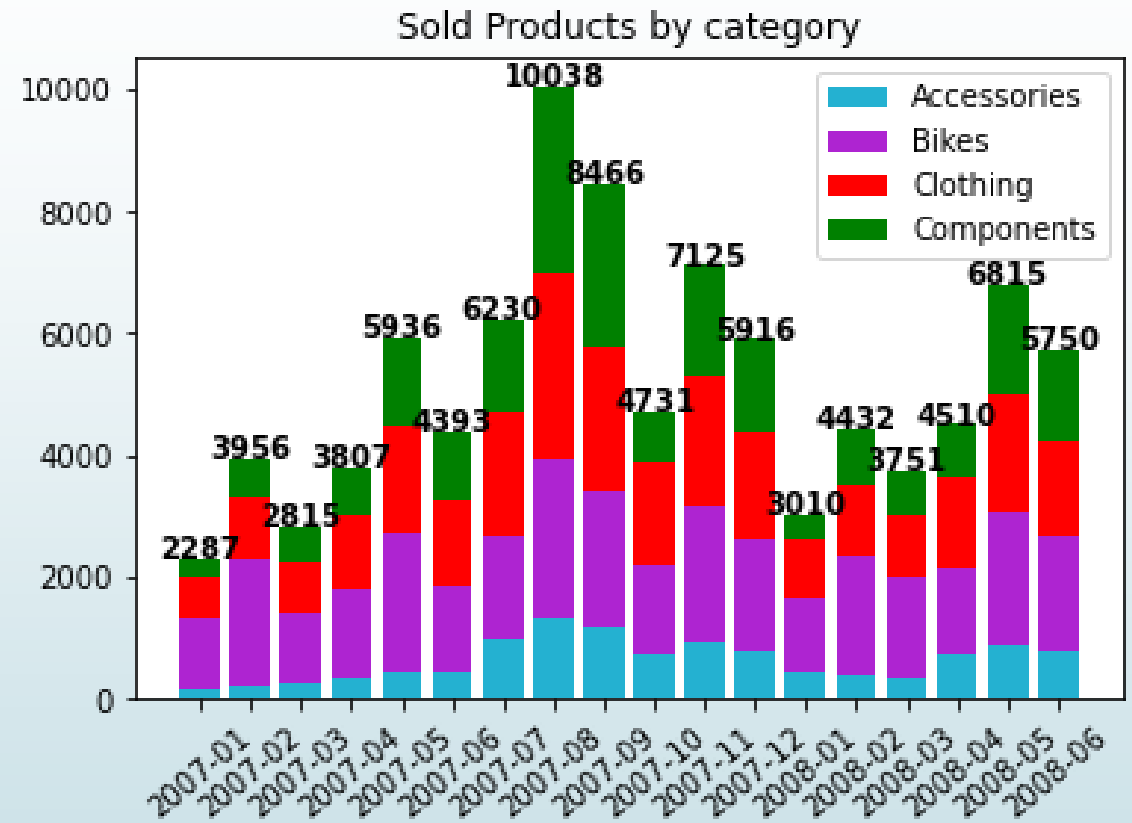
This opposite direction movement of unit constant unit price can cause the negative move of profit

While the unit price of the last three months is lower by 3,8% than in 2007, same period the unit cost is 22% higher

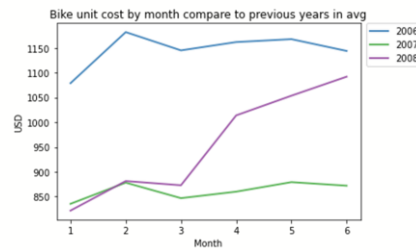
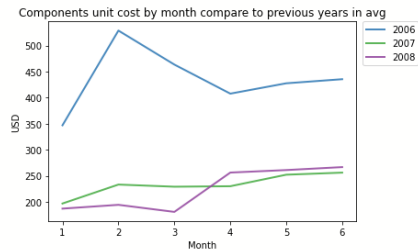
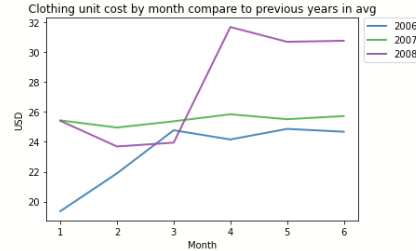
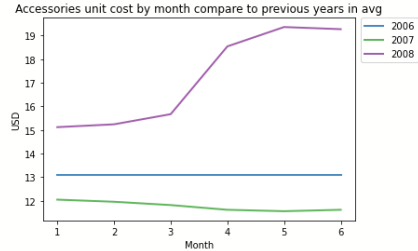


Total Sales by Product

- The increased cost can be caused by the increased amount of sold products
- However, the total amount of sold products increased in the last 2 months in March and April the stagnated



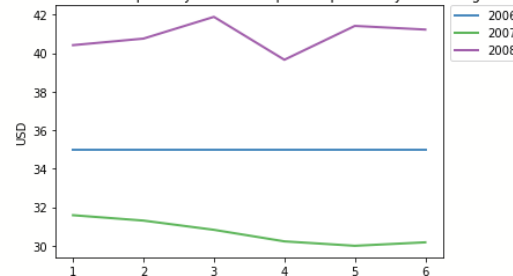
Unit cost changes by product category



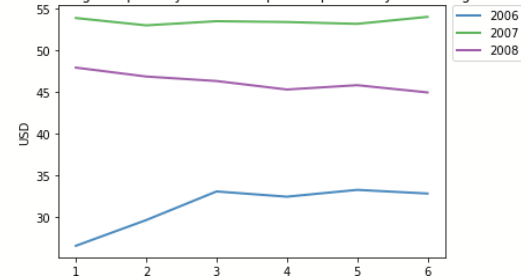
- Both product categories unit cost had a massive increase during March and April
- Unit cost of bikes continued increasing between April and June
- Increase of accessories unit price stopped between May and June
- Clothing showed the highest jump between March and April but after April it stagnated
- Components unit cost has the lowest increase compared to other product categories

Unit Price changes by product type

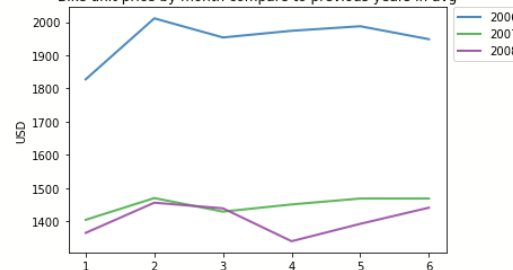
Accessories unit price by month compare to previous years in avg



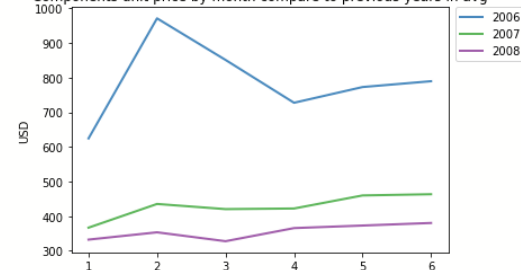
Clothing unit price by month compare to previous years in avg



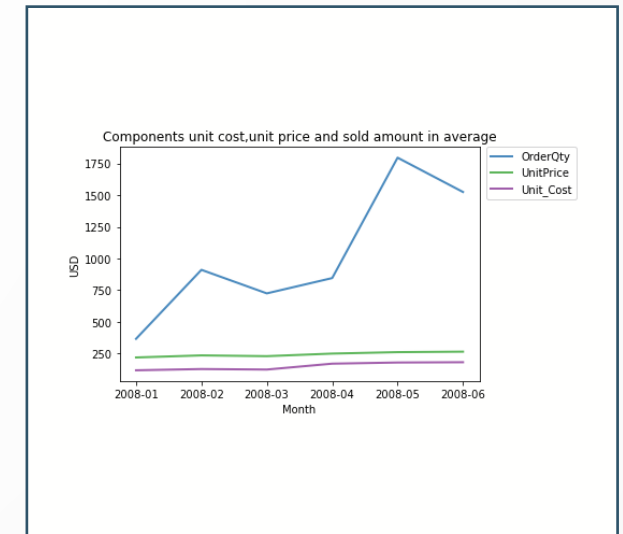
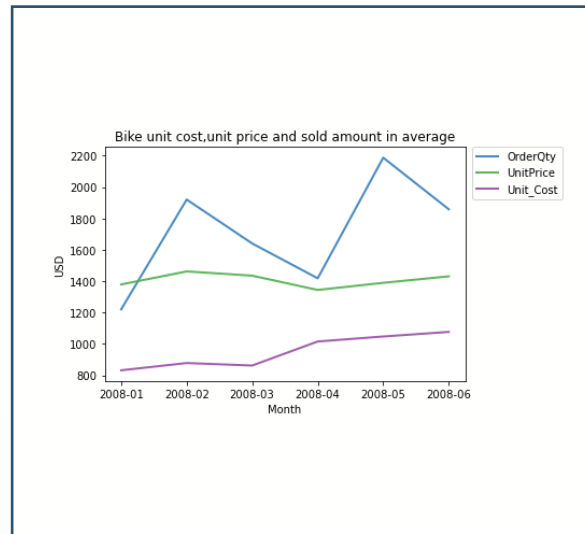
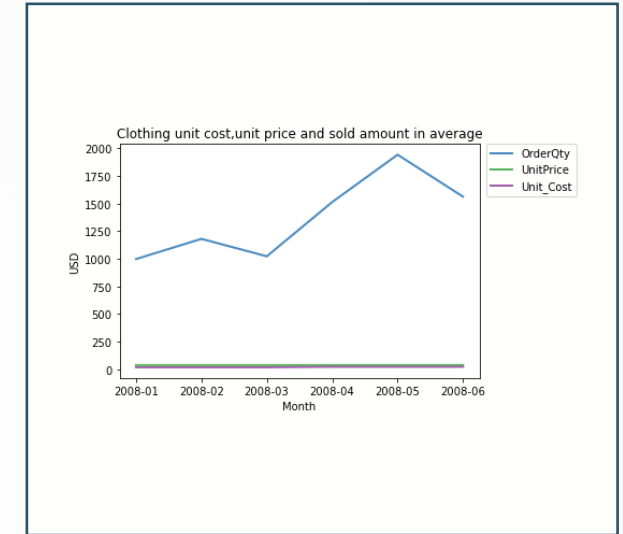
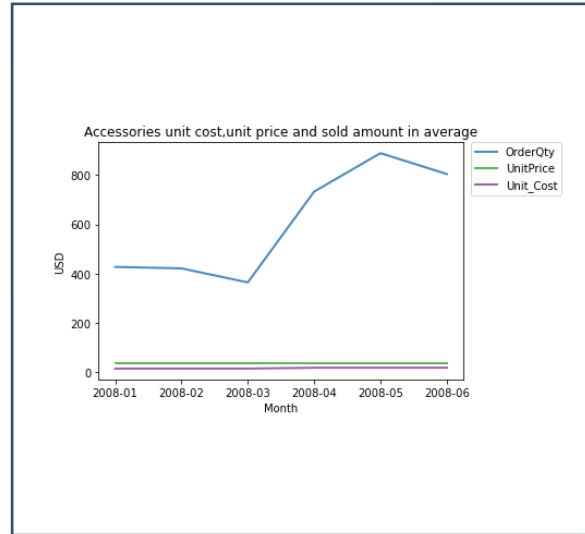
Bike unit price by month compare to previous years in avg



Components unit price by month compare to previous years in avg



Unit cost, unit price and ordered amount by product category



Unit price, unit cost and sold quality changes by bike types

- At the case of road bikes, the ordered amount and the unit cost jumped after March while the unit price did not have relevant change
- The unit cost of touring bike increased after March, the ordered quality had a fall between March and April, but after April started a slow increase, the unit price did not change significantly
- The unit cost of Mountain bike slowly increasing since January, while the unit price had a huge fall between March and April

