ADVENTUREWORKS BIKE SHOP

$24.9M	**$10.5M**	**25.2K**	**2.2%**
Total Revenue	PROFIT	ORDERS	RETURN RATE

Revenue Trend

Orders by Category

Category	Orders
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

Monthly Revenue
$1.83M ✓
Previous Month: ₹ 1.77M (+3.31%)

Monthly Orders
2146 !
Previous Month: 2165 (-0.88%)

Monthly Returns
166 ✓
Previous Month: 169 (+1.78%)
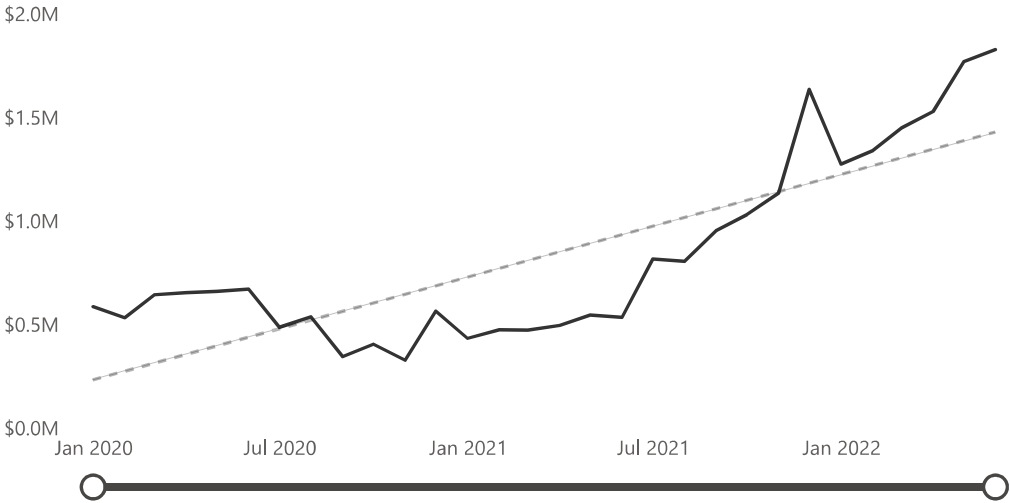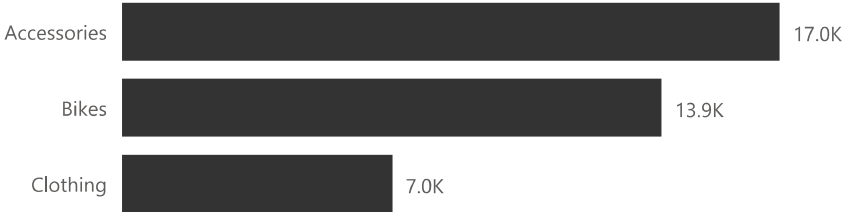
Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	$39,755	1.95%
Patch Kit/8 Patches	2952	$13,506	1.61%
Mountain Tire Tube	2846	$28,333	1.64%
Road Tire Tube	2173	$17,265	1.55%
Sport-100 Helmet, Red	2099	$73,444	3.33%
AWC Logo Cap	2062	$35,882	1.11%
Sport-100 Helmet, Blue	1995	$67,120	3.31%
Fender Set - Mountain	1975	$87,041	1.36%

Most Ordered Product Type
Tires and Tubes

Most Returned Product Type
Shorts

Select all	Europe	North America	Pacific
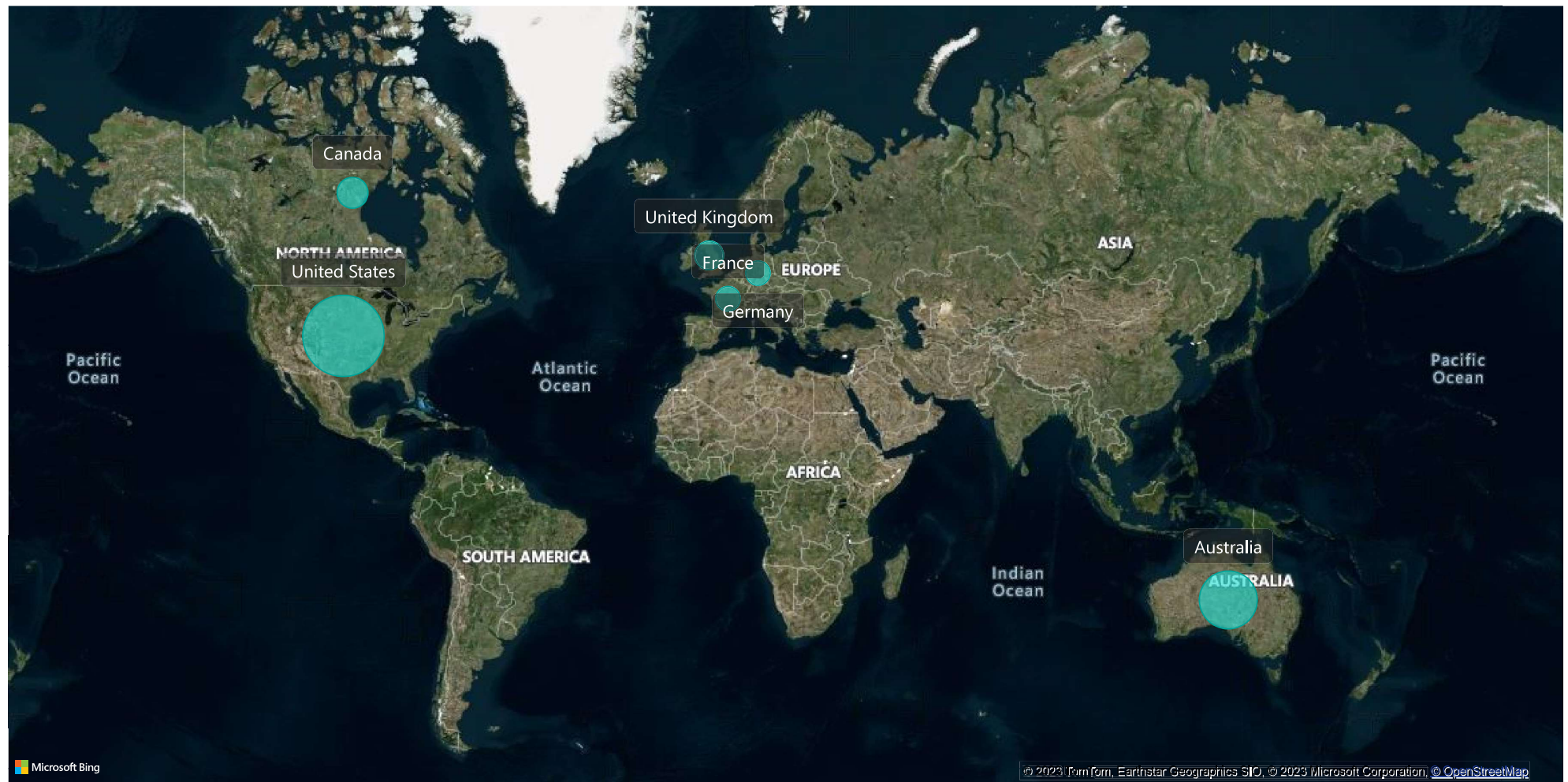
Selected Product

Road Tire Tube

₹ 1,129

Price Adjustments(%)

0.00

Monthly Orders and Target

213

0   234

Monthly Revenue and Target

$1,668

$0   ₹ 1.8K

Monthly Profit and Target

$1,044

$0   ₹ 1,129

● Total Profit ● Adjusted Profit

$400

$200

$0

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

Revenue Trend

$500

$0

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022
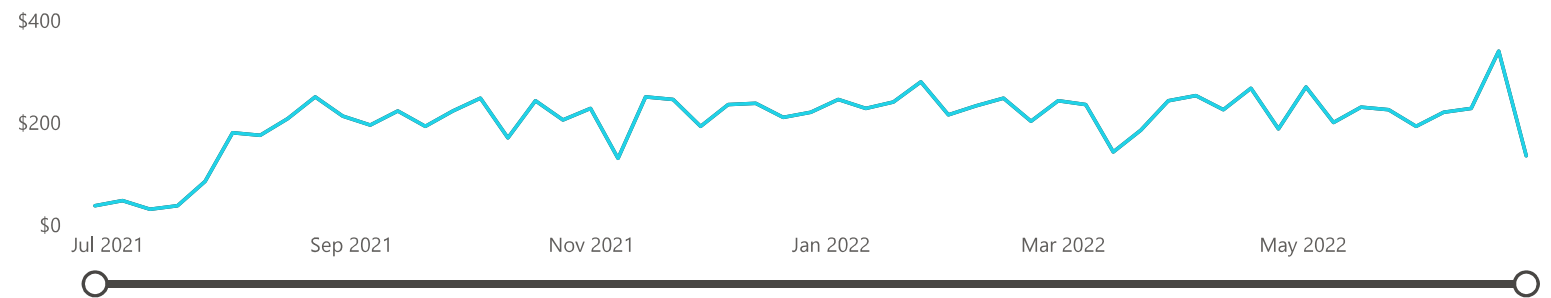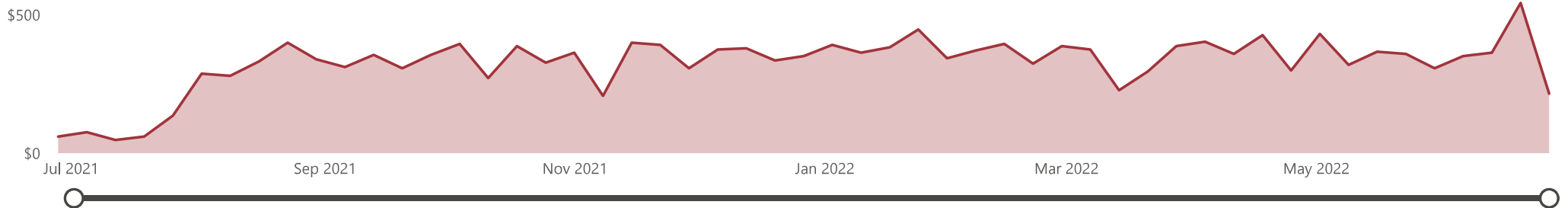
Customer Trend

17.4K
UNIQUE CUSTOMERS

$1,431
REVENUE PER CUSTOMER

Orders by Income Level

2.8K — 11.6K
10.3K

Orders by Occupation

4.4K — 7.9K
6.0K

Jan 2020   Jul 2020   Jan 2021   Jul 2021   Jan 2022
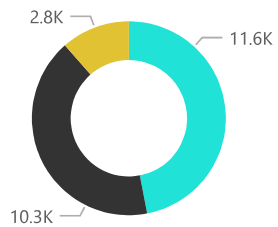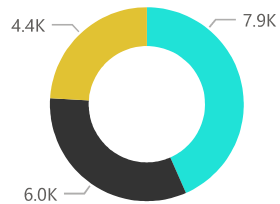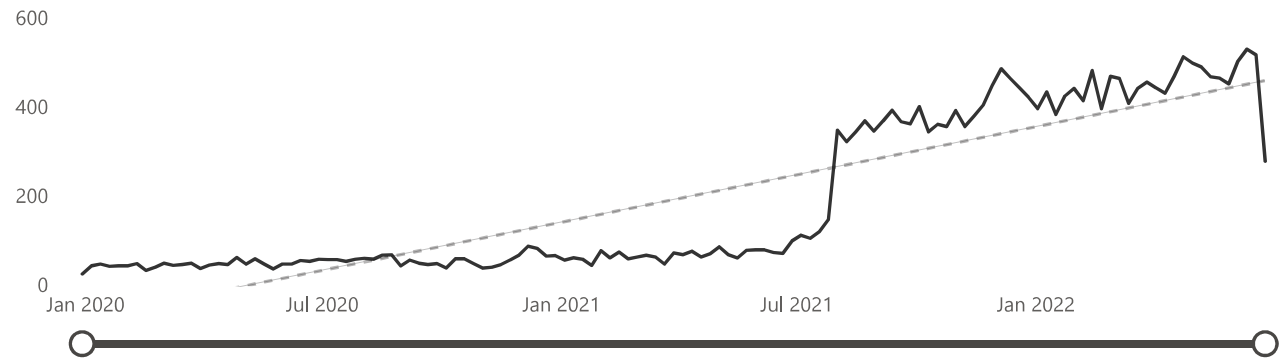
Top 100 Customers

Customer Key	First Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	$1,513
11223	Mrs. Hailey Patterson	26	$1,616
11300	Mr. Fernando Barnes	26	$1,839
11330	Mr. Ryan Thompson	26	$1,597
11331	Mrs. Samantha Jenkins	26	$1,740
11185	Mrs. Ashley Henderson	25	$1,717
11200	Mr. Jason Griffin	25	$1,614
11176	Mr. Mason Roberts	24	$1,526
11262	Mrs. Jennifer Simmons	24	$1,465
11277	Mr. Charles Jackson	24	$1,777
11287	Mr. Henry Garcia	24	$1,443
11566	Ms. April Shan	24	$1,424
11711	Mr. Daniel Davis	24	$1,404
11276	Mrs. Nancy Chapman	23	$1,111
11203	Mr. Luis Diaz	17	$1,002
11215	Mrs. Ana Perry	17	$1,336
11078	Ms. Gina Martin	16	$991

2020   2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders
6

Revenue
12.4K

ⓘ Customers belong to Management Professionals with Average income level

Learnings

Data ETL :
✓ Extraction Transaction Load using power query editor from various sources
✓ M code updates

Data Modelling:

✓ Data modelling using Power BI desktop
✓ Star model/Snowflake model
✓ Primary & foreign keys, Cardinality, Flow direction

Data Visualization:

✓ Visualization and Dashboard creation using Power BI desktop
✓ Measures (Quick measures & DAX expressions) | Calculated Columns
✓ Filtering techniques
✓ Advanced Formatting using functions
✓ Bookmarks
✓ Buttons and Page navigation
✓ Exporting reports