

Gender

☐ F

☐ M

☐ NA

Occupation

☐ Clerical

☐ Management

☐ Manual

☐ Professional

☐ Skilled Manual

# CUSTOMER ANALYSIS DASHBOARD



Select all

Australia

Canada

France

Germany

United Kingdom

United States

Avg. Income

57K

Total Sales

25M

Total Qty

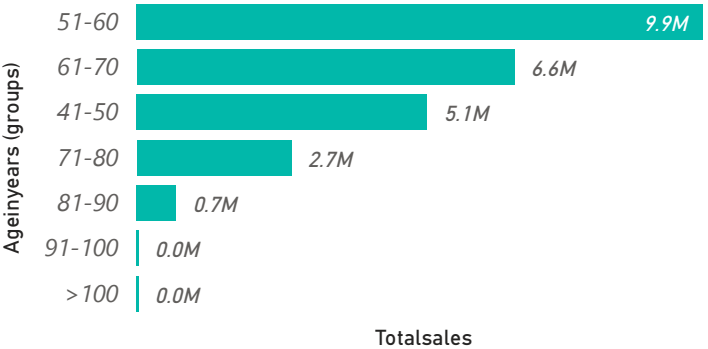
84K

Total Orders

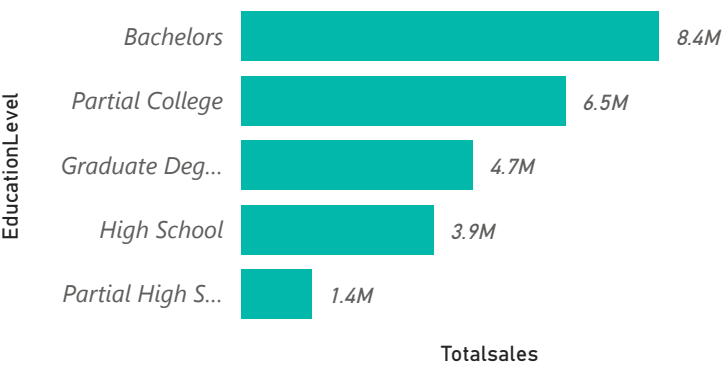
25K

CustomerKey	Totalsales	profit
12631	10,331.73	4,200.68
11425	10,391.43	4,403.15
12655	10,394.98	4,222.83
13263	10,436.51	4,246.10
11242	10,852.03	4,505.97
11420	11,022.40	4,611.74
11417	11,085.75	4,650.96
11241	11,330.45	4,780.91
11439	12,015.40	4,971.54
11422	12,407.05	5,071.77

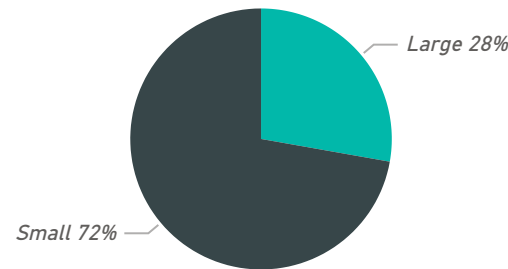
Sales by Age Category



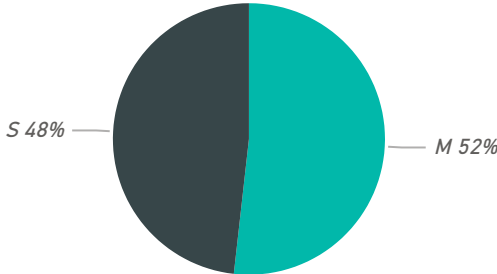
Sales by Education Level



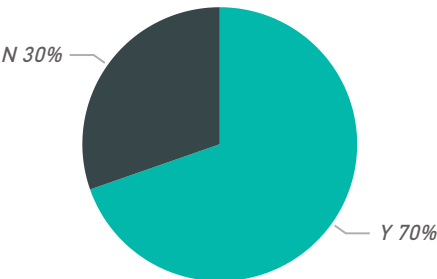
Sales by Family Size



Sales by Marital Status



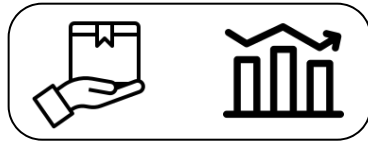
Total sales by Home Owner





ADVENTURE WORK  
CYCLES

# PRODUCT ANALYSIS DASHBOARD



Date

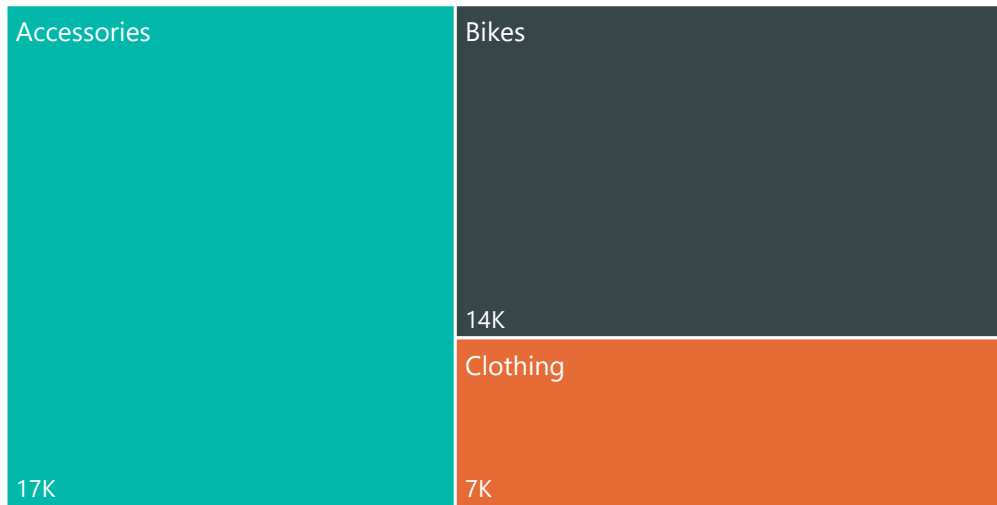
30-01-2015



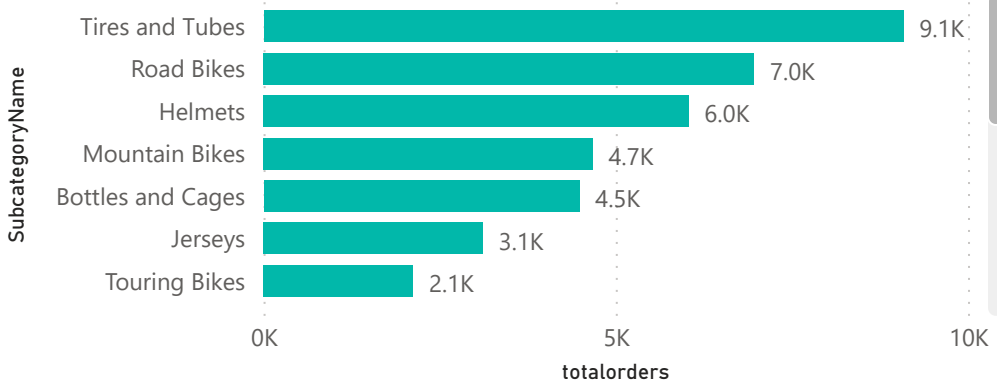
30-06-2017



Total orders by Category

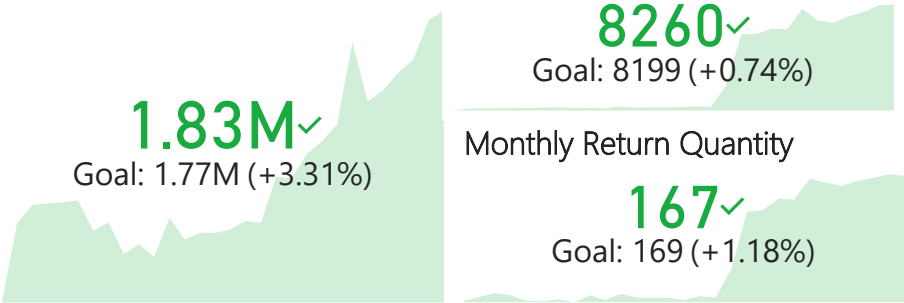


Total orders by SubCategory

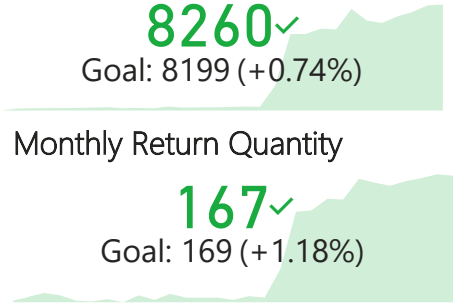


Product Name	Total Orders	Return%
Water Bottle - 30 oz.	3983	1.95
Patch Kit/8 Patches	2952	1.61
Mountain Tire Tube	2846	1.64
Road Tire Tube	2173	1.55
Sport-100 Helmet, Red	2099	3.33
AWC Logo Cap	2062	1.11
Sport-100 Helmet, Blue	1995	3.31
Fender Set - Mountain	1975	1.36
Sport-100 Helmet, Black	1940	2.68
Mountain Bottle Cage	1896	2.02
Road Bottle Cage	1668	1.68
Touring Tire Tube	1364	1.64
HL Mountain Tire	1305	3.75
ML Mountain Tire	1059	1.32
LL Road Tire	957	2.26
ML Road Tire	868	1.51
Touring Tire	863	1.22
Bike Wash - Dissolver	850	1.47
HL Road Tire	795	3.52
LL Mountain Tire	788	2.50
Hydration Pack - 70 oz.	695	3.60
Mountain-200 Black, 46	606	2.97

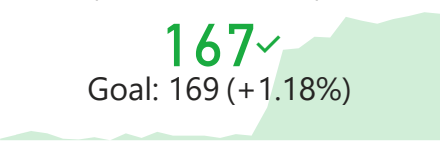
Monthly Revenue



Monthly Quantity



Monthly Return Quantity



Top Product (Order)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Total Order By Country



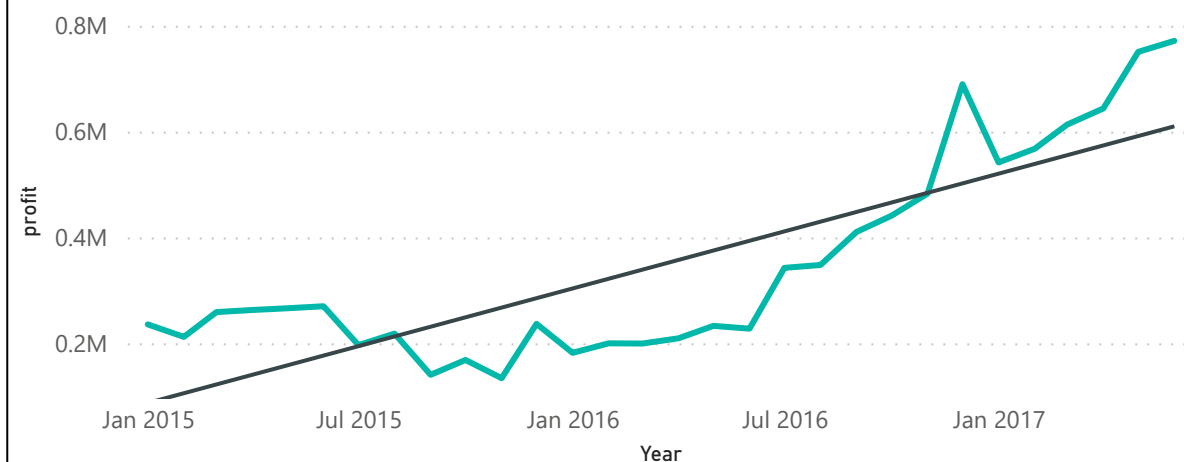


ADVENTURE WORK  
CYCLES

# TREND ANALYSIS - DASHBOARD



## Monthly Profit Trend



## Monthly Profit Forecast



## Monthly Return Trend

CategoryName ● Accessories ● Bikes ● Clothing

