

Adventure Works Sales Dashboard

Turnover

\$24.9M

Profit

\$10.5M

Profit Margin (%)

42.0%

Total Order

25.2K

Return Rate (%)

2.2%

Date

1/1/2020



6/30/2022



Continent

☐ Europe

☐ North America

☐ Pacific

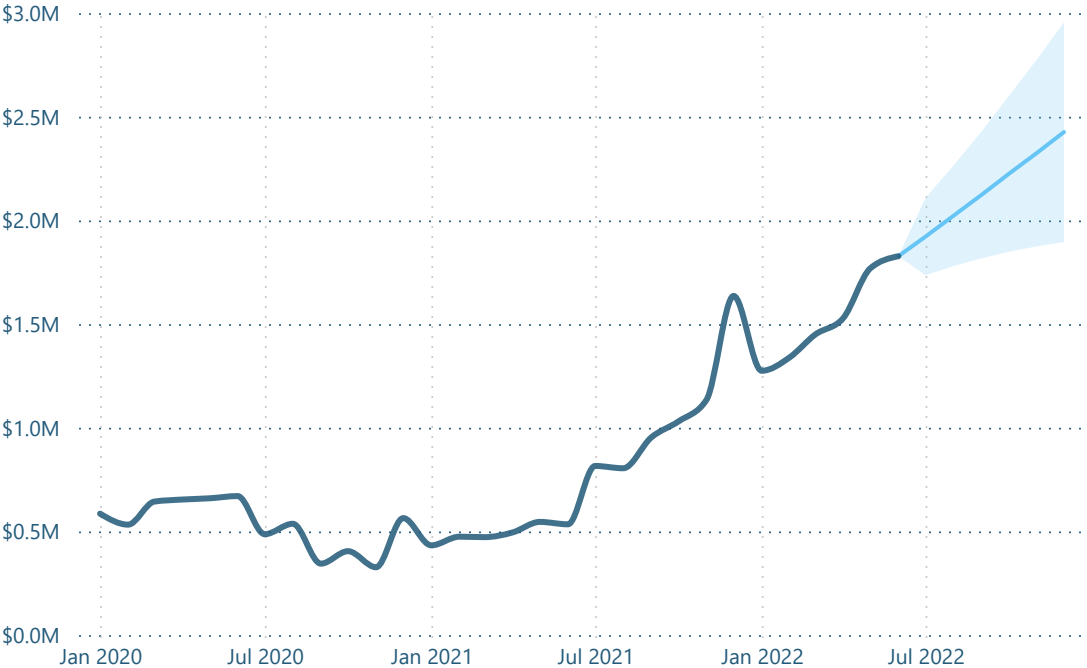
Exec Dashboard

Territory Analysis

Customer Analysis

Product Analysis

Turnover Development



CM Turnover

\$1.83M ✓

PM Turnover: \$1.77M (+3.31%)

CM Order

2,146 !

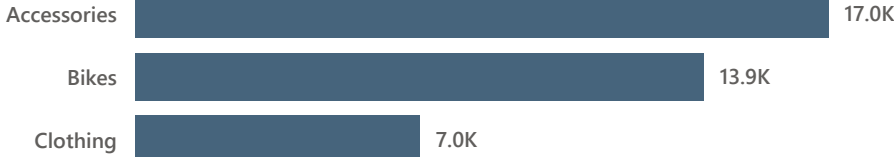
PM Turnover: 2,165 (-0.88%)

CM Return

2.0% ✓

PM Turnover: 2.1% (+1.91%)

Total Order by Category Name



Top 15 Products by No. of Orders

Product Name	Total Order	Turnover	Return Rate (%)
Fender Set - Mountain	1,975	\$87.0K	1.4%
Sport-100 Helmet, Red	2,099	\$73.4K	3.3%
Sport-100 Helmet, Blue	1,995	\$67.1K	3.3%
Sport-100 Helmet, Black	1,940	\$65.3K	2.7%
ML Mountain Tire	1,059	\$63.5K	1.3%
HL Mountain Tire	1,305	\$45.7K	3.8%
LL Road Tire	957	\$40.9K	2.3%
Water Bottle - 30 oz.	3,983	\$39.8K	1.9%
Mountain Bottle Cage	1,896	\$38.1K	2.0%
AWC Logo Cap	2,062	\$35.9K	1.1%
Road Bottle Cage	1,668	\$29.9K	1.7%
Mountain Tire Tube	2,846	\$28.3K	1.6%
Road Tire Tube	2,173	\$17.3K	1.5%
Touring Tire Tube	1,364	\$13.7K	1.6%
Patch Kit/8 Patches	2,952	\$13.5K	1.6%

Adventure Works Sales Dashboard

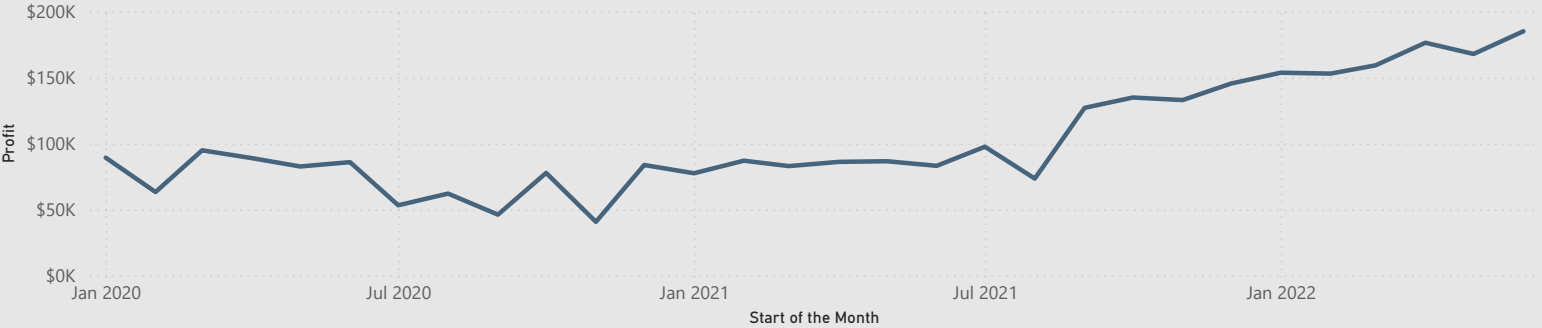
Turnover by Region



Sold Quantity by Country



Month by Month Profit



Exec Dashboard

Territory Analysis

Customer Analysis

Product Analysis

Adventure Works Sales Dashboard

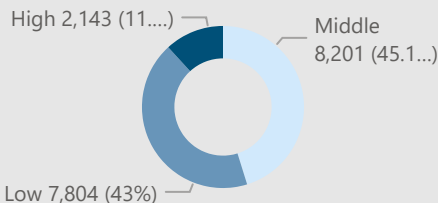
18148

Total Unique Customer

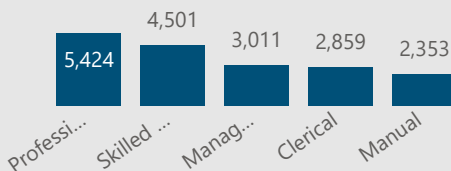
\$1,373

Turnover Per Customer

Customers by Income Level



Customers by Occupation



Date

1/1/2020



6/30/2022



Continent

- ☐ Europe
- ☐ North America
- ☐ Pacific

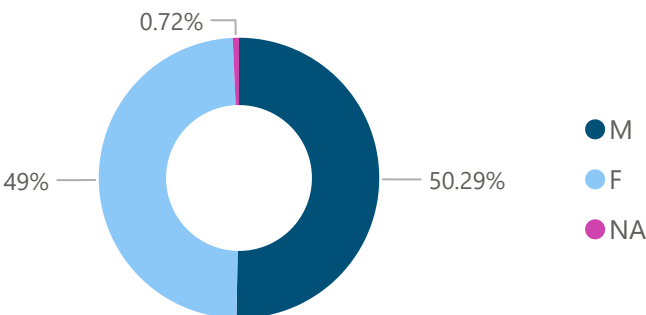
Exec Dashboard

Territory Analysis

Customer Analysis

Product Analysis

Total Customer by Gender



Top 10 Customers by Turnover

Customer Key	Customer Name	Order	Turnover
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
11417	Mrs. Lacey Zheng	7	\$11,086
11241	Mrs. Lisa Cai	7	\$11,330
11433	Mr. Maurice Shan	6	\$12,408
11425	Mrs. Ariana Gray	6	\$10,391
11439	Mrs. Janet Munoz	6	\$12,015
12655	Mr. Larry Vazquez	4	\$10,395
13263	Mrs. Kate Anand	4	\$10,437
17103	Mr. Franklin Xu	3	\$6,725
19439	Mr. Franklin Xu	3	\$4,138

Turnover per Customer by Month



Customer Report Summary

Total Customer remained relatively constant between [Wednesday, January 1, 2020](#) and [Wednesday, June 1, 2022](#).

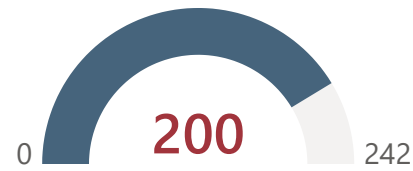
[Middle](#) had the highest Customers at [8,201](#), followed by [Low](#) at [7,804](#) and [High](#) at [2,143](#).

At [5,424](#), Professional had the highest Customers and was [130.51%](#) higher than [Manual](#), which had the lowest Customers at [2,353](#).

Across all [5](#) Occupation, Customers ranged from [2,353](#) to [5,424](#).

Fender Set - Mountain

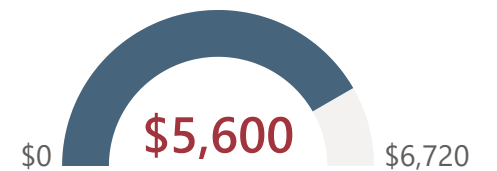
Monthly Order vs. Target



Monthly Turnover vs. Target



Monthly Profit vs. Target



Price Adjustment (%)

-0.10

\$54,488

Profit

\$45,784

Adjusted Profit

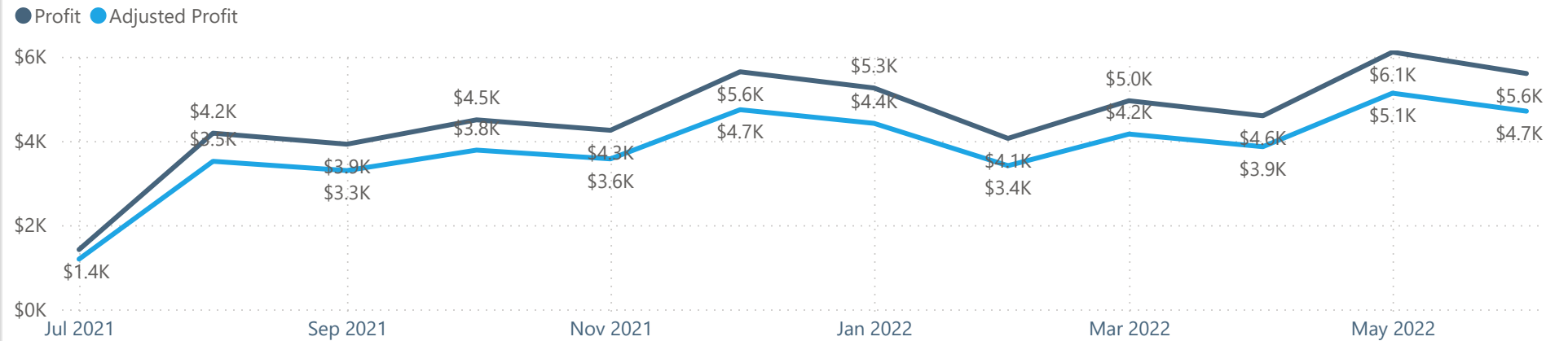
Metric Selection

- ☐ Total Order
- ☒ Turnover
- ☐ Profit
- ☐ Total Return
- ☐ Return Rate (%)

Return to Exec



Profit and Adjusted Profit by Month



Turnover by Start of the Month

