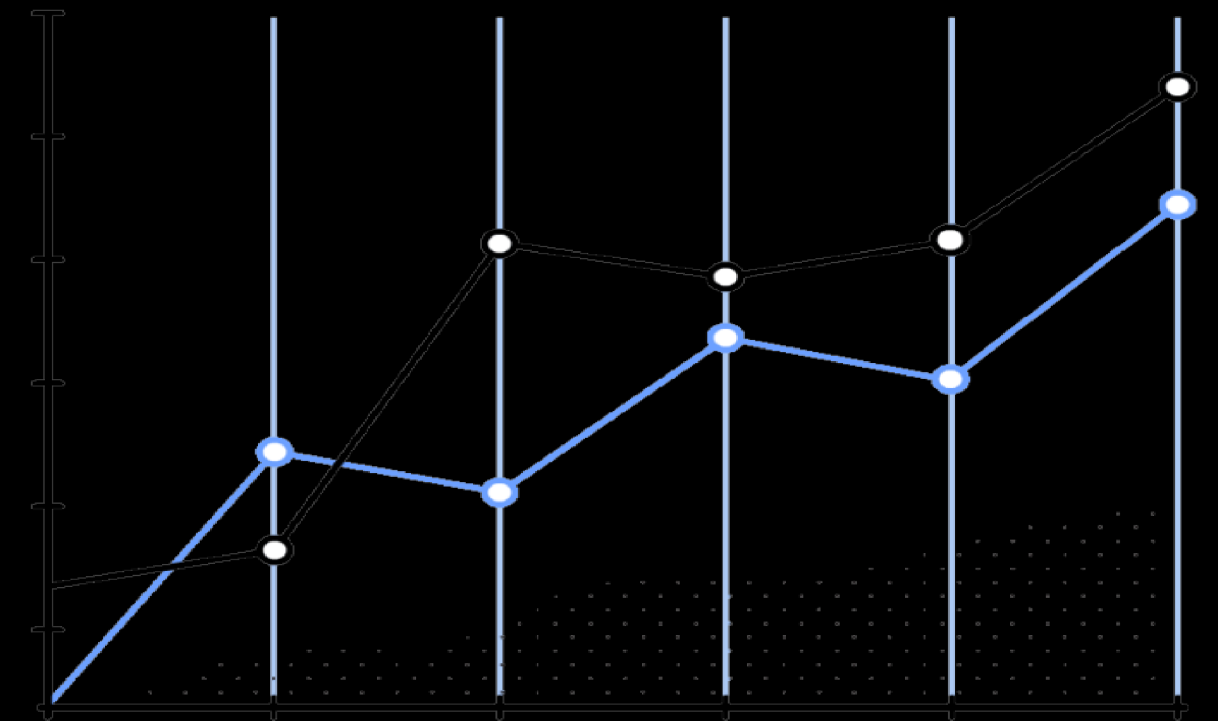


Business Context

Adventure Works Cycles - a large, multinational manufacturing company that produces and distributes metal and composite bicycles to North American, European, and Asian commercial markets.



Adventure Works Cycles wants to broaden its market share by focusing on its sales effort from the customers, or reducing production costs to gain more profits.



SALES OVERVIEW DASHBOARD

Product Name

Sub-Category

All

All

Year

6/7/2011

7/7/2014

All

Store Name

All

#Total Customer

19K

#Total Sales

\$168.97M

#Total Cost

\$66.12M

#Total Profit

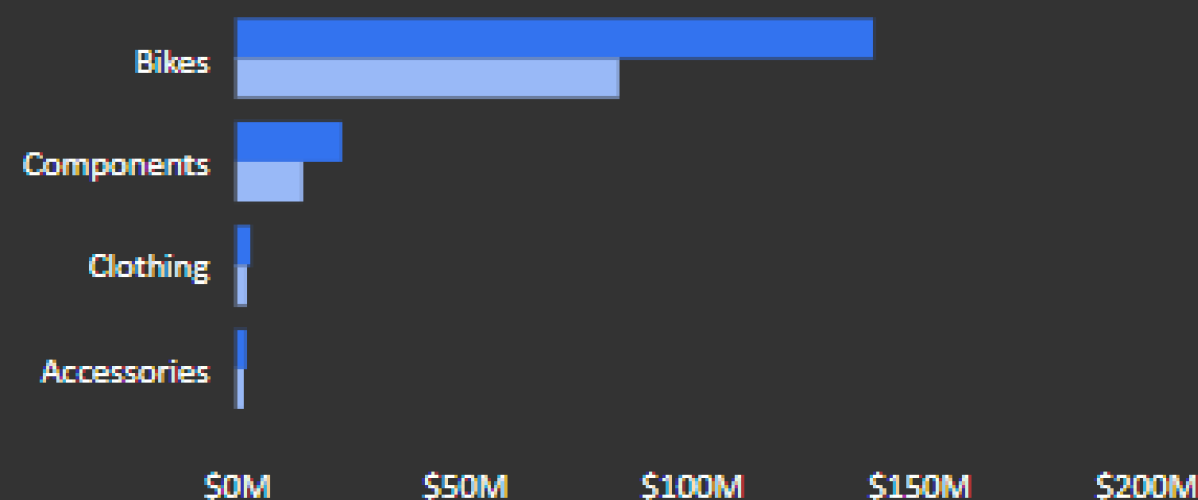
\$102.85M

#Total Quantity

438K

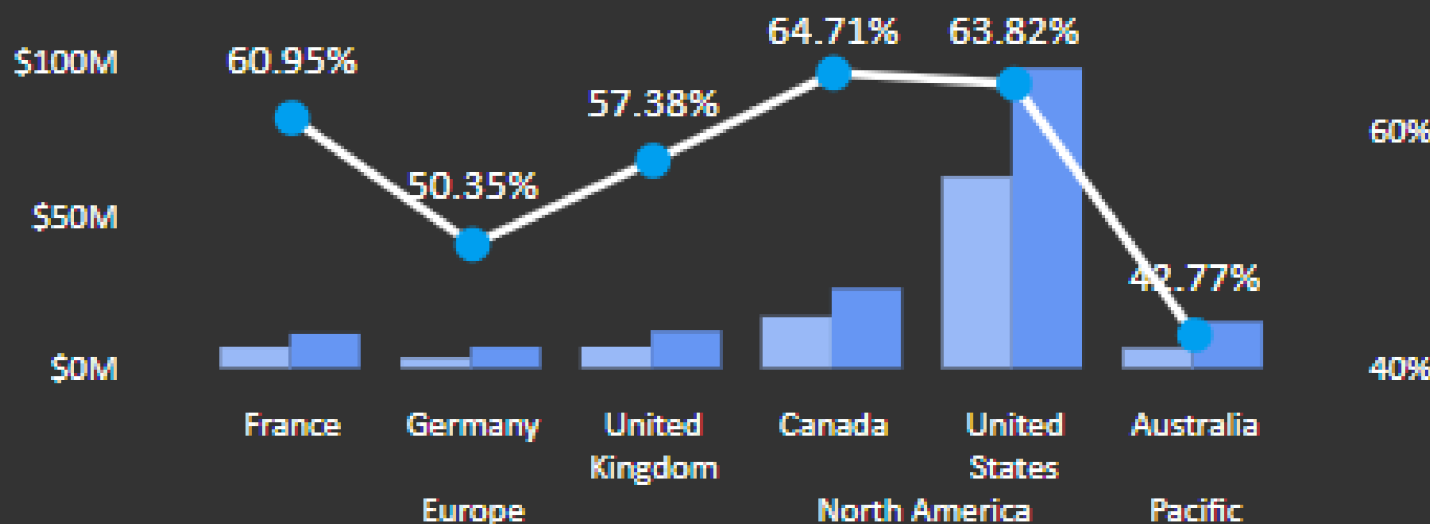
Total Sales & Profit by Category

Total Sales Total Profit



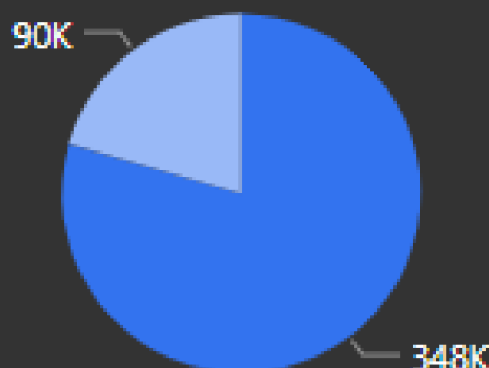
Sales Performance By Location

Total Profit Total Sales %Profit Margin



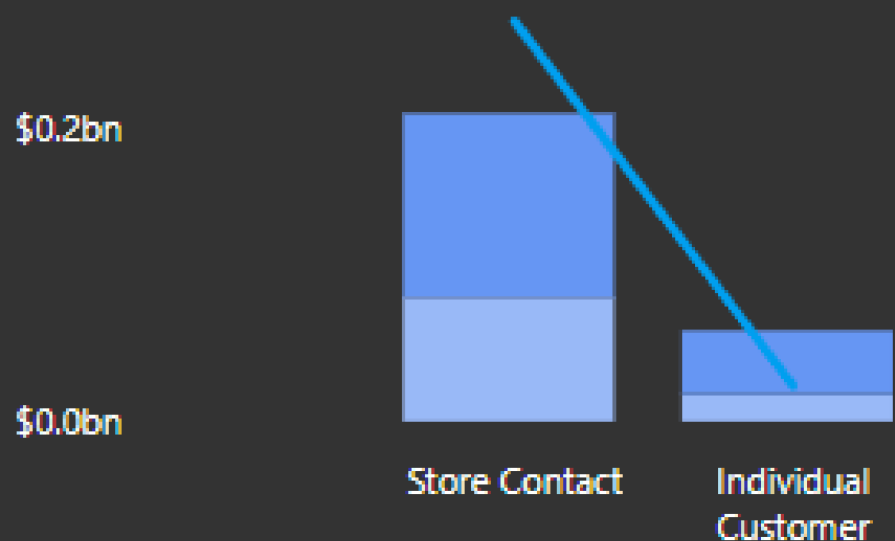
Total Quantity by Customer Segment

Store Contact Individual Customer



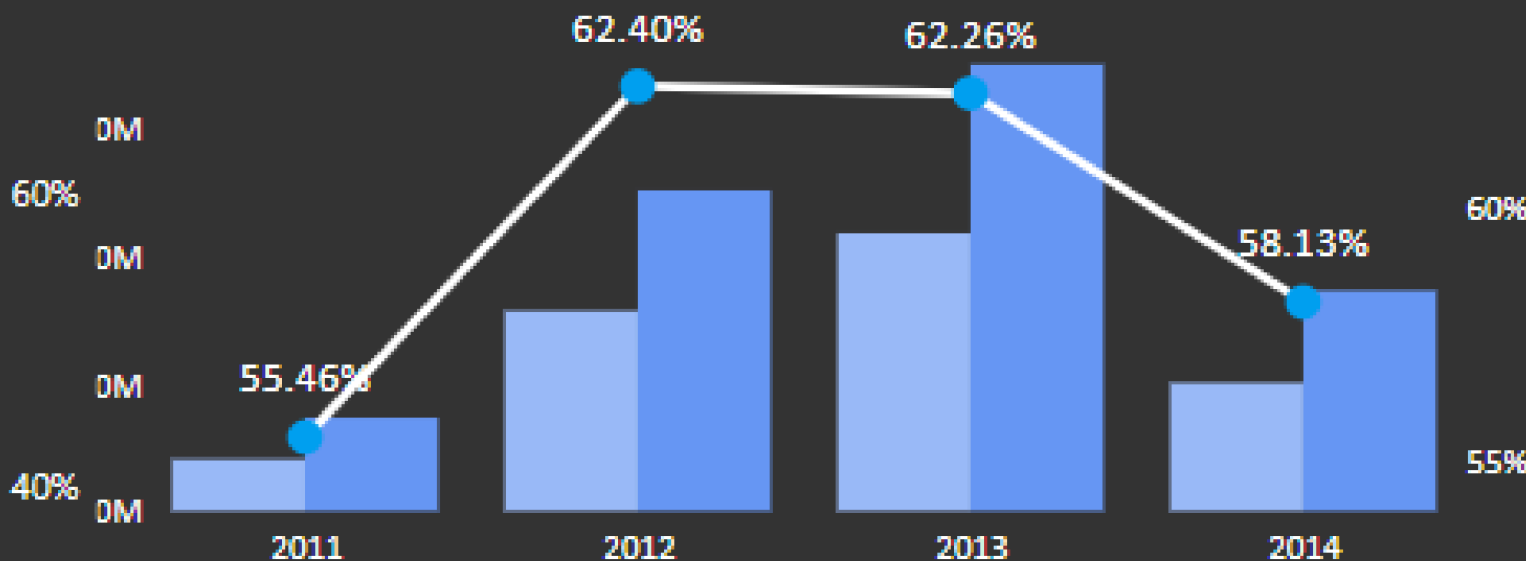
Customer Segment

Total Profit Total Sales %Profit Margin



YoY Sales Performance

Total Profit Total Sales %Profit Margin



Total Quantity by Year

2011 2012 2013 2014

