

Adventure Works

Sales Dashboard

Turnover

\$8M

Profit

\$3.3M

Profit margin (%)

41.8%

Total order

7K

Return rate (%)

2.2%

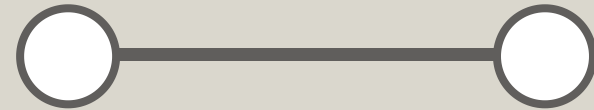
Apply all slicers

Date

01/01/2020



30/06/2022



Continent

Europe



Australian
view

Default
view



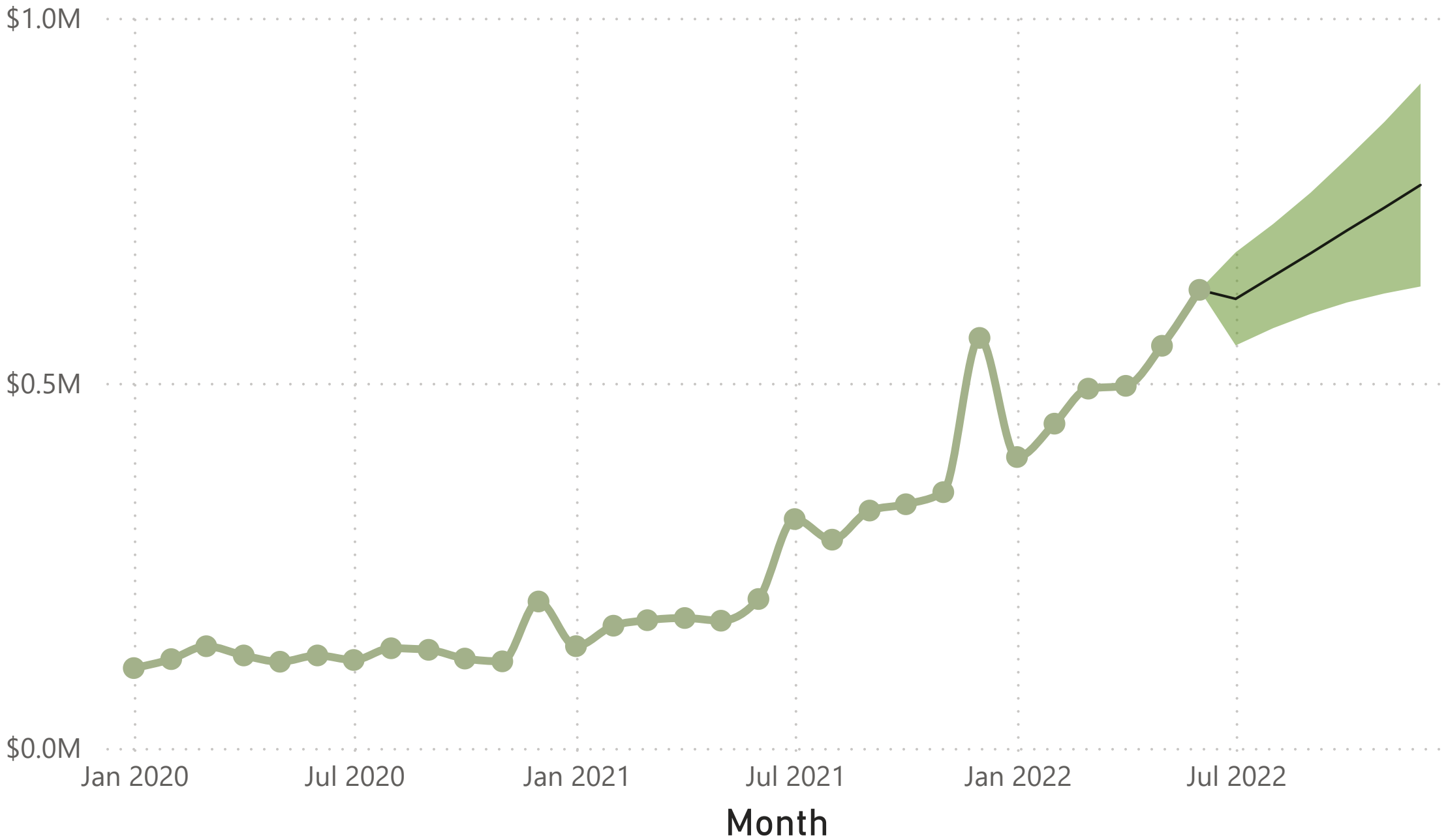
Executive Dashboard

Territory Analysis

Customer

Product Page

Turnover Development



Total order by Category Name

Accessories

5K

Bikes

5K

Clothing

2K

Top 10 by order

Product Name	Total order	Turnover	Return rate (%)	Rank
Mountain Tire Tube	554	\$6K	1.9%	10
Road Bottle Cage	560	\$10K	1.6%	9
Sport-100 Helmet, Black	626	\$21K	3.7%	8
Sport-100 Helmet, Blue	666	\$22K	3.2%	7
Touring Tire Tube	702	\$7K	1.3%	6
Sport-100 Helmet, Red	753	\$26K	2.8%	5
Total	4,662	\$128K	1.8%	

CM Turnover

\$0.63M

PM Turnover: \$0.55M
(+13.91%)

CM Order

644

PM Order: 625 (+3.04%)

CM Return rate %

2.2%

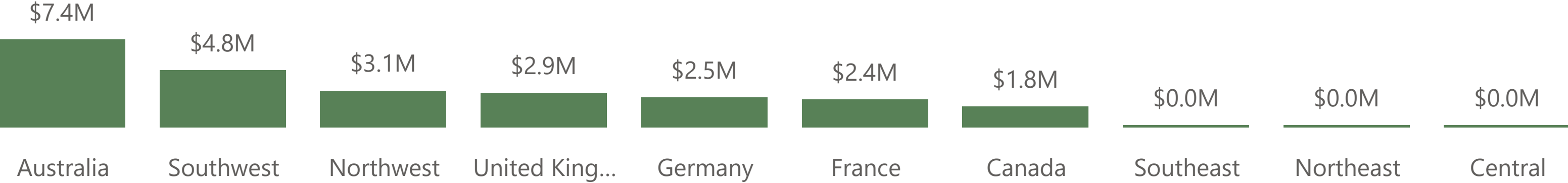
PM Return Rate %: 1.8%
(-22.53%)

Most Ordered Product
Subcategory
Tires and Tubes

Most returned Product
Subcategory
Shorts

Adventure Works Sales Dashboard

Turnover by Region



Sold Quantity and Profit by Country



Date

01/01/2020



30/06/2022



Continent

All



Executive Dashboard

Territory Analysis

Customer

Product Page

Adventure Works Sales Dashboard

17,416

Total customer

\$1,431

Turnover per customer

Date

01/01/2020



30/06/2022



Continent

All



Executive Dashboard

Territory Analysis

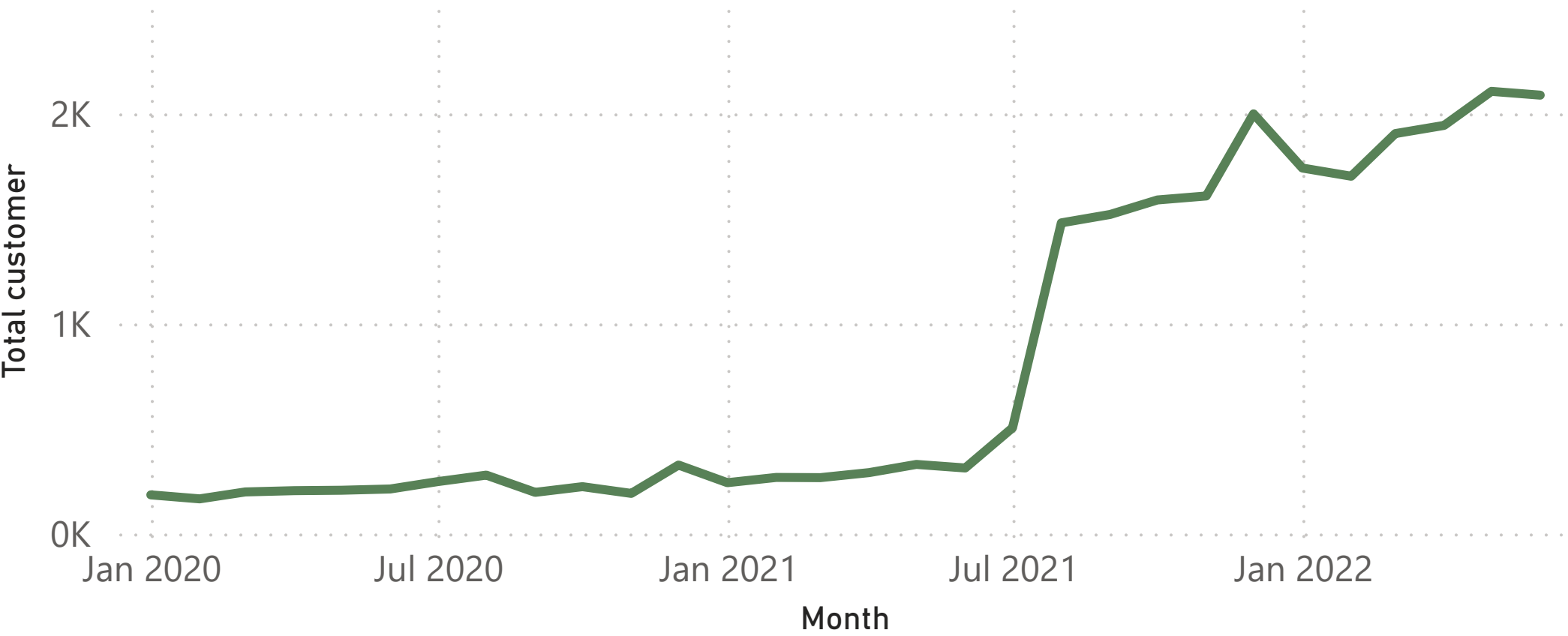
Customer

Product Page

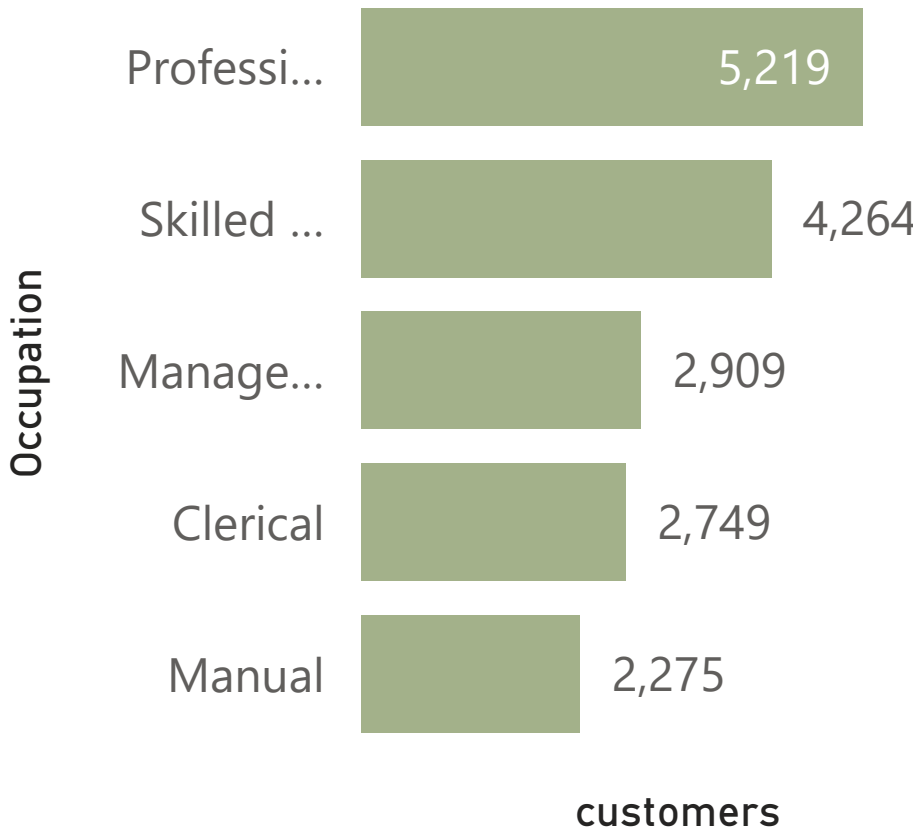
Total customer by Month

Total customer

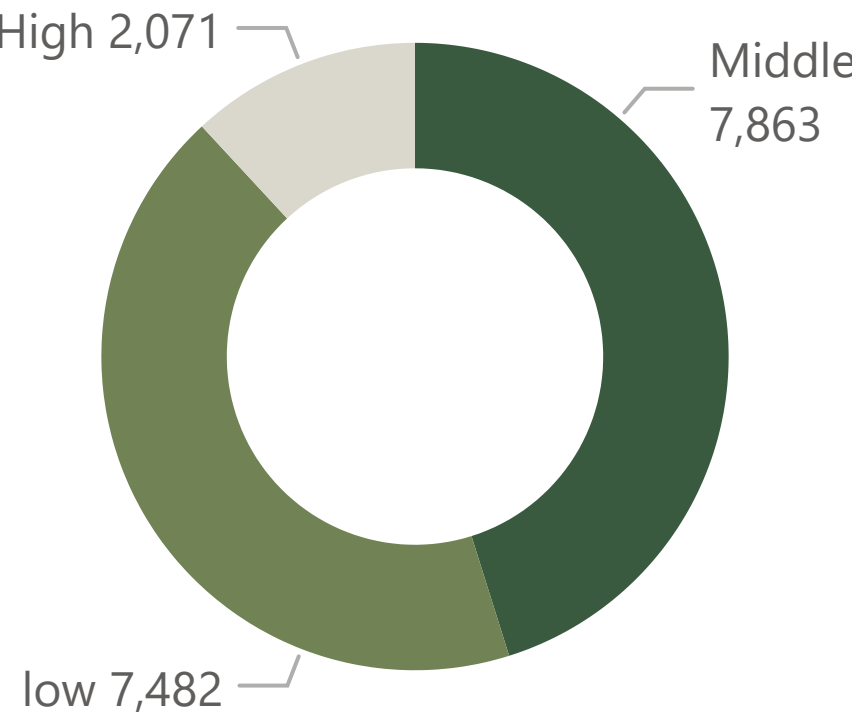
Turnover per customer



customers by Occupation



customers by Income level



CustomerKey	Customer name	Total order	Turnover
12338	Ms. Monica Vance	3	\$8,051
11767	Ms. Meagan Madan	3	\$8,118
11457	Ms. Jaime Gutierrez	3	\$7,983
15080	Ms. Evelyn Chandra	3	\$8,061
11452	Ms. Erika Rubio	3	\$7,945
14940	Ms. Carmen Rana	3	\$8,134
11766	Ms. Candace Raman	3	\$8,098
14775	Ms. Bonnie Xie	3	\$8,182
11977	Ms. Bonnie Jai	3	\$8,018
12003	Ms. Audrey Munoz	3	\$8,046
12000	Ms. Ashley Russell	3	\$8,020
12129	Mrs. Wendy Alvarez	4	\$8,385
11751	Mrs. Victoria Gonzales	3	\$7,966
11412	Mrs. Sydney Bryant	4	\$9,707
11901	Mrs. Stacy Alvarez	3	\$8,033
12321	Mrs. Rosa Hu	4	\$9,201
Total		373	\$885,307

Customer Report Summary

Total customer trended up, resulting in a 1,034.24% increase between Wednesday, January 1, 2020 and Wednesday, June 1, 2022.

Total customer started trending up on Wednesday, September 1, 2021, rising by 37.39% (568) in 9 months.

Total customer jumped from 290 to 1,479 during its steepest incline between Thursday, April 1, 2021 and Sunday, August 1, 2021.

Middle had the highest customers at 7,863, followed by low at 7,482 and High at 2,071.

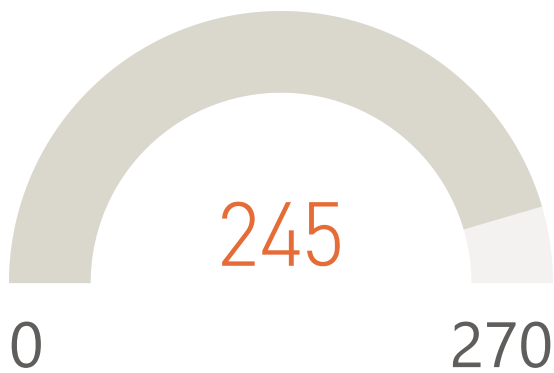
At 5,219, Professional had the highest customers and was 129.41% higher than Manual, which had the lowest customers at 2,275.

Sport-100 Helmet, Red

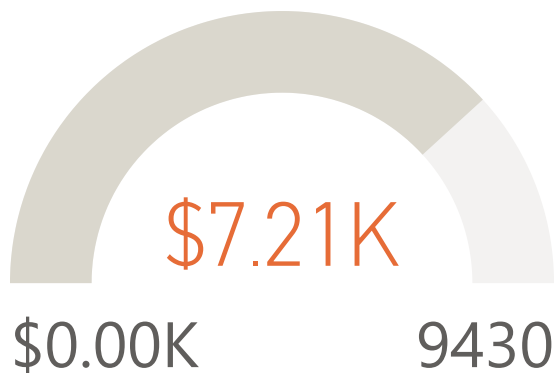
First Product Name



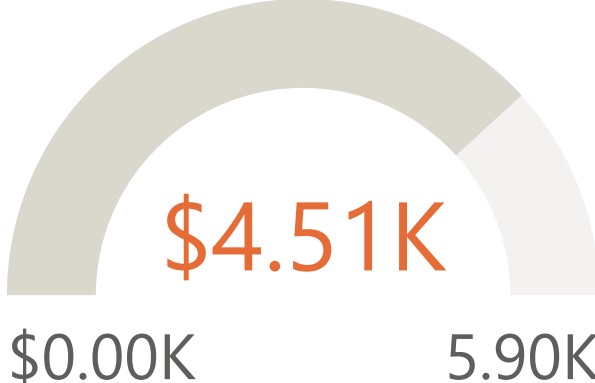
PM Order vs target



Turnover vs target



Profit and profit target



product selection metrics

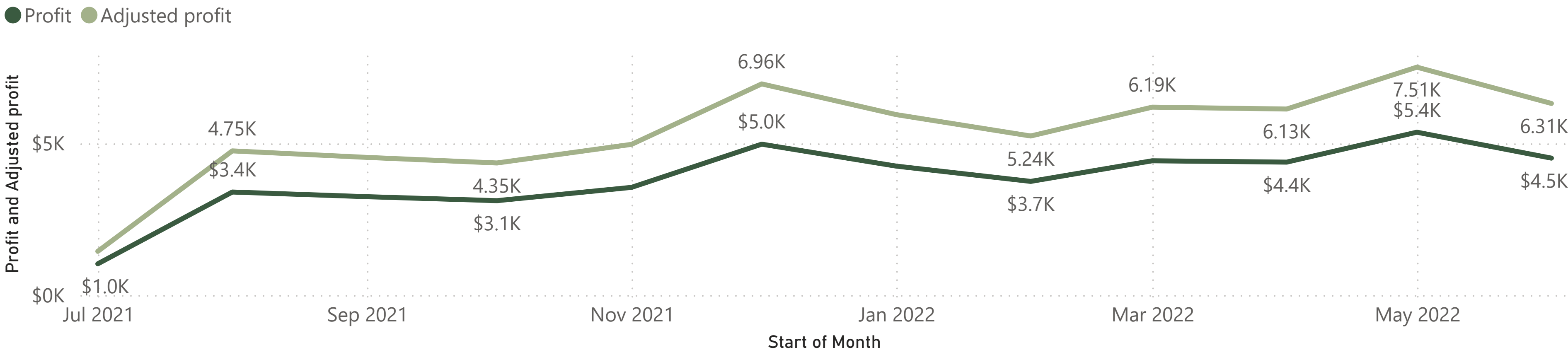
- ☐ Total order
- ☐ Turnover
- ☐ Profit
- ☐ Total Return
- ☒ Return rate (%)

Price adjustment

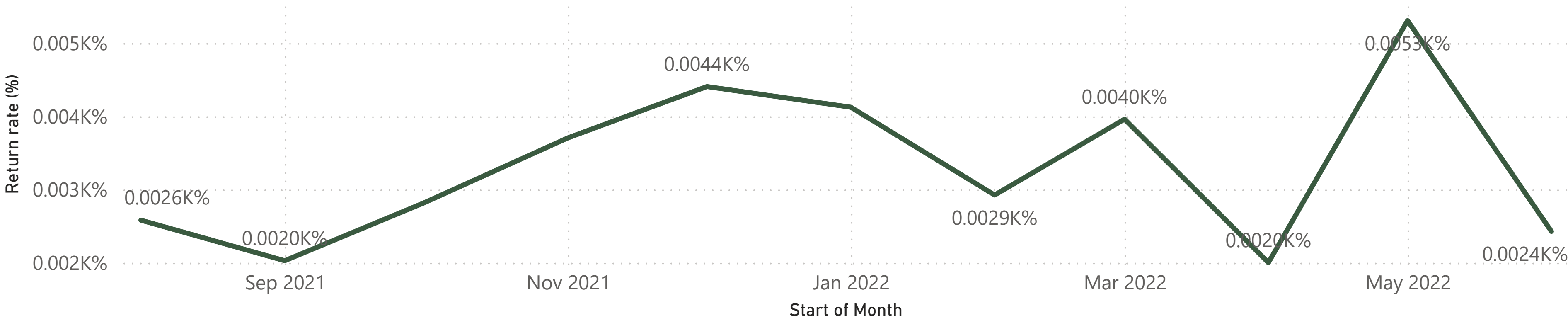
0.25



Profit and Adjusted profit by Start of Month



Return rate (%) by Start of Month



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