



ADVENTUREWORKS

\$24.9M

REVENUE

\$10.5M

PROFIT

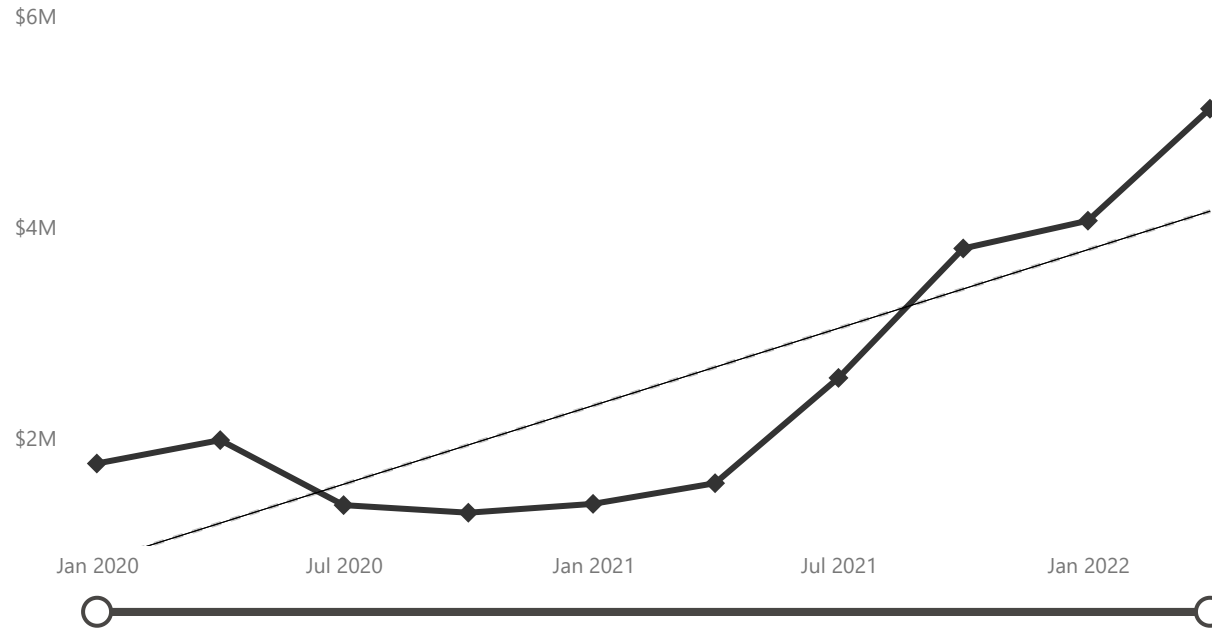
25.2K

ORDERS

2.2 %

RETURN RATE

Revenue Trending



Revenue by Month

\$1.83M✓

Goal: \$1.77M (+3.31%)

Orders by Month

2146!

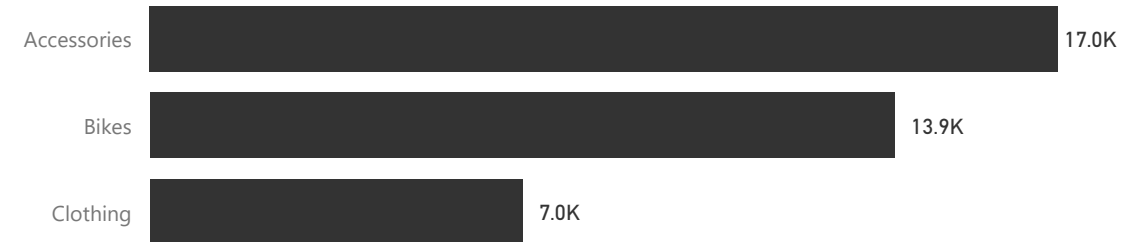
Goal: 2165 (-0.88%)

Returns by Month

166✓

Goal: 169 (+1.78%)

Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95 %
Patch Kit/8 Patches	2952	\$13,506.42	1.61 %
Mountain Tire Tube	2846	\$28,333.22	1.64 %
Road Tire Tube	2173	\$17,264.73	1.55 %
Sport-100 Helmet, Red	2099	\$73,444.01	3.33 %
AWC Logo Cap	2062	\$35,882.07	1.11 %
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31 %
Fender Set - Mountain	1975	\$87,040.80	1.36 %
Sport-100 Helmet, Black	1940	\$65,269.75	2.68 %
Mountain Bottle Cage	1896	\$38,061.90	2.02 %
Total	15587	\$465,678.41	1.85 %

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts



Selected Product

Patch Kit/8
Patches

Price Adjustment (%)

0.20

Product Metric Selection

- ☐ Profit
- ☐ Orders
- ☒ Returns
- ☐ Revenue
- ☐ Return (%)

Monthly Orders vs Target



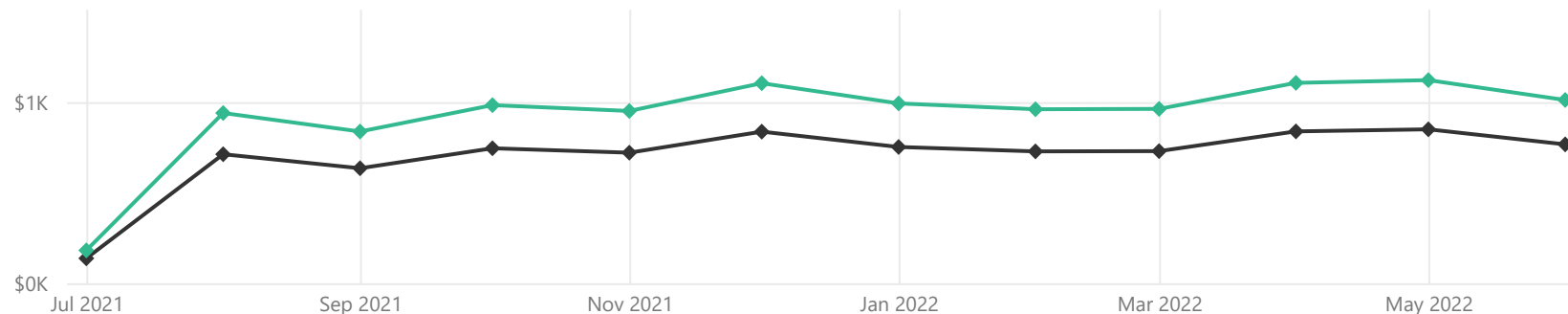
Monthly Revenue vs Target



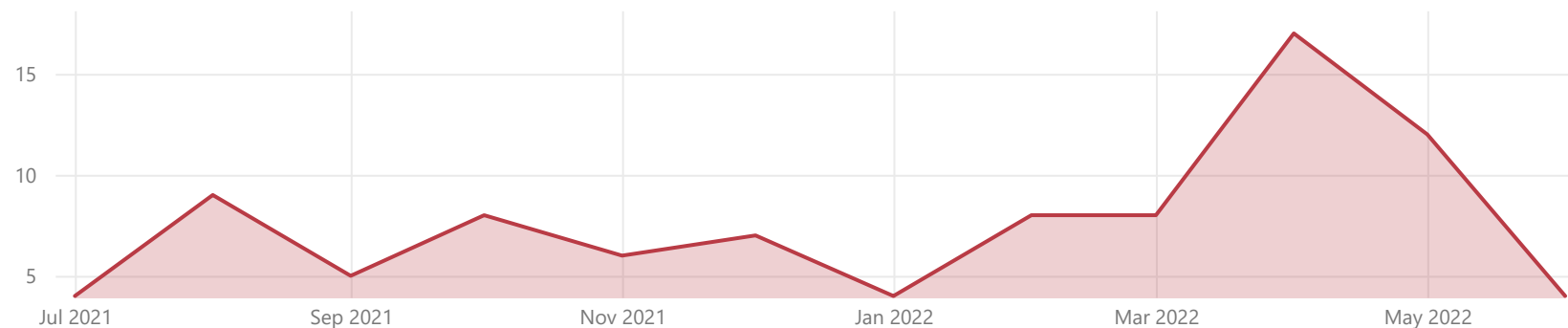
Monthly Profit vs Target



◆ Total Profit ◆ Adjusted Profit



Returns





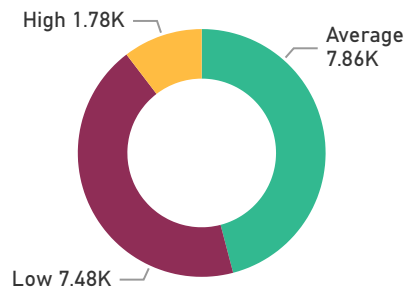
17.4K

UNIQUE COSTUMERS

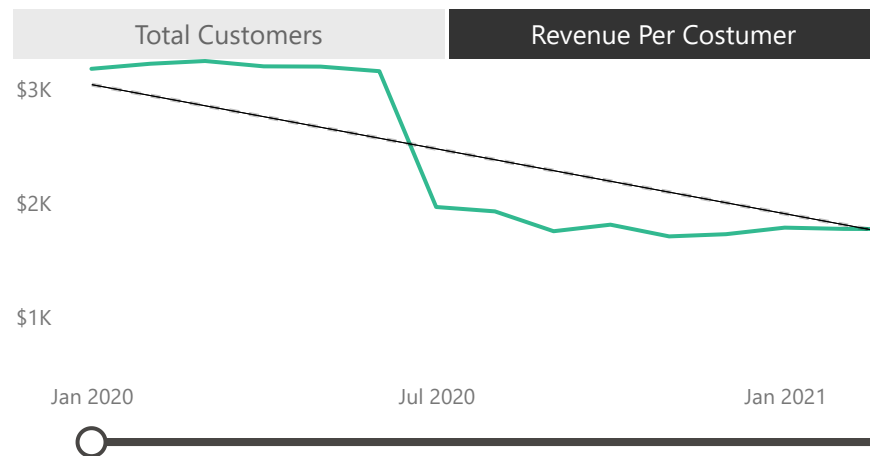
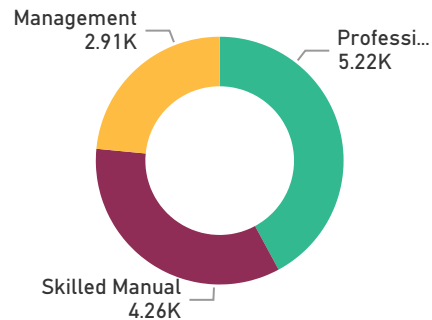
\$1,431

REVENUE PER CUSTOMER

Orders by Income level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Revenue	Orders
11433	Mr. Maurice Shan	\$12,407.95	6
11439	Mrs. Janet Munoz	\$12,015.40	6
11241	Mrs. Lisa Cai	\$11,330.45	7
11417	Mrs. Lacey Zheng	\$11,085.75	7
11420	Mr. Jordan Turner	\$11,022.40	7
11242	Mr. Larry Munoz	\$10,852.03	7
13263	Mrs. Kate Anand	\$10,436.51	4
12655	Mr. Larry Vazquez	\$10,394.98	4
11425	Mrs. Ariana Gray	\$10,391.43	6
12631	Mr. Clarence Gao	\$10,331.73	4
12650	Mr. Aaron Wright	\$10,329.23	4
13405	Mr. Ethan Bryant	\$10,308.52	4
11429	Mr. Marco Lopez	\$10,289.69	6
12632	Mrs. Bonnie Nath	\$10,282.91	4
11245	Mr. Ricky Vazquez	\$10,165.92	4
11237	Mr. Clarence Anand	\$10,065.01	4
11428	Mrs. Deanna Perez	\$9,761.60	4
11427	Mrs. Desiree Dominguez	\$9,717.65	4
11423	Mrs. Jasmine Stewart	\$9,716.99	4
11412	Mrs. Sydney Bryant	\$9,706.91	4
11431	Mr. Bryant Garcia	\$9,687.37	4
11249	Mrs. Cindy Patel	\$9,668.02	4
11421	Mrs. Amy Sun	\$9,534.15	4
14186	Mrs. Katrina Tang	\$9,302.59	4
12208	Mrs. Margaret Ho	\$8,244.75	4
Total		\$615,328.64	1272

2020

2022

Top Customer (by revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K



Among customers in skilled manual roles in 2022. Ruben Suarez drove the most Revenue at \$4.683

Select all

Europe

North America

Pacific

