



ADVENTUREWORKS

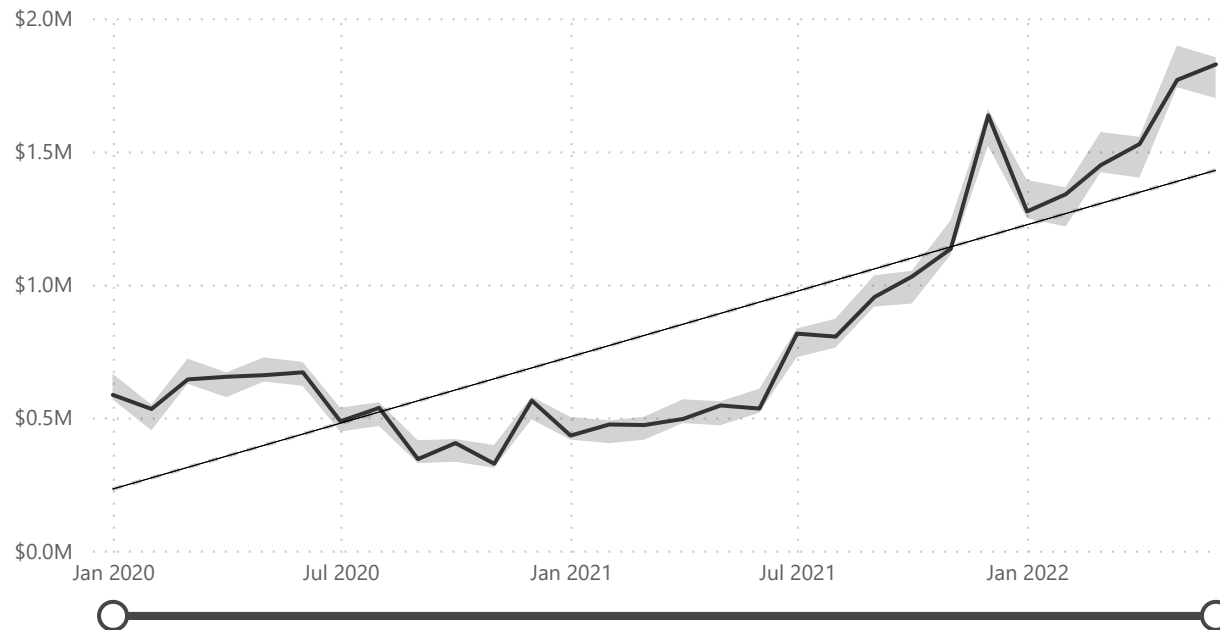
REVENUE

PROFIT

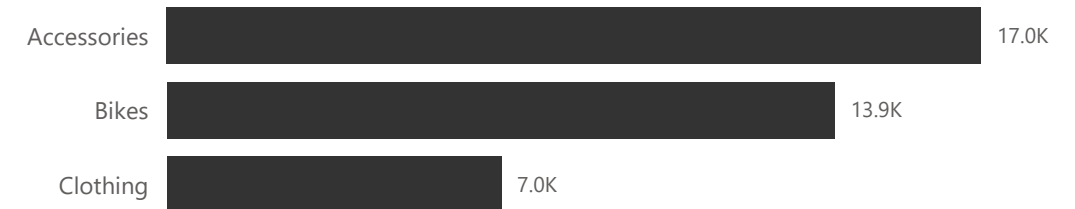
ORDERS

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

Monthly Revenue

Prev Month: \$1.77M (+3.31%)

Monthly Orders

Prev Month: 2165 (-0.88%)

Monthly Returns

Prev Month: \$169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

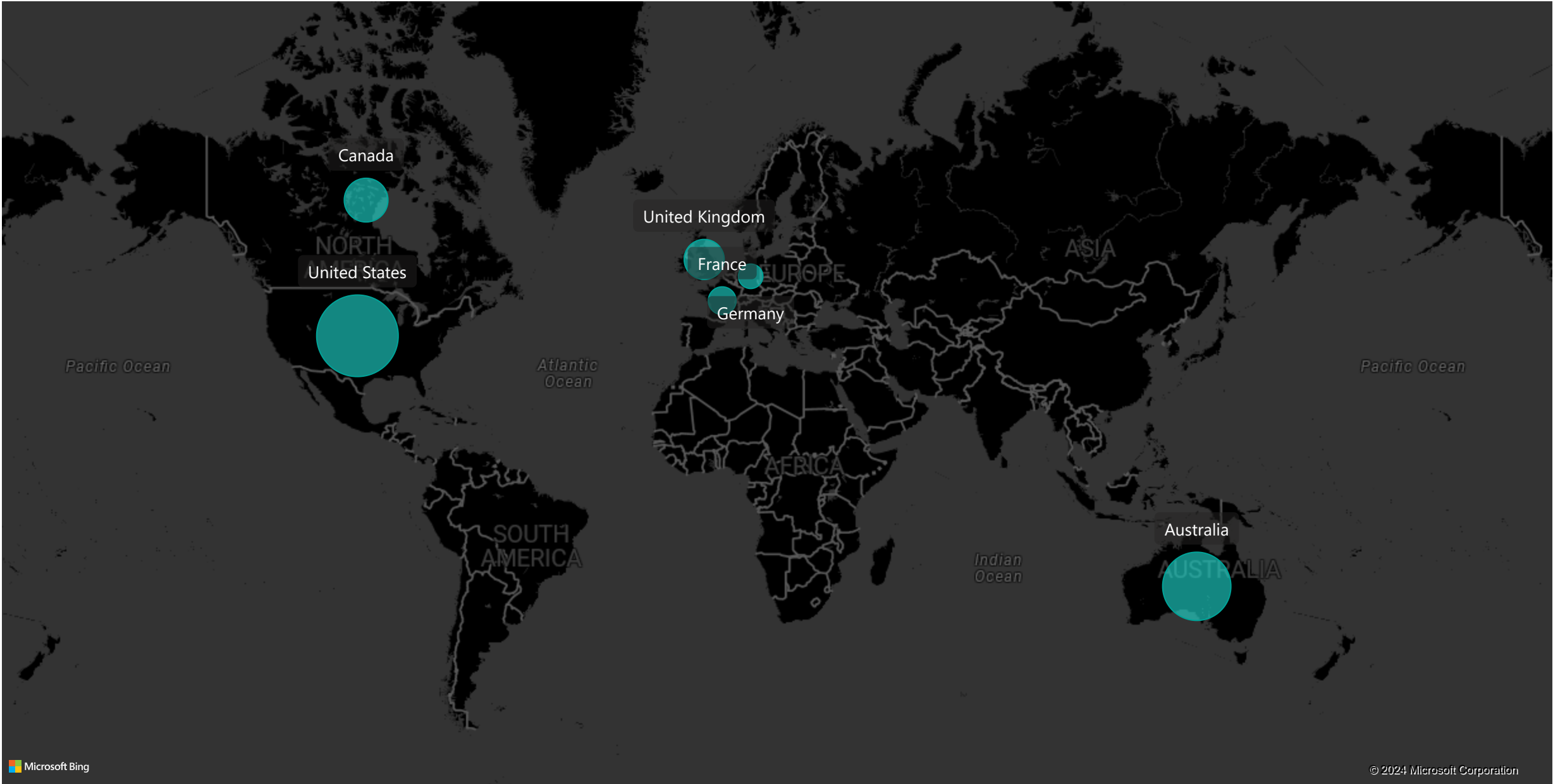
Shorts

Select all

Europe

North America

Pacific

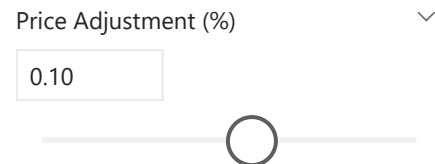


Selected Product:

Road Tire Tube

Price Adjustment (%)

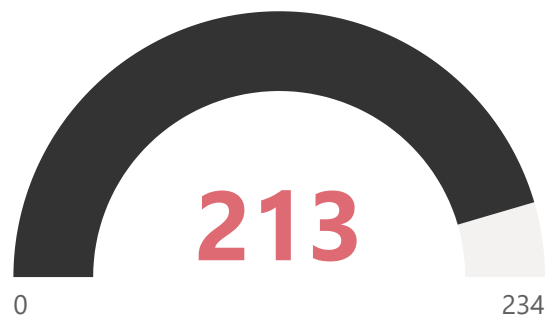
0.10



Product Metric Selection

- ☐ orders
- ☐ Profit
- ☐ Returns
- ☒ Revenue
- ☐ Return %

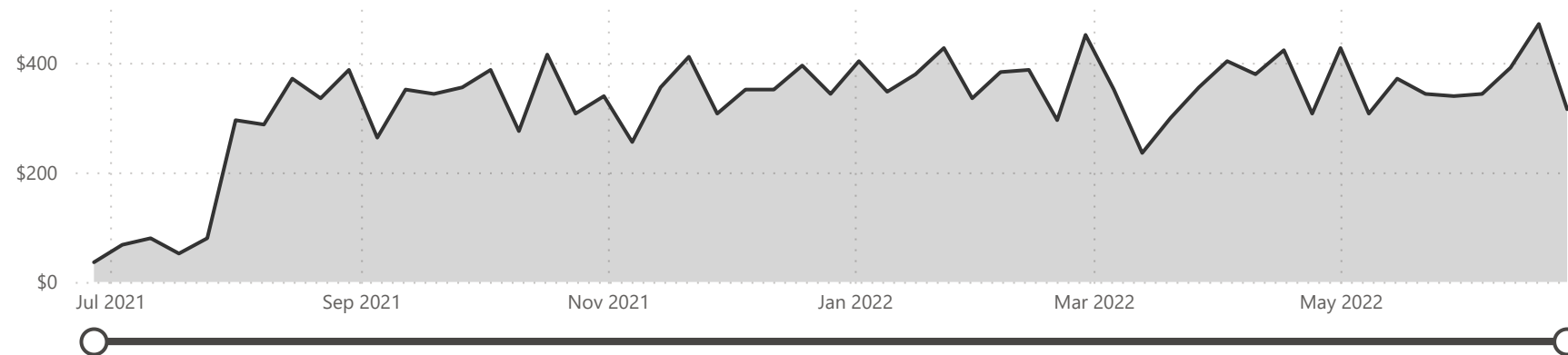
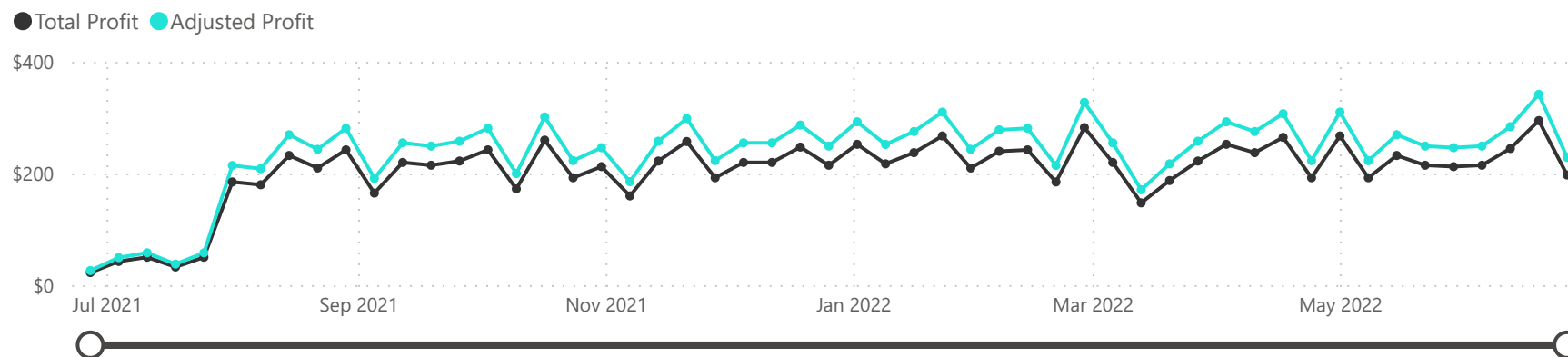
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Orders vs. Target





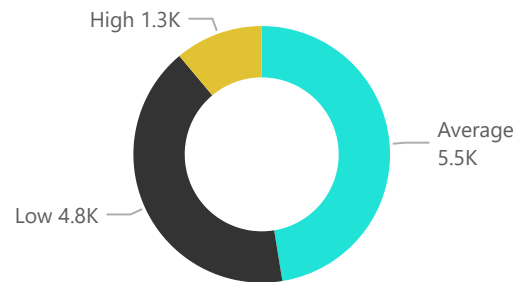
10.5K

UNIQUE CUSTOMERS

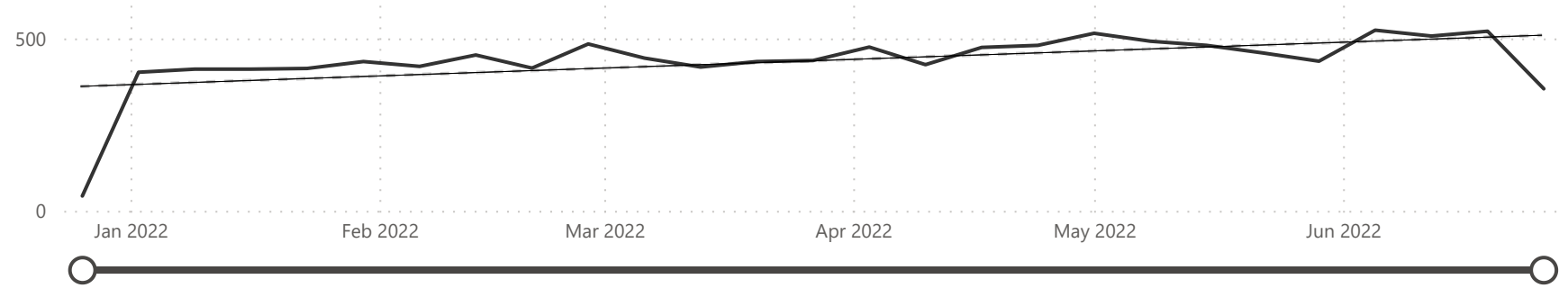
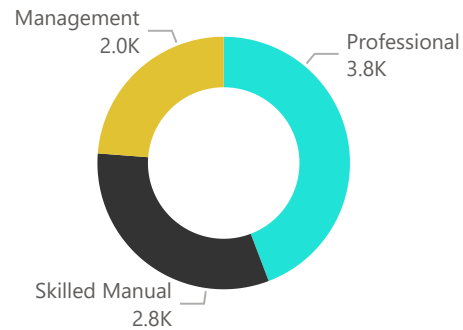
\$874.6

Average Revenue Per Customer

Orders by Income Level



Orders by Occupation



Top 100 Customer

CustomerKey	Full Name	Orders	Revenue
11420	Mr. Jordan Turner	5	\$6,802
11417	Mrs. Lacey Zheng	4	\$6,180
11429	Mr. Marco Lopez	4	\$6,136
11425	Mrs. Ariana Gray	4	\$6,035
11242	Mr. Larry Munoz	3	\$5,607
11432	Mrs. Dominique Prasad	3	\$3,678
11185	Mrs. Ashley Henderson	20	\$1,260
11300	Mr. Fernando Barnes	17	\$1,250
11223	Mrs. Hailey Patterson	15	\$975
11277	Mr. Charles Jackson	13	\$944
11262	Mrs. Jennifer Simmons	15	\$896
11330	Mr. Ryan Thompson	15	\$872
11711	Mr. Daniel Davis	13	\$852
11091	Mr. Dalton Perez	13	\$845
11276	Mrs. Nancy Chapman	17	\$824
11142	Mr. Eduardo Patterson	10	\$788
11287	Mr. Henry Garcia	12	\$771
Total		646	\$76,869

2022

2022

Top Customer (by Revenue):

Mr. Jordan Turner

Orders:

5

Revenue:

6.8K



Mr. Jordan Turner placed 5 orders worth \$6.8K among the high income customers