



\$24.9M

Total Revenue

\$10.5M

Total Profit

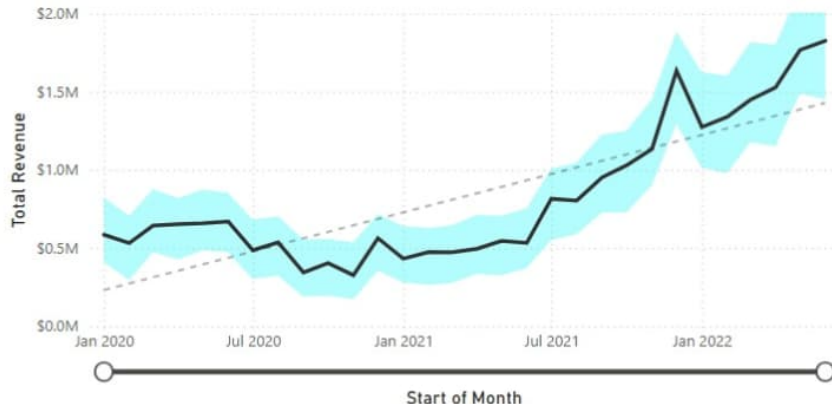
25.2K

Total Orders

2.17%

Return Rate

Total Revenue by Start of Month



Total Orders by CategoryName



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

Monthly Revenue

\$1.83M

prev month: \$1.77M
(+3.31%)

Monthly Orders

2,146

prev month: 2165
(-0.88%)

Monthly Returns

166

prev month: 169
(+1.78%)

Most ordered product:

Tires and Tubes

Most returned

Shorts

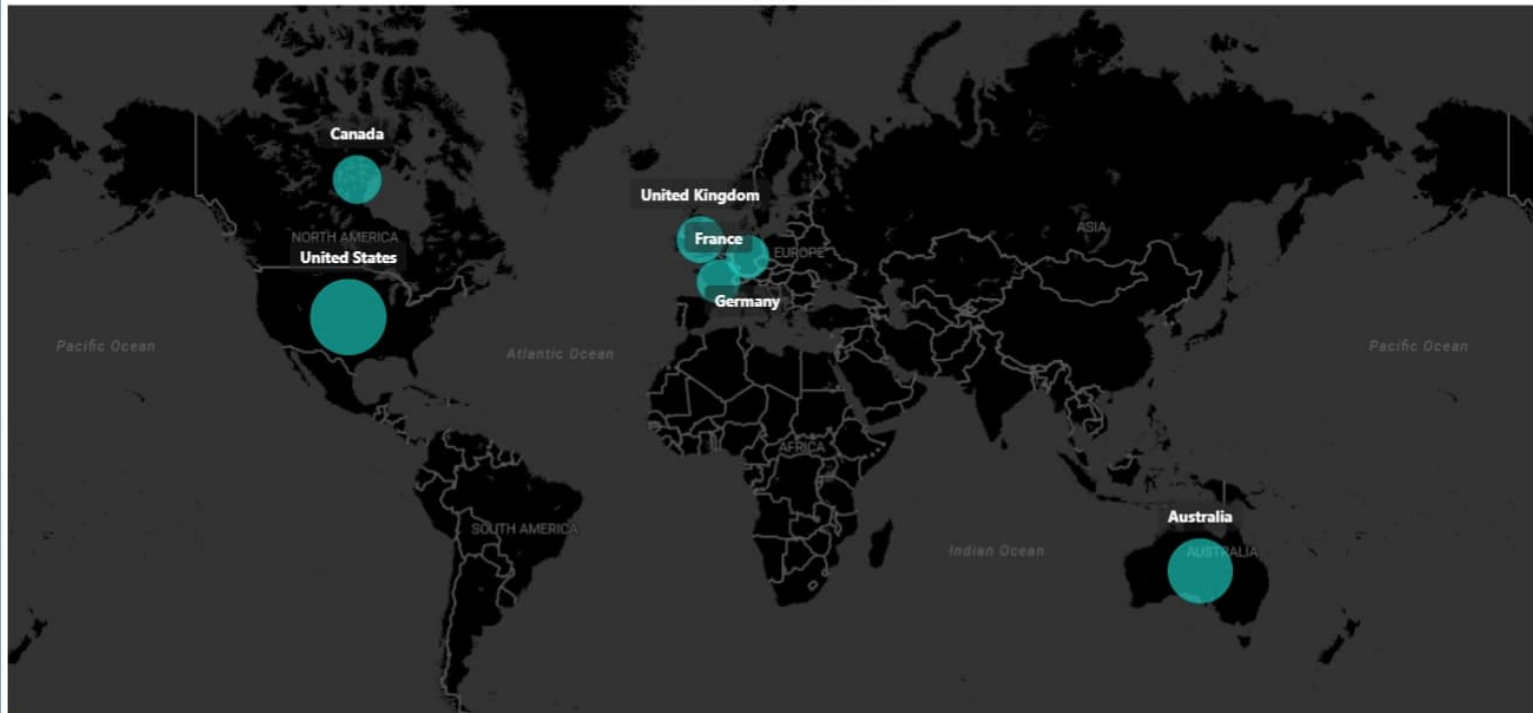
Select all

Europe

North America

Pacific

Total Orders by Country



Selected Product

Road Tire Tube

Monthly orders Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target



Price Adjustment %

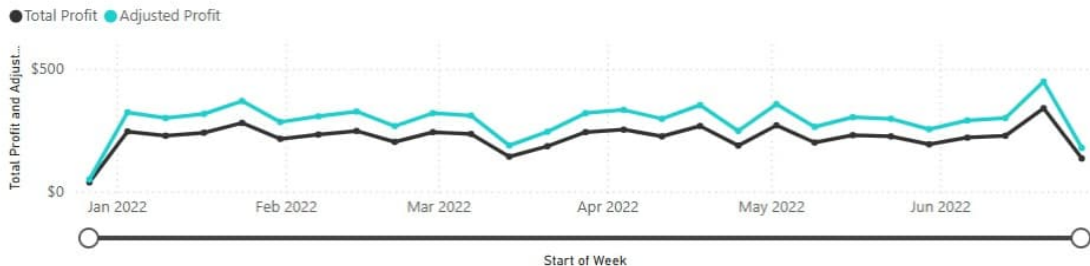
0.20



Product Metric Selection

- ☐ Total Orders
- ☒ Total Revenue
- ☐ Total Profit
- ☐ Total Returns
- ☐ Return Rate

Total Profit and Adjusted Profit by Start of Week



Total Revenue by Start of Week



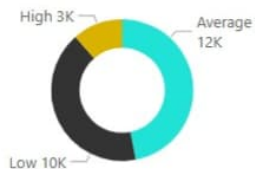
17.4K

Total Customers

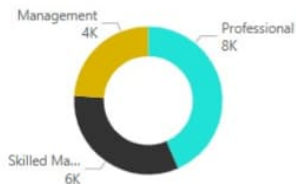
\$1,431

Average revenue per Cus...

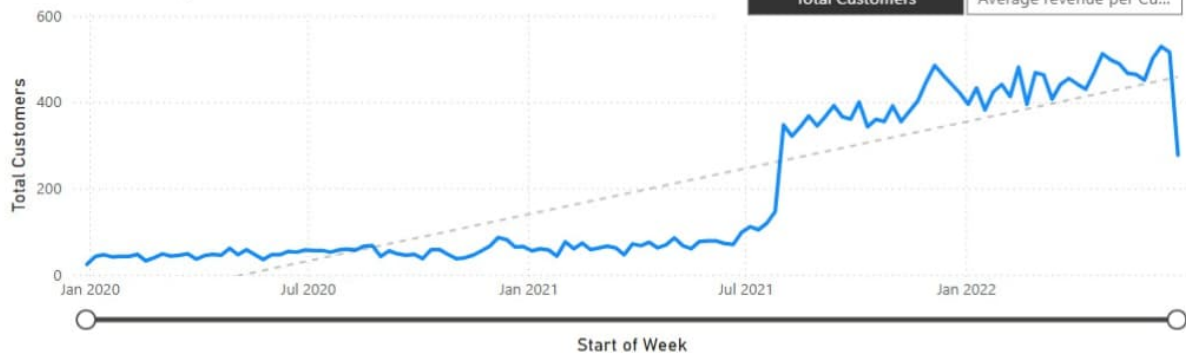
Orders by Income Level



Total Orders by Occupation



Total Customers by Start of Week



CategoryName ×

Bikes

SubcategoryName ×



Top customers (by

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K

Year

2020

2022

Key influencers Top segments



When is HomeOwner more likely to be ?

64.7%

53.4%

40.2%

38.4%

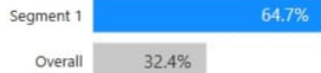
37.8%

Segment 1

Is Parent? is no

MaritalStatus is
Single

In segment 1, 64.7% of HomeOwner is N. This is 32 percentage points higher than average (32.4%).



Segment 1 contains 3,332 data points (18.4% of the data).



> [Learn more about this segment](#)

Key influencers Top segments



What influences Average Retail Price to ?

When...

...the average of Average
Retail Price increases by

Sum of ProductCost goes
up 8570.61

\$478.6

← On average when Sum of ProductCost increases, Average Retail Price also increases.

