

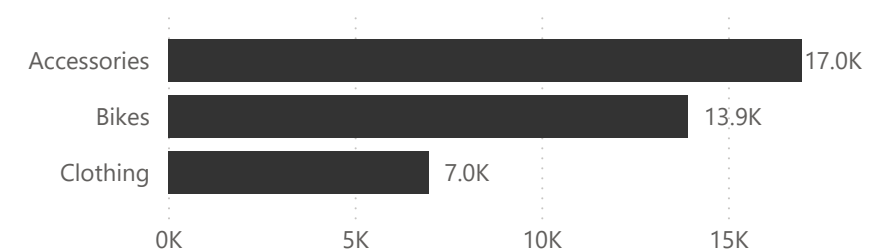
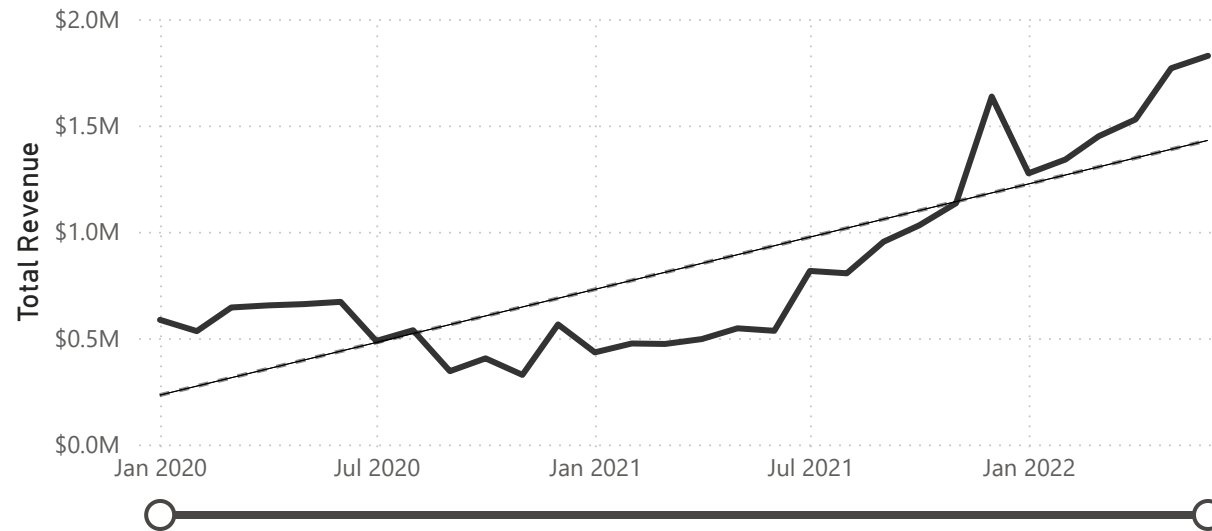


REVENUE

PROFIT

ORDERS

RETURN RATE



Top 10 Products	Orders	Revenue	Return %	Returns
Water Bottle - 30 oz.	3,983	\$39,755	1.95%	149
Patch Kit/8 Patches	2,952	\$13,506	1.61%	92
Mountain Tire Tube	2,846	\$28,333	1.64%	91
Road Tire Tube	2,173	\$17,265	1.55%	67
Sport-100 Helmet, Red	2,099	\$73,444	3.33%	70
AWC Logo Cap	2,062	\$35,882	1.11%	45
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%	66
Fender Set - Mountain	1,975	\$87,041	1.36%	54
Sport-100 Helmet, Black	1,940	\$65,270	2.68%	52
Mountain Bottle Cage	1,896	\$38,062	2.02%	74

Prev Month: 1.77M
(+3.31%)

Prev Month: 2165
(-0.88%)

Prev Month: 169
(+1.78%)

Tires and Tubes

Shorts



Year

- ☐ Select all
- ☐ (Blank)
- ☐ 2020
- ☐ 2021
- ☐ 2022

Continent

- ☐ Select all
- ☐ Europe
- ☐ North America
- ☐ Pacific

\$24.9M

REVENUE

\$10.5M

PROFIT

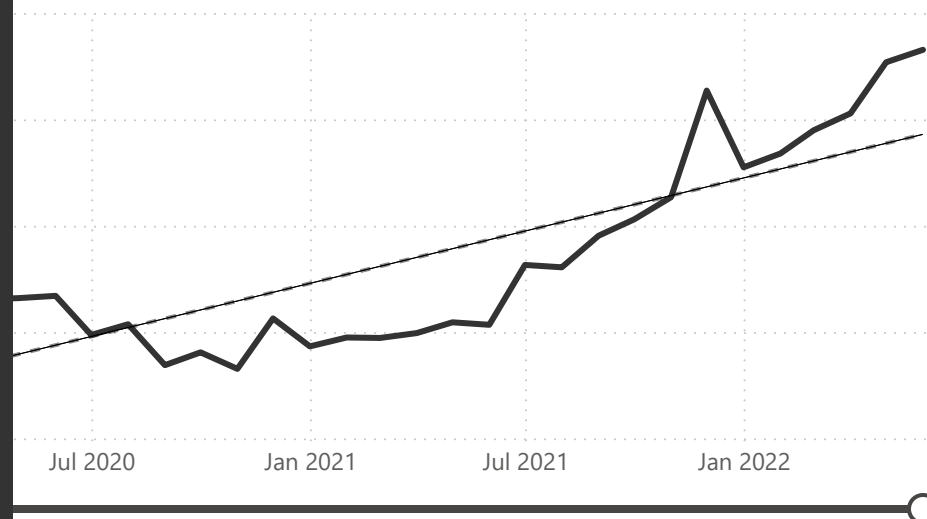
25.2K

ORDERS

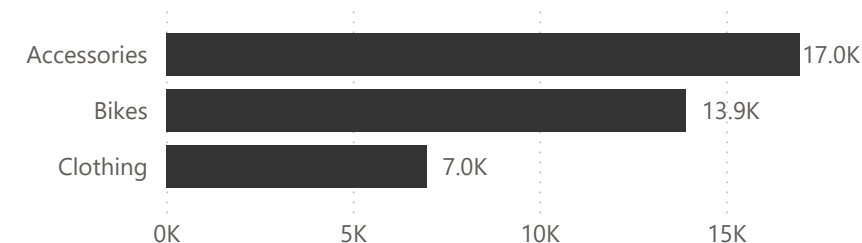
2.2%

RETURN RATE

REVENUE TREND



Orders by Category



Top 10 Products

	Orders	Revenue	Return %	Returns
AWC Logo Cap	2,062	\$35,882	1.11%	45
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Water Bottle - 30 oz.	3,983	\$39,755	1.95%	149

Revenue

\$24.9M

1.77M

Monthly Orders

2,146!

Prev Month: 2165

(-0.88%)

Monthly Return

166✓

Prev Month: 169

(+1.78%)

Most ordered Product

Tires and Tubes

Most returned Product

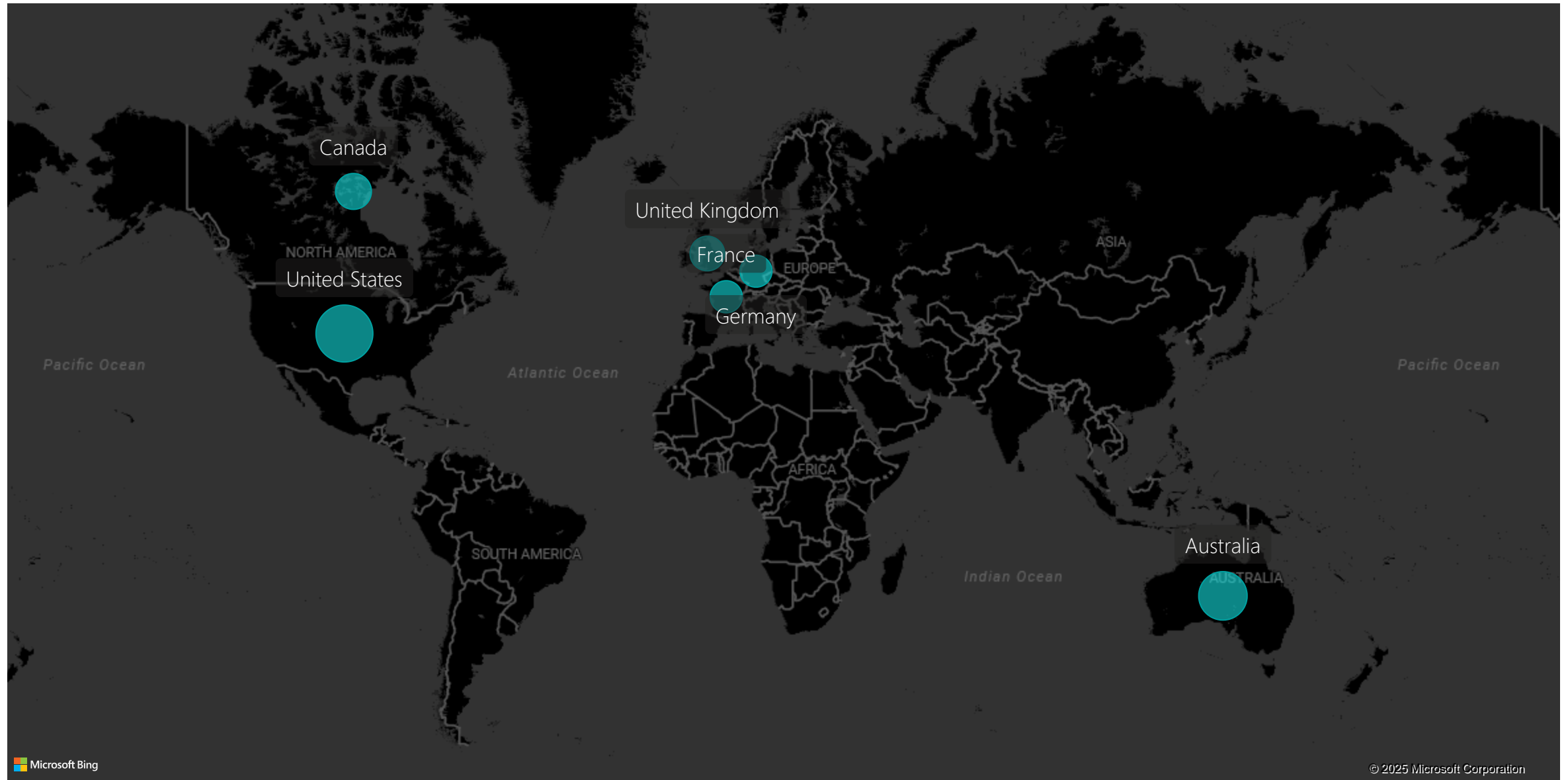
Shorts

Select all

Europe

North America

Pacific

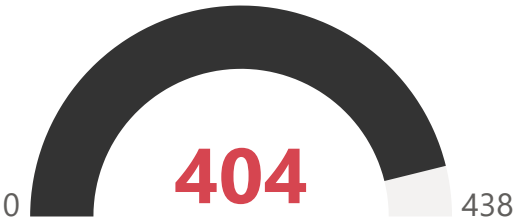




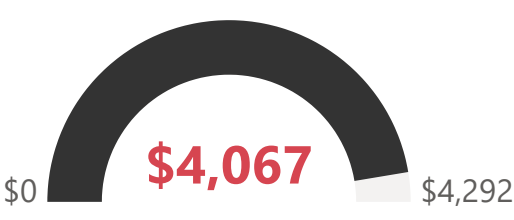
Selected Product:

Water Bottle - 30 oz.

Monthly Order vs Target



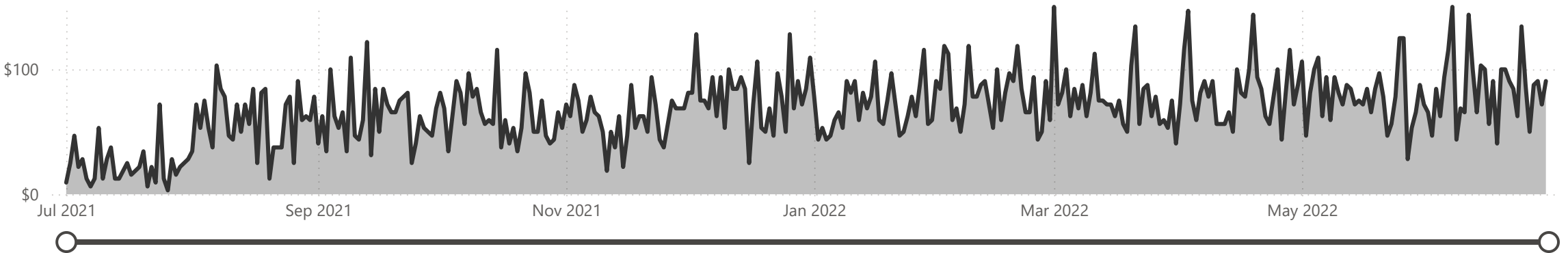
Monthly Revenue vs Target



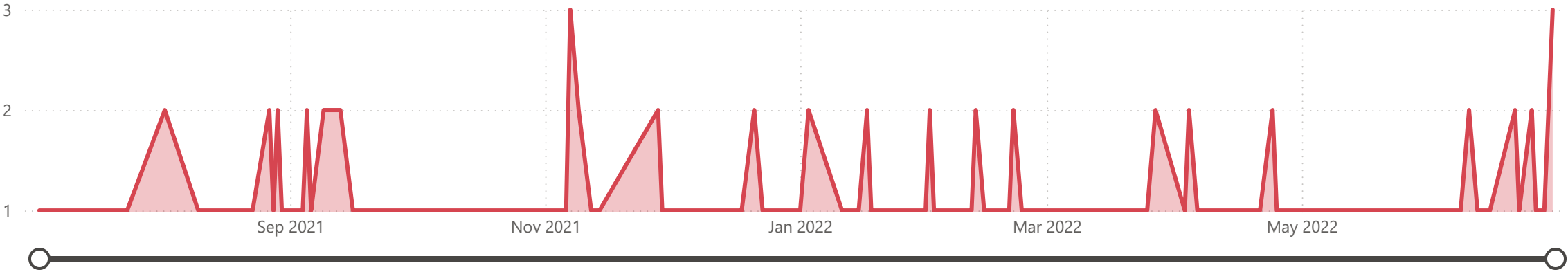
Monthly Profit vs Target



PROFIT TREND



RETURN TREND





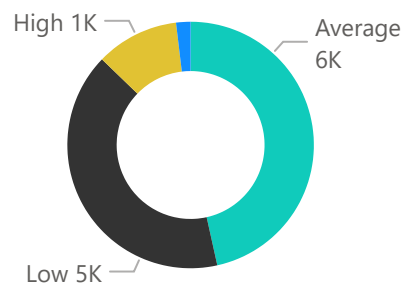
10.5K

UNIQUE CUSTOMERS

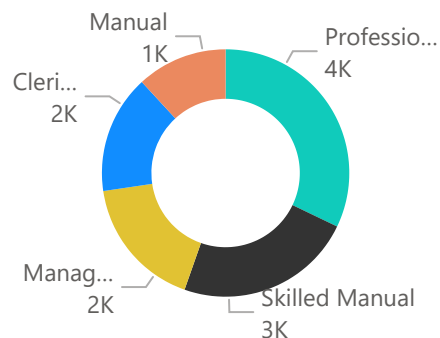
1K

REVENUE PER CUSTOMER

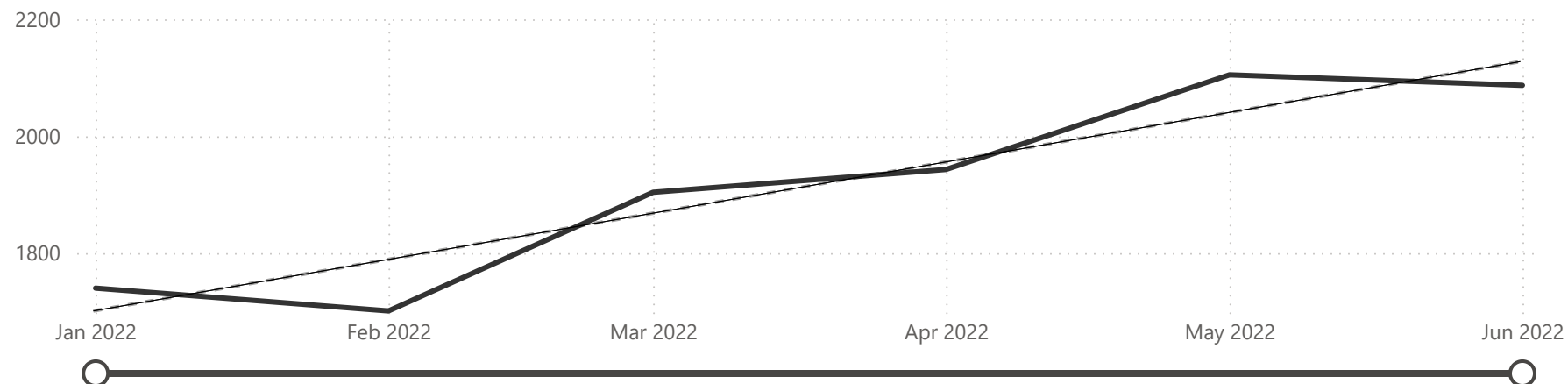
Orders by Income Level



Orders by Occupation



CUSTOMERS TREND



Top 100 Cutomers

CustomerKey	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

2022

2022

Top Cutomer (By Revenue) :

Mr. Jordan Turner

Orders:

5

Revenue:

6.80K



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683