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**\$24.9M**

REVENUE

**\$10.5M**

PROFIT

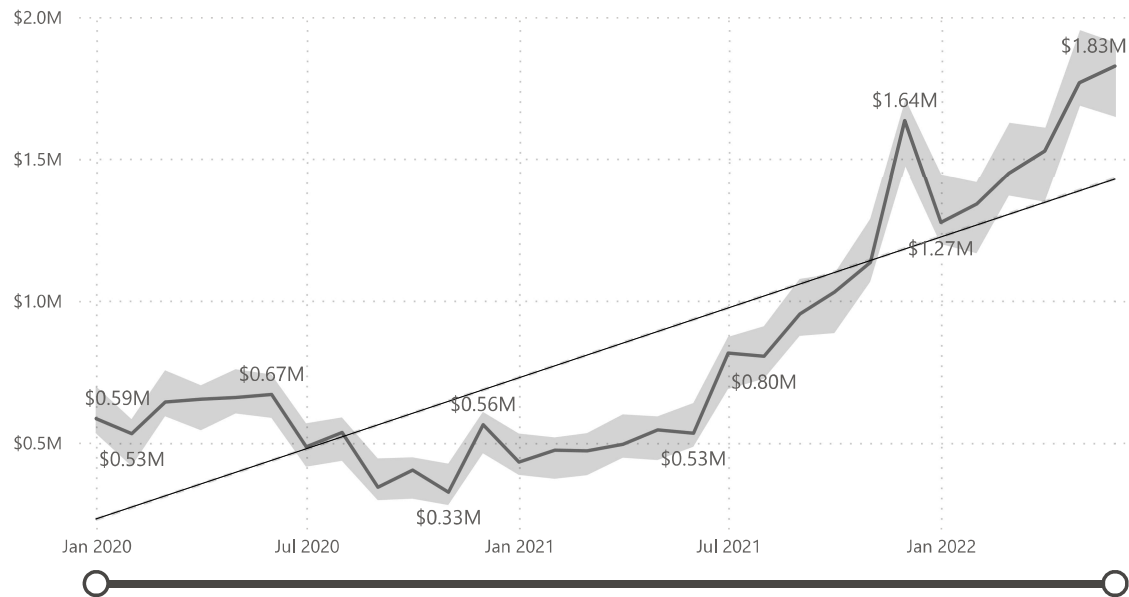
**25.2K**

ORDER

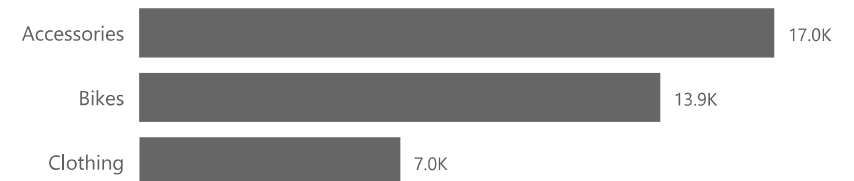
**2.2%**

RETURN RATE

Revenue Trending



Order by Category



Product Name	Order	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Road Tire Tube	2173	\$17,265	1.55%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Mountain Bottle Cage	1896	\$38,062	2.02%
Fender Set - Mountain	1975	\$87,041	1.36%
AWC Logo Can	2062	\$25,882	1.11%
Total	15587	\$465,678	1.85%

Monthly Revenue

**\$1.83M** ✓

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

Monthly Order

**2146** !

Prev Month: 2165 (-0.88%)

Monthly Return

**166** ✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type :

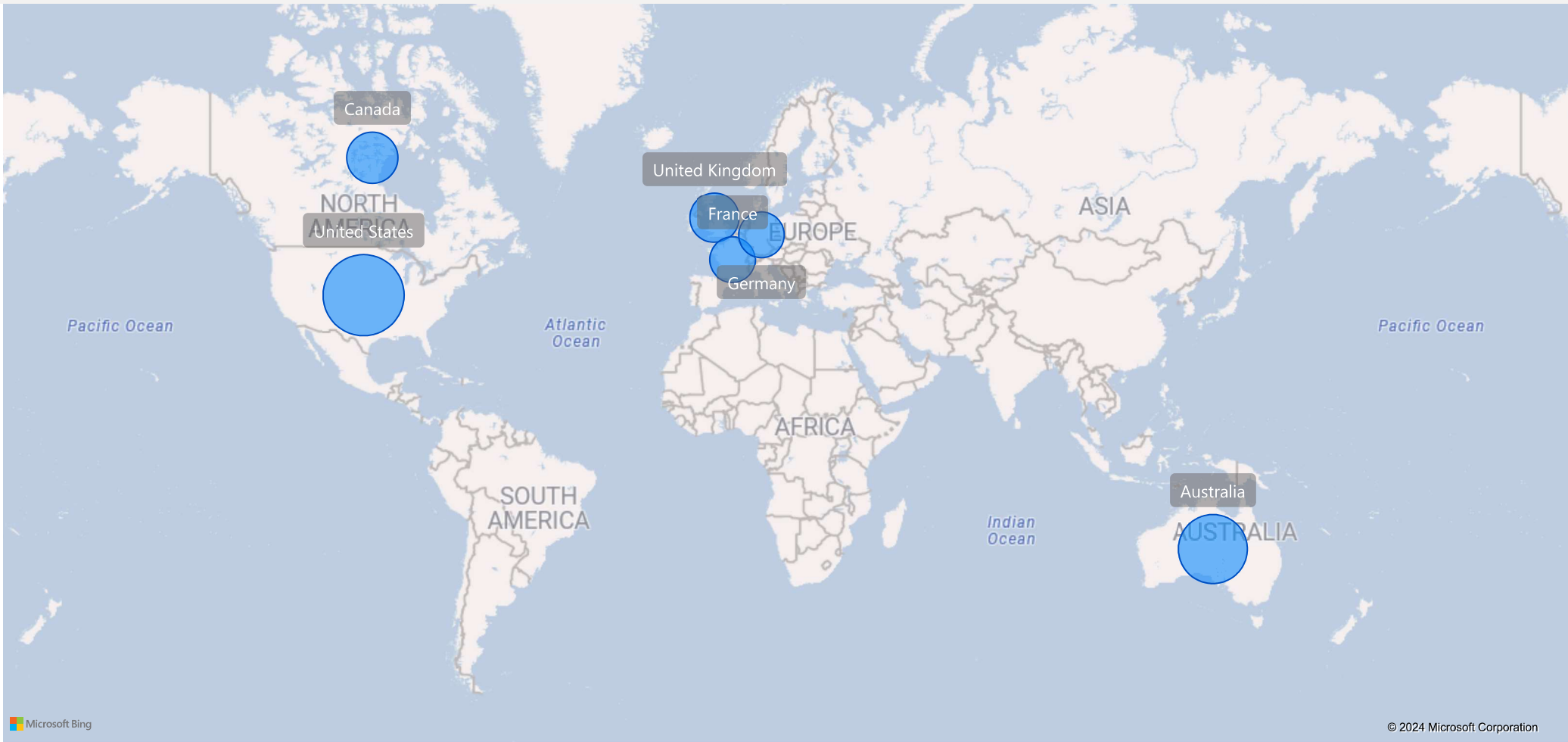
**Tires and Tubes**

Most Returned Product Type :

**Shorts**

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Select all

Europe

North America

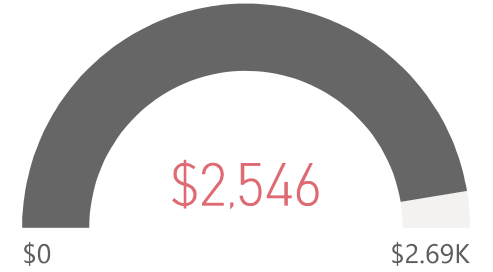
Pacific

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Product Name :

Water Bottle - 30  
oz.

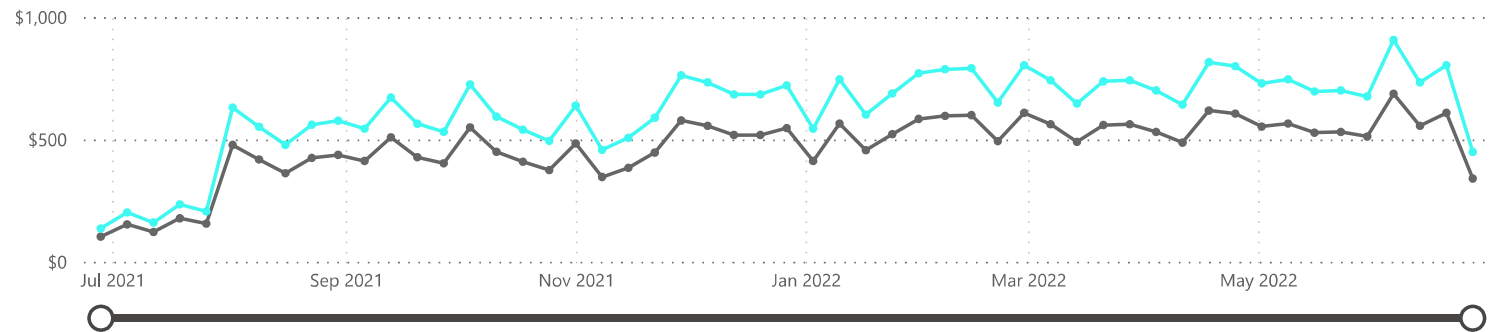


Price Adjustment

0.20

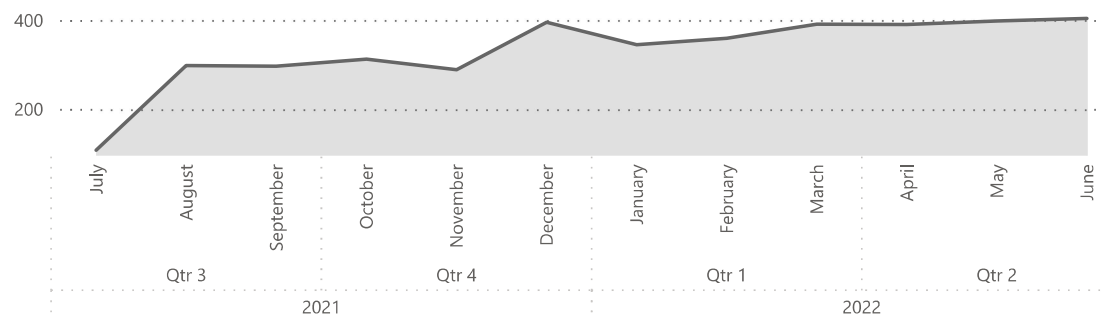
Profit Trending

● Total Profit ● Adjusted Profit



Product Matrix Selection

- ☒ Order
- ☐ Profit
- ☐ Return
- ☐ Revenue
- ☐ Return %



Report Summary

Total order for Water Bottle - 30 oz. were 253  
Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Total Profit started trending up on Monday, December 6, 2021, rising by 1.69% (9.37) in 1.13 months.

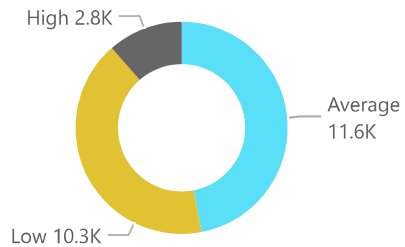
17.4K

UNIQUE CUSTOMER

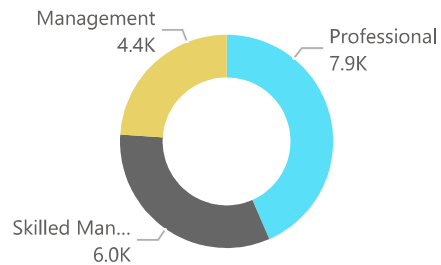
\$1.4K

REVENUE PER CUSTOMER

Order by Income



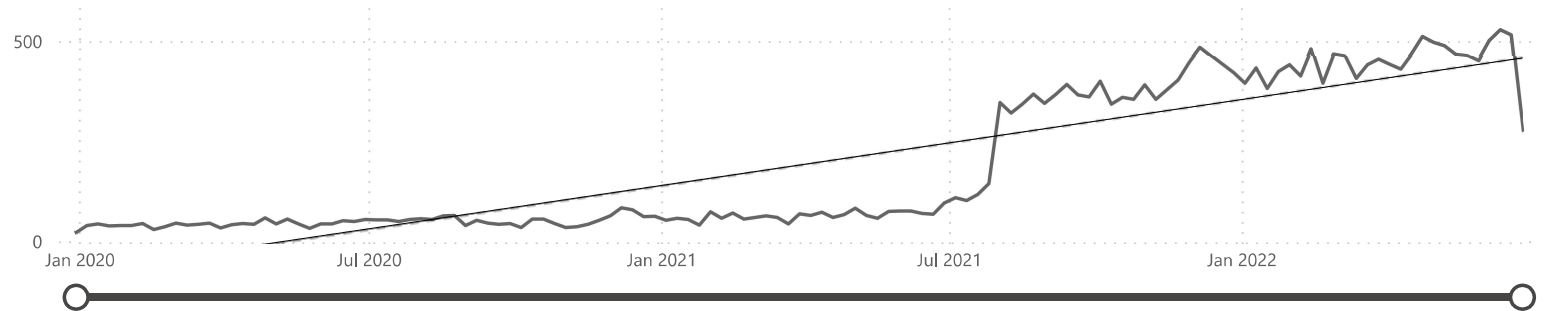
Order by Income



Total Customers

Revenue per Customer

Total Customers



Top 100 Customers

Customer Key	Full Name	Order	Revenue
11433	MR. MAURICE SHAN	6	\$12,408
11439	MRS. JANET MUNOZ	6	\$12,015
11241	MRS. LISA CAI	7	\$11,330
11417	MRS. LACEY ZHENG	7	\$11,086
11420	MR. JORDAN TURNER	7	\$11,022
11242	MR. LARRY MUNOZ	7	\$10,852
13263	MRS. KATE ANAND	4	\$10,437
12655	MR. LARRY VAZQUEZ	4	\$10,395
11425	MRS. ARIANA GRAY	6	\$10,391
12631	MR. CLARENCE GAO	4	\$10,332
12650	MR. AARON WRIGHT	4	\$10,329
13405	MR. ETHAN BRYANT	4	\$10,309
11429	MR. MARCO LOPEZ	6	\$10,290
12632	MRS. BONNIE NATH	4	\$10,283
11245	MR. RICKY VAZQUEZ	4	\$10,166
11237	MR. CLARENCE ANAND	4	\$10,065
11428	MRS. DEANNA PEREZ	4	\$9,762
Total		1272	\$615,329

2019

2022

Top Customer(by Revenue):

MR. MAURICE SHAN

Order :

6

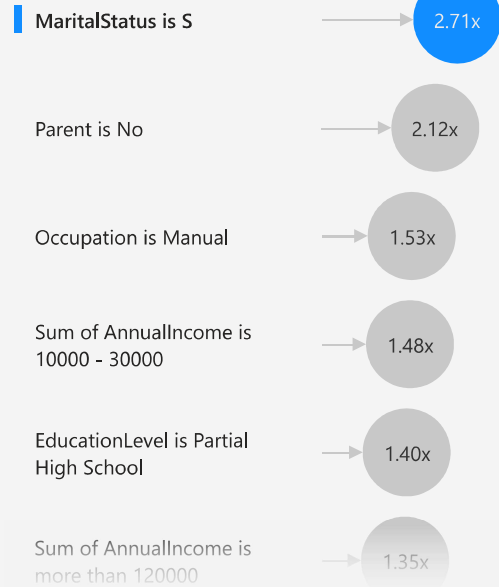
Revenue :

12.4K

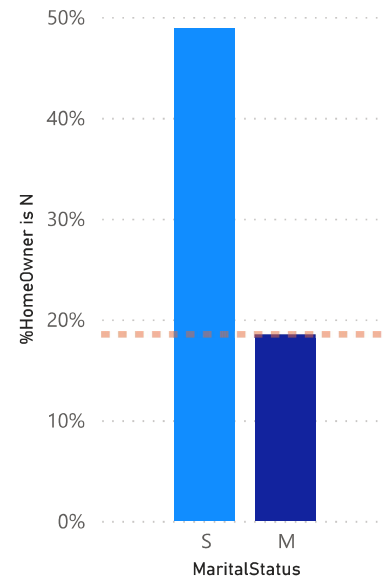
## Key influencers Top segments

What influences HomeOwner to be N ?

When...  
...the likelihood of HomeOwner being N increases by



← HomeOwner is more likely to be N when MaritalStatus is S than otherwise (on average).

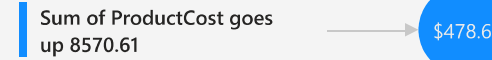


☐ Only show values that are influencers

## Key influencers Top segments

What influences Average Retail Price to Increase ?

When...  
...the average of Average Retail Price increases by



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

