



\$24.9M

REVENUE

\$10.5M

PROFIT

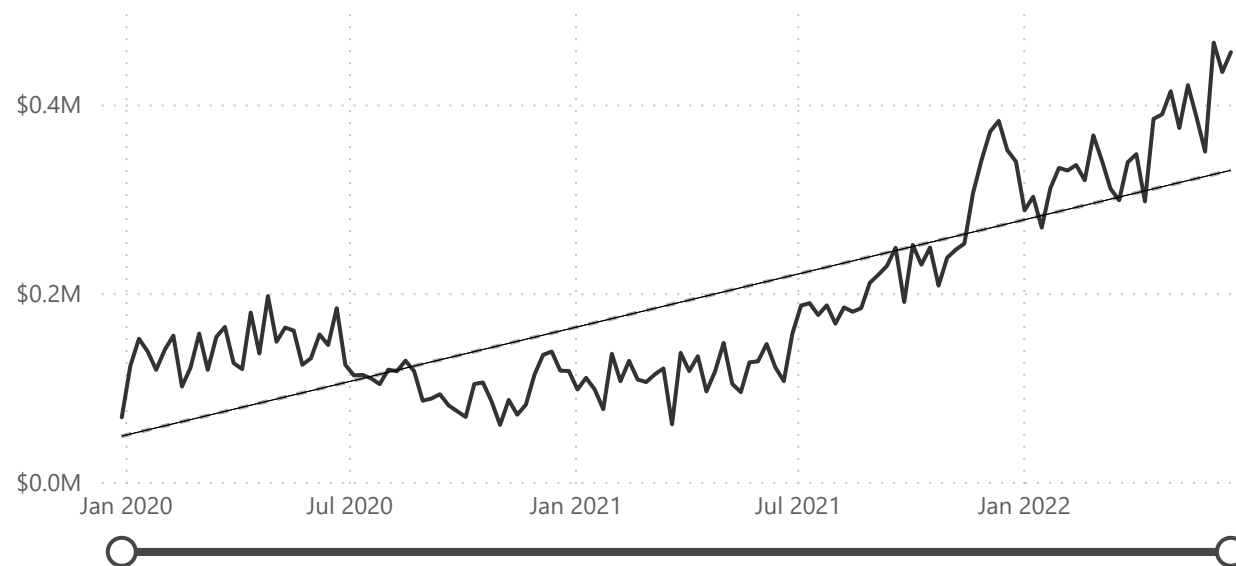
25.2K

ORDERS

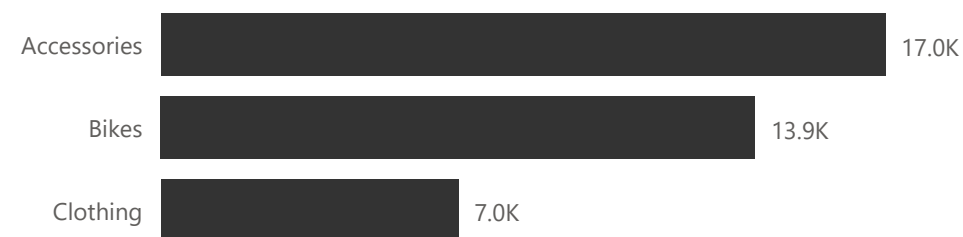
2.2%

RETURN RATE

Weekly Revenue Chart



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Fender Set - Mountain	1975	\$87,041	1.36%
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%
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Mountain Bottle Cage	1896	\$38,062	2.02%
AWC Logo Cap	2062	\$35,882	1.11%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Patch Kit/8 Patches	2952	\$13,506	1.61%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146!

Previous Month: 2165  
(-0.88%)

Monthly Return

166✓

Previous Month: 169  
(+1.78%)

Most Ordered Product

Tires and Tubes

Most Returned Product

Shorts

Europe

North America

Pacific





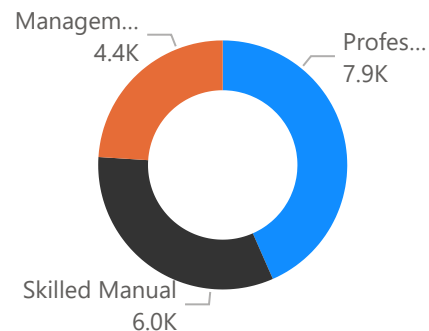
# 17.4K

UNIQUE CUSTOMERS

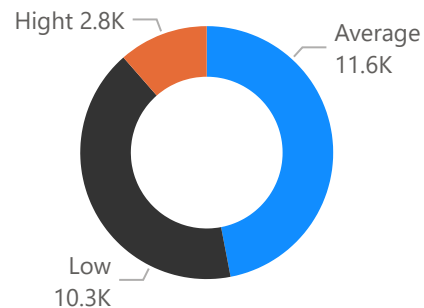
# \$1.37K

REVENUE PER CUSTOMER

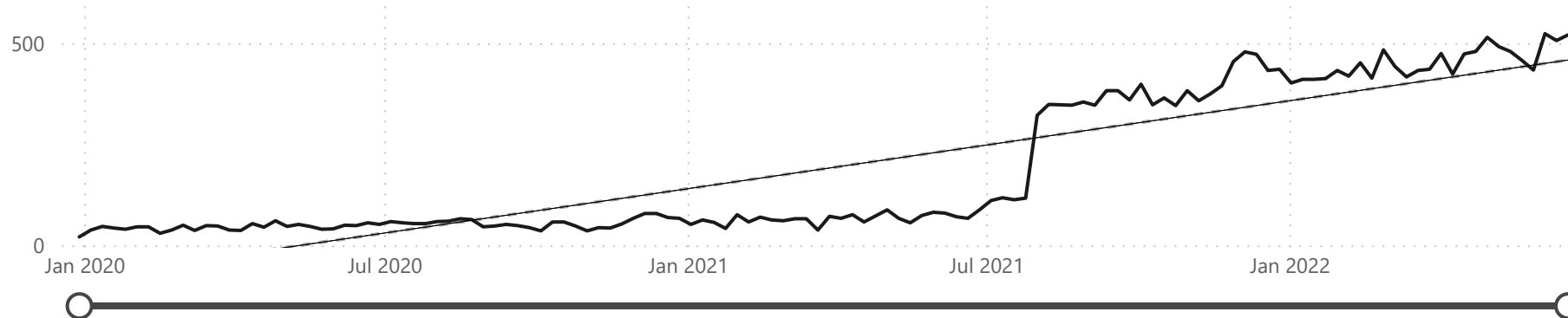
## Orders by Occupation



## Orders by Income Level



## Customer Trending



## Top 100 Customers

CustomerKey	Full Name	Orders	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
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717

2020

2022

Top Customer (By Revenue):

## Mr. Maurice Shan

Orders:

# 6

Revenue:

# \$12.4K



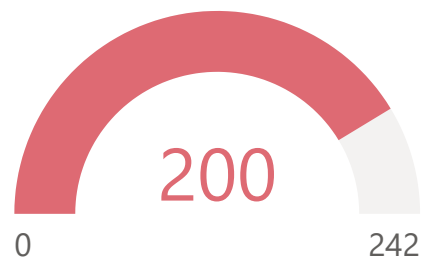
The highest number of orders made by Mr. Dalton Perez was 26 times with 1.513\$ revenue



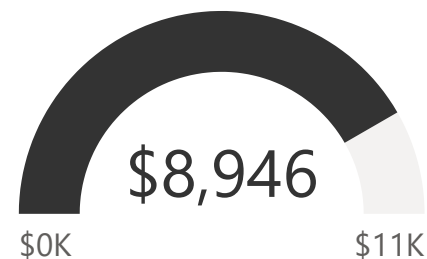
Selected Product:

Fender Set -  
Mountain

Monthly Order Target



Monthly Revenue Target



Monthly Profit Target

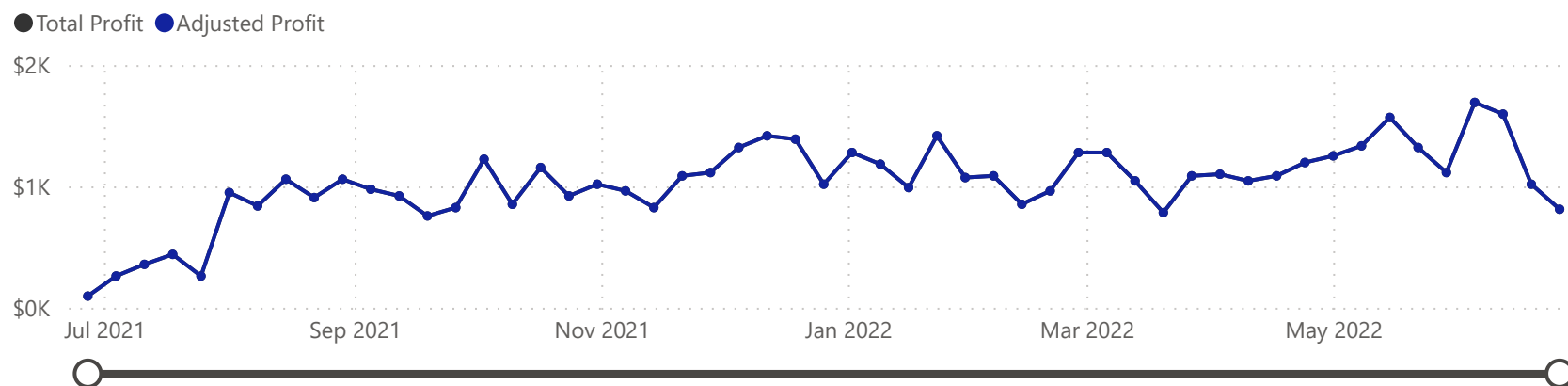


Price Adjustment %



Product Metrix Selection

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



Returns Trending

