



\$24.9M

REVENUE

\$10.5M

PROFIT

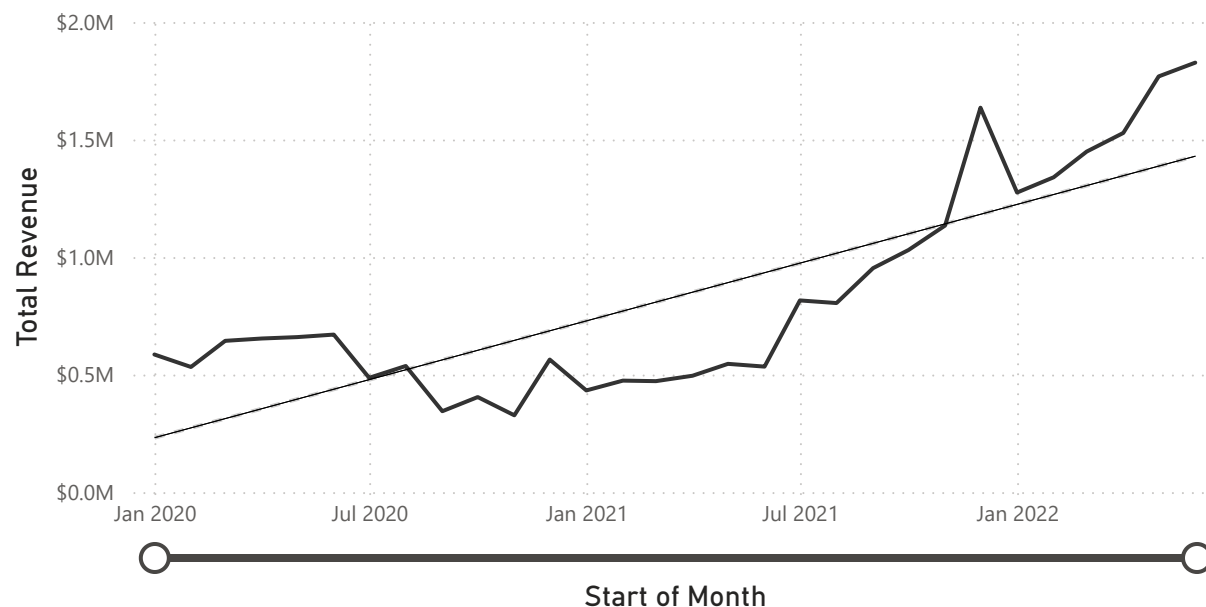
25.2K

ORDERS

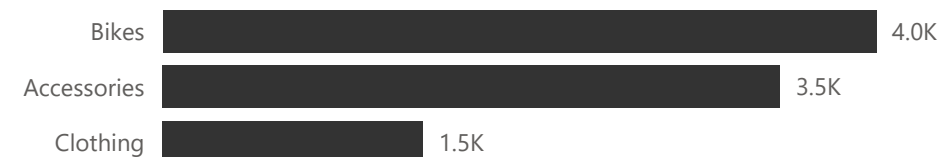
2.2%

Return Rate

Revenue Trending



Orders by Category



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

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Revenue

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Ordered Product Type

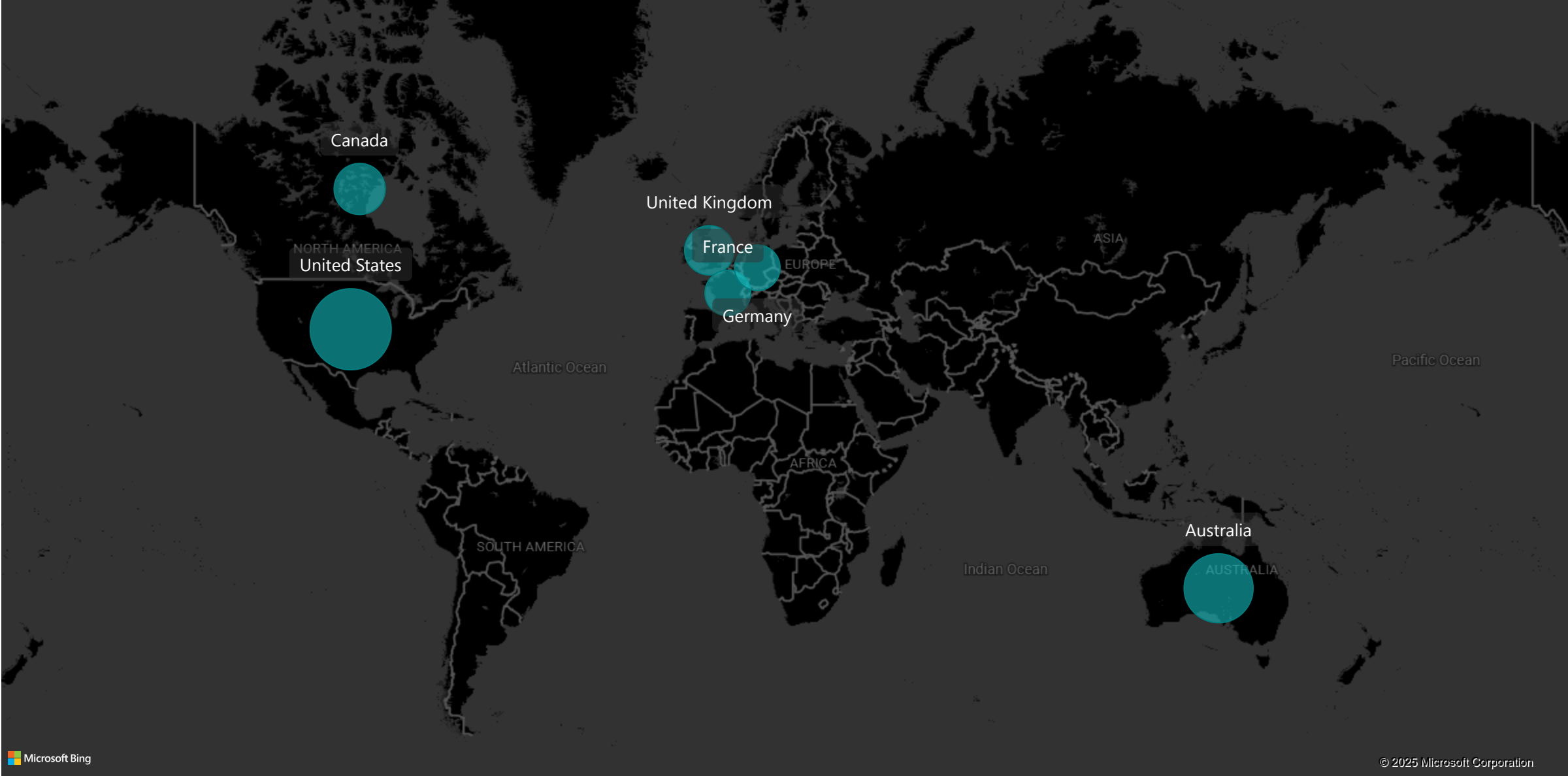
Shorts

Select all

Europe

North America

Pacific





Sport-100 Helmet, B...

Price Adjustment (%)



Product Metric Selecti...

- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☒ Returns

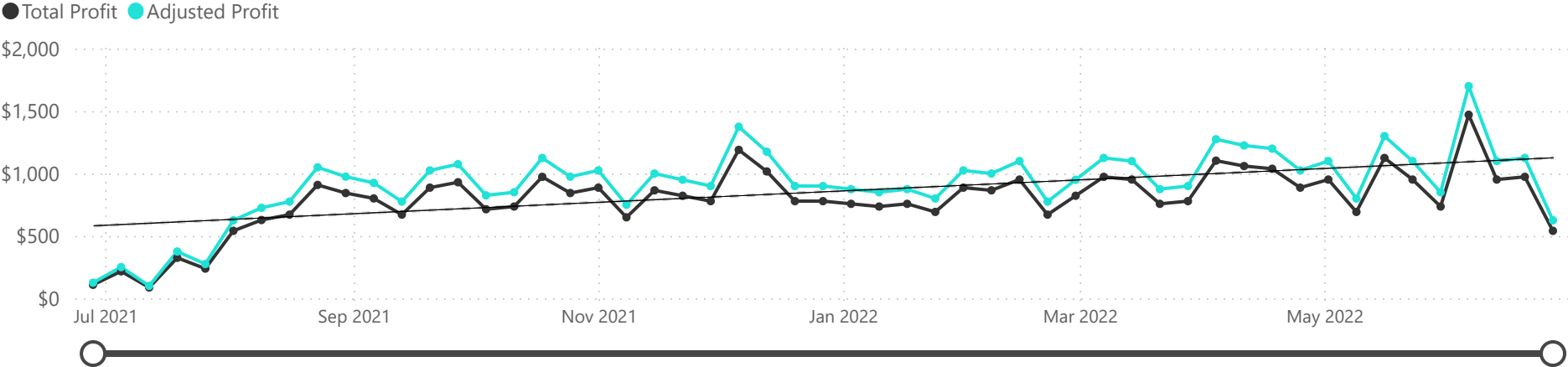
Monthly Orders VS Target



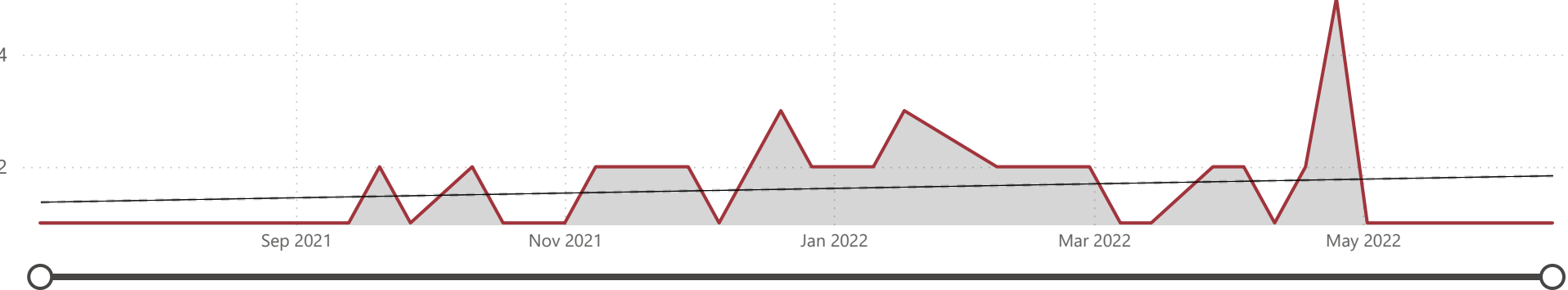
Monthly Revenue VS Target



Monthly Profit VS Target



Weekly Returns



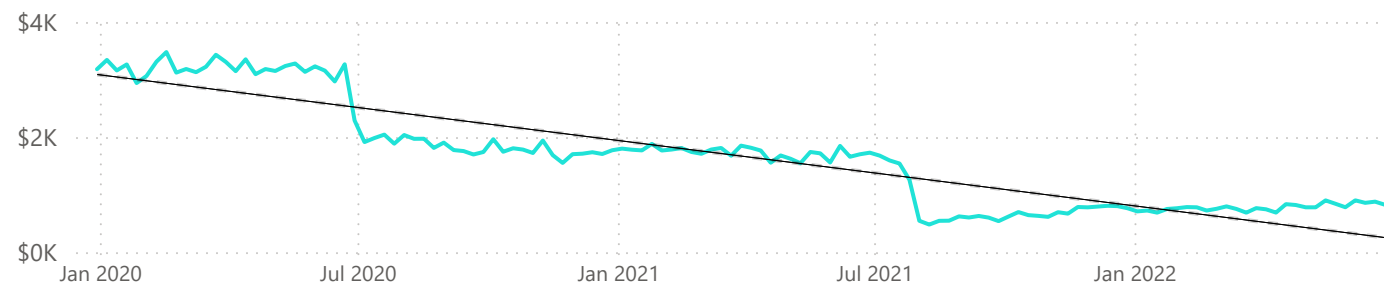
Total Customer

17K

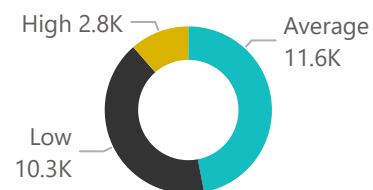
Average Revenue Per...

\$1K

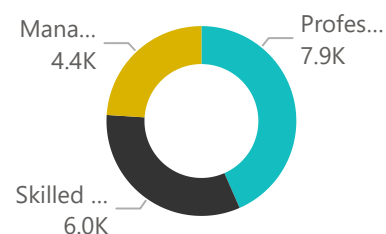
Revenue Per Customer



Orders by Income Level



Orders by Income Level



CustomerKey	First Cusomter Full Name (cc)	Total Orders	Sum of Revenue
11019	Mr. Luke Lal	15	\$961.9158
11078	Ms. Gina Martin	16	\$991.2692
11091	Mr. Dalton Perez	26	\$1,513.1358
11131	Ms. Amanda Rivera	4	\$211.7926
11142	Mr. Eduardo Patterson	15	\$1,117.2504
11176	Mr. Mason Roberts	24	\$1,526.0318
11185	Mrs. Ashley Henderson	25	\$1,716.7586
11200	Mr. Jason Griffin	25	\$1,613.8803
11203	Mr. Luis Diaz	17	\$1,002.0515
11211	Mrs. Samantha Russell	16	\$947.9645
11212	Mrs. Chloe Campbell	15	\$969.7831
11215	Mrs. Ana Perry	17	\$1,335.8495
11223	Mrs. Hailey Patterson	26	\$1,615.6584
11237	Mr. Clarence Anand	4	\$10,065.0121
11241	Mrs. Lisa Cai	7	\$11,330.4494
11242	Mr. Larry Munoz	7	\$10,852.034
11245	Mr. Ricky Vazquez	4	\$10,165.9221
11249	Mrs. Cindy Patel	4	\$9,668.0239
11253	Mr. José Hernandez	16	\$904.526
Total	Adriana Gonzalez	1,272	\$615,328.637

2020

2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.41K

Total Customer

Revenue Per Customer