



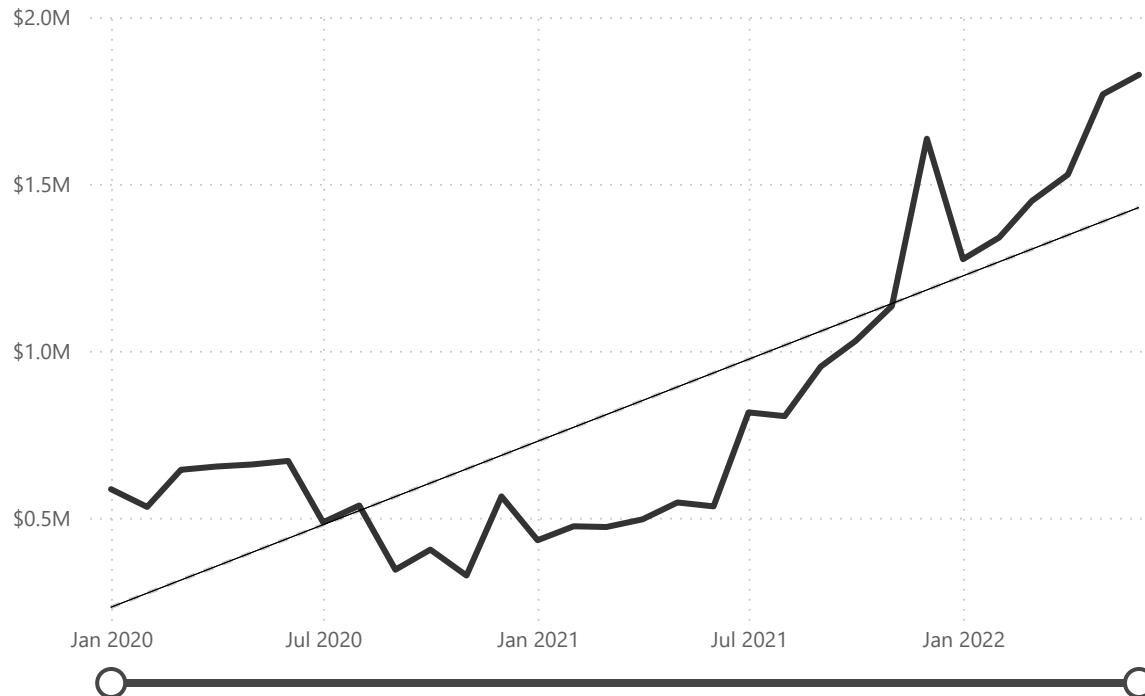
\$24.9M
REVENUE

\$10.5M
PROFIT

25.2K
ORDERS

2.17%
Return Rate

Revenue Trending



Monthly Revenue

\$1.83M ✓
Previous Month: \$1.77M
(+3.31%)

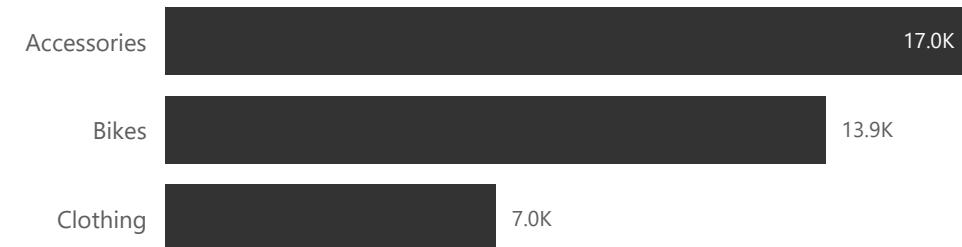
Monthly Orders

2,146 !
Previous Month: 2165 (-0.88%)

Monthly Returns

166 ✓
Previous Month: 169 (-1.78%)

Orders by Category



Top 10 Products

Product	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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

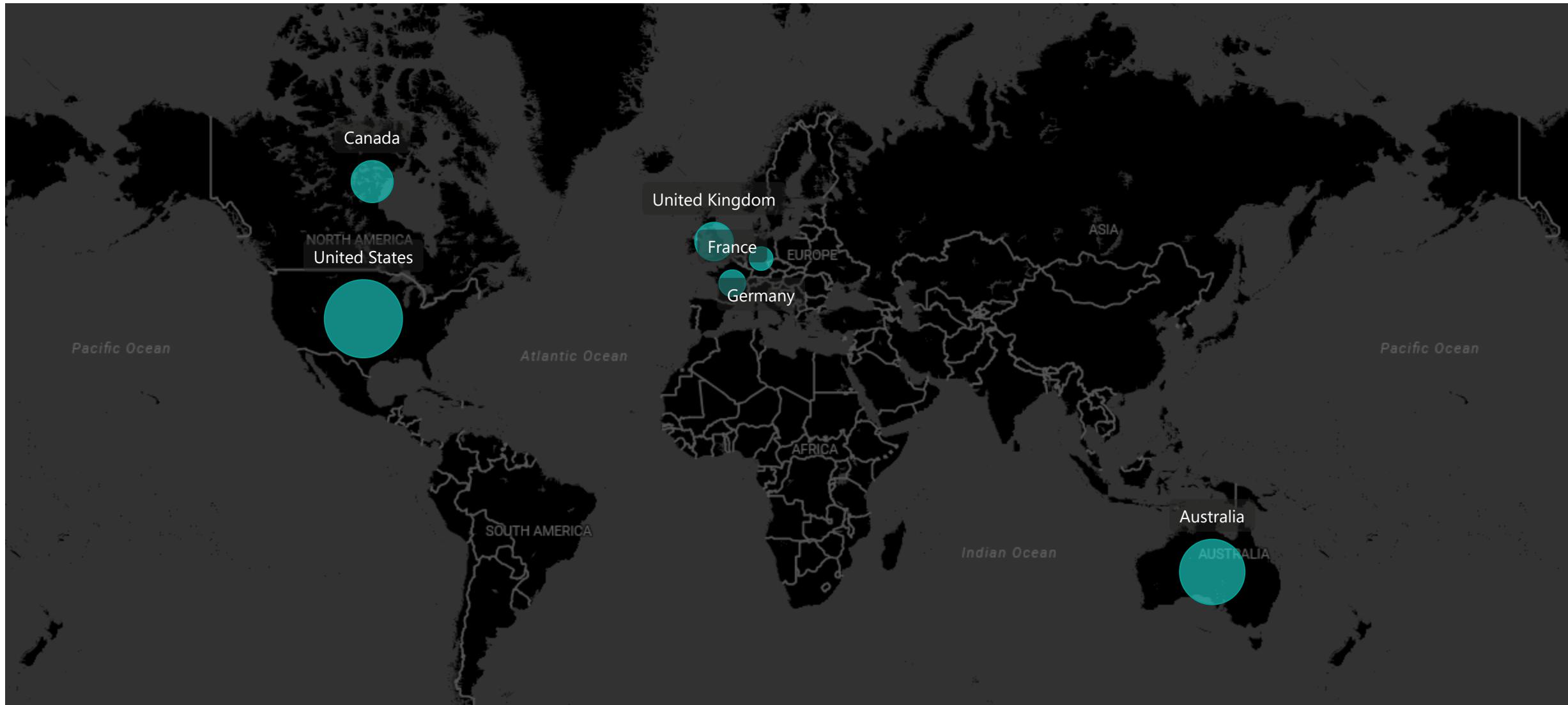
Select all

Europe

North America

Pacific

 This visual type is being retired soon. Contact your admin to upgrade.



Selected Product:

Sport-100 Helmet, Blue

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

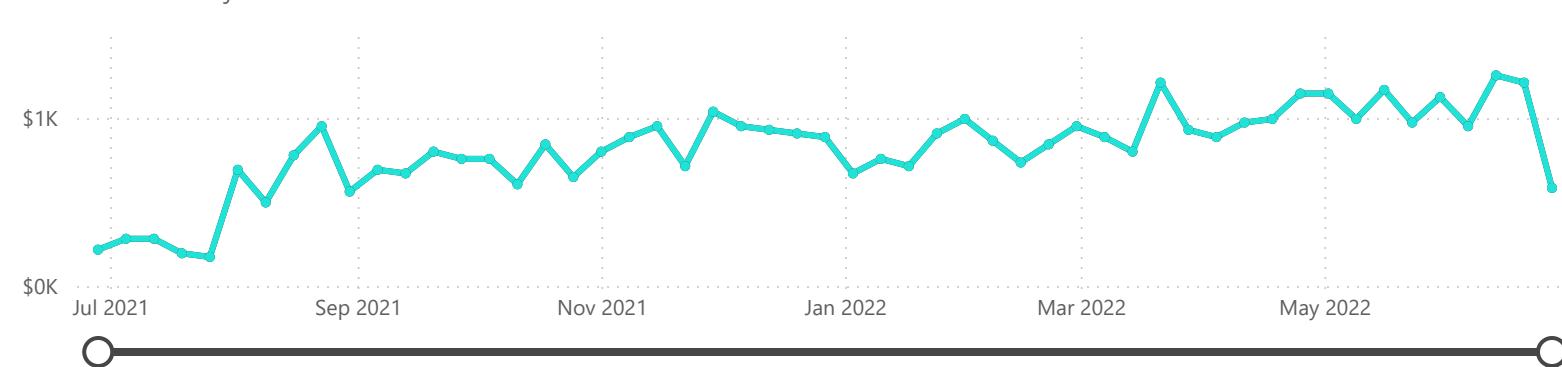


Price Adjustment Percentage

0.00



● Total Profit ● Adjusted Profit



Product Metric Selection

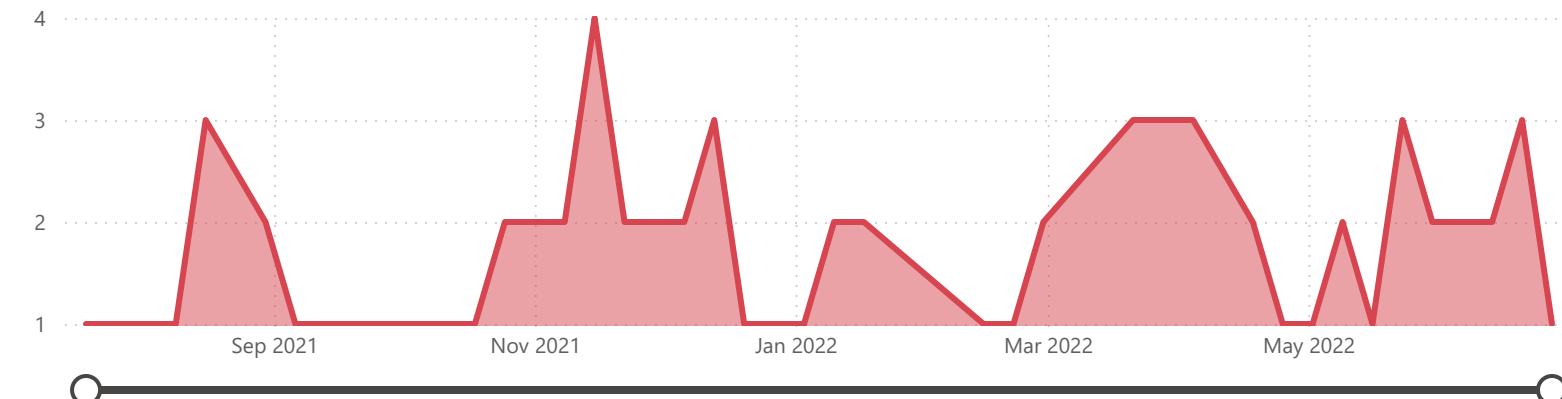
Orders

Revenue

Profit

Returns

Rate

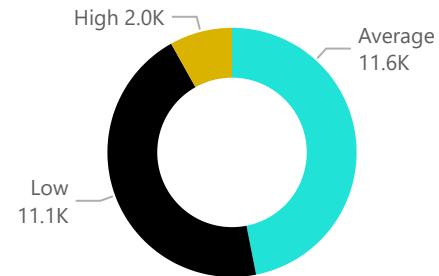




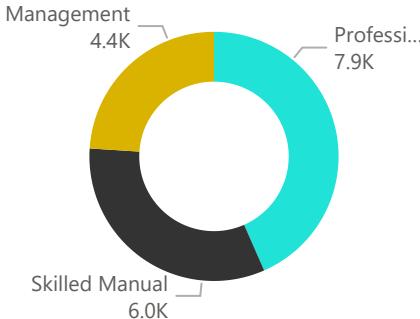
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

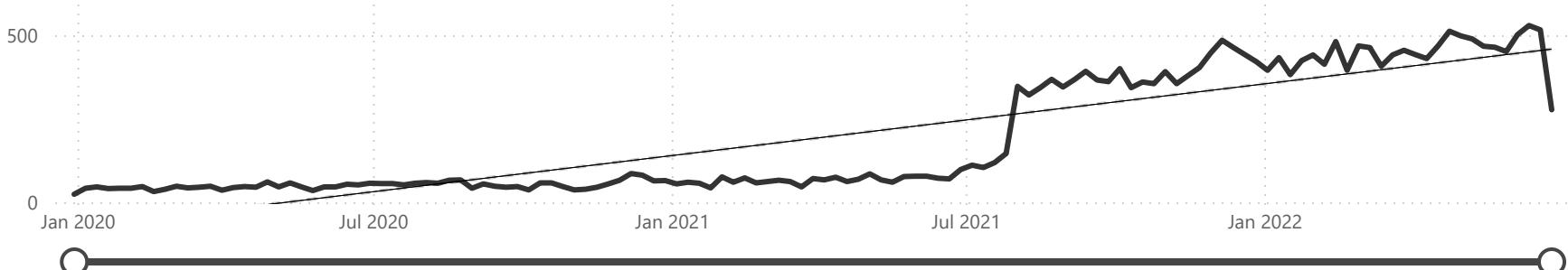
Orders by Income Level



Orders by Occupation



Total Customers Revenue Per Customer



Year

2020 2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers in skilled manual occupations in 2022, Ruben Suarez drove the most revenue

Top 100 Customers

Customer Key	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
Total		1,272	\$6,15,329