



\$24.9M

REVENUE

\$10.5M

PROFIT

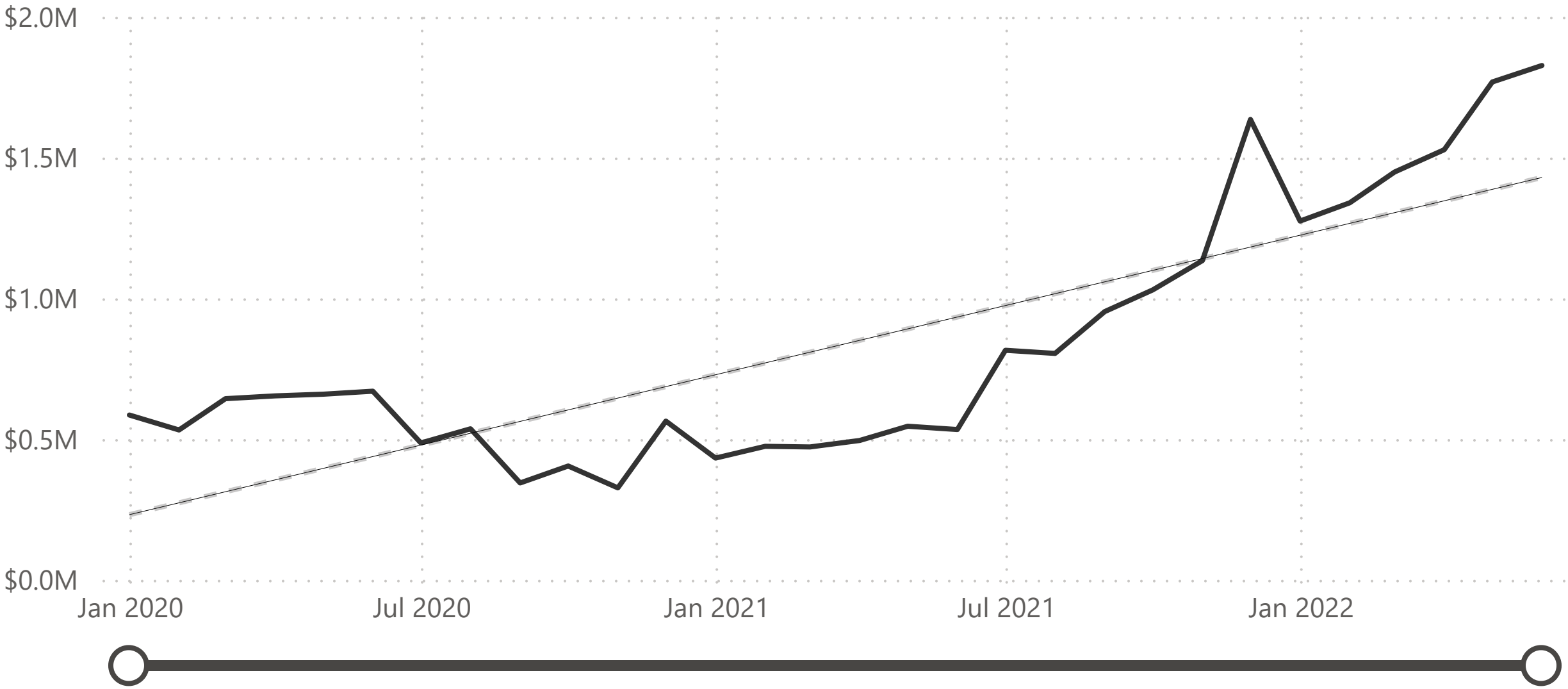
25.2K

ORDERS

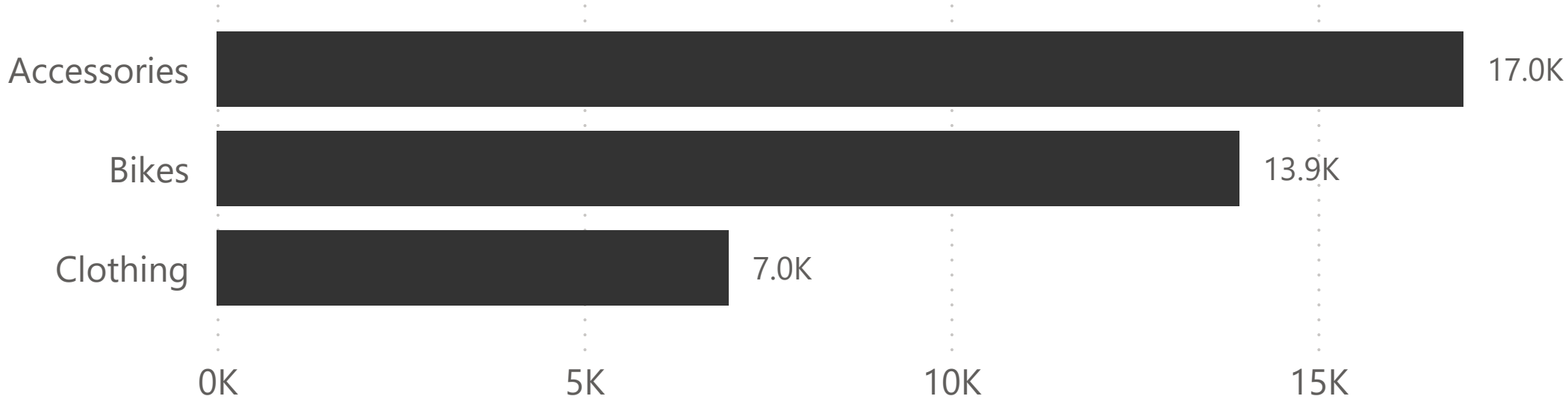
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

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

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166.00✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

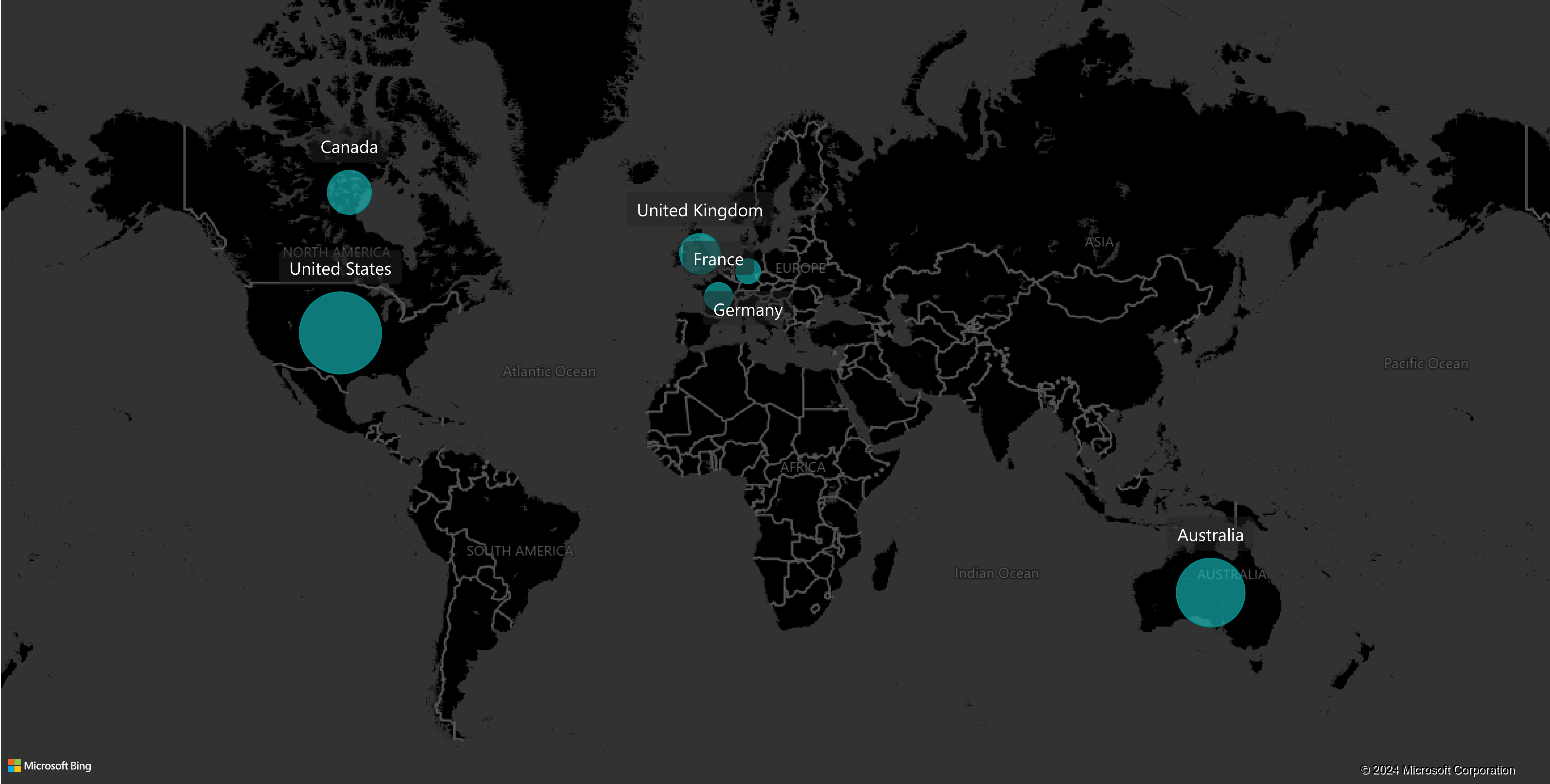
Shorts

Select all

Europe

North America

Pacific



Selected Product :

Road Tire Tube

Monthly Orders VS Target



Monthly Revenue VS Target



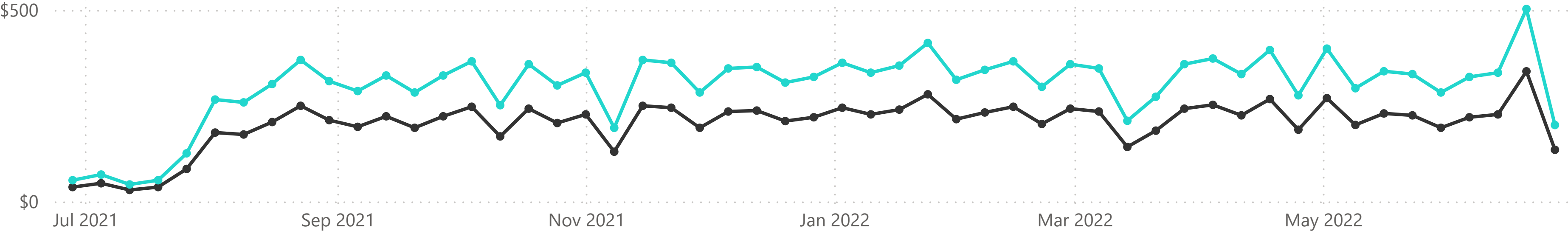
Monthly Profit VS Target



Price Adjustment(%)

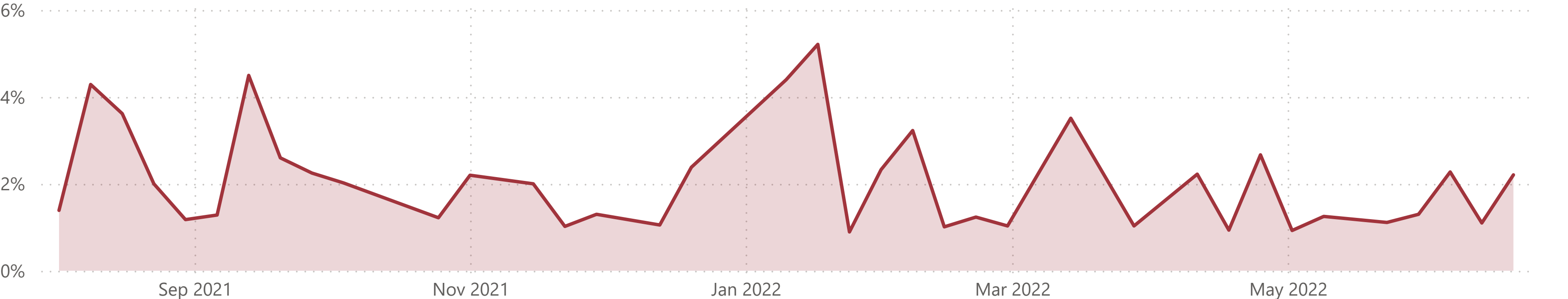
0.30

● Total Profit ● Adjusted Profit



Product Metric Selection

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





UNIQUE CUSTOMERS

REVENUE PER CUSTOMER

A donut chart illustrating the distribution of average number of connections per node. The chart is divided into three segments: a large cyan segment representing the 'Average' at 11.6K, a black segment representing 'Low' at 10.3K, and a small yellow segment representing 'High' at 2.8K. Each segment is labeled with its category and value, with a line pointing to the corresponding part of the donut.

Category	Value
Average	11.6K
Low	10.3K
High	2.8K

A donut chart illustrating the distribution of the UK workforce by skill level in 2019. The chart is divided into three segments: Professional (7.9K), Skilled Manual (6.0K), and Management (4.4K). The Professional segment is colored cyan, the Skilled Manual segment is black, and the Management segment is yellow.

Skill Level	Value (K)
Professional	7.9K
Skilled Manual	6.0K
Management	4.4K

Revenue per Customer



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
Total		1,272	\$615,329

A horizontal line segment is shown. At each end of the segment is a small circle. The circle on the left is labeled with the letter 'A' and the circle on the right is labeled with the letter 'B'.

Mr. Maurice Shan

6

\$12.4K

