



\$25M

REVENUE

\$10.4M

PROFIT

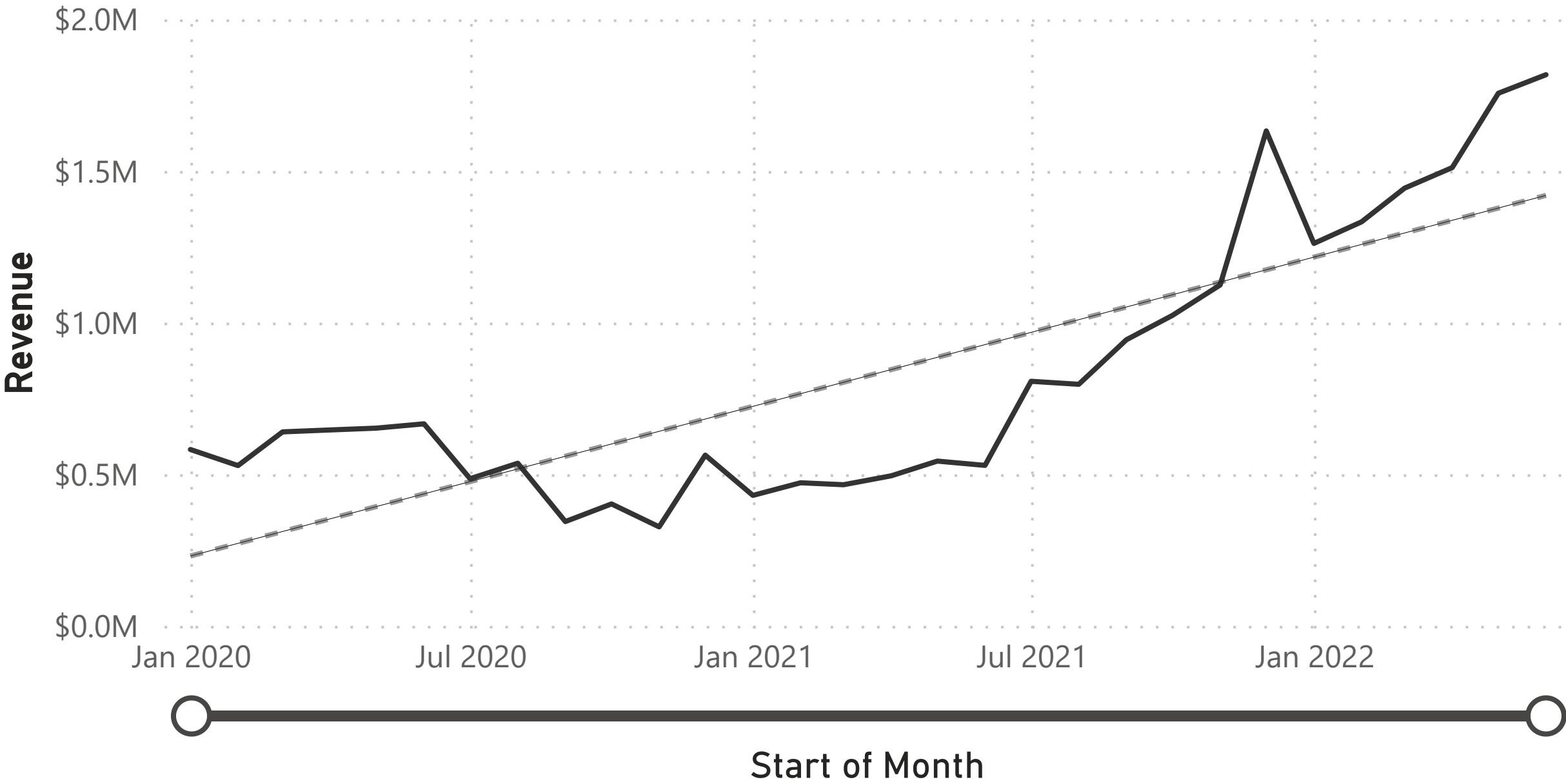
25.0K

ORDERS

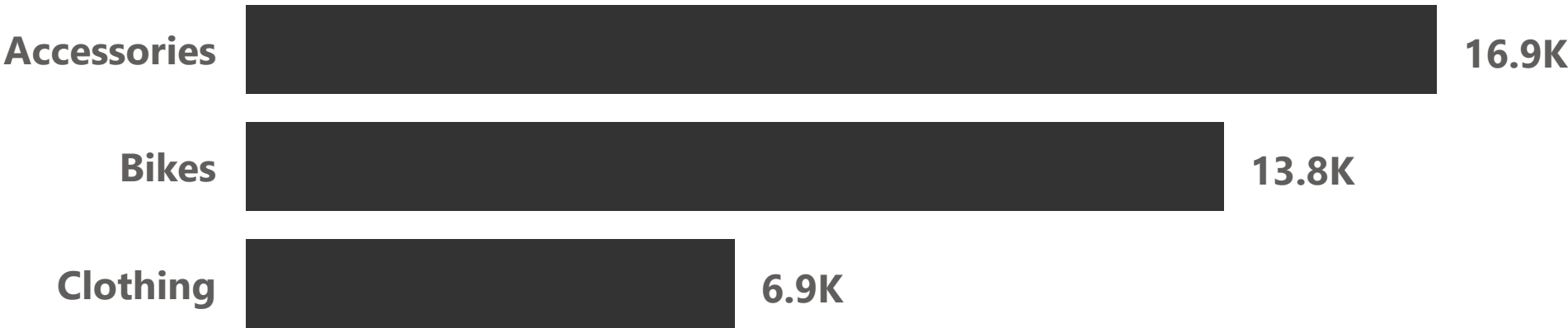
2.2%

RETURN RATE

Revenue Trending



Orders by category



Top 10 Products	Total Orders	Total Revenue	Return %
Water Bottle - 30 oz.	3957	\$39,501	1.96%
Patch Kit/8 Patches	2930	\$13,408	1.62%
Mountain Tire Tube	2828	\$28,159	1.65%
Road Tire Tube	2151	\$17,085	1.56%
Sport-100 Helmet, Red	2091	\$73,164	3.35%
AWC Logo Cap	2046	\$35,588	1.12%
Sport-100 Helmet, Blue	1980	\$66,616	3.33%
Fender Set - Mountain	1958	\$86,272	1.38%
Sport-100 Helmet, Black	1931	\$64,967	2.69%
Mountain Bottle Cage	1884	\$37,802	2.03%

Monthly Revenue

\$1.82M

Previous month revenue: \$1.76M
(+3.48%)

Monthly orders

2137

Previous month orders: 2146
(-0.42%)

Monthly Returns

166

Previous month returns: 169 (+1.78%)

Most ordered product type

Tires and Tubes

Most returned product type

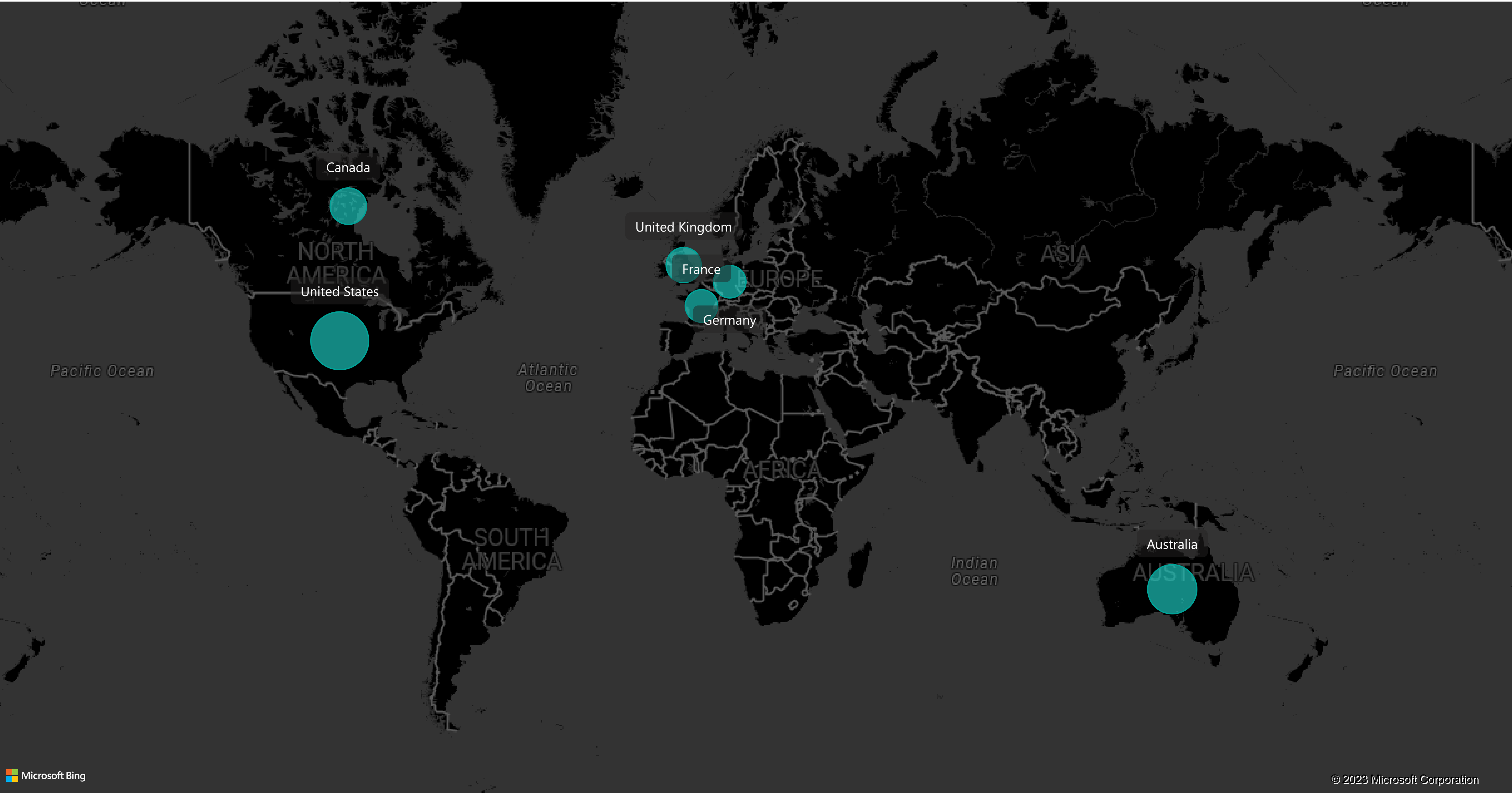
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Water Bottle
- 30 oz.

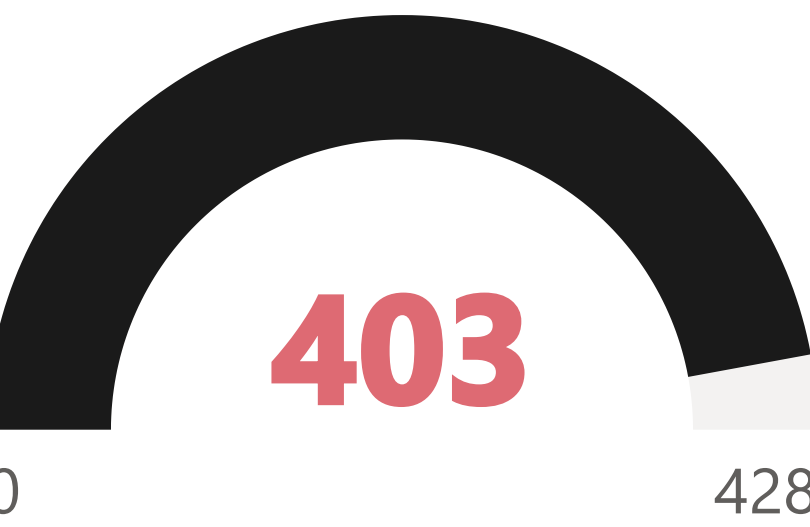
Price Adjustment

0.10

Product Metric Selection

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

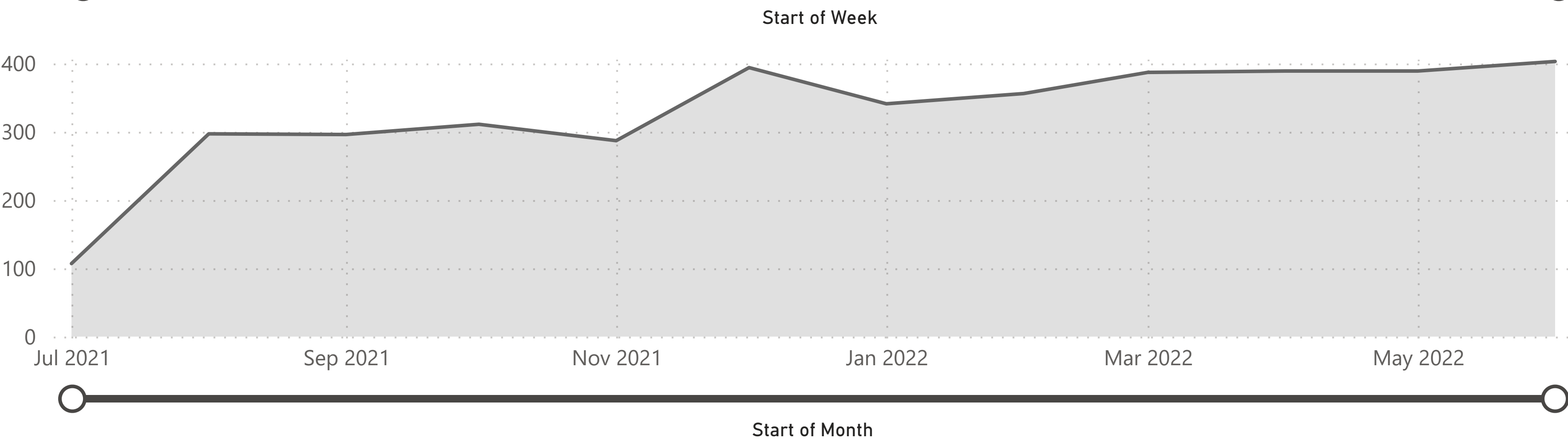
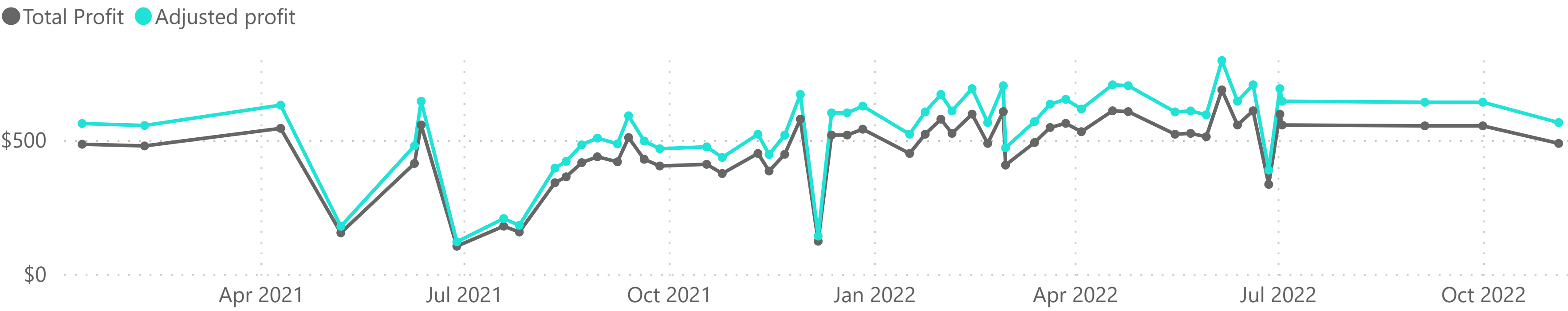
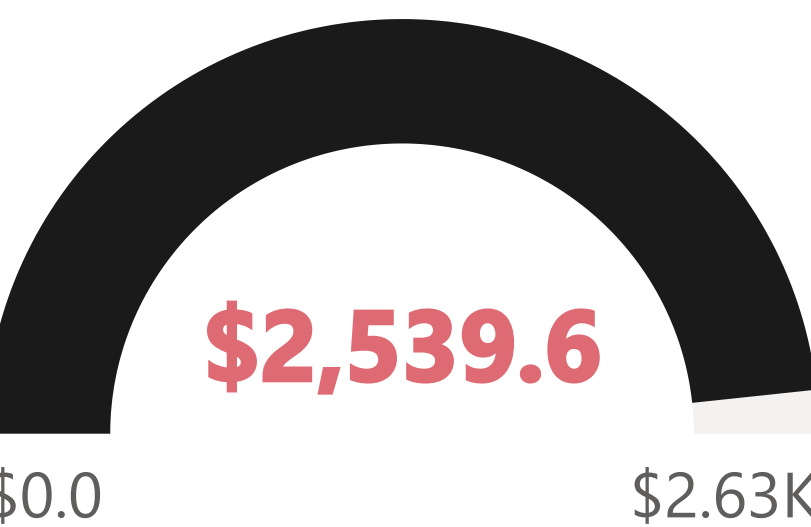
Monthly order vs Target

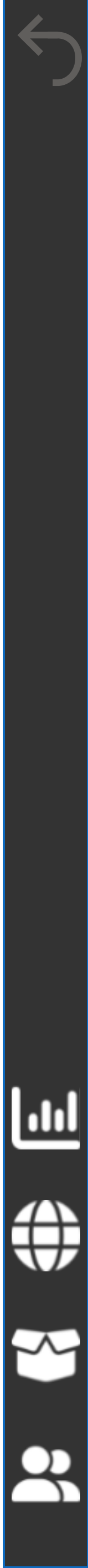


Monthly revenue vs Target



Monthly Profit vs Target





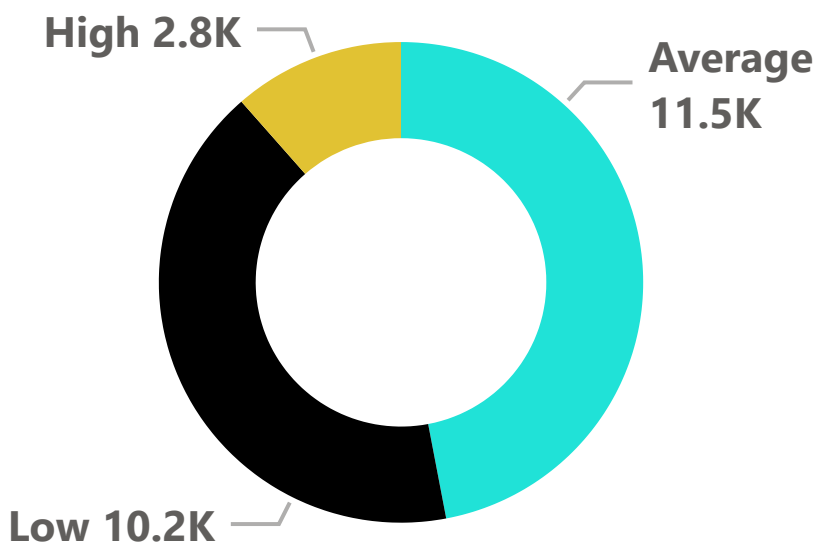
17K

Unique Customers

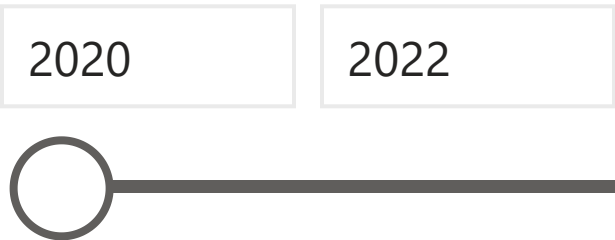
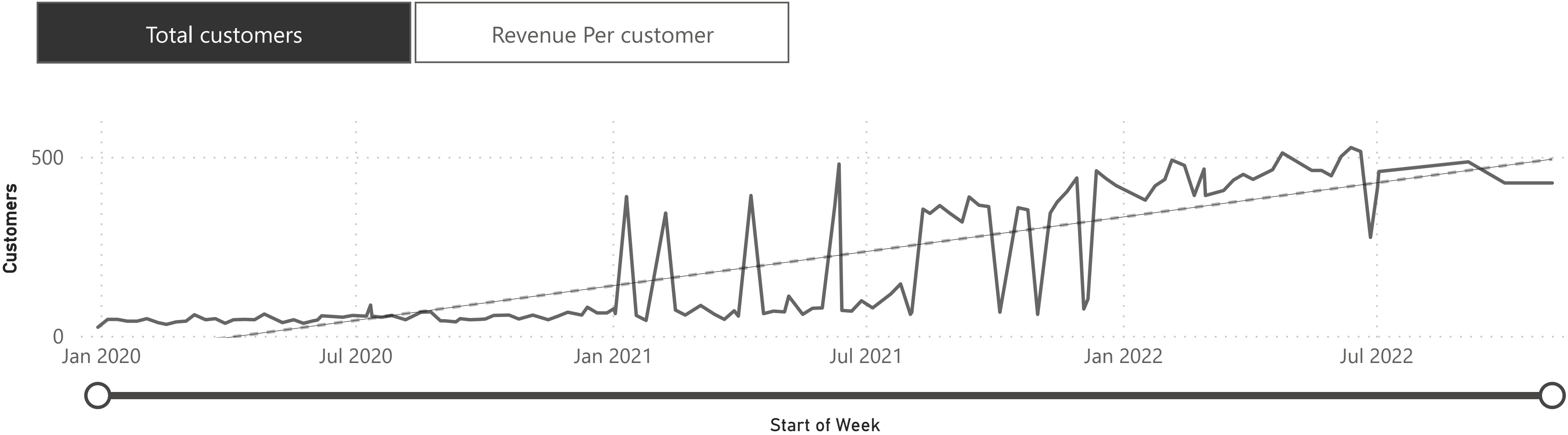
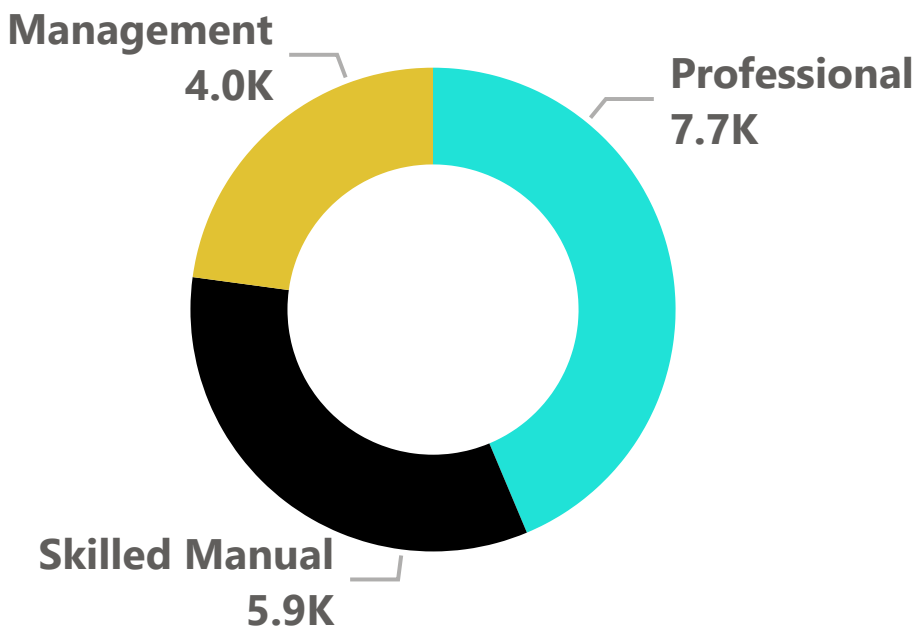
\$1,432

Revenue per customer

Orders by income level



Orders by occupation



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
Total		1264	\$605,798

Top customer by revenue:

Mr. Maurice Shan

Number of orders:

6.00

The Revenue:

\$12,408



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683