

\$10.5M **PROFIT** 

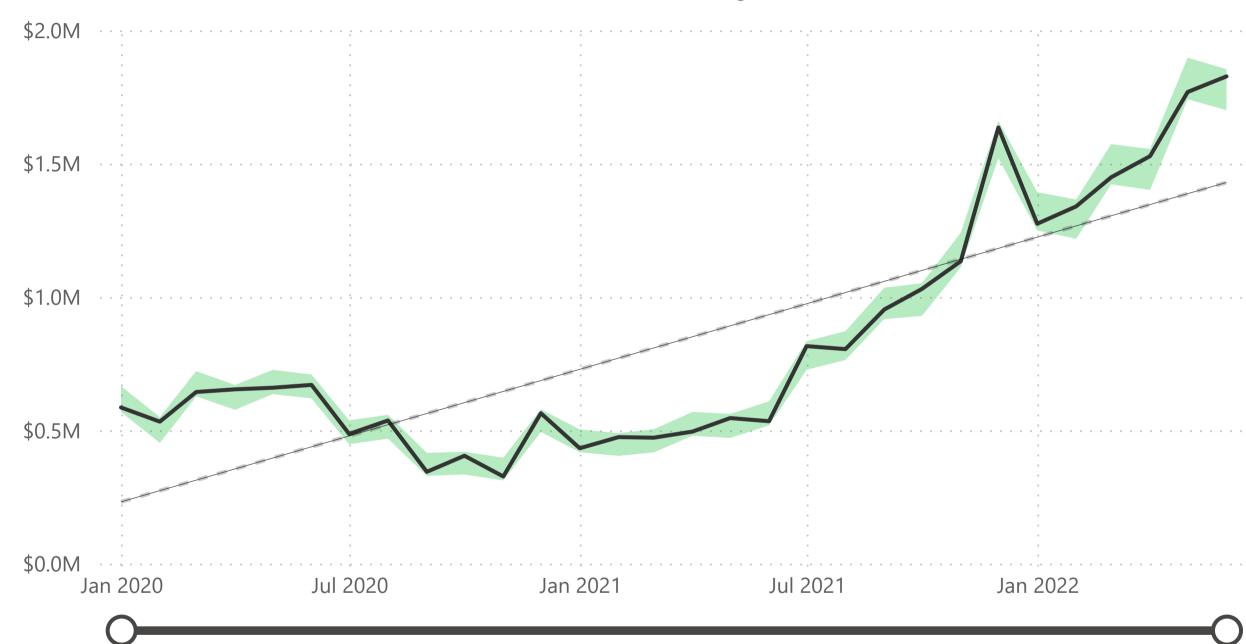
25.2K

**ORDERS** 

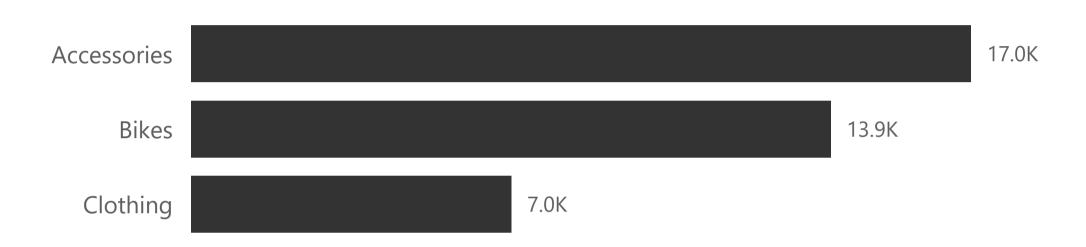
2.2%

RETURN RATE





Orders by Category



**Top 10 Products Orders Return %** Revenue Water Bottle - 30 oz. \$39,755 1.95% 3,983 Patch Kit/8 Patches 2,952 \$13,506 1.61% 1.64% Mountain Tire Tube 2,846 \$28,333 2,173 \$17,265 1.55% Road Tire Tube 3.33% Sport-100 Helmet, Red \$73,444 2,099 AWC Logo Cap 2,062 \$35,882 1.11% 3.31% Sport-100 Helmet, Blue \$67,120 1,995 Fender Set - Mountain 1,975 \$87,041 1.36% Sport-100 Helmet, Black \$65,270 2.68% 1,940 Mountain Bottle Cage \$38,062 2.02% 1,896

Monthly Revenue

\$1.83M

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

2,146

Prev Month: 2165 (-0.88%)

**Monthly Orders** 

Monthly Returns

166 Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Most Returned Product Type:

**Tires and Tubes** 

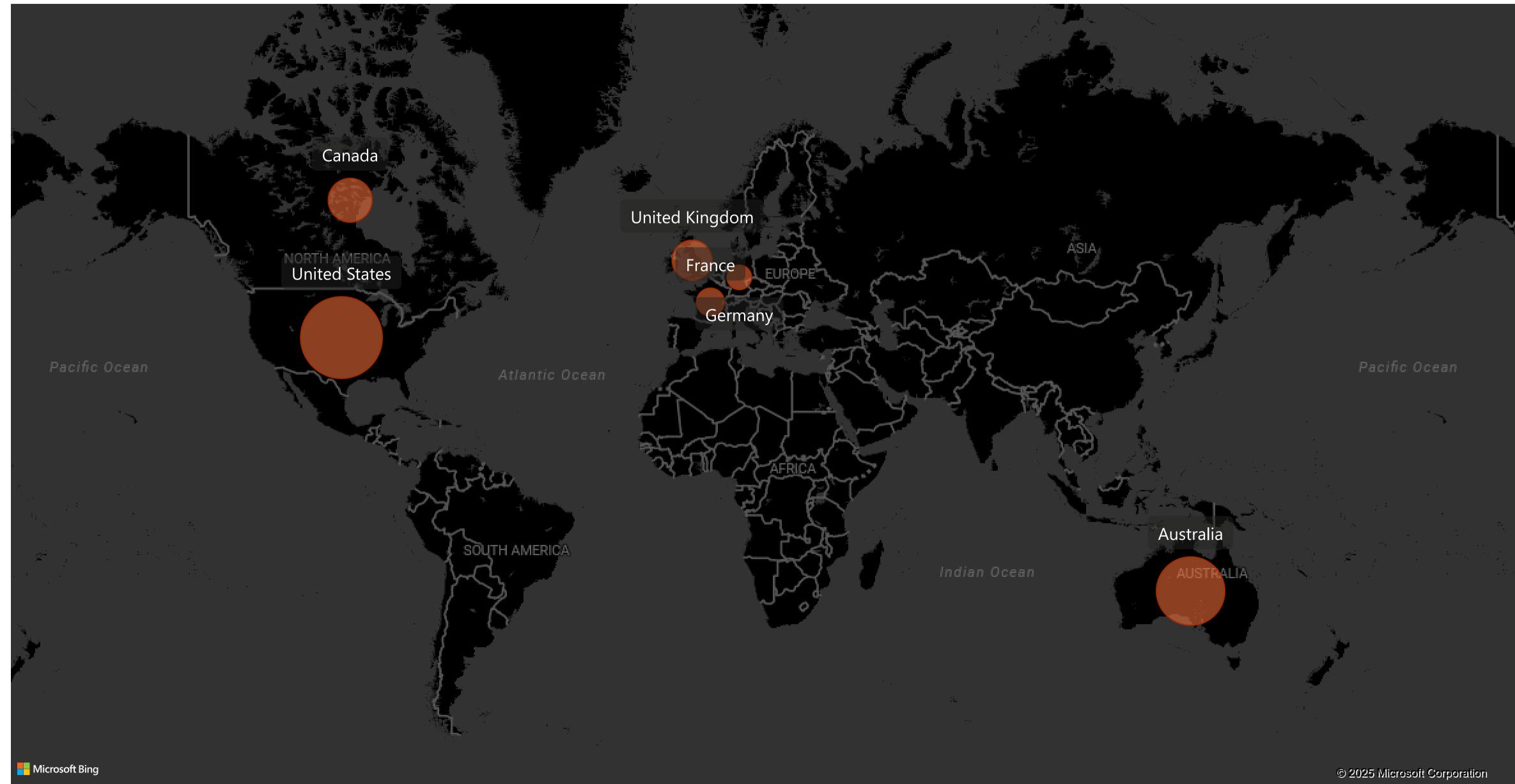
**Shorts** 







Select all Europe North America Pacific





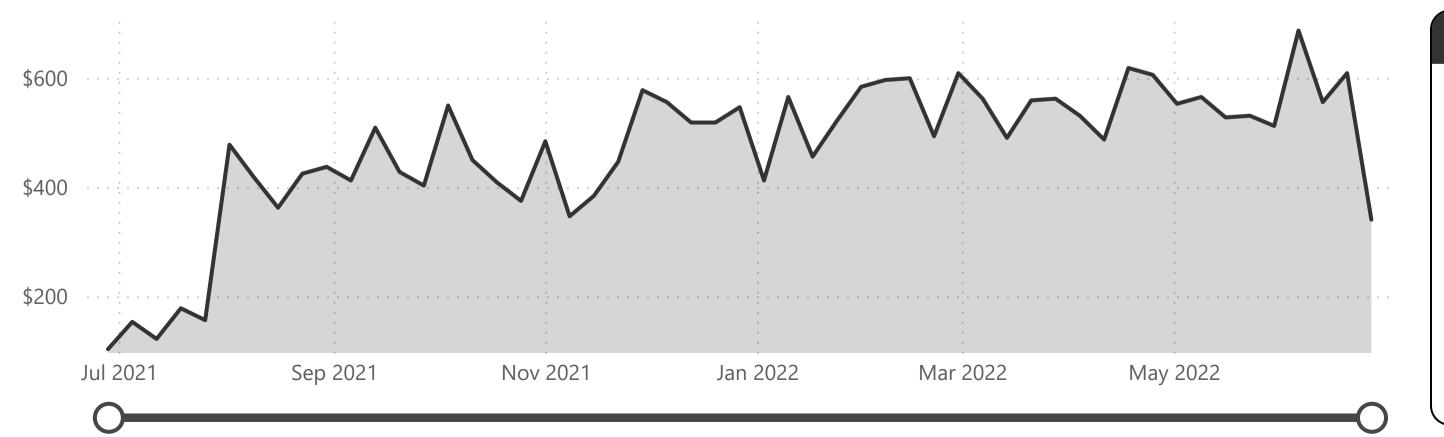








- Orders
- Revenue
- Profit
- Returns
- O Return %



### **Report Summary**

\$2,687

Total orders for Water Bottle - 30 oz. were 404

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit experienced the longest period of decline (-\$34) between Monday,



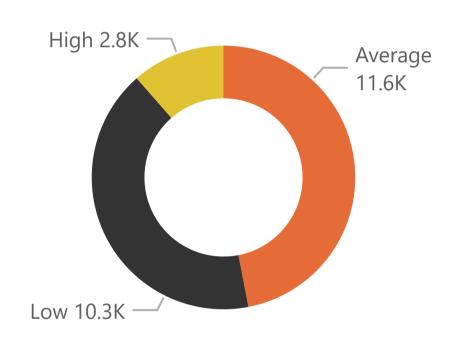




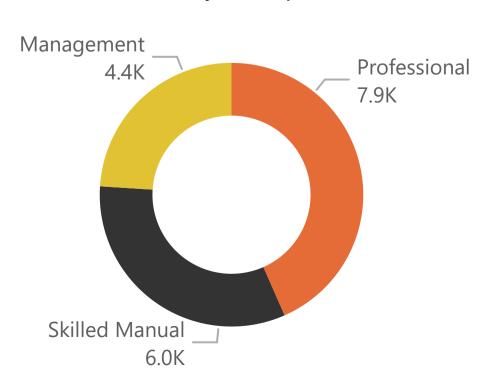
17.4K
UNIQUE CUSTOMERS

\$1,431 REVENUE PER CUSTOMER

### Orders by Income Level



## Orders by Occupation



Total Custom	ners Revenue per	Customer		
500				
: : : : : :	: • • • • • •			
0 Jan 2020	Jul 2020	Jan 2021	Jul 2021	Jan 2022

#### Top 100 Customers

<b>Customer Key</b>	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	\$615,329

#### Year

2020	2022
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Top Customer (by Revenue):

# Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



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

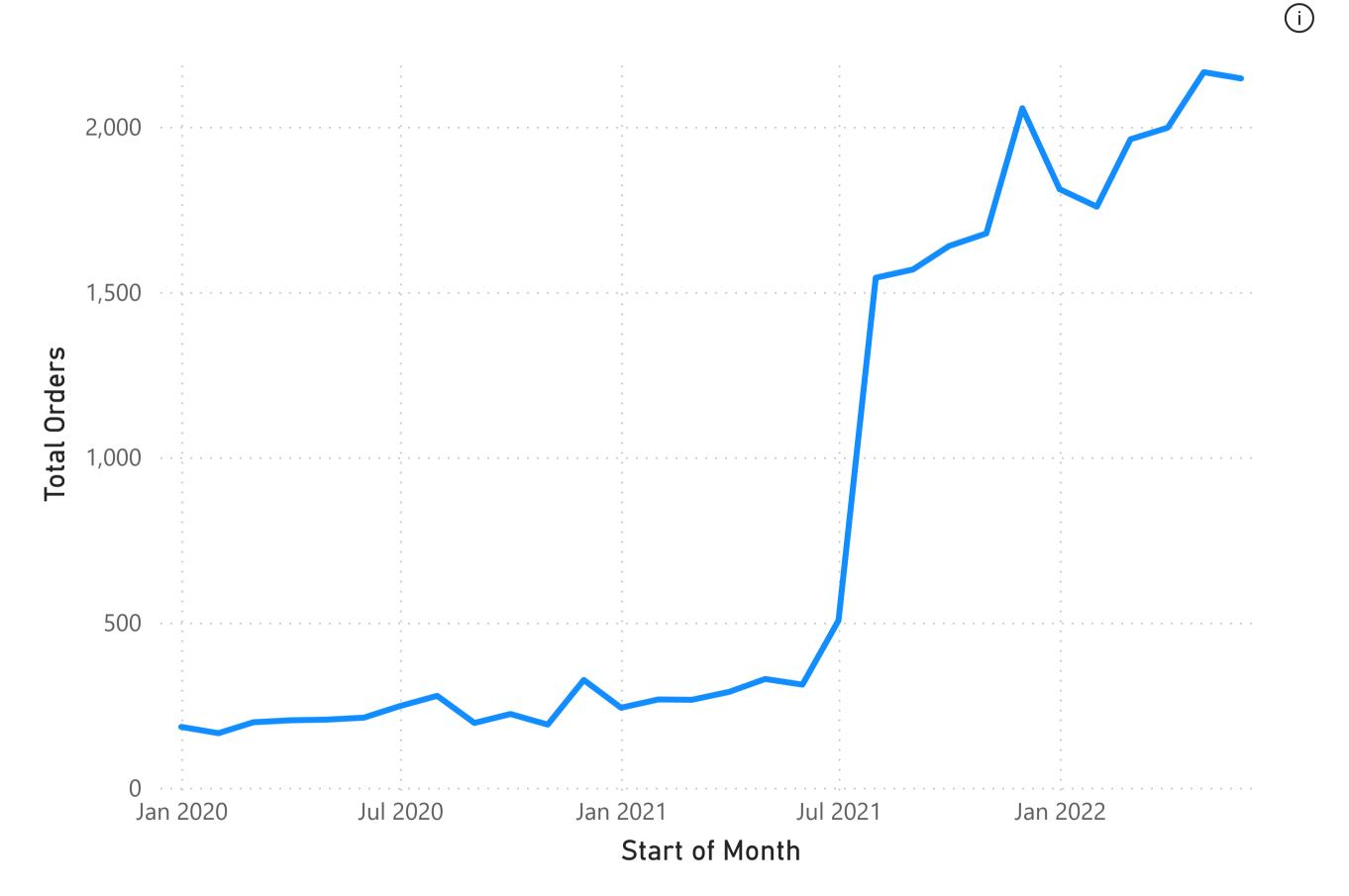








Showing results for *Total orders sorted by calendar lookup start of month* 



Is this useful? 🖒 🗸

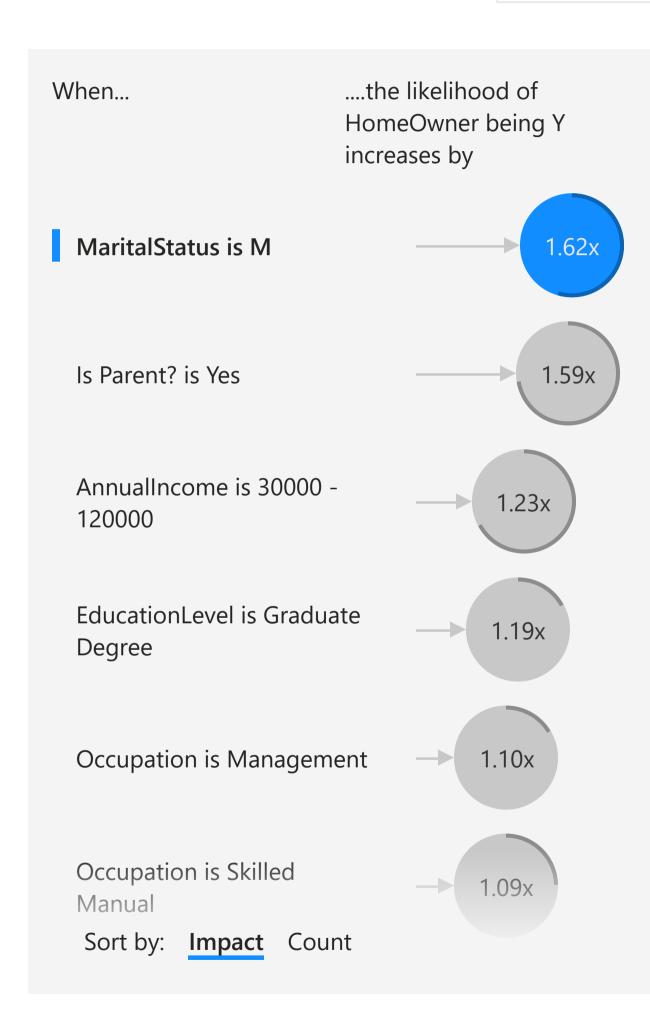
CategoryName	Total Orders
<b>Accessories</b>	16,983
<b>⊟ Bikes</b>	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
<b>Clothing</b>	6,976

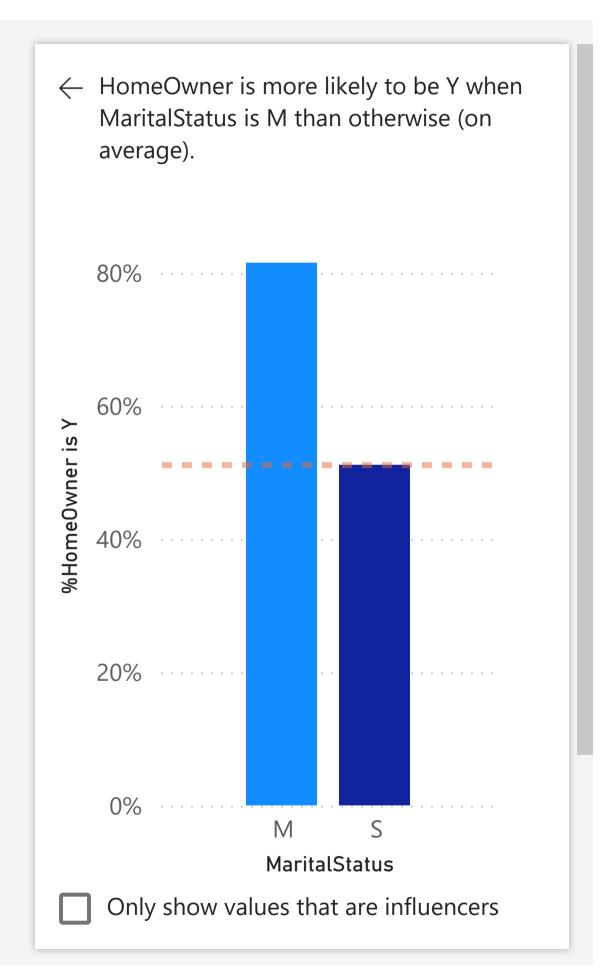
**Total** 

25,164

25K
Total Orders

Total Orders 25,164 What influences HomeOwner to be Y?





What influences Average Retail Price to Increase

ncrease  $\checkmark$  ?

