Auto recovery contains some recovered files that haven't been opened.   View recovered files   ✕

$24.91M Total Revenue   **$10.46M** Total Profit   **25K** Total Orders   **2.17%** Return Rate

Total Revenue by Start of Month

$2.0M
$1.5M
$1.0M
$0.5M
$0.0M
Jan 2020   Jul 2020   Jan 2021   Jul 2021   Jan 2022
Total Revenue

Start of Month

Total Orders by CategoryName

Accessories
Bikes
Clothing

0K   5K   10K   15K
Total Orders

ProductName	Total Orders	Total Revenue	Return Rate	Total Profit
Road-150 Red, 48	179	$6,40,510.33	4.47%	$2,51,848.6682
Road-250 Red, 58	303	$6,61,013.4375	3.63%	$2,60,846.2461
Mountain-200 Black, 42	622	$12,33,557.1164	3.49%	$5,67,859.4964
Road-250 Black, 52	316	$6,89,373.75	3.48%	$2,72,037.6692
Mountain-200 Black, 46	605	$12,41,753.5092	2.97%	$5,71,632.6492
Mountain-200 Silver, 38	586	$12,13,851.8856	2.90%	$5,58,788.3282
Mountain-200 Silver, 42	547	$11,33,066.5212	2.74%	$5,21,599.3439
Road-250 Black, 48	294	$6,41,379.375	2.72%	$2,53,098.3378
Mountain-200 Black, 38	565	$11,65,936.8758	2.64%	$5,36,730.9858
Mountain-200 Silver, 46	573	$11,82,780.5916	2.10%	$5,44,484.8727

Monthly Returns
169 ✓
Goal: 166 (+1.81%)

Monthly Orders
2146 ↑
Goal: 2165 (-0.88%)

Monthly Revenue
$1.83M ∨
Goal: $17,68,433 (+3.31%)

Page 1   Exec Dashboard   Customer Detail   Product Detail   QA   Decomposition tree   Key Influencers   +

Visualizations   Build visual
Values   Add data fields here
Drill through
Cross-report   Off
Keep all filters   On
Add drill-through fields here

Data
Search
Measure Table
Adjusted Price%
Calendar Lookup
Customer Lookup
parameter
Parameter 2
Product Categories Lo…
Product Lookup
Product Subcategorie…
Returns Data
Rolling Calendar
Sales Data
Territory Lookup

17K Distinct Customers

$1,431 Revenue per Customer

Total Customers   Average Revenue per Cu…

Average Revenue per Customer by Start of Week

$4K
$2K
$0K
Jan 2020   Jul 2020   Jan 2021   Jul 2021   Jan 2022
Average Revenue per

Start of Week

Orders by Income level

High 3K
Average 12K
low 10K

Orders by Occupation

Management 4K (23.9…)
Professional 8K (43…)
Skilled Manual 6K (32.61%)

Customer Key	First Customer Full Name (CC)	Total Orders	Sum of Revenue
11433	Mr. Maurice Shan	6	$12,407
11439	Mrs. Janet Munoz	6	$12,015
11241	Mrs. Lisa Cai	7	$11,330
11417	Mrs. Lacey Zheng	7	$11,085
11420	Mr. Jordan Turner	7	$11,022
11242	Mr. Larry Munoz	7	$10,85
13263	Mrs. Kate Anand	4	$10,436
12655	Mr. Larry Vazquez	4	$10,394
11425	Mrs. Ariana Gray	4	$10,391
12631	Mr. Clarence Gao	4	$10,331
12650	Mr. Aaron Wright	4	$10,329
13405	Mr. Ethan Bryant	4	$10,308
11429	Mr. Marco Lopez	6	$10,289
12632	Mrs. Bonnie Nath	4	$10,282
Total	**Adriana Gonzalez**	**1272**	**$6,15,328**

Top Customer(By Revenue)

Mr. Maurice Shan

Orders:
6 Total Orders

Revenu
$12.41K Total Revenue

Page 1   Exec Dashboard   Customer Detail   Product Detail   QA   Decomposition tree   Key Influencers   +

Visualizations   Build visual
Values   Add data fields here
Drill through
Cross-report   Off
Keep all filters   On
Add drill-through fields here

Data
Search
Measure Table
Adjusted Price%
Calendar Lookup
Customer Lookup
parameter
Parameter 2
Product Categories Lo…
Product Lookup
Product Subcategorie…
Returns Data
Rolling Calendar
Sales Data
Territory Lookup