



\$24.9M

Total Revenue

\$10.5M

Total Profit

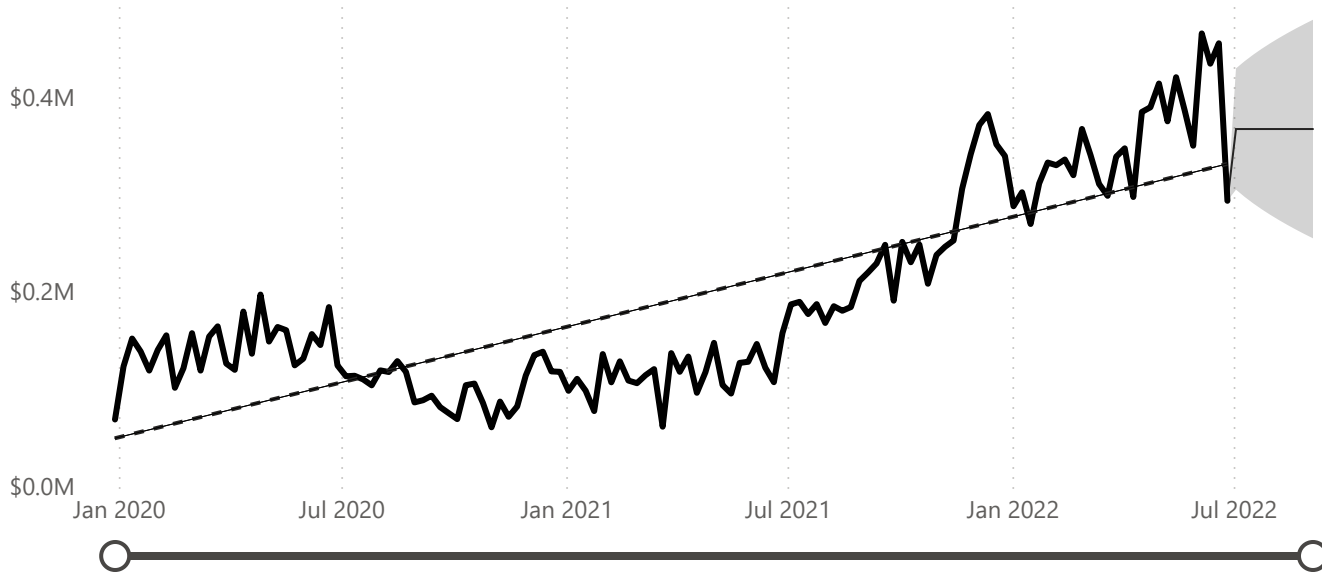
25.2K

Total Orders

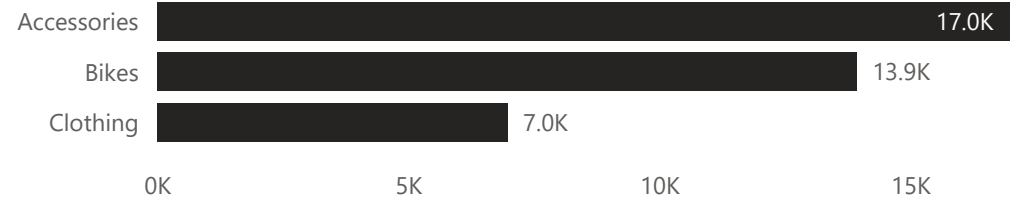
2.2%

Return Rate

Revenue by Week



Orders by Category



ProductName	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Road Tire Tube	2173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
AWC Logo Cap	2062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31%
Fender Set - Mountain	1975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1940	\$65,269.75	2.68%
Mountain Bottle Cage	1896	\$38,061.90	2.02%

Monthly Revenue

\$1.8M✓

Prev Month: \$1.8M (+3.31%)

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

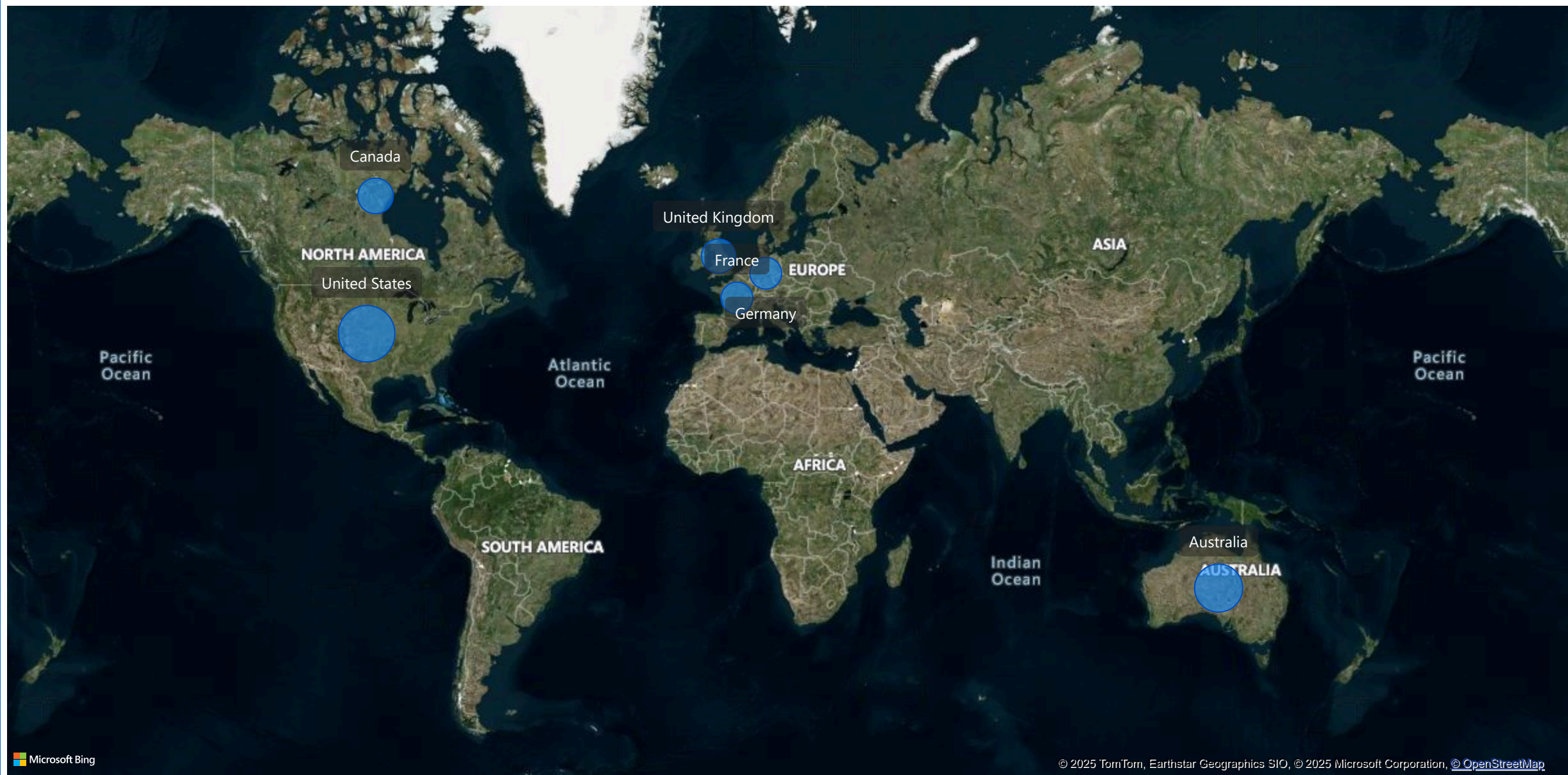
Shorts

Select all

Europe

North America

Pacific



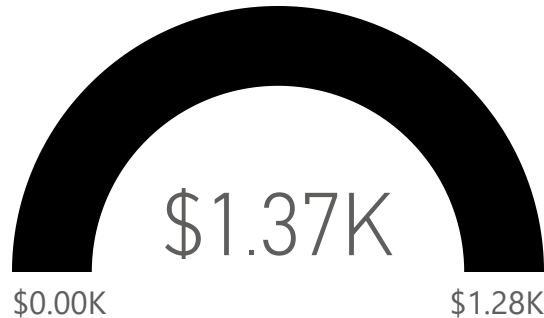


AWC Logo Cap

Revenue vs Target



Profit vs Target



Orders vs Target

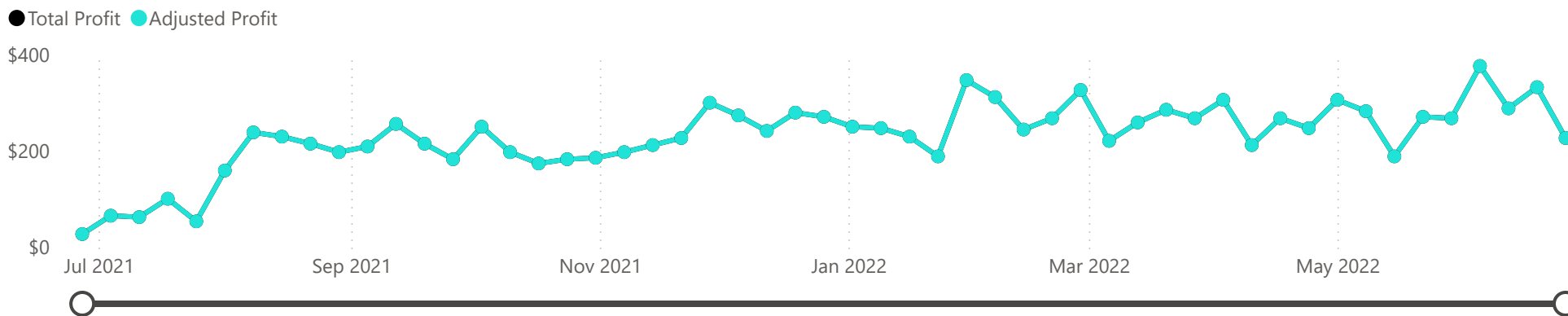


Price Adjustment(%)

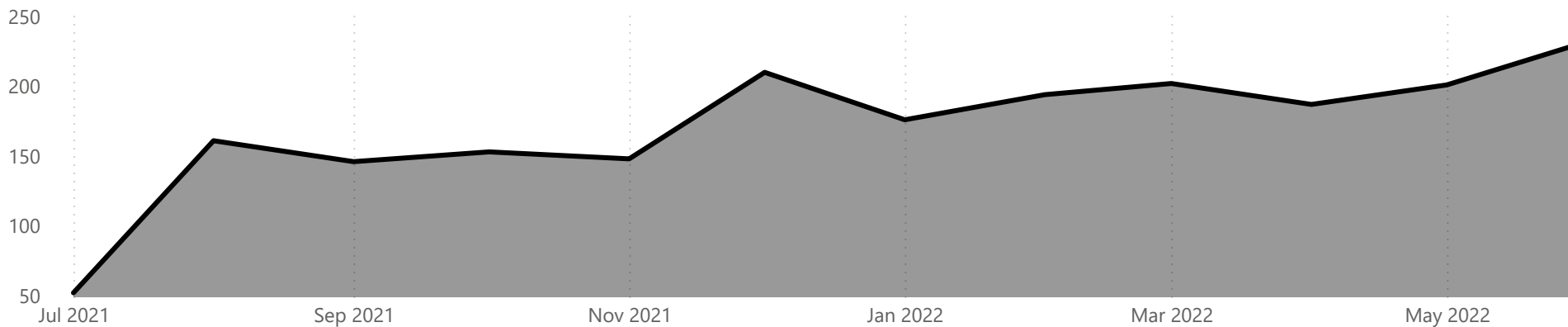
0.00



Profit by Month



Trends by Month



Parameter

- ☒ Total Orders
- ☐ Total Profit
- ☐ Total Returns
- ☐ Total Revenue
- ☐ Return Rate



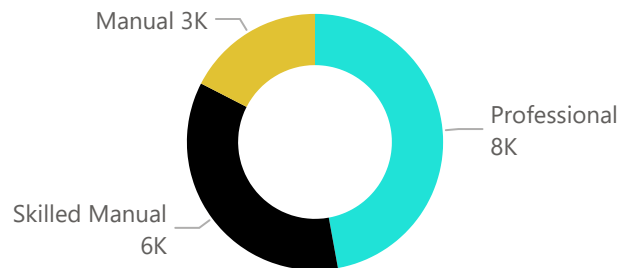
17.4K

UNIQUE CUSTOMERS

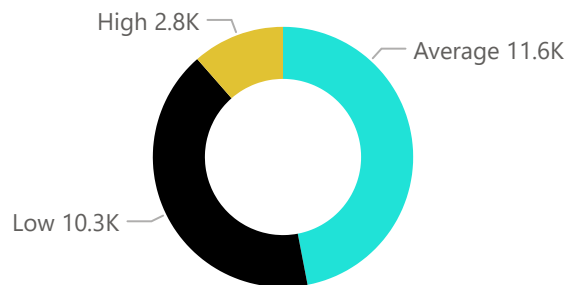
\$1.4K

Revenue Per Customer

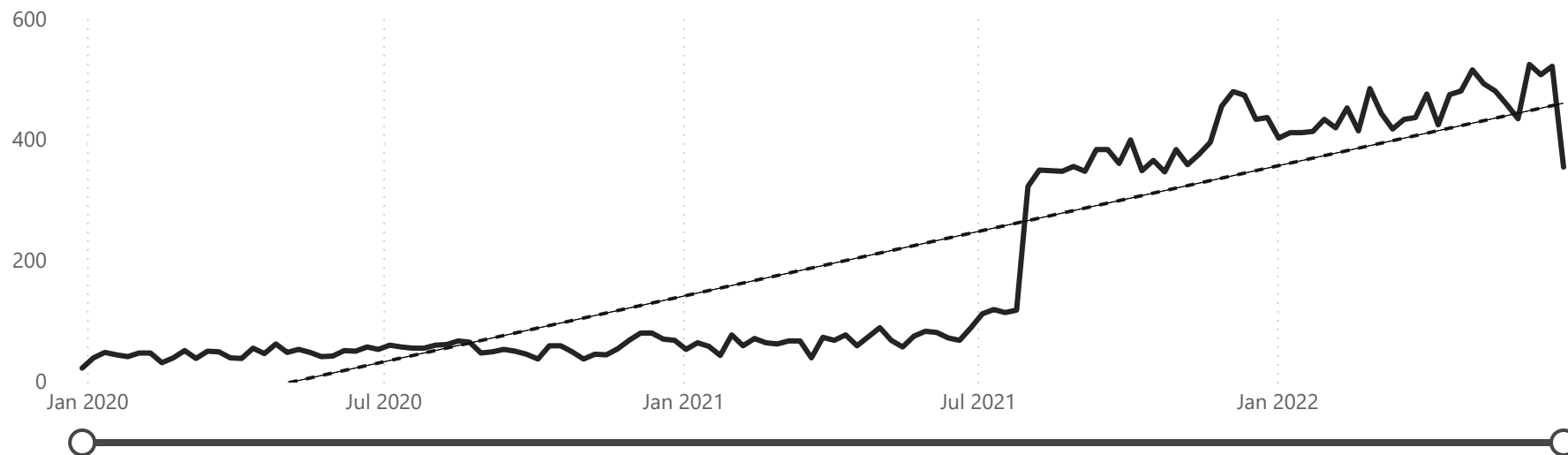
Total Orders by Occupation



Total Orders by Income Level



Total Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.23
13405	Mr. Ethan Bryant	4	\$10,308.52
11429	Mr. Marco Lopez	6	\$10,289.69
12632	Mrs. Bonnie Nath	4	\$10,282.91
11245	Mr. Ricky Vazquez	4	\$10,165.92
11237	Mr. Clarence Anand	4	\$10,065.01
Total		1272	\$6,15,328.6

Year

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K

\$2,49,14,586.82

25164

\$1,04,57,715.43

1,809

2.17%

