



\$25M

REVENUE

\$10M

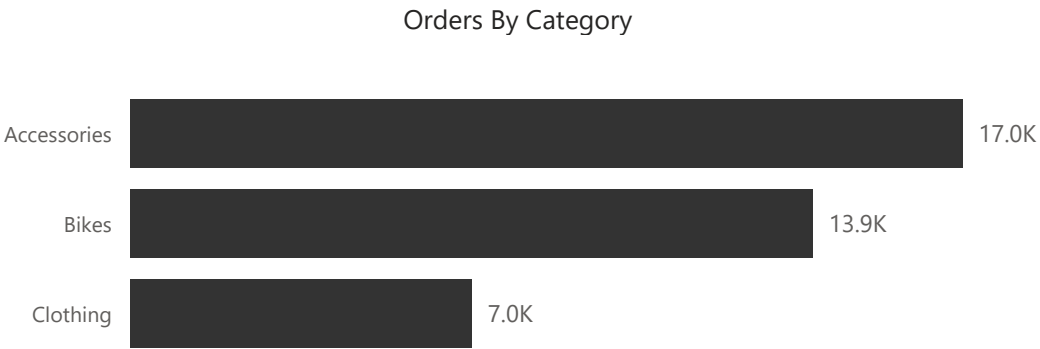
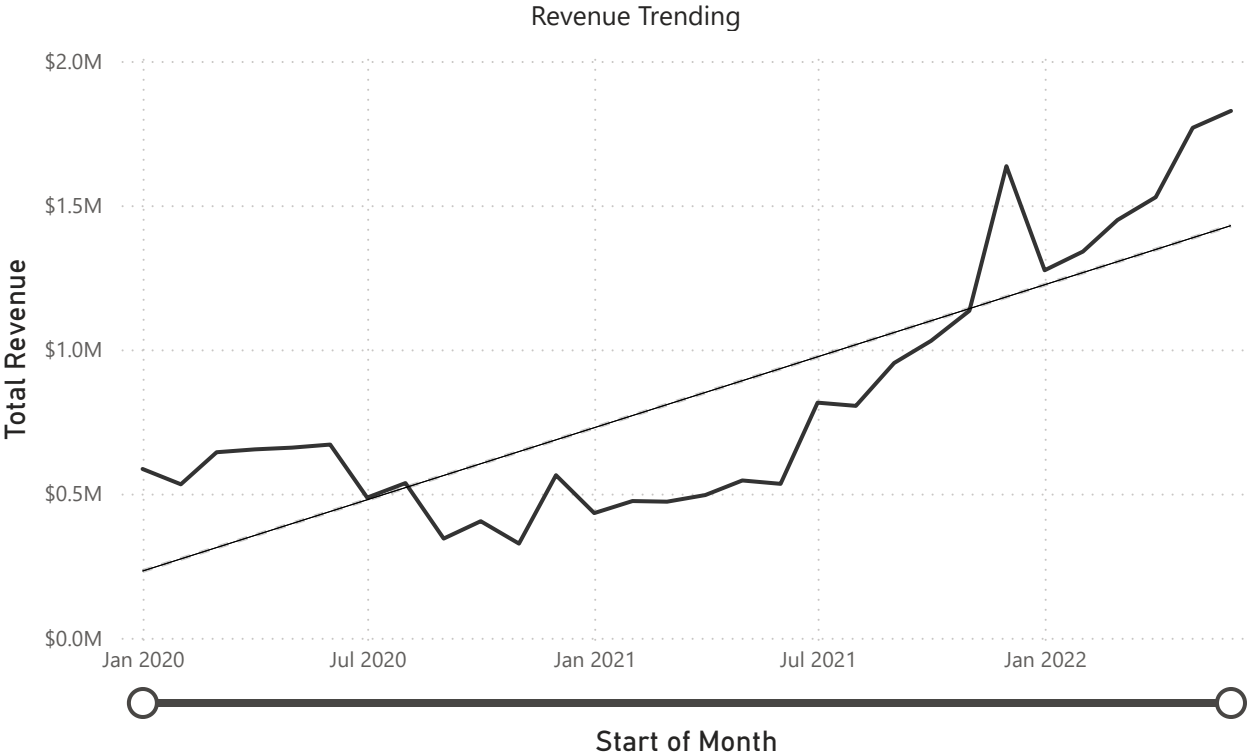
PROFIT

25K

ORDERS

2.2%

Return Rate



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.9%
Patch Kit/8 Patches	2,952	\$13,506	1.6%
Mountain Tire Tube	2,846	\$28,333	1.6%
Road Tire Tube	2,173	\$17,265	1.5%
Sport-100 Helmet, Red	2,099	\$73,444	3.3%
AWC Logo Cap	2,062	\$35,882	1.1%
Sport-100 Helmet, Blue	1,995	\$67,120	3.3%
Fender Set - Mountain	1,975	\$87,041	1.4%
Sport-100 Helmet, Black	1,940	\$65,270	2.7%
Mountain Bottle Cage	1,896	\$38,062	2.0%

Monthly Revenue

\$1,827K✓

Prev Month: \$1,768K (+3.31%)

Monthly Orders

2,146!

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

Deselect all

Europe

North America

Pacific

Canada



United States



United Kingdom

France



Germany

Australia



Selected Product

Road Tire Tube

Monthly Orders vs. Targets



Monthly Revenue vs. Targets



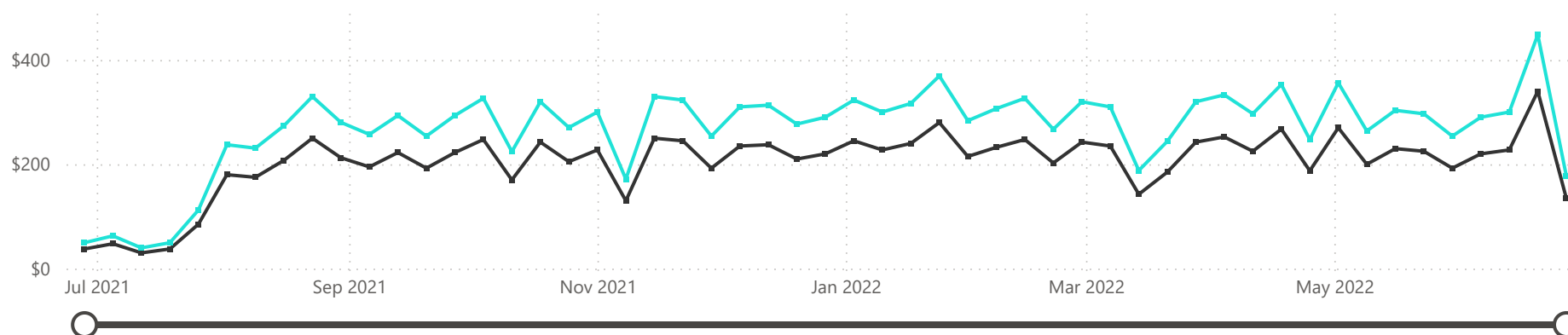
Monthly Profit vs. Targets



Price Adjustment (%)

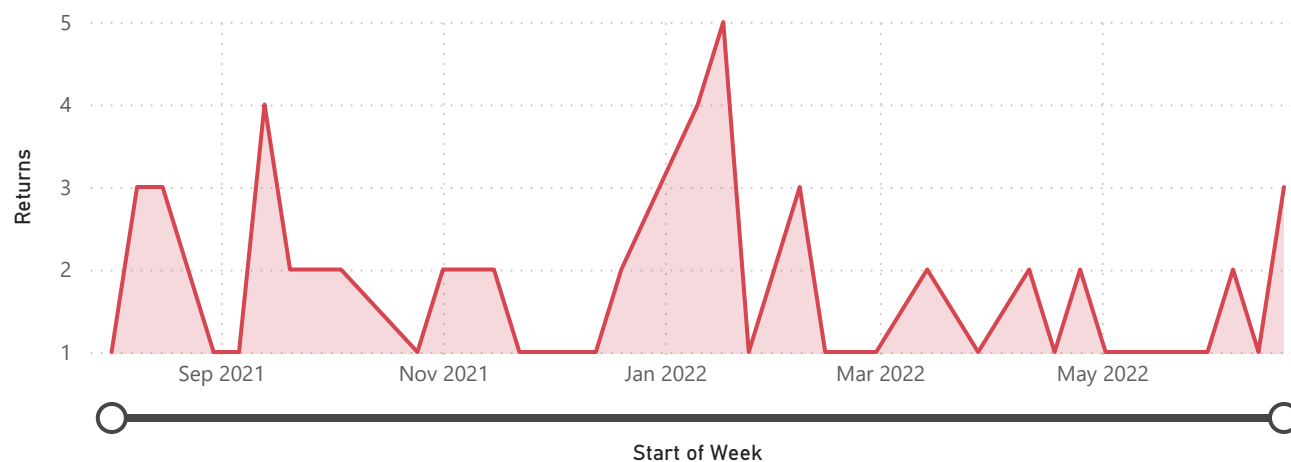
0.20

Total Profit Adjusted Profit



product Metric Selection

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



Report Summary

Total Orders for **Road Tire Tube** were **213**

Adjusted Profit (260.00% increase) and Total Profit (260.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.



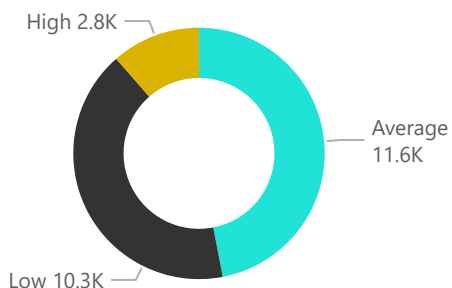
17.4K

UNIQUE CUSTOMERS

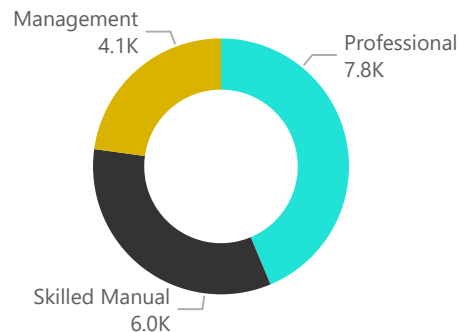
\$1.43K

REVENUE PER CUSTOMER

Orders by Income Level



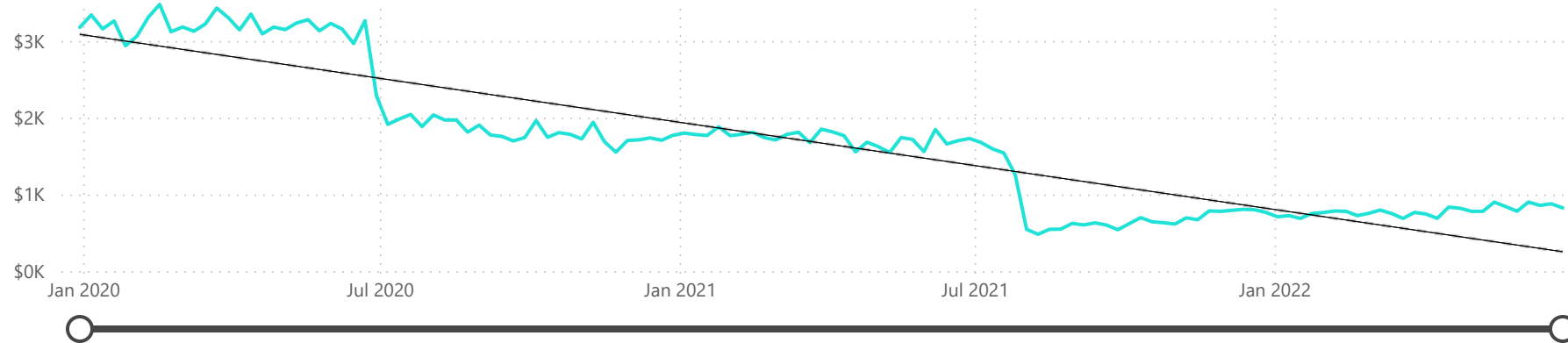
Orders by Occupation



Customer Metric Selection

Total Customers

Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
Total		1,272	\$615,329

2020

2022

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 \$4.7K