



£24.9M

REVENUE

£10.5M

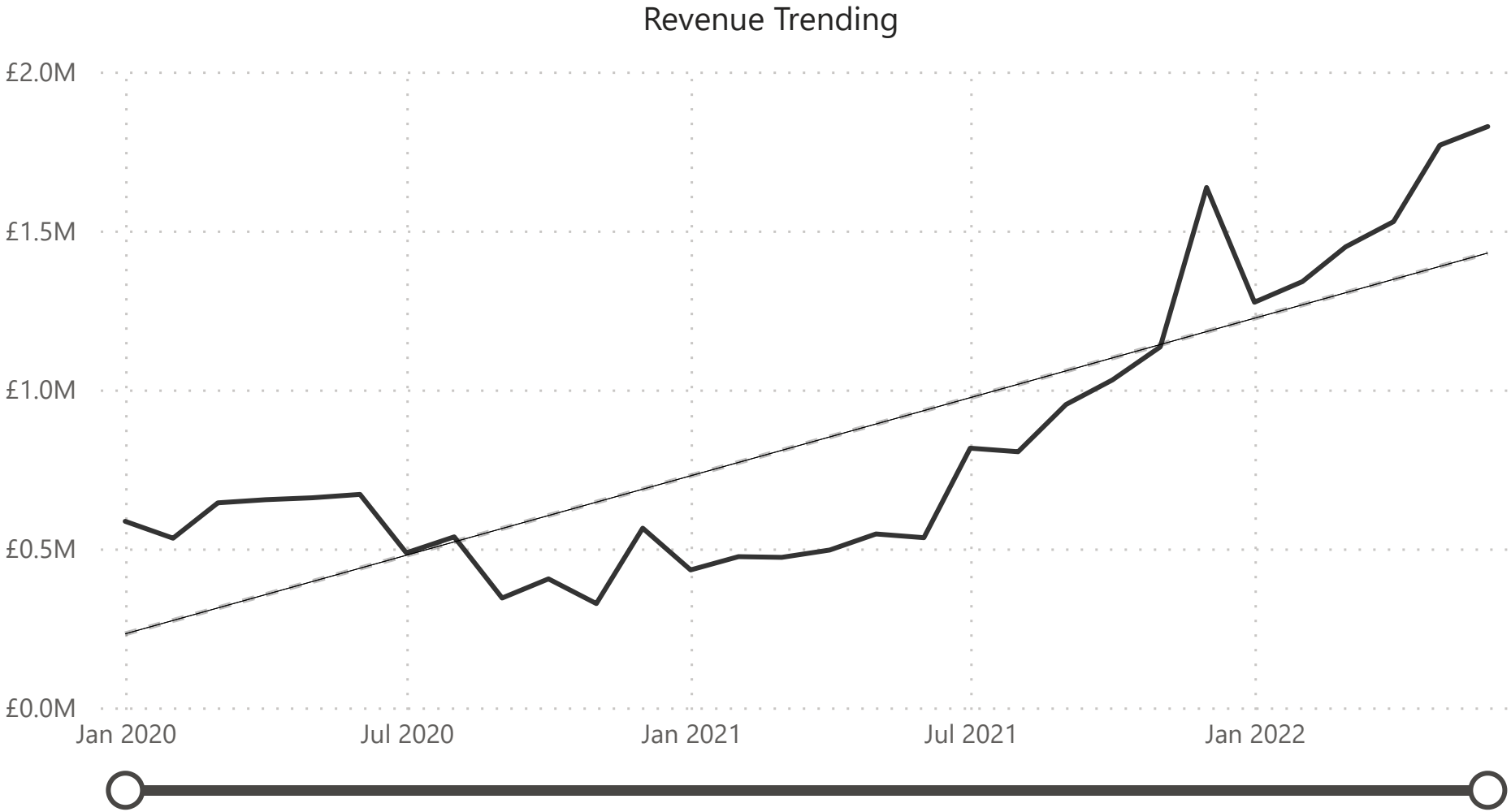
PROFIT

25.2K

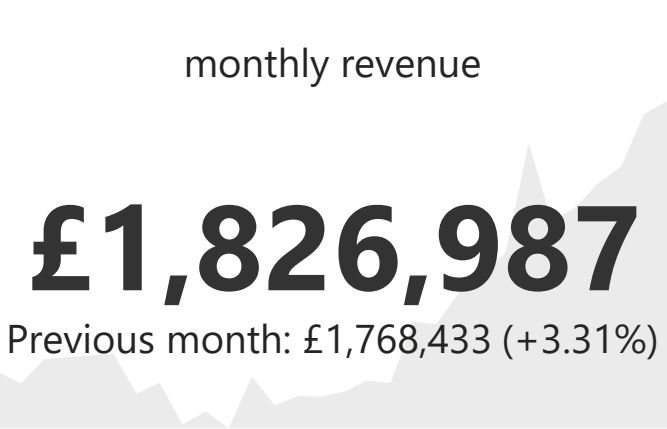
ORDERS

2.2%

RETURNS



Top 10 Products	Orders	Revenue	Return %
AWC Logo Cap	2062	£35,882	1.11%
Fender Set - Mountain	1975	£87,041	1.36%
Mountain Bottle Cage	1896	£38,062	2.02%
Mountain Tire Tube	2846	£28,333	1.64%
Patch Kit/8 Patches	2952	£13,506	1.61%
Road Tire Tube	2173	£17,265	1.55%
Sport-100 Helmet, Black	1940	£65,270	2.68%
Sport-100 Helmet, Blue	1995	£67,120	3.31%
Sport-100 Helmet, Red	2099	£73,444	3.33%
Water Bottle - 30 oz.	3983	£39,755	1.95%



Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

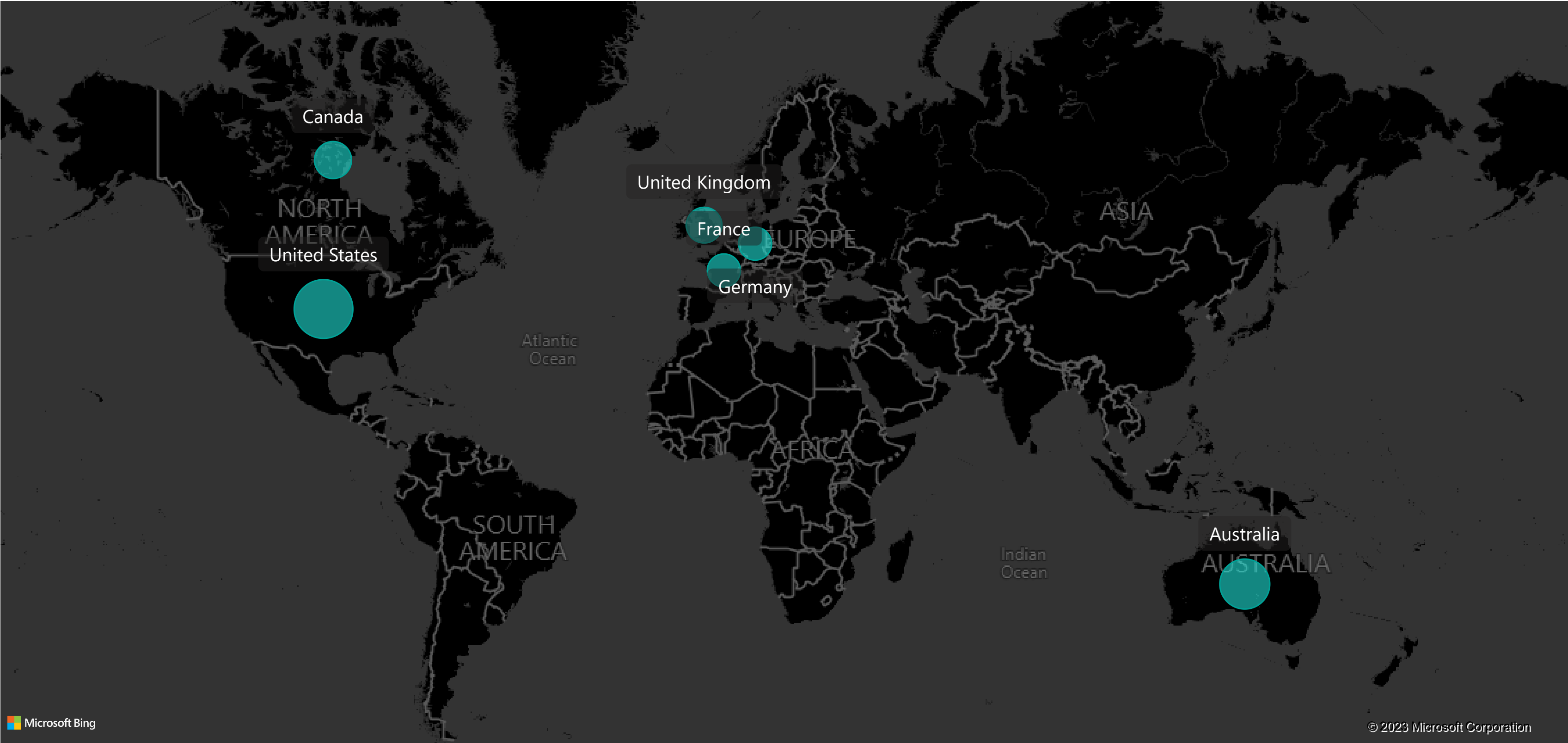
Shorts

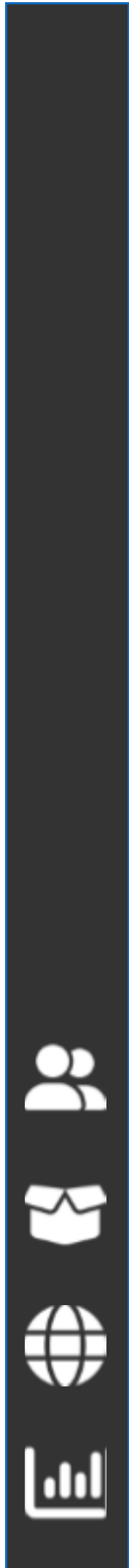
Select all

Europe

North America

Pacific

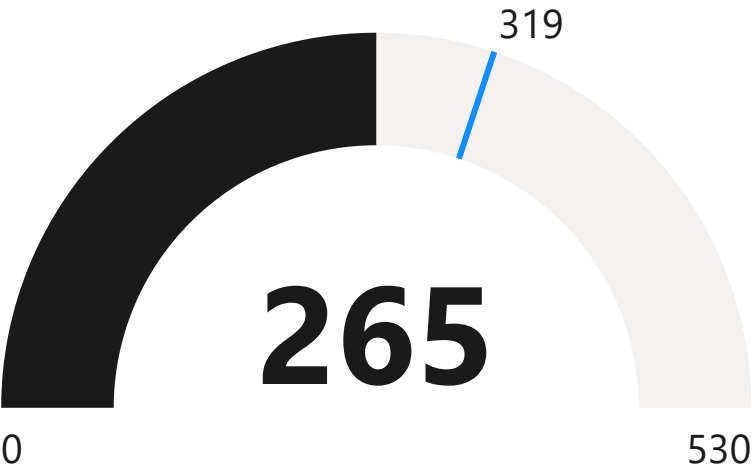




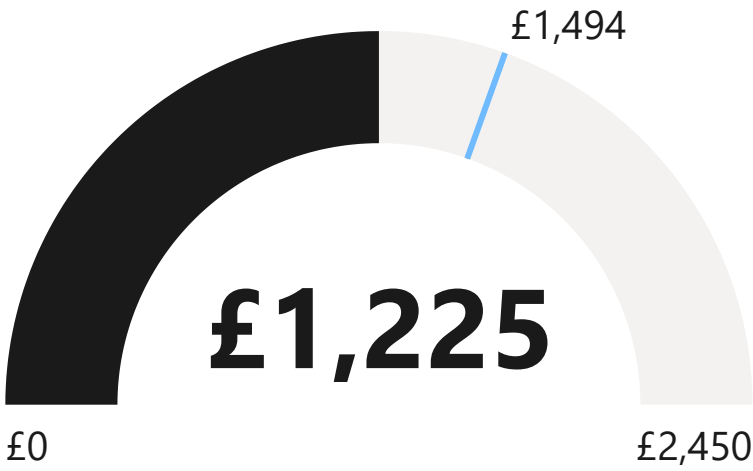
Selected Product

Patch Kit/8
Patches

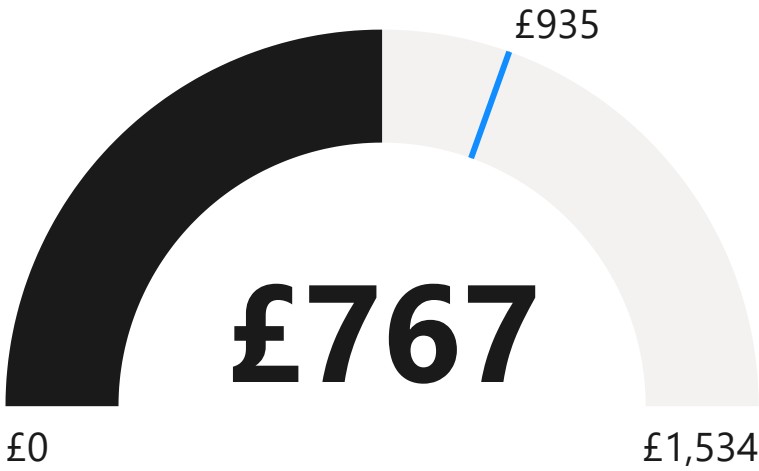
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Price Adjustment %

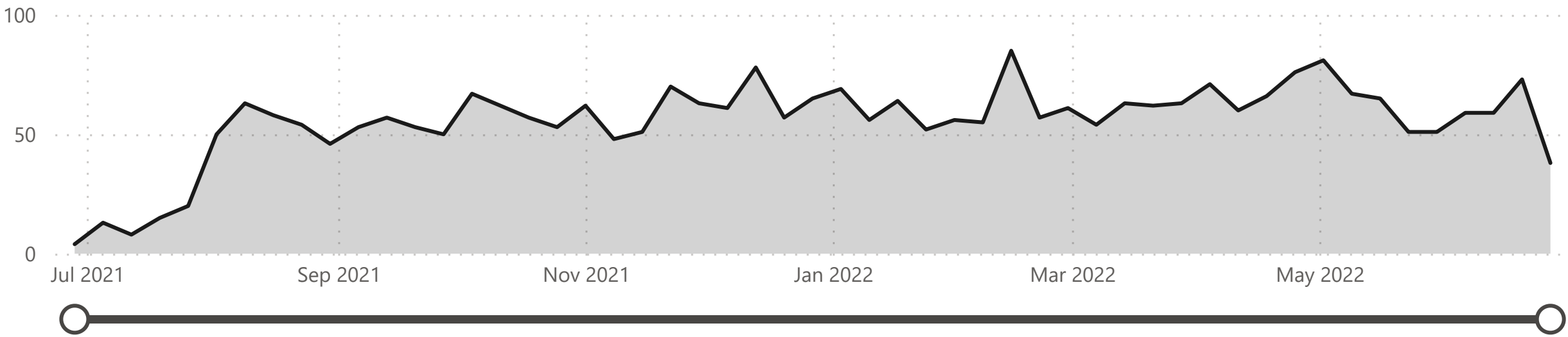
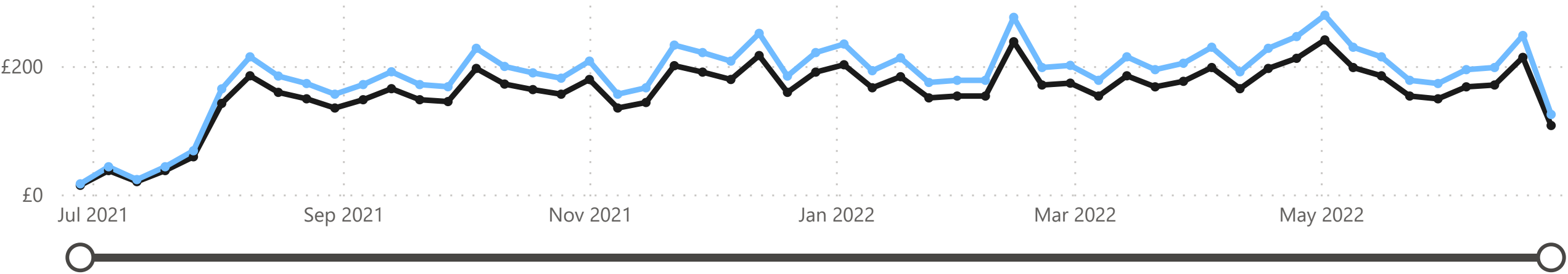
0.10



Product metric selection

- ☒ total orders
- ☐ Total profit
- ☐ Total revenue
- ☐ Total Returns
- ☐ Return Rate

● Total profit ● Adjusted profit





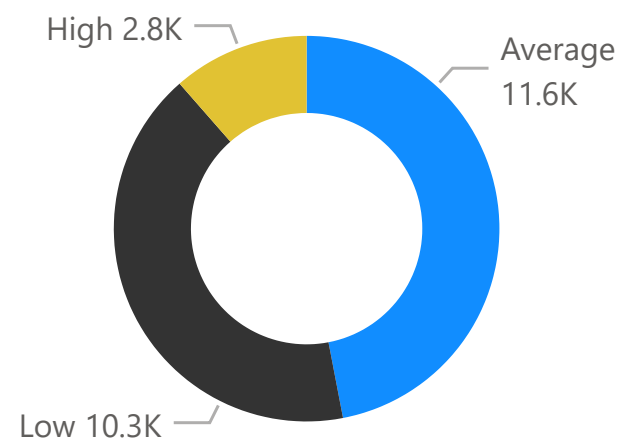
17.4K

CUSTOMERS

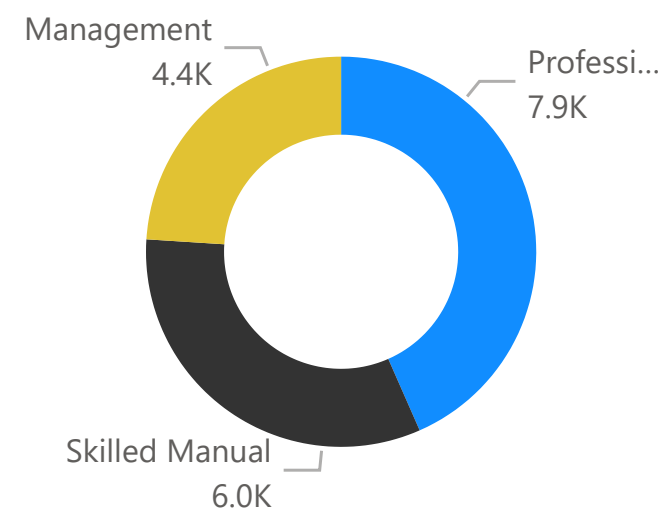
£1.4K

REVENUE PER CUSTOMER

Orders by Income Level



Orders by occupation



Total Customers

Revenue per customer

400

200

0

Jan 2020

Jul 2020

Jan 2021

Jul 2021

Jan 2022

Top 100 Customers

Customer Key	fullname	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
Total		1272	£615,329

Year

2020

2022

Top Customers By Revenue

Mr. Maurice Shan

Orders

6

Revenue

£12.4K

Total Customers



