



\$24.9M

REVENUE

\$10.5M

PROFIT

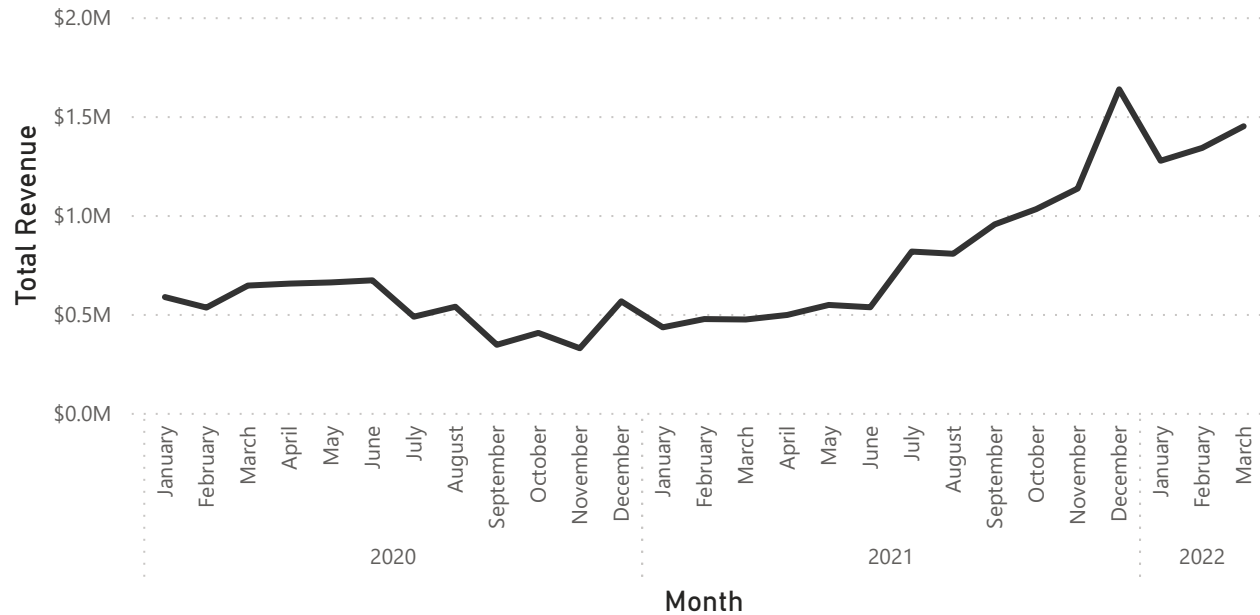
25.2K

ORDERS

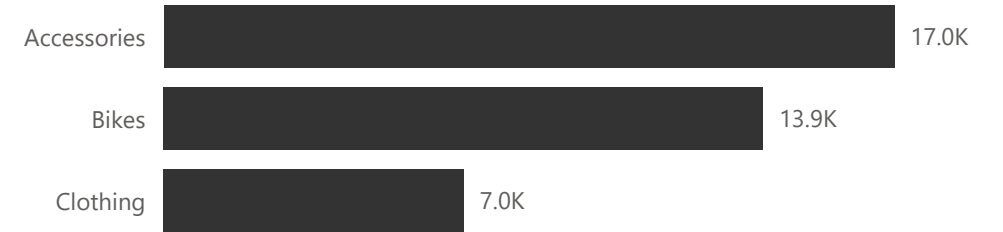
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top Ten Products

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

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

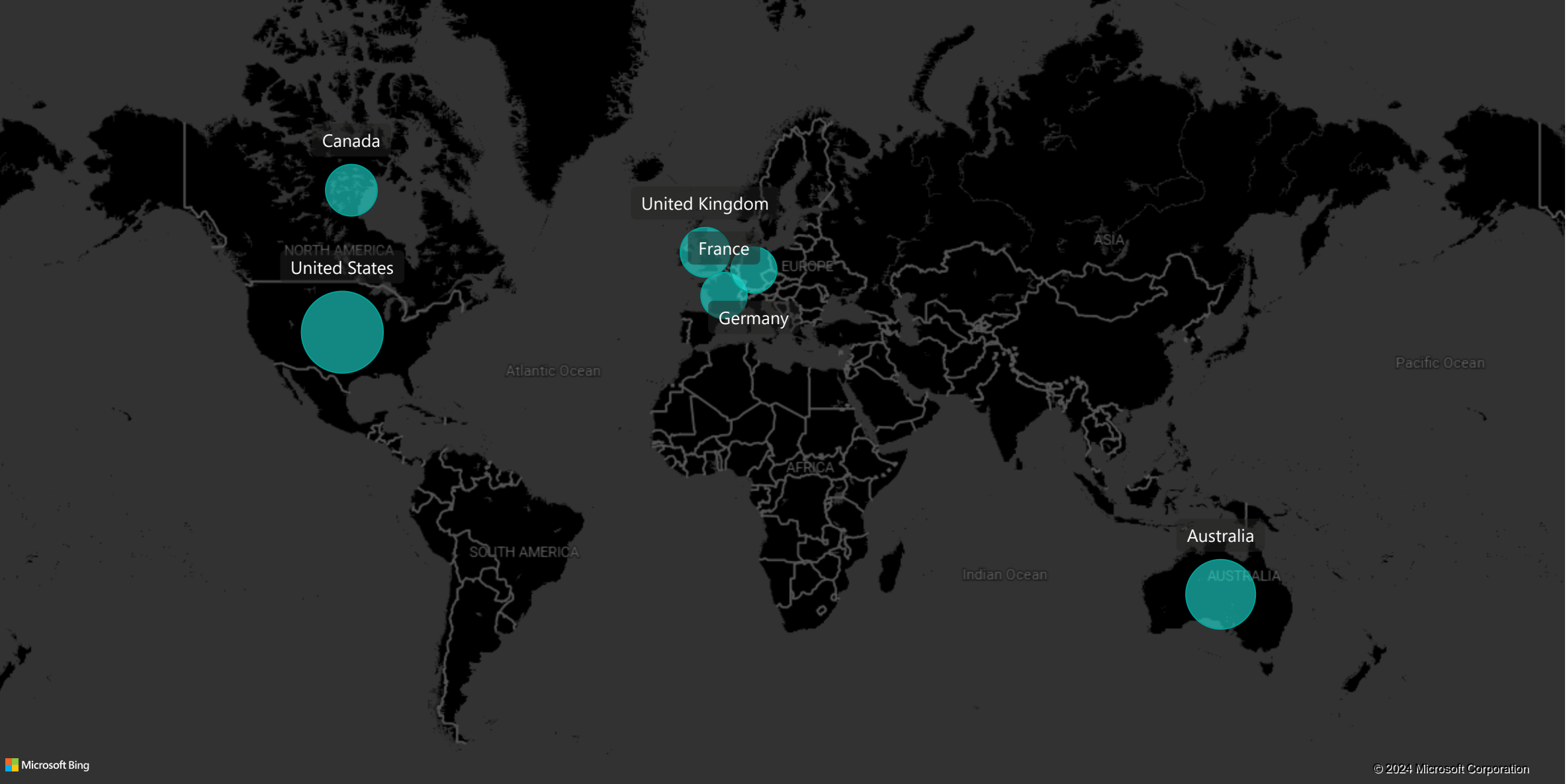
Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Select all	Europe	North America	Pacific
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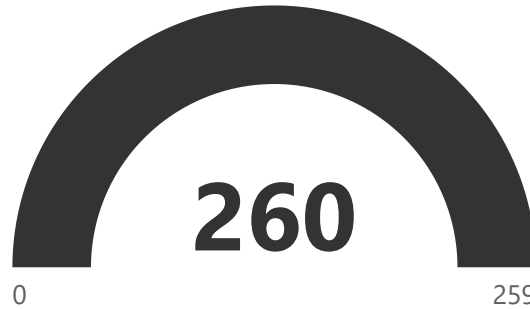




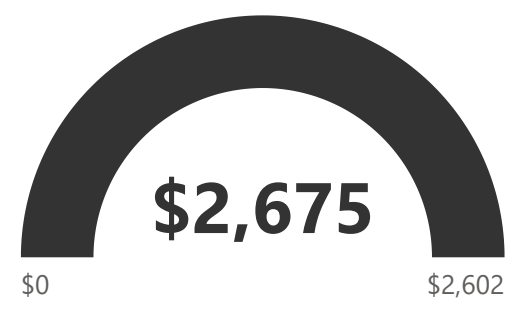
Selected Product

**Mountain Tire  
Tube**

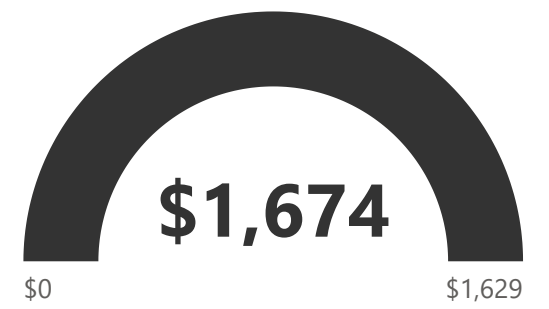
Monthly Orders vs. Target



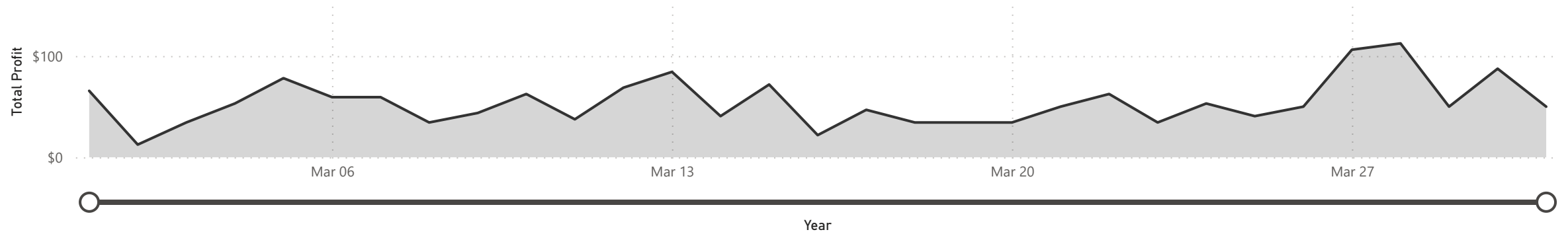
Monthly Revenue vs. Target



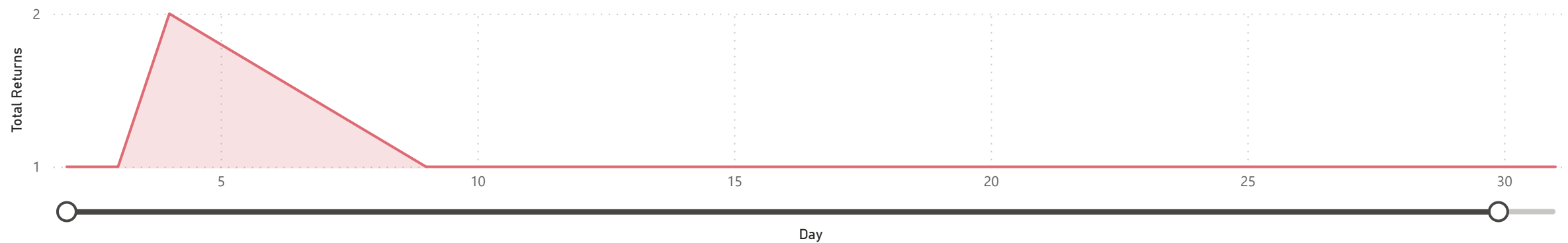
Monthly Profit vs. Target



Profit Trending



Return Trending





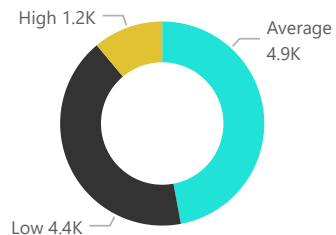
9,133

TOTAL CUSTOMERS

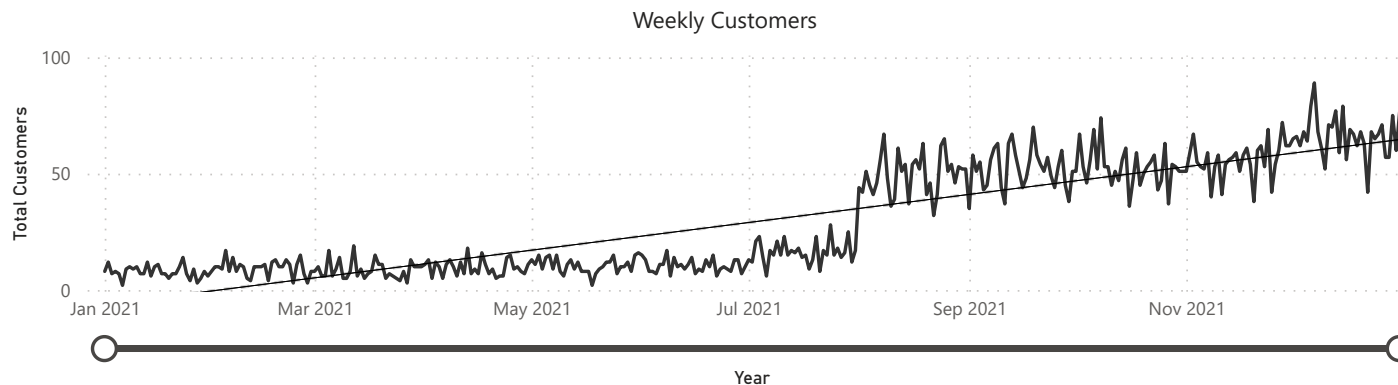
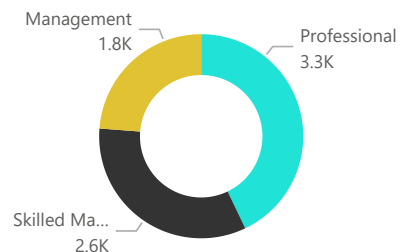
\$1,021

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11331	Mrs. Samantha Jenkins	17	\$1,085
11176	Mr. Mason Roberts	14	\$976
11091	Mr. Dalton Perez	13	\$668
11200	Mr. Jason Griffin	13	\$931
11566	Ms. April Shan	13	\$792
11287	Mr. Henry Garcia	12	\$672
11223	Mrs. Hailey Patterson	11	\$641
11277	Mr. Charles Jackson	11	\$833
11330	Mr. Ryan Thompson	11	\$724
11711	Mr. Daniel Davis	11	\$552
11215	Mrs. Ana Perry	10	\$873
11530	Mr. Andrew Martinez	10	\$437
11078	Ms. Gina Martin	9	\$573
11262	Mrs. Jennifer Simmons	9	\$569
11300	Mr. Fernando Barnes	9	\$589
11505	Ms. Jasmine Powell	9	\$629
11520	Mrs. Jada Morgan	9	\$589
Total		661	\$425,567

Year

2020

2022

Top Customer (by Revenue):

Mrs. Janet Munoz

Orders:

5

Revenue:

9.6K



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