



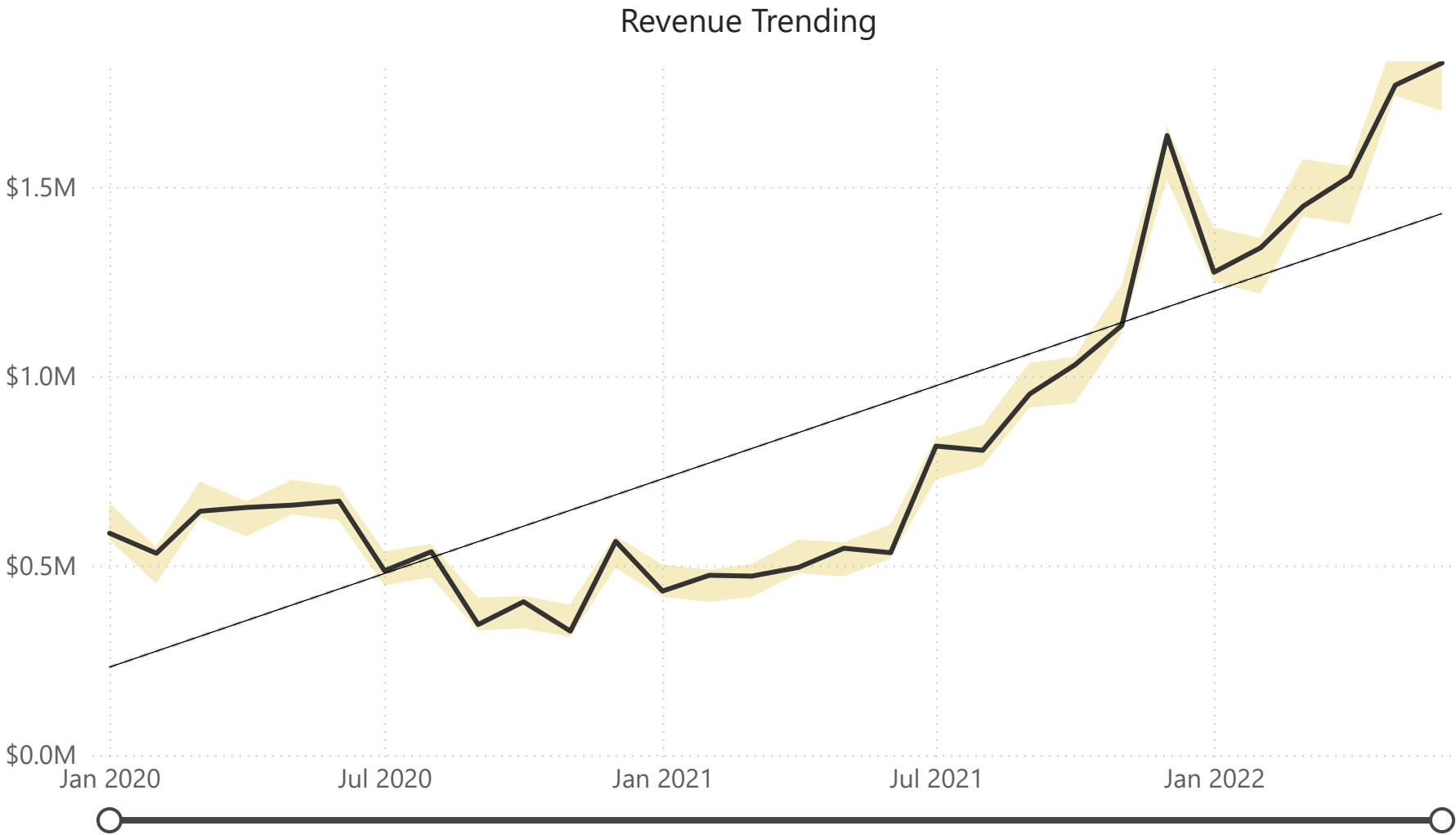
\$24.9M
REVENUE

\$10.5M
PROFIT

25.2K
ORDERS

2.2%
RETURN RATE

Order by Category



Top 10 Products	Total Orders	Total 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 ✓
Previous Month: \$1.77M (+3.31%)

Monthly Orders

2.15K!
Previous Month: 2.17K (-0.88%)

Monthly Returns



166 ✓
Previous Month: 169 (+1.78%)





Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

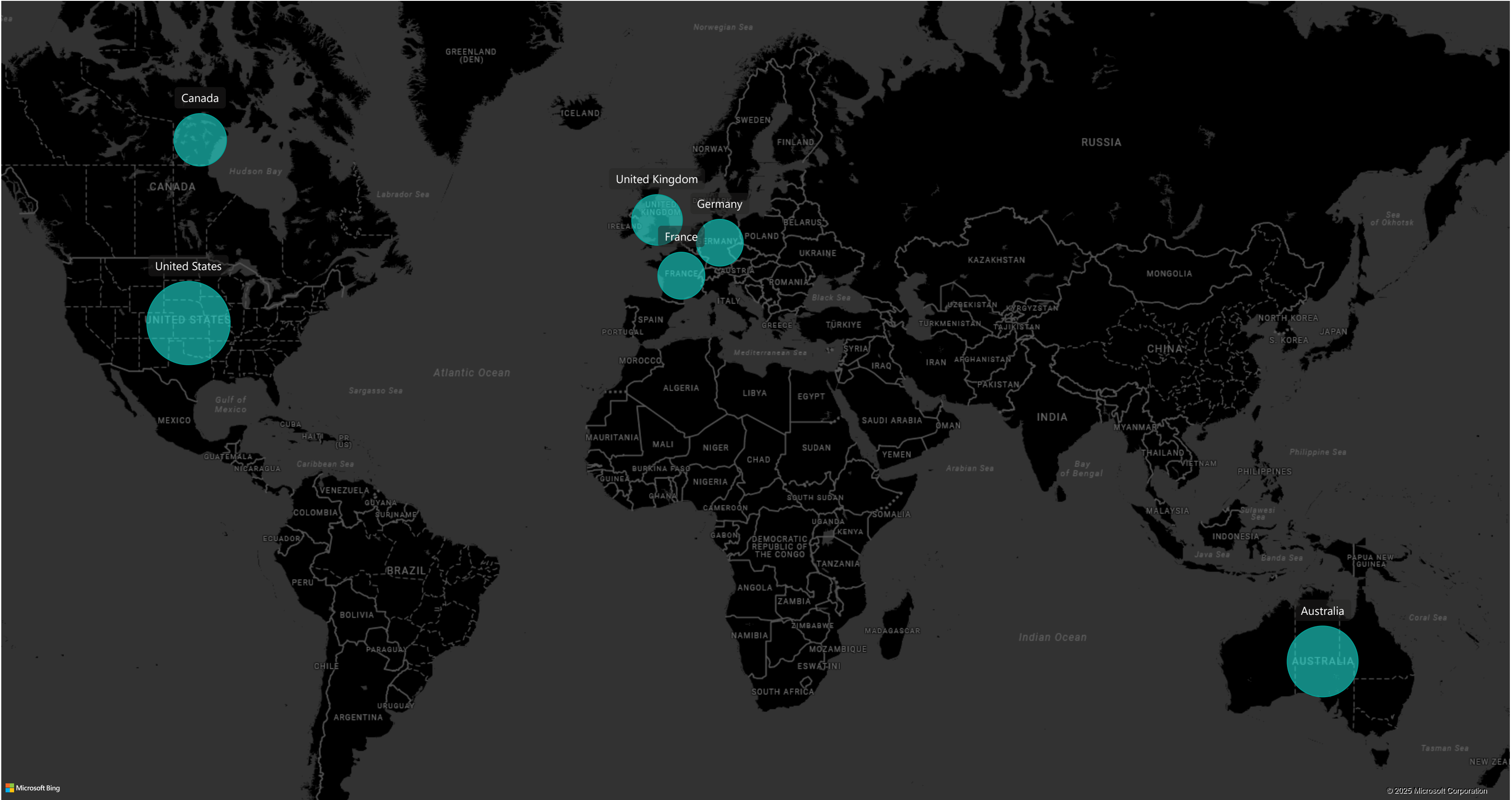


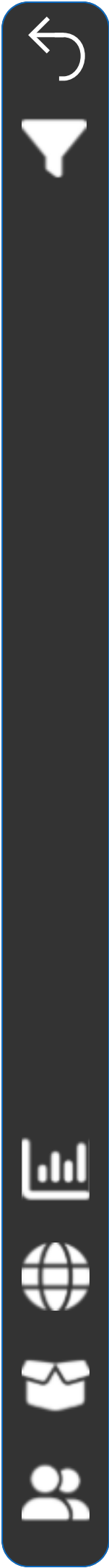


- Select all
- Europe
- North America
- Pacific

 This visual type is being retired soon. Upgrade now to avoid errors.

Upgrade





Selected Product:

Patch Kit/8 Patches

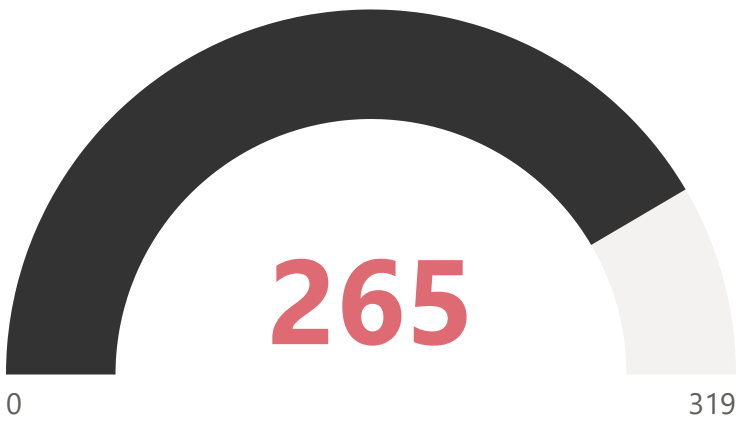
Price Adjustment(%)

0.10

Product Metric Selection

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

Monthly Orders vs. Target



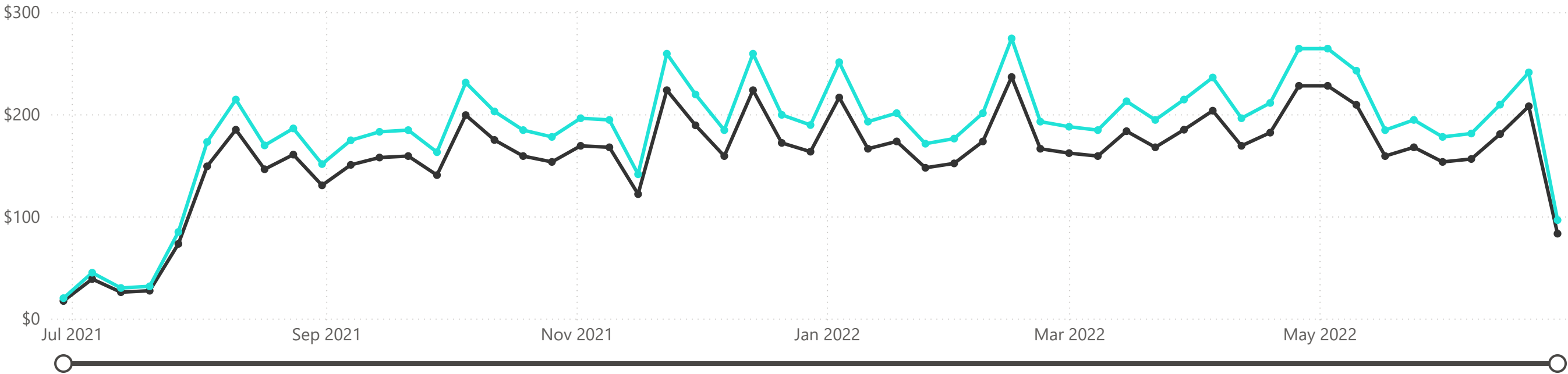
Monthly Revenue vs. Target



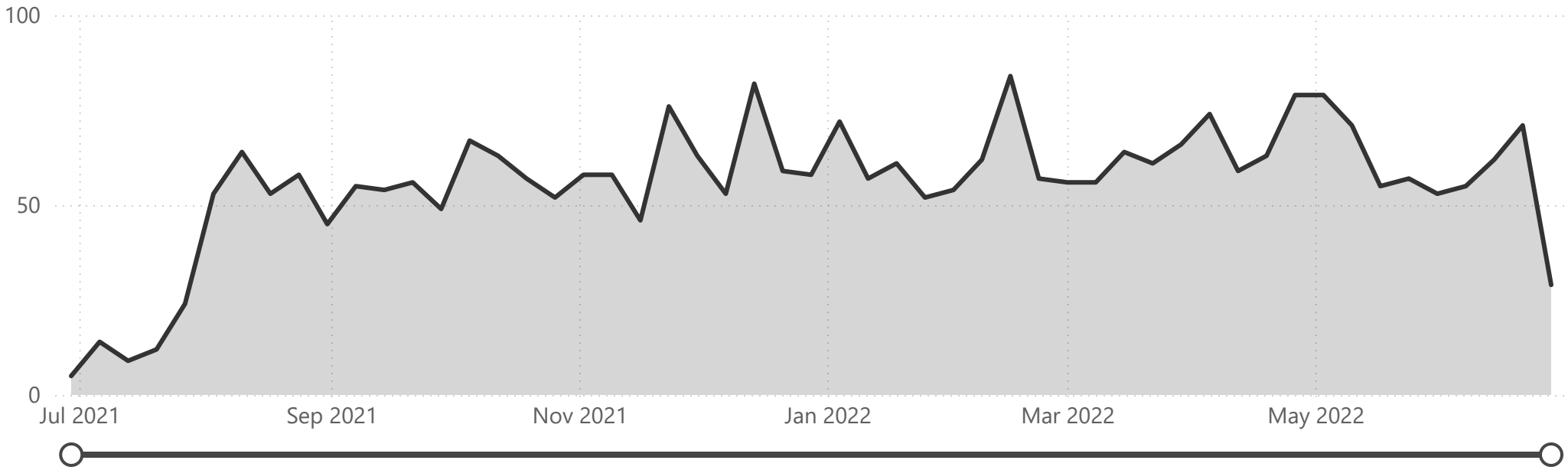
Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Return Trending

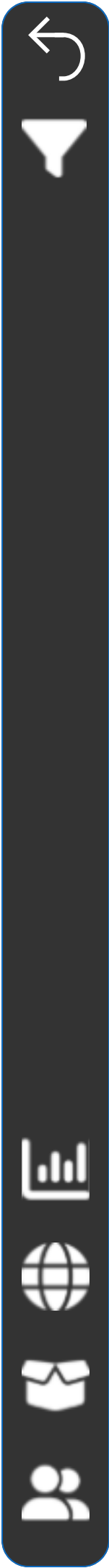


Report Summary

Total orders for [Patch Kit/8 Patches](#) were [265](#)

[Adjusted Profit](#) (383.33% increase) and [Total Profit](#) (383.33% increase) both trended up between [Tuesday, June 29, 2021](#) and [Tuesday, June 28, 2022](#).

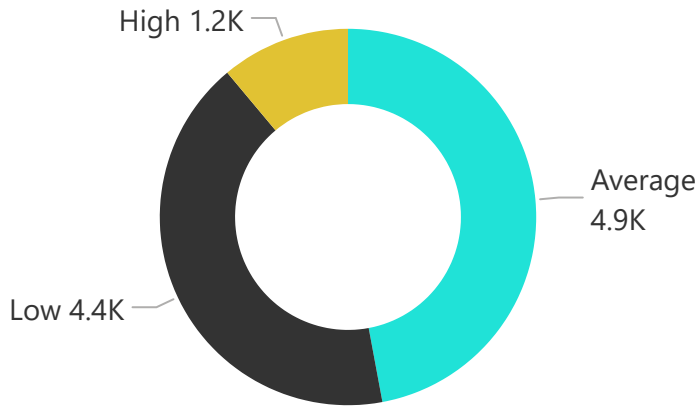
Profit experienced the longest period of decline (-\$102) between [Tuesday, March 29, 2022](#) and [Tuesday, June 28, 2022](#).



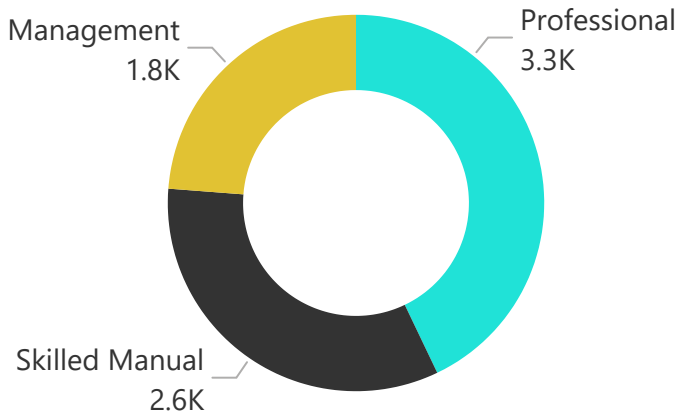
9,133
UNIQUE CUSTOMERS

\$1,021
REVENUE PER CUSTOMER

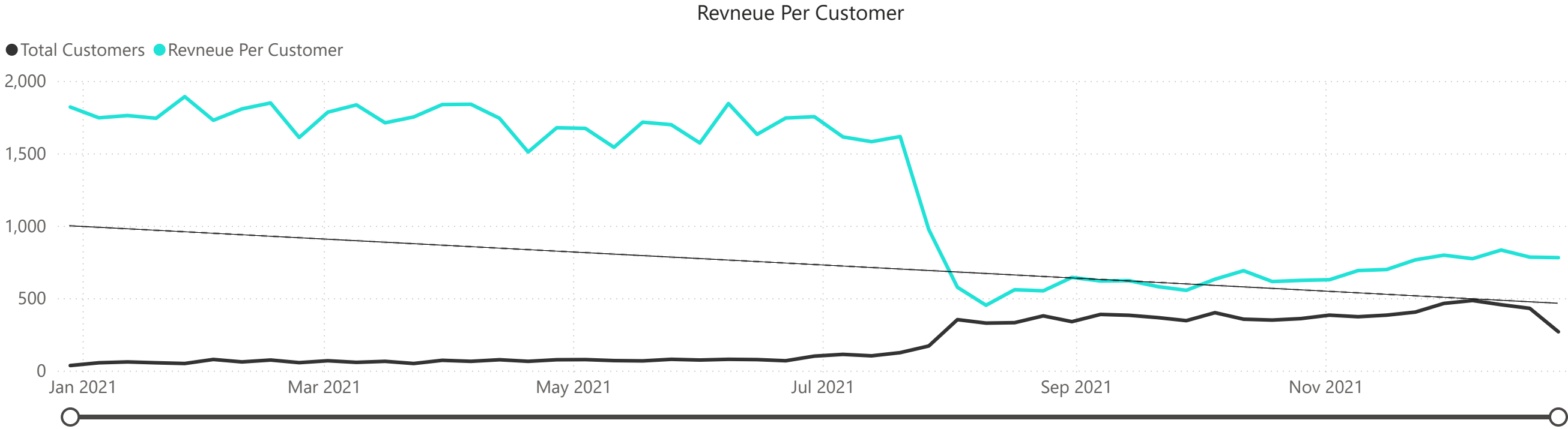
Orders by Income Level



Orders by Occupation



Total Customers Revneue Per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11439	Mrs. Janet Munoz	5	\$9,598
11433	Mr. Maurice Shan	4	\$8,755
12132	Mrs. Kaitlyn Henderson	3	\$6,847
12308	Mrs. Margaret He	3	\$6,823
12323	Mr. Lawrence Alonso	3	\$6,822
12655	Mr. Larry Vazquez	3	\$6,817
12301	Mrs. Nichole Nara	3	\$6,816
12321	Mrs. Rosa Hu	3	\$6,780
12307	Mr. Brad She	3	\$6,777
12333	Mr. Terrance Rodriguez	3	\$6,775
12631	Mr. Clarence Gao	3	\$6,753
12650	Mr. Aaron Wright	3	\$6,751
12124	Mrs. Brandi Gill	3	\$6,745
12131	Mr. Randall Dominguez	3	\$6,745
12332	Mr. Andres Nara	3	\$6,723
12300	Adriana Gonzalez	3	\$6,710
12632	Mrs. Bonnie Nath	3	\$6,705
12647	Mrs. Colleen Anand	3	\$6,696
12653	Mrs. Nichole Andersen	3	\$6,688
12296	Mr. Francisco Sara	3	\$6,687
13407	Mrs. Cassandra Rana	3	\$6,681
Total		661	\$425,567

2020 2022

Top Customers by Revenue

Mrs. Janet Munoz

Orders:

5

Revenue:

9.6K