

**\$24.9M**

REVENUE

\$10.5M

PROFIT

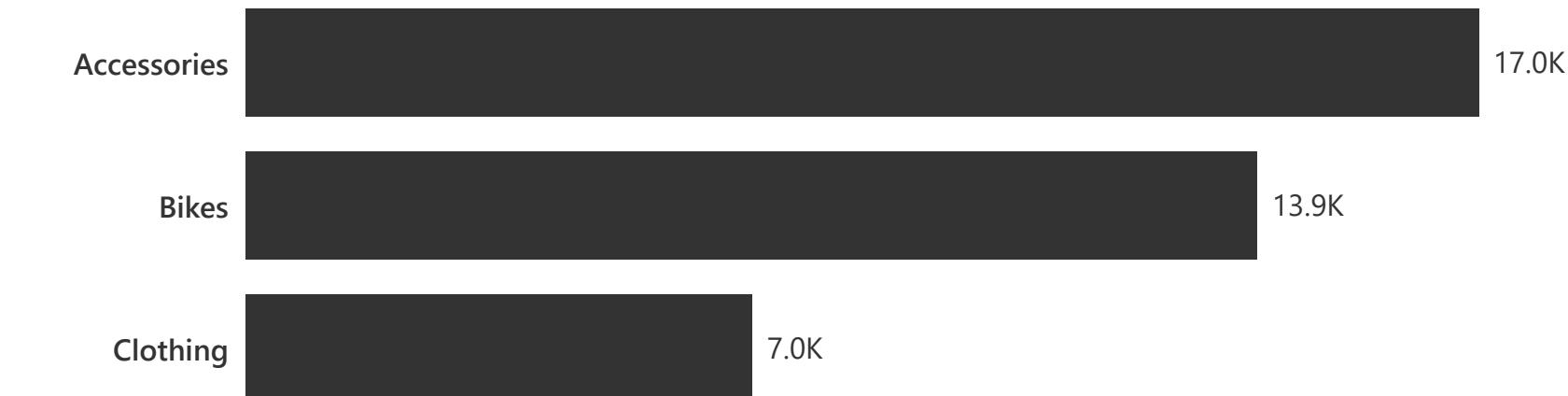
25.2K

ORDERS

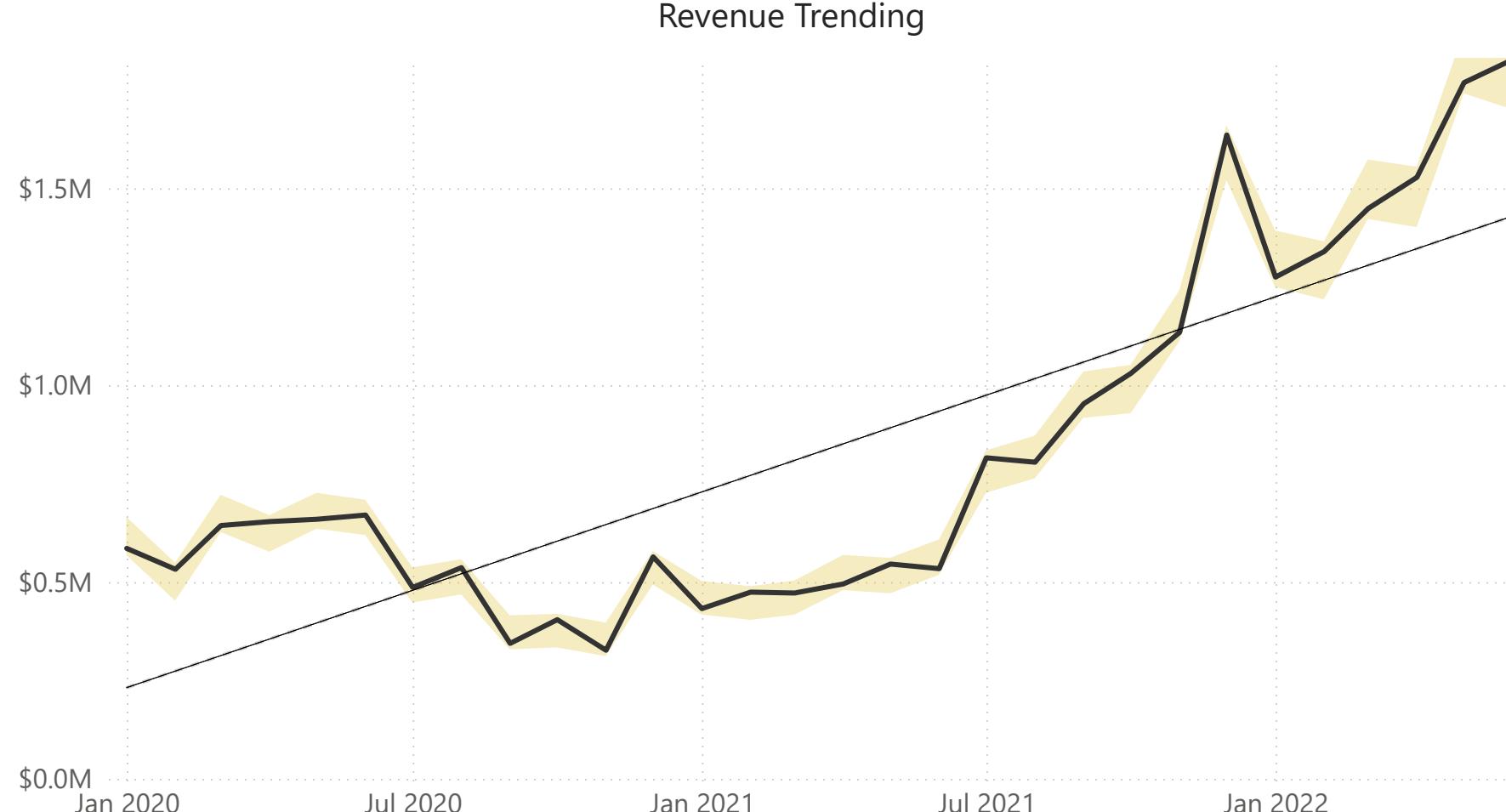
2.2%

RETURN RATE

Order by Category



Revenue Trending



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%)

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%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts



Select all

Europe

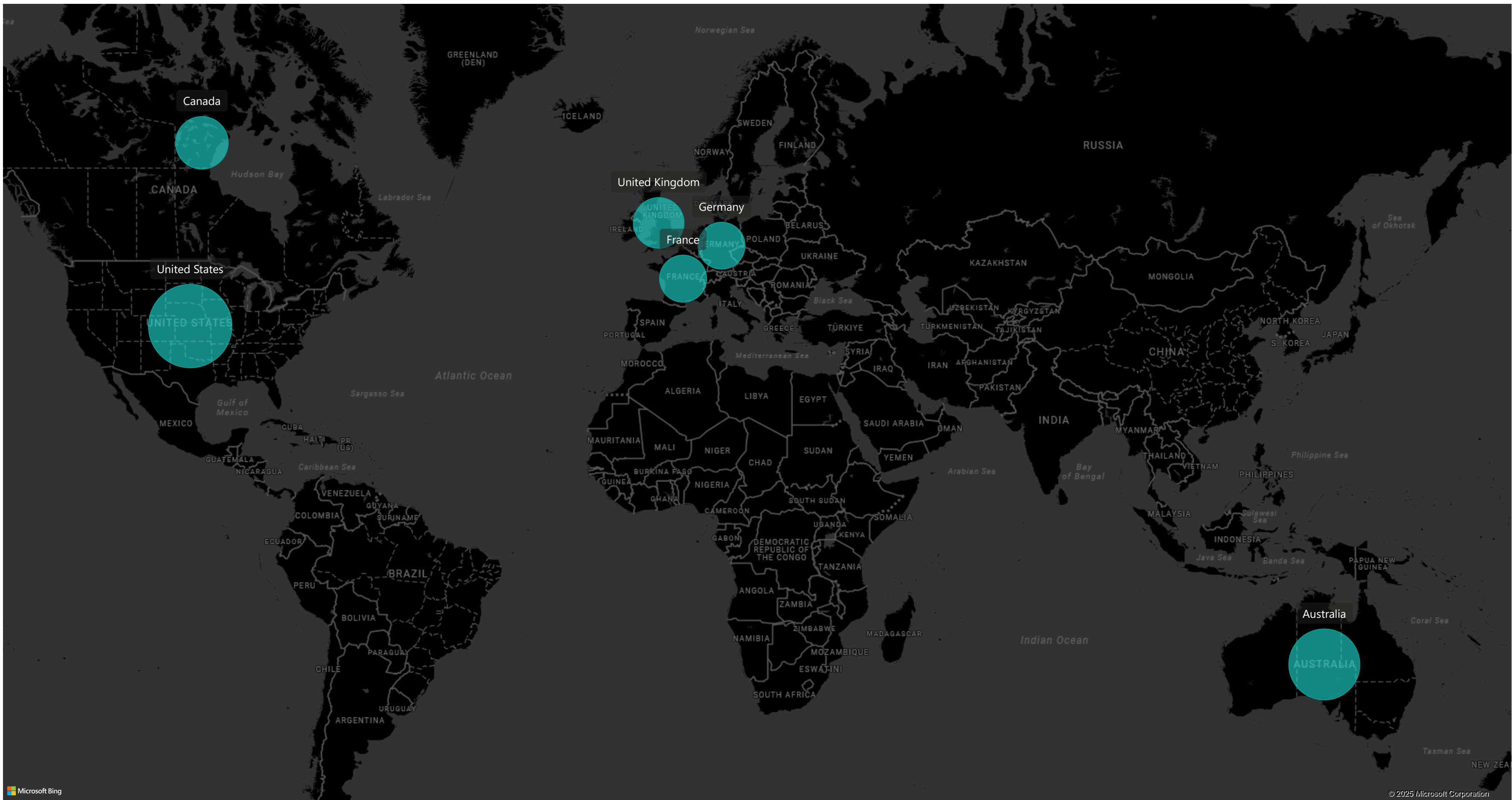
North America

Pacific



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

Upgrade

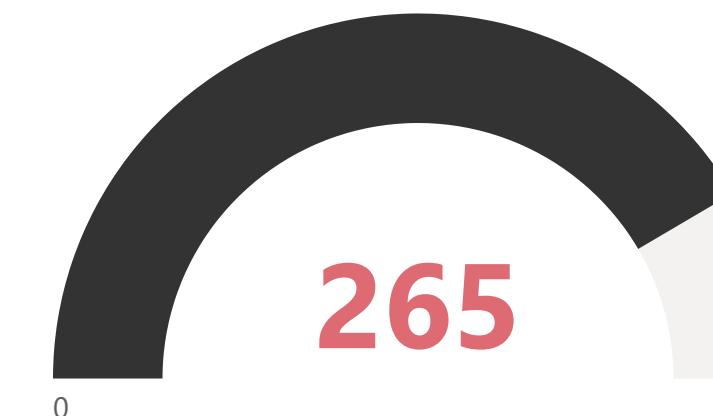




Selected Product:

Patch Kit/8 Patches

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



Price Adjustment(%)

0.10



Product Metric Selection

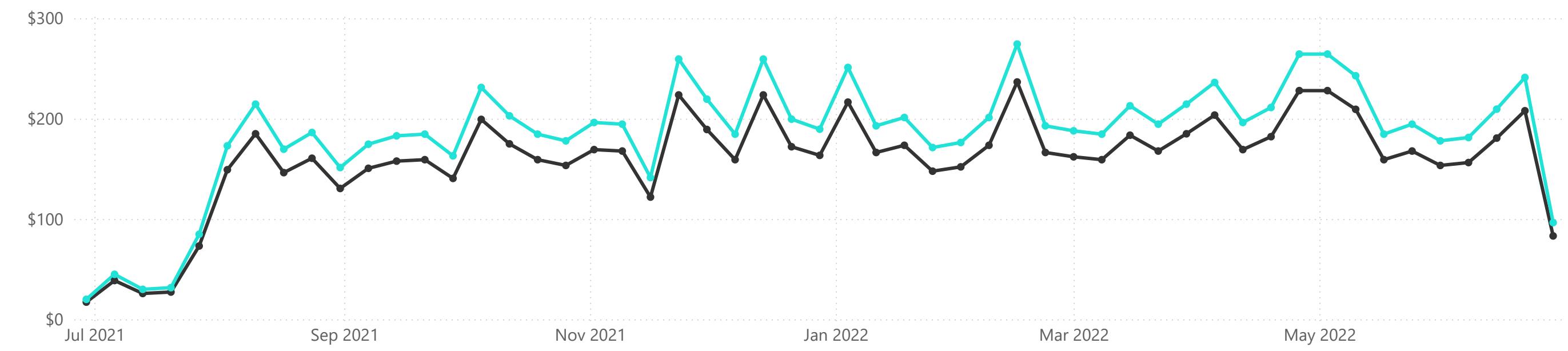
Orders

Revenue

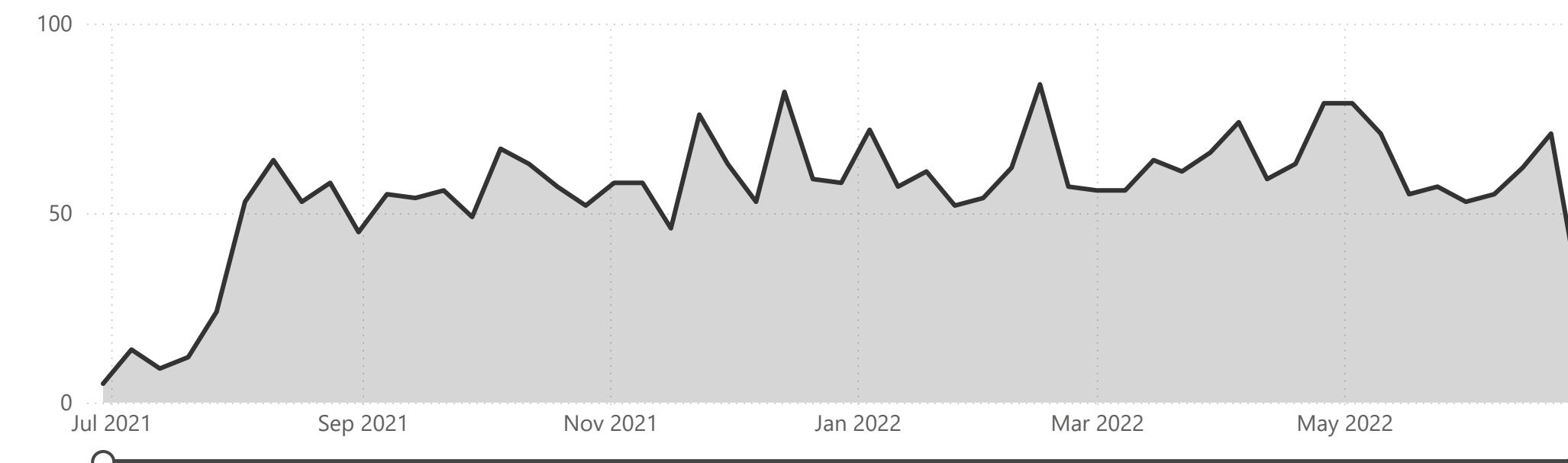
Profit

Returns

Return %



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

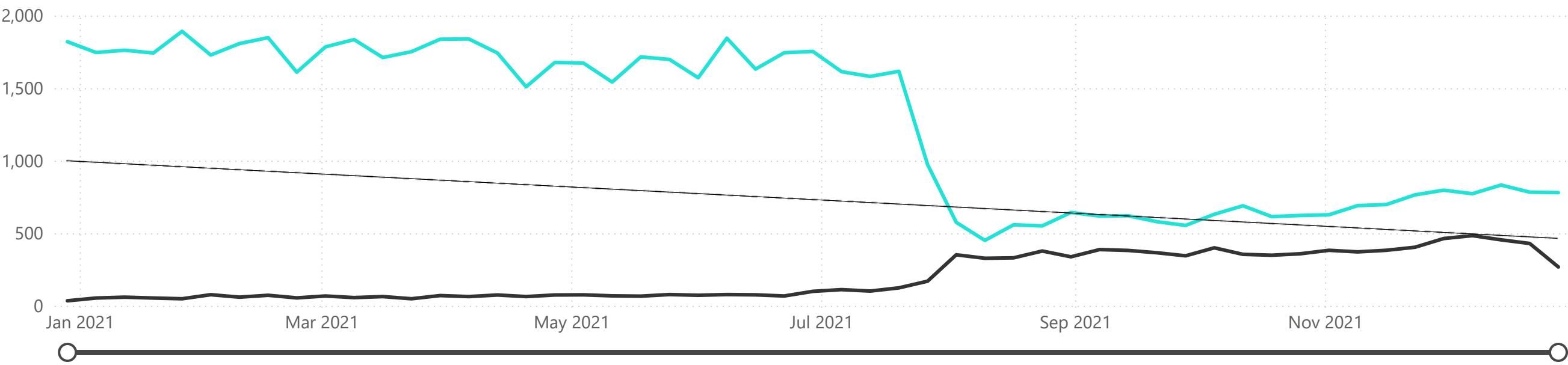
\$1,021
REVENUE PER CUSTOMER

Total Customers

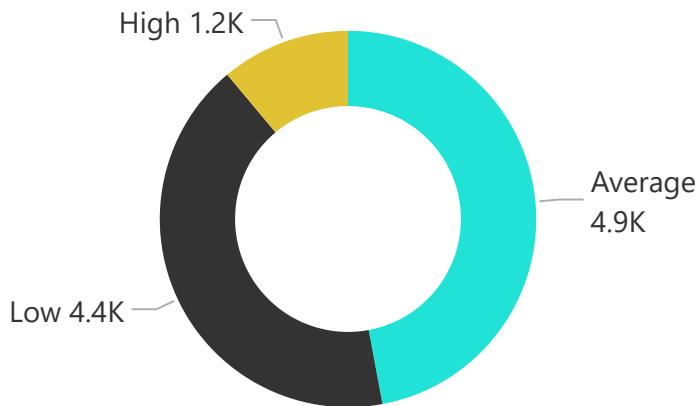
Revenue Per Customer

Revenue Per Customer

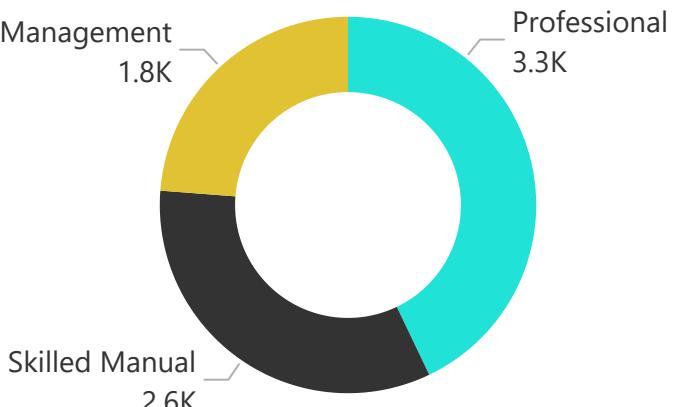
● Total Customers ● Revenue Per Customer



Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey Full Name

Orders

Revenue

11439 Mrs. Janet Munoz
11433 Mr. Maurice Shan
12132 Mrs. Kaitlyn Henderson
12308 Mrs. Margaret He
12323 Mr. Lawrence Alonso
12655 Mr. Larry Vazquez
12301 Mrs. Nichole Nara
12321 Mrs. Rosa Hu
12307 Mr. Brad She
12333 Mr. Terrance Rodriguez
12631 Mr. Clarence Gao
12650 Mr. Aaron Wright
12124 Mrs. Brandi Gill
12131 Mr. Randall Dominguez
12332 Mr. Andres Nara
12300 Adriana Gonzalez
12632 Mrs. Bonnie Nath
12647 Mrs. Colleen Anand
12653 Mrs. Nichole Andersen
12296 Mr. Francisco Sara
13407 Mrs. Cassandra Rana

Order Count	Revenue
5	\$9,598
4	\$8,755
3	\$6,847
3	\$6,823
3	\$6,822
3	\$6,817
3	\$6,816
3	\$6,780
3	\$6,777
3	\$6,775
3	\$6,753
3	\$6,751
3	\$6,745
3	\$6,745
3	\$6,723
3	\$6,710
3	\$6,705
3	\$6,696
3	\$6,688
3	\$6,687
3	\$6,681

2020 2022

Top Customers by Revenue

Mrs. Janet Munoz

Orders:

5

Revenue:

9.6K

661

\$425,567