



\$24.9M

REVENUE

\$10.5M

PROFIT

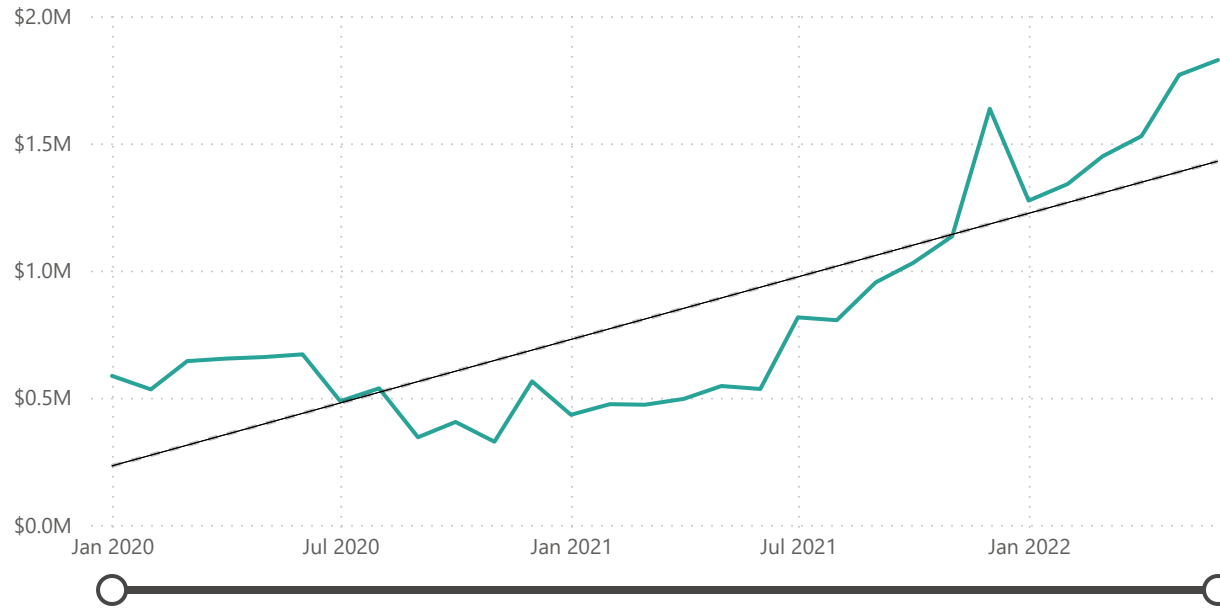
25,164

ORDERS

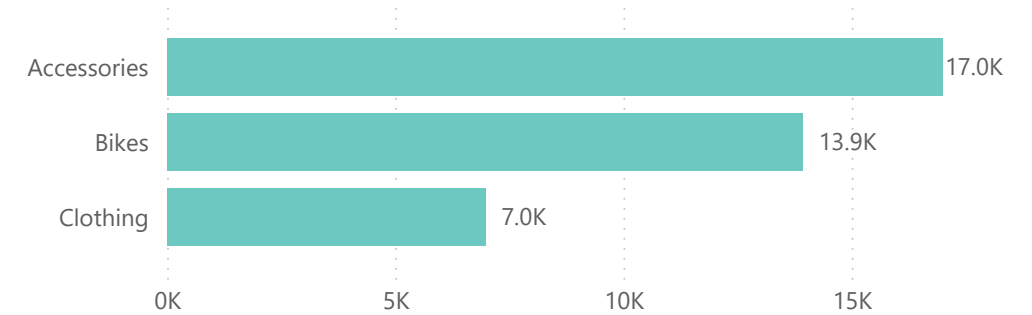
2.2%

RETURN RATE

Revenue Trending



Orders By Category



Top 10 Products

|                         | Orders | Revenue     | Return Rate |
|-------------------------|--------|-------------|-------------|
| Water Bottle - 30 oz.   | 3,983  | \$39,755.33 | 1.95%       |
| Patch Kit/8 Patches     | 2,952  | \$13,506.42 | 1.61%       |
| Mountain Tire Tube      | 2,846  | \$28,333.22 | 1.64%       |
| Road Tire Tube          | 2,173  | \$17,264.73 | 1.55%       |
| Sport-100 Helmet, Red   | 2,099  | \$73,444.01 | 3.33%       |
| AWC Logo Cap            | 2,062  | \$35,882.07 | 1.11%       |
| Sport-100 Helmet, Blue  | 1,995  | \$67,120.18 | 3.31%       |
| Fender Set - Mountain   | 1,975  | \$87,040.80 | 1.36%       |
| Sport-100 Helmet, Black | 1,940  | \$65,269.75 | 2.68%       |
| Mountain Bottle Cage    | 1,896  | \$38,061.90 | 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



Selected Product

**Water Bottle -  
30 oz.**

Monthly Orders Vs Targets



Monthly Revenue Vs Targets



Monthly Profit Vs Targets

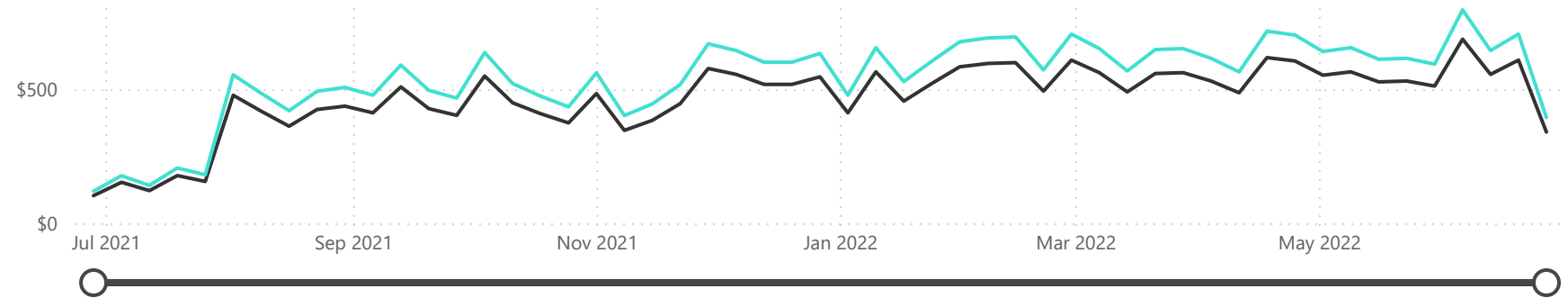


Price Adjustment (%)

0.10

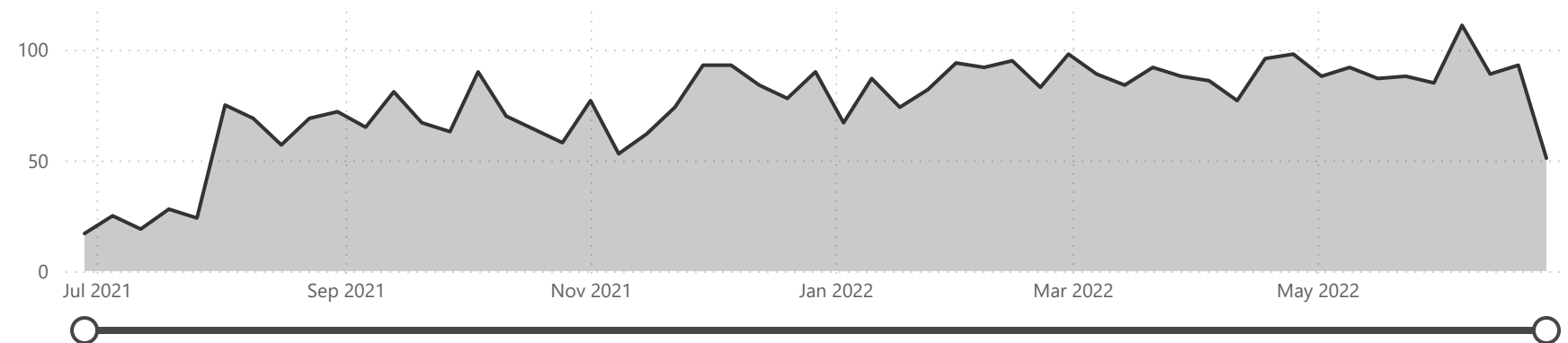


● Total Profit ● Adjusted Profit



Product Metric Selection

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





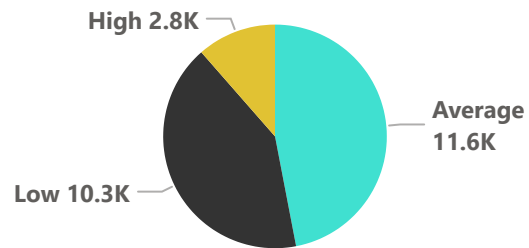
17,416

CUSTOMERS

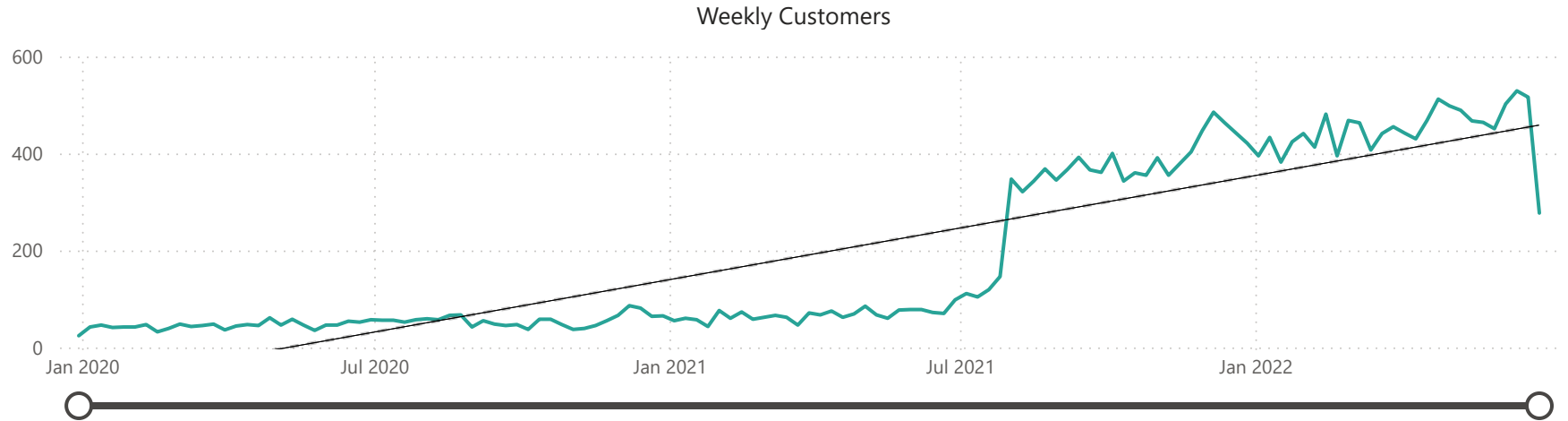
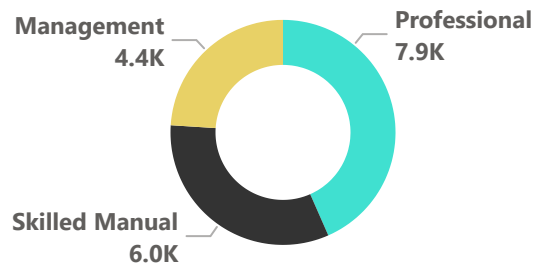
\$1,430.6

AVG REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



| CustomerKey | FullName              | Orders | Revenue       |
|-------------|-----------------------|--------|---------------|
| 11091       | Mr. Dalton Perez      | 26     | \$1,513.14    |
| 11223       | Mrs. Hailey Patterson | 26     | \$1,615.66    |
| 11300       | Mr. Fernando Barnes   | 26     | \$1,839.01    |
| 11330       | Mr. Ryan Thompson     | 26     | \$1,596.61    |
| 11331       | Mrs. Samantha Jenkins | 26     | \$1,739.58    |
| 11185       | Mrs. Ashley Henderson | 25     | \$1,716.76    |
| 11200       | Mr. Jason Griffin     | 25     | \$1,613.88    |
| 11176       | Mr. Mason Roberts     | 24     | \$1,526.03    |
| 11262       | Mrs. Jennifer Simmons | 24     | \$1,464.79    |
| 11277       | Mr. Charles Jackson   | 24     | \$1,776.69    |
| 11287       | Mr. Henry Garcia      | 24     | \$1,442.96    |
| 11566       | Ms. April Shan        | 24     | \$1,424.49    |
| 11711       | Mr. Daniel Davis      | 24     | \$1,403.85    |
| 11276       | Mrs. Nancy Chapman    | 23     | \$1,111.23    |
| 11203       | Mr. Luis Diaz         | 17     | \$1,002.05    |
| 11215       | Mrs. Ana Perry        | 17     | \$1,335.85    |
| 11078       | Ms. Gina Martin       | 16     | \$991.27      |
| Total       |                       | 1,272  | \$6,15,328.64 |

2020

2022

Top Customer By Revenue

Mr. Maurice Shan

Orders

6

Revenue

12.41K



Among Customers occupation category management in 2022, Mr. Jordan Turner drove the most revenue.