



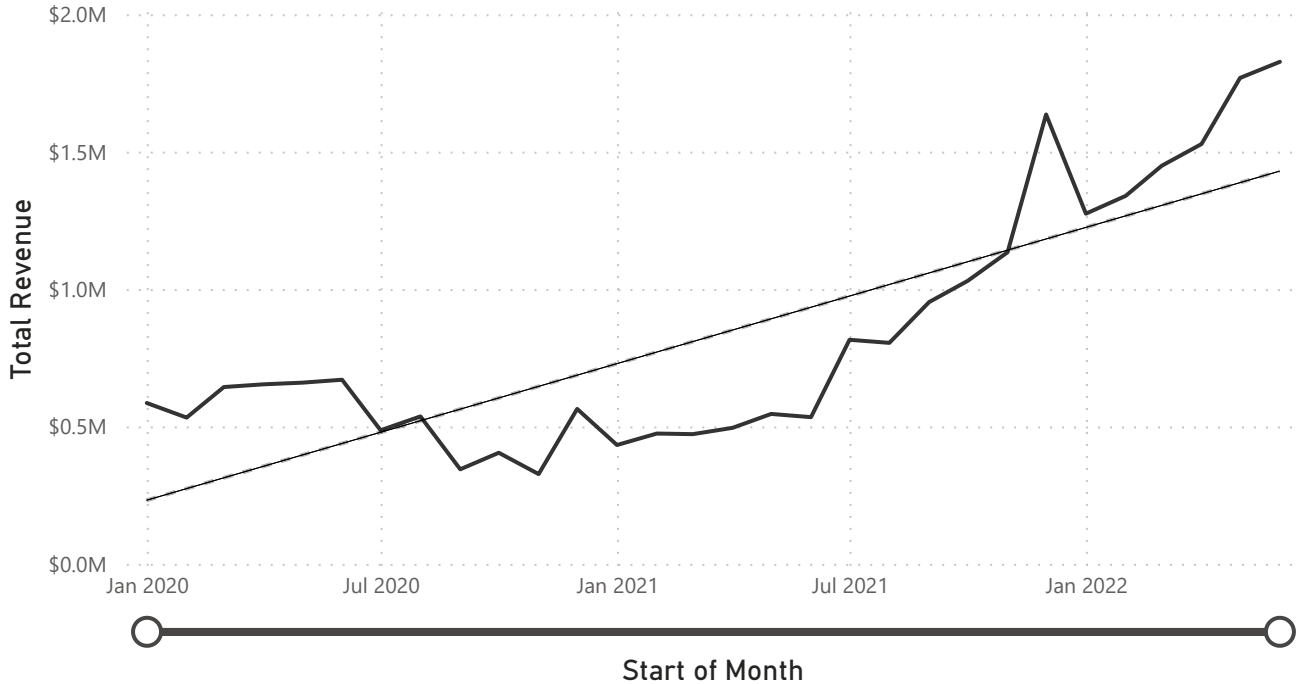
\$24.9M
Revenue

\$10.5M
Profit

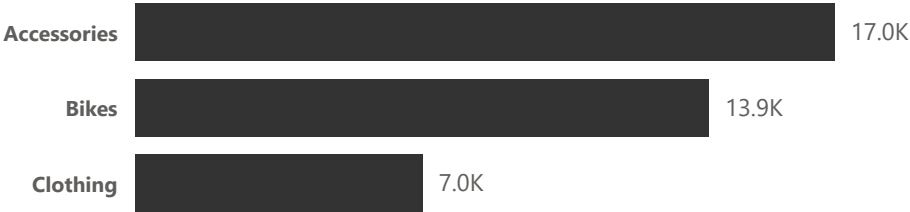
25.2K
Orders

2.2%
Return Rate

Revenue Trending

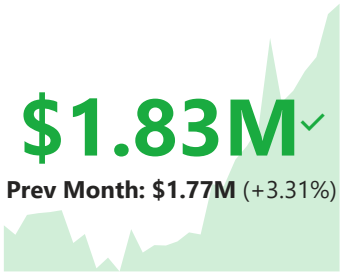


Orders by Category



Top 10 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%

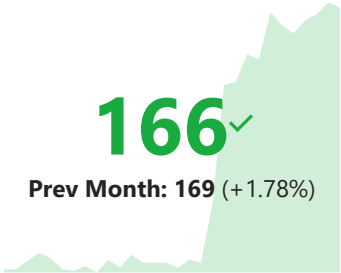
Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered Product

Tires and Tubes

Most Returned Product

Shorts

Select all

Europe

North America

Pacific



Selected Product

Water Bottle
- 30 oz.

Price Adjustment (%)

0.00



Product Metric Selection

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

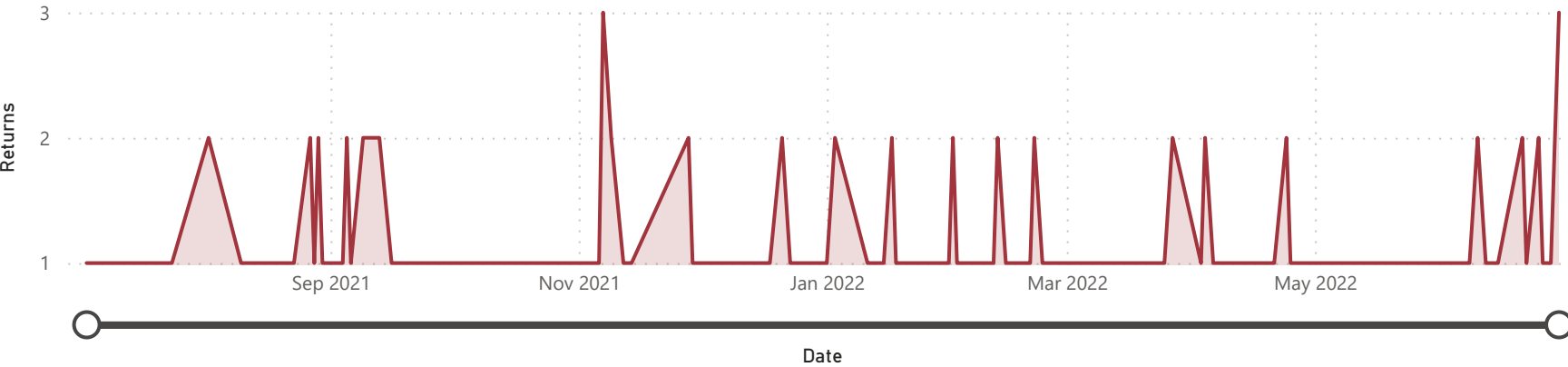
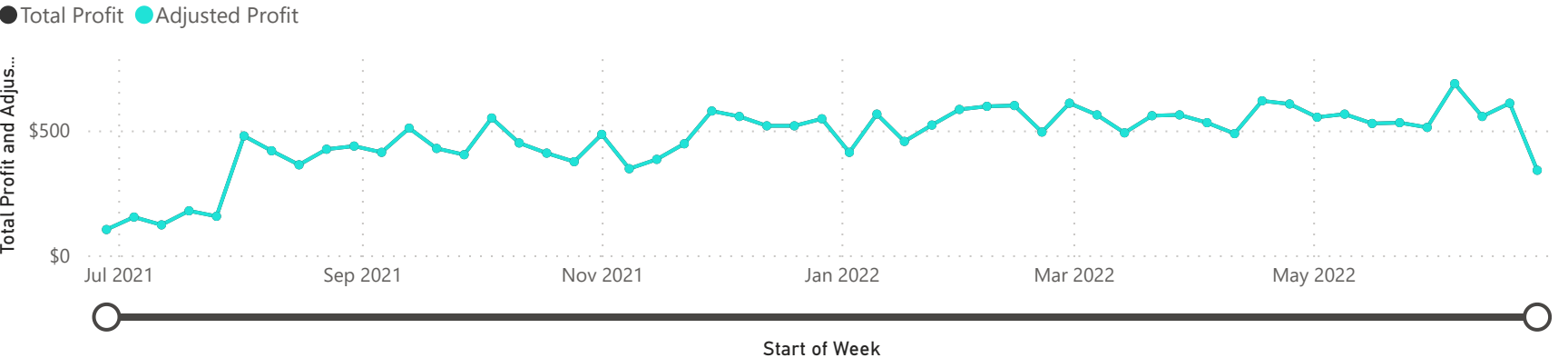
Monthly Orders Vs Target



Monthly Orders Vs Target



Monthly Orders Vs Target





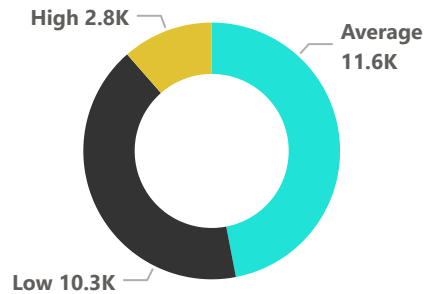
17K

UNIQUE CUSTOMERS

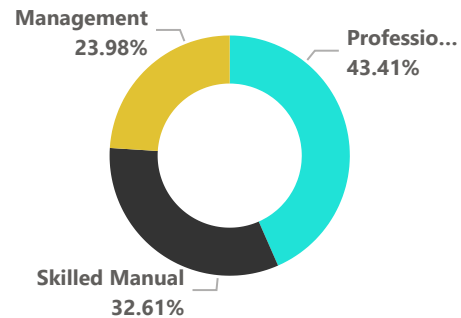
\$1.431K

REVENUE PER CUSTOMER

Orders by Income Level

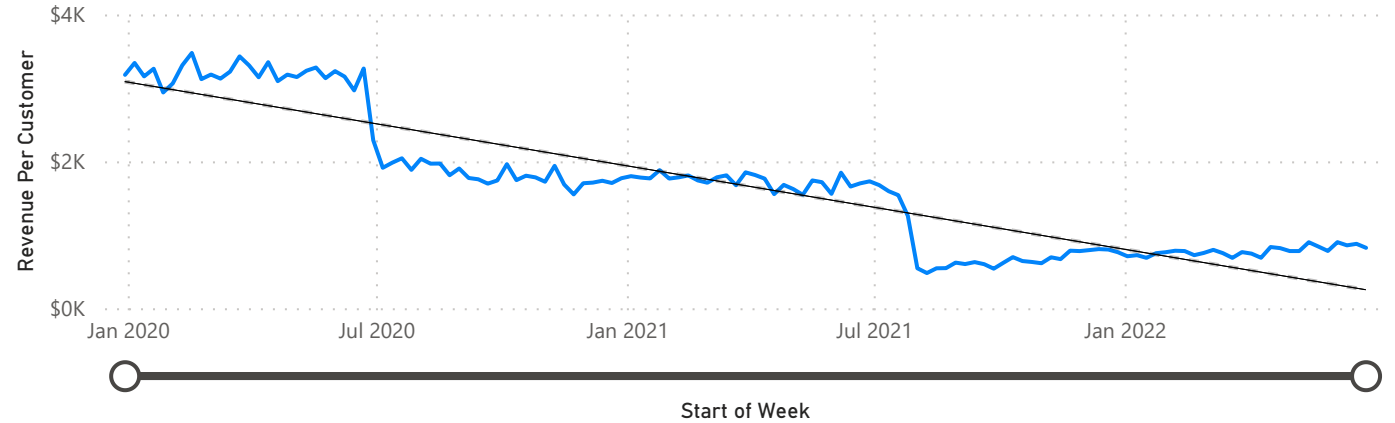


Orders by Occupation



Total Customers

Revenue Per Customer



Top 100 Customers

Customer Key	Full Name	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
11427	Mrs. Desiree Dominguez	4	\$9,718

2020

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders

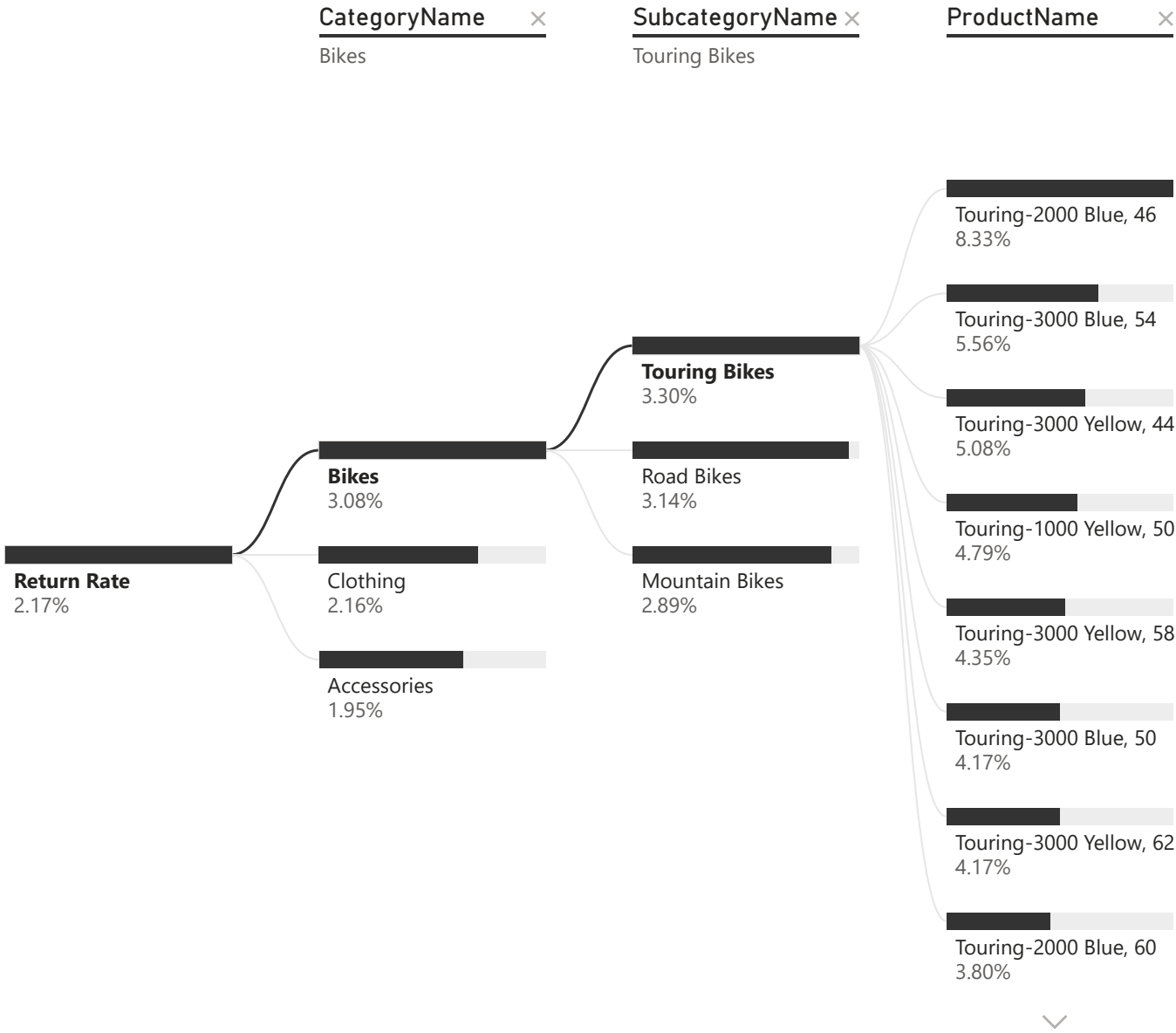
6

Revenue

12.408K



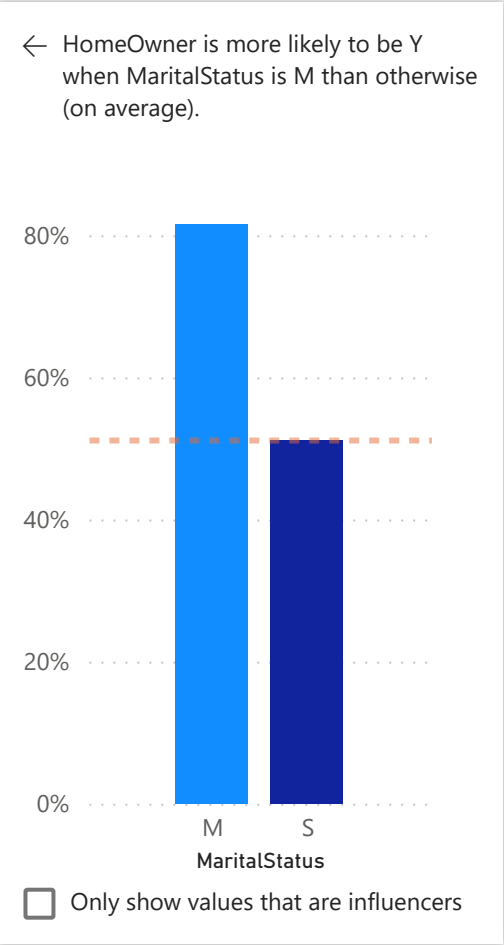
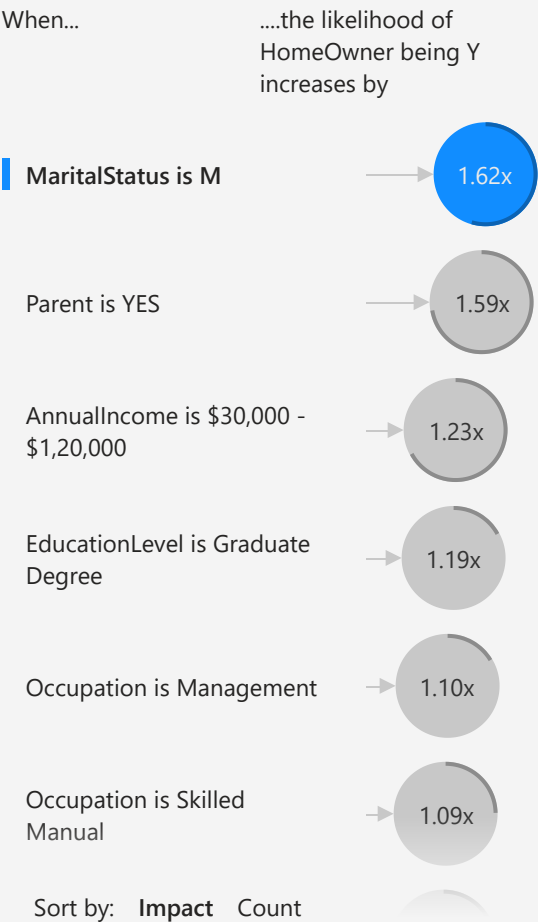
Among customers in skilled manual roles Mr Ruben Suarez drove the most revenue at \$4,683



Key influencers Top segments



What influences HomeOwner to be Y ?



Key influencers Top segments



What influences Average Retail Price to Increase ?

