



\$24,9M

REVENUE

\$10,5M

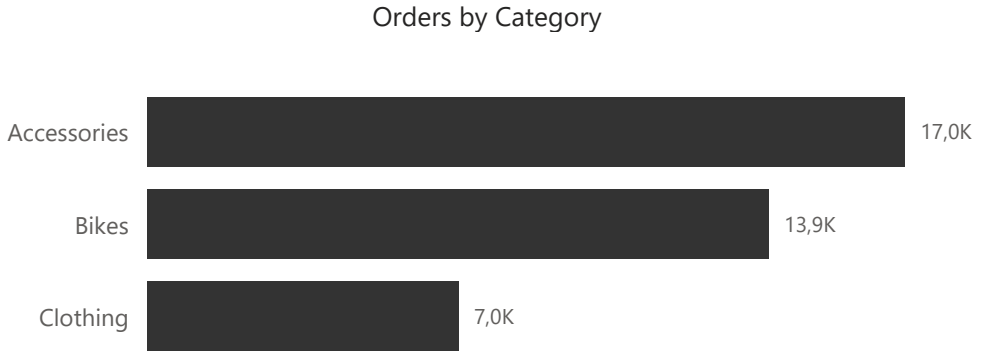
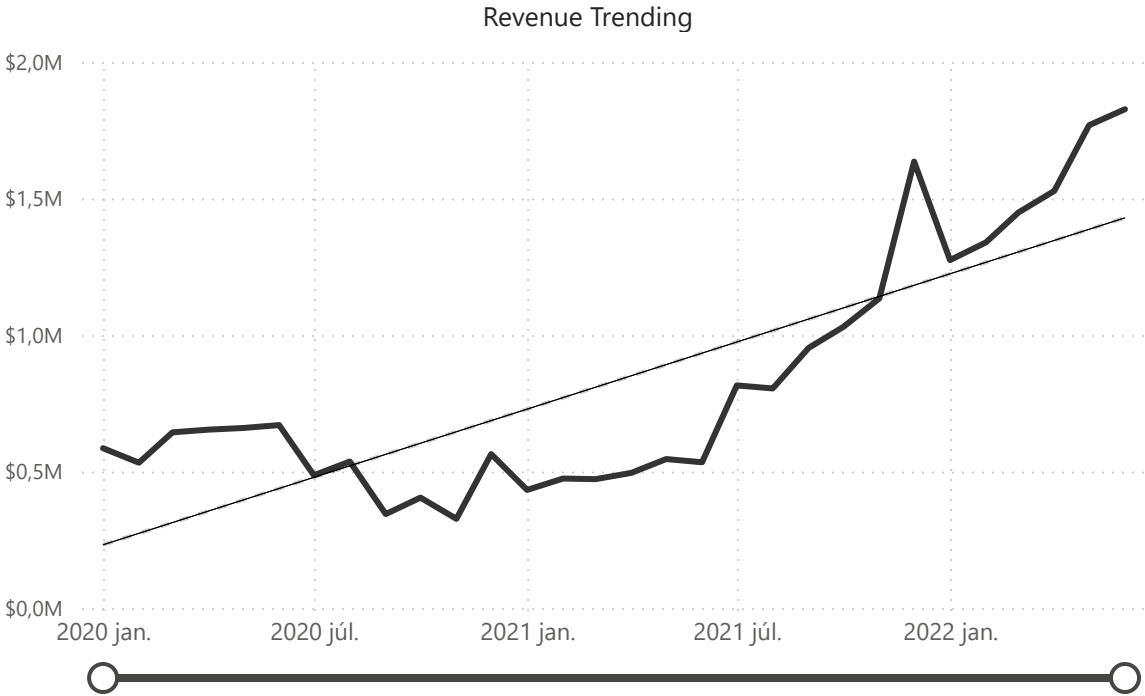
PROFIT

25,2K

ORDERS

2,2%

RETURN RATE



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

\$1,83M✓

Prev Month: \$1,77M (+3.31%)

Monthly Orders

2 146!

Prev Month: 2 165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

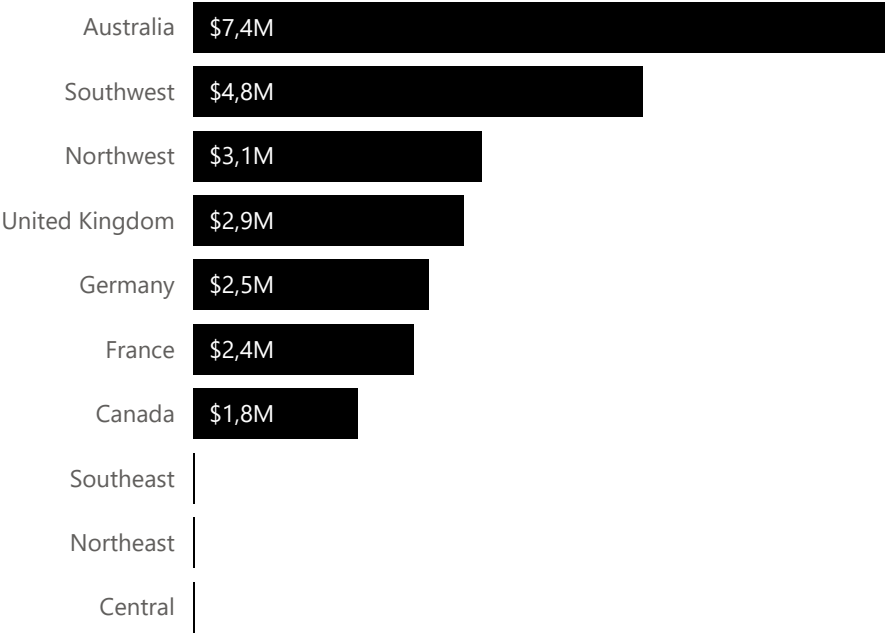
Most Ordered Product Type

Tires and Tubes

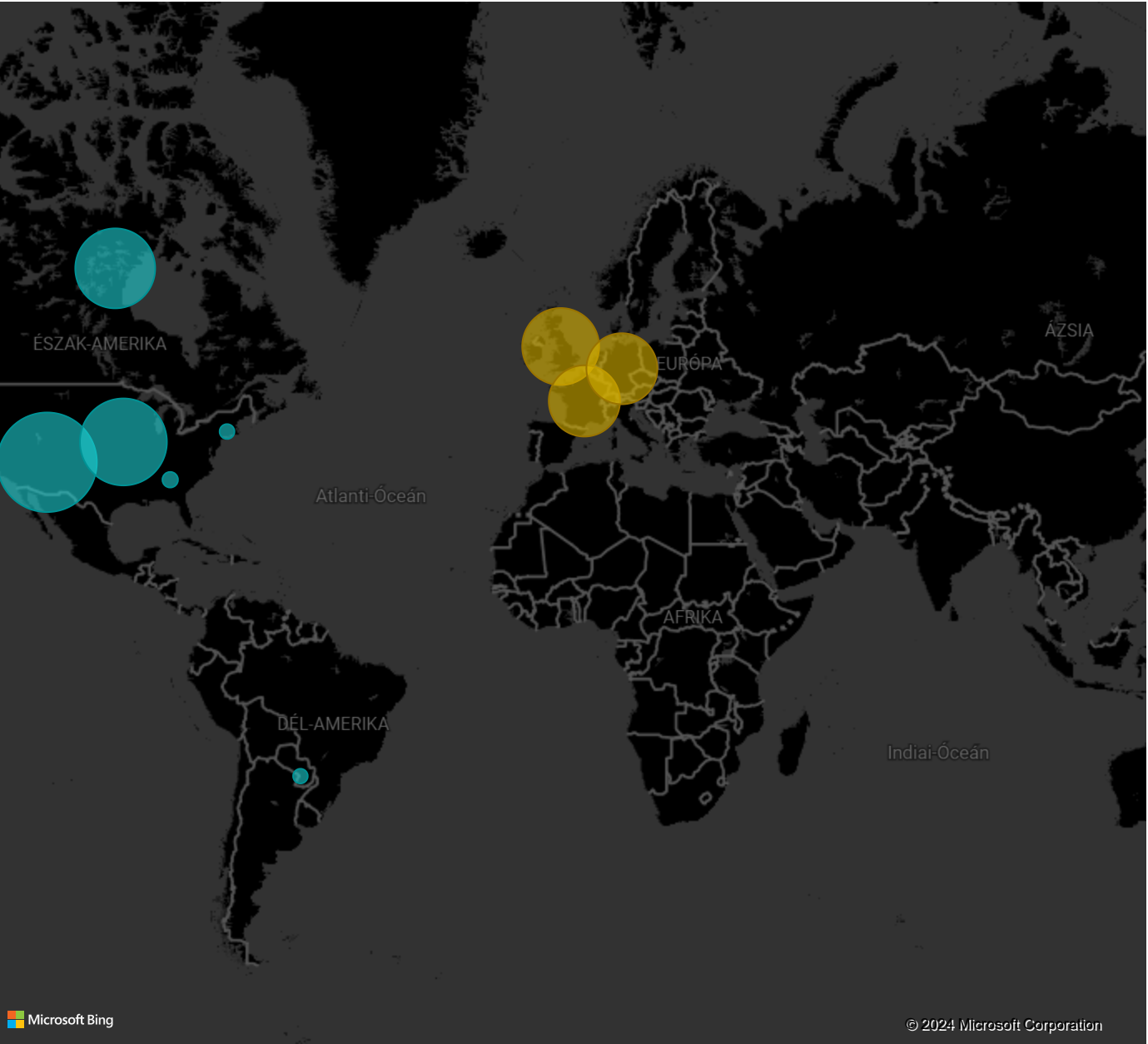
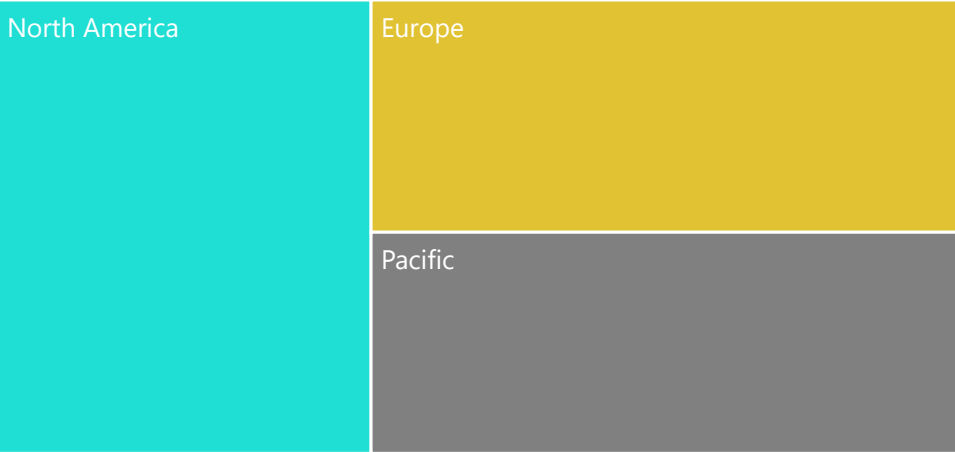
Most Returned Product Type

Shorts

Total Revenue by Region



Total Revenue by Continent



Selected Product:

**Water Bottle - 30  
oz.**

Monthly Orders vs Target



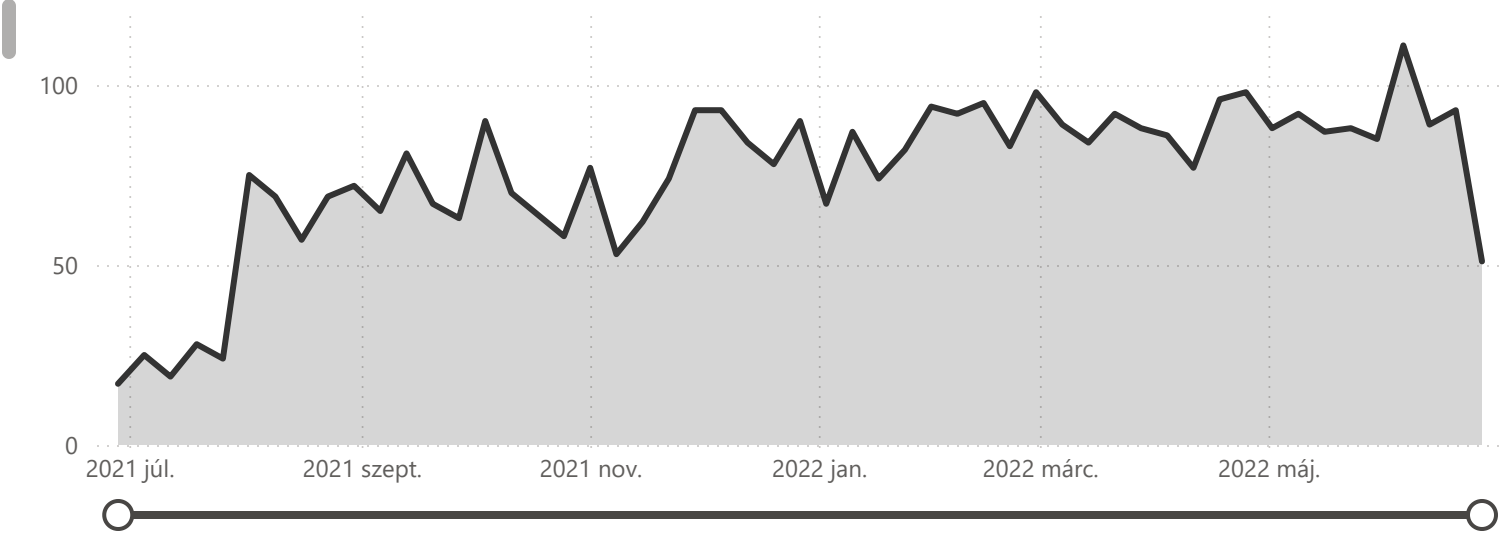
Monthly Revenue vs Target



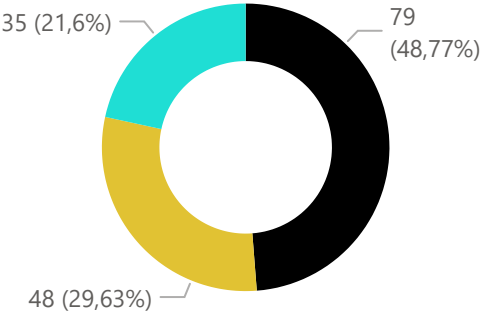
Monthly Profit vs Target



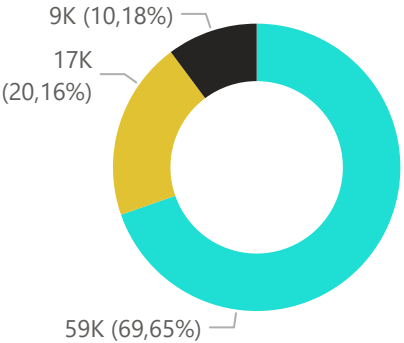
ProductName	Total Orders	ABC Class
Water Bottle - 30 oz.	3 983	A
Patch Kit/8 Patches	2 952	A
Mountain Tire Tube	2 846	A
Road Tire Tube	2 173	A
Sport-100 Helmet, Red	2 099	A
AWC Logo Cap	2 062	A
Sport-100 Helmet, Blue	1 995	A
Fender Set - Mountain	1 975	A
Sport-100 Helmet, Black	1 940	A
Mountain Bottle Cage	1 896	A
Road Bottle Cage	1 668	A
Touring Tire Tube	1 364	A
HL Mountain Tire	1 305	B
ML Mountain Tire	1 059	A
LL Road Tire	957	A
ML Road Tire	868	A
Touring Tire	863	A
Bike Wash - Dissolver	850	A
HL Road Tire	795	B
LL Mountain Tire	788	A
Hydration Pack - 70 oz.	695	B
Total	25 164	



ABC category distribution



Quantity Sold by ABC Class



- Metric Selection
- ☒ Total Orders
  - ☐ Total Revenue
  - ☐ Total Profit
  - ☐ Total Returns
  - ☐ Return Ratio



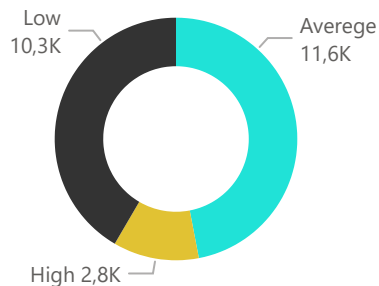
17,4K

UNIQUE CUSTOMERS

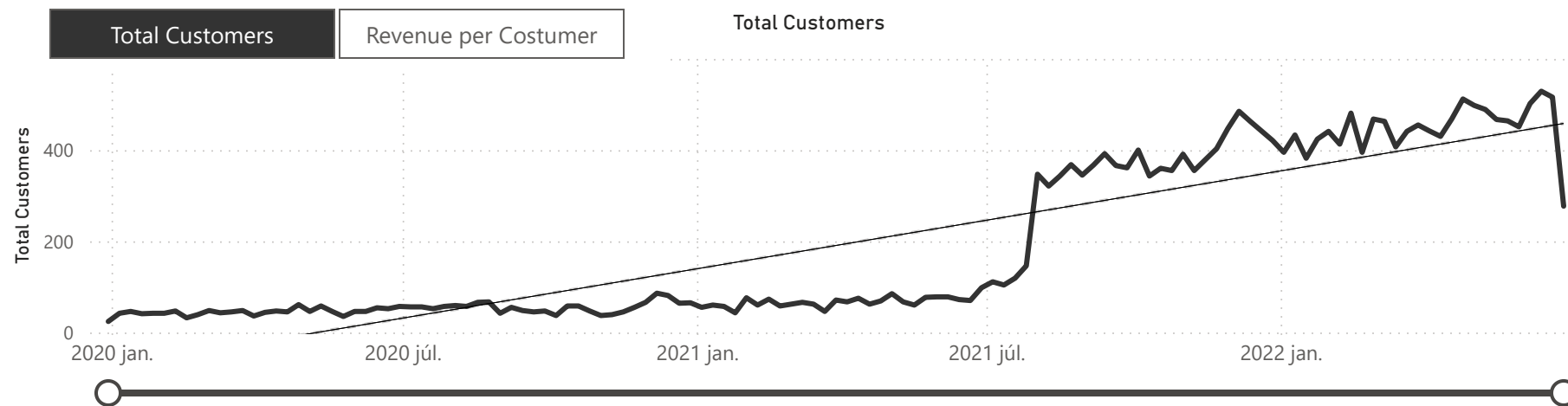
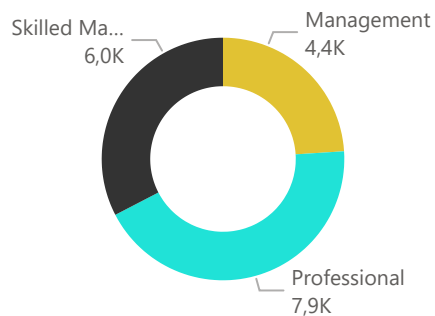
\$1,431K

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



TOP 100 Customers

CustomerKey	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
Total		1 272	\$615 329

2020

2022

Top Customers (by Revenue):

Mr. MAURICE SHAN

Orders:

6

Revenue:

\$12,4K



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

\$24 914 587

Total Revenue

\$10 457 715

Total Profit

25 164

Total Orders

1809

Total Returns

2,17%

Return Ratio

