



# \$24.9M

REVENUE

# \$10.5M

PROFIT

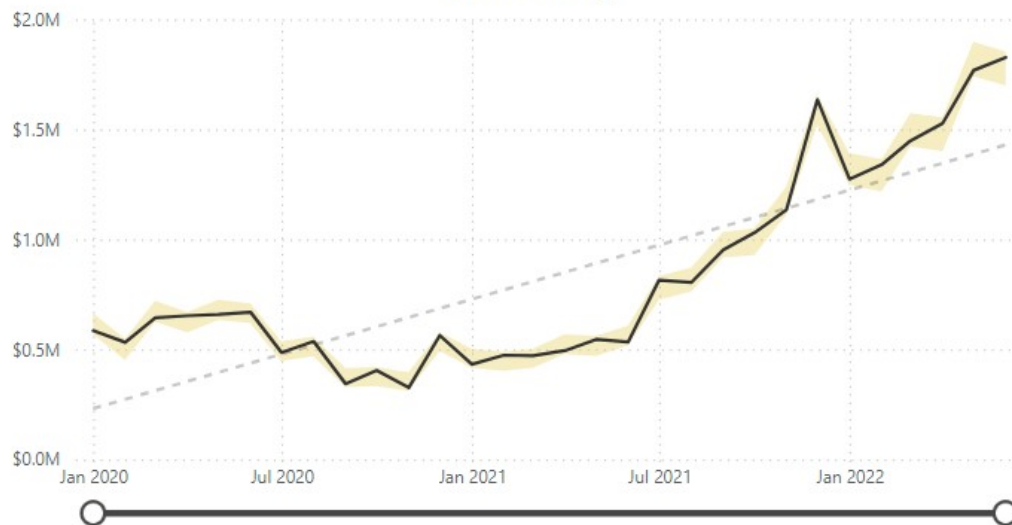
# 25.2K

ORDERS

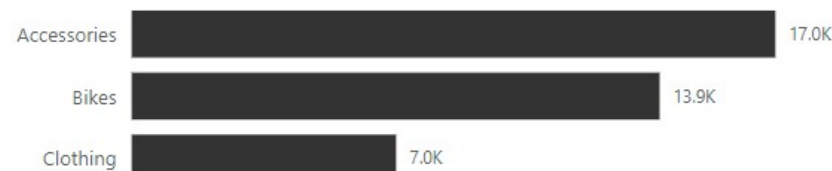
# 2.2%

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

## \$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

Exec Dashboard <sup>x</sup>

Map

Product Detail

Customer Detail

Category Tooltip

Q&A

Decomposition Tree

Key Influencers



Select all

Europe

North America

Pacific



Selected Product:

**Water Bottle -  
30 oz.**

Monthly Orders vs. Target



Monthly Revenue vs. Target



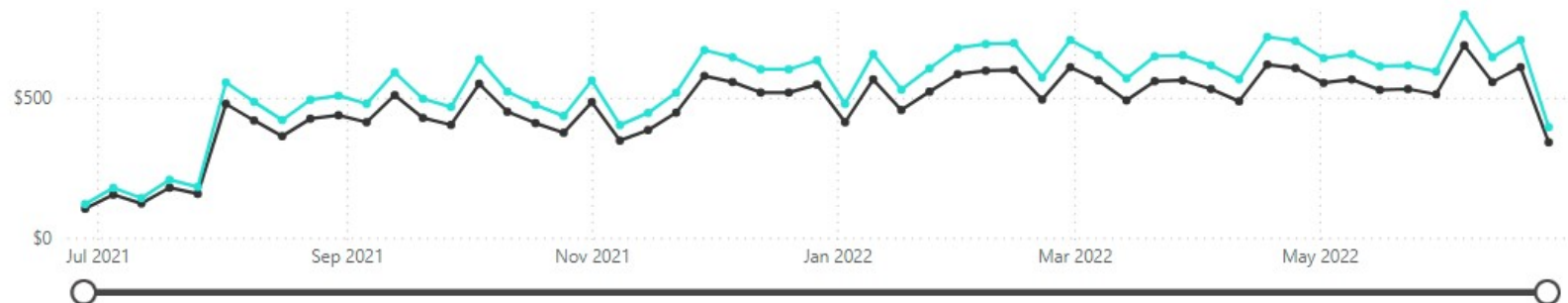
Monthly Profit vs. Target



Price Adjustment (%)

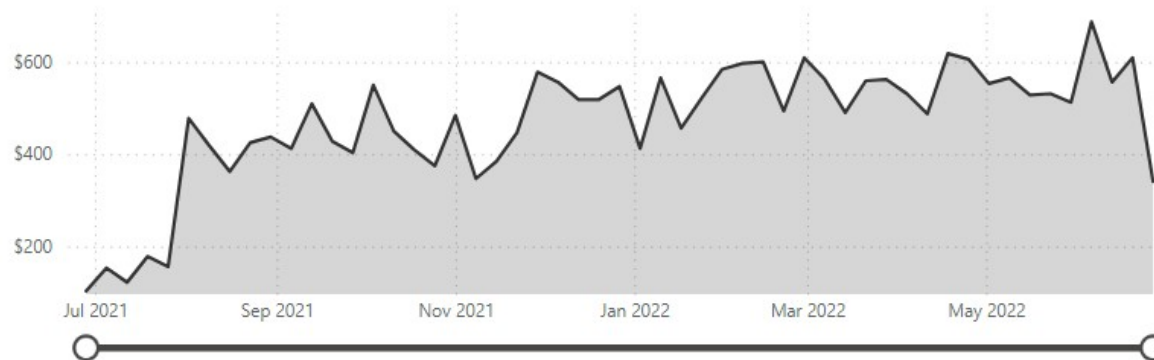
0.10

● Total Profit ● Adjusted Profit



Product Metric Selecti...

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



#### Report Summary

Total orders for Water Bottle - 30 oz. were 404

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit increased the longest period



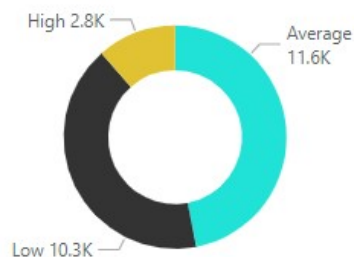
# 17.4K

UNIQUE CUSTOMERS

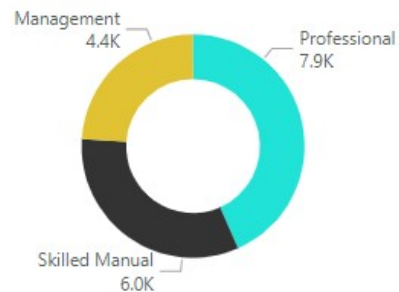
# \$1,431

REVENUE PER CUSTOMER

Orders by Income Level

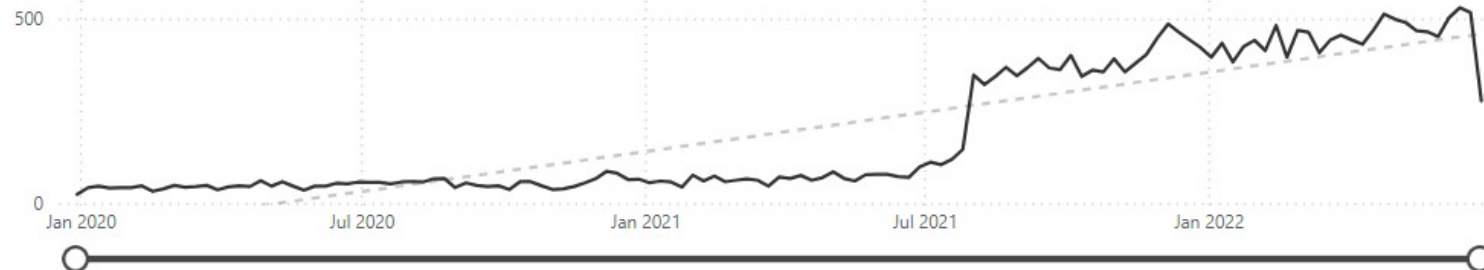


Orders by Occupation



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
Total		1,272	\$6,15,329

Year

2020

2022

Top Customer (by Revenue):

## Mr. Maurice Shan

Orders:

# 6

Revenue:

# \$12.4K



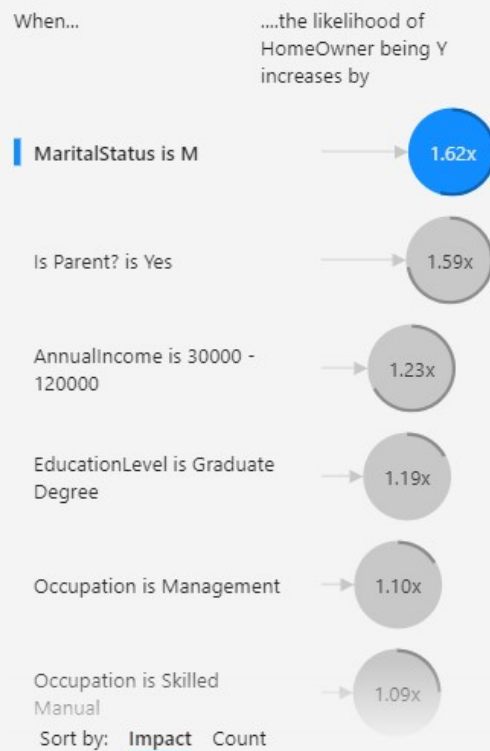
Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683



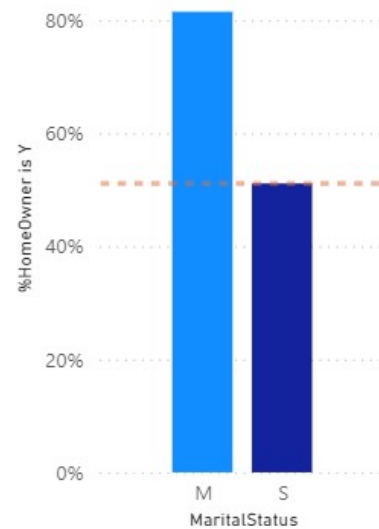
## Key influencers Top segments



What influences HomeOwner to be  ?



← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).

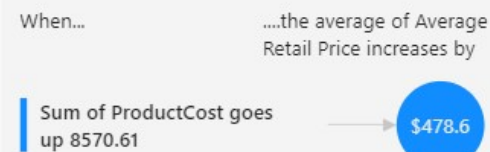


☐ Only show values that are influencers

## Key influencers Top segments



What influences Average Retail Price to  ?



← On average when Sum of ProductCost increases, Average Retail Price also increases.

