



\$24.9M

REVENUE

**PROFIT** 

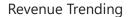
\$10.5M

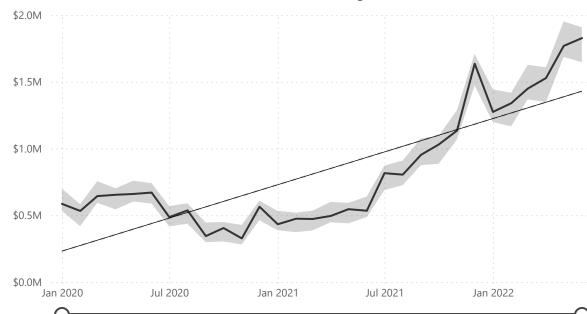
25.2K

**Total Orders** 

2.2%

Return rate





MONTHLY REVENUE

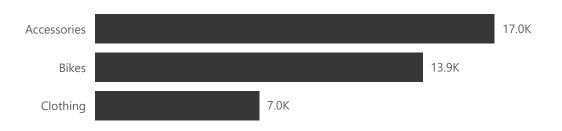
\$1.83M Prev Month: \$1.77M (+3.31%)

MONTHLY ORDERS

2.15K Prev Month: 2.17K (-0.88%) MONTHLY RETURNS

166 Prev Month: 169 (+1.78%)

#### ORDERS BY CATEGORY



Top 10 products	Orders		Revenue	Return rate
AWC Logo Cap		2,062	\$35,882	1.11%
Fender Set - Mountain		1,975	\$87,041	1.36%
Mountain Bottle Cage		1,896	\$38,062	2.02%
Mountain Tire Tube		2,846	\$28,333	1.64%
Patch Kit/8 Patches		2,952	\$13,506	1.61%
Road Tire Tube		2,173	\$17,265	1.55%
Sport-100 Helmet, Black		1,940	\$65,270	2.68%
Sport-100 Helmet, Blue		1,995	\$67,120	3.31%
Sport-100 Helmet, Red		2,099	\$73,444	3.33%
Water Bottle - 30 oz.		3,983	\$39,755	1.95%

Most ordered product type:

Most returned product type:

**Tires and Tubes** 

**Shorts** 







Select all Europe North America Pacific

#### **Orders by Country**









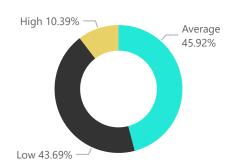




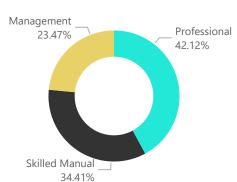
17.42K **UNIQUE CUSTOMERS** 

\$1,431 **REVENUE PER CUSTOMER** 

### Orders by income level



#### Orders by occupation



Customers Revenue per customer

Customers ~~~~~~~ 500 Jul 2020 Jan 2021 Jul 2021 Jan 2022 Jan 2020

#### 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	\$6,15,329

Year 2020 2022

Top customer by (Revenue):

## Mr. Maurice Shan

Orders:

6

Revenue:

12.4K







# Product Name: Patch Kit/8 **Patches**



Sep 2021

Nov 2021



₹ 1,494

Mar 2022



May 2022





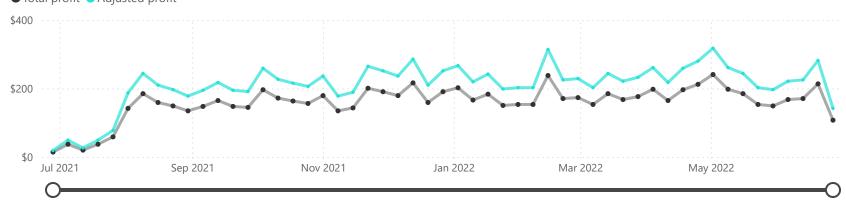


● Total profit ● Adjusted profit

100

50

Jul 2021



Jan 2022



- Orders
- O profit
- Returns
- Revenue
- O Return %







CategoryName  ${\sf SubcategoryName}\,\times$ ProductName Road Bikes Bikes Road-250 Black... \$6,89,374 **Road Bikes** Road-250 Red, ... \$1,12,87,183 \$6,61,013 Mountain Bikes Road-250 Black... **Bikes** \$2,36,42,495 \$85,83,748 \$6,41,379 **Total Revenue Touring Bikes** Road-150 Red, ... Accessories \$2,49,14,587 \$37,71,565 \$6,40,510 \$9,06,673 Road-150 Red, ... Clothing \$3,65,419 \$6,04,728 Road-150 Red, ... \$6,01,149 Road-250 Black... \$5,84,659

\$10M
Total profit