



\$24.9M

REVENUE

\$10.5M

PROFIT

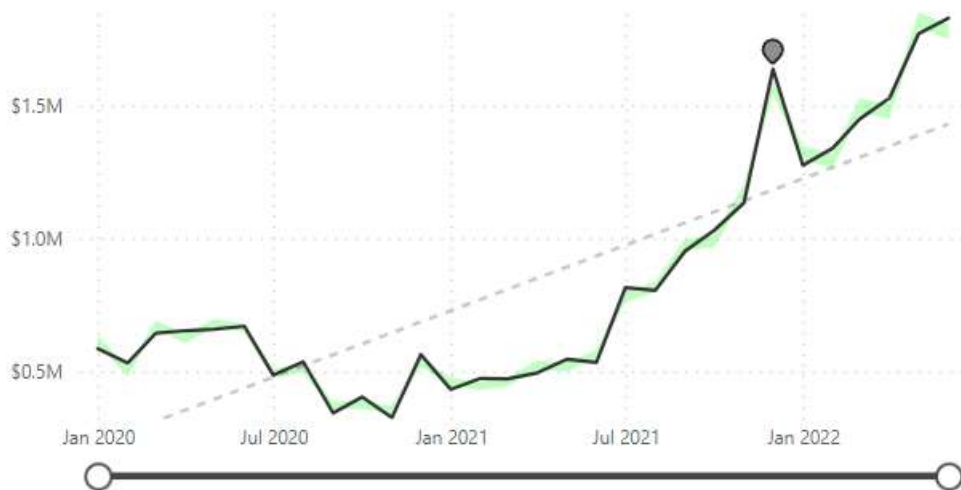
25.2K

ORDERS

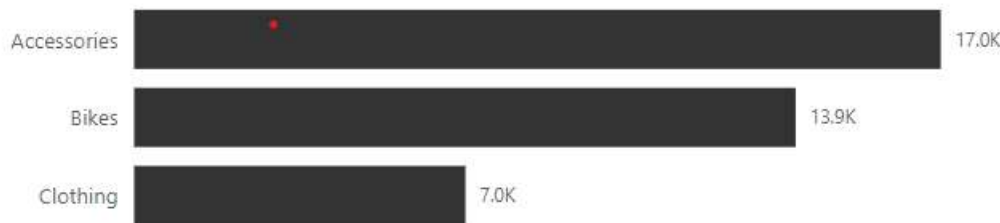
2.2%

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%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Total Revenue

\$1.83M

Last Month: \$1,768,433

Target: \$1,945,276 - \$118,289 ↓

Total Profit

\$772K

Last Month: \$750,754

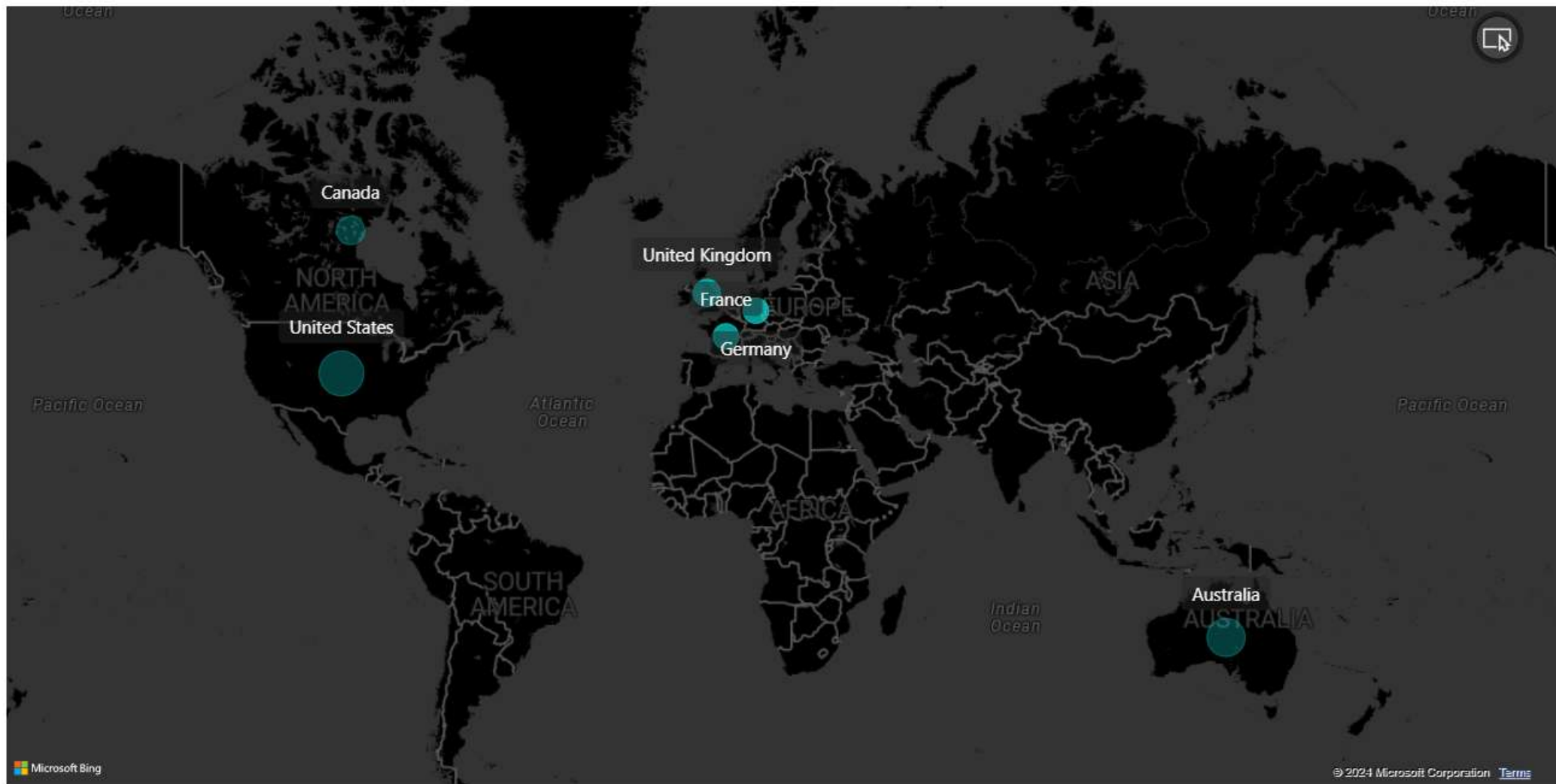
Target: \$825,830 - \$54,252 ↓

Select all

Europe

North America

Pacific



ProductName

- ☐ All-Purpose Bike Stand
- ☐ AWC Logo Cap
- ☐ Bike Wash - Dissolver
- ☐ Cable Lock
- ☐ Chain

Price Adjustment (%)



Product Metric Selection

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

Clear all slicers

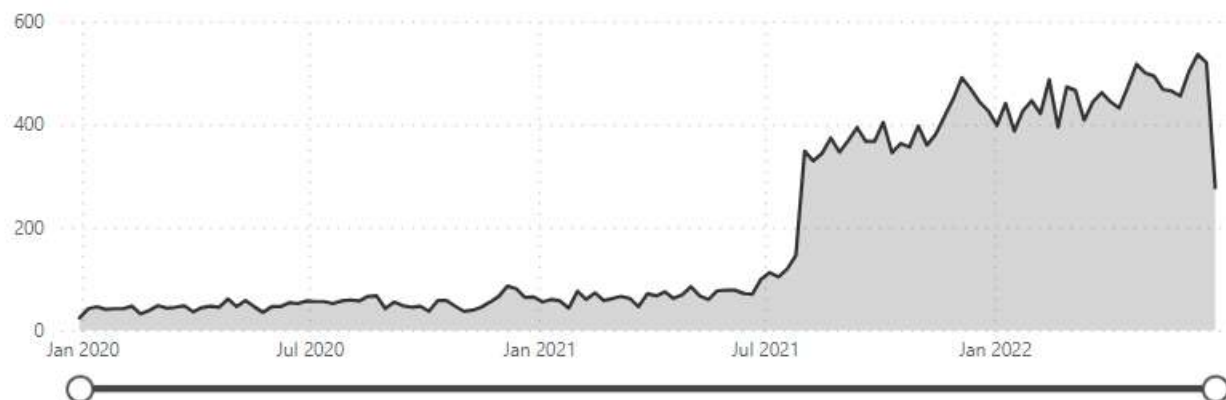
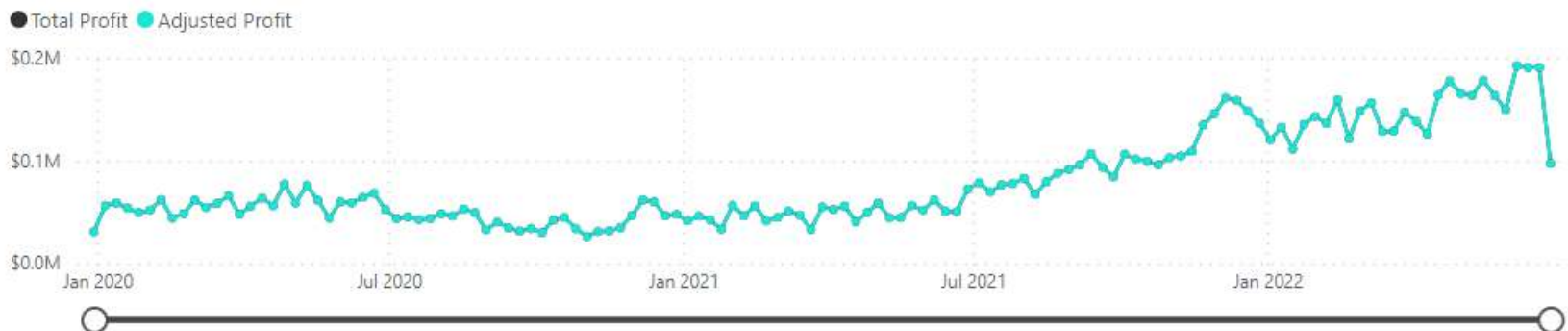
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Report Summary

Total Orders for **All-Purpose Bike Stand** were **2,670**

All metrics trended up between [Monday, December 30, 2019](#) and [Monday, June 27, 2022](#), each increasing by [215.20%](#).

[Orders](#) experienced the longest period of growth (+54) between [Monday, December 30, 2019](#) and

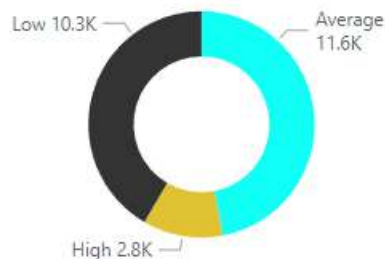
17.4K

UNIQUE CUSTOMERS

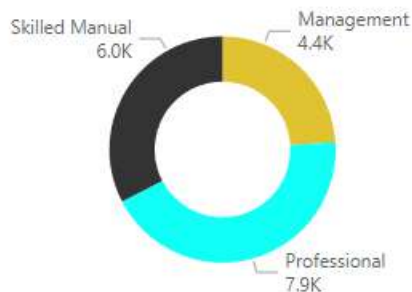
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

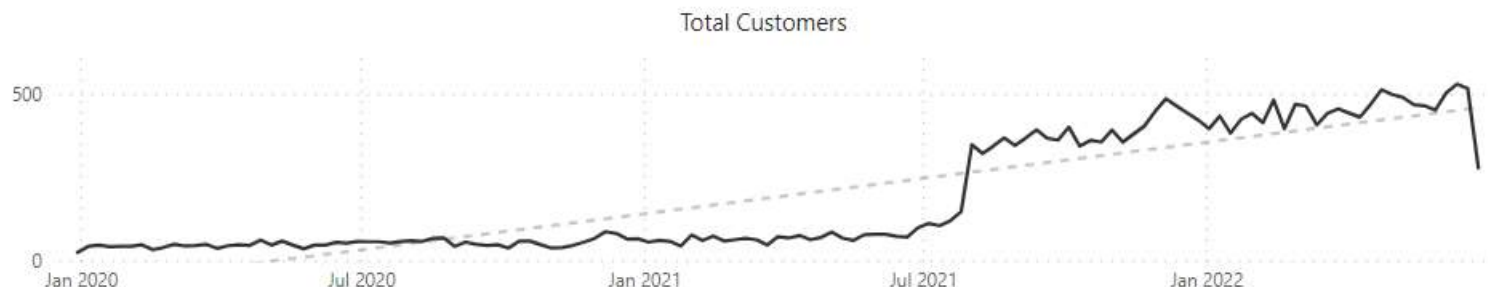


Orders by Occupation



Total Customers

Revenue per Customer



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
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
Total		1,272	\$615,329

2020

2022

Top Customers (By Revenue):

Mr. Maurice Shan

Orders

6

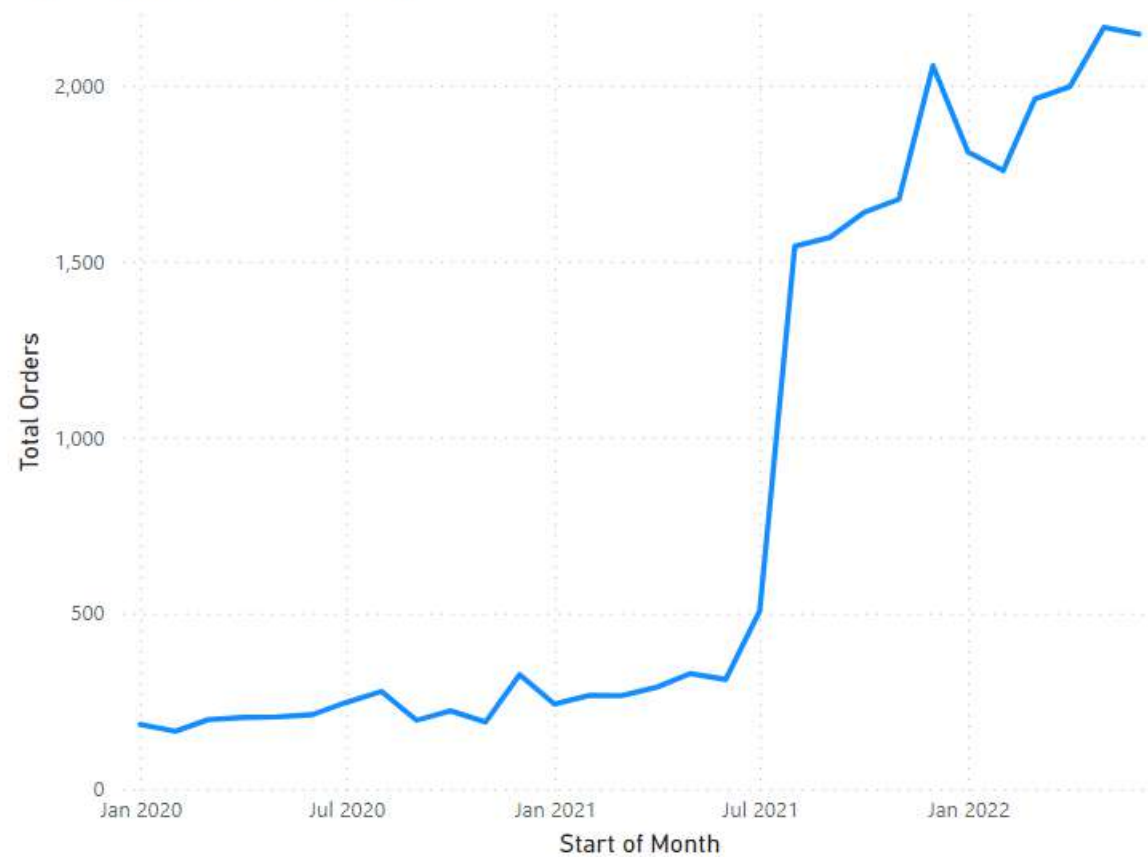
Revenue

\$12.4K



Among Customers in Management, Mrs. Janet Munoz drove the most revenue of 12.4K

Total Orders by Start of Month



CategoryName	Total Orders
Accessories	16,983
Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
Clothing	6,976
Total	25,164

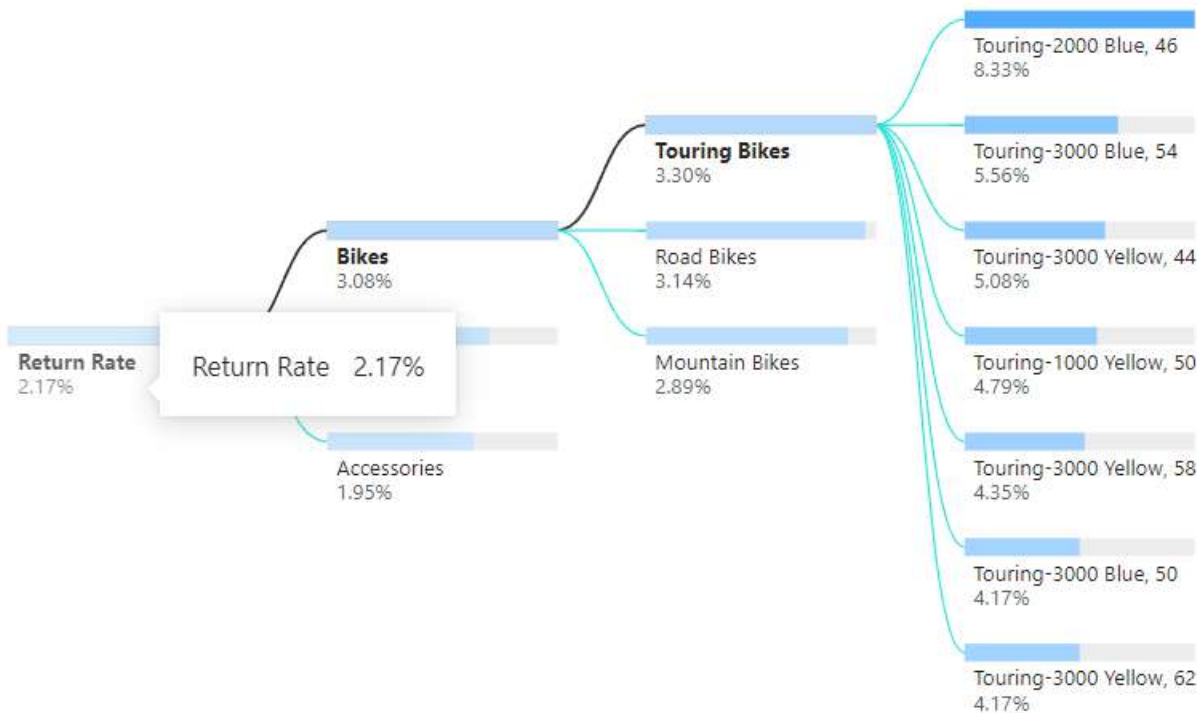
CategoryName X

Bikes

SubcategoryName X

Touring Bikes

ProductName X



25K

Total Orders

Key influencers Top segments



What influences HomeOwner to be ?

When...

...the likelihood of HomeOwner being Y increases by

MaritalStatus is M

1.62x

Parent is Yes

1.59x

AnnualIncome is 30000 - 120000

1.23x

EducationLevel is Graduate Degree

1.19x

Occupation is Management

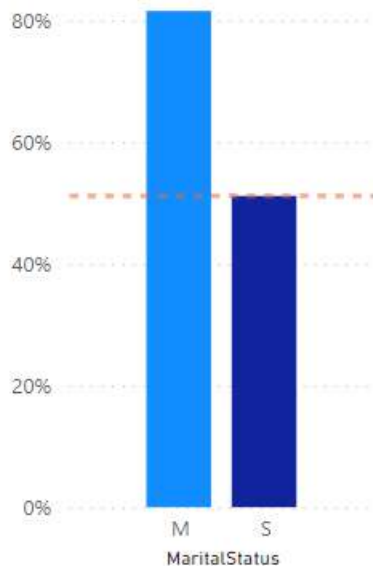
1.10x

Occupation is Skilled Manual

1.09x

Sort by: Impact Count

← 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 ?

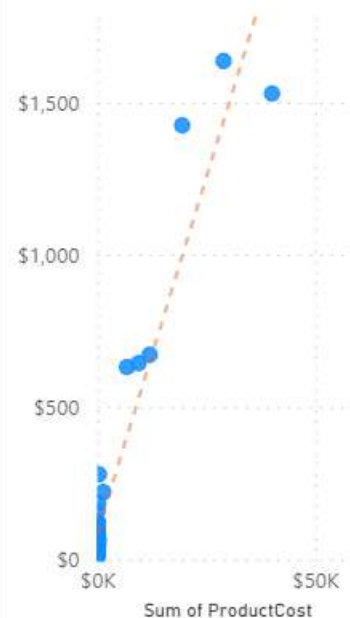
When...

...the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

\$478.6

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



Sort by: Impact Count