



\$24.9M

REVENUE

\$10.5M

PROFIT

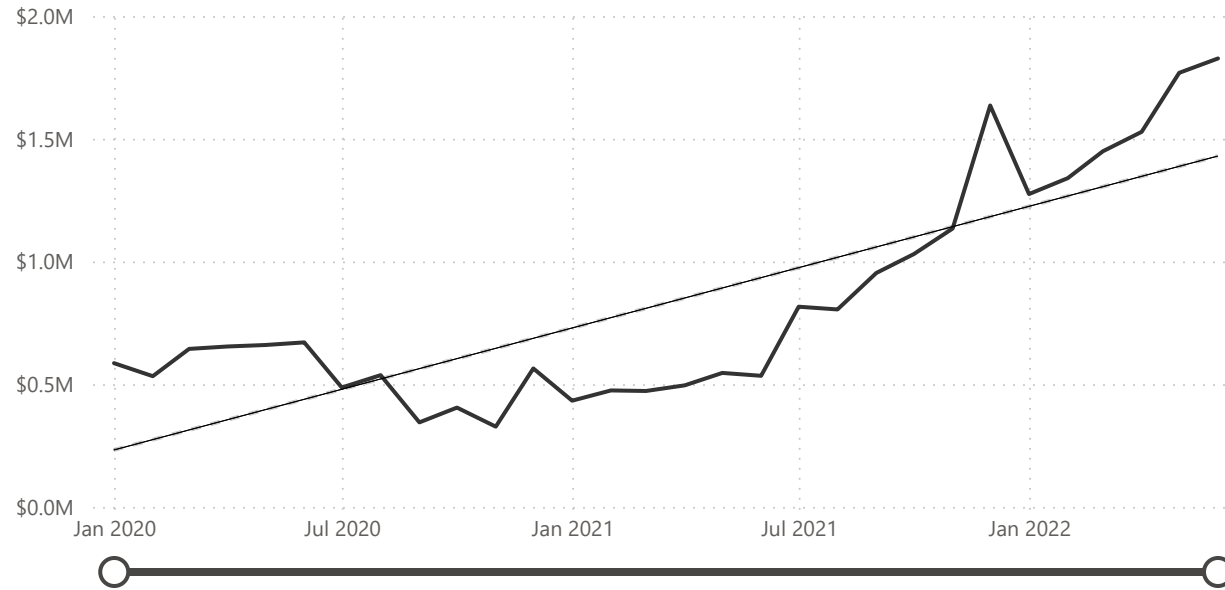
25.2K

ORDERS

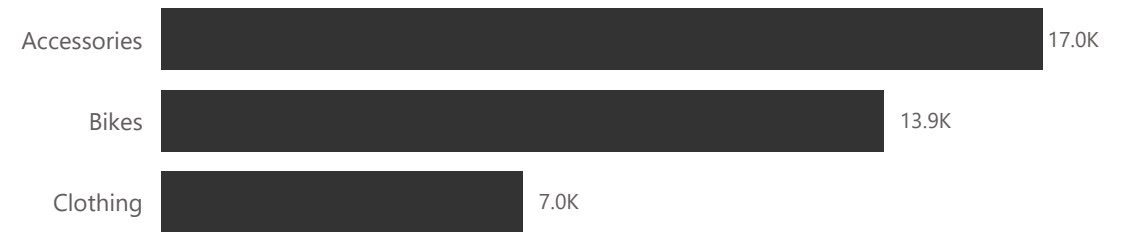
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

| Top 10 Products | Total Orders | Total Revenue | Return Rate |
|-------------------------|--------------|---------------|-------------|
| Water Bottle - 30 oz. | 3,983 | \$39,755.33 | 1.95% |
| Patch Kit/8 Patches | 2,952 | \$13,506.42 | 1.61% |
| Mountain Tire Tube | 2,846 | \$28,333.22 | 1.64% |
| Road Tire Tube | 2,173 | \$17,264.73 | 1.55% |
| Sport-100 Helmet, Red | 2,099 | \$73,444.01 | 3.33% |
| AWC Logo Cap | 2,062 | \$35,882.0742 | 1.11% |
| Sport-100 Helmet, Blue | 1,995 | \$67,120.179 | 3.31% |
| Fender Set - Mountain | 1,975 | \$87,040.8 | 1.36% |
| Sport-100 Helmet, Black | 1,940 | \$65,269.748 | 2.68% |
| Mountain Bottle Cage | 1,896 | \$38,061.9 | 2.02% |

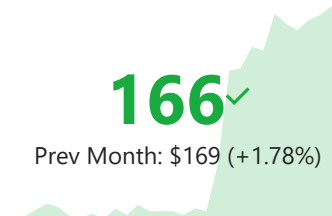
Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Selected Product :

Mountain Tire Tube

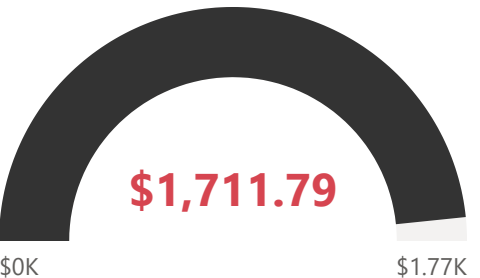
Monthly Orders vs Target



Monthly Revenue vs Target



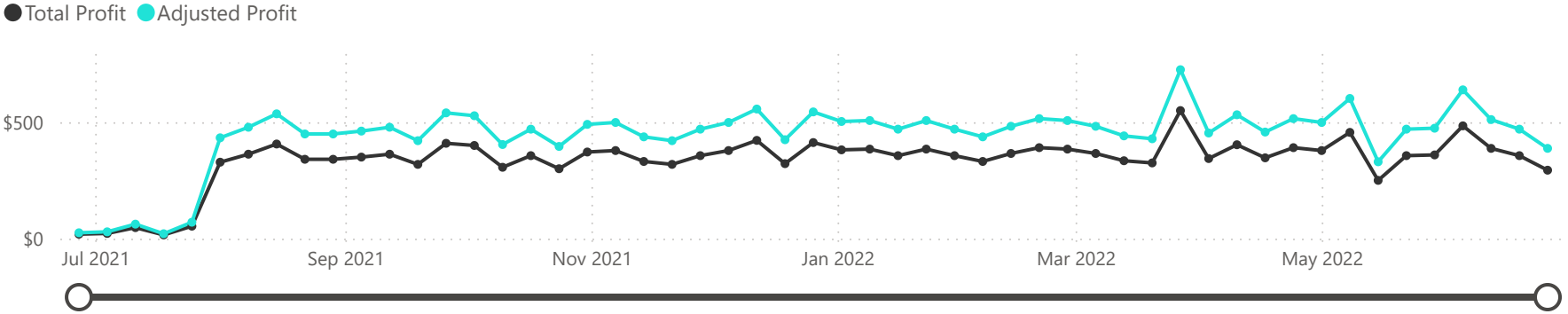
Monthly Profit vs Target



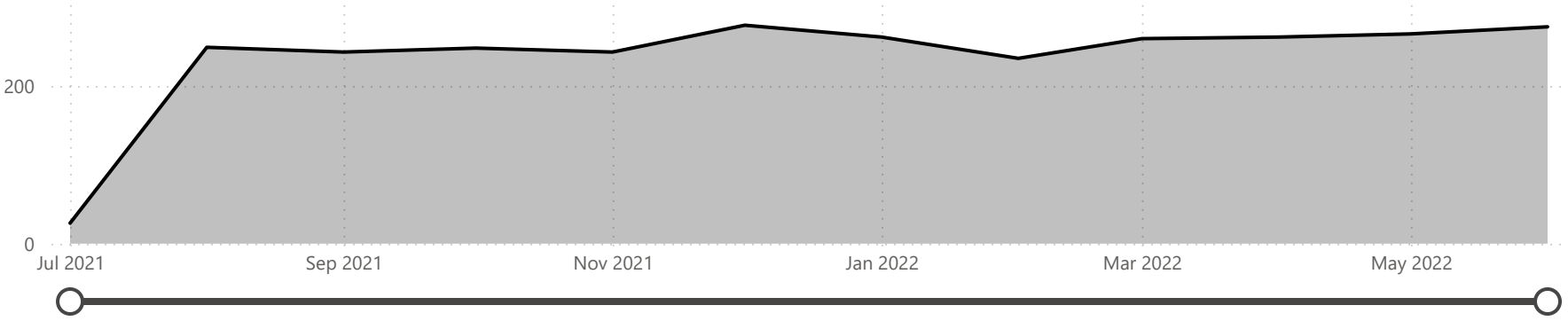
Price Adjustment (%)



Profit Trending



Total Orders



Product Metric Selection

- ☒ Total Orders
- ☐ Total Profit
- ☐ Total Revenue
- ☐ Total Returns
- ☐ Return Rate





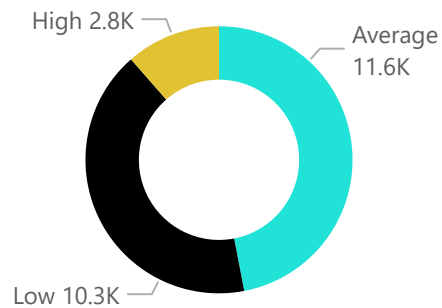
17.4K

UNIQUE CUSTOMERS

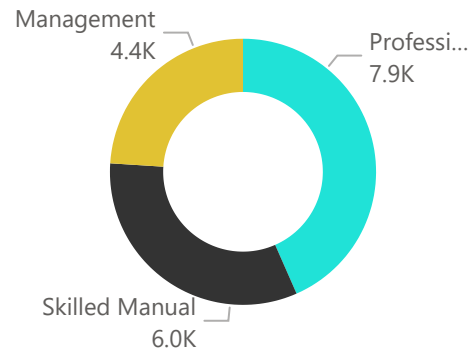
\$1,431

Average Revenue per Customer

Orders by income level

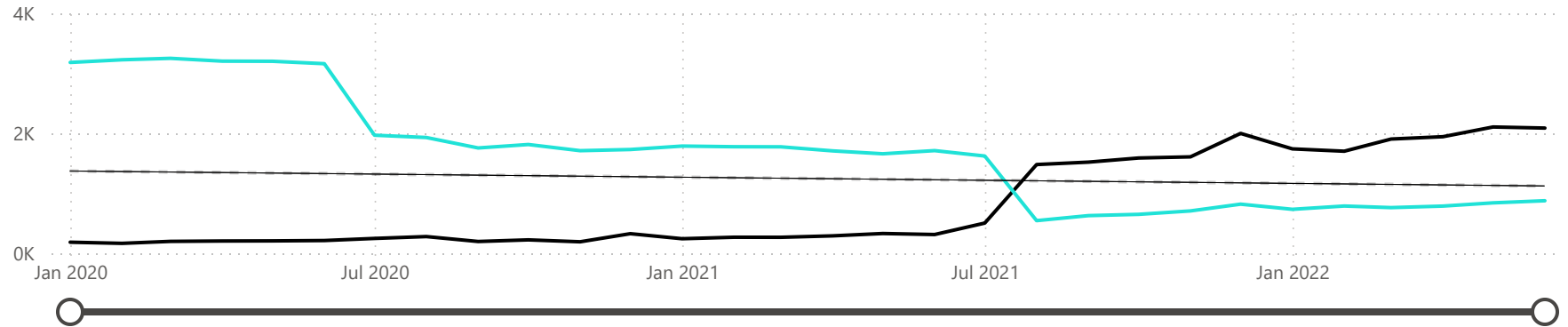


Orders by Occupations



| Total Customers | Revenue per Customer |
|-----------------|----------------------|
|-----------------|----------------------|

● 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 |
| 11415 | Mr. John M... | 4 | \$10,166 |
| Total | | 1,272 | \$6,15,329 |

2020

2022

Top Customer (by revenue) :

Mr. Maurice Shan

Orders :

6

Revenue :

\$12.4K



From 2021 - 2022 , Lisa Cai drove the highest income of \$11.3 K among customers in high income level.