



\$9.7M

REVENUE

\$4.1M

total Profit

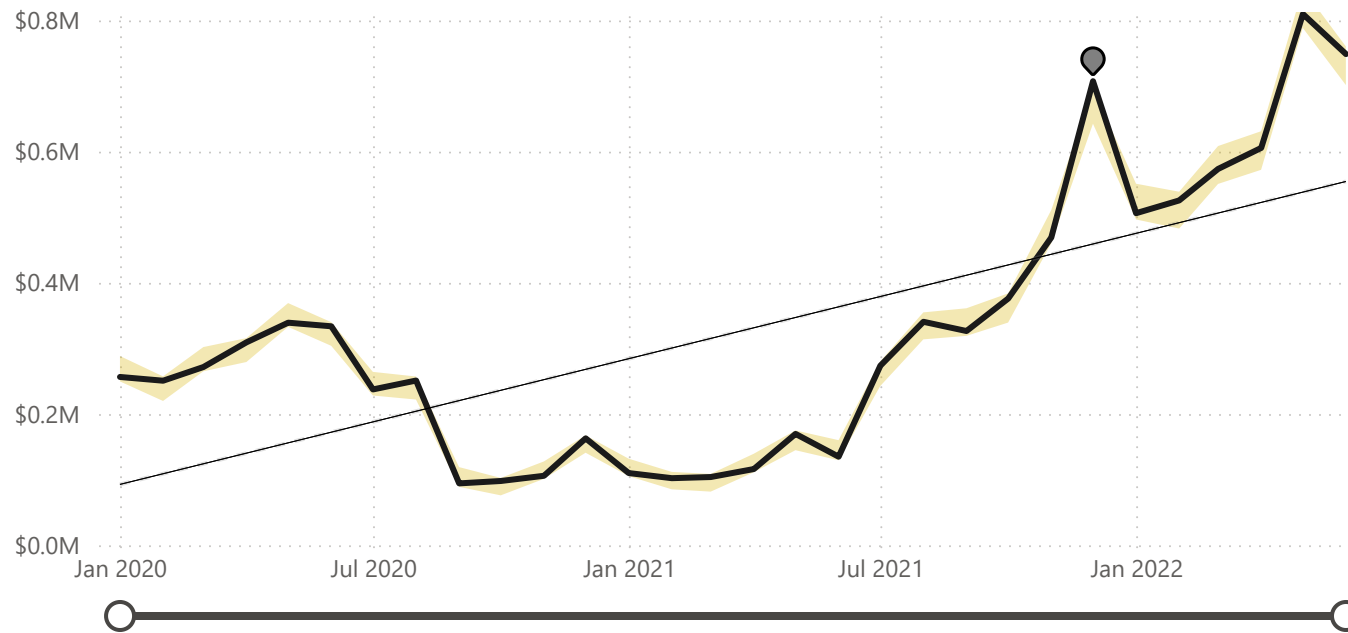
11.7K

ORDERS

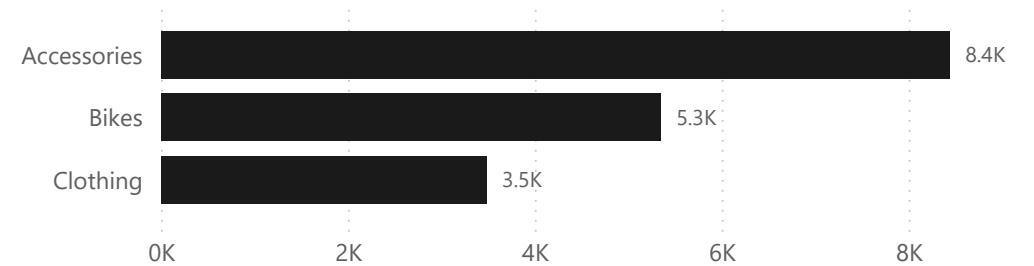
2.1 %

Return Rate

Revenue Trending



Orders by CategoryName



| ProductName             | Orders      | Revenue             | Return Rate   |
|-------------------------|-------------|---------------------|---------------|
| Road Tire Tube          | 869         | \$6,878.76          | 1.68 %        |
| Patch Kit/8 Patches     | 1527        | \$6,961.60          | 1.58 %        |
| Mountain Tire Tube      | 1808        | \$17,849.23         | 1.68 %        |
| Water Bottle - 30 oz.   | 2067        | \$20,693.53         | 1.76 %        |
| Mountain Bottle Cage    | 1096        | \$21,997.98         | 2.36 %        |
| HL Mountain Tire        | 867         | \$30,345.00         | 3.69 %        |
| Sport-100 Helmet, Black | 920         | \$30,952.66         | 2.50 %        |
| Sport-100 Helmet, Blue  | 924         | \$31,087.24         | 3.79 %        |
| Sport-100 Helmet, Red   | 916         | \$32,050.84         | 3.38 %        |
| Fender Set - Mountain   | 1290        | \$56,532.56         | 1.24 %        |
| <b>Total</b>            | <b>7500</b> | <b>\$255,349.40</b> | <b>1.99 %</b> |

Monthly Revenue

Monthly Orders

Monthly Return

\$0.75M!

Prev Revenue: \$0.81M (-7.55%)

1023!

Prev Orders: 1074 (-4.75%)

66✓

Prev Return: 88 (+25%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product

Shorts

Select all

Europe

North America

Pacific

Canada

NORTH AMERICA  
United States

United Kingdom

France

Germany

Australia

AUSTRALIA

Atlantic Ocean

Indian Ocean

Pacific Ocean

SOUTH AMERICA

AFRICA

EUROPE

ASIA





Selected Product:

Touring-2000  
Blue, 60

Price Adjustment (%)

0.10

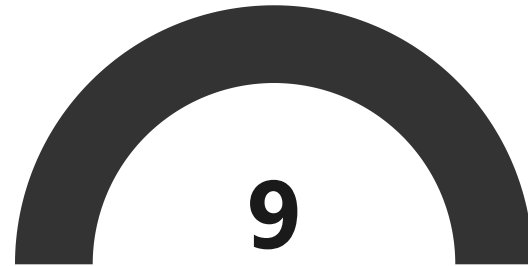


Product Metric selection

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

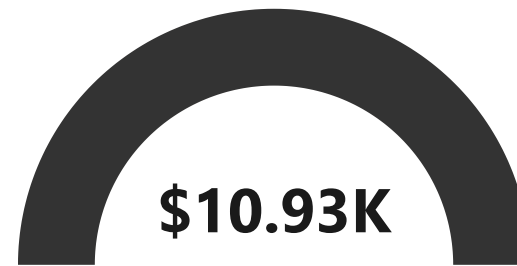


Monthly Revenue vs Target



0 7.70

Monthly Revenue vs Target



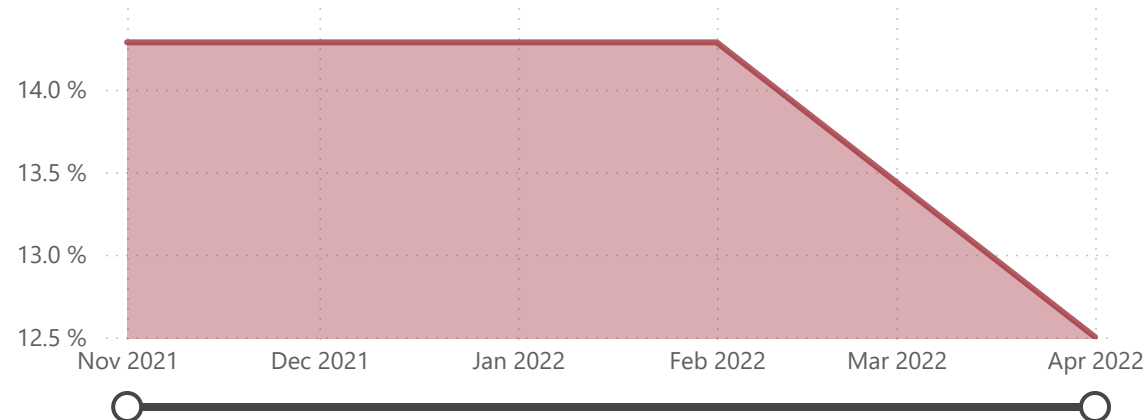
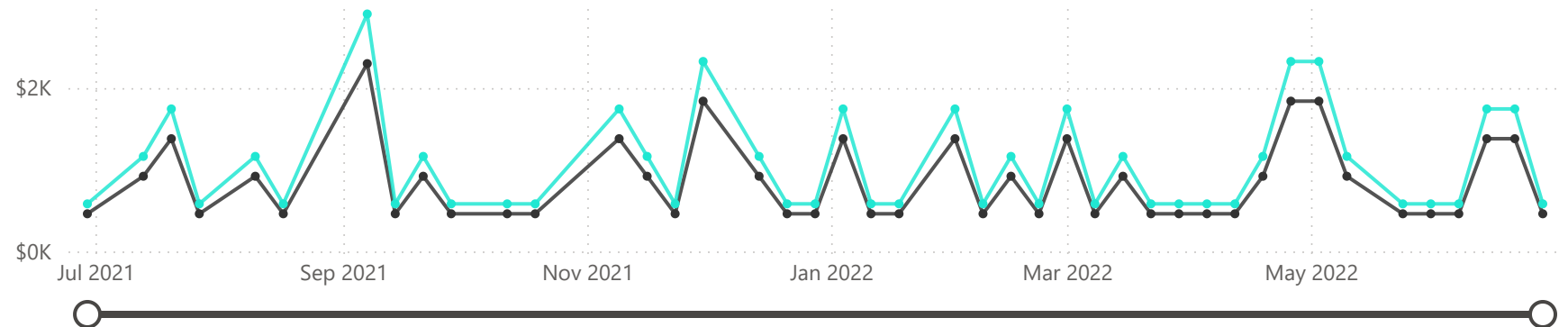
\$0.00K \$9,354

Monthly Profit vs Target



\$0.00K \$3,540

● total Profit ● Adjusted Profit



### Report Summary

Total Orders for **Touring-2000 Blue, 60** were **9**

All metrics remained relatively constant between [Tuesday, June 29, 2021](#) and [Tuesday, June 28, 2022](#).

Across all metrics, [total Profit](#) had the most interesting recent trend and started trending down on [Tuesday, January 4, 2022](#), falling by 22.23%.

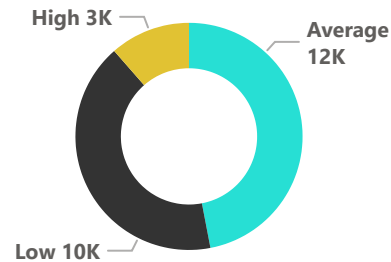
17.4K

Total Customers

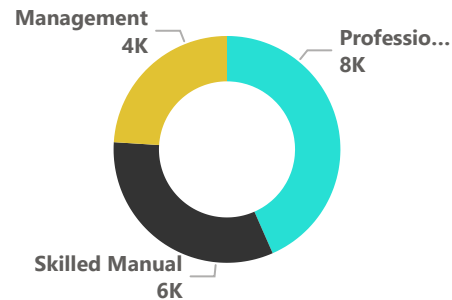
\$1,431

Average Revenue per customer

Orders by Income Level



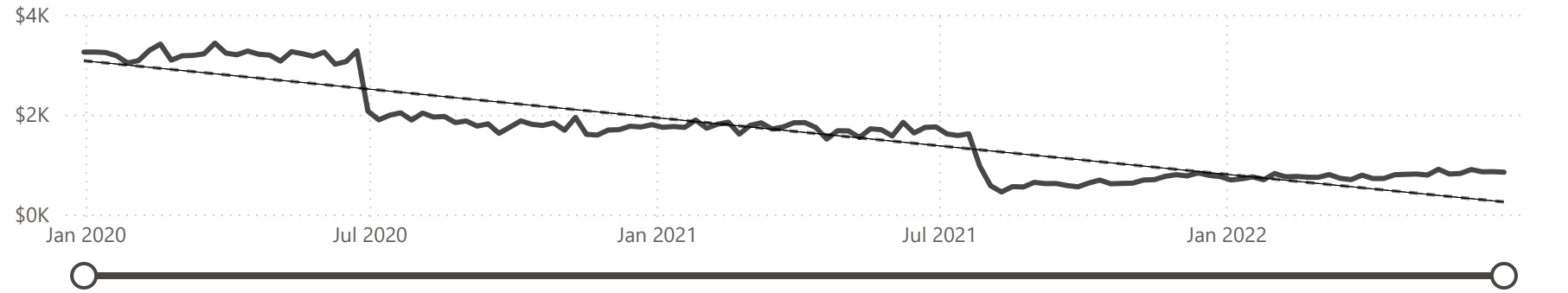
Orders occupation



Total Customers

Revenue per customer

Customers Trending



| CustomerKey | Full Name              | Total Orders | Total Revenue   |
|-------------|------------------------|--------------|-----------------|
| 11013       | MR. IAN JENKINS        | 1            | \$41.62         |
| 11015       | MS. CHLOE YOUNG        | 1            | \$2,274.38      |
| 11016       | MR. WYATT HILL         | 1            | \$2,088.68      |
| 11020       | MR. JORDAN KING        | 1            | \$2,093.06      |
| 11021       | MS. DESTINY WILSON     | 1            | \$2,148.05      |
| 11022       | MR. ETHAN ZHANG        | 1            | \$2,073.71      |
| 11023       | MR. SETH EDWARDS       | 1            | \$142.93        |
| 11036       | MS. JENNIFER RUSSELL   | 1            | \$2,105.06      |
| 11037       | MS. CHLOE GARCIA       | 1            | \$2,182.28      |
| 11040       | MR. JESSE MURPHY       | 1            | \$2,133.36      |
| 11041       | MS. AMANDA CARTER      | 1            | \$2,134.58      |
| 11053       | MS. ANA PRICE          | 1            | \$2,082.74      |
| 11062       | MR. NOAH POWELL        | 1            | \$2,126.70      |
| 11063       | MS. ANGELA MURPHY      | 1            | \$2,155.33      |
| 11064       | MR. CHASE REED         | 1            | \$2,069.08      |
| 11065       | MS. JESSICA HENDERSON  | 1            | \$198.58        |
| 11067       | MR. CALEB CARTER       | 1            | \$10.27         |
| 11085       | MRS. EMILY JOHNSON     | 1            | \$78.62         |
| 11130       | MS. CAROLINE RUSSELL   | 1            | \$37.29         |
| 11132       | MS. MELISSA RICHARDSON | 1            | \$2,189.98      |
| Total       |                        | 25164        | \$24,914,586.82 |

2020

2021

2022

Top Customer by Revenue:

MR. MAURICE SHAN

Orders:

6.00

Return:

12.4K



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

**\$24,914,586.82**

Total Revenue

**\$10,457,715.43**

total Profit

**25164**

Total Orders

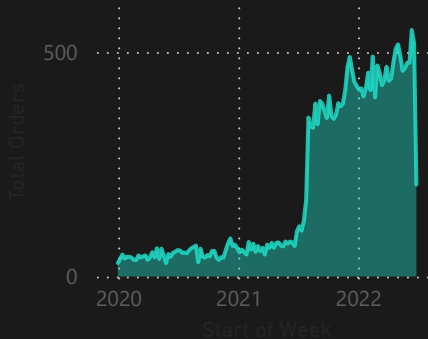
**1809**

Total Returns

**2.17 %**

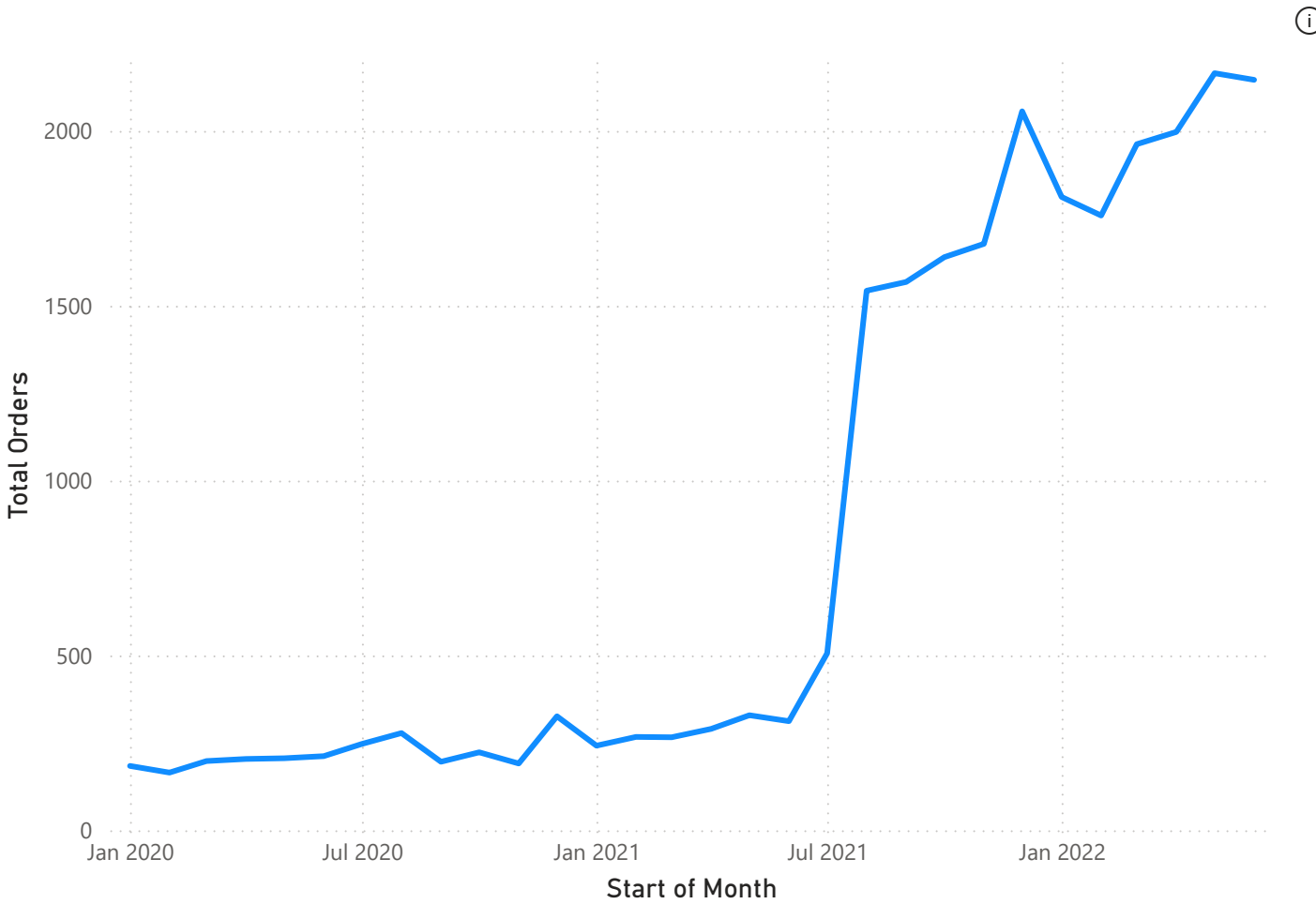
Return Rate

Weekly Orders

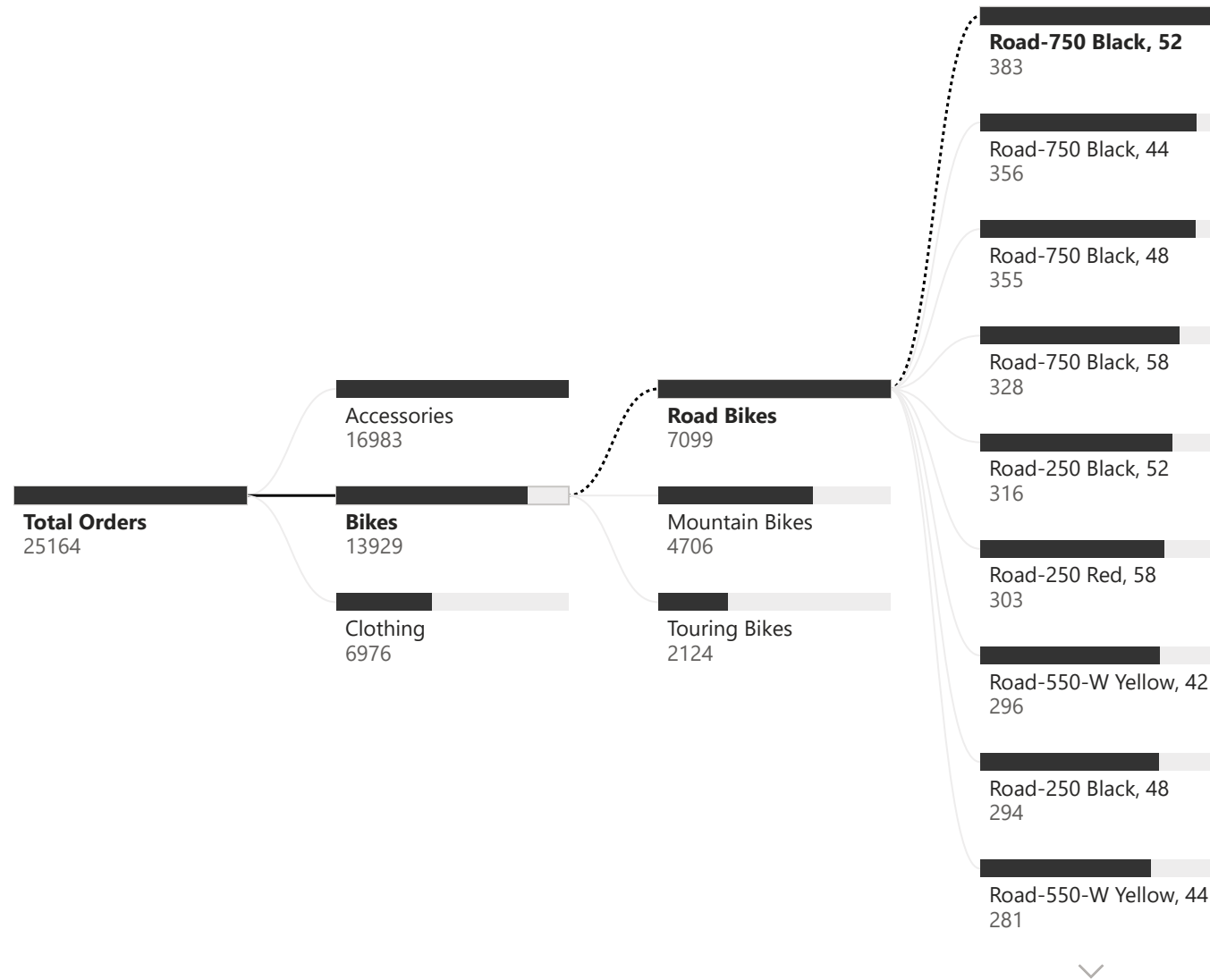


total Orders by calendar lookup calendar lookup start of month

Showing results for *Total orders sorted by calendar lookup date hierarchy start of month of calendar lookup date hierarchies*



| CategoryName            | Total Orders |
|-------------------------|--------------|
| <div></div> Accessories | 16983        |
| <div></div> Bikes       | 13929        |
| Black                   | 5062         |
| Blue                    | 1263         |
| Red                     | 1912         |
| Silver                  | 2562         |
| Yellow                  | 3130         |
| <div></div> Clothing    | 6976         |
| Total                   | 25164        |



25K

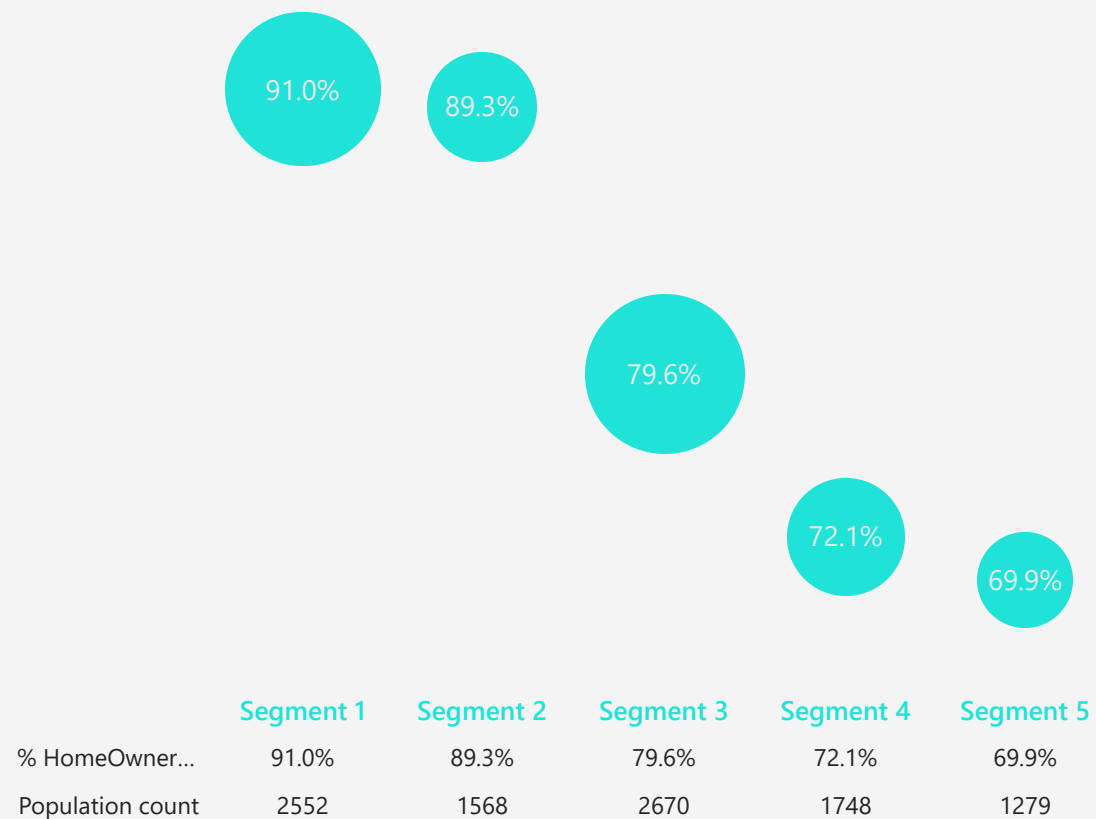
Total Orders

## Key influencers Top segments



When is HomeOwner more likely to be  ?

We found 5 segments and ranked them by % HomeOwner is Y and populati...



## Key influencers Top segments



What influences Avreage Retail Price to  ?

When...

....the average of Avreage Retail Price increases by

Sum of ProductCost goes up 8570.61

→ 478.6 €

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

