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\$24.9M

REVENUE

25.2K

ORDERS

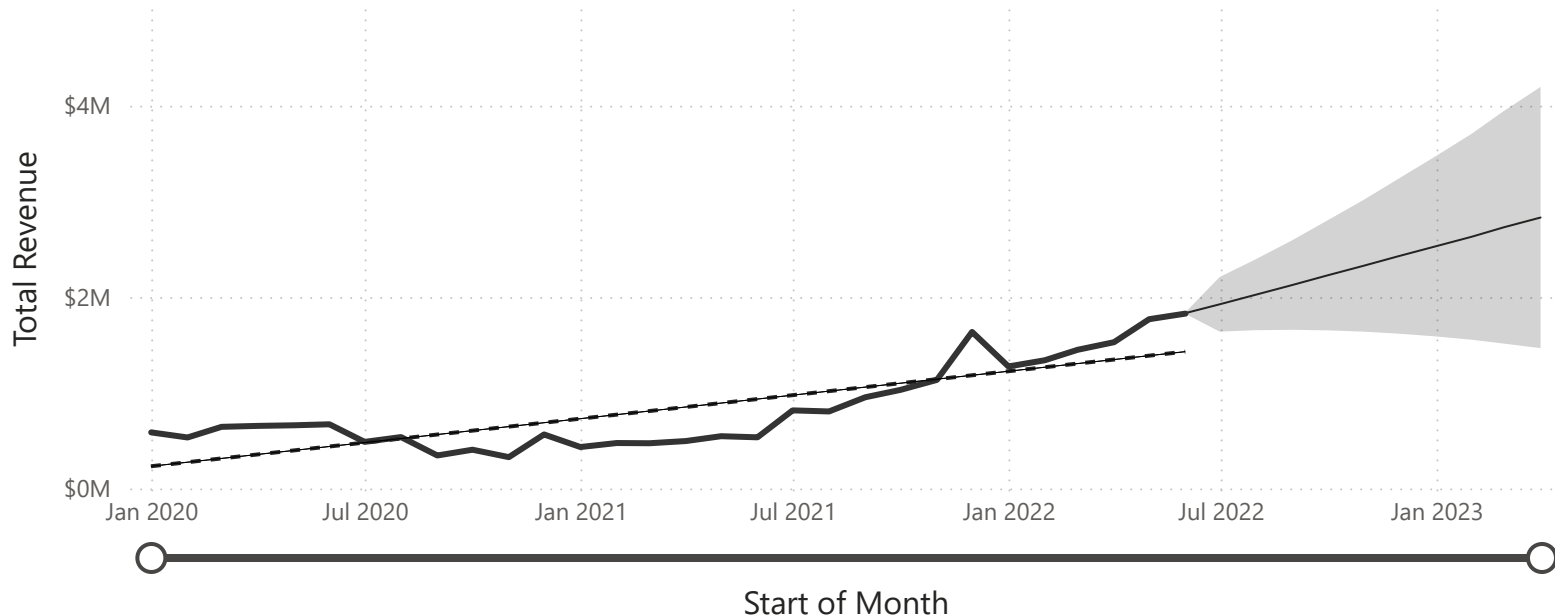
\$10.5M

PROFIT

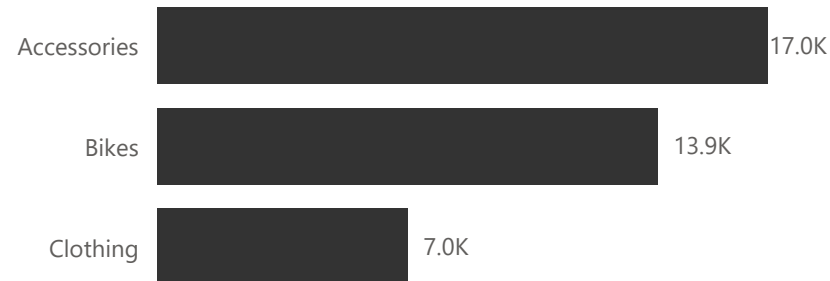
2.2%

RETURN %

REVENUE TRENDING



Orders by Category



TOP 10 PRODUCTS	REVENUE	ORDERS	PROFIT
Water Bottle - 30 oz.	\$39,755	3983	\$24,887
Patch Kit/8 Patches	\$13,506	2952	\$8,455
Mountain Tire Tube	\$28,333	2846	\$17,736
Road Tire Tube	\$17,265	2173	\$10,808
Sport-100 Helmet, Red	\$73,444	2099	\$45,976
AWC Logo Cap	\$35,882	2062	\$12,200
Sport-100 Helmet, Blue	\$67,120	1995	\$43,125
Fender Set - Mountain	\$87,041	1975	\$54,488
Sport-100 Helmet, Black	\$65,270	1940	\$41,936
Mountain Bottle Cage	\$38,062	1896	\$23,827

MONTHLY REVENUE

\$1.83M✓

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

MONTHLY ORDERS

2146!

Prev. Month Orders: 2165 (-0.88%)

MONTHLY RETURNS

166✓

Prev. Month Returns: 169 (+1.78%)

Most Order Product Types

Most Return Product Types

Tires and Tubes

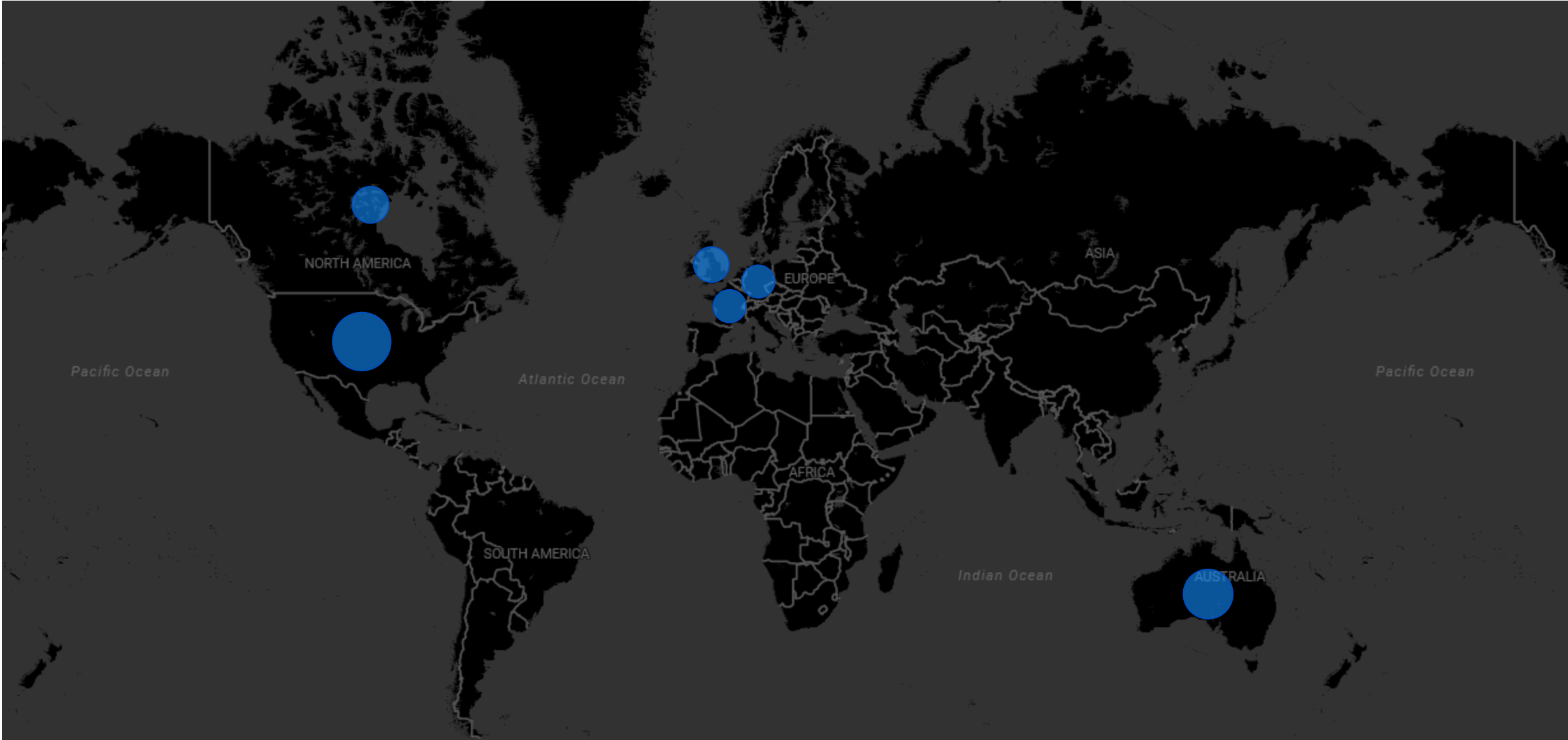
Shorts

Europe

North America

Pacific

ORDERS BY COUNTRY





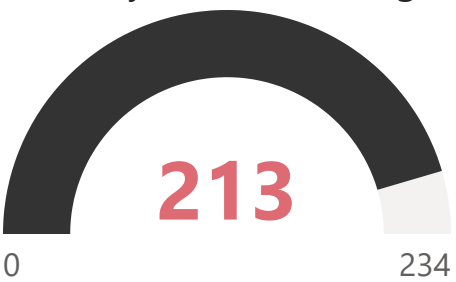
SELECTED PRODUCT

Road Tire Tube

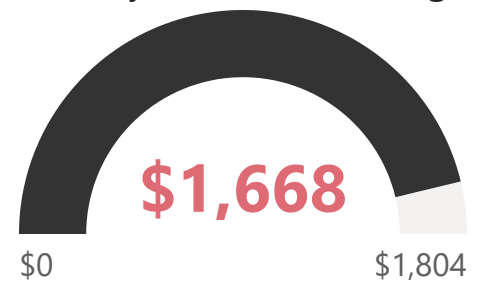
Product Metric Selection

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

Monthly Orders vs. Target



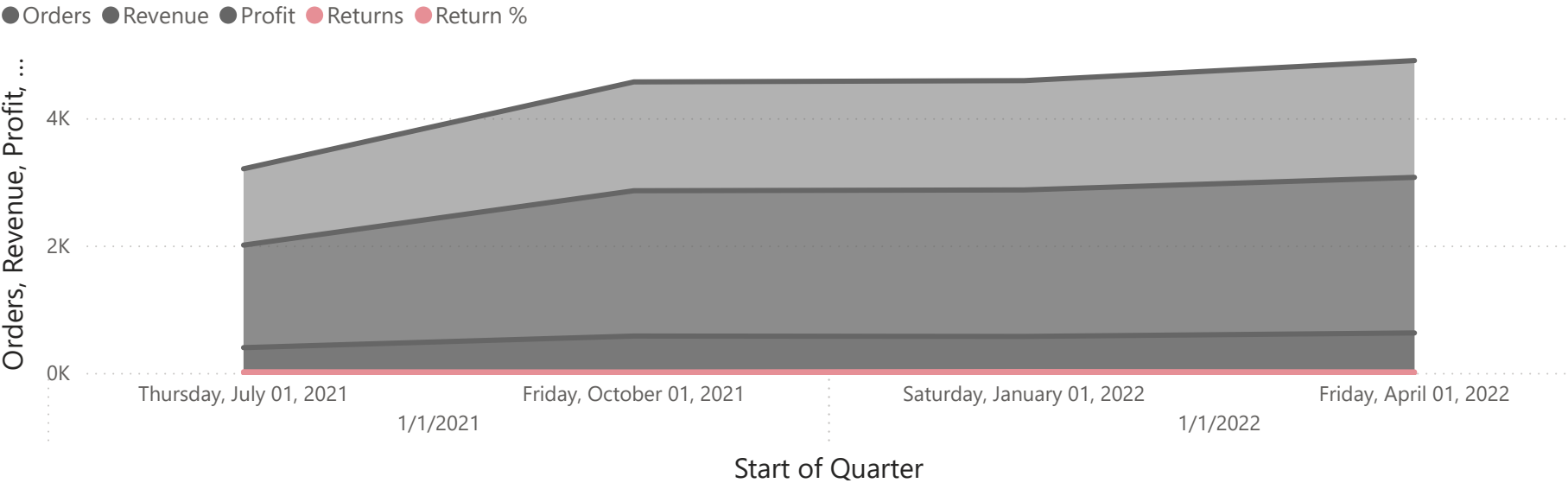
Monthly Revenue vs. Target



Monthly Profit vs. Target



TRENDING METRICS





2020

2021

2022

17.4K

UNIQUE CUSTOMER

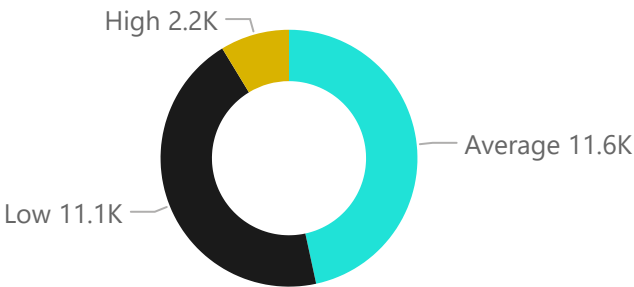
\$1,431

REVENUE PER CUSTOMER

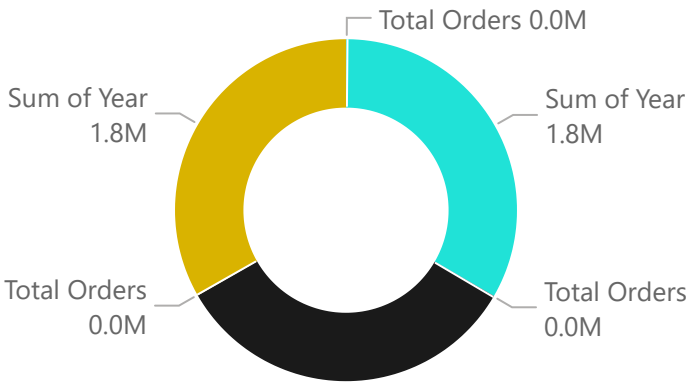
Total Customers

Revenue Per Customer

Orders by Income

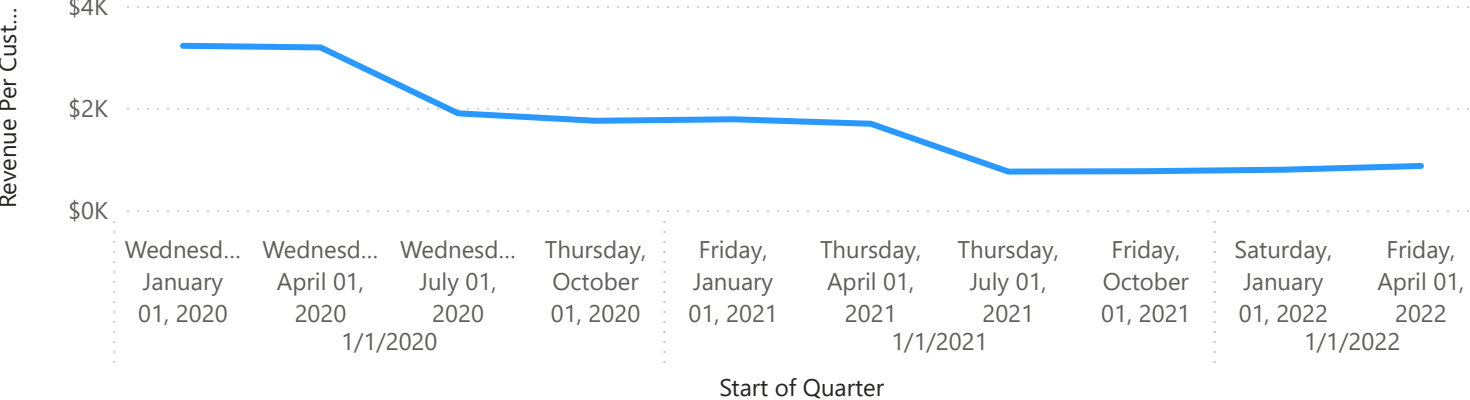


Orders by Occupation



TOP 100 CUSTOMERS

CUSTOMER KEY	FULL NAME	ORDERS	REVENUE
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
Total		25164	\$24,914,587



TOP CUSTOMER BY REVENUE:

Mr. Maurice Shan

ORDERS:

6

REVENUE:

\$12.41K



Among customer in skilled manual roles in Mr. Jordan Turner drove the most revenue at 6.80 K Dollars