



\$24.9M
Revenue

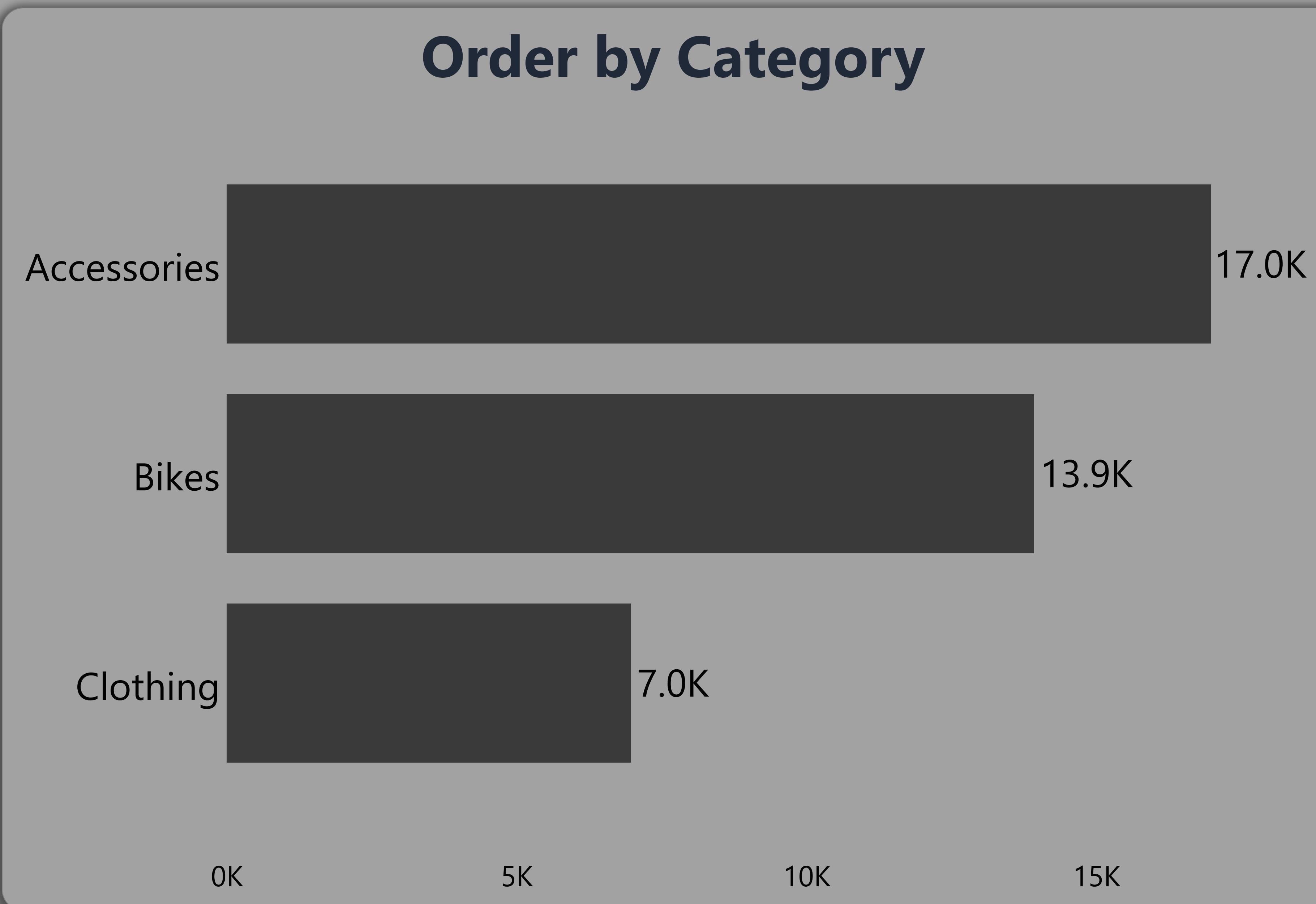
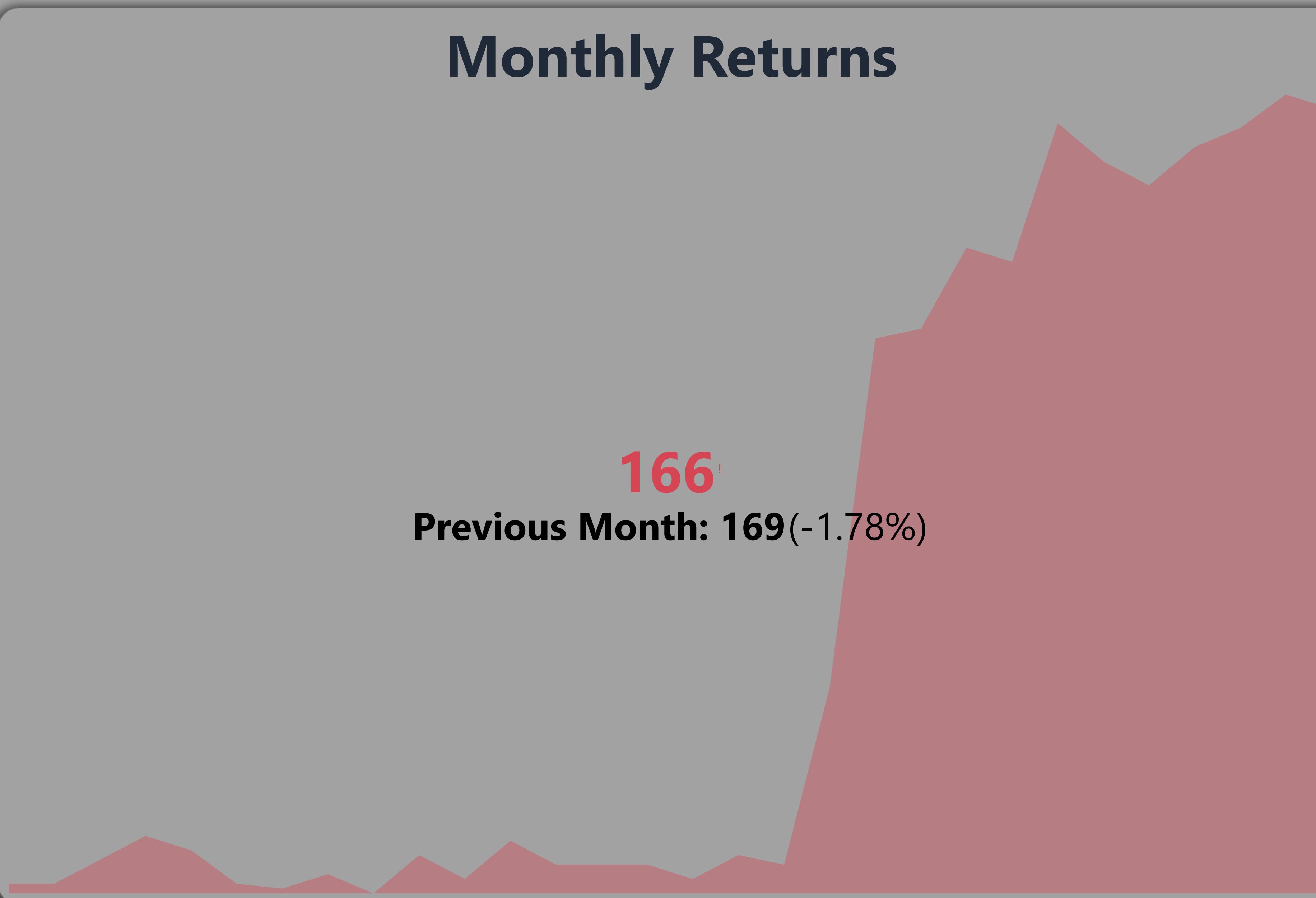
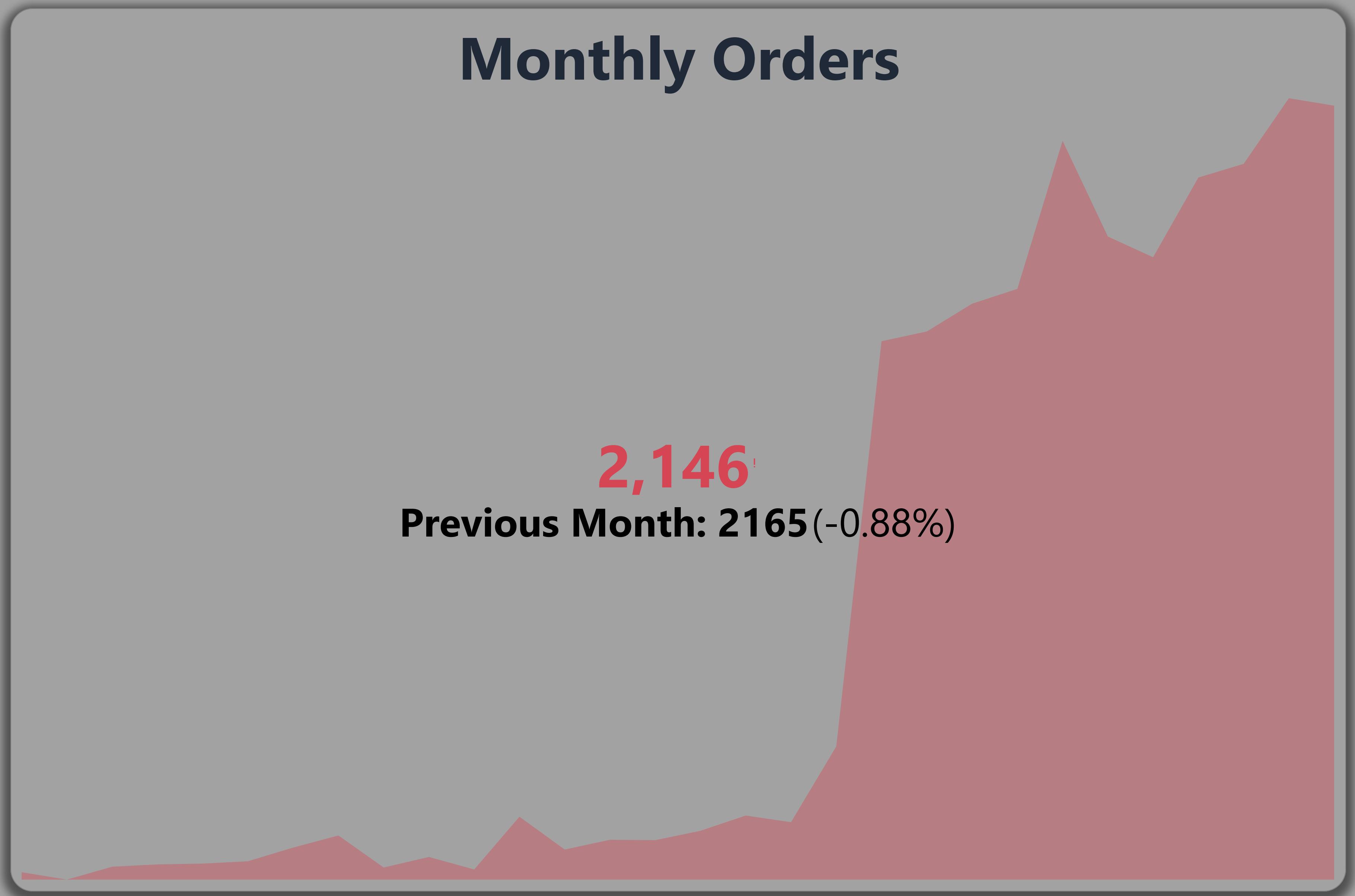
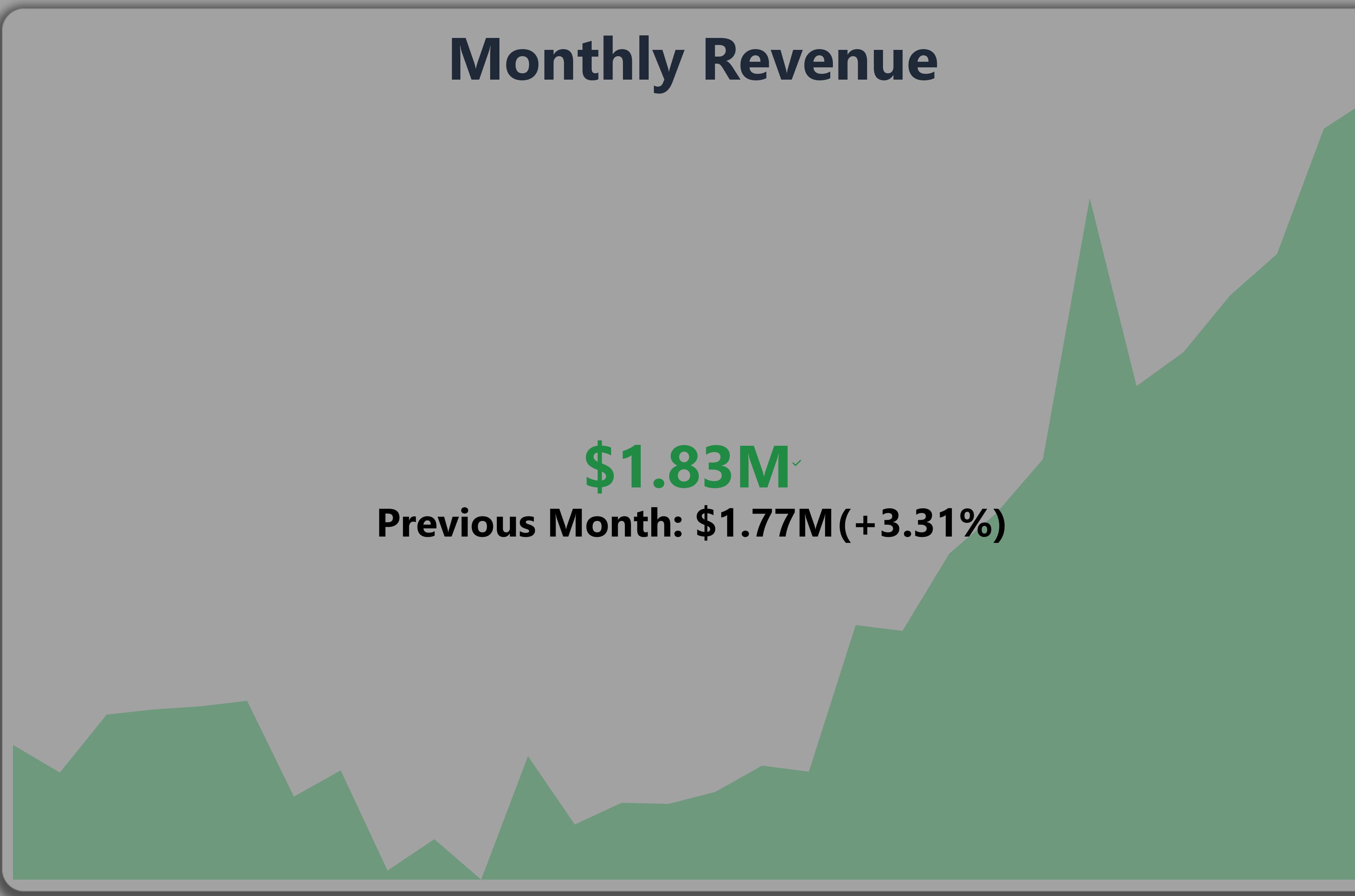
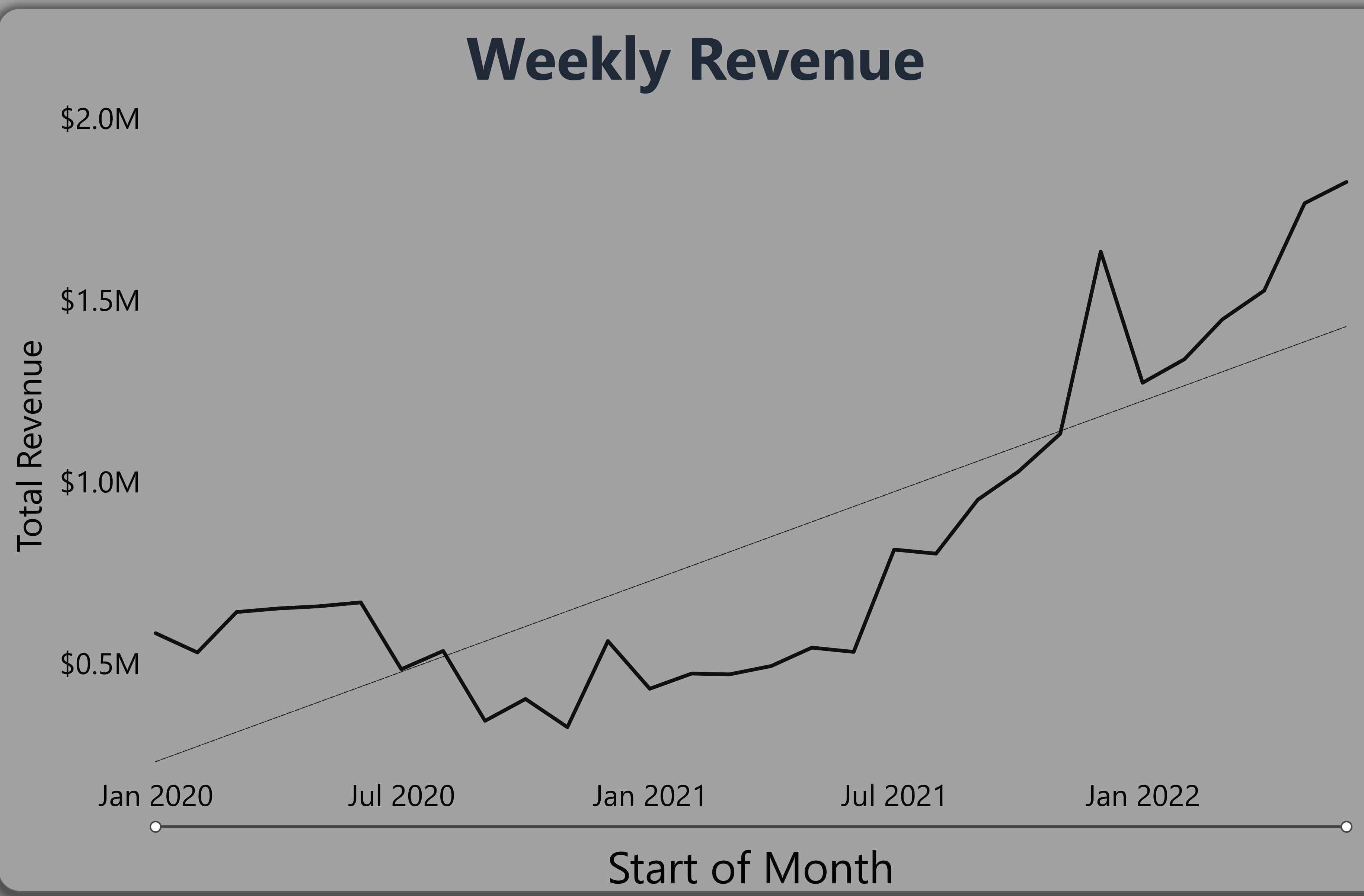
\$10.5M
Profits

25.2K
Orders

2.2%
Return Rate

Most ordered Product
Tires and Tubes

Most Returned Product
Shorts



Top 10 Products	Total Orders	Total Revenue	Return Rate
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
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%

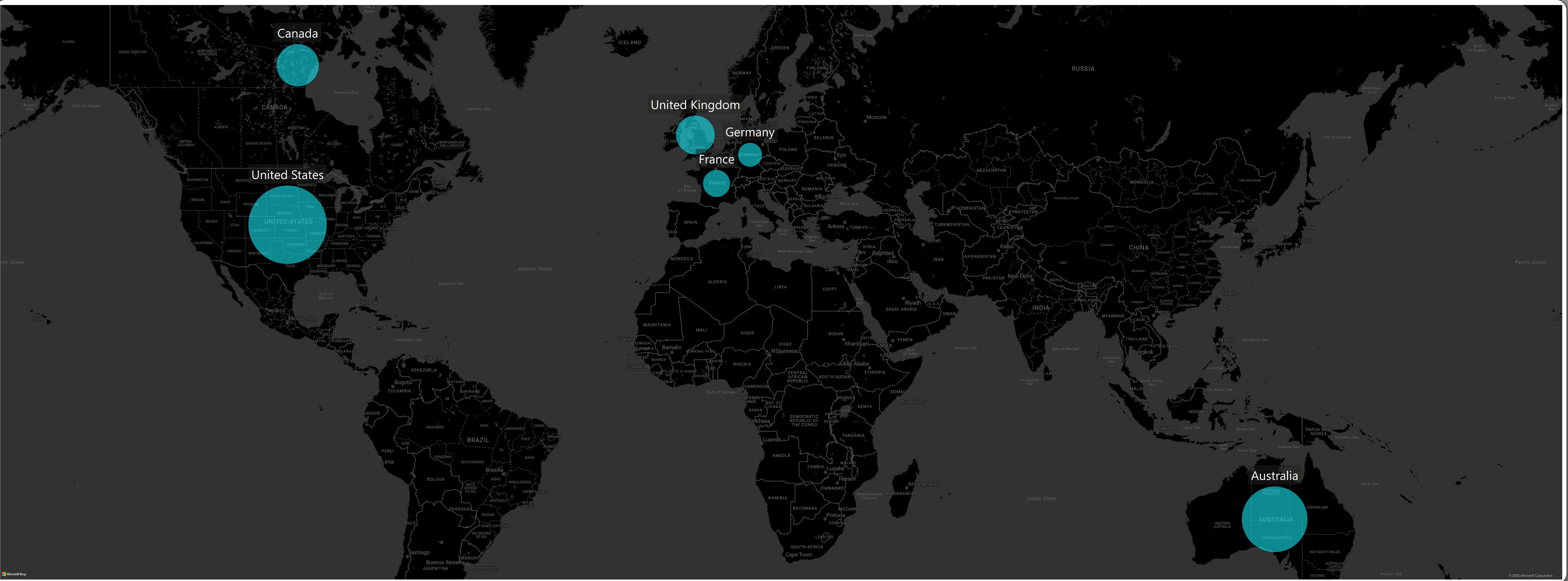


Select all

Europe

North America

Pacific





Selected Product

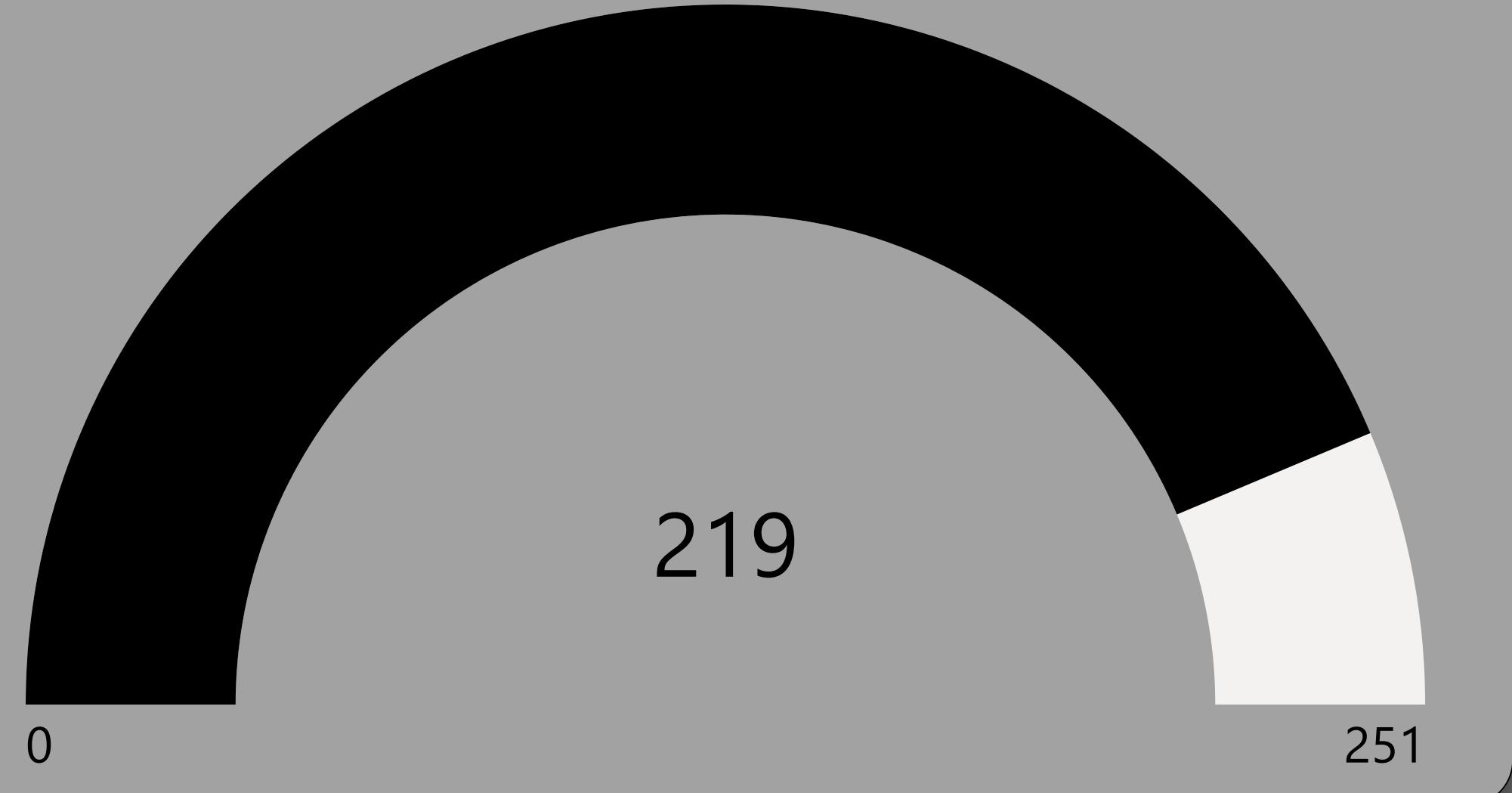
Sport-100 Helmet, Blue

Price Adjustment Percent... ▾

0.00



Monthly orders vs target



Monthly Profit vs Target



Monthly Revenue vs Target



Product Metric Selection

- orders
- Revenue
- Profit
- Returns
- Rate

● Total Profit ● Adjusted Profit

\$1,400

\$1,200

\$1,000

\$800

\$600

\$400

\$200

\$0

Jul 2021

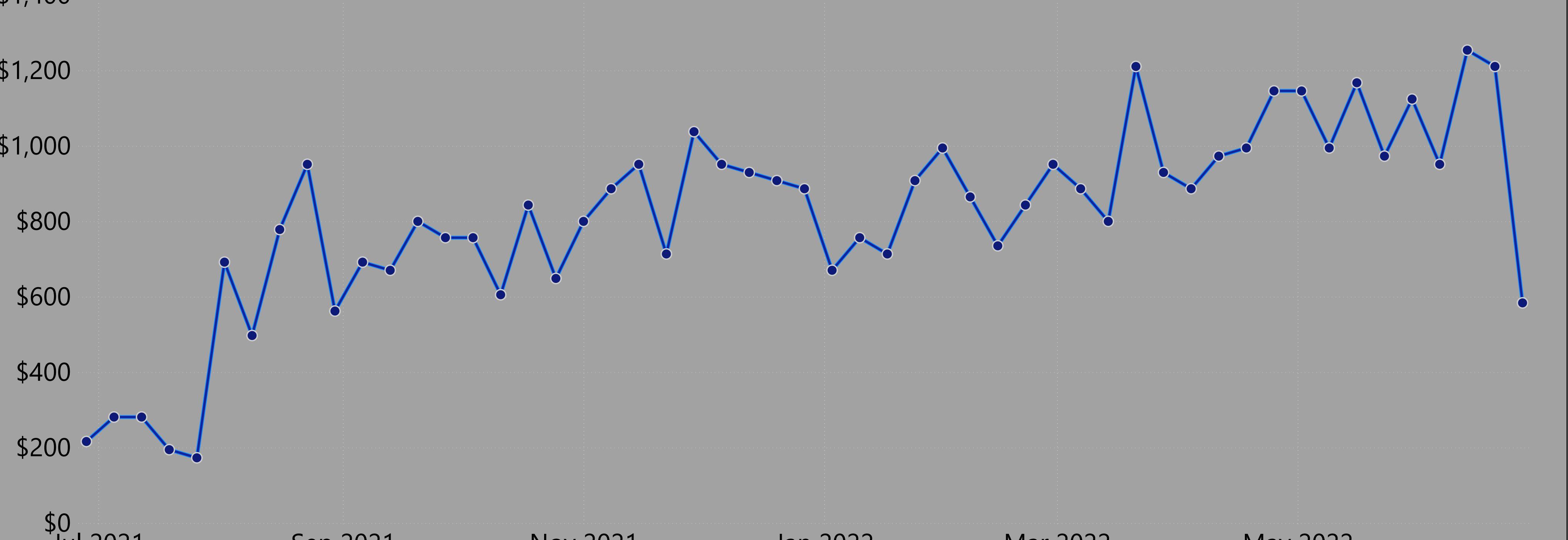
Sep 2021

Nov 2021

Jan 2022

Mar 2022

May 2022



● orders ● Revenue ● Profit ● Returns ● Rate

8K

6K

4K

2K

0K

Jul 20...

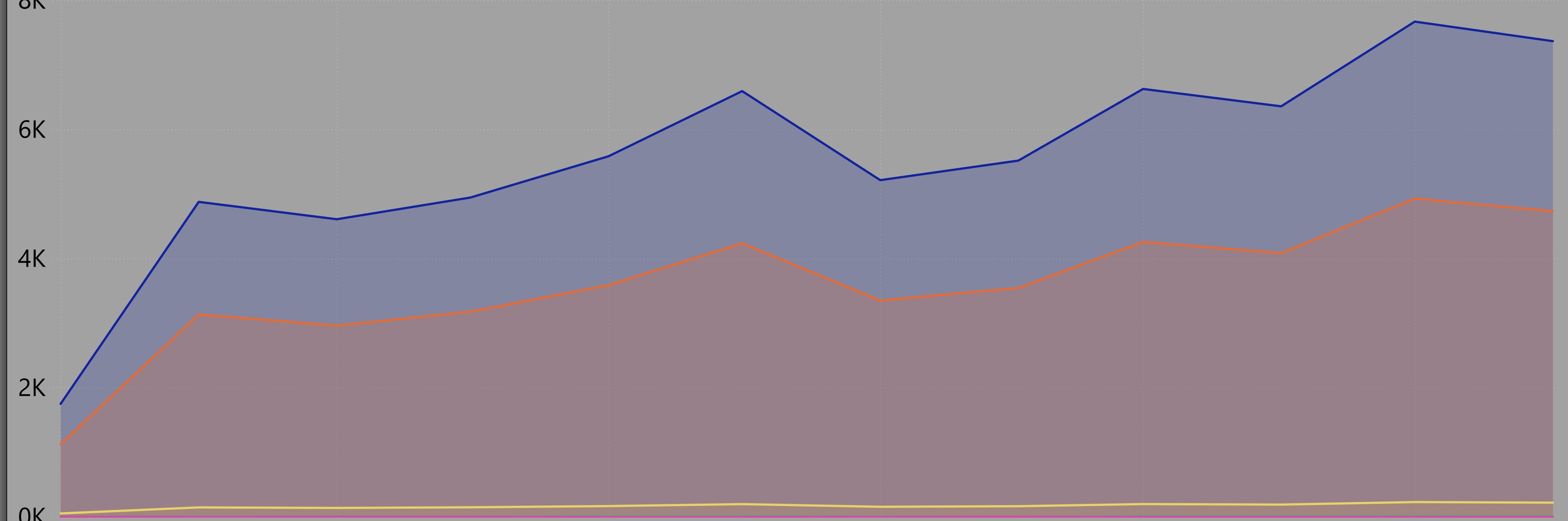
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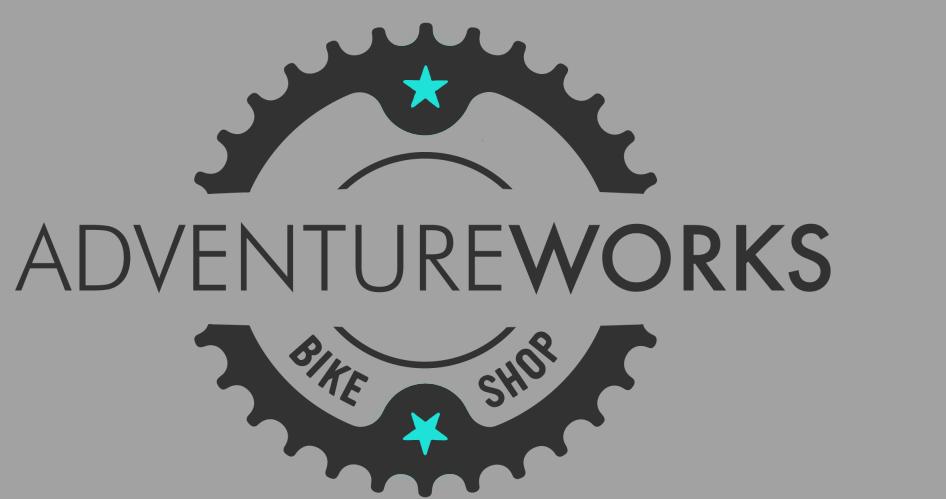
Nov 2021

Jan 2022

Mar 2022

May 2022





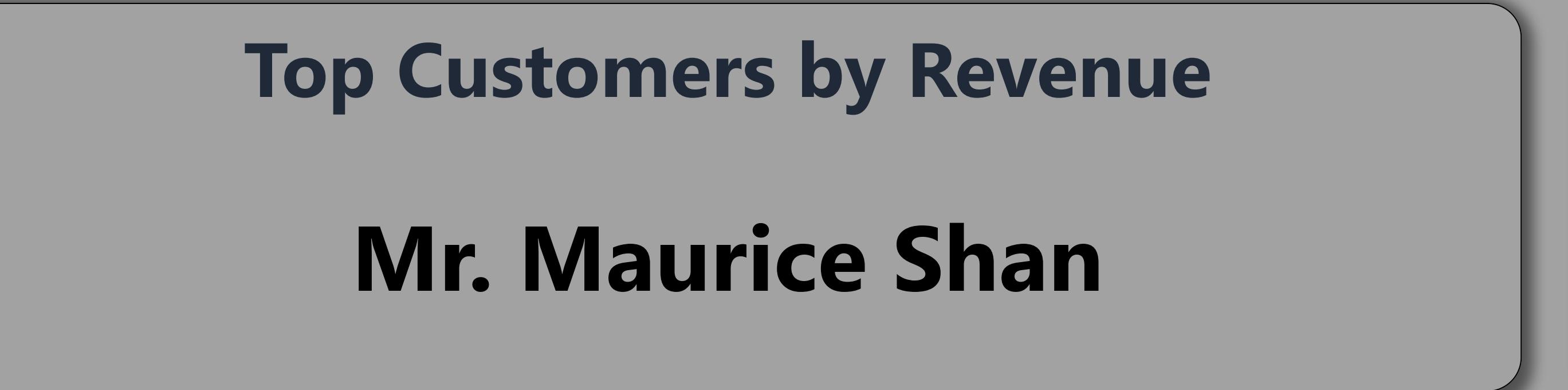
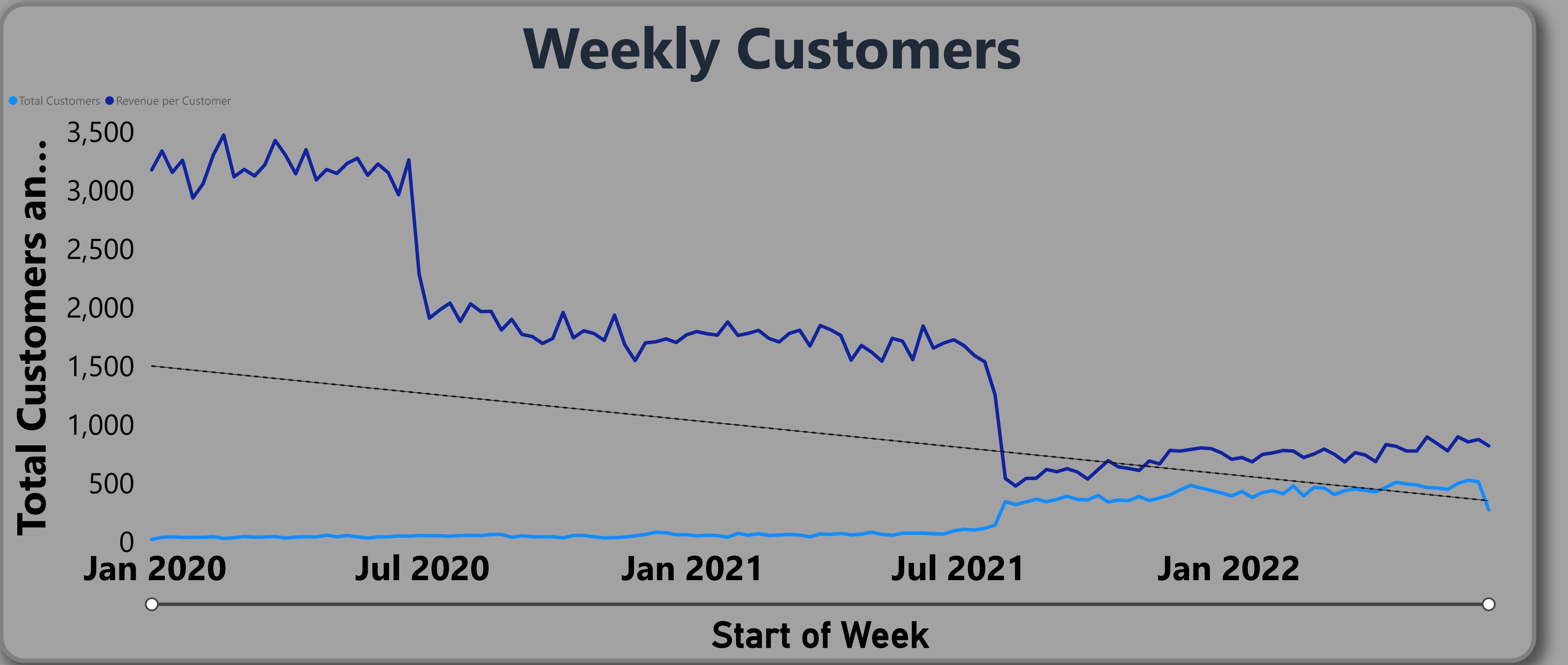
Customer Details

17.4K

Unique Customers

\$1,431

Revenue per Customer



Total Revenue
\$12.4K

Orders
6

Total Customers	Revenue per Customer
17.4K	\$1,431

Year
2020 2022

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
12621	Mr. Charles	6	\$10,326
Total		1,272	\$615,329

