



\$24.9M

REVENUE

\$10.5M

PROFIT

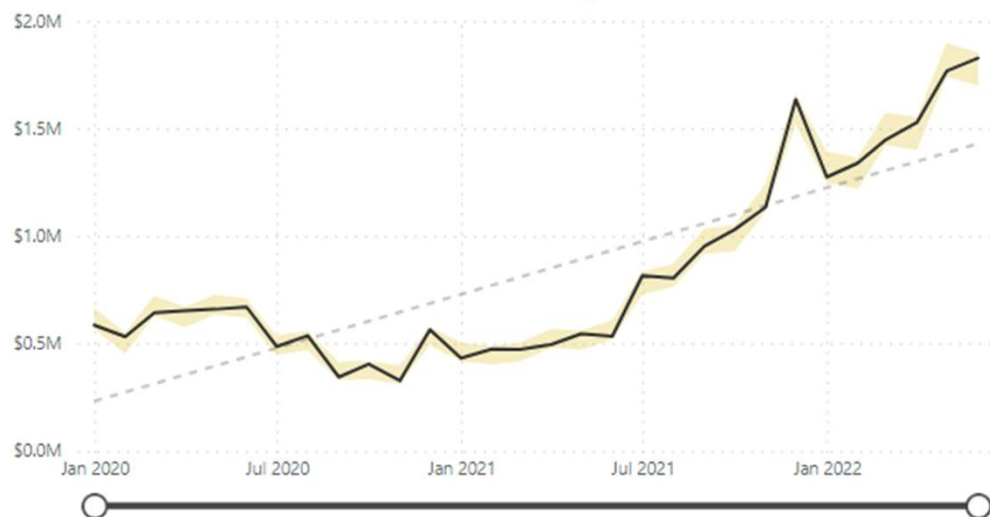
25.2K

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%

Monthly Revenue

\$1.83M

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

Monthly Orders

2,146

Prev Month: 2165 (-0.88%)

Monthly Returns

166

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

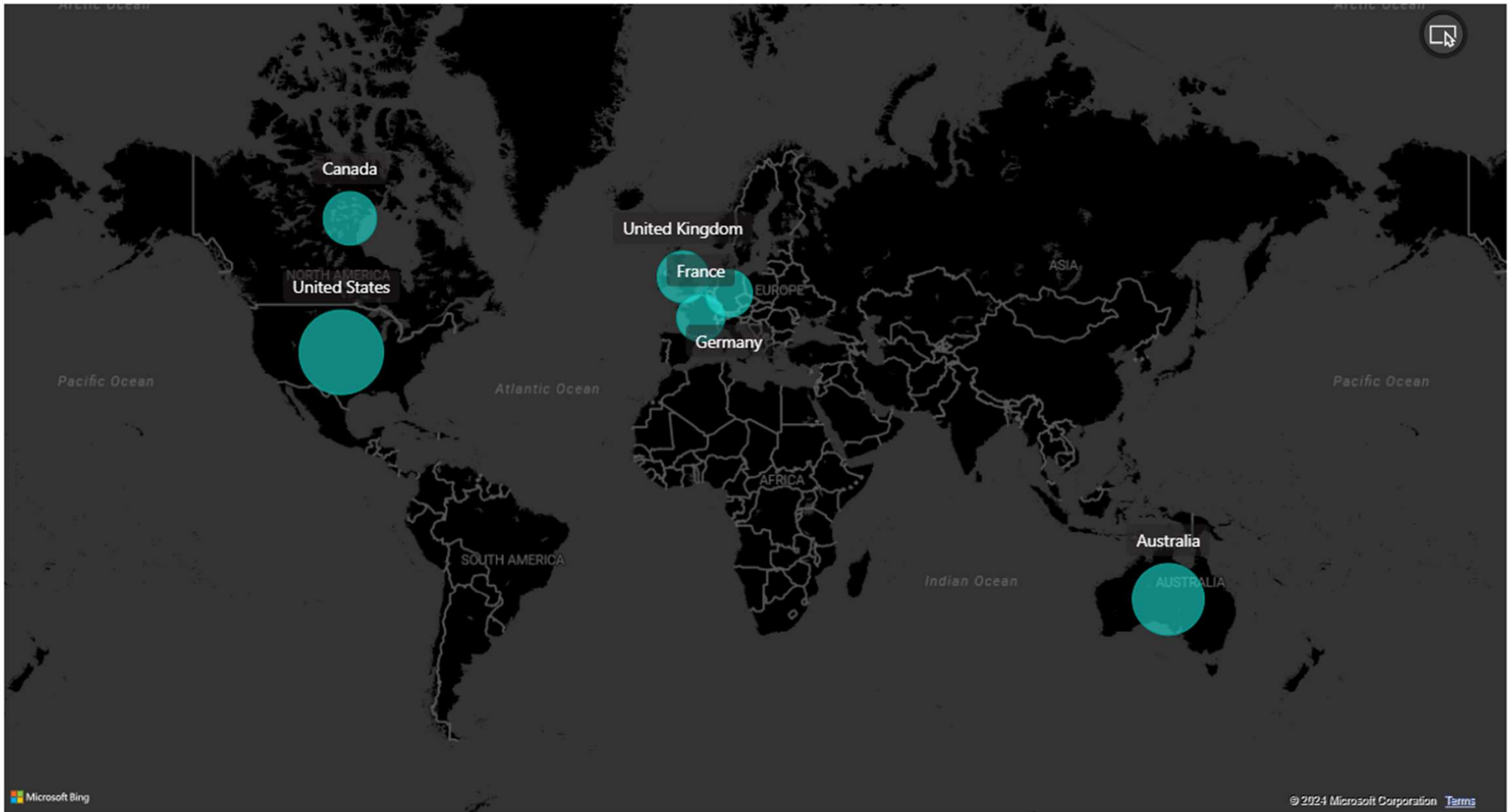
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Water Bottle -
30 oz.**

Price Adjustment %

0.10

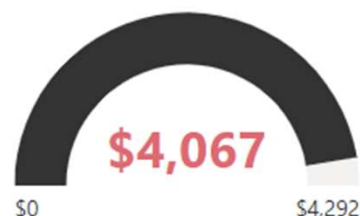
Product Metric Selection

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

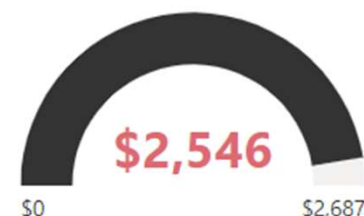
Monthly Orders vs Target



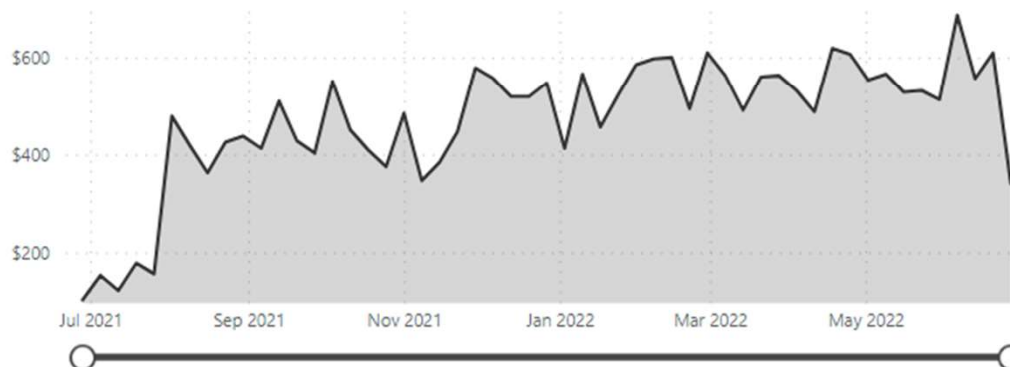
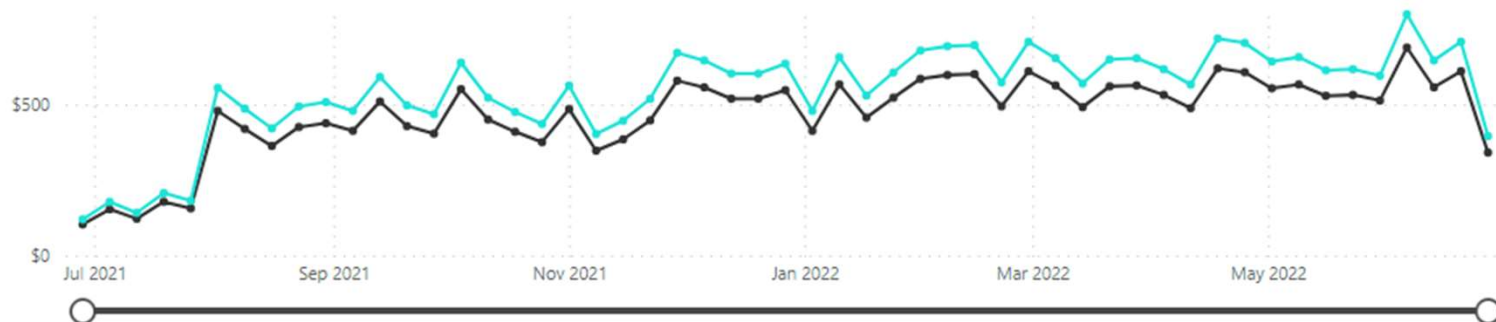
Monthly Revenue vs Target



Monthly Profit vs Target



● Total Profit ● Adjusted Profit



Report Summary

Total Orders for **Water Bottle - 30 oz.** were **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending up on Monday, December 6, 2021.

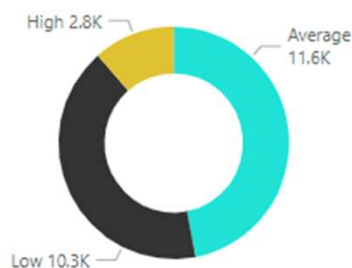
17.4K

UNIQUE CUSTOMERS

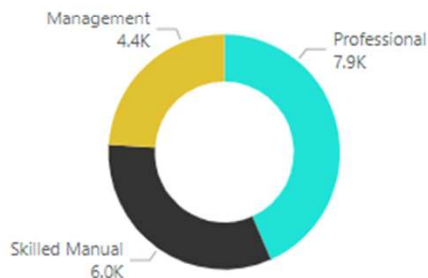
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

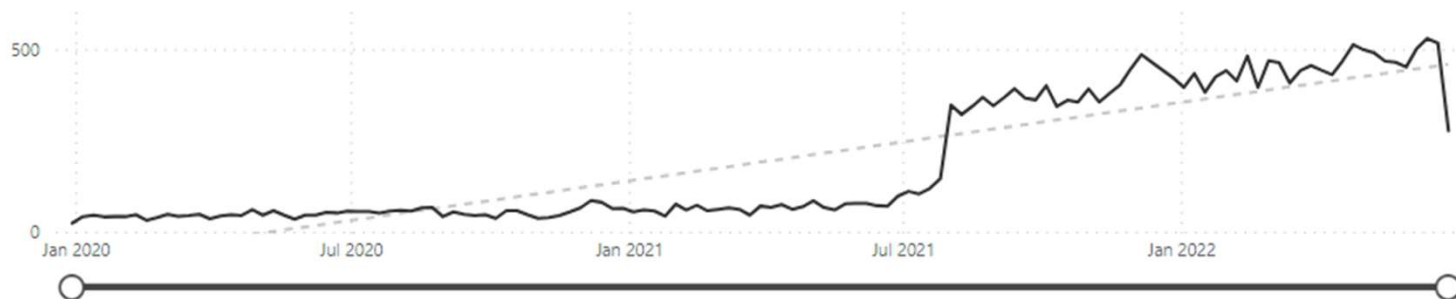


Orders by Occupation



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	\$6,15,329

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers in Skilled Manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Improve Q&A with synonyms from your org Add synonym suggestions from your organization. [Read terms](#)

Add synonyms

orders by month



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

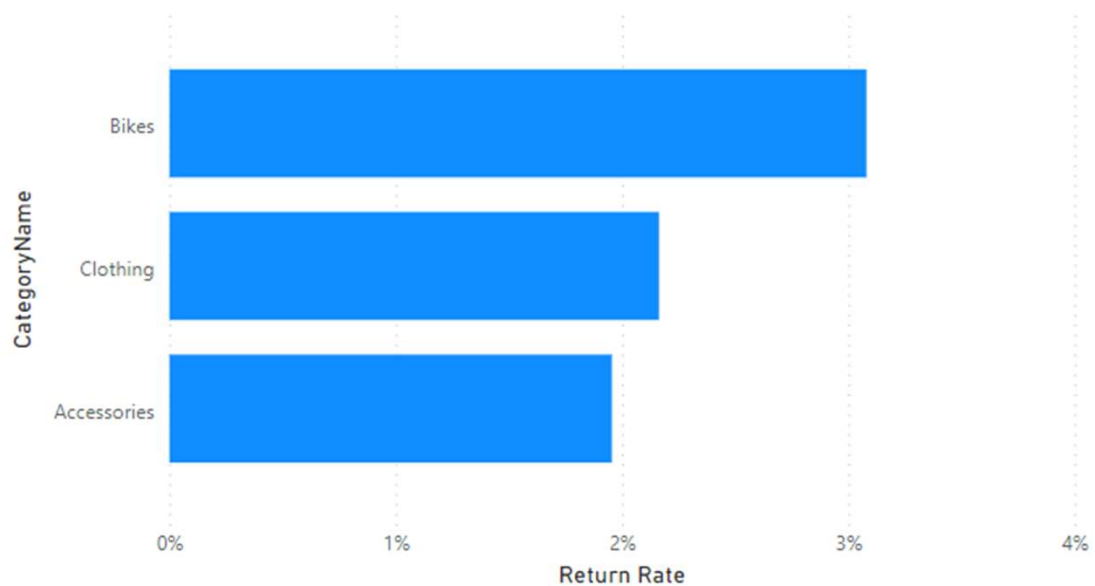


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Improve Q&A with synonyms from your org Add synonym suggestions from your organization. [Read terms](#)

Add synonyms

return rate by category

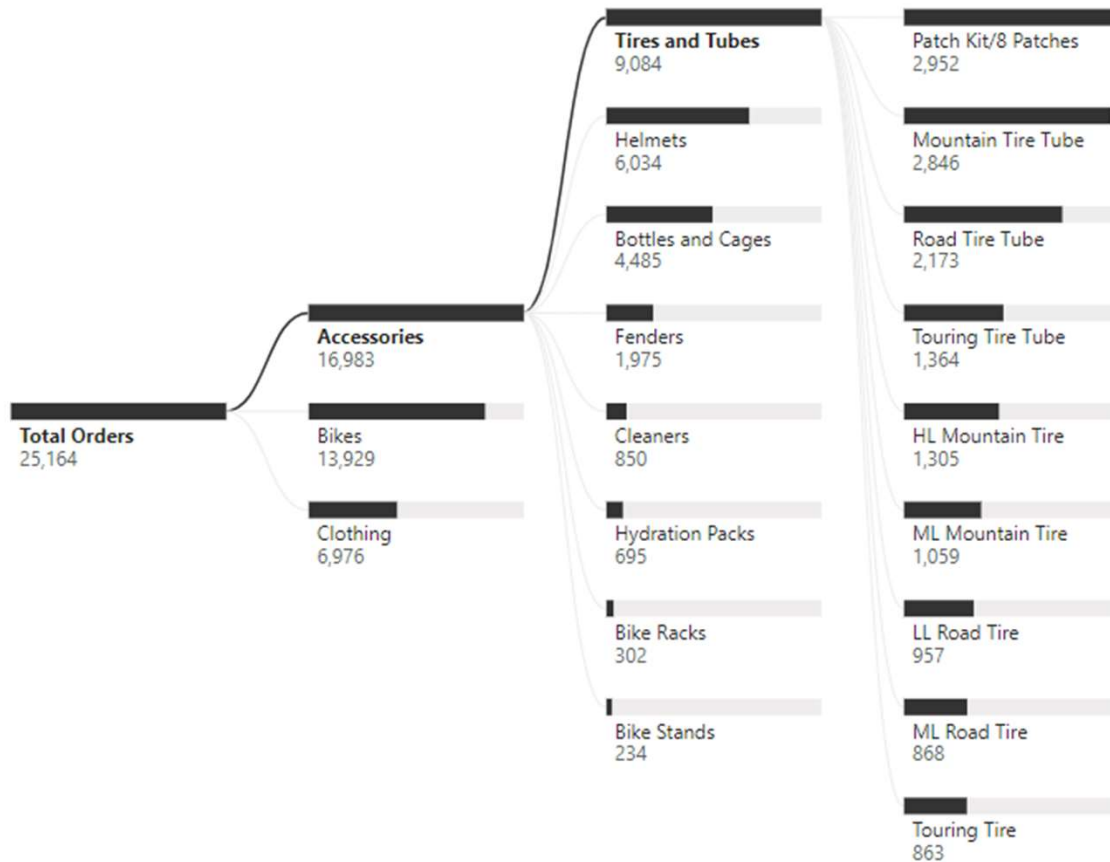


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CategoryName x
Accessories

SubcategoryName x
Tires and Tubes

ProductName x



25K
Total Orders

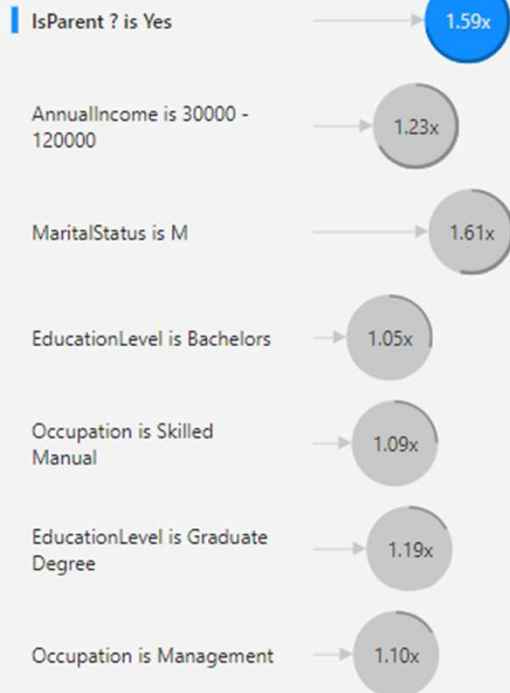
Key influencers Top segments



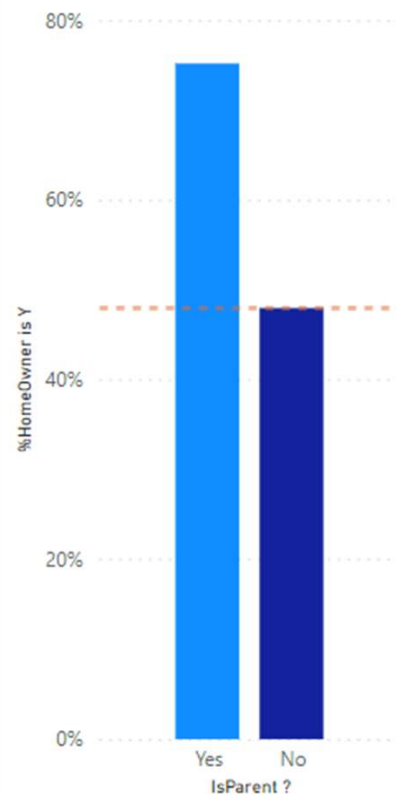
What influences HomeOwner to be Y ?

When...

...the likelihood of HomeOwner being Y increases by



← HomeOwner is more likely to be Y when IsParent ? is Yes than otherwise (on average).



☐ Only show values that are influencers

Sort by: Impact Count

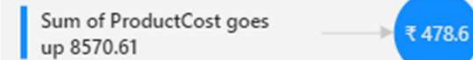
Key influencers Top segments



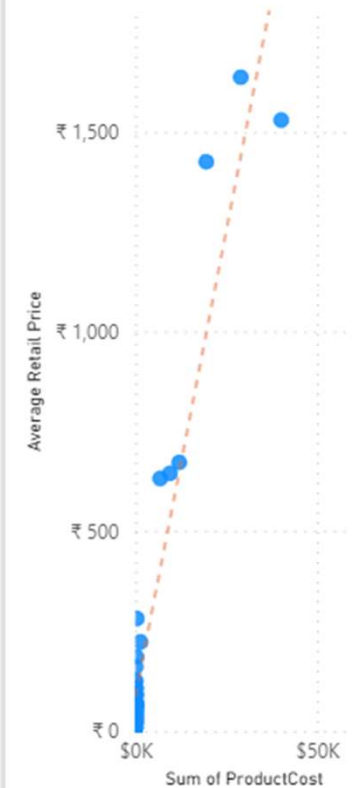
What influences Average Retail Price to Increase ?

When...

...the average of Average Retail Price increases by



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



\$2,49,14,587

Total Revenue

\$1,04,57,715

Total Profit

25,164

Total Orders

1,809

Total Returns

2.17%

Return Rate

Weekly Orders

