



\$24.9M REVENUE

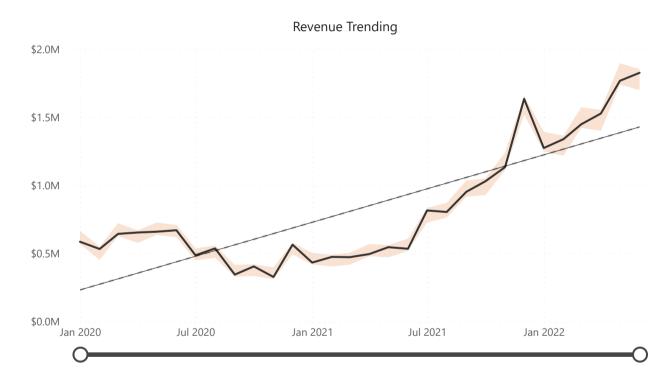
\$10.5M

25.2K

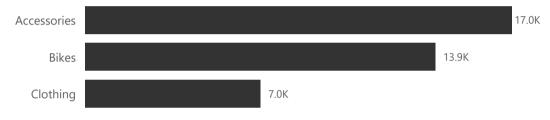
ORDERS

RETURN RA

2.2%
RETURN RATE



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%

Monthly Revenue

\$1.83M~

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

2,146

Monthly Orders

Prev Month: 2165 (-0.88%)

Monthly Returns

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all **North America Pacific** Europe Canada United Kingdom NORTH AMERICA United States France Pacific Ocean Australia OUTH AMERIC

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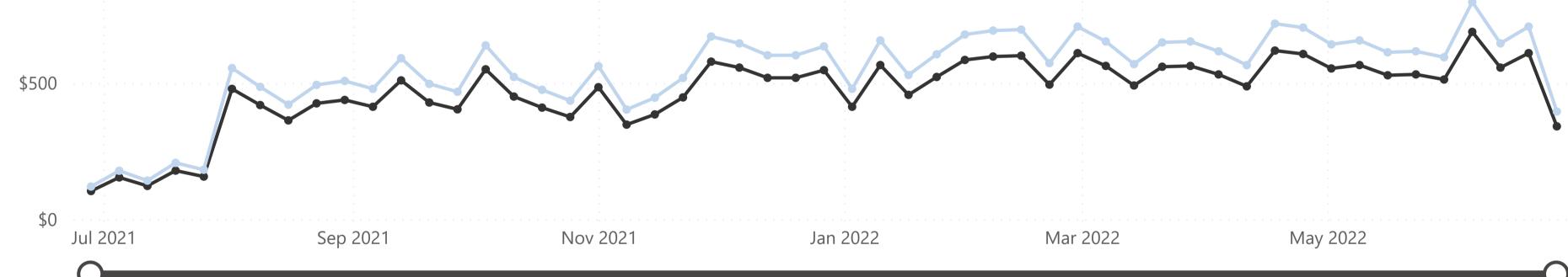
Microsoft Bing

438



0.10

● Total Profit ■ Adjusted Profit



\$0

\$2,687

\$4,292

Product Metric Selection

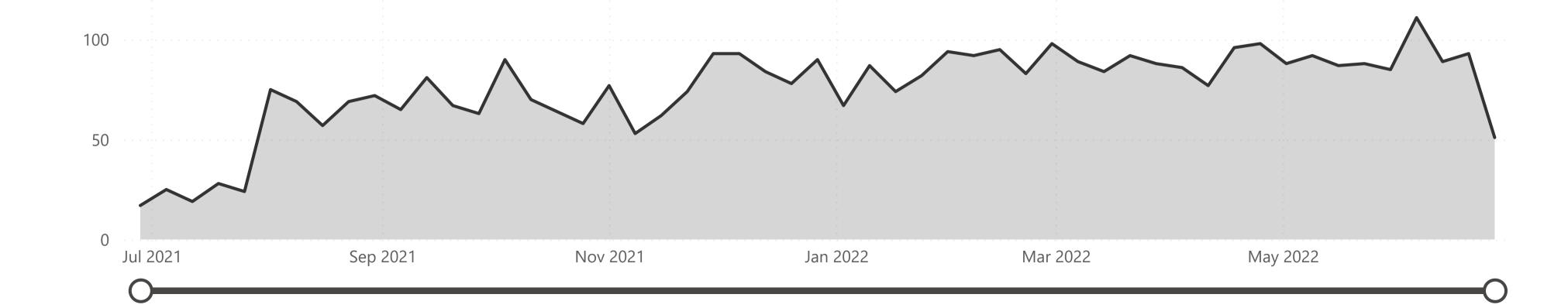




Profit

returns

Return %









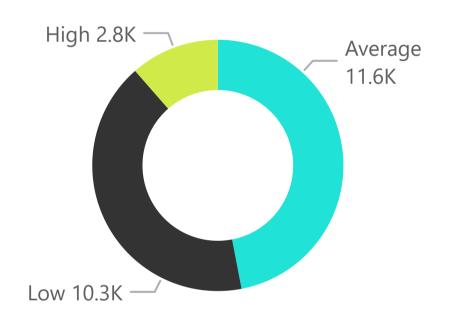




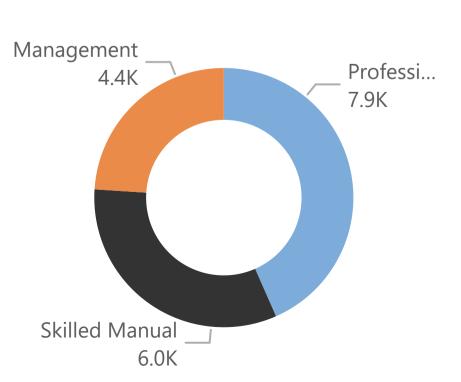
17.4K
UNIQUE CUSTOMERS

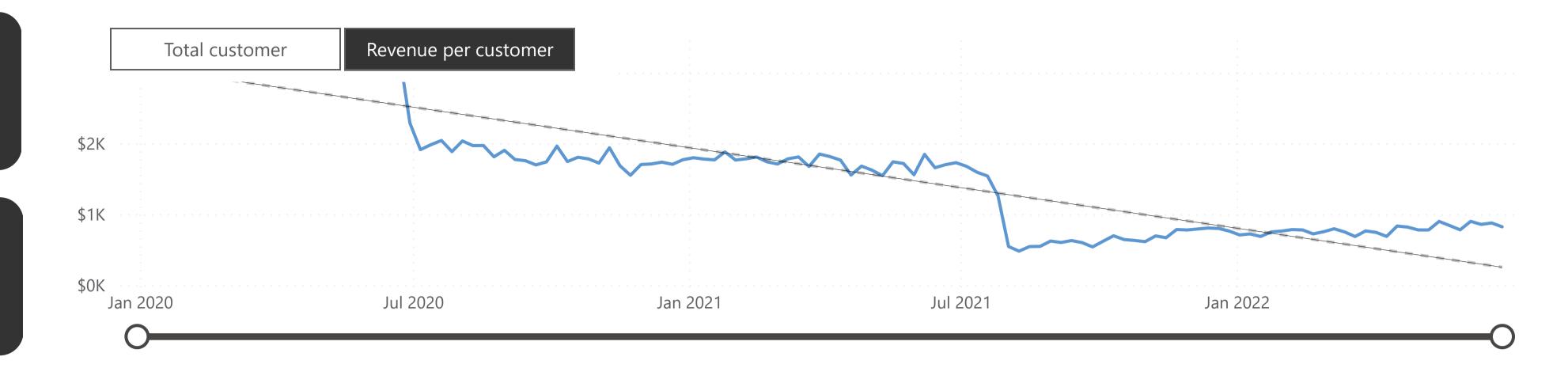
\$1,431 REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation





Top 100 Customers

CustomerKey	Customer Full Name (cc)	Total orders	Total 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
Total		1,272	\$615,329



Top Customer(by revenue):

Mr. Maurice Shan

Orders: Revenue:

6

\$12.4K



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at









CategoryName ×

SubcategoryName \times

ProductName

X

Accessories

Tires and Tubes

25.2K

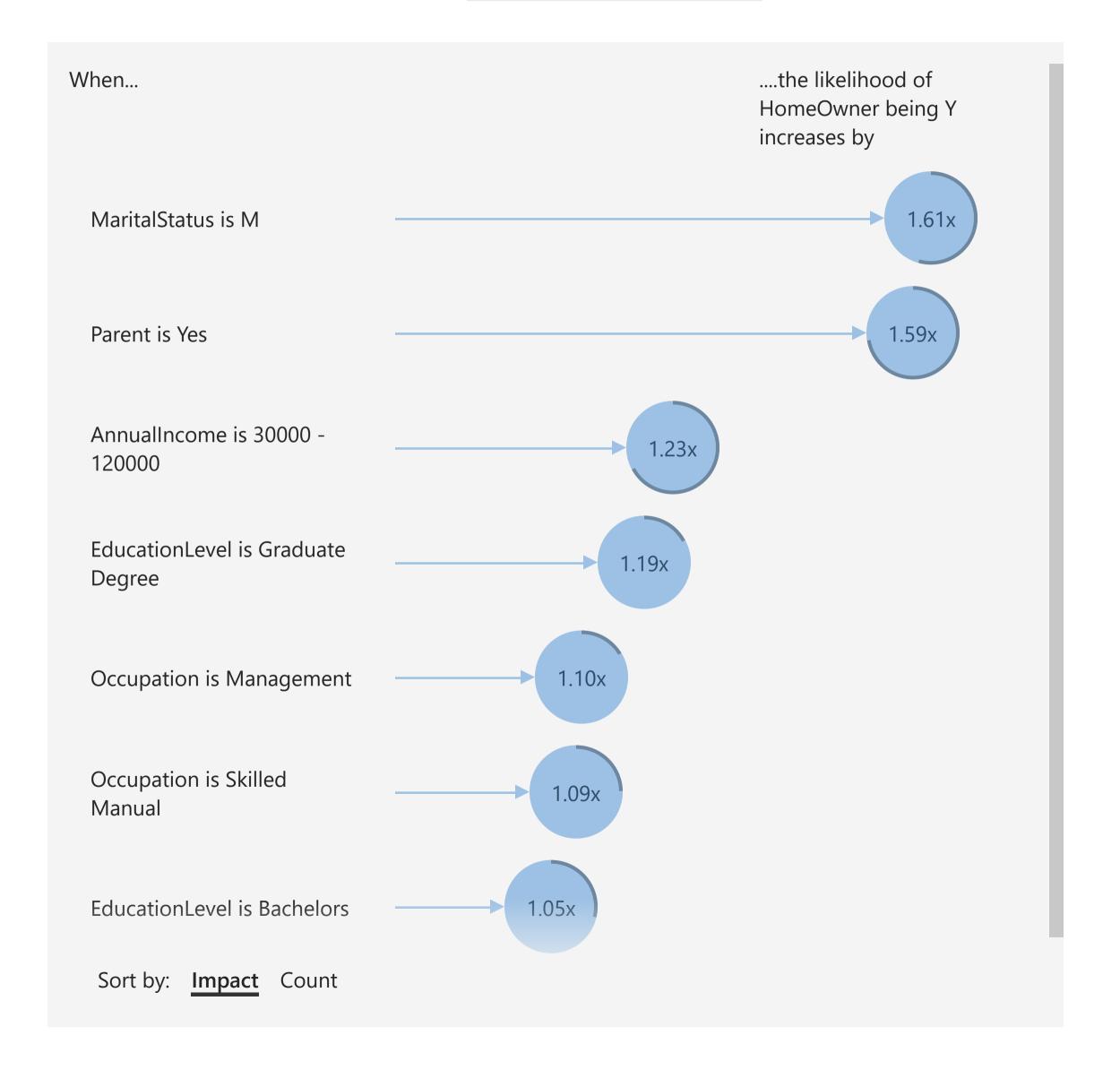
Total orders

Total orders 25,164

Key influencers Top segments



What influences HomeOwner to be Y?



Key influencers Top segments



What influences Average Retail Price to Increase ?

When...the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61