

# EXECUTIVE PAGE



**\$24.9M**

REVENUE

**\$10.5M**

PROFIT

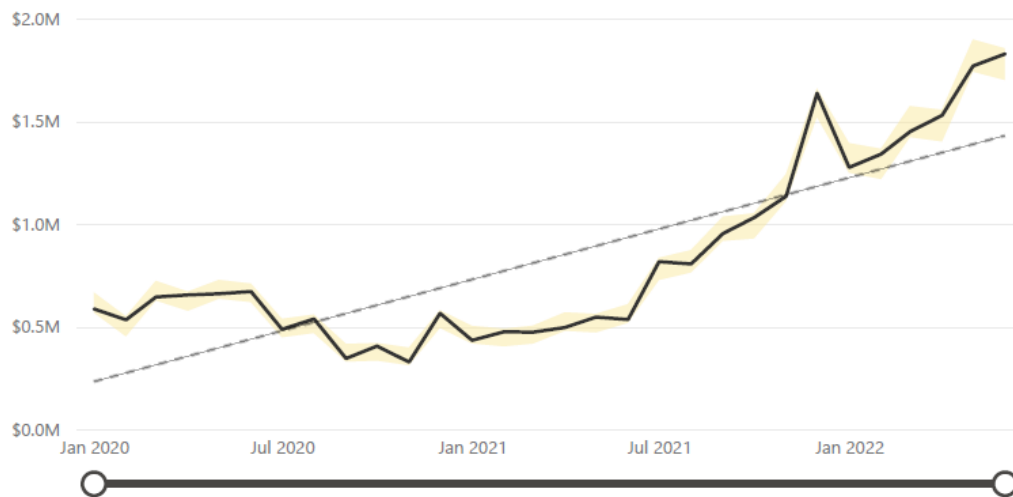
**25.2K**

ORDERS

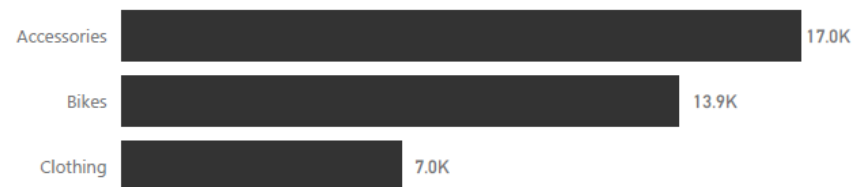
**2.2%**

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

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

**2.15K!**

Prev. Month: 2.17K  
(-0.88%)

Monthly Returns

**166** ✓

Prev. Month: 169 (+1.78%)

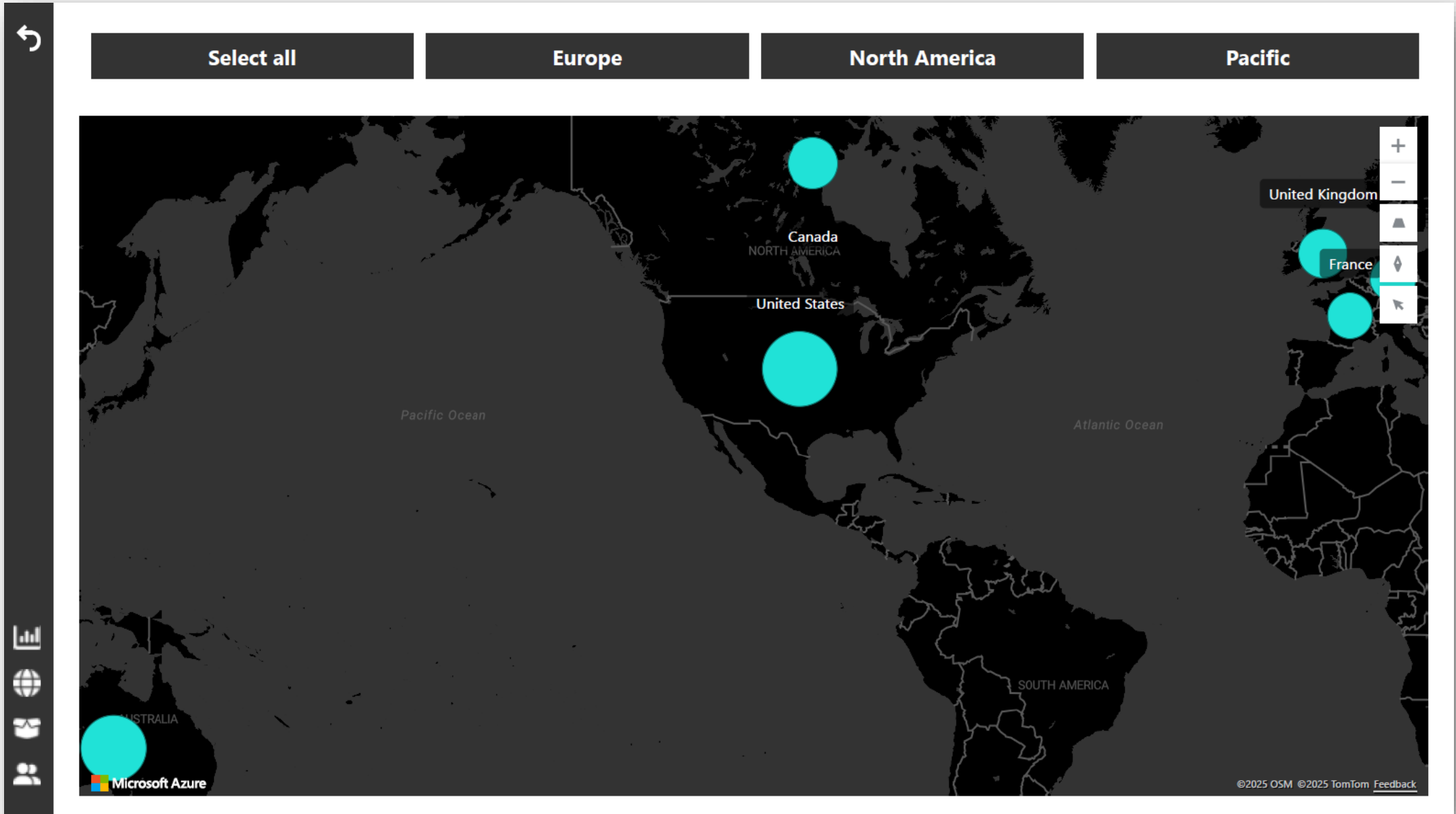
Most Ordered Product Type:

**Tires and Tubes**

Most Returned Product Type:

**Shorts**

# GEOGRAPHICAL MAPPING



# PRODUCT DETAILS



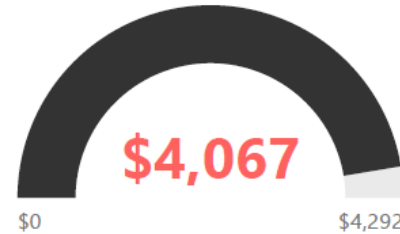
Selected Product

**Water Bottle -  
30 oz.**

Monthly Orders vs Target



Monthly Revenue vs Target

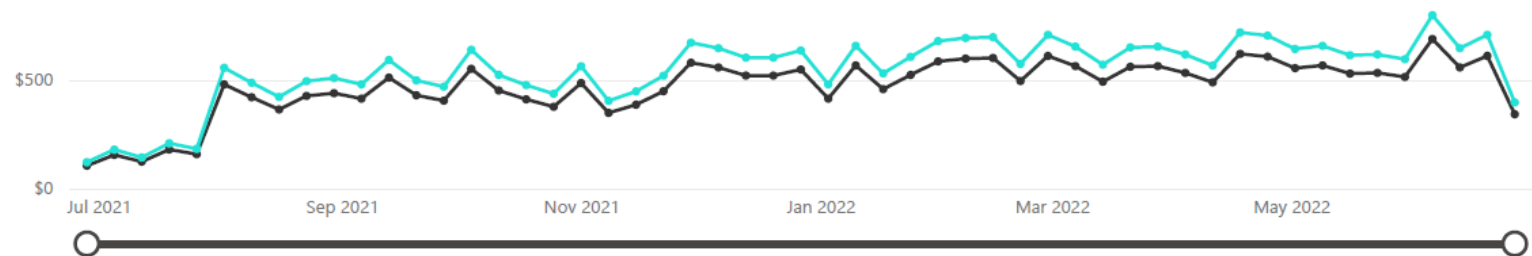


Monthly Profit vs Target



Profit Trending

● Total Profit ● Adjusted Profit

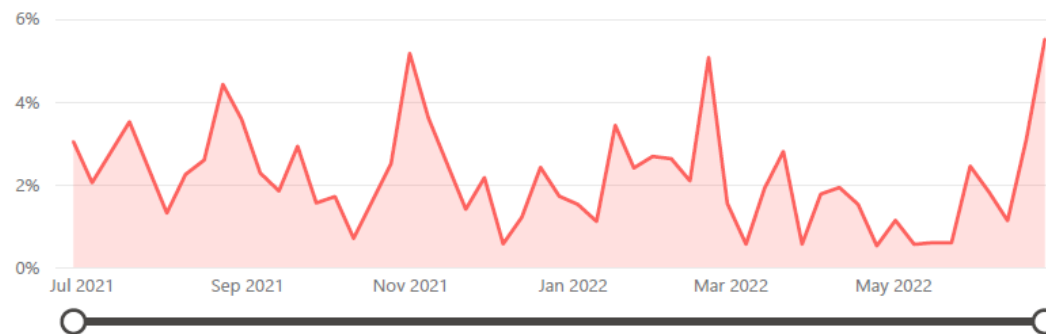


Price Adjustment (%)

0.10



Return %



Report Summary

**Product:** Water Bottle - 30 oz.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending up on Monday, December 6, 2021, rising by 1.69% (10.87) in 1.13 months.

Total Profit jumped from 103.08 to 477.93 during its steepest incline between Monday, June 28, 2021 and Monday, August 2, 2021.

Product Metric Selection

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



# CUSTOMER DETAILS

**\$1.4K**

REVENUE PER CUSTOMER

**17.4K**

UNIQUE CUSTOMERS

Total Customers

Revenue per Customer

500

Jan 2020

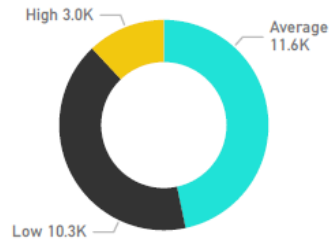
Jul 2020

Jan 2021

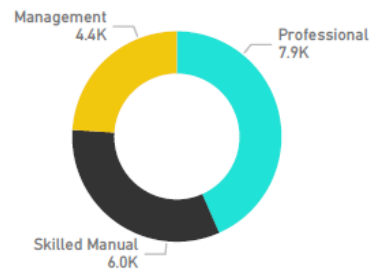
Jul 2021

Jan 2022

Orders by Income Level



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
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	\$6,15,329

Year

2020

2022

Top Customer (by Revenue):

**Mr. Maurice Shan**

Orders:

**6**

Revenue:

**\$12,408**



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

## TOOLTIP

**\$2,49,14,587**

Total Revenue

**\$1,04,57,715**

Total Profit

**25,164**

Total Orders

**1,809**

Total Returns

**2.17%**

Return Rate

Total Orders by Start of Week

