



\$24.91M

REVENUE

10M

PROFIT

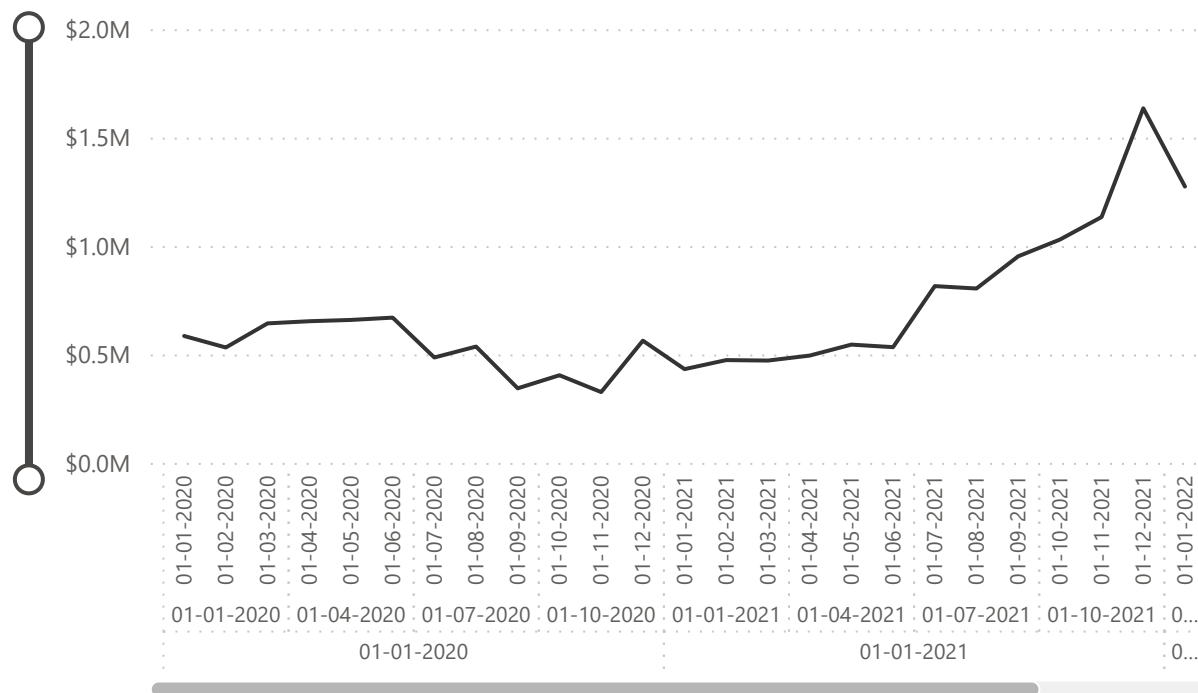
25K

ORDERS

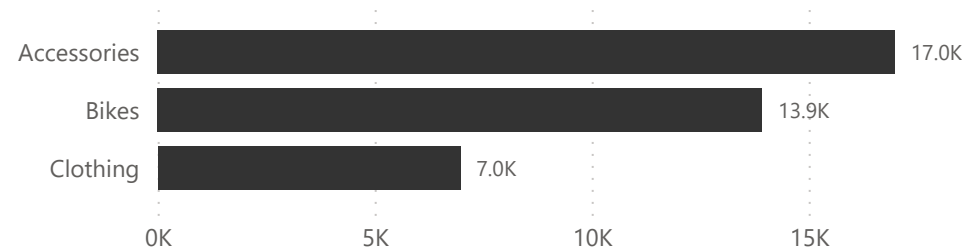
1,809

RETURNS

Revenue Trending



Orders by Category



Top 10 Products

Orders

Revenue

Water Bottle - 30 oz.	3,983	\$39,755.33
Patch Kit/8 Patches	2,952	\$13,506.42
Mountain Tire Tube	2,846	\$28,333.22
Road Tire Tube	2,173	\$17,264.72
Sport-100 Helmet, Red	2,099	\$73,444.01
AWC Logo Cap	2,062	\$35,882.07
Sport-100 Helmet, Blue	1,995	\$67,120.17
Fender Set - Mountain	1,975	\$87,040.80
Sport-100 Helmet, Black	1,940	\$65,269.74
Mountain Bottle Cage	1,896	\$38,061.90

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

Tires and Tubes

Most Returned Product Type:

Bib-Shorts

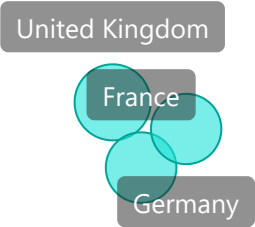
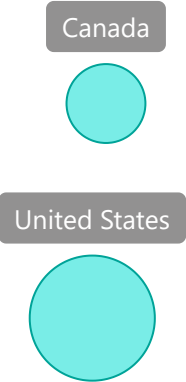


Select all

Europe

North America

Pacific



ProductName

- ☒ All-Purpose Bike St...
- ☐ AWC Logo Cap
- ☐ Bike Wash - Dissolver
- ☐ Cable Lock
- ☐ Chain
- ☐ Classic Vest, L

Price Adjustment (%)

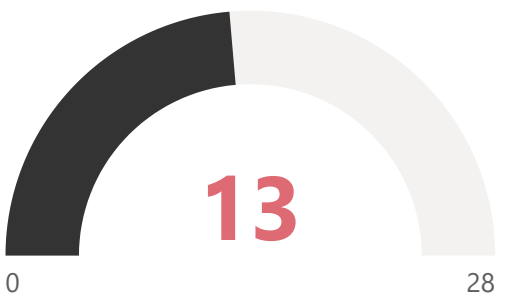
0.10



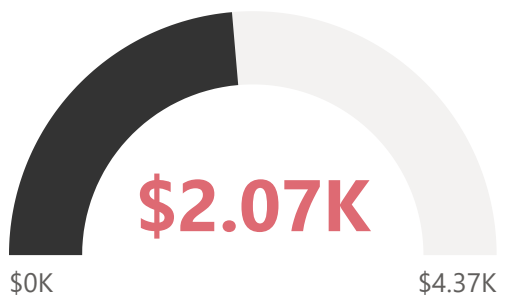
Product Metric Selection

- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☒ Returns

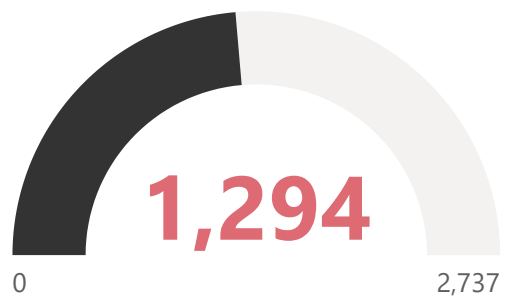
Monthly Orders vs Target



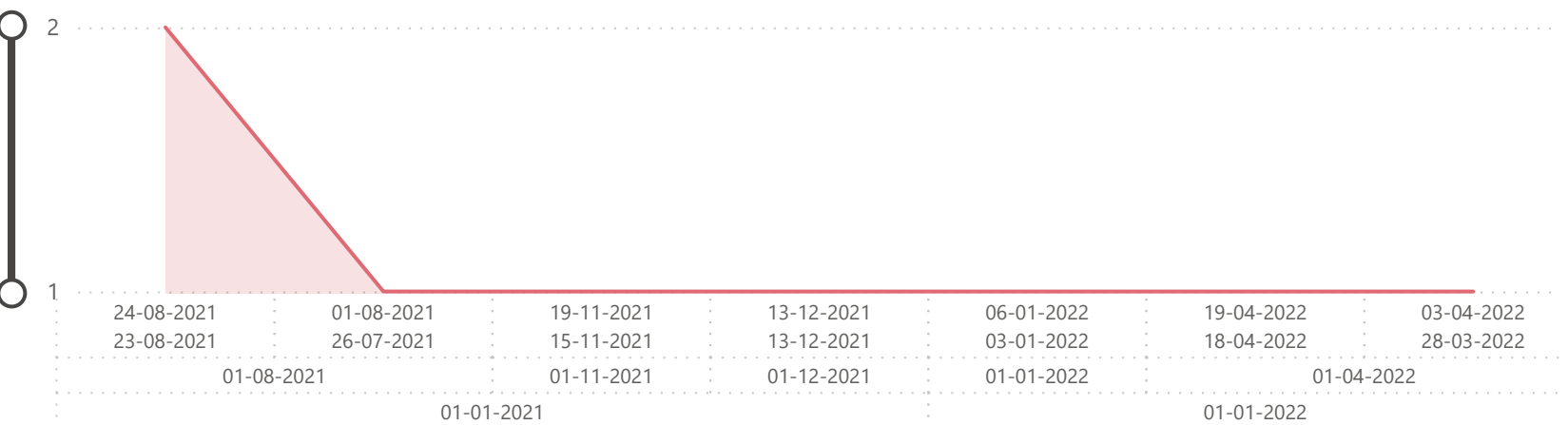
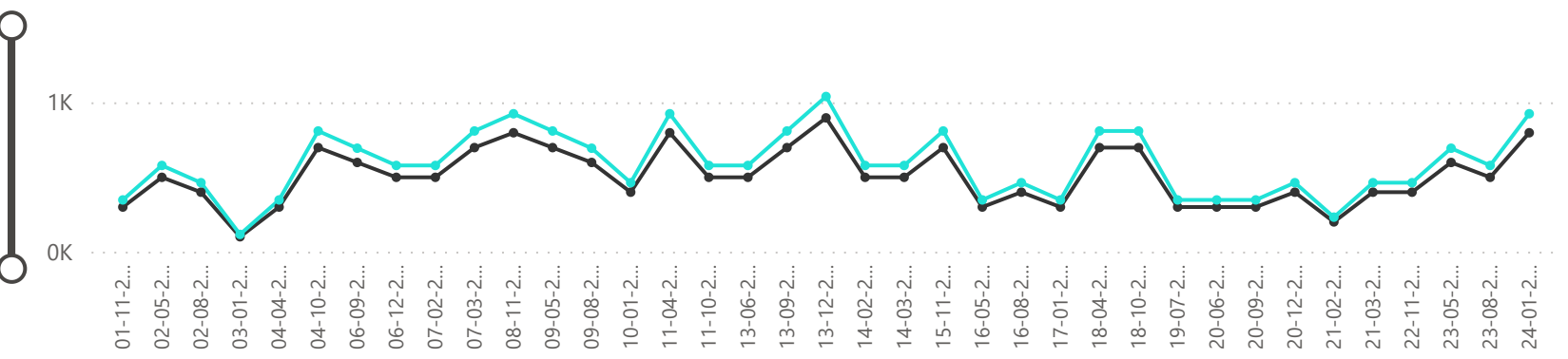
Monthly Revenue vs Target



Monthly Profit vs Target



Total Profit Adjusted Profit





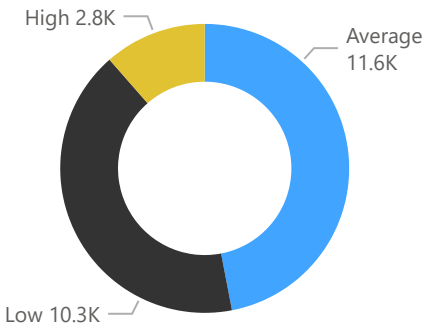
\$714.43...

AVERAGE RETAIL PRICE

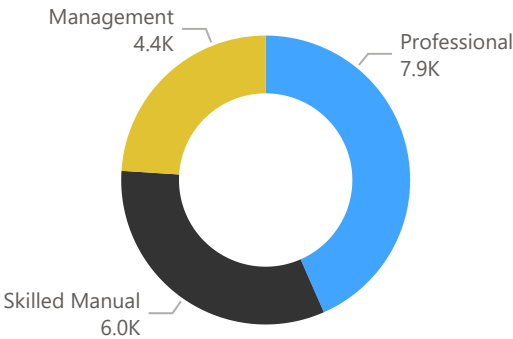
18.15K

UNIQUE CUSTOMERS

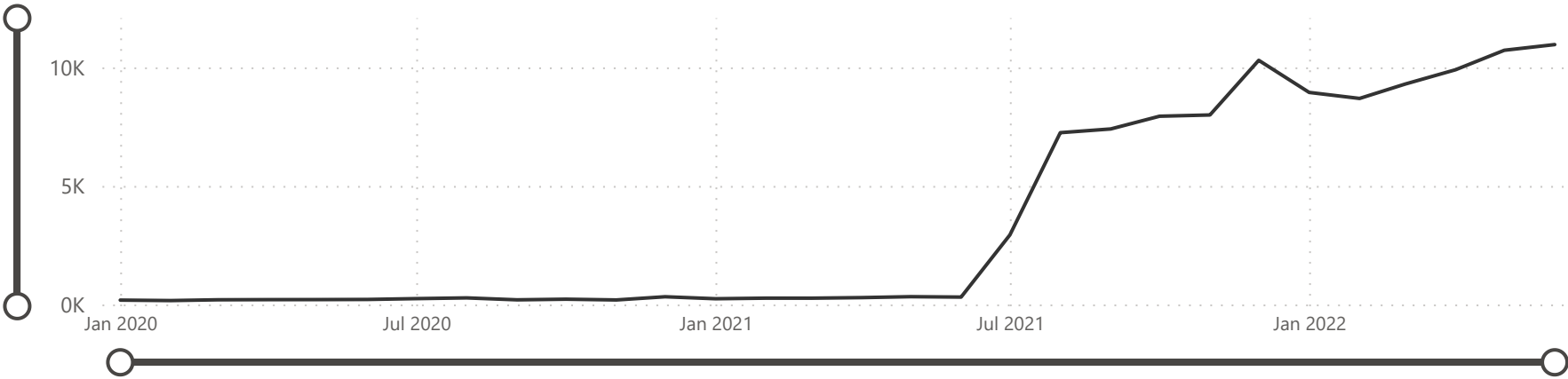
Orders by Income Level



Orders by Occupation



Weekly Customers



Top 100 Customers

Customer Key	Fullname	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513.1358
11223	Mrs. Hailey Patterson	26	\$1,615.6584
11300	Mr. Fernando Barnes	26	\$1,839.0095
11330	Mr. Ryan Thompson	26	\$1,596.6127
11331	Mrs. Samantha Jenkins	26	\$1,739.5752
11185	Mrs. Ashley Henderson	25	\$1,716.7586
11200	Mr. Jason Griffin	25	\$1,613.8803
11176	Mr. Mason Roberts	24	\$1,526.0318
11262	Mrs. Jennifer Simmons	24	\$1,464.7873
11277	Mr. Charles Jackson	24	\$1,776.6914
11287	Mr. Henry Garcia	24	\$1,442.9618
11566	Ms. April Shan	24	\$1,424.487
11711	Mr. Daniel Davis	24	\$1,403.8506
11276	Mrs. Nancy Chapman	23	\$1,111.2256
11203	Mr. Luis Diaz	17	\$1,002.0515
11215	Mrs. Ana Perry	17	\$1,335.8495
11078	Ms. Gina Martin	16	\$991.2692000000002
Total		1,272	\$6,15,328.6369999999

2020

2022



Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

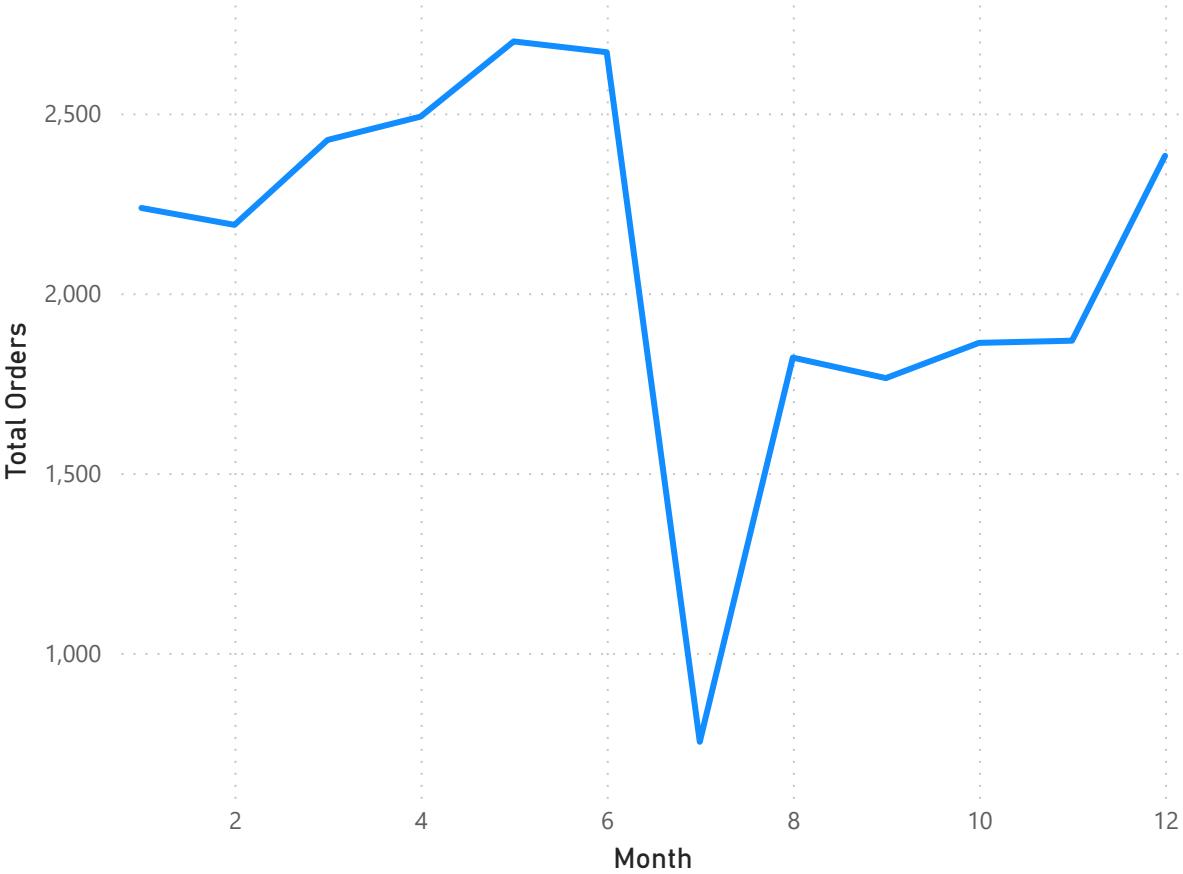
Revenue:

12.4K

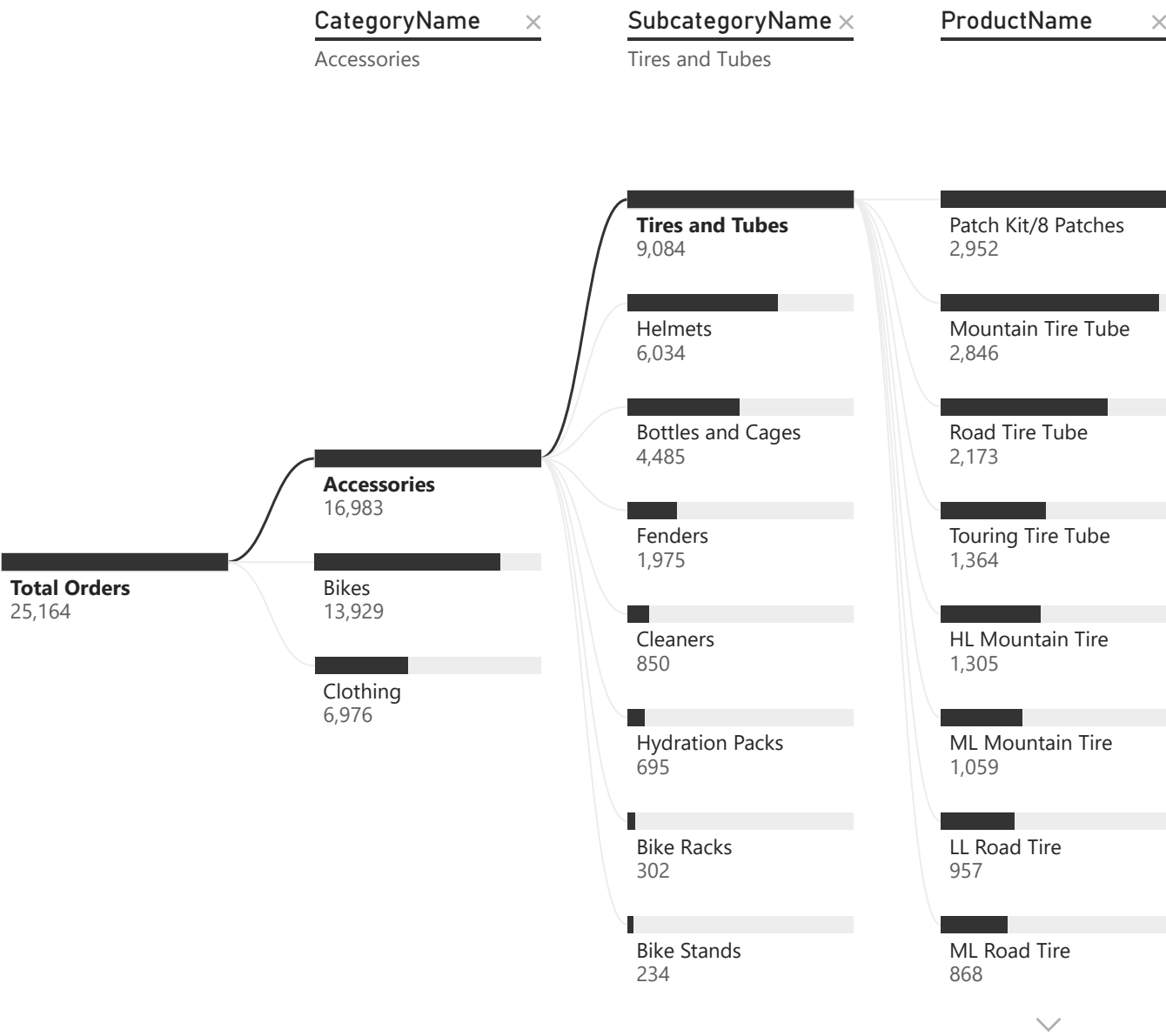


Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at 4.7k

Total Orders by Month



CategoryName	Total Orders
⊕ Accessories	16,983
⊕ Bikes	13,929
⊕ Clothing	6,976
Total	25,164



Total Orders
25,164

Accessories
16,983

Bikes
13,929

Clothing
6,976

Tires and Tubes
9,084

Helmets
6,034

Bottles and Cages
4,485

Fenders
1,975

Cleaners
850

Hydration Packs
695

Bike Racks
302

Bike Stands
234

Patch Kit/8 Patches
2,952

Mountain Tire Tube
2,846

Road Tire Tube
2,173

Touring Tire Tube
1,364

HL Mountain Tire
1,305

ML Mountain Tire
1,059

LL Road Tire
957

ML Road Tire
868

25K
Total Orders

Key influencers Top segments



What influences HomeOwner to be ?

When...

....the likelihood of
HomeOwner being Y
increases by

Is Parent? is Yes

1.61x

MaritalStatus is M

1.61x

AnnualIncome is 30000 -
120000

1.23x

EducationLevel is Graduate
Degree

1.19x

Sort by: Impact Count