



REVENUE

24.9M

PROFIT

10.5M

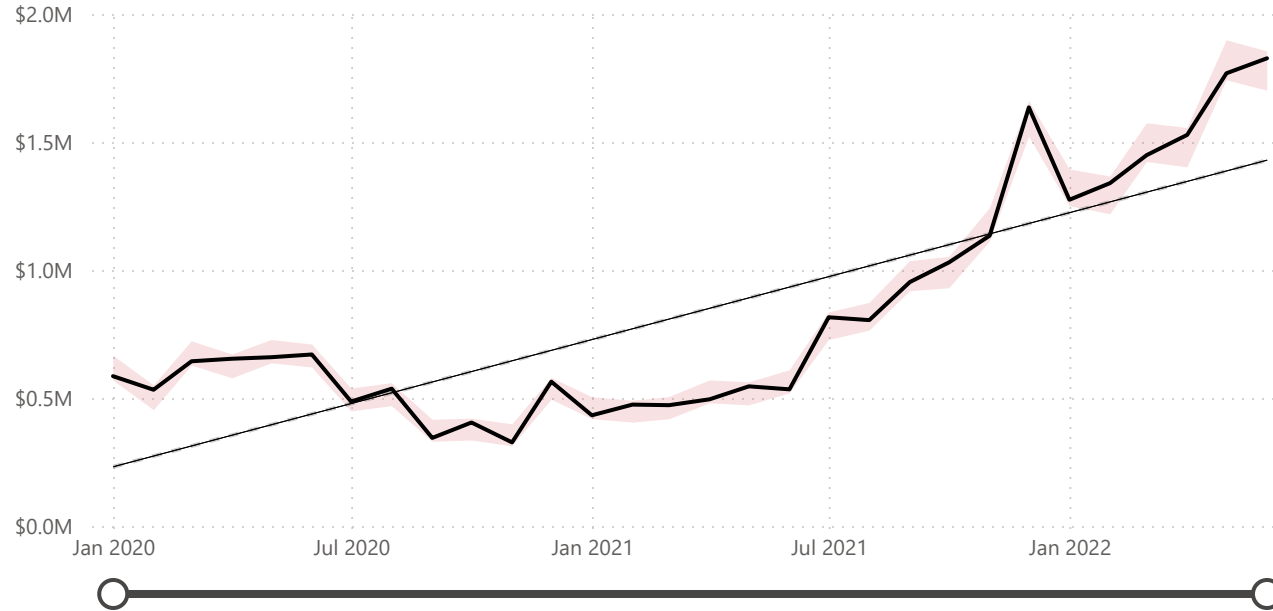
ORDERS

25.2K

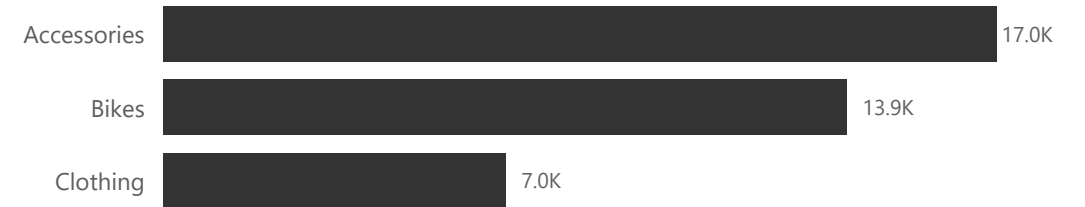
RETURN %

2.2%

Revenue Trending



Orders by Category



Top 10 Product

	Order	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120.179	3.31%
Sport-100 Helmet, Black	1,940	\$65,269.748	2.68%
Road Tire Tube	2,173	\$17,264.73	1.55%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Mountain Bottle Cage	1,896	\$38,061.9	2.02%
Fender Set - Mountain	1,975	\$87,040.8	1.36%
AWC Logo Cap	2,062	\$35,882.0742	1.11%
Total	15,587	\$465,678.4112	1.85%

Monthly Revenue

\$1.83M✓
Goal: 0M
(+1080957.48%)

Monthly Orders

2,146!
Goal: 2165 (-0.88%)

Monthly Returns

166✓
Goal: 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 (%)

0.20

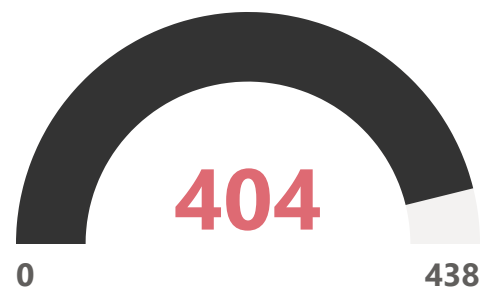
Report Summary

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

Product Metric Selection

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

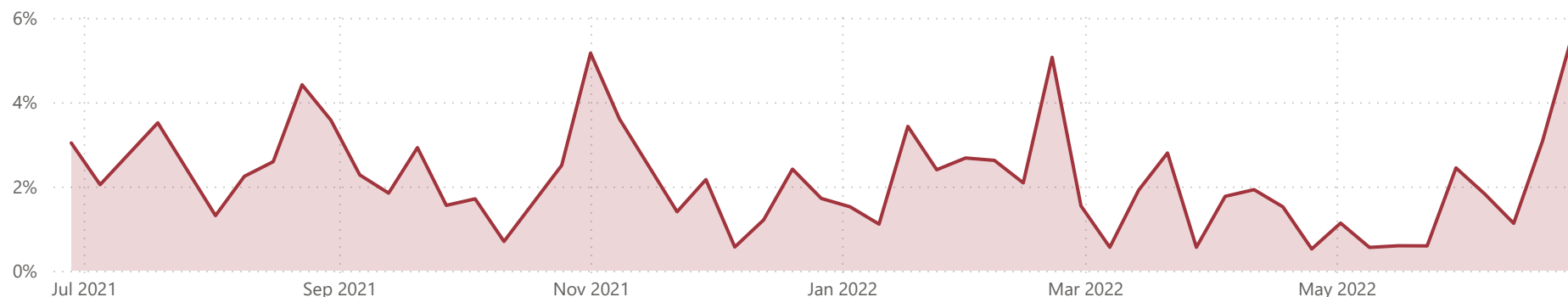
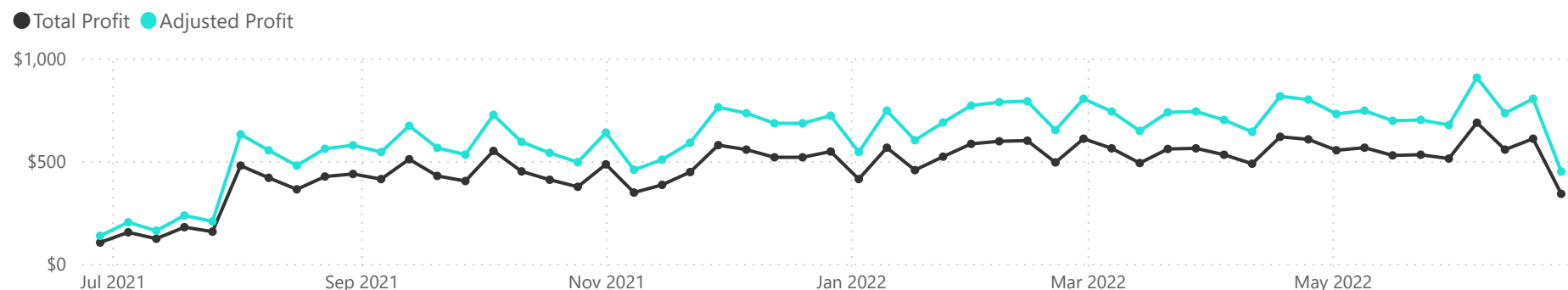
Monthly Order vs Target



Monthly Revenue vs Target



Monthly Profit vs Target





17.4K

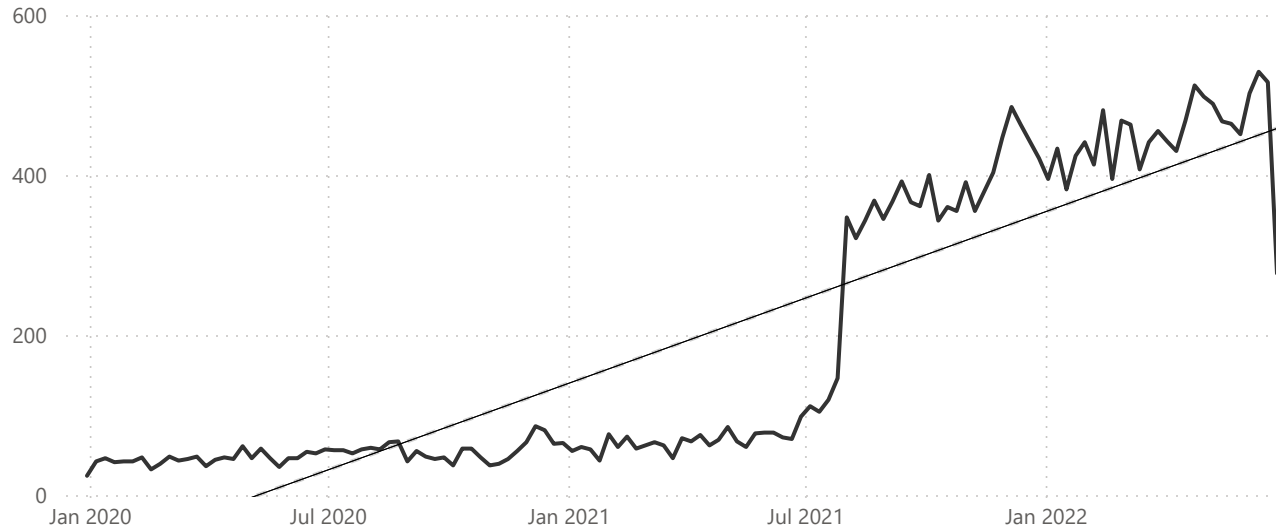
Total Customers

\$1.4K

Avg Revenue per Customer

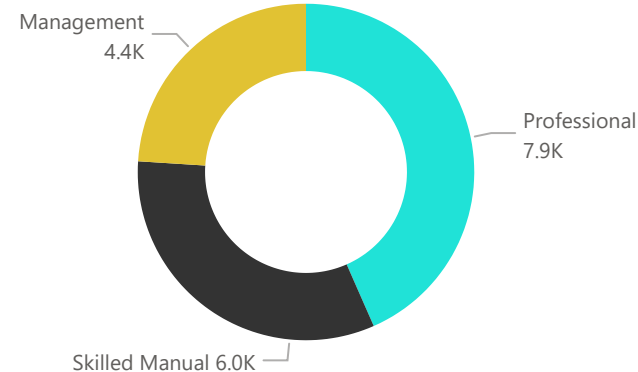
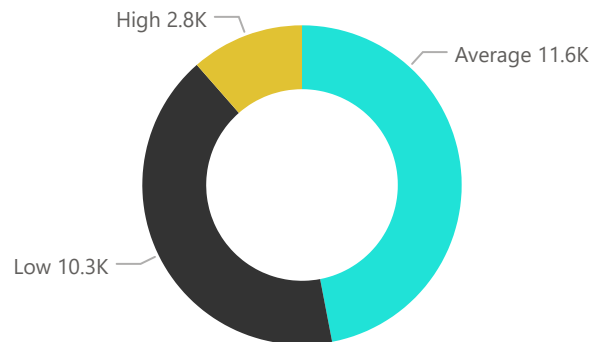
Total Customers

Revenue per Customer



Order by Income Level

Order by Occupation



Top 100 Customer

CustomerKey	FullName	Order	Revenue
11091	Mr. Dalton Perez	26	\$1,513.1358
11300	Mr. Fernando Barnes	26	\$1,839.0095
11330	Mr. Ryan Thompson	26	\$1,596.6127
11223	Mrs. Hailey Patterson	26	\$1,615.6584
11331	Mrs. Samantha Jenkins	26	\$1,739.5752
11200	Mr. Jason Griffin	25	\$1,613.8803
11185	Mrs. Ashley Henderson	25	\$1,716.7586
11277	Mr. Charles Jackson	24	\$1,776.6914
11711	Mr. Daniel Davis	24	\$1,403.8506
11287	Mr. Henry Garcia	24	\$1,442.9618
11176	Mr. Mason Roberts	24	\$1,526.0318
11262	Mrs. Jennifer Simmons	24	\$1,464.7873
11566	Ms. April Shan	24	\$1,424.487
11276	Mrs. Nancy Chapman	22	\$1,111.2256
Total		1,272	\$615,328.637

2020

2022

Top Customer (By revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K