



\$24.9M

REVENUE

\$10.5M

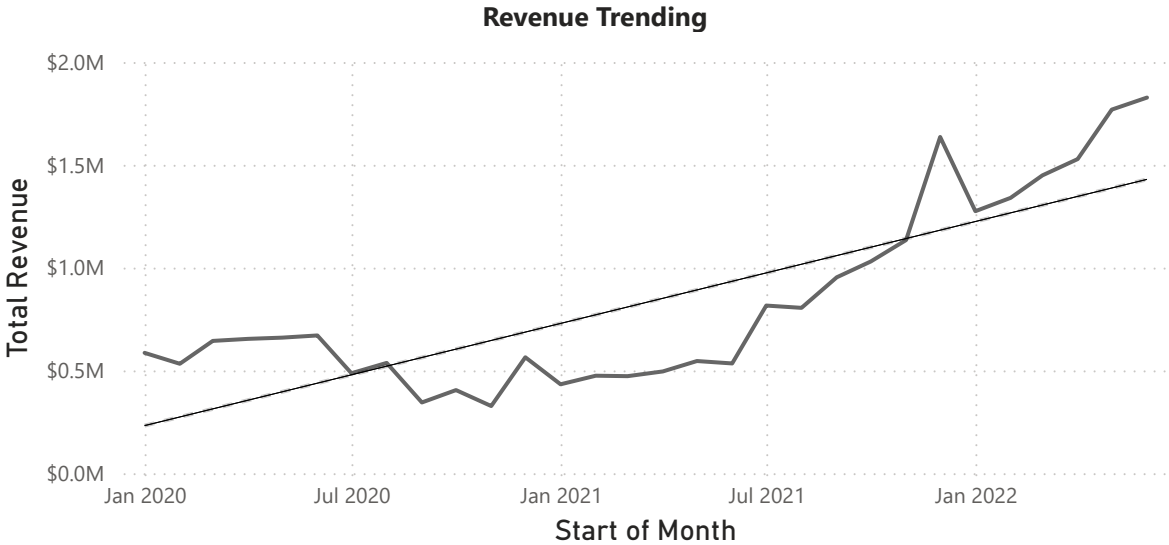
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Monthly Revenue

\$1.83M✓

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

Monthly Orders

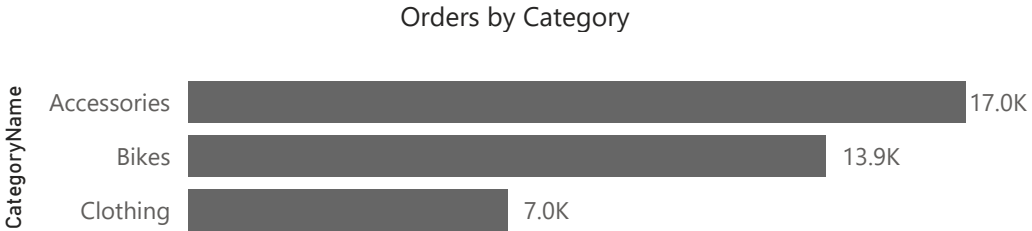
2146!

Previous Month: 2,165
(-0.88%)

Monthly Returns

166✓

Previous Month: 169
(+1.78%)



Top 10 Products	Orders	Returns	Return %
Water Bottle - 30 oz.	3983	149	1.95%
Sport-100 Helmet, Red	2099	70	3.33%
Sport-100 Helmet, Blue	1995	66	3.31%
Sport-100 Helmet, Black	1940	52	2.68%
Road Tire Tube	2173	67	1.55%
Patch Kit/8 Patches	2952	92	1.61%
Mountain Tire Tube	2846	91	1.64%
Mountain Bottle Cage	1896	74	2.02%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Continent



Select all

Europe

North America

Pacific





Selected Product

Road Tire
Tube

Monthly Orders V/s Target



Monthly Revenue V/s Target



Monthly Profit V/s Target

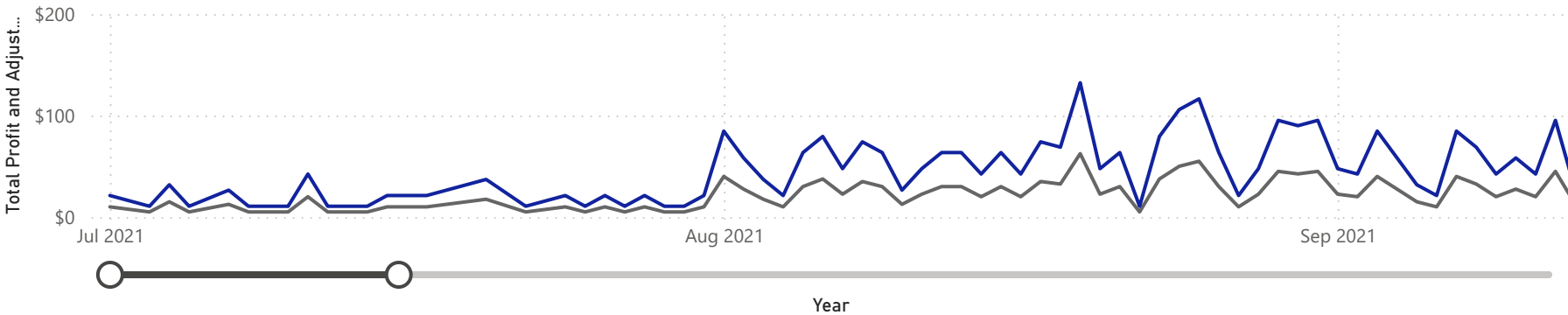


Price Adjustment (%)

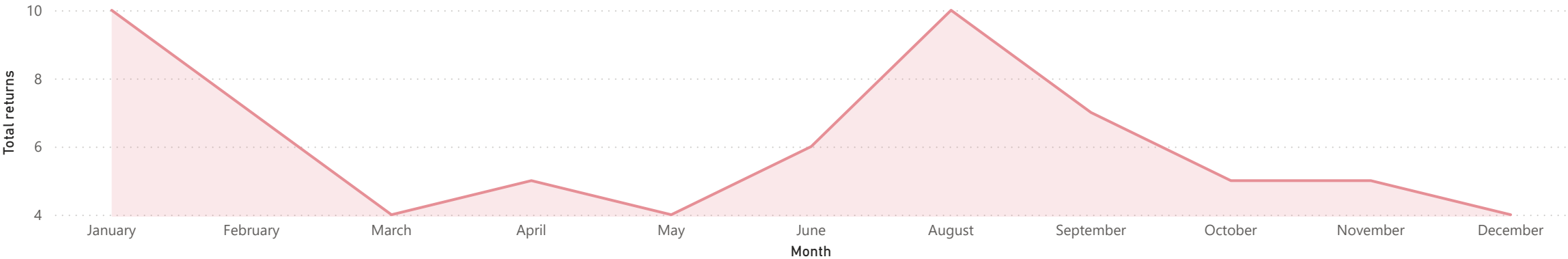
0.70



● Total Profit ● Adjusted Profit



Returns Trending





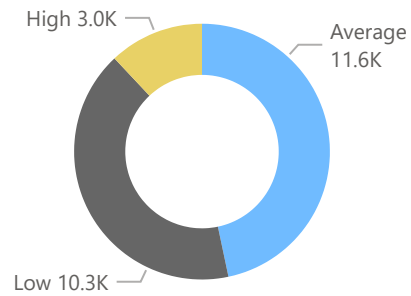
17.4K

UNIQUE CUSTOMERS

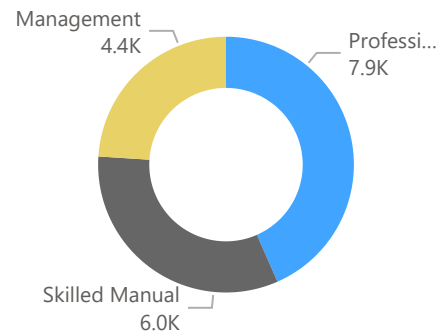
\$1,431

REVENUE PER CUSTOMER

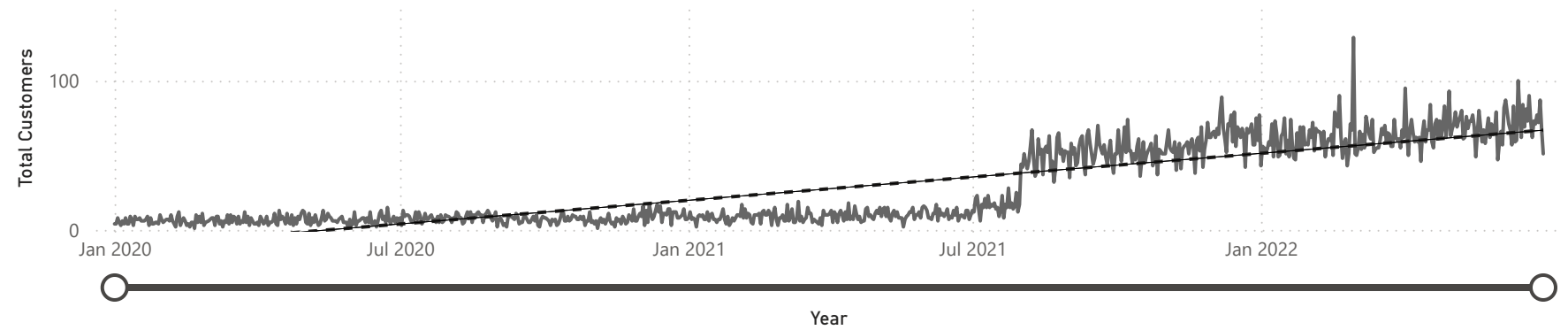
Orders by Income Level



Orders by Occupation



Weekly Customers



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
11423	MRS. JASMINE STEWART	4	\$9,717
Total		1272	\$6,15,329

Year

Select all

2020

2021

2022

Top Customer By Revenue

MR. MAURICE SHAN

Orders:

6

Revenue:

\$12.4K



Among customers in skilled manual roles in 2022 Ruben Saurez drove the most revenue in 2022