



\$24.9 mln

REVENUE

\$10.5 mln

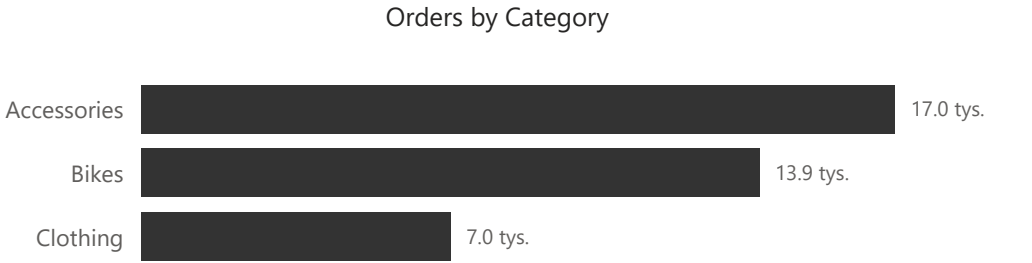
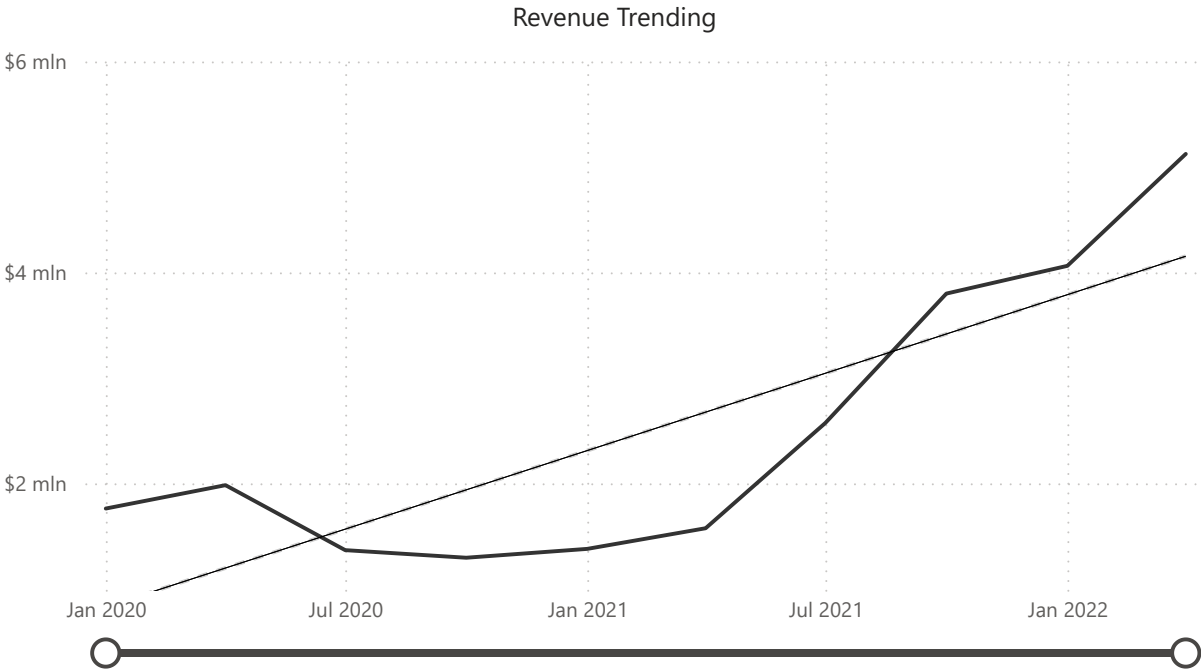
PROFIT

25.2 tys.

ORDERS

2.2%

RETURN RATE



Top 10 Products	Total Orders	Total Revenue	Return %
AWC Logo Cap	2062	\$35,882	1.11%
Fender Set - Mountain	1975	\$87,041	1.36%
Mountain Bottle Cage	1896	\$38,062	2.02%
Mountain Tire Tube	2846	\$28,333	1.64%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Water Bottle - 30 oz.	3983	\$39,755	1.95%

Monthly Revenue

\$1.83 mln✓

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

Monthly Orders

2146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

\$166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

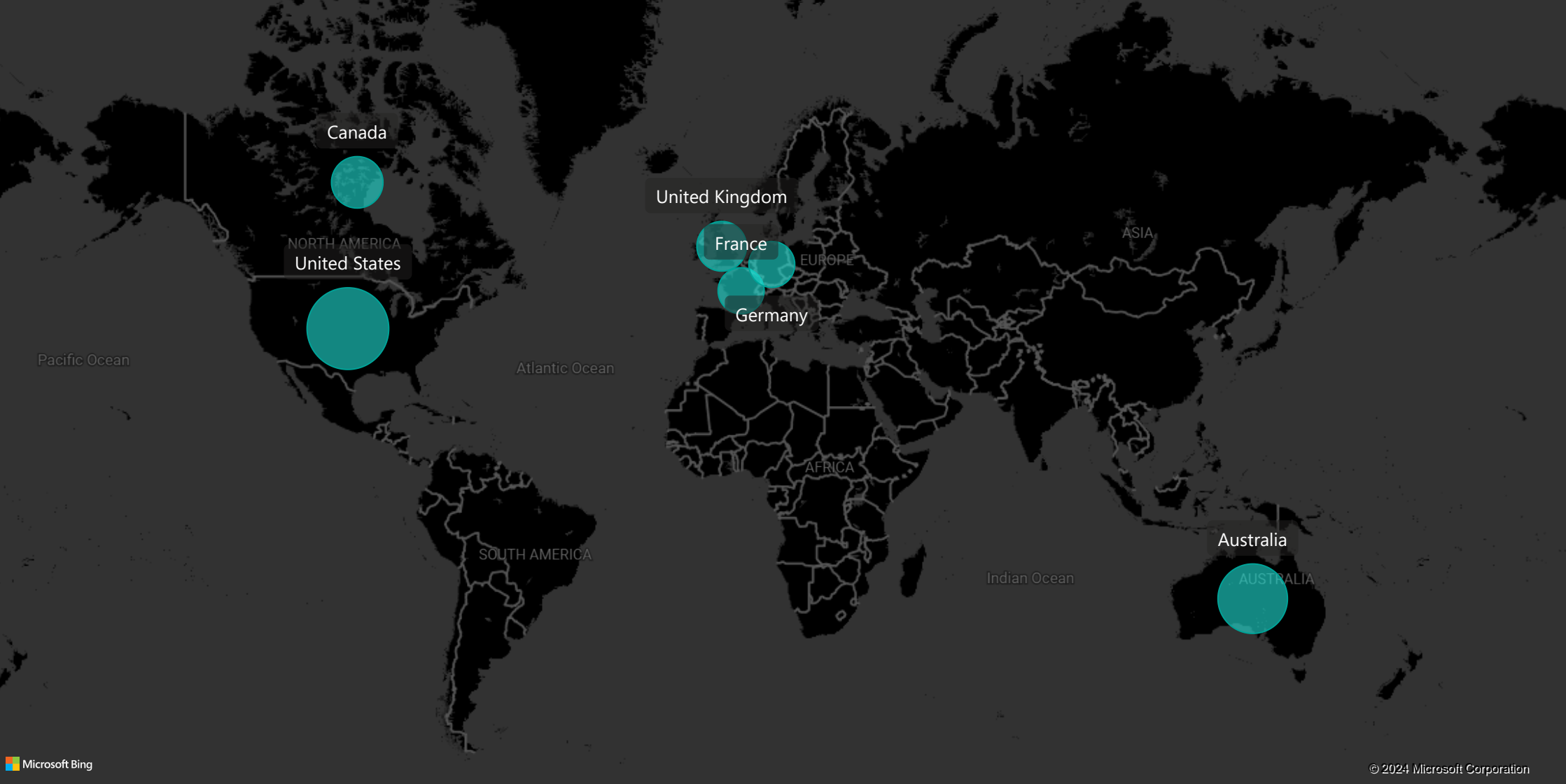
Shorts

Zaznacz wszystko

Europe

North America

Pacific

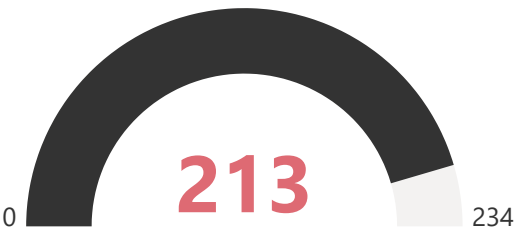




Selected Product:

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

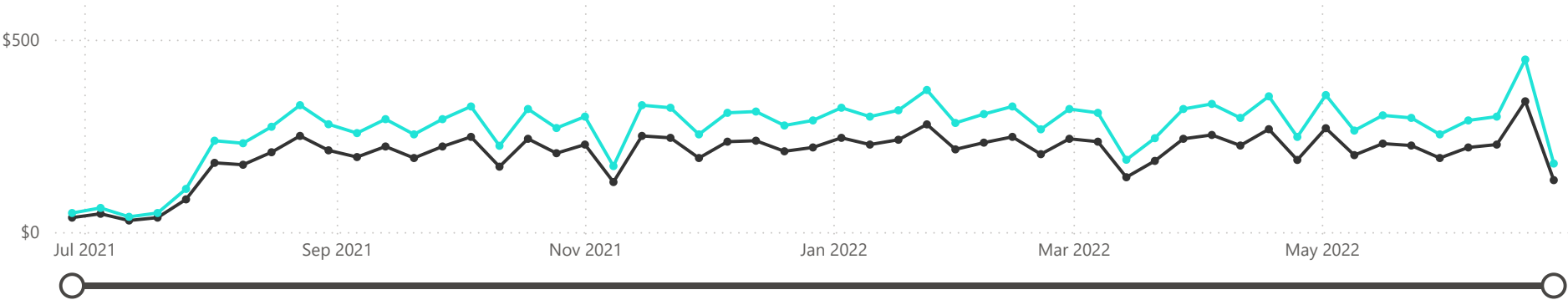


Price Adjustments(%)

0.20

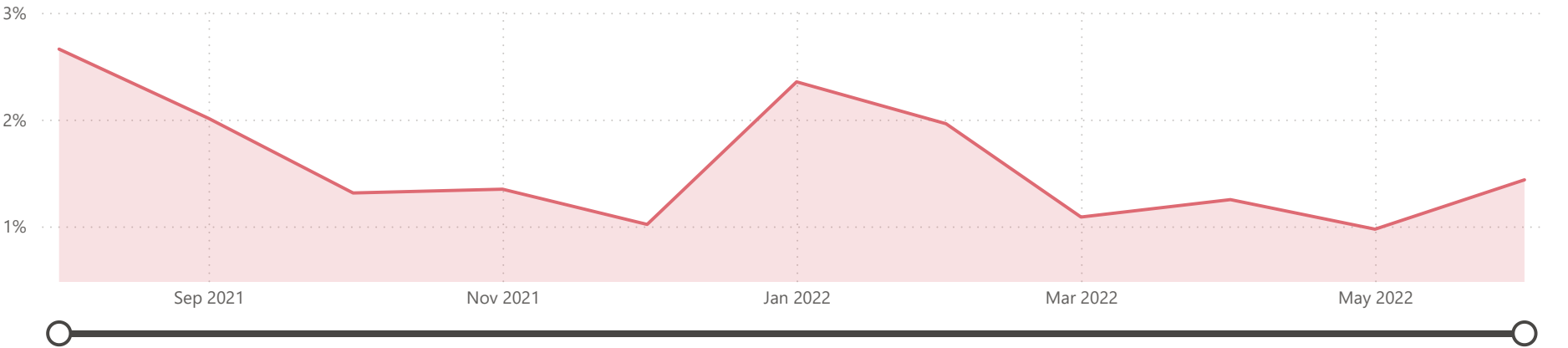


● Total Profit ● Adjusted Profit



Product Metric Selection

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





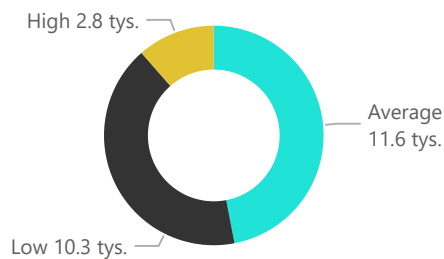
17.4 tys.

UNIQUE CUSTOMERS

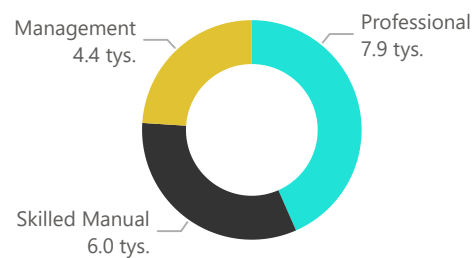
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

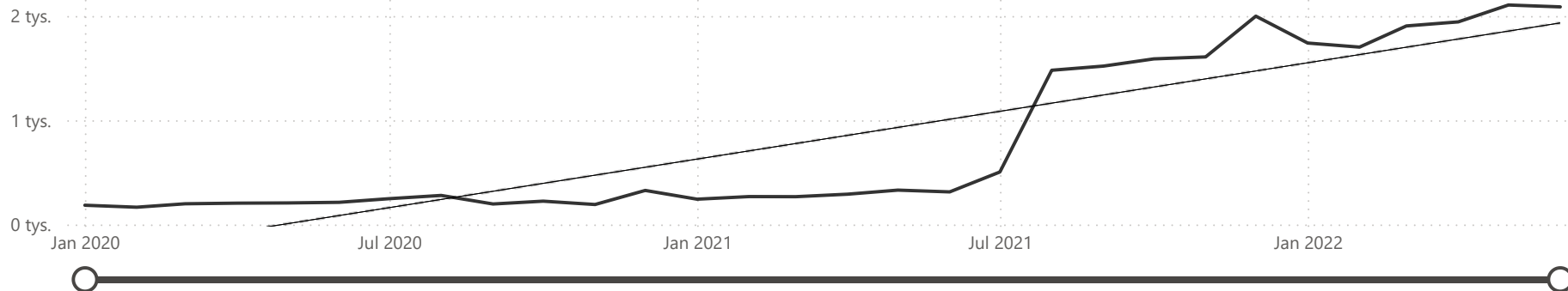


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

CustomerKey	Customer Full Name (CC)	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
Suma		1272	\$615,329

Year

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4 tys.



Among customers in skilled menu roles in 2022, Ruben Suarez drove the most revenue at \$4,683

\$24,914,587

Total Revenue

\$10,457,715

Total Profit

25164

Total Orders

\$1,809

Total Returns

2.17%

Return Rate

Weekly Orders

