



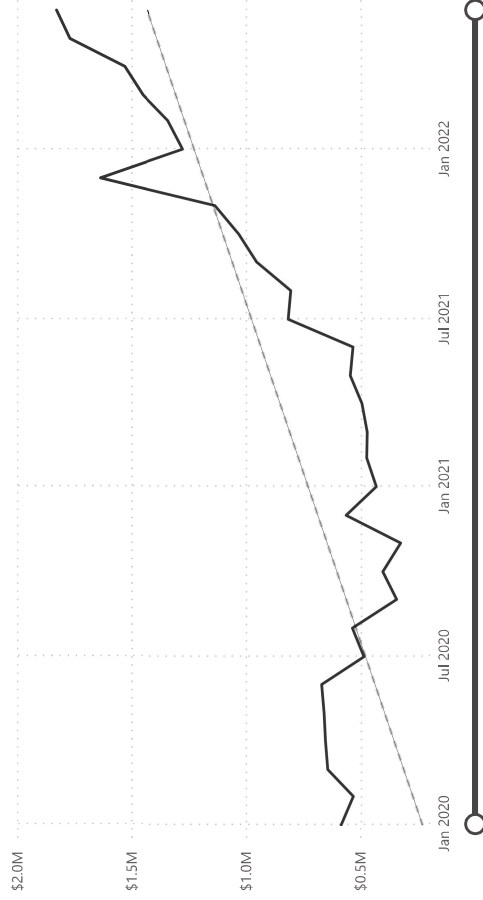
\$24.9M
REVENUE

\$10.5M
PROFIT

25.2K
ORDERS

2.2%
RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M[✓]
Prev. Month: \$1.77M (+3.31%)

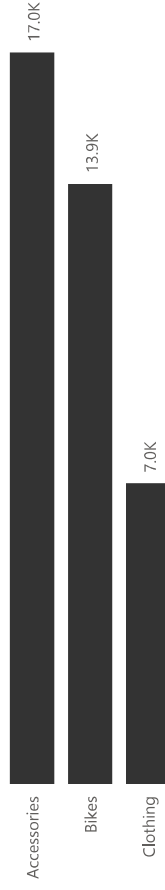
Monthly Revenue

2,146!
Prev. Month: 2165 (-0.88%)

Monthly Revenue

166[✓]
Prev. Month: 169 (+1.78%)

Orders by Category



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%

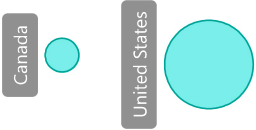
Most Ordered Product Type

Tires and Tubes

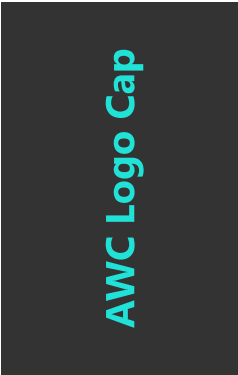
Most Returned Product Type

Shorts

Select all	Europe	North America	Pacific
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Selected Product:



Monthly Orders vs Target



Monthly Revenue vs Target

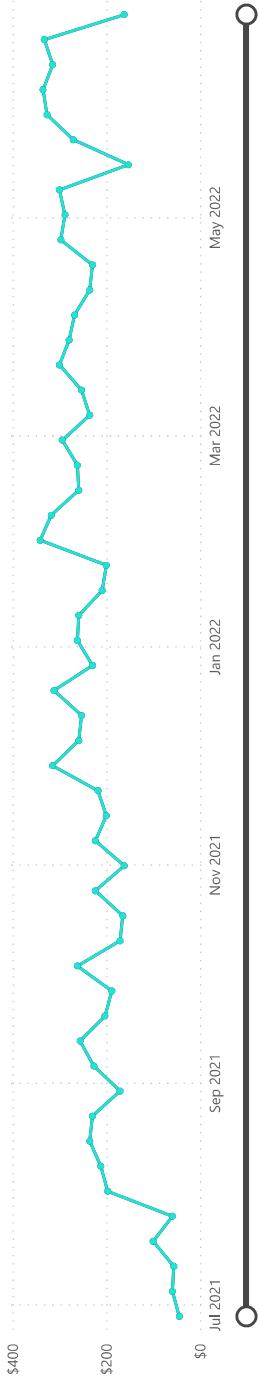


Monthly Profit vs Target



Price Adjustment (%)

● Total Profit ● Adjusted Profit



Product Matrix Selection

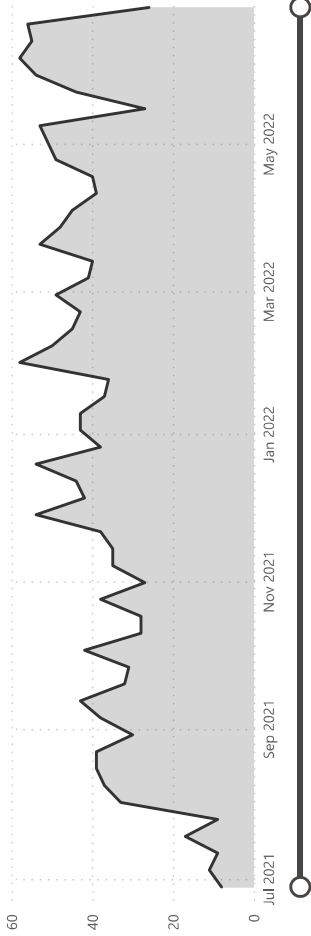
- ☒ Total Orders
- ☐ Total Revenue
- ☐ Total Returns
- ☐ Total Profit
- ☐ Return Rate

Report Summary

Total Orders for [AWC Logo Cap](#) were **232**

All metrics trended up between [Monday, June 28, 2021](#) and [Monday, June 27, 2022](#), each increasing by [266.67%](#).

Total Orders experienced the longest period of growth [\(+13\)](#) between [Monday, November 22, 2021](#) and [Monday, May 2, 2022](#).



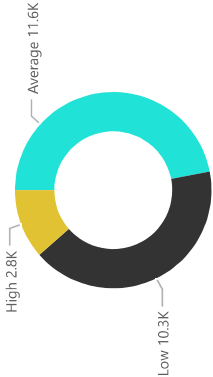
17.4K

UNIQUE CUSTOMERS

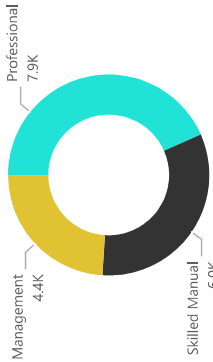
\$1,431

Average Revenue per Customer

Orders by Income Level

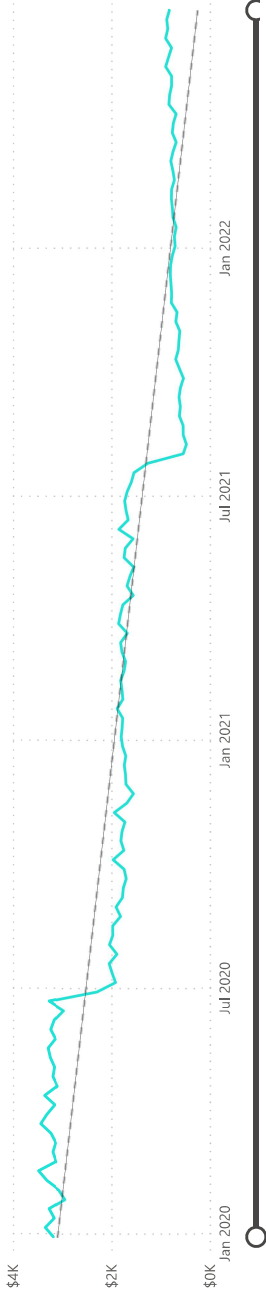


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

Customer Key	Customer Full Name(CC)	Orders	Total 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
Total		25,164	\$24,914,587

Top Customer(by revenue):

Mr. Maurice Shan

Orders:

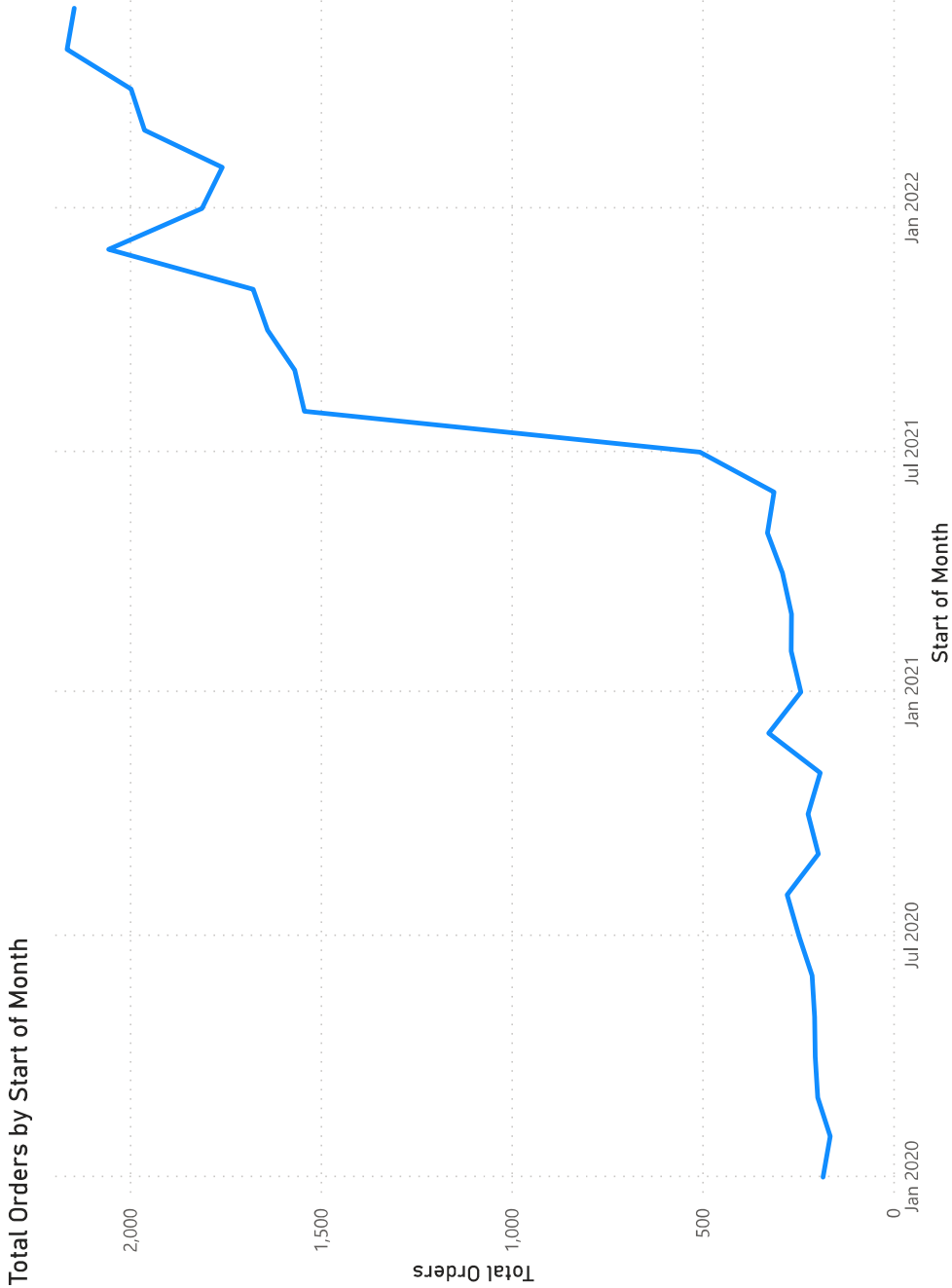
6

Revenue:

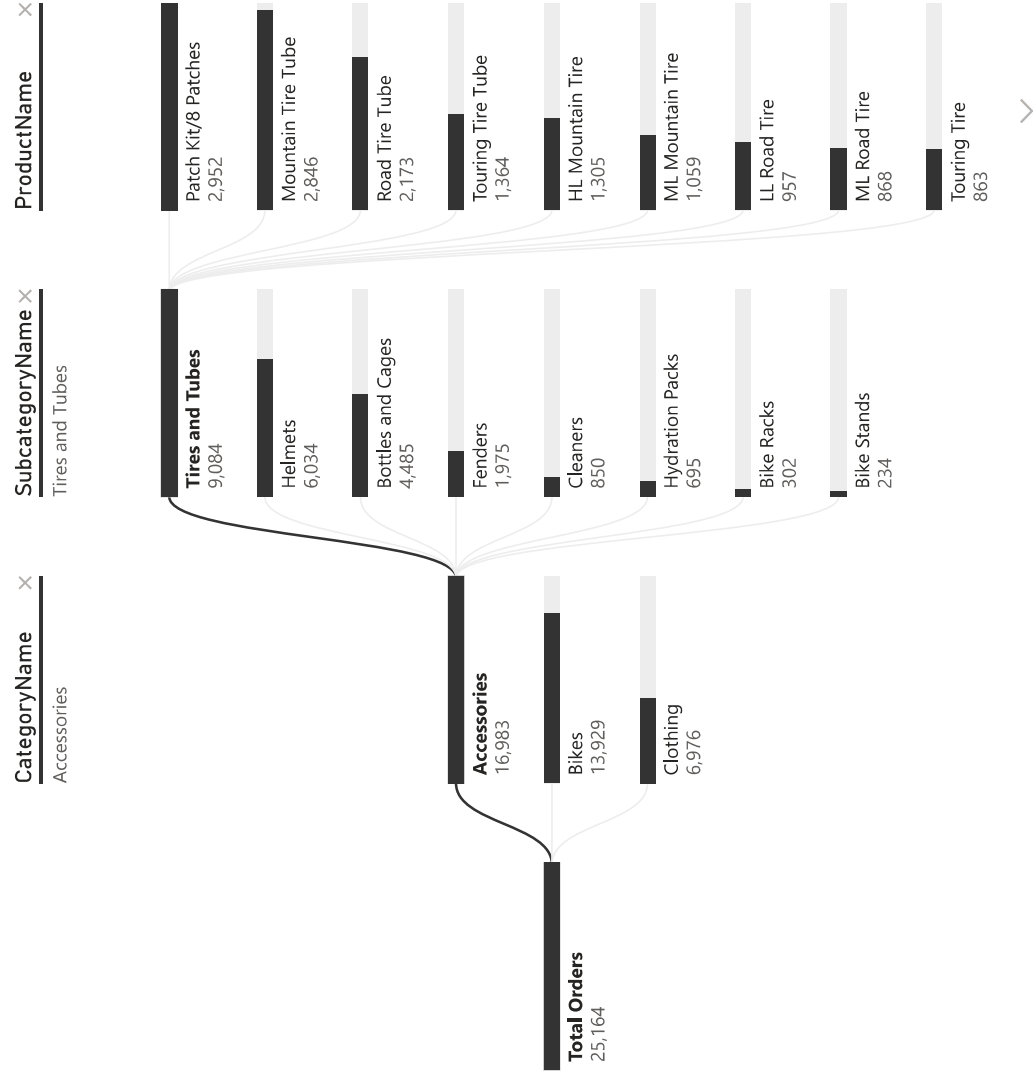
12.4K



Among Customers In Skilled Manual Roles in 2022Ruben SAurez Drove the most Revenue at \$4683



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



Key influencers

Top segments



When is HomeOwner more likely to be

Y



?

Key influencers

Top segments



What influences Average Retail Price to

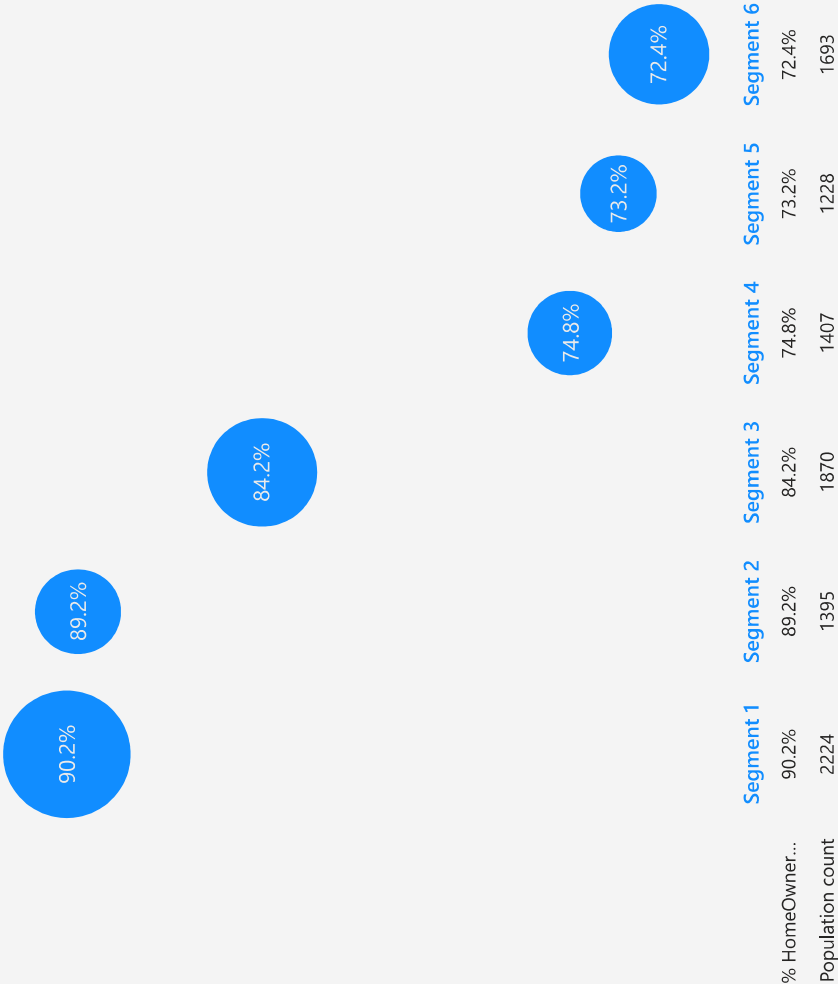
?



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Increase

We found 7 segments and ranked them by % HomeOwner is Y and population size. Sele...



When...
...the average of Average
Retail Price increases by

