



\$24.9M

REVENUE

\$10.5M

PROFIT

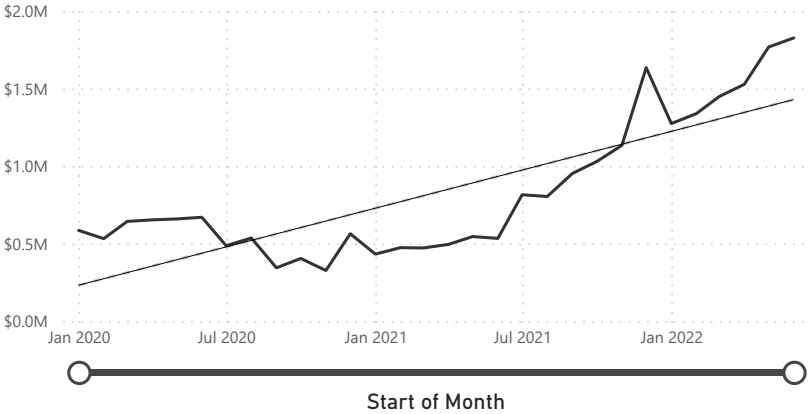
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

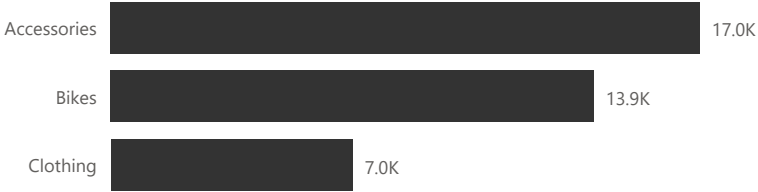
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%

Most Ordered Product type

Tires and Tubes

Most Returned Product type

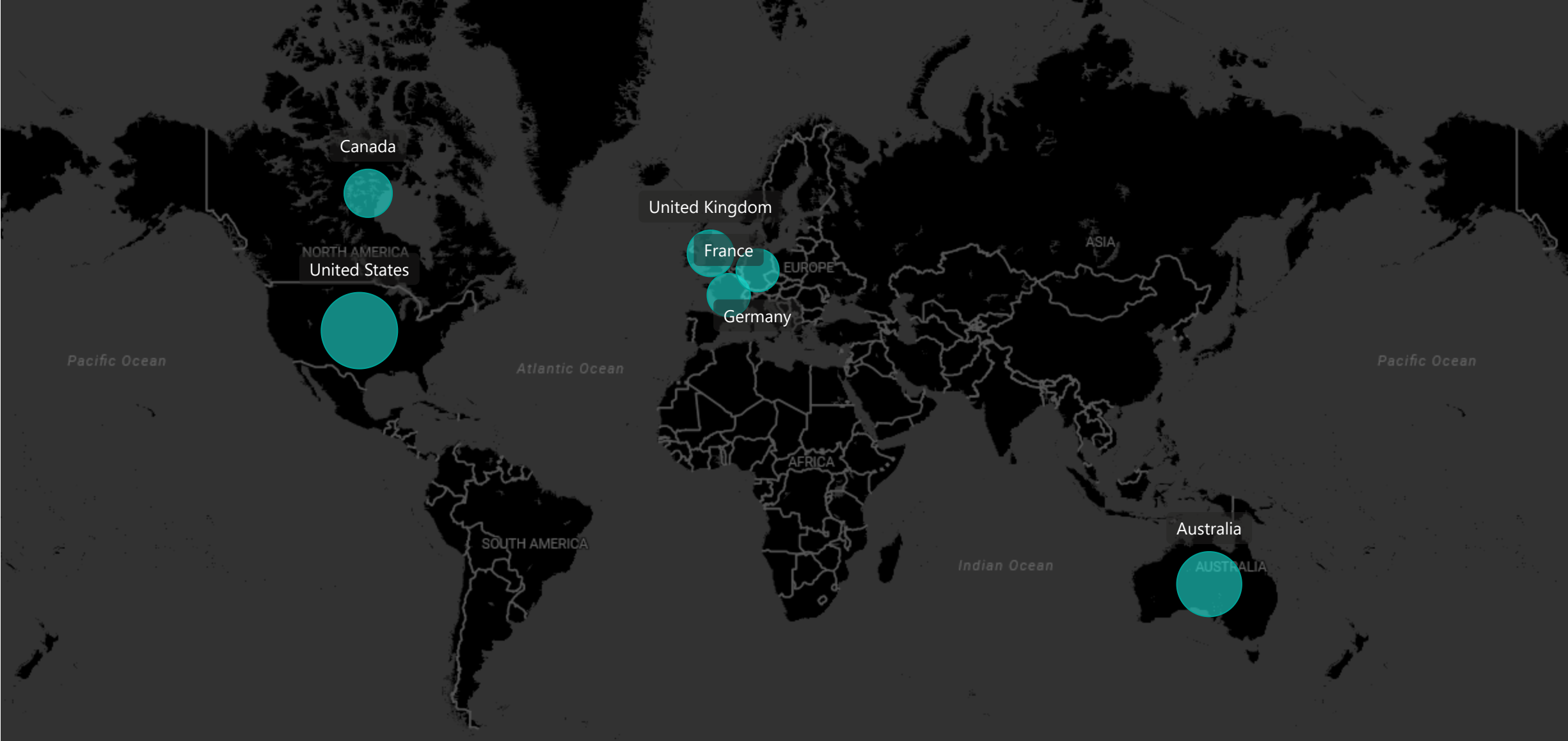
Shorts

Select all

Europe

North America

Pacific



Selected Product

Mountain Bottle Cage

Price Adjustment(%)

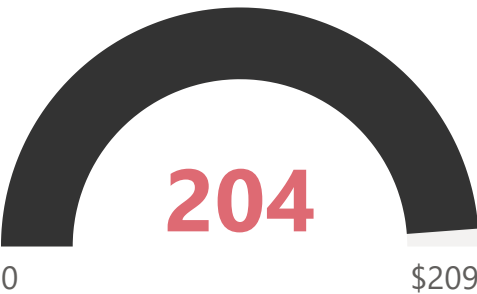
0.10



Product Metric Selection

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

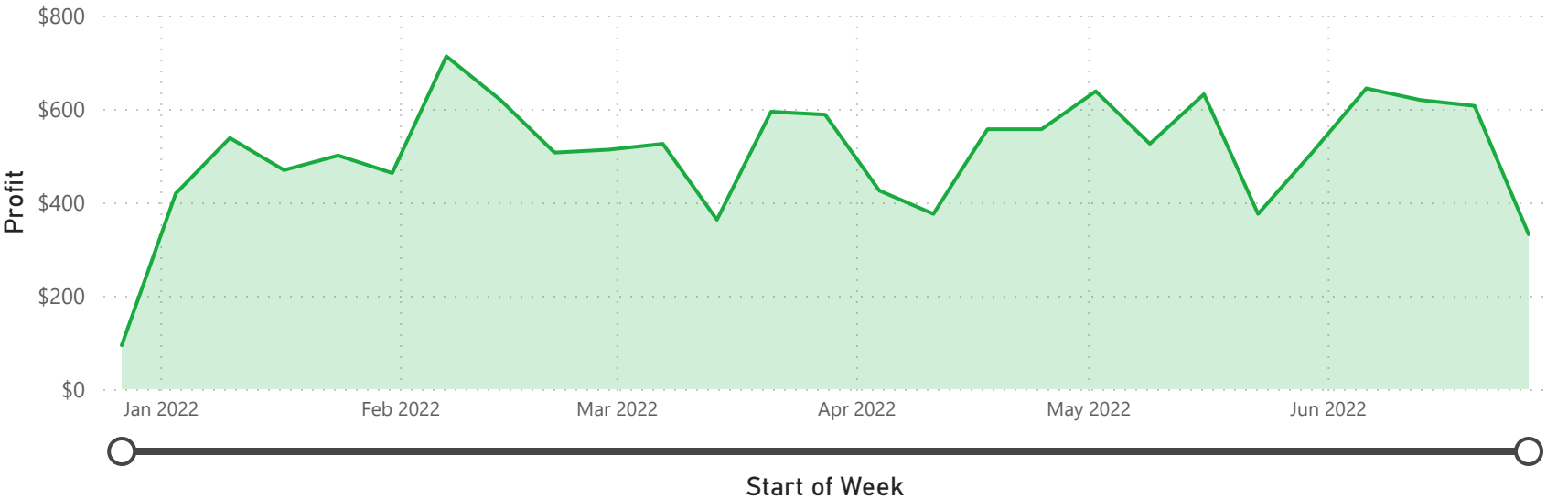
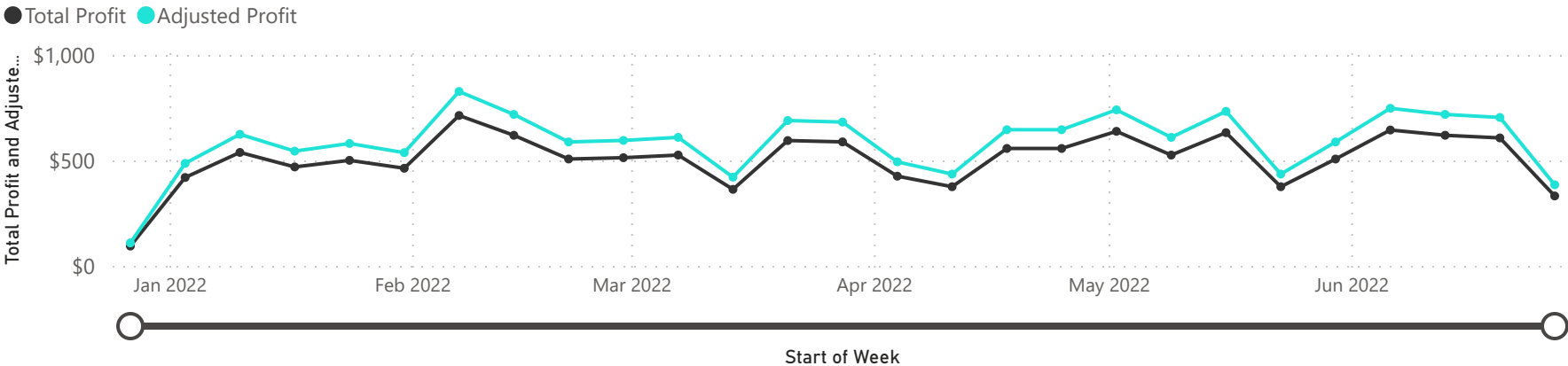
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target





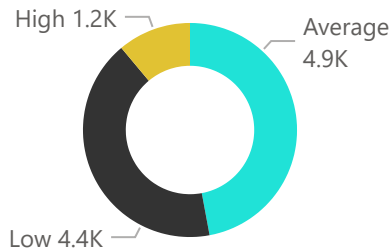
9,133

UNIQUE CUSTOMERS

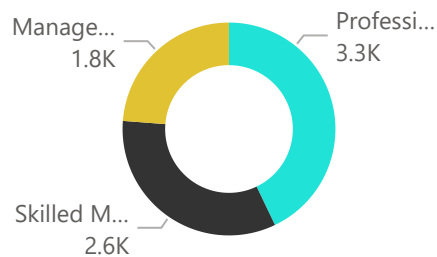
\$1,021

REVENUE PER CUSTOMER

Orders by Income Level

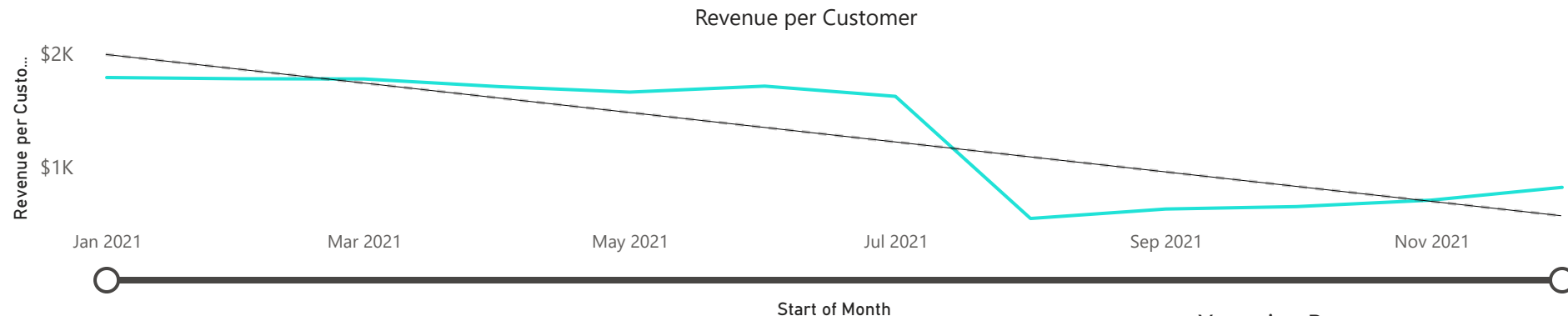


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

CustomerKey	FullName	Orders	Revenue
12300	Adriana Gonzalez	3	\$6,710
12650	Mr. Aaron Wright	3	\$6,751
12984	Mr. Adam Young	3	\$200
17387	Mr. Aidan Alexander	3	\$308
12332	Mr. Andres Nara	3	\$6,723
11530	Mr. Andrew Martinez	10	\$437
14723	Mr. Andrew Smith	3	\$108
15418	Mr. Angel Kelly	3	\$244
12640	Mr. Angel Richardson	3	\$6,535
11631	Mr. Antonio Bennett	9	\$626
11719	Mr. Blake Green	3	\$314
12307	Mr. Brad She	3	\$6,777
12061	Mr. Bryce Brooks	3	\$175
12165	Mr. Caleb Flores	3	\$363
12672	Mr. Carson Butler	3	\$385
11277	Mr. Charles Jackson	11	\$833
15688	Mr. Chase Gray	3	\$5,975
12631	Mr. Clarence Gao	3	\$6,753
13639	Mr. Colin Liang	3	\$202
11091	Mr. Dalton Perez	13	\$668
11711	Mr. Daniel Davis	11	\$552
11479	Mr. Darryl Wu	3	\$4,752
12634	Mr. Derrick Ruiz	3	\$6,543
Total		661	\$425,567

Year vice Revenue

Select all

2020

2021

2022

Top Customer By Revenue

Mrs. Janet Munoz

Orders

5

Revenue

\$9,598