



\$24.9M

REVENUE

\$10.5M

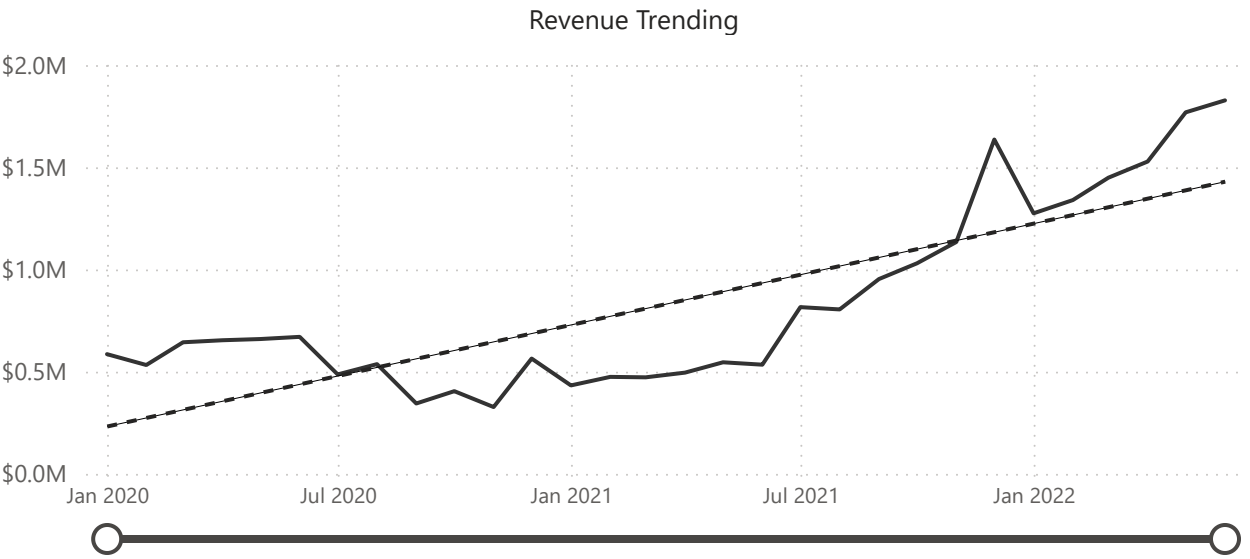
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Monthly Revenue

\$1.83M✓

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

Monthly Orders

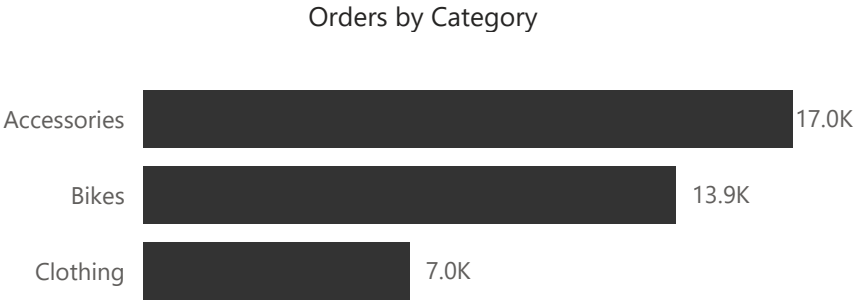
2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)



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

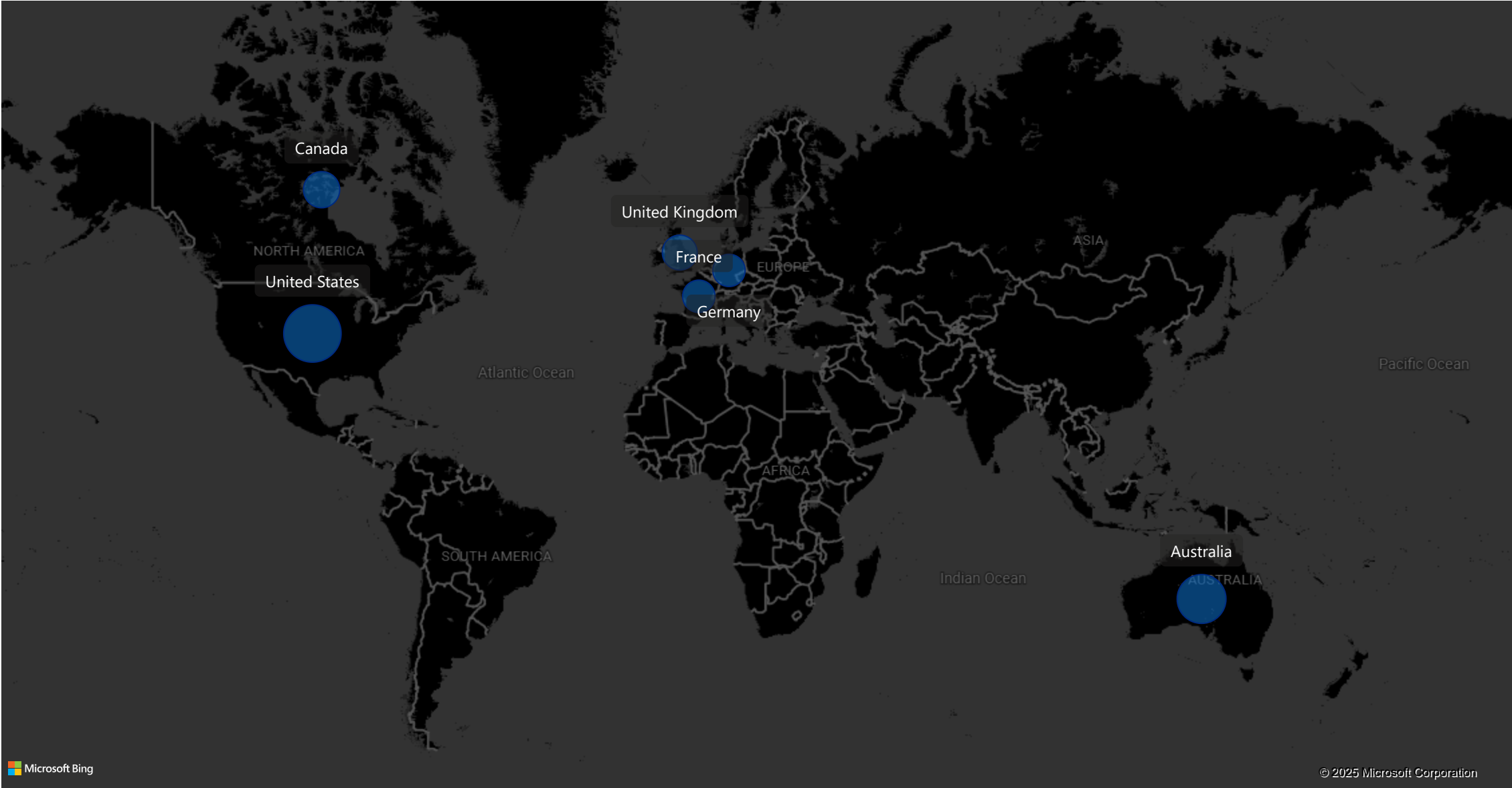
Shorts

Select all

Europe

North America

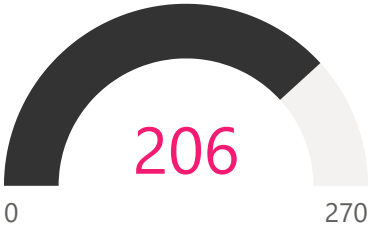
Pacific



Selected Product:

Sport-100 Helmet, Red

Monthly Orders vs Target



Monthly Revenue vs Target



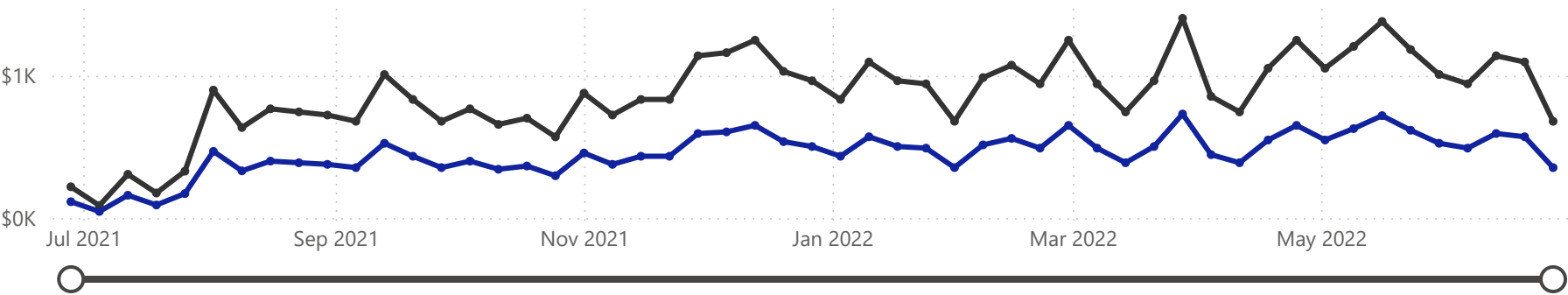
Monthly Profit vs Target



Price Adjustment (%)

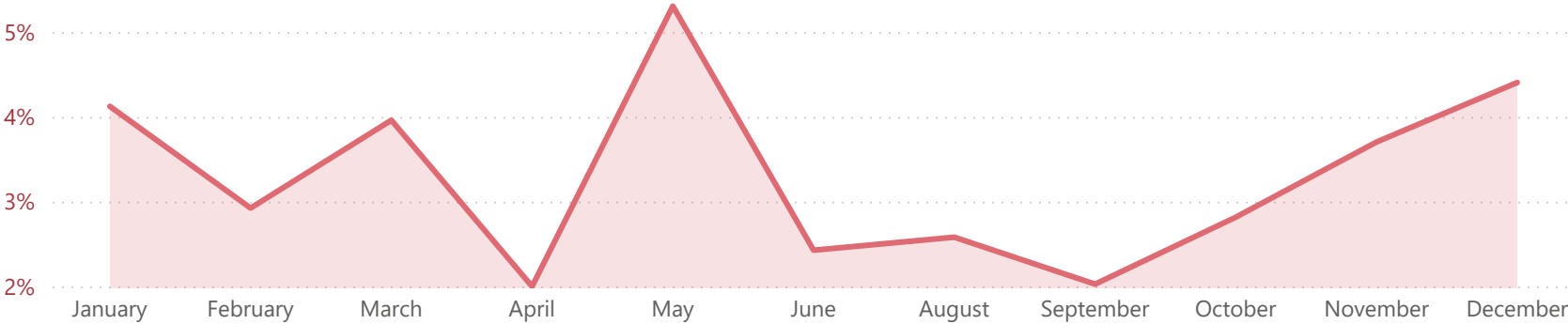
-0.30

● Total Profit ● Adjusted Profit



Product Metric Selection

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





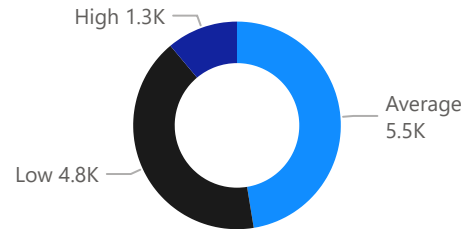
10.5K

UNIQUE CUSTOMERS

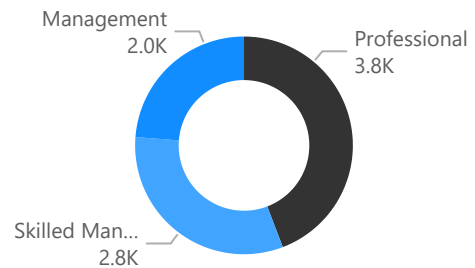
\$875

REVENUE PER CUSTOMER

Orders by Income Level



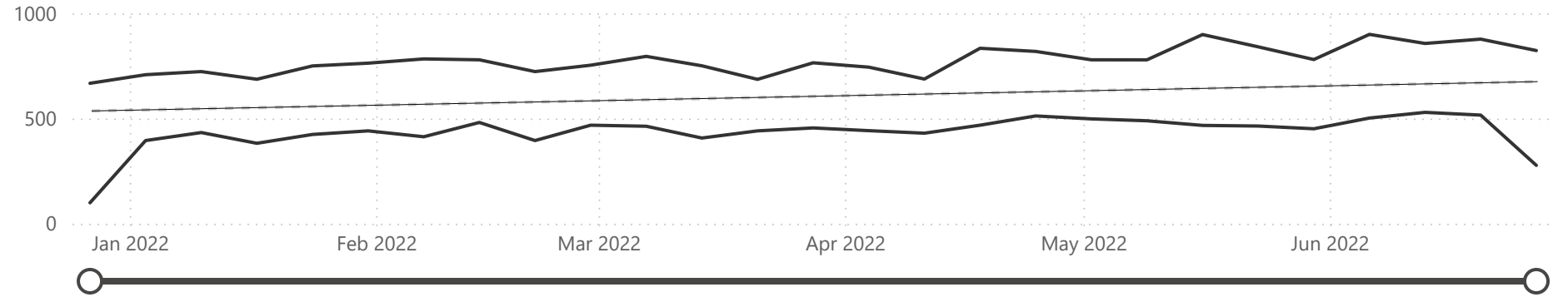
Orders by Occupation



Total Customers Revenue per Customer

Revenue per Customer

● Total Customers ● Revenue per Customer



2022

2022

Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11420	Mr. Jordan Turner	5	\$6,802
11417	Mrs. Lacey Zheng	4	\$6,180
11429	Mr. Marco Lopez	4	\$6,136
11425	Mrs. Ariana Gray	4	\$6,035
11242	Mr. Larry Munoz	3	\$5,607
11432	Mrs. Dominique Prasad	3	\$3,678
11185	Mrs. Ashley Henderson	20	\$1,260
11300	Mr. Fernando Barnes	17	\$1,250
11223	Mrs. Hailey Patterson	15	\$975
11277	Mr. Charles Jackson	13	\$944
11262	Mrs. Jennifer Simmons	15	\$896

Top Customer (by

Mr. Jordan Turner

Orders

5

Revenue

\$6,802



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4683.