



\$24.9M

REVENUE

10.5M

PROFIT

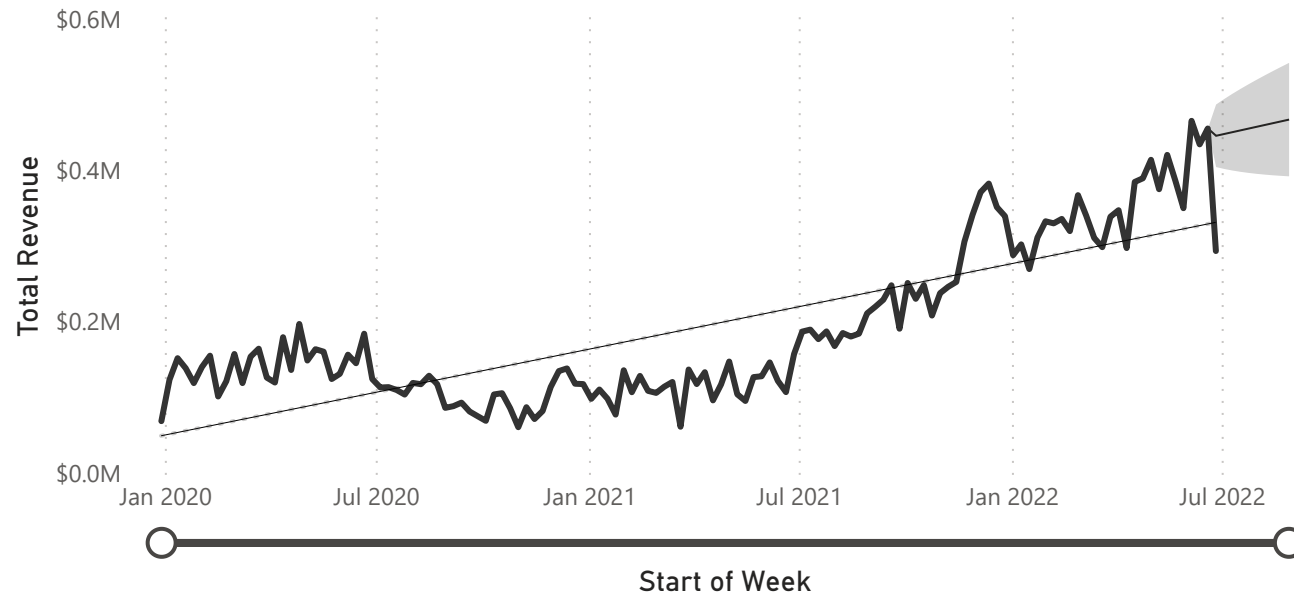
25.2K

Total Orders

2.2%

Return Rate

Revenue Trending



Monthly Revenue

\$1.83M ✓

Prev. month: \$1.77M
(+3.31%)

Monthly Order

2,146 !

Prev. month: 2,165
(-0.88%)

Monthly Returns

166 ✓

Prev. month: 169
(+1.78%)

Orders by CategoryName



Top 10 Product Name	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

Most Returned Product :

Tires and Tubes

Shorts

Select all

Europe

North America

Pacific



Product Name :

All-Purpose Bike Stand

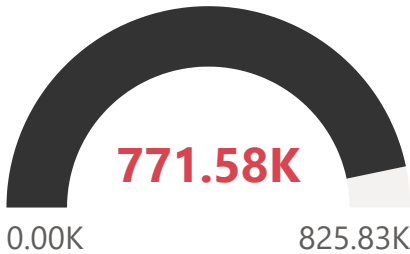
Monthly orders Vs Targets



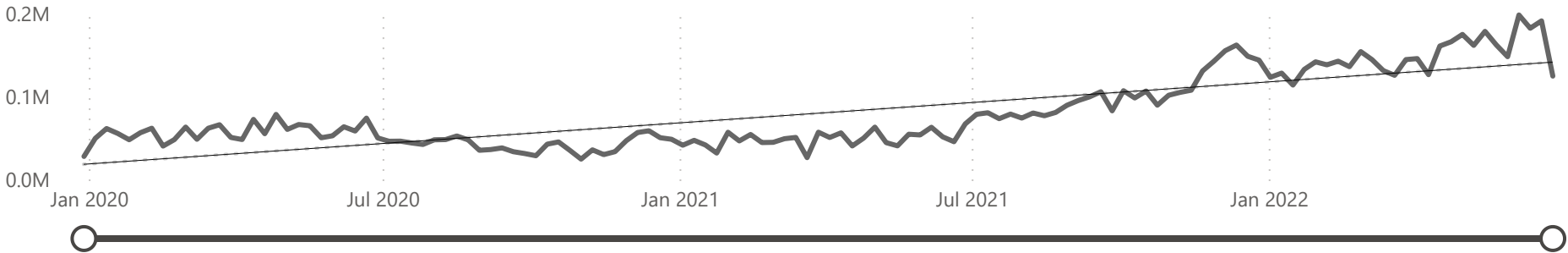
Monthly Revenue Vs Targets



Monthly Profit Vs Targets



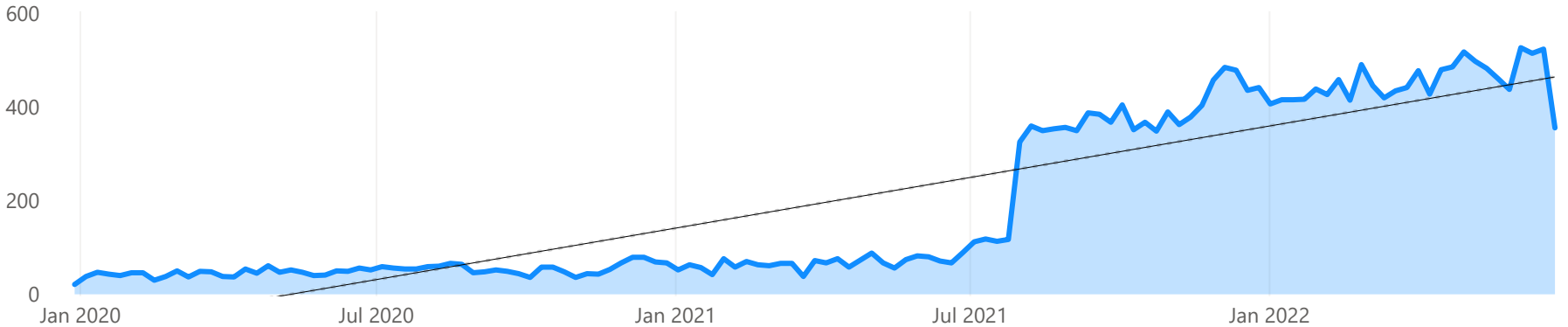
Profit Trending



Start of Week

Product metric Selection

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



Start of Week



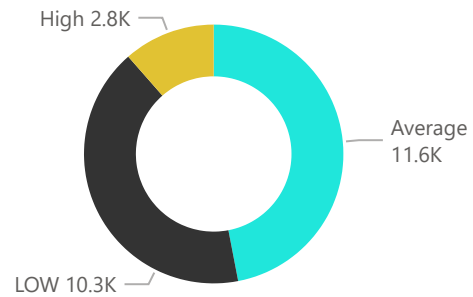
17.4K

UNIQUE CUSTOMERS

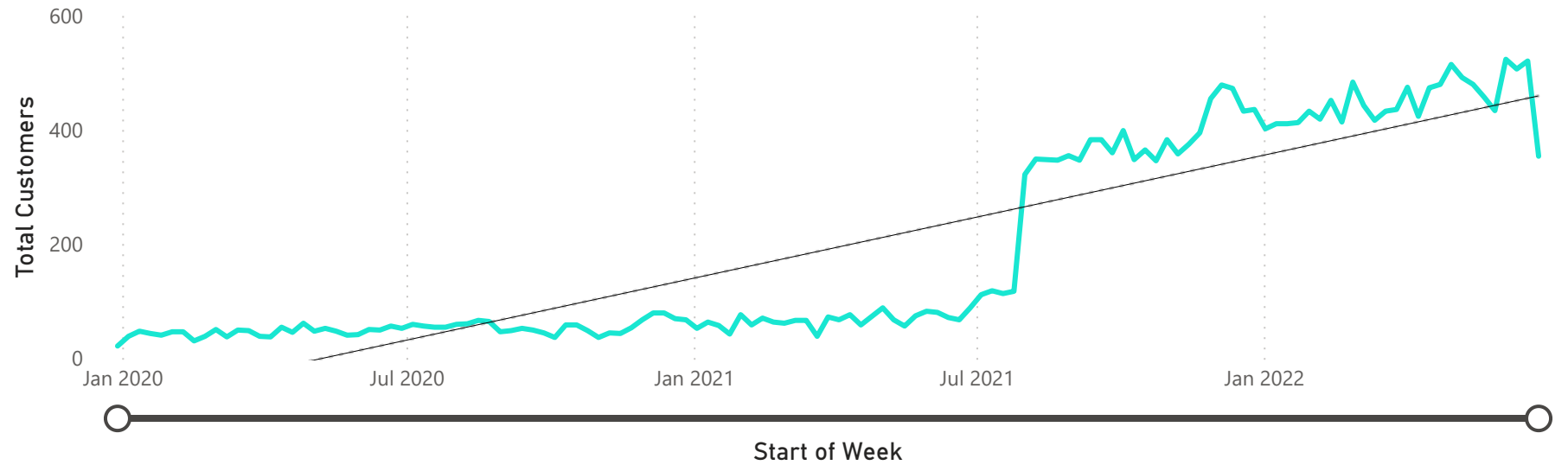
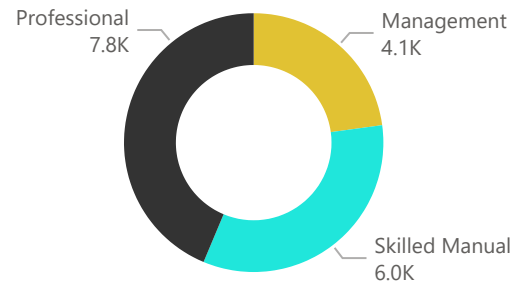
\$1.43K

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



CustomerKey	Customer Name	Orders	Revenue
11619	Ms. SIERRA YOUNG	16	\$813
11500	Ms. SARAH SIMMONS	15	\$849
12760	Ms. KRISTA GOMEZ	4	\$389
11820	Ms. KATELYN LOPEZ	5	\$348
11869	Ms. KAITLYN ADAMS	4	\$328
16497	Ms. JULIA PETERSON	4	\$203
11868	Ms. JESSICA PETERSON	5	\$328
11505	Ms. JASMINE POWELL	16	\$1,104
14332	Ms. JADE ROGERS	4	\$130
11507	Ms. ISABELLA RUSSELL	15	\$859
11769	Ms. HALEY HERNANDEZ	5	\$593
11078	Ms. GINA MARTIN	16	\$991
13144	Ms. DESTINY STEWART	4	\$374
11581	Ms. CINDY JORDAN	5	\$272
12972	Ms. CAROLYN SURI	4	\$291
14282	Ms. BRIANNA LEWIS	4	\$207
11566	Ms. APRIL SHAN	24	\$1,424

Year

2020 2022

Top Customer (by Revenue) :

Mr. MAURICE SHAN

Revenue :

\$12.4K

Orders :

6

Total Customers

Revenue per Customer