



\$24.9M

REVENUE

\$10.5M

PROFIT

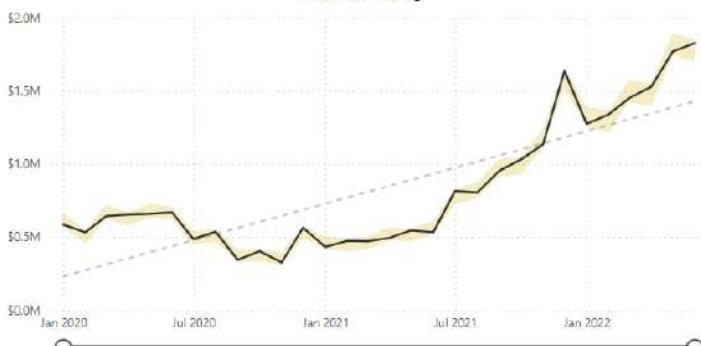
25.2K

ORDERS

2.2%

Return Rate

Revenue Trending



Monthly Revenue

\$1.83M

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

Monthly Orders

2,146!

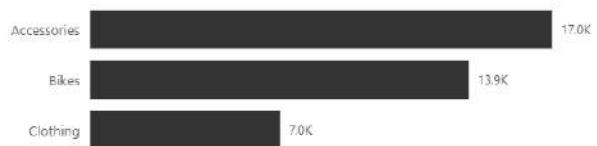
Prev Month: 2165 (-0.88%)

Monthly Returns

166

Prev Month: 169 (+1.76%)

Orders by Category



Top 10 Products

	Total 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



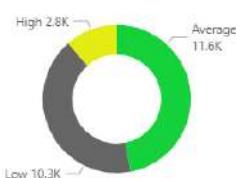
17.4K

UNIQUE CUSTOMERS

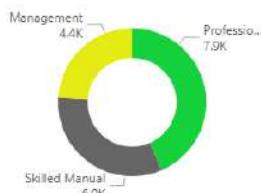
\$1,431

REVENUE PER CUSTOMER

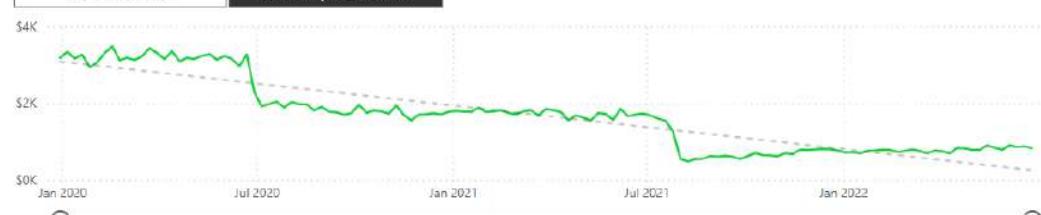
Orders by Income Level



Orders by Occupation



Total Customers | Revenue per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
Total		1,272	\$6,15,329

Year

2020 2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders

Revenue

6

12.4K

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

\$2,49,14,587

Total Revenue

\$1,04,57,715

Total Profit

25,164

Total Orders

1,809

Total Returns

2.17%

Return Rate

Weekly Orders



Selected Product

**Water Bottle -
30 oz.**

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Price Adjustment (%)

-1.00

● Total Profit ● Adjusted Profit

\$1K

50K
Jul 2021

50K
Sep 2021

50K
Nov 2021

50K
Jan 2022

50K
Mar 2022

50K
May 2022

Product Metric Select...

- Orders
- Revenue
- Profit
- Returns
- Return %

6
4
2
Jul 2021

6
4
2
Sep 2021

6
4
2
Nov 2021

6
4
2
Jan 2022

6
4
2
Mar 2022

6
4
2
May 2022

Report Summary

Total orders for Water Bottle - 30 oz. were 404

Total Profit trended up (230.30% increase) while Adjusted Profit (-230.30% decrease) trended down between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit experienced the largest period

Key influencers Top segments

What influences HomeOwner to be Y

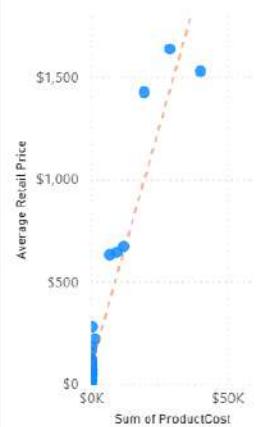
When...	...the likelihood of HomeOwner being Y increases by
MaritalStatus is M	1.62x
Is Parent? is Yes	1.59x
AnnualIncome is 30000 - 120000	1.23x
EducationLevel is Graduate Degree	1.19x
Occupation is Management	1.10x
Occupation is skilled Manual	1.09x

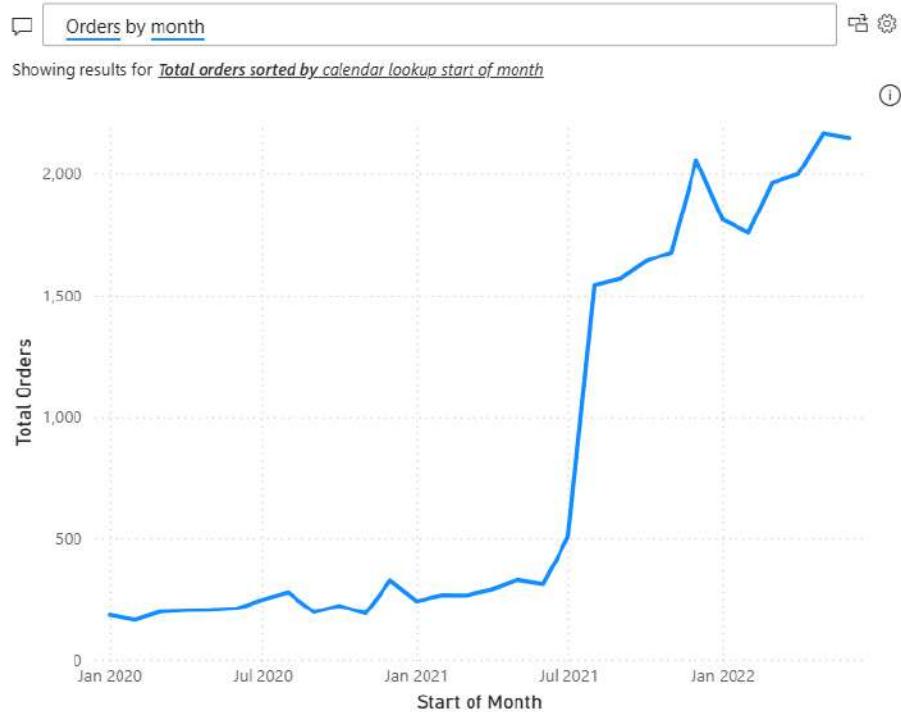
Key influencers Top segments

What influences Average Retail Price to Increase

When...	...the average of Average Retail Price increases by
Sum of ProductCost goes up 8570.61	\$478.6

On average when Sum of ProductCost increases, Average Retail Price also increases.





CategoryName	Total Orders
Accessories	16,983
Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
Clothing	6,976
Total	25,164