



\$24.9M

REVENUE

\$10.5M

PROFIT

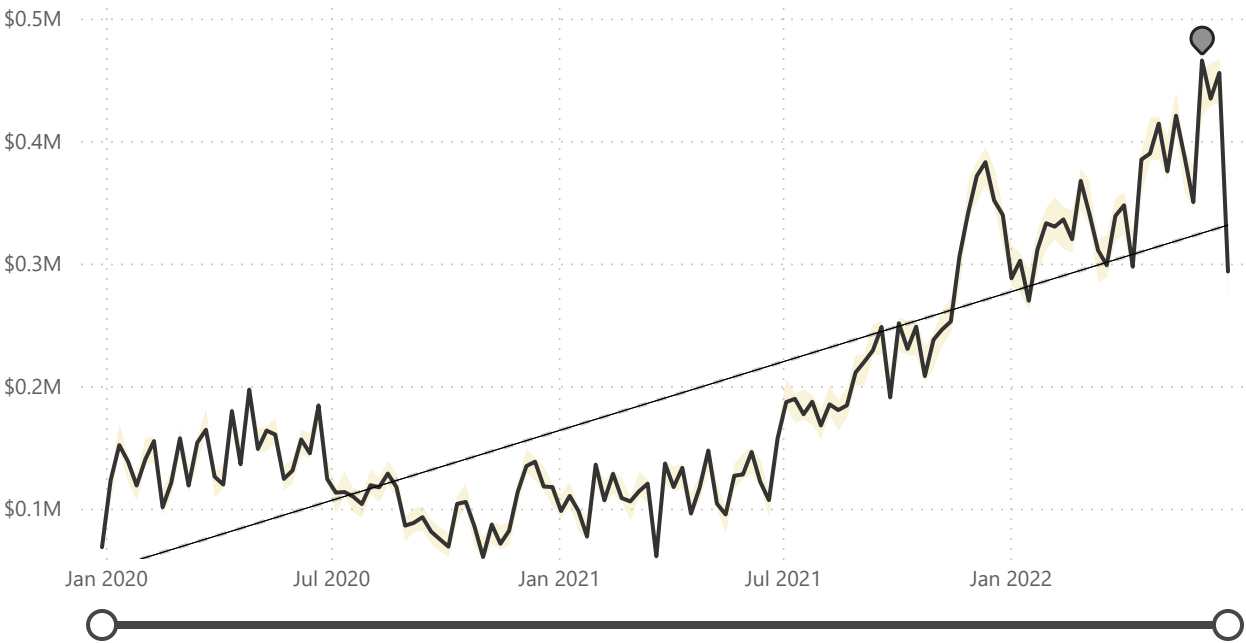
25.2K

ORDERS

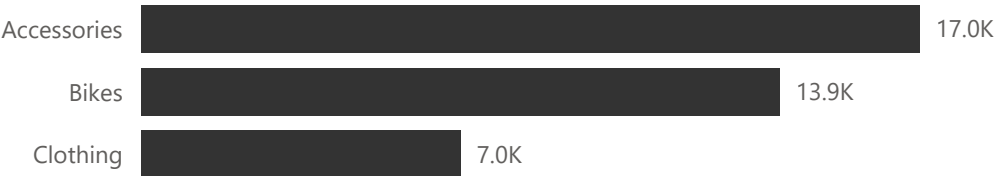
2.2 %

RETURN RATE

Revenue Trending



Orders by Category



| Top 10 Products         | Orders | Revenue     | Return % |
|-------------------------|--------|-------------|----------|
| Water Bottle - 30 oz.   | 3,983  | \$39,755.33 | 1.95 %   |
| Sport-100 Helmet, Red   | 2,099  | \$73,444.01 | 3.33 %   |
| Sport-100 Helmet, Blue  | 1,995  | \$67,120.18 | 3.31 %   |
| Sport-100 Helmet, Black | 1,940  | \$65,269.75 | 2.68 %   |
| Road Tire Tube          | 2,173  | \$17,264.73 | 1.55 %   |
| Patch Kit/8 Patches     | 2,952  | \$13,506.42 | 1.61 %   |
| Mountain Tire Tube      | 2,846  | \$28,333.22 | 1.64 %   |
| Mountain Bottle Cage    | 1,896  | \$38,061.90 | 2.02 %   |
| Fender Set - Mountain   | 1,975  | \$87,040.80 | 1.36 %   |
| AWC Logo Cap            | 2,062  | \$35,882.07 | 1.11 %   |

Monthly Revenue

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

Monthly Orders

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

Monthly Revenue

166✓  
Prev Month: 169 (+1.78%)

Most Order Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

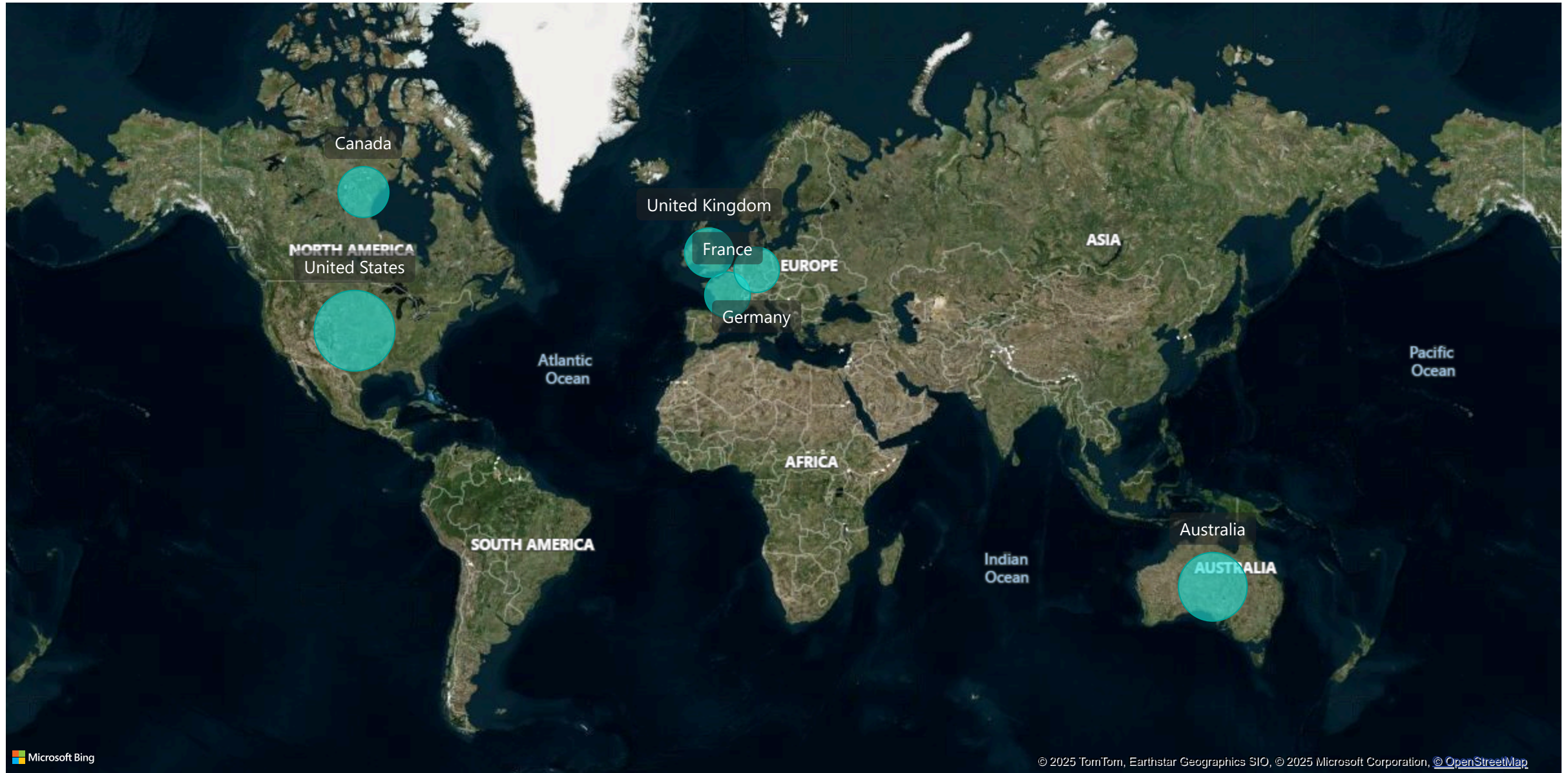
Europe

North America

Pacific

⚠ This visual type is being retired soon. Upgrade now to avoid errors.

Upgrade

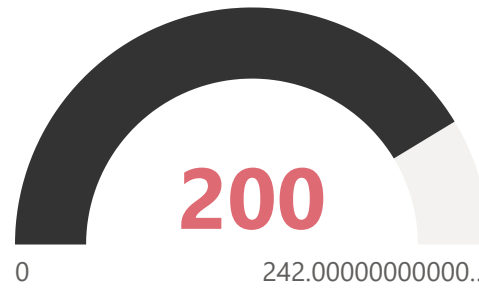




Selected Product:

## Fender Set - Mountain

Monthly Orders Vs Target



Monthly Revenue Vs Target



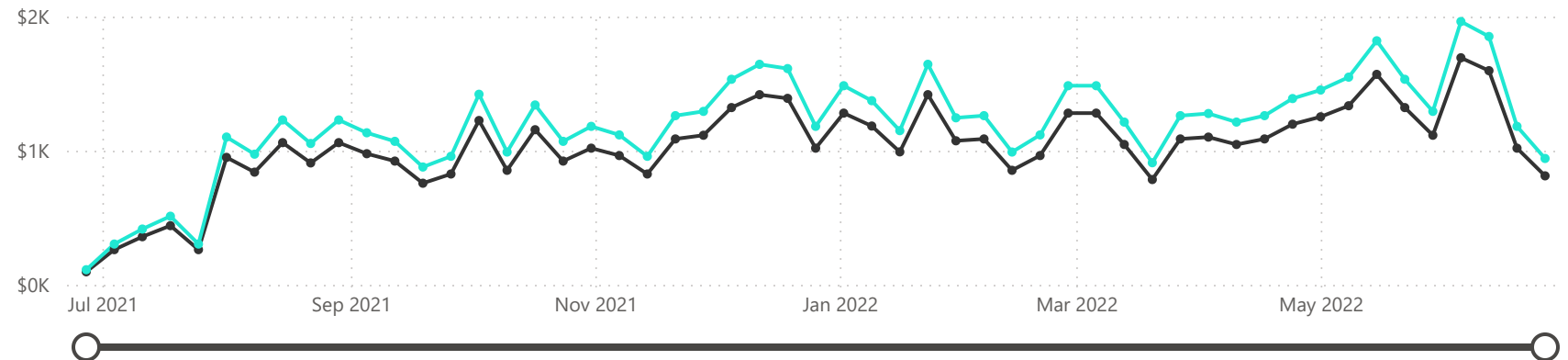
Monthly Profit Vs Target



Price Adjustment (%)

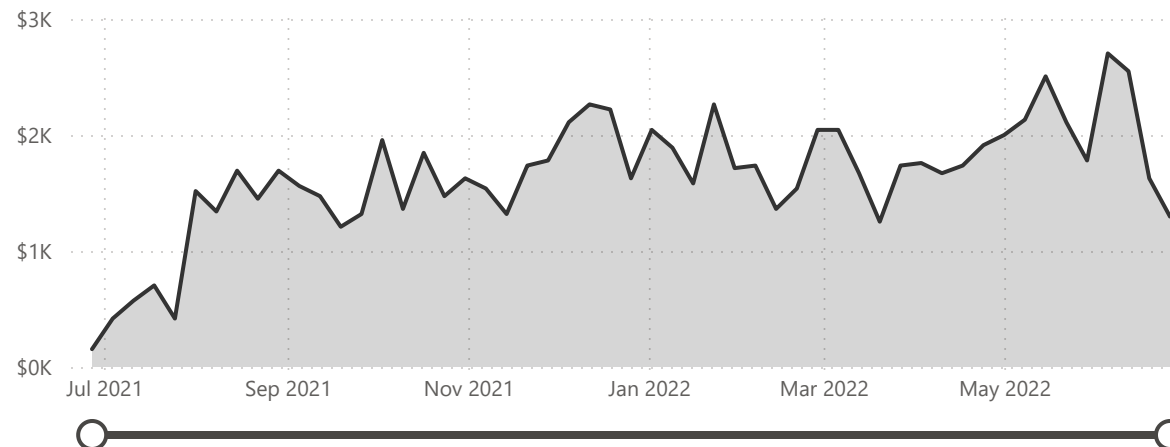
0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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



### Report Summary

Total orders for Fender Set - Mountain were 200 .

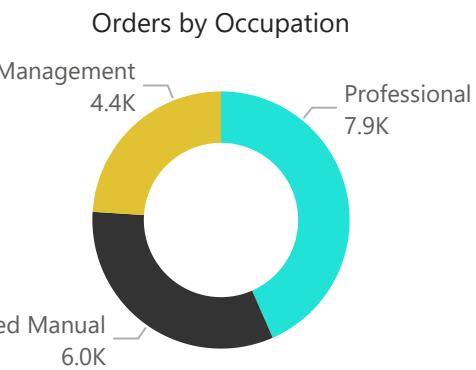
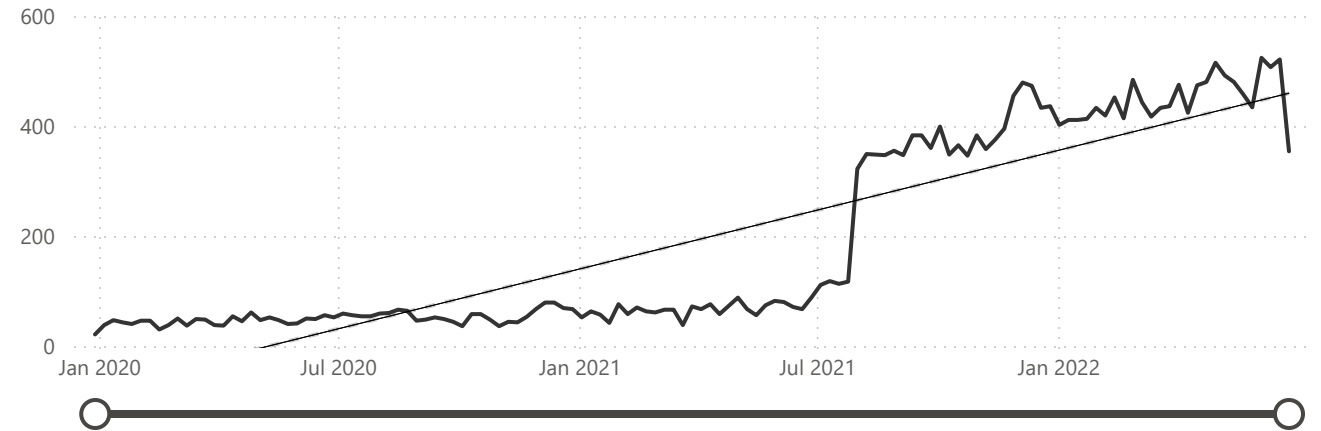
Adjusted Profit (742.86% increase) and Total Profit (742.86% increase) both trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022.



## UNIQUE CUSTOMERS

## REVENUE PER CUSTOMER

Revenue Per Customer



| CustomerKey | FullName           | Orders | Revenue      |
|-------------|--------------------|--------|--------------|
| 14332       | Ms. Jade Rogers    | 4      | \$129.53     |
| 16358       | Mr. Samuel Jai     | 4      | \$140.90     |
| 12182       | Mrs. Erin Torres   | 4      | \$146.78     |
| 12964       | Mr. Xavier Russell | 4      | \$154.93     |
| 11748       | Mr. Blake Hill     | 5      | \$194.79     |
| 11712       | Mrs. Shelby Rogers | 5      | \$195.95     |
| 16497       | Ms. Julia Peterson | 4      | \$202.93     |
| 14282       | Ms. Brianna Lewis  | 4      | \$207.15     |
| 11723       | Mr. Luke Coleman   | 4      | \$207.51     |
| 12061       | Mr. Bryce Brooks   | 4      | \$210.35     |
| 11131       | Ms. Amanda Rivera  | 4      | \$211.79     |
| 12140       | Mr. Oscar Russell  | 4      | \$212.90     |
| 12166       | Mr. Jared Rogers   | 4      | \$223.10     |
| 12295       | Mr. Dwayne Gomez   | 4      | \$230.09     |
| 12106       | Mr. Isaiah Baker   | 4      | \$234.09     |
| 12944       | Mr. Jose Jai       | 4      | \$238.74     |
| 12202       | Mr. Xavier Ross    | 4      | \$244.31     |
| 13988       | Mr. Miguel White   | 4      | \$250.77     |
| 11004       | Mr. William J.     | 4      | \$251.25     |
| Total       |                    | 1,272  | \$615,328.64 |

2022

# Mr. Maurice Shan

Revenue:

12.41K