



£24.9M

Total Revenue

£10.5M

Total Profit

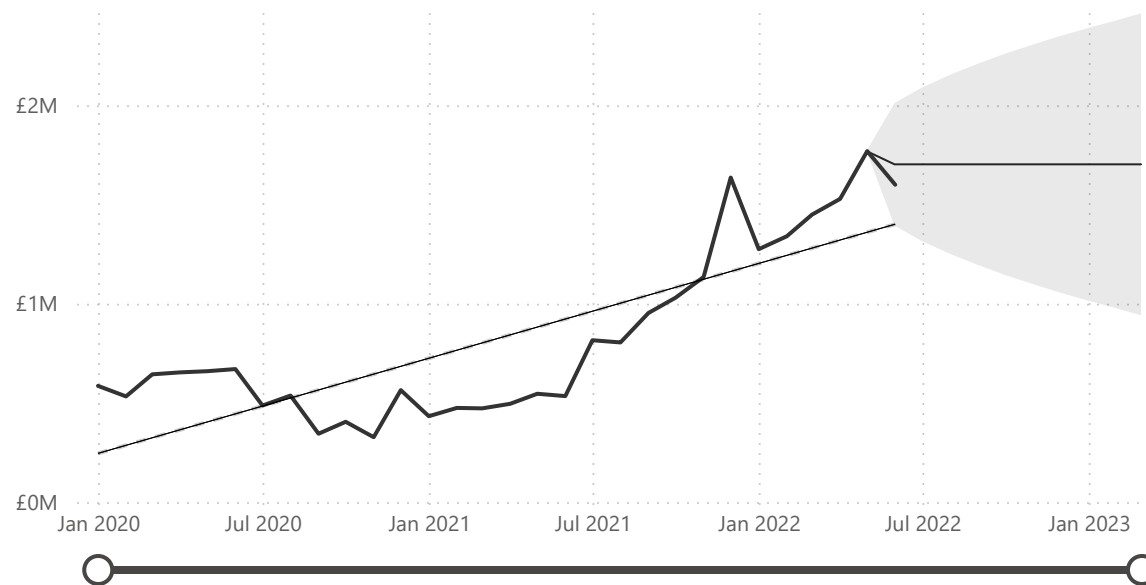
25.2K

Total Orders

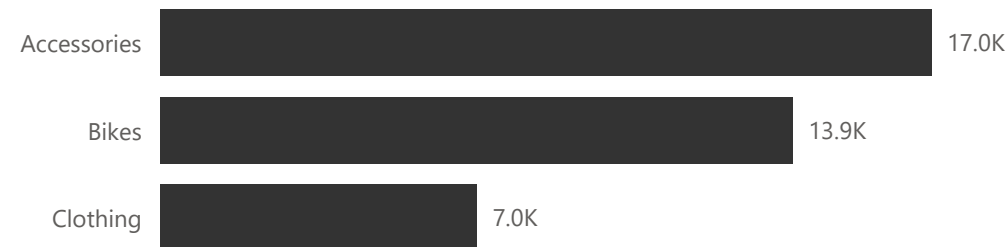
2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Total Revenue	Return Rate
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

Most Returned Product Type

Tires and Tubes

Shorts

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%)

Select all

Europe

North America

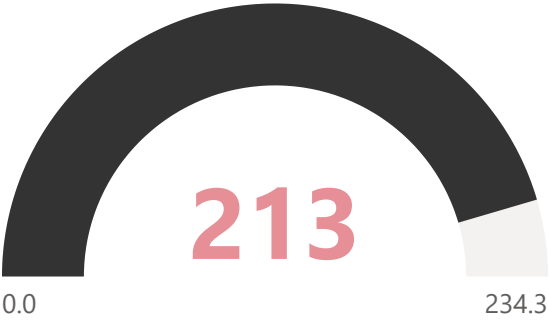
Pacific



Selected Product

Road Tire
Tube

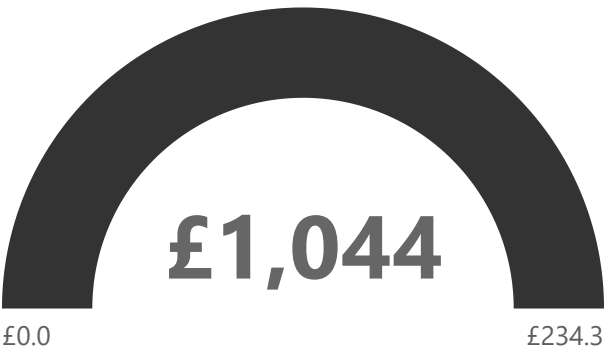
Total Orders and Order Target



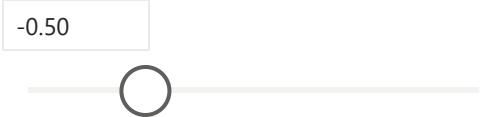
Monthly Revenue vs Target



Monthly Profit vs Target

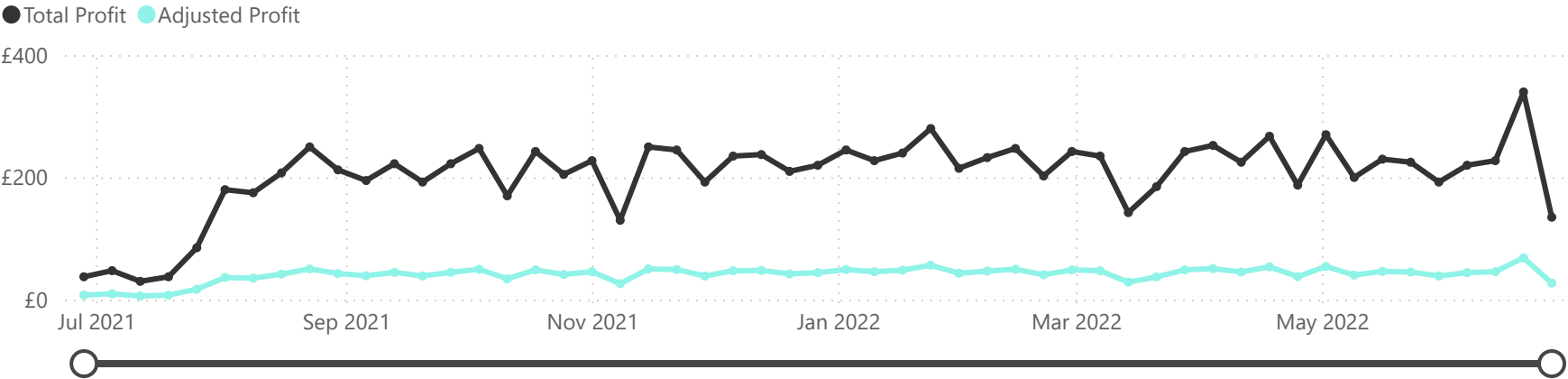


Price Adjustment (%)

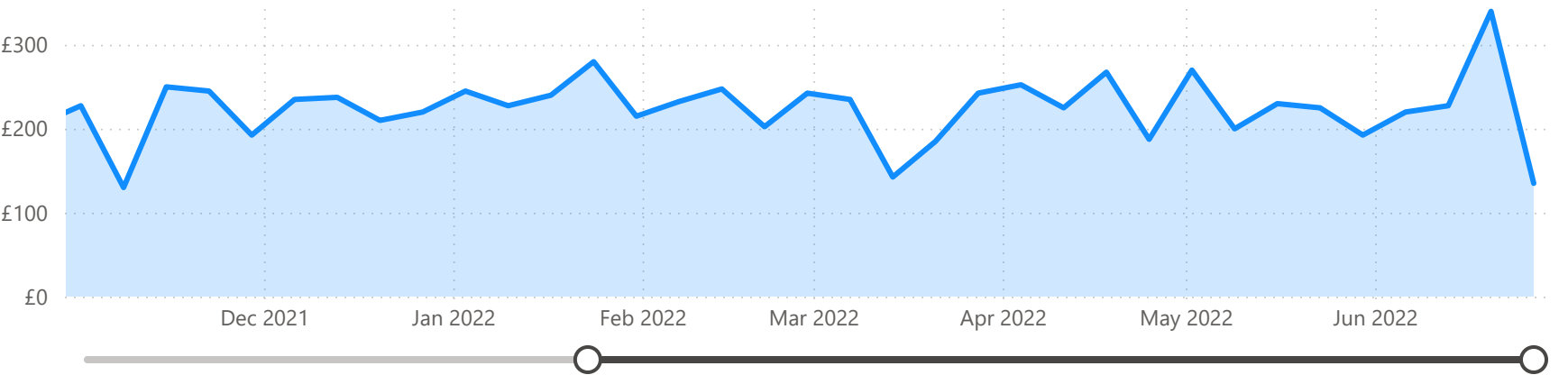


Product Metric Selection

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



Returns Trending





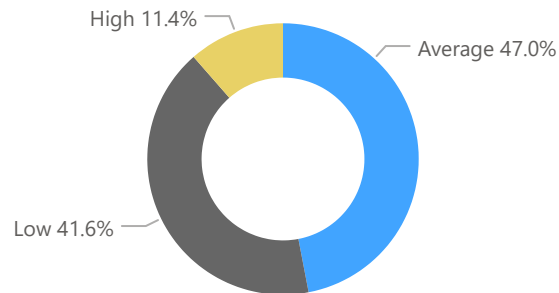
17.4K

Total Customers

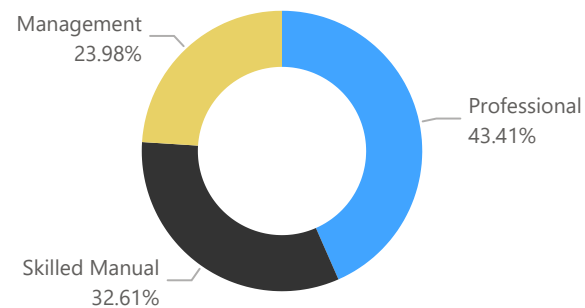
£1,431

Average Revenue per Customer

Orders by Income level



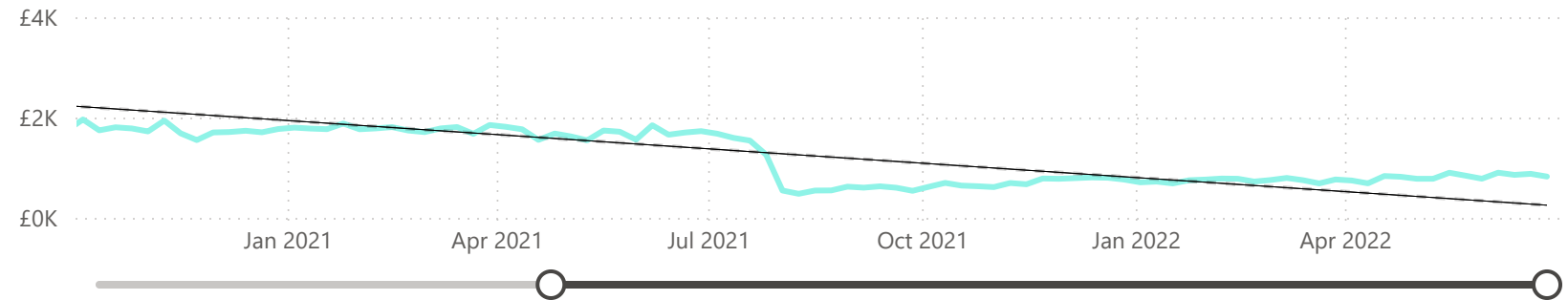
Income vs Occupation



Total Customers

Revenue per Customer

Revenue per Customer



Top Customer (by Revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K

Top 100 Customers

CustomerKey	Full Name	Orders	Total Revenue
12300	Adriana Gonzalez	4	£9,196
12650	Mr. Aaron Wright	4	£10,329
11491	Mr. Andre Perez	3	£7,952
12307	Mr. Brad She	4	£9,161
15695	Mr. Bruce Gomez	3	£8,109
11431	Mr. Bryant Garcia	4	£9,687
11900	Mr. Byron Carlson	3	£8,015
11237	Mr. Clarence Anand	4	£10,065
12631	Mr. Clarence Gao	4	£10,332
13595	Mr. Cole Stewart	4	£8,895
15354	Mr. Corey Kumar	3	£8,091
14939	Mr. Cory Kapoor	3	£8,125
11952	Mr. Dorothy Robinson	3	£7,978
11761	Mr. Edgar Mehta	3	£7,971
13405	Mr. Ethan Bryant	4	£10,309
12296	Mr. Francisco Sara	4	£9,126
14185	Mr. Frank Vazquez	4	£9,052
Total		367	£880,303

Year

All