



\$24.8M

Revenue

\$10.4M

Profit

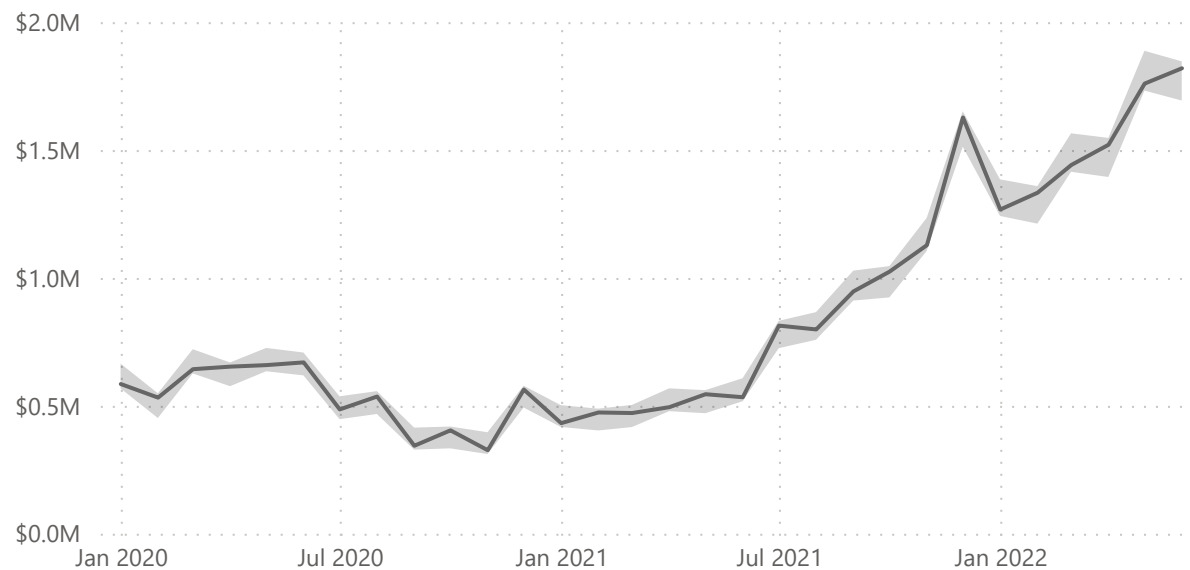
25.2K

ORDERS

0.0

Return Rate

Revenue Trending



Monthly Revenue

\$1.82M ✓

Prev Month: \$1.76M (+3.4%)

Monthly Orders

2146!

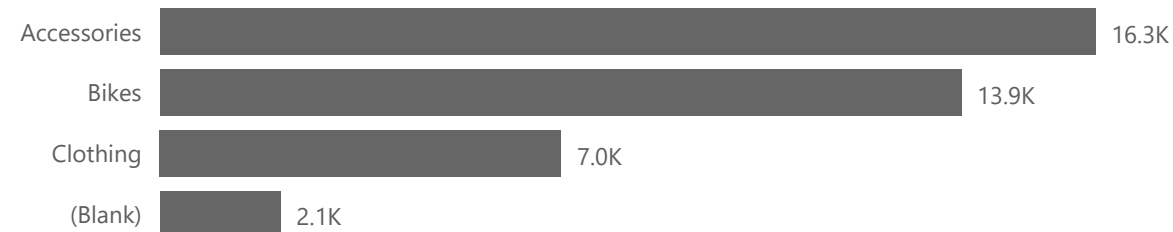
Prev Month: 2165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Product Name	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755.33	0.02
Patch Kit/8 Patches	2952	\$13,506.42	0.02
Mountain Tire Tube	2846	\$28,333.22	0.02
Road Tire Tube	2173	\$17,264.73	0.02
	2099		0.03
AWC Logo Cap	2062	\$35,882.0742	0.01
Sport-100 Helmet, Blue	1995	\$67,120.179	0.03
Fender Set - Mountain	1975	\$87,040.8	0.01
Sport-100 Helmet, Black	1940	\$65,269.748	0.03
Mountain Bottle Cage	1896	\$38,061.9	0.02

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Continent

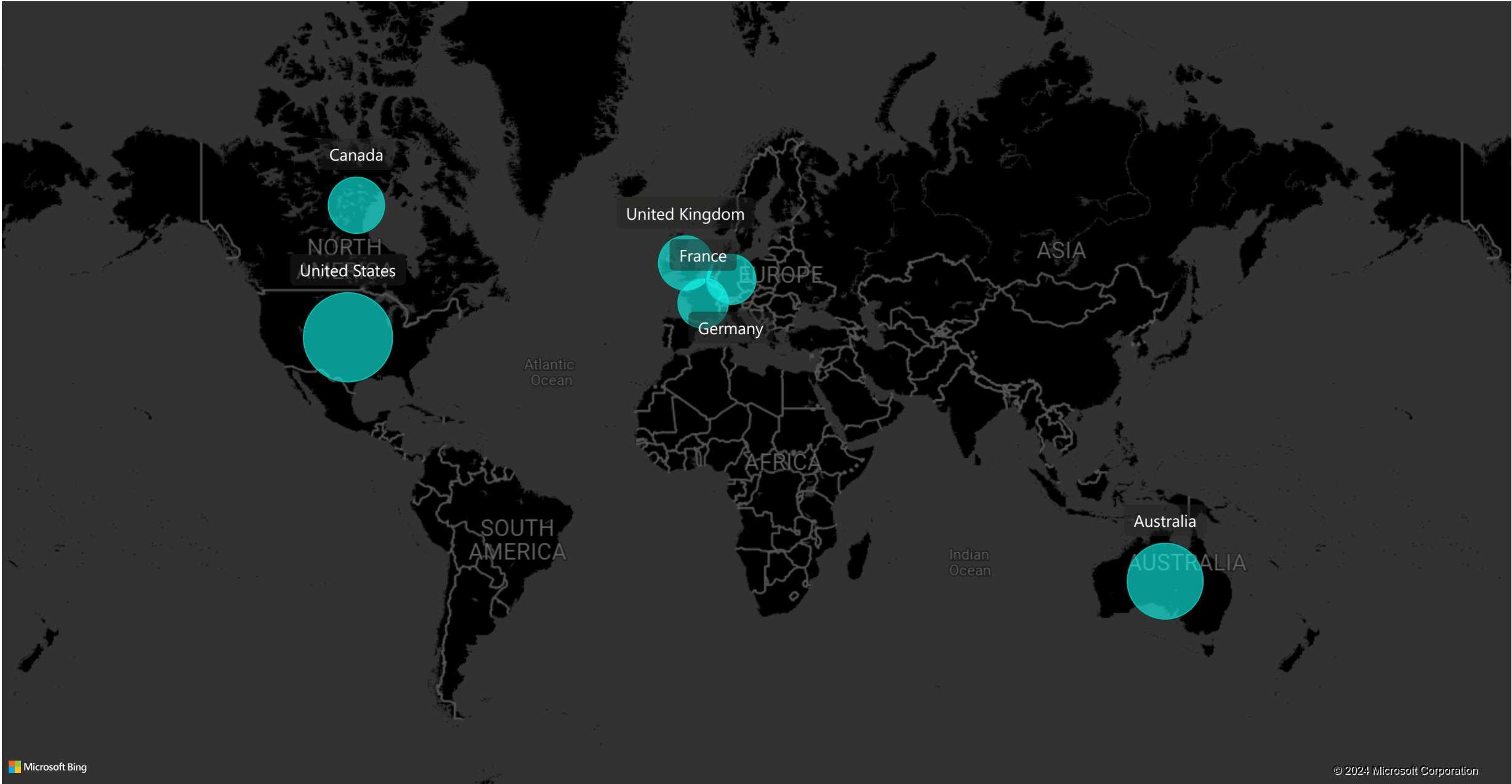


Select all

Europe

North America

Pacific



Selected Product

Mountain Bottle Cage

Price Adjustment (%)

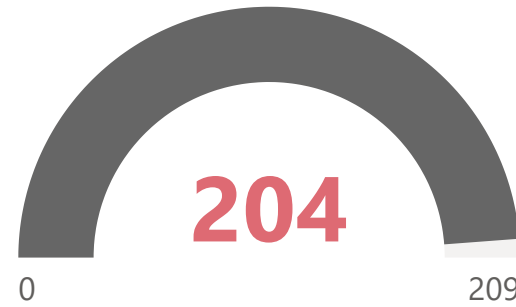
0.50



Product Metric Selection

- ☐ Total Orders
- ☐ Total profit
- ☐ Total Returns
- ☐ Total Revenue (Iterator Function)
- ☒ Return Rate

Total Orders and Order Target



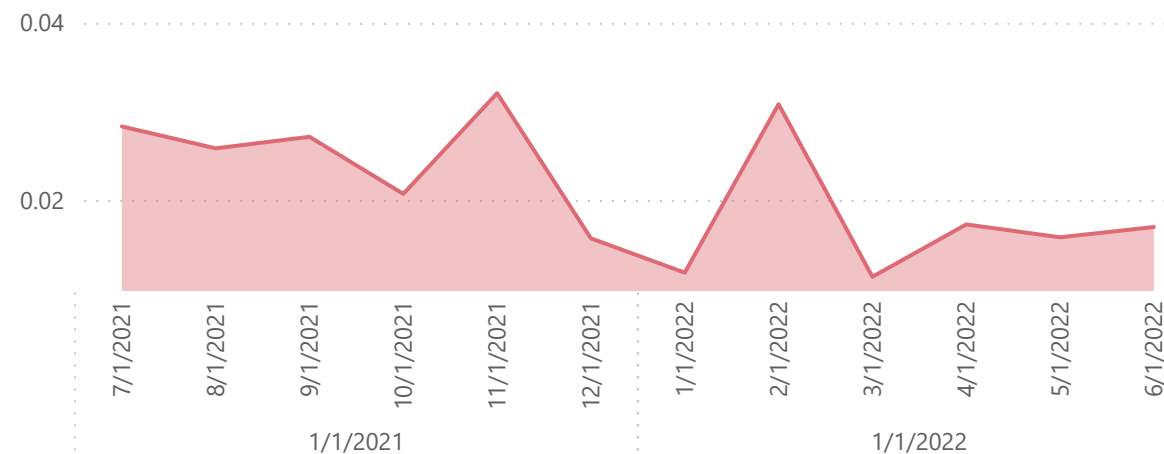
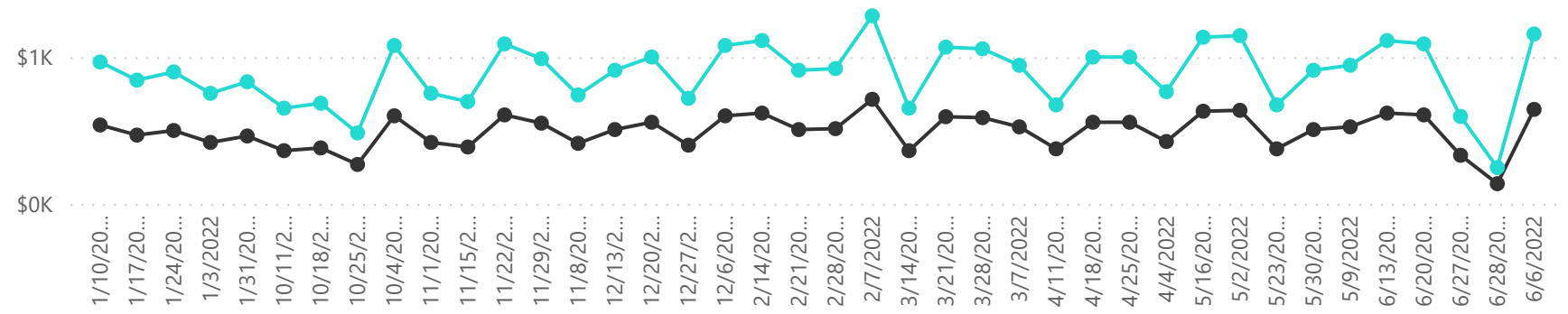
Total Revenue and Revenue Target



Total profit and Profit Target



● Total profit ● Adjusted Profit



At \$712.9218, 2/7/2022 had the highest Total profit and was 612.50% higher than 7/12/2021, which had the lowest Total profit at \$100.0592.

Total profit and total Adjusted Profit are positively correlated with each other.

Adjusted Profit and Total profit diverged the most when the Start of Week was 2/7/2022, when Adjusted Profit were \$569.43 higher than Total profit.



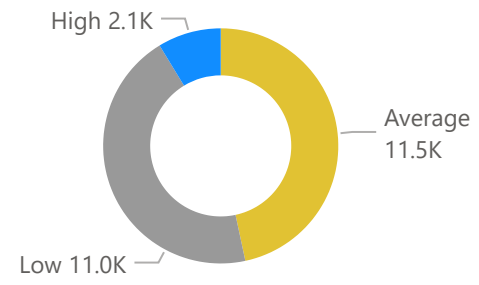
17.4K

UNIQUE CUSTOMERS

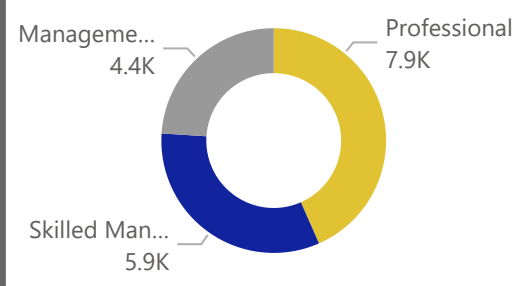
\$1.426K

Revenue Per Customer

Orders by Income Level



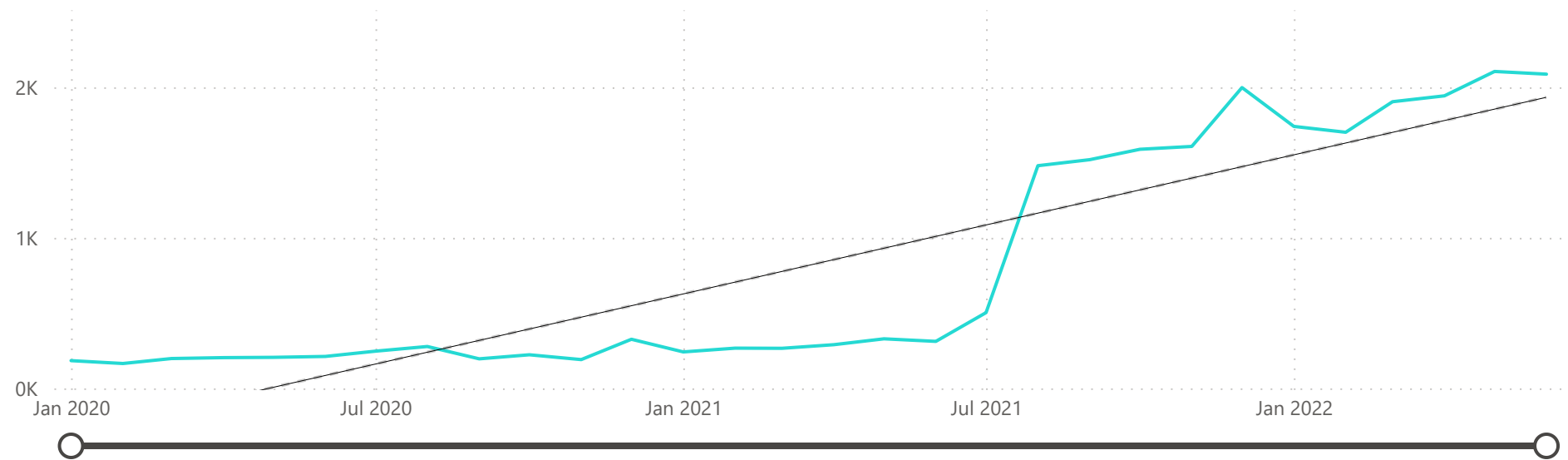
Orders by Occupation



Total Customers

Average revenue per cu...

Total Customers



Top 100 Customers

CustomerKey	Customer Full Name (DAX)	Orders	Total Revenue
11000	MR. JON YANG	2	\$4,621.3996
11001	MR. EUGENE HUANG	2	\$2,821.2122
11002	MR. RUBEN TORRES	2	\$4,466.8124
11003	MS. CHRISTY ZHU	2	\$4,532.9866
11004	MRS. ELIZABETH JOHNSON	2	\$4,533.0938
11005	MR. JULIO RUIZ	2	\$4,502.7596
11007	MR. MARCO MEHTA	2	\$4,555.7524
11008	MRS. ROBIN VERHOFF	2	\$4,467.7082
11009	MR. SHANNON CARLSON	2	\$4,471.3924
11010	MS. JACQUELYN SUAREZ	2	\$4,459.1008
11011	MR. CURTIS LU	2	\$4,487.1582
11012	MRS. LAUREN WALKER	2	\$91.1842
11013	MR. IAN JENKINS	1	\$41.6242
11014	MRS. SYDNEY BENNETT	2	\$190.8927
Total		25164	\$24,841,142.8093

2020

2022

Top Customer by Revenue

Multiple Customers

Full Name (Customer Detail)

Orders

Revenue

Total Orders (Cur...

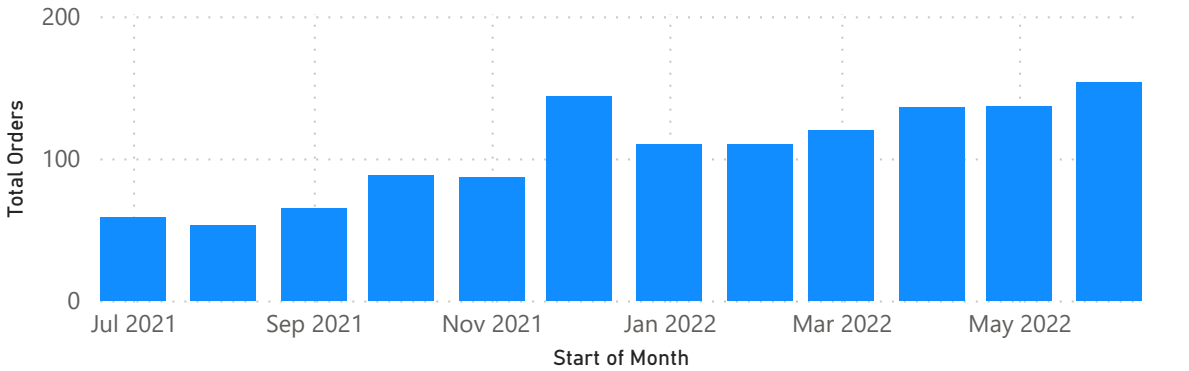
Total Revenue (C...



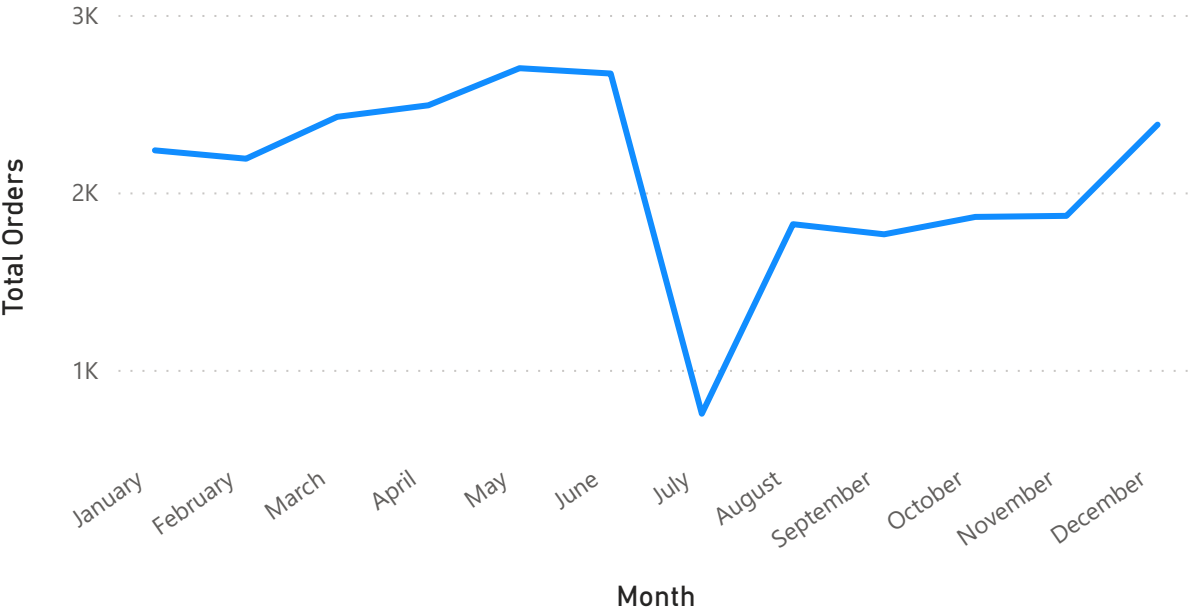
Among Customers This customer drove most revenue

Total Orders in Blue Bikes by start of month as column chart

Showing results for *Total Orders in Blue Bikes by calendar lookup start of month as column chart*



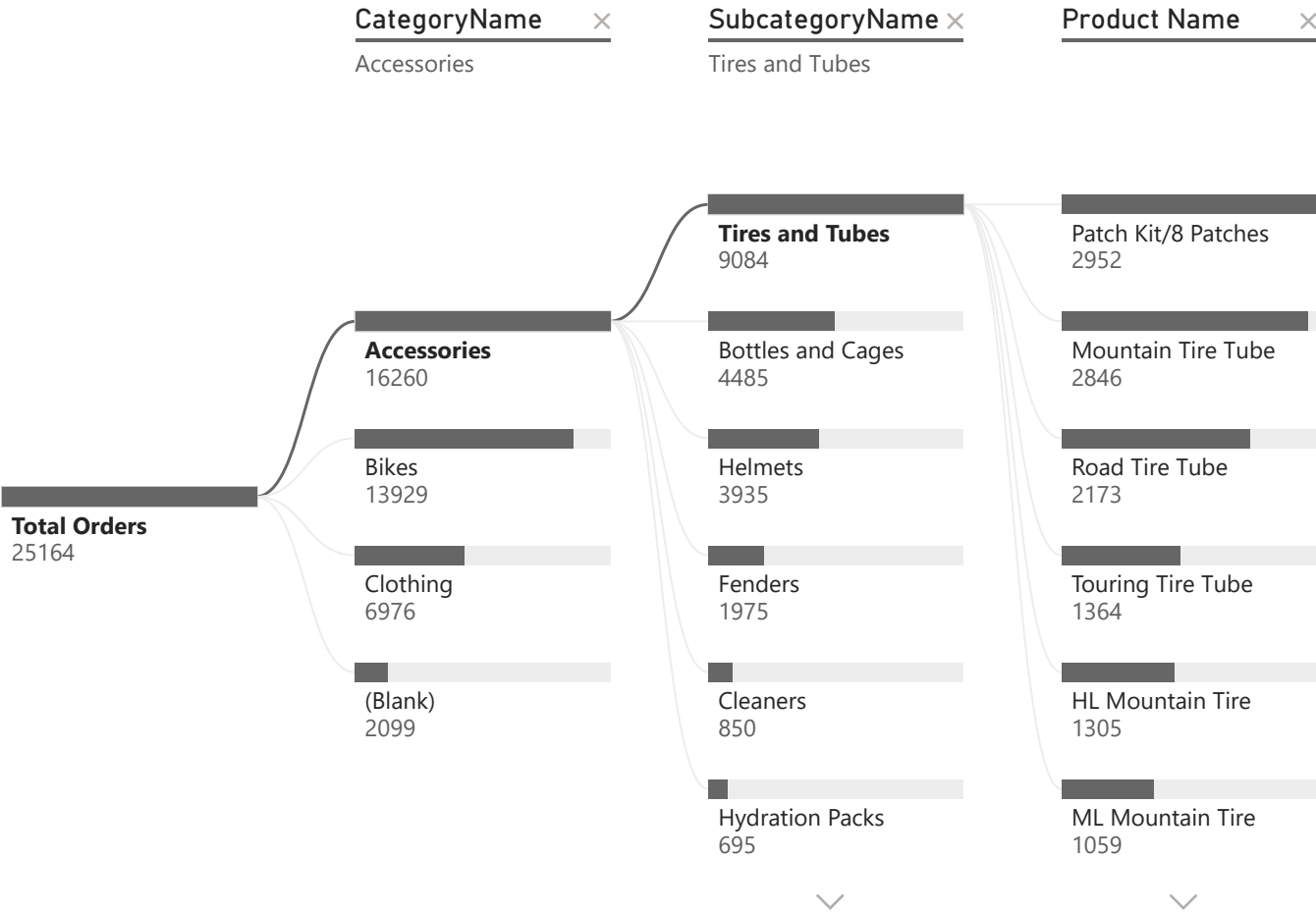
Total Orders by Month



CategoryName	Total Orders
	2099
Accessories	16260
Bikes	13929
Clothing	6976
Total	25164

Upper management approaches you asking: "The profit in certain month is unexpectedly high We need to know the rootcause driving that profit" This is a suitable scenario to use decomposition trees for root cause analysis.

25K
Total Orders

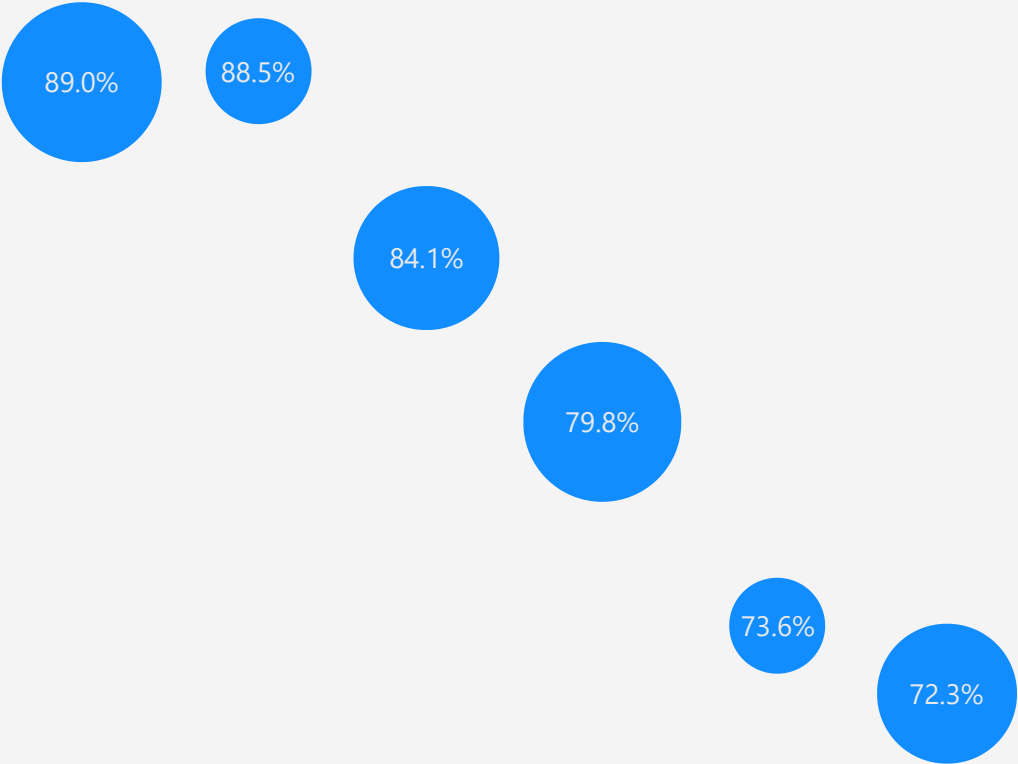


Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y and population size. Sel...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	89.0%	88.5%	84.1%	79.8%	73.6%	72.3%
Population count	1939	1291	1750	1925	1161	1684

Key influencers Top segments



When 'Analyze' is not summarized, the analysis always runs at the row level of its parent table. Changing this level via 'Expand by' fields is not allowed. Try using no fields in 'Expand by' or a summarized field/measure in 'Analyze'. [Learn more](#)

Key influencers Top segments



What influences Average Retail Price to ?

When...
Sum of Product Cost goes up 8570.75
....the average of Average Retail Price increases by
\$478.5

