



\$24.9M

Total Revenue

\$10.5M

Total Profit

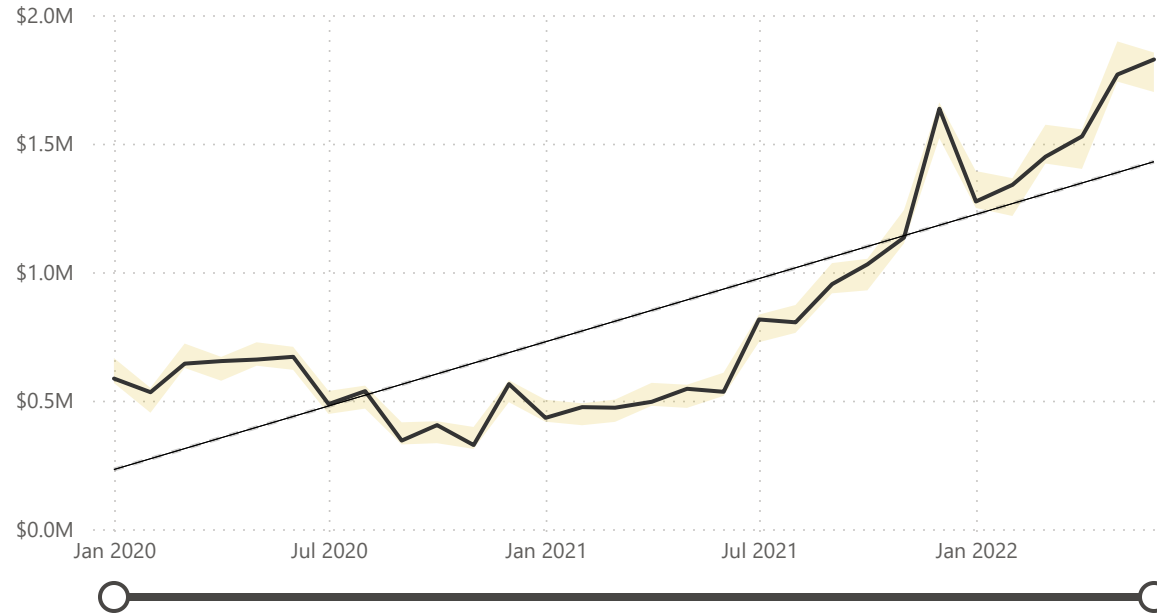
25.2K

Total Orders

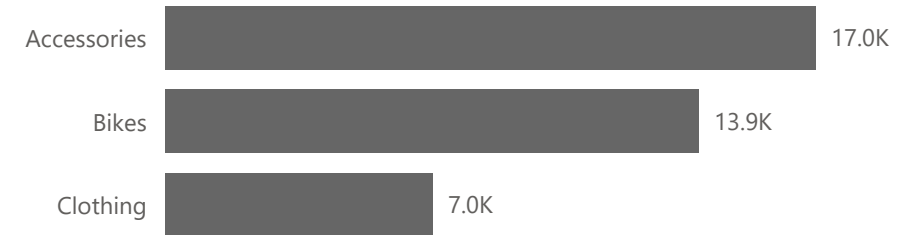
2.2%

Return Rate

Revenue Tranding



Orders by Category



ProductName	Orders	Revenue	% Returns
Water Bottle - 30 oz.	3,983.00	\$39,755	8.24%
Sport-100 Helmet, Red	2,099.00	\$73,444	3.87%
Sport-100 Helmet, Blue	1,995.00	\$67,120	3.65%
Sport-100 Helmet, Black	1,940.00	\$65,270	2.87%
Road Tire Tube	2,173.00	\$17,265	3.70%
Patch Kit/8 Patches	2,952.00	\$13,506	5.09%
Mountain Tire Tube	2,846.00	\$28,333	5.03%
Mountain Bottle Cage	1,896.00	\$38,062	4.09%
Fender Set - Mountain	1,975.00	\$87,041	2.99%
AWC Logo Cap	2,062.00	\$35,882	2.49%

Monthly Revenue

\$1.83M✓

Prev Month : 0M
(+1080957.48%)

Monthly Orders

2,146!

Prev Month : 2165 (-0.88%)

Monthly Returns

166✓

Prev Month : 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Continent



- Select all
- Europe
- North America
- Pacific

Total Orders by Country





Water Bottle - 30 oz.

Price Adjustment (%)

-0.50

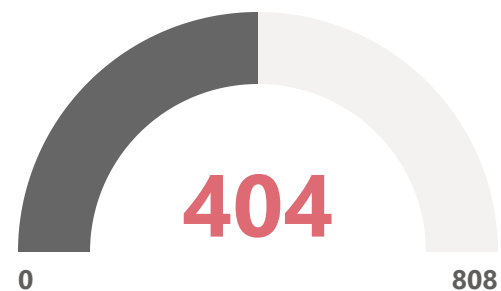


Product Metric Selection

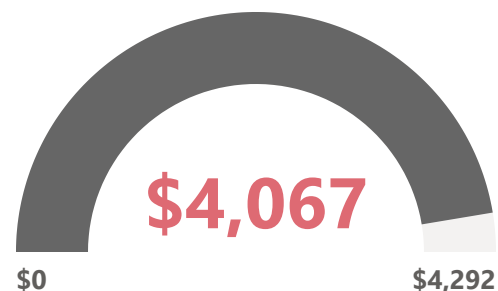
- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☒ Returns %



Monthly Order vs Target



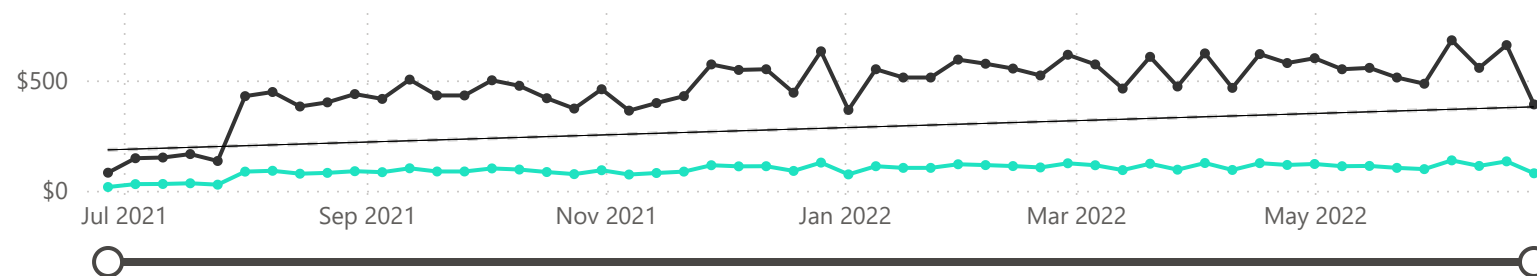
Monthly Revenue vs Target



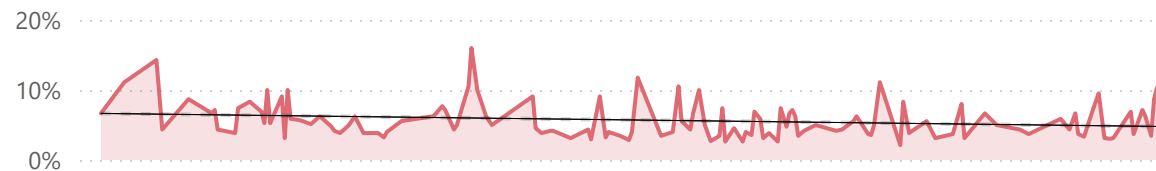
Monthly Profit vs Target



● Total Profit ● Adjusted Profit



Return Tranding



Report Summary

Total Orders for
Water Bottle - 30 oz. were **404**

Total Profit (380.77% increase)
and Adjusted Profit (380.77%
increase) both trended up
between Sunday, June 27, 2021
and Sunday, June 26, 2022.

Total Profit started trending up
on Sunday, January 23, 2022,



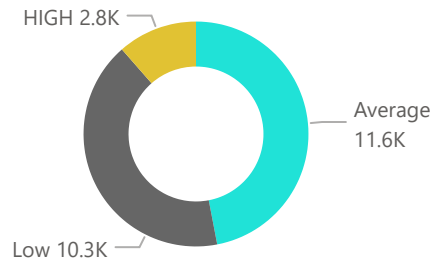
17.42K

Total Customers

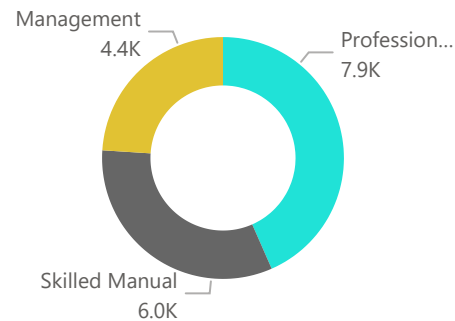
\$1,431

Avg Revenue per customer

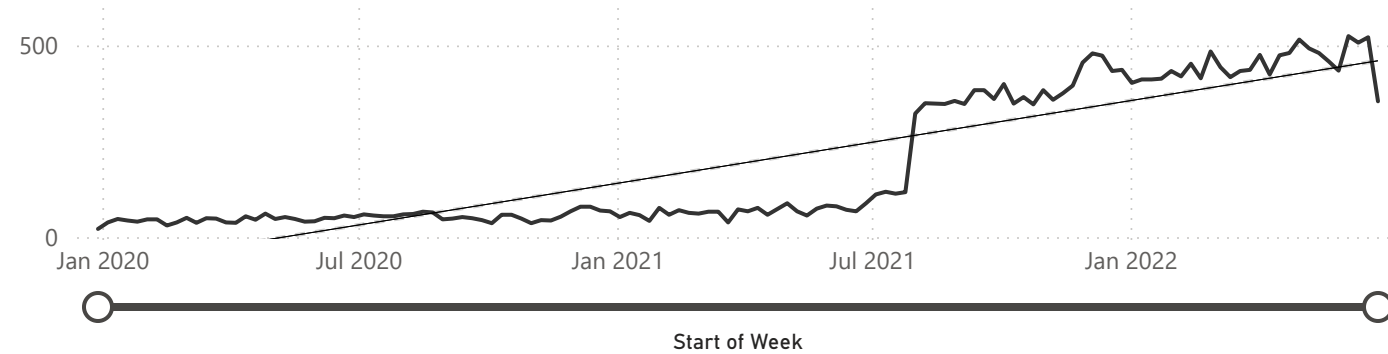
Orders by Income Level



Orders by Occupation



Weekly Customers



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
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
11505	Ms. Jasmine Powell	16	\$1,104
11619	Ms. Sierra Young	16	\$813
11631	Mr. Antonio Bennett	16	\$1,001
11019	Mr. Luke Lal	15	\$962
11142	Mr. Eduardo Patterson	15	\$1,117
11212	Mrs. Chloe Campbell	15	\$970

Year

2020

2022

Top customer (by Revenue) :

Mr. Maurice Shan

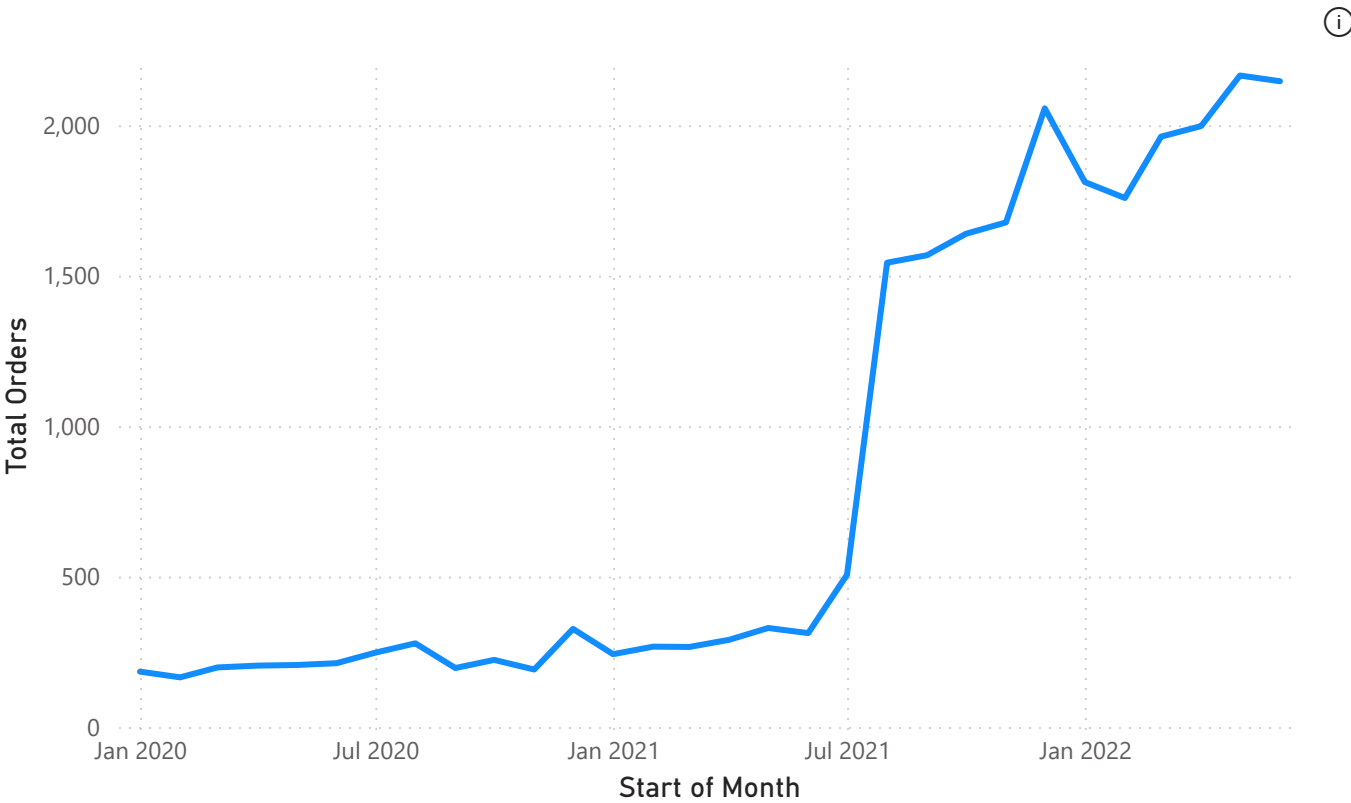
Purchases :

6

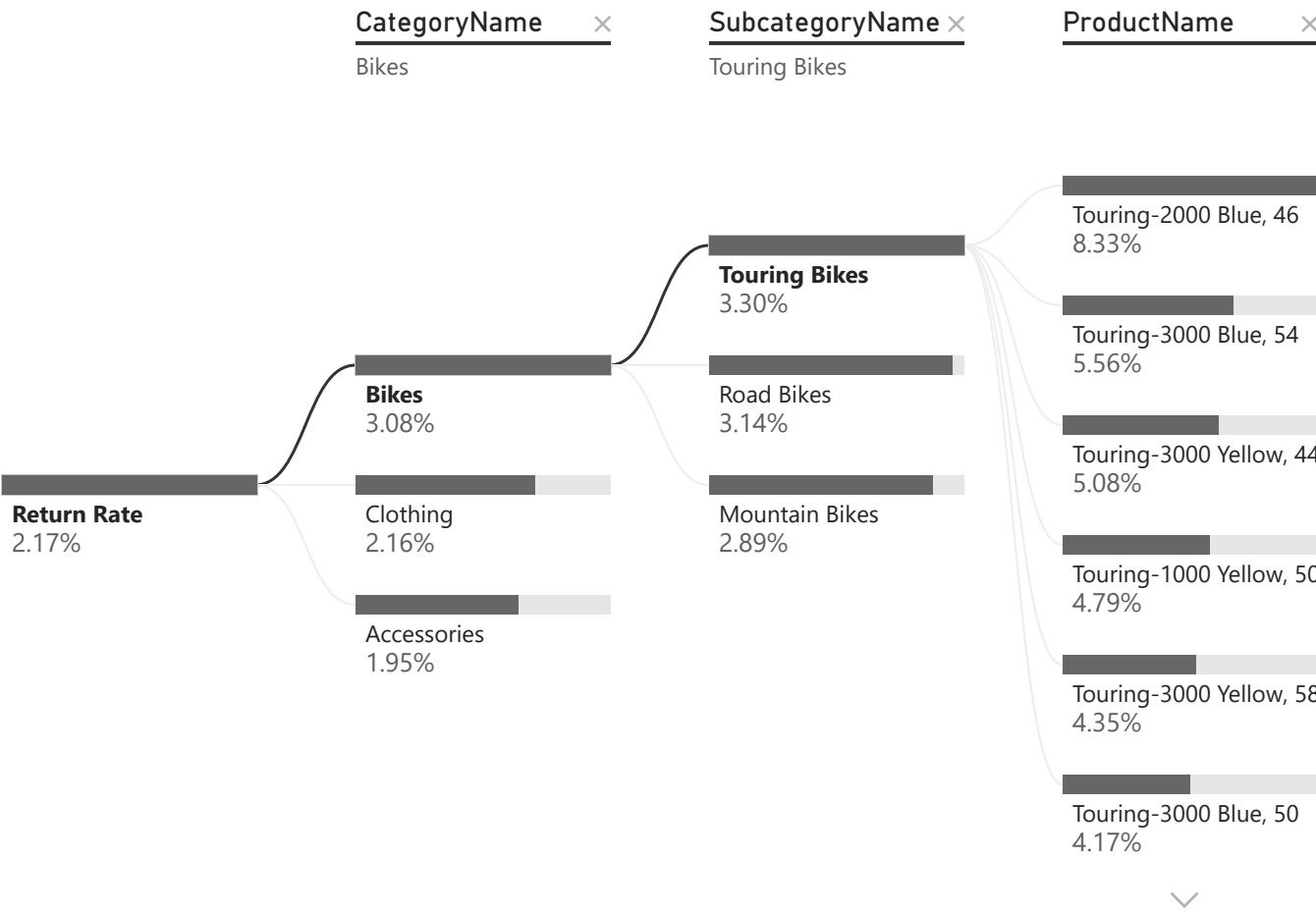
Revenue :

\$12.41K

Showing results for *Total orders sorted by calendar lookup start of month*



CategoryName	Total Orders
Accessories	16,983
Bikes	13,929
Clothing	6,976
Total	25,164



Year	Total Orders	Running sum	CategoryName	Total Revenue	Total Cost	Total Profit
[-] 2022	11,839	25,164.00	[+] Accessories	\$906,673	\$336,913	\$569,760
6/1/2022	2,146	25,164.00	[+] Bikes	\$23,642,495	\$13,916,327	\$9,726,168
5/1/2022	2,165	23,018.00	[-] Clothing	\$365,419	\$203,632	\$161,787
4/1/2022	1,997	20,853.00	[+] Caps	\$35,882	\$23,682	\$12,200
3/1/2022	1,962	18,856.00	[-] Gloves	\$62,261	\$25,683	\$36,578
2/1/2022	1,758	16,894.00	Half-Finger Gloves, L	\$19,780	\$8,159	\$11,621
1/1/2022	1,811	15,136.00	Half-Finger Gloves, M	\$21,617	\$8,917	\$12,700
			Half-Finger Gloves, S	\$20,864	\$8,606	\$12,258
[-] 2021	10,695	13,325.00	[-] Jerseys	\$158,565	\$113,609	\$44,956
12/1/2021	2,056	13,325.00	Long-Sleeve Logo Jersey, L	\$20,381	\$13,451	\$6,930
11/1/2021	1,677	11,269.00	Long-Sleeve Logo Jersey, M	\$19,611	\$12,944	\$6,667
10/1/2021	1,639	9,592.00	Long-Sleeve Logo Jersey, S	\$18,842	\$12,436	\$6,406
9/1/2021	1,568	7,953.00	Long-Sleeve Logo Jersey, XL	\$18,314	\$12,087	\$6,227
8/1/2021	1,543	6,385.00	Short-Sleeve Classic Jersey, L	\$19,328	\$14,883	\$4,445
7/1/2021	506	4,842.00	Short-Sleeve Classic Jersey, M	\$20,462	\$15,756	\$4,706
6/1/2021	312	4,336.00	Short-Sleeve Classic Jersey, S	\$20,948	\$16,130	\$4,818
5/1/2021	329	4,024.00	Short-Sleeve Classic Jersey, XL	\$20,678	\$15,922	\$4,756
4/1/2021	290	3,695.00	[+] Shorts	\$66,071	\$24,710	\$41,361
3/1/2021	266	3,405.00	[+] Socks	\$9,556	\$3,574	\$5,982
2/1/2021	267	3,139.00	[+] Vests	\$33,084	\$12,373	\$20,711
1/1/2021	242	2,872.00	Total	\$24,914,587	\$14,456,871	\$10,457,716
[-] 2020	2,630	2,630.00				
12/1/2020	326	2,630.00				
11/1/2020	191	2,304.00				
10/1/2020	223	2,113.00				
9/1/2020	196	1,890.00				
8/1/2020	278	1,694.00				
7/1/2020	247	1,416.00				
6/1/2020	212	1,169.00				
5/1/2020	206	957.00				
4/1/2020	204	751.00				
3/1/2020	198	547.00				
2/1/2020	165	349.00				
1/1/2020	184	184.00				
Total	25,164	25,164.00				

Percent of grand total by Occupation

