



Total Revenue

\$3.8M

Total Profit

\$1.6M

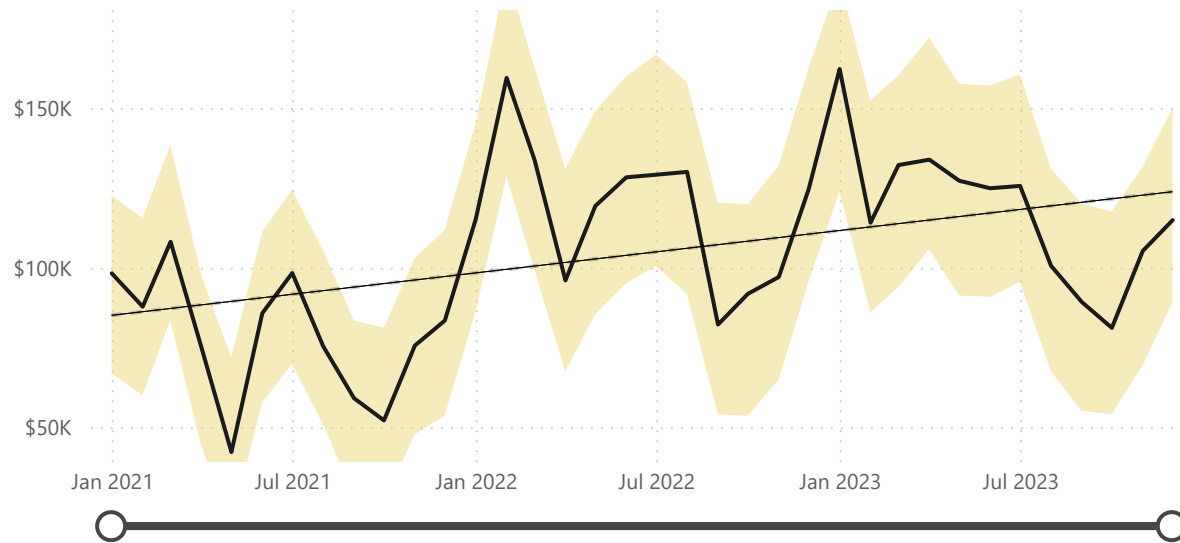
Total Orders

6.0K

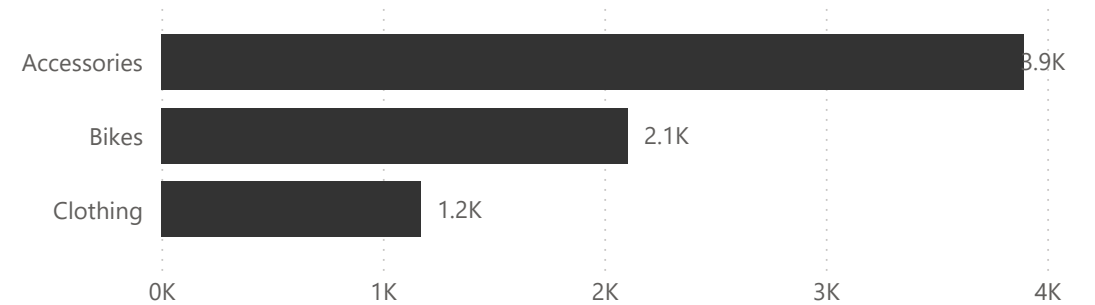
Return Rate

5.4%

Revenue Trending



Orders by Category



Top 10 Products	Orders	Revenue	Return %
AWC Logo Cap	329	\$5,722	3.02%
Fender Set - Mountain	301	\$12,770	4.13%
Mountain Bottle Cage	295	\$5,894	6.10%
Mountain Tire Tube	412	\$4,052	4.68%
Patch Kit/8 Patches	450	\$2,075	4.42%
Road Tire Tube	316	\$2,506	3.03%
Sport-100 Helmet, Black	296	\$9,959	7.09%
Sport-100 Helmet, Blue	298	\$10,026	7.72%
Sport-100 Helmet, Red	327	\$11,442	8.26%
Water Bottle - 30 oz.	673	\$6,702	4.77%

Monthly Revenue

\$0.11M✓
Prev Month: \$0.11M (+9.16%)

Monthly Orders

239✓
Prev Month: 212 (+12.74%)

Monthly Returns

34✓
Prev Month: 39 (+12.82%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

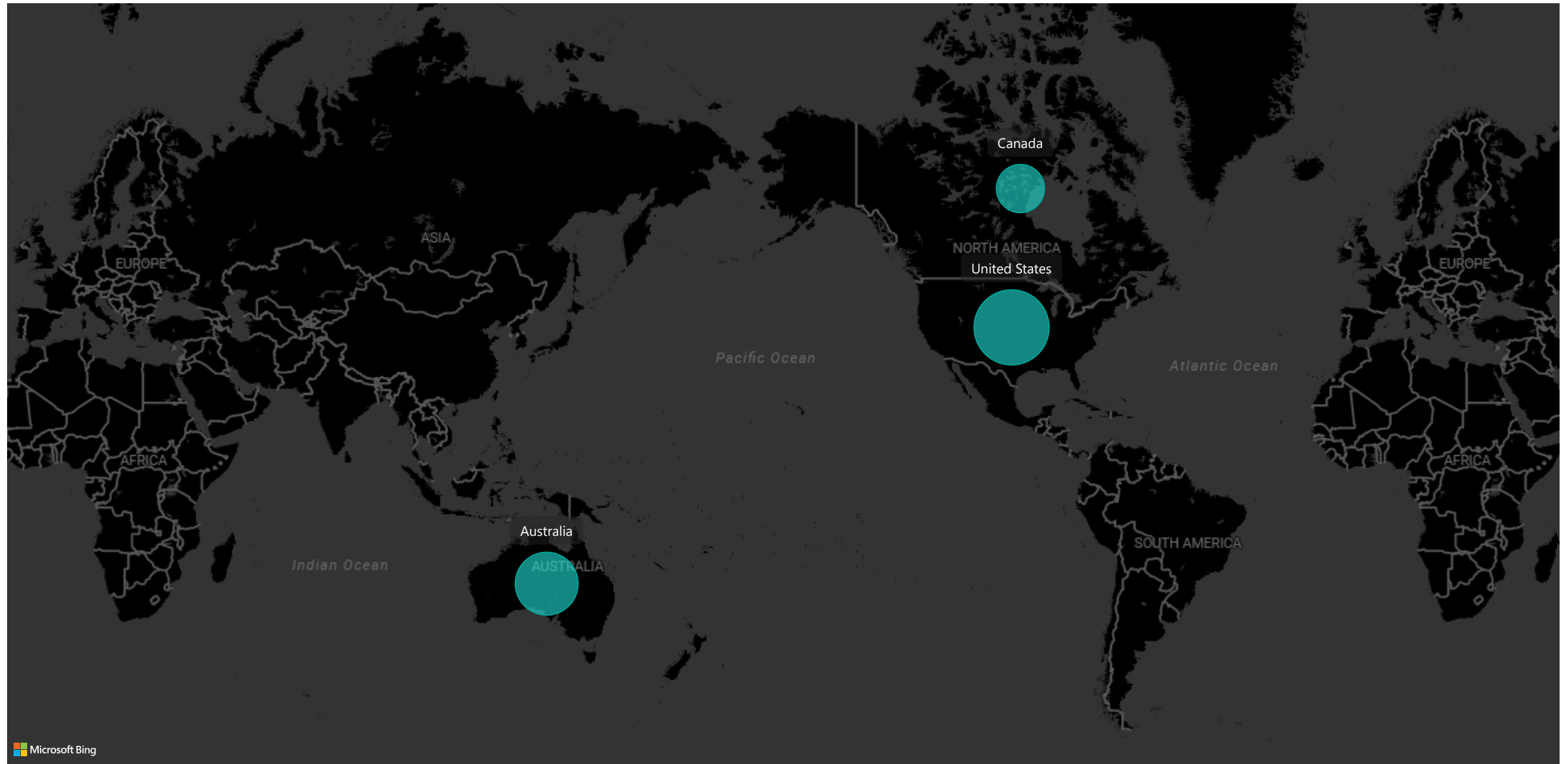
Shorts

Select all

Europe

North America

Pacific





Selected Product:

Road Tire Tube

Monthly Orders vs Target



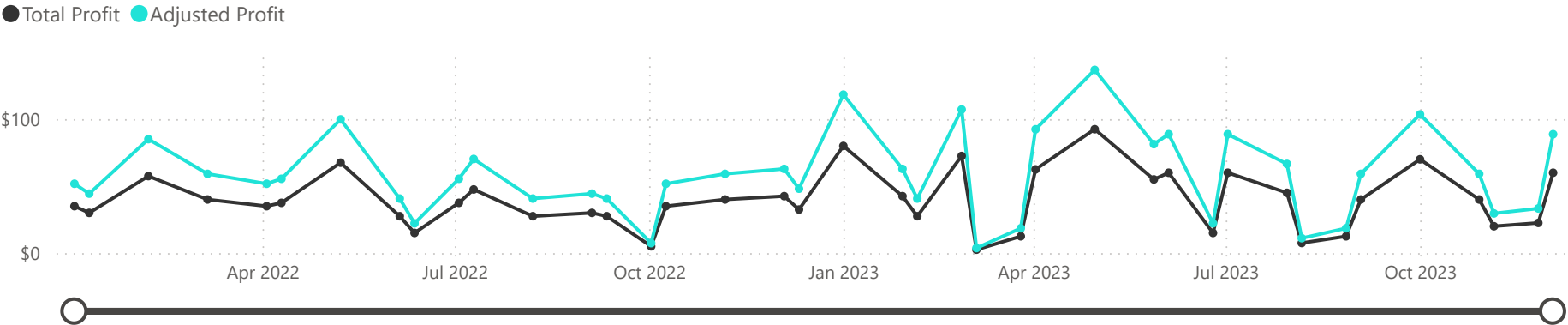
Monthly Revenue vs Target



Monthly Profit vs Target



Profit Trending



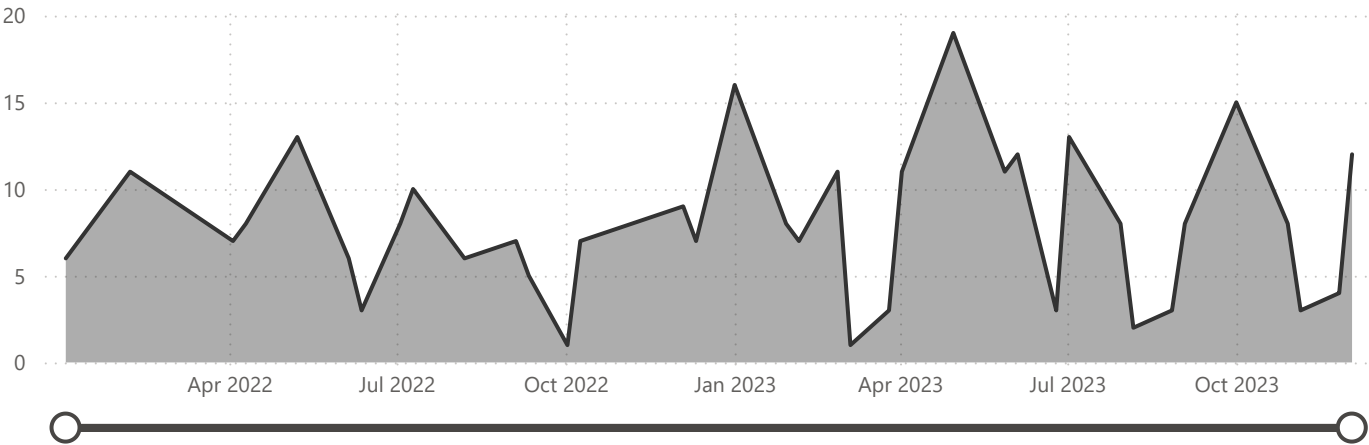
Adjusted Price (%)

0.30



Product Metric Selection

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



Report Summary

Total orders for **Road Tire Tube** were **316**

Adjusted Profit (71.43% increase) and Total Profit (71.43% increase) both trended up between [Sunday, January 2, 2022](#) and [Sunday, December 3, 2023](#).



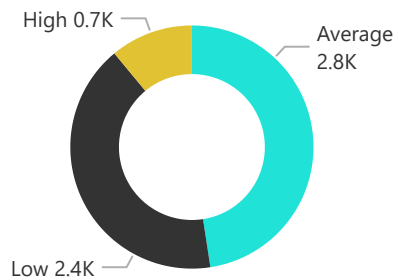
5,485

CUSTOMERS

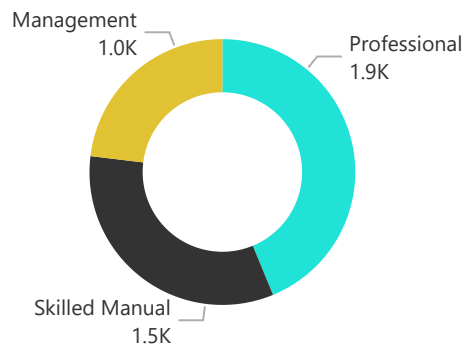
\$685

REVENUE PER CUSTOMER

Orders by Income



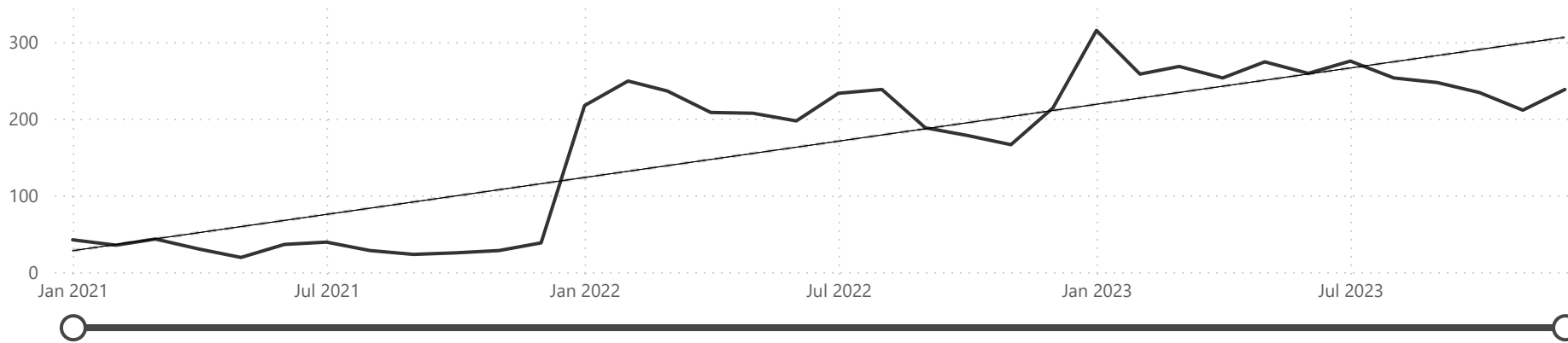
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



Top 100 Customers

CustomerKey	Full Name	Total Orders	Total Revenue
11262	Mrs. Jennifer Simmons	9	\$215
11287	Mr. Henry Garcia	9	\$344
11277	Mr. Charles Jackson	8	\$290
11330	Mr. Ryan Thompson	8	\$296
11331	Mrs. Samantha Jenkins	8	\$399
11566	Ms. April Shan	8	\$282
11091	Mr. Dalton Perez	7	\$280
11300	Mr. Fernando Barnes	7	\$348
11711	Mr. Daniel Davis	7	\$297
11185	Mrs. Ashley Henderson	6	\$271
11211	Mrs. Samantha Russell	6	\$233
11505	Ms. Jasmine Powell	6	\$246
11530	Mr. Andrew Martinez	6	\$297
11176	Mr. Mason Roberts	5	\$276
11223	Mrs. Hailey Patterson	5	\$215
11222	Mr. James Giff	4	\$226
Total		964	\$7,82,013

2021

2023

Top Customer (by Revenue):

Mrs. Mackenzie Ramirez

Orders:


3

Revenue:

\$6,941



Among Customers and skilled Manual in 2022, Mr. Ruben Suarez drove the most revenue at \$4683

**Sign in for enhanced options** You'll have access to synonym suggestions that improve Q&A results.



Sign in

Add synonyms on your own

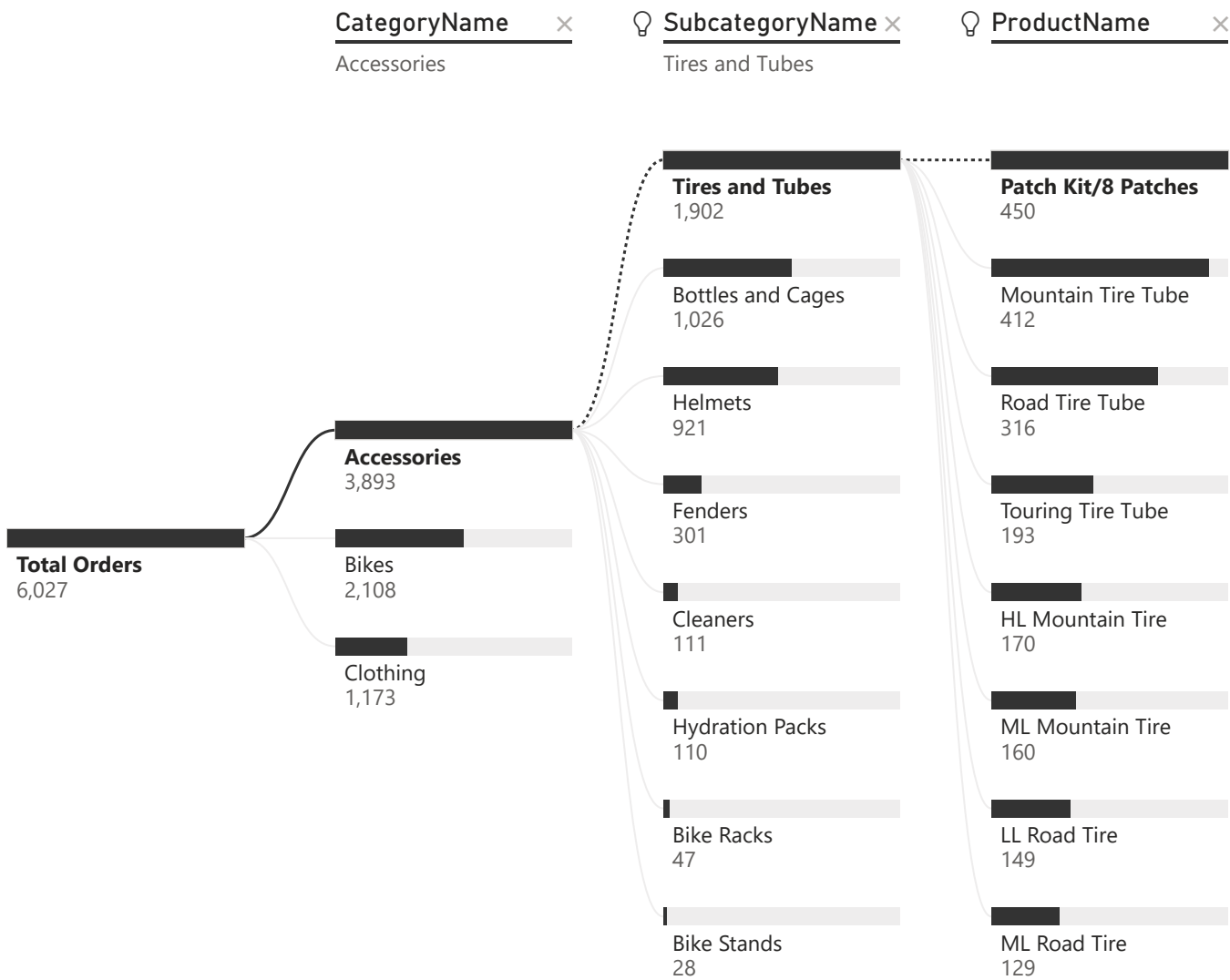


total orders of Blue Bikes for year 2022



CategoryName	Total Orders
 Accessories	3,893
 Bikes	2,108
Black	785
Blue	185
Red	274
Silver	384
Total	6,027





6,027

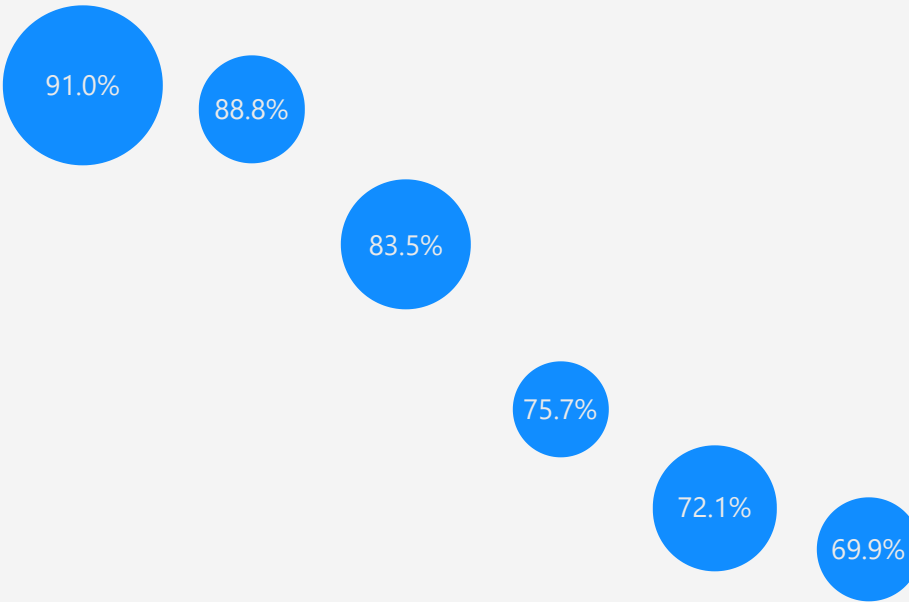
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 7 segments and ranked them by % HomeOwner is Y and populat...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment
% HomeOwner...	91.0%	88.8%	83.5%	75.7%	72.1%	69.9%
Population count	2552	1304	1868	1066	1748	1279

Key influencers Top segments



What influences Average Retail Price to ?

