



\$24.9M

REVENUE

\$10.5M

PROFIT

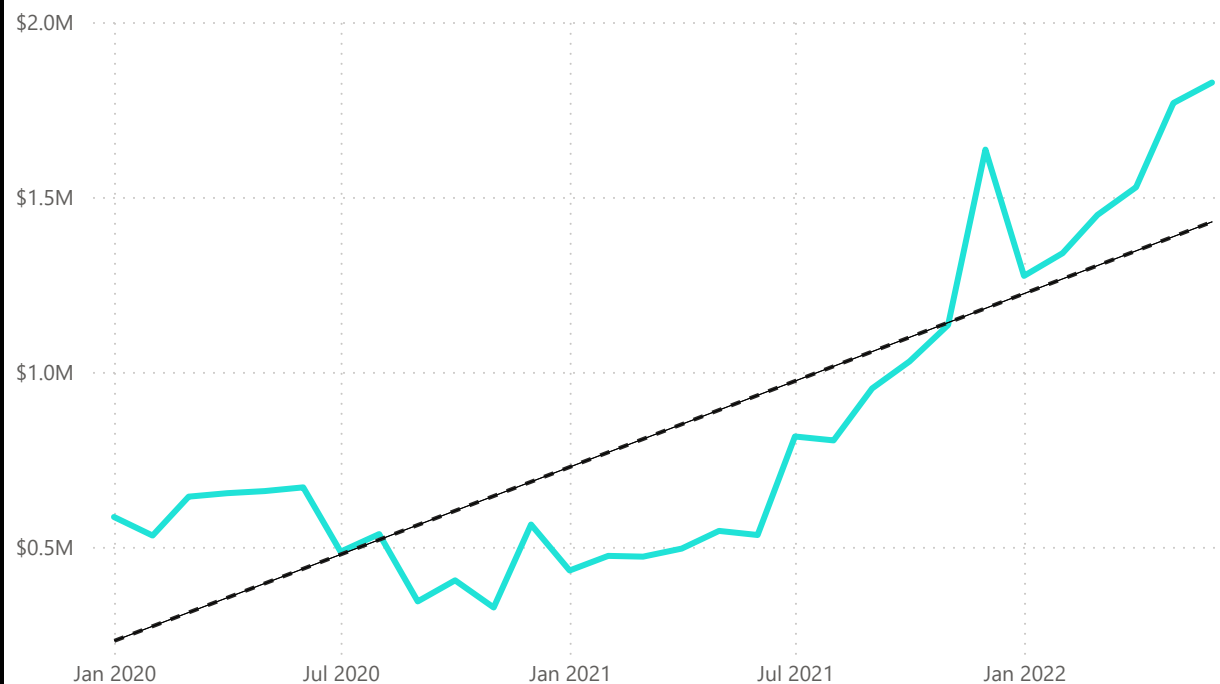
25.2K

ORDERS

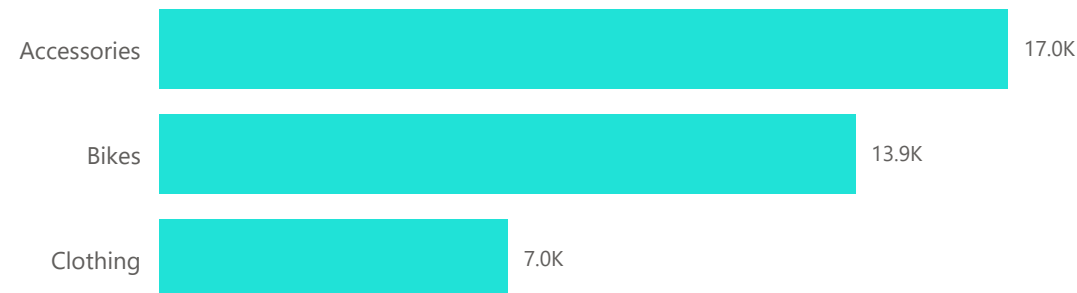
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%

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%)

Most Order Product Type:

Tires and Tubes

Most Returned Product Type:

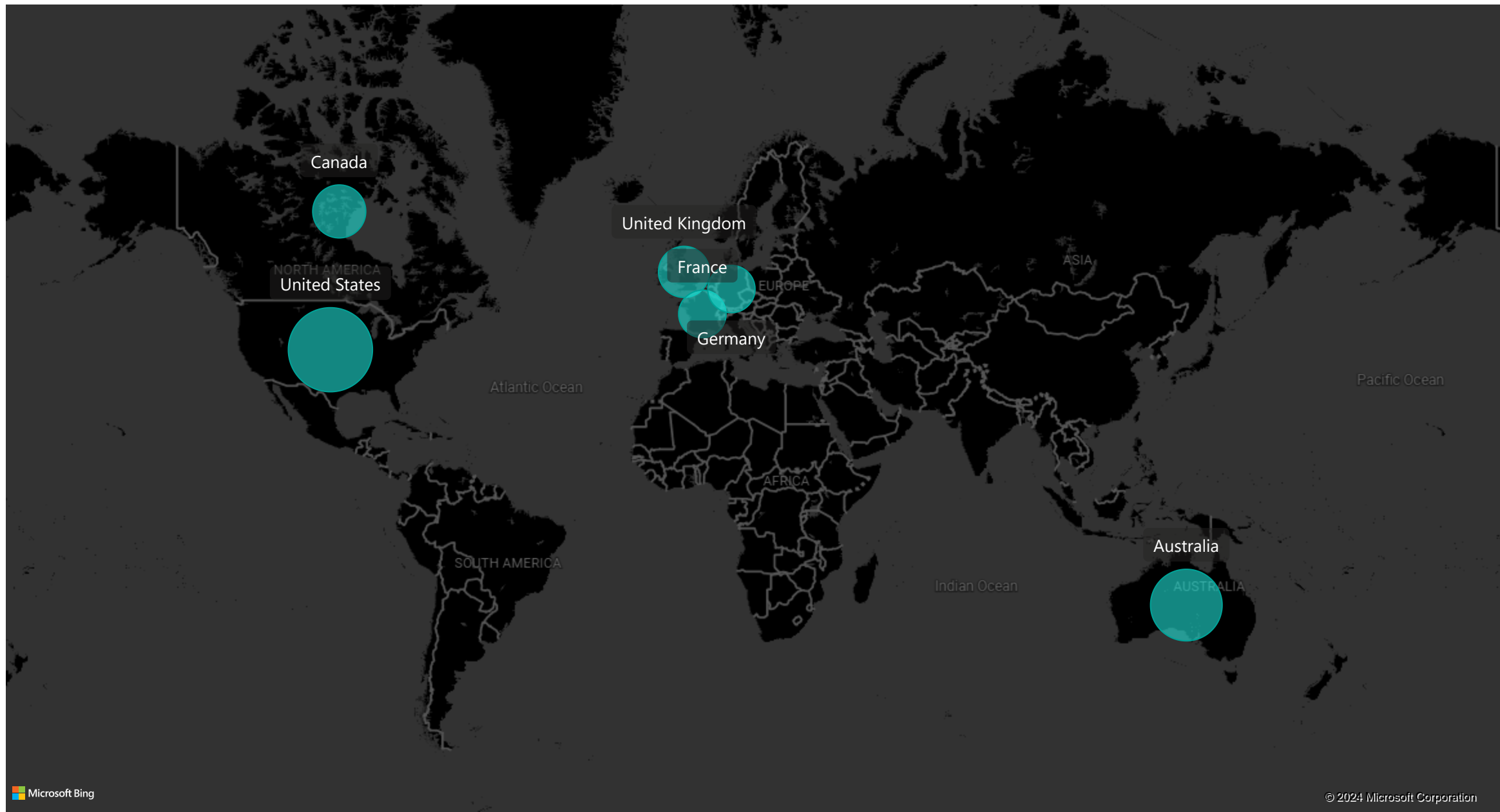
Shorts

Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

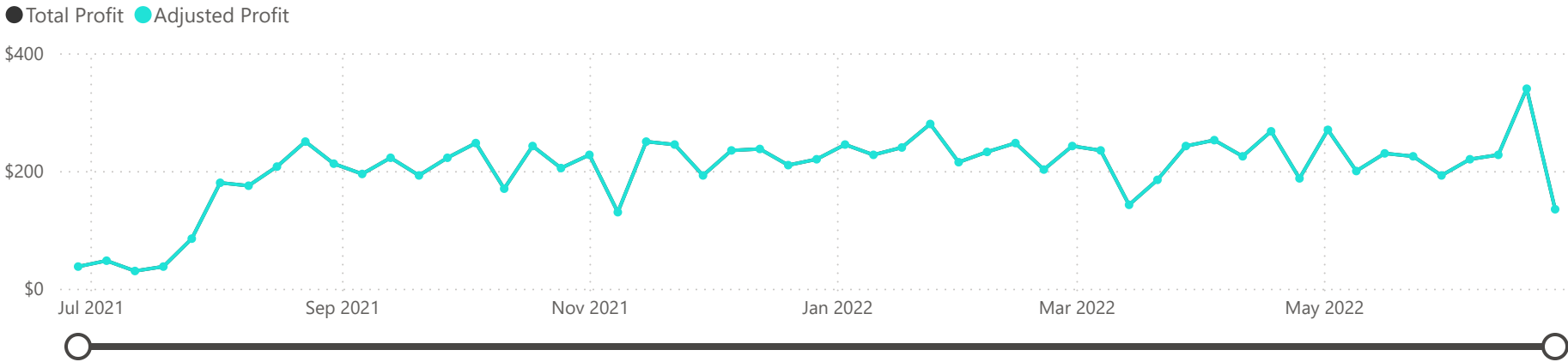


Price Adjustment (%)

0.00

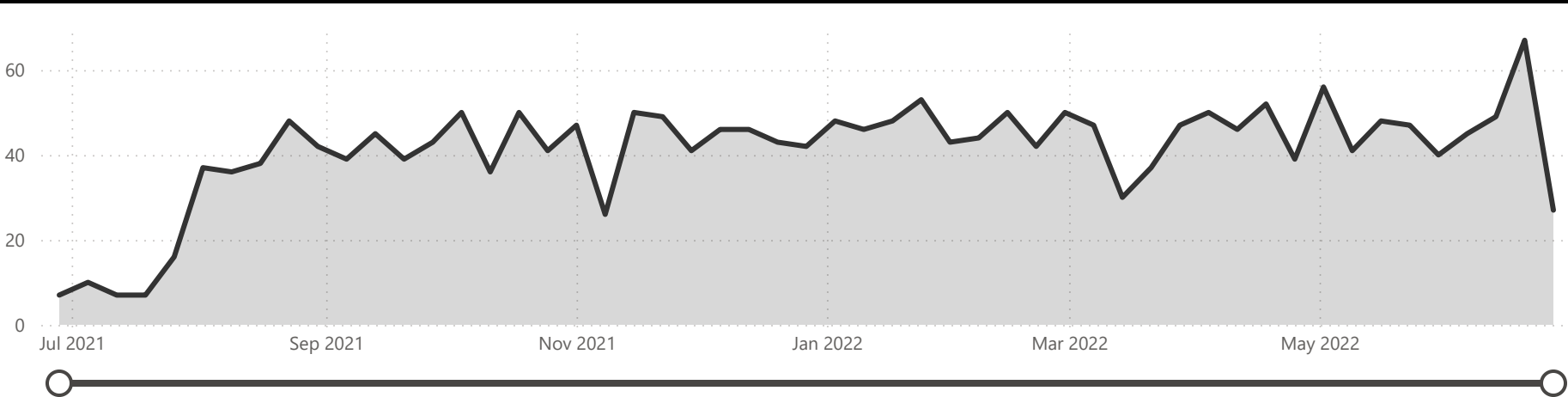


Profit Trending



Product Metric Selection

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





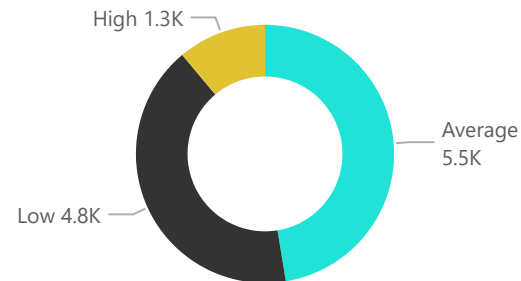
10.5K

UNIQUE CUSTOMERS

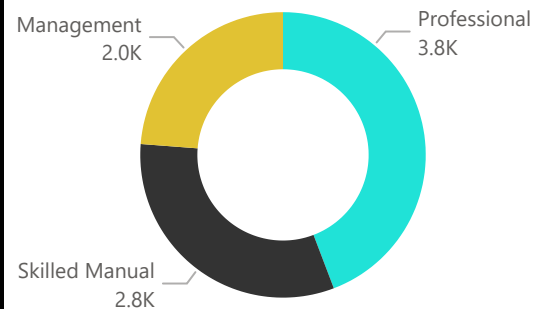
\$875

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



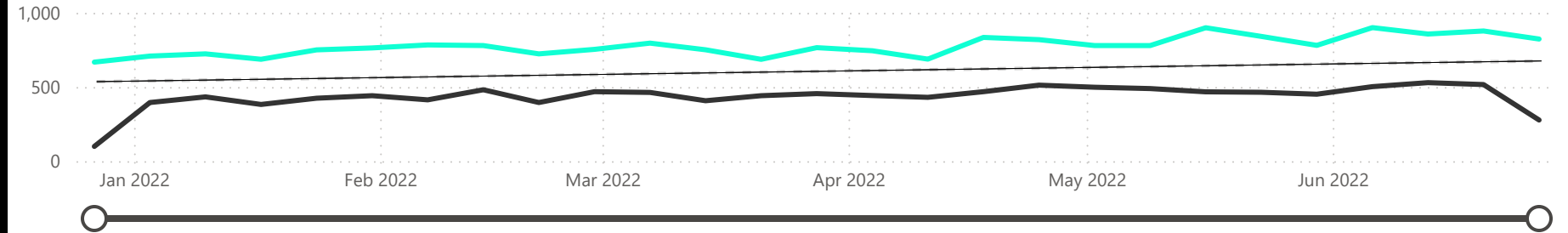
Select all

Total Customers

Revenue Per Customer

Revenue Per Customer

● Total Customers ● Revenue Per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Total Revenue
12936	Renee Moreno	4	\$335
13179	Mr. Adrian Sanchez	3	\$153
13008	Mr. Alberto Muñoz	3	\$210
11530	Mr. Andrew Martinez	5	\$320
11631	Mr. Antonio Bennett	7	\$375
13707	Mr. Austin Smith	3	\$202
11748	Mr. Blake Hill	3	\$95
12892	Mr. Brian Peterson	3	\$332
14077	Mr. Bryan Townsend	4	\$271
13466	Mr. Bryce James	3	\$186
11277	Mr. Charles Jackson	13	\$944
11677	Mr. Charles Walker	4	\$330
14313	Mr. Christian Smith	3	\$254
11091	Mr. Dalton Perez	13	\$845
11711	Mr. Daniel Davis	13	\$852
13954	Mr. Eddie Ramos	3	\$200
Total		646	\$76,869

Year

2022

2022

Top Customer By Revenue:

Mr. Jordan Turner

Orders:

5

Revenue:

\$6,802



Among customers in skilled manual roles in 2022, Ruben Suarez drove most revenue