



24,9M€

REVENUE

10,5M€

PROFIT

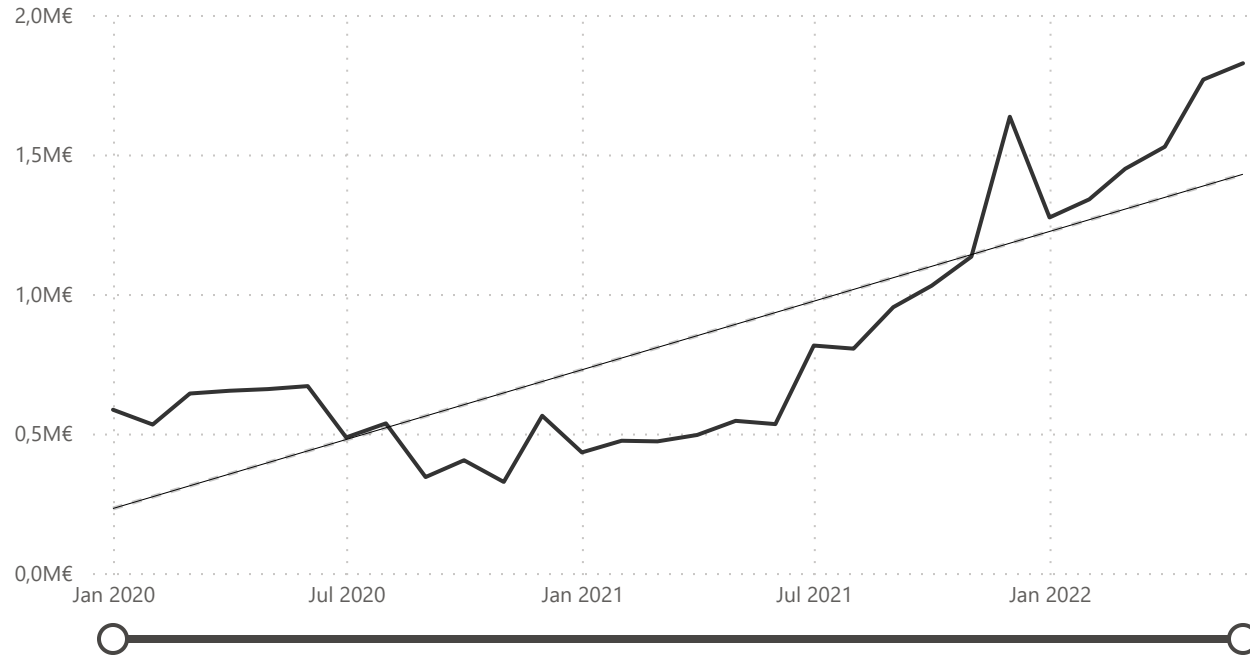
25,2K

ORDERS

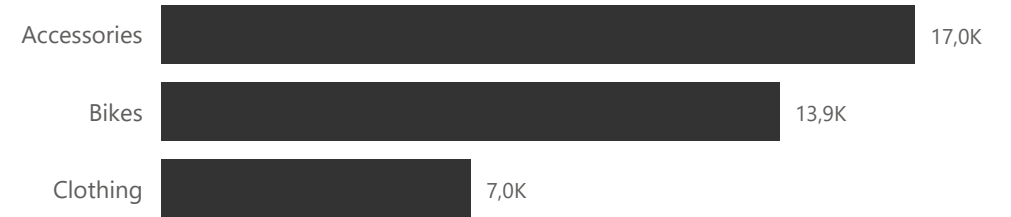
2,2 %

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
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 %

Monthly Revenue

1,83M€✓

Prev. Month: 1,77M€ (+3.31%)

Monthly Orders

2.146!

Prev. Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev. Month: 1.768.432,5069 €
(+99.99%)

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. Targets



Monthly Revenue vs. Targets



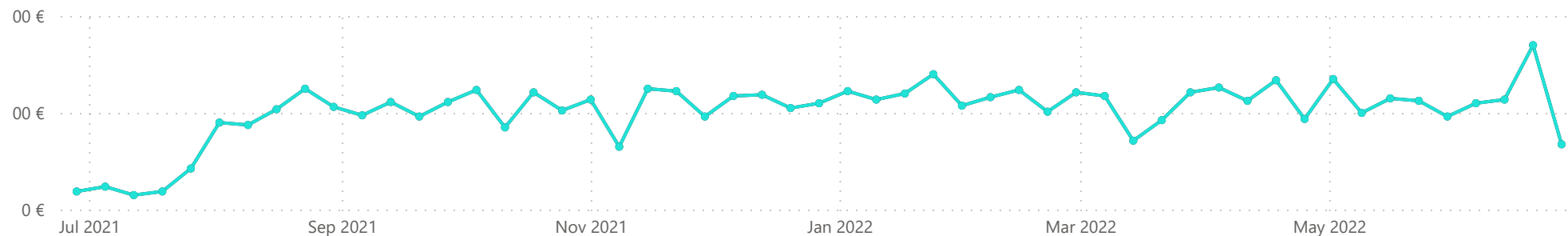
Monthly Profit vs. Targets



Price Adjustment (%)

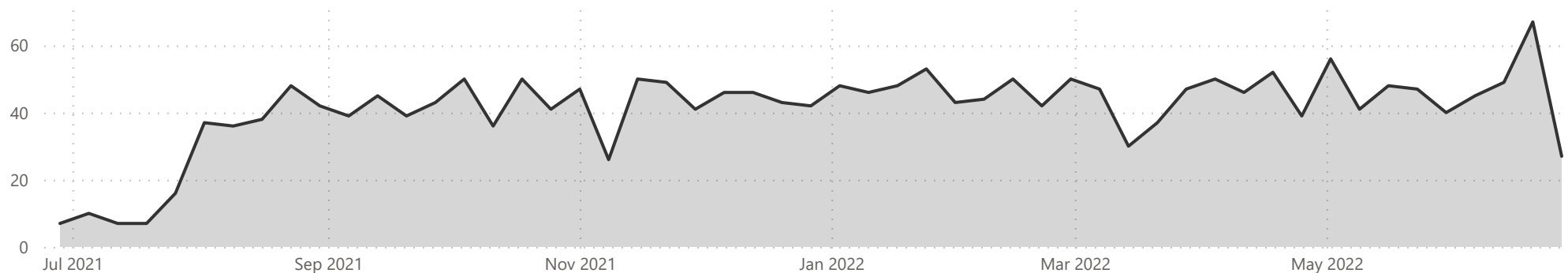
0,00

▼ Total Profit Adjusted Profit



Product Metric Sele... ▼

- Orders
- Revenue
- Profit
- Returns
- Return %





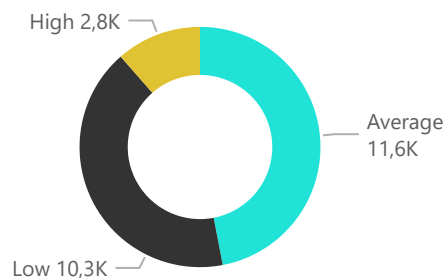
17,4K

UNIQUE CUSTOMER

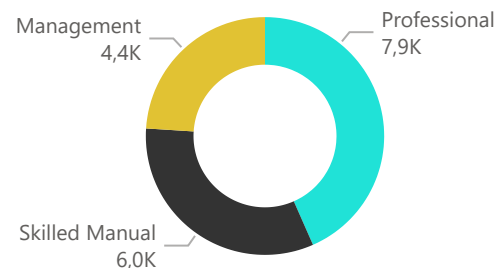
1.431 €

REVENUE PER CUSTOMER

Orders by Income Level

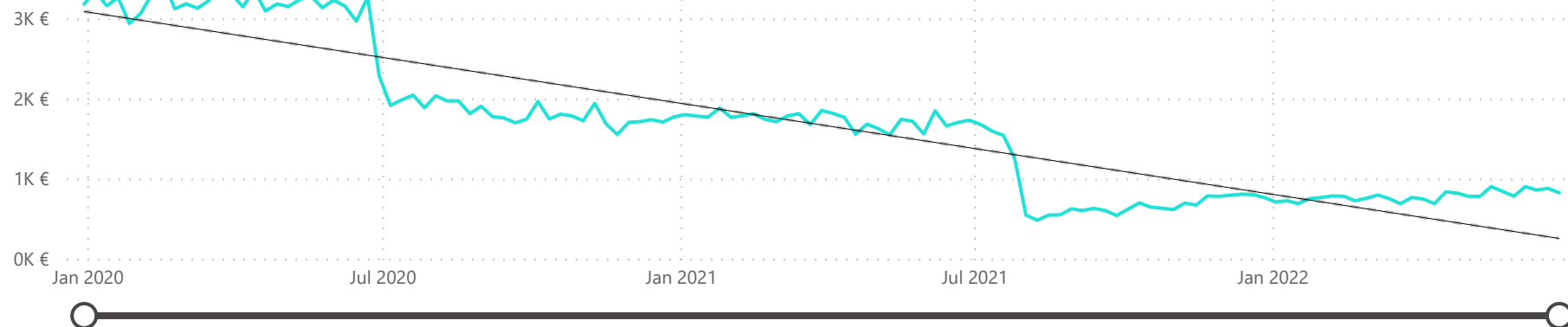


Orders by Occupation



Total Customer

Revenue Per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	12.408 €
11439	Mrs. Janet Munoz	6	12.015 €
11241	Mrs. Lisa Cai	7	11.330 €
11417	Mrs. Lacey Zheng	7	11.086 €
11420	Mr. Jordan Turner	7	11.022 €
11242	Mr. Larry Munoz	7	10.852 €
13263	Mrs. Kate Anand	4	10.437 €
12655	Mr. Larry Vazquez	4	10.395 €
11425	Mrs. Ariana Gray	6	10.391 €
12631	Mr. Clarence Gao	4	10.332 €
12650	Mr. Aaron Wright	4	10.329 €
13405	Mr. Ethan Bryant	4	10.309 €
11429	Mr. Marco Lopez	6	10.290 €
12632	Mrs. Bonnie Nath	4	10.283 €
11245	Mr. Ricky Vazquez	4	10.166 €
11237	Mr. Clarence Anand	4	10.065 €
11428	Mrs. Deanna Perez	4	9.762 €
Total		1.272	615.329 €

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12,4K€