



\$24.9M

REVENUE

\$10.5M

PROFIT

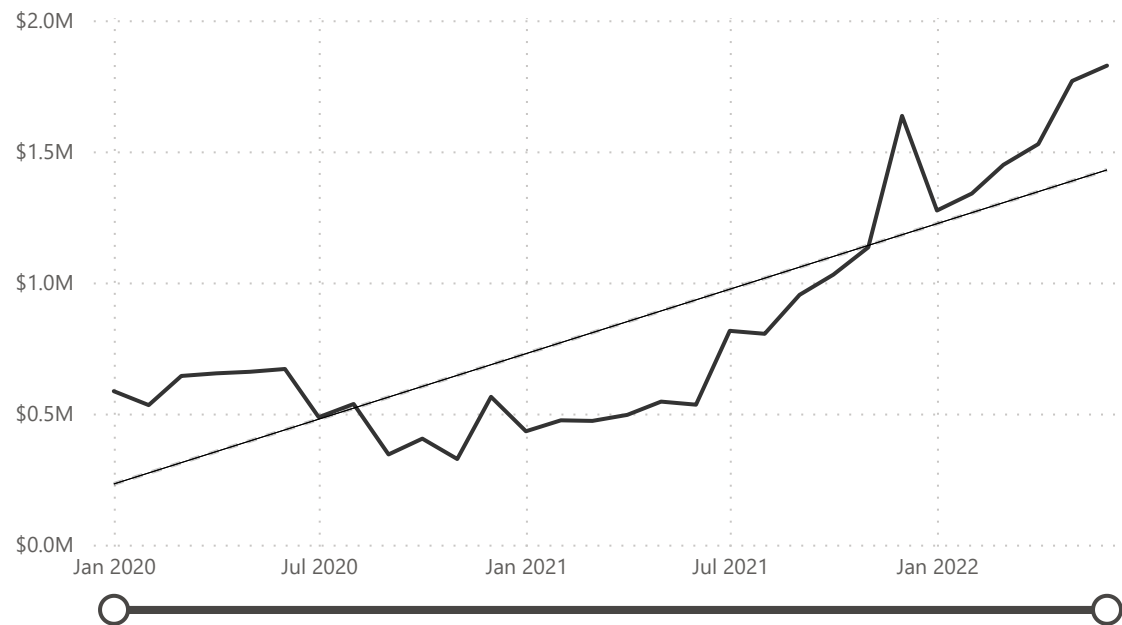
25.2K

ORDERS

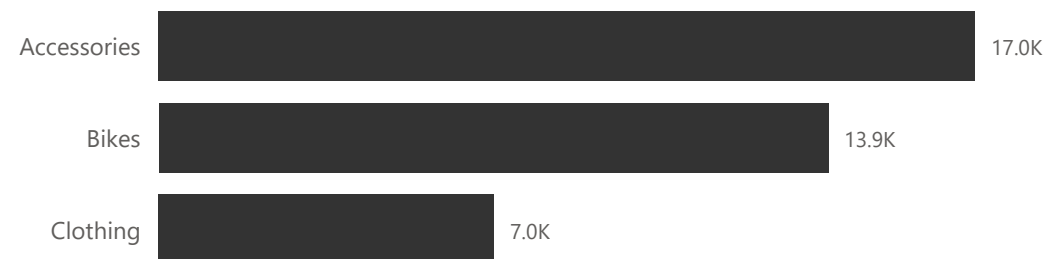
2.2%

RETURN RATE

Revenue Trend Chart



Orders by Category



Top 10 Products

	Orders	Revenue	Return Rate
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: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

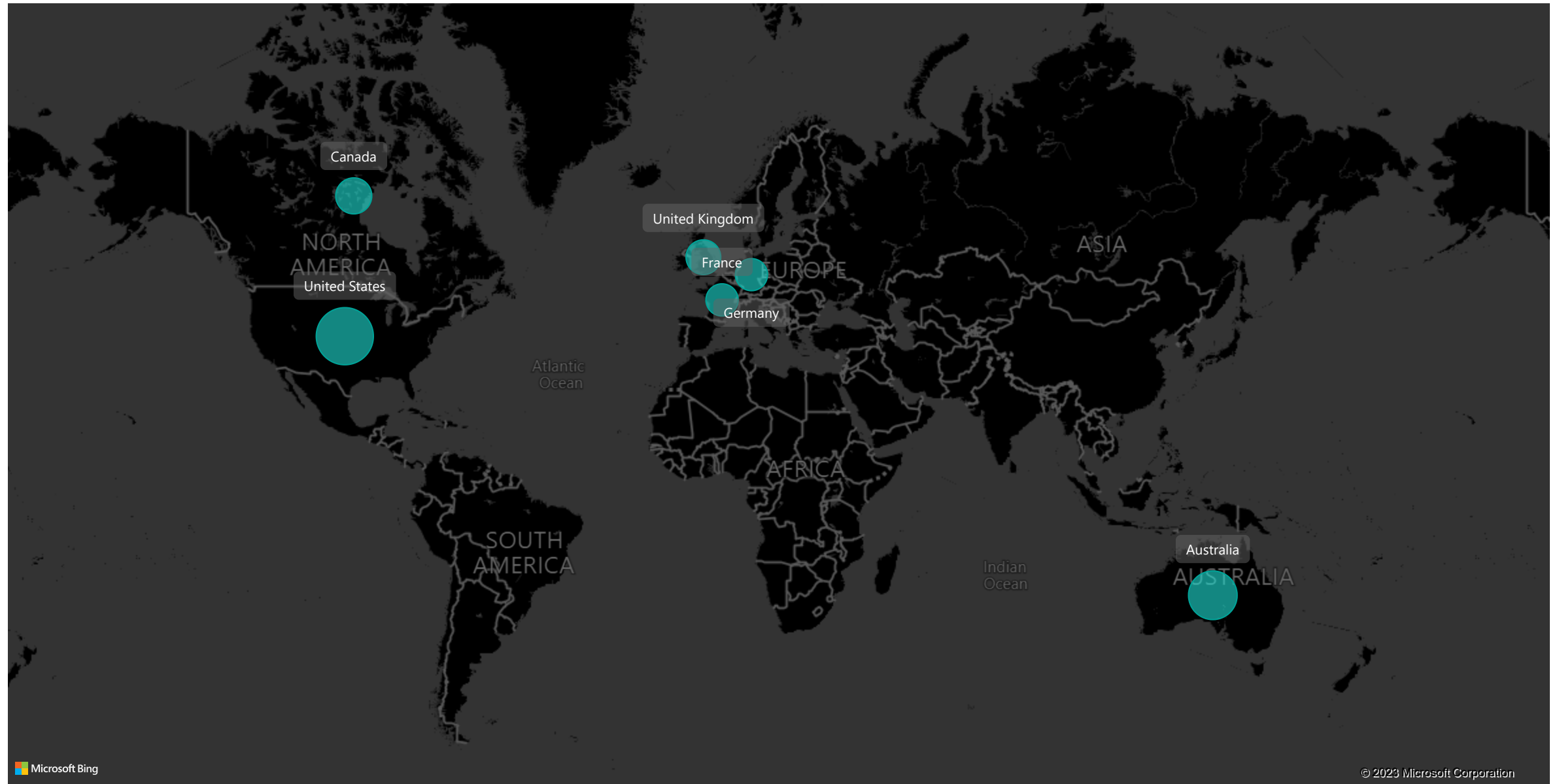


Select all

Europe

North America

Pacific

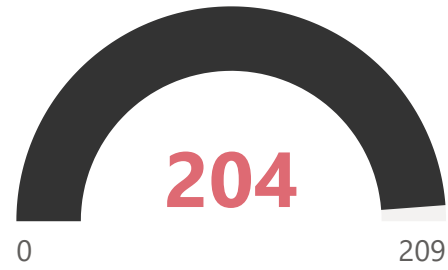




Selected Product:

**Mountain
Bottle Cage**

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly profit vs. Target

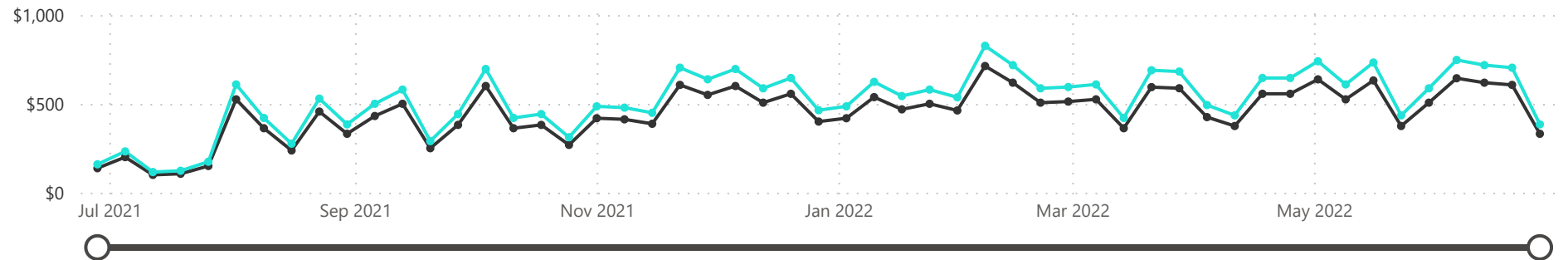


Price Adjustment (%)

0.10



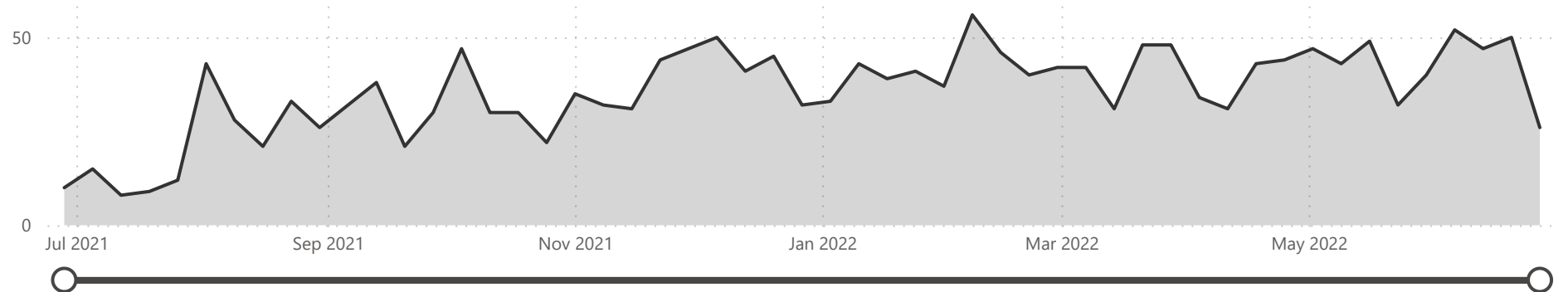
● Total Profit ● Adjusted Profit



Product Metric Selection



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





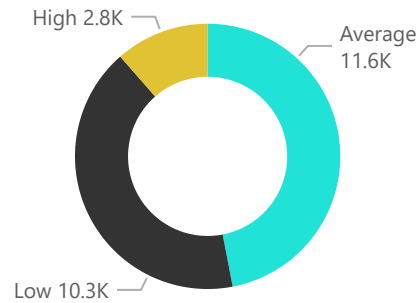
17.4K

UNIQUE CUSTOMERS

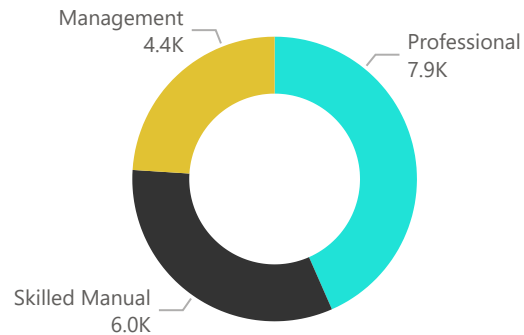
\$1,431

AVG REVENUE PER CUSTOMER

Orders by Income Level



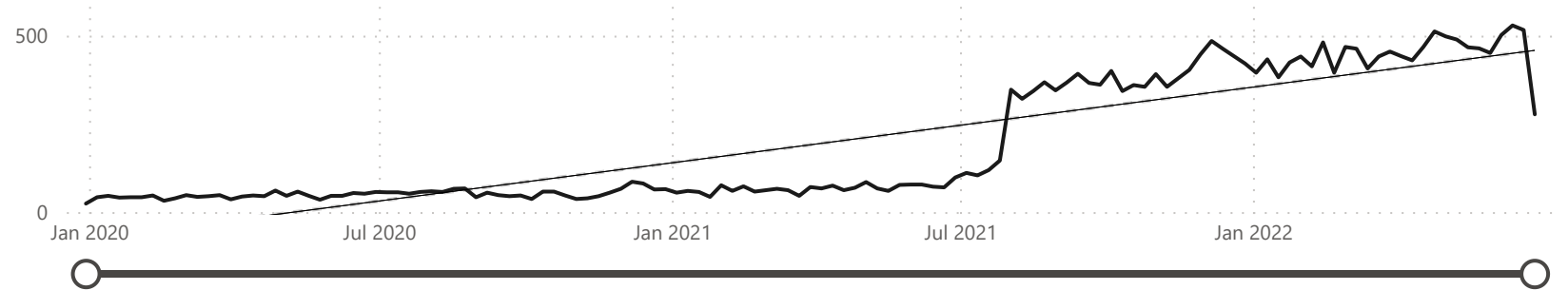
Orders by Occupation



Total Customers

Revenue Per Customer

Total 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

2020

2022



Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K