



\$24.9M

REVENUE

10.5M

PROFITS

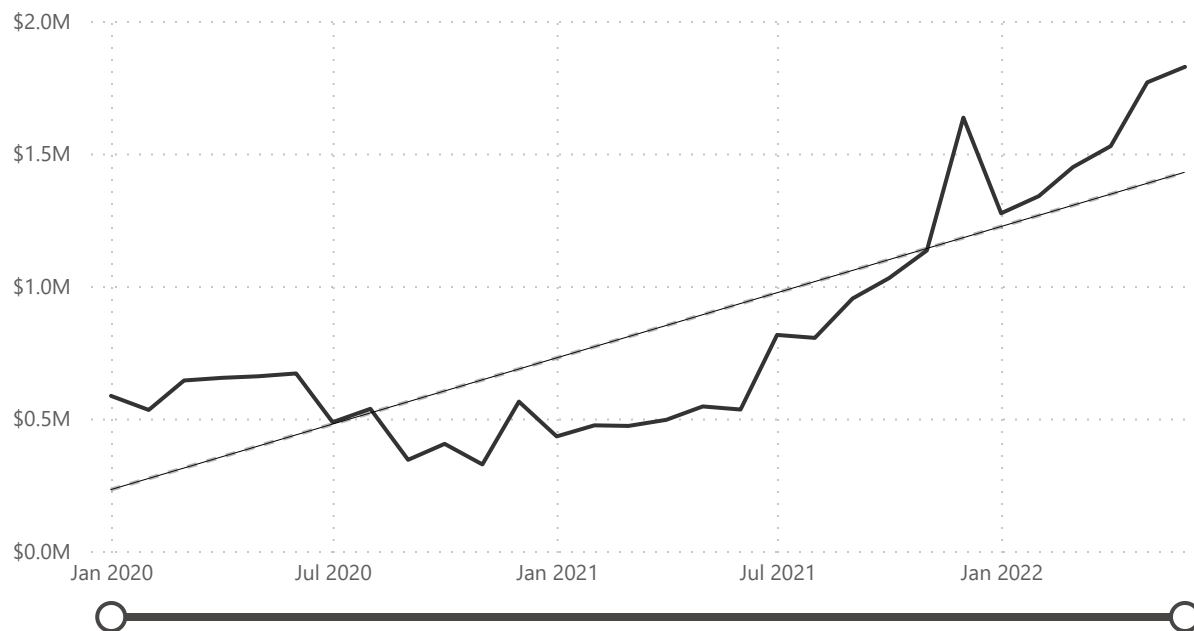
25.2K

ORDERS

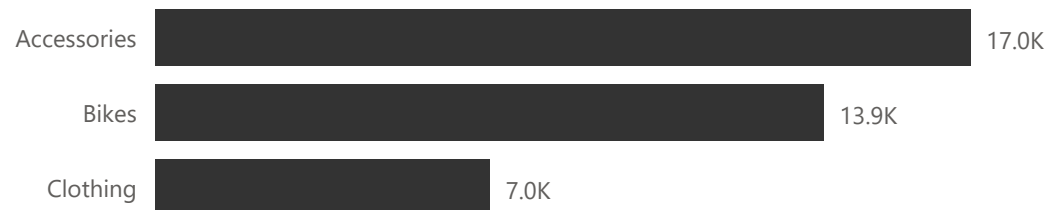
2.2%

RETURN RATE

Revenue Trending



Orders by category name



Top 10 products

	Order	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

2.146K!

Prev Month: 2.165K (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Return Product Type

Shorts

Select all

Europe

North America

Pacific



product Name:

Road Tire Tube

Adjustment Price

0.10

Products metrics sele...

- ☒ Profits
- ☐ Revenue
- ☐ Order
- ☐ Return
- ☐ return %

Monthly Orders vs Target



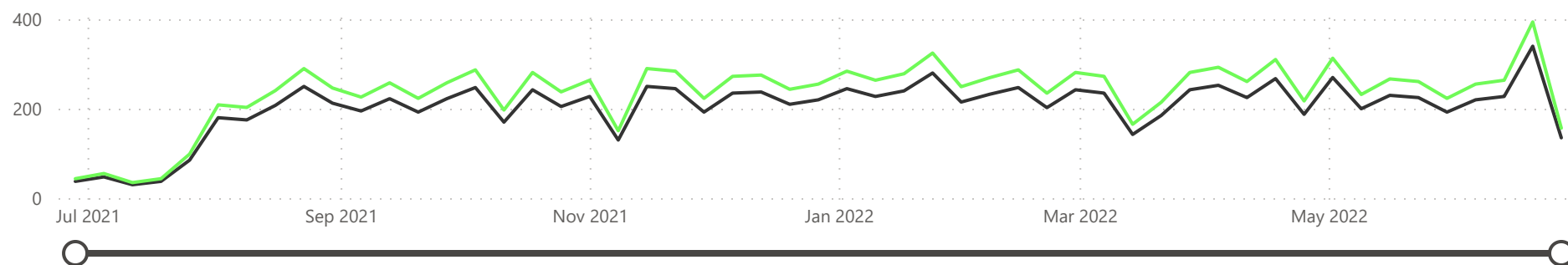
Monthly Revenue vs Target



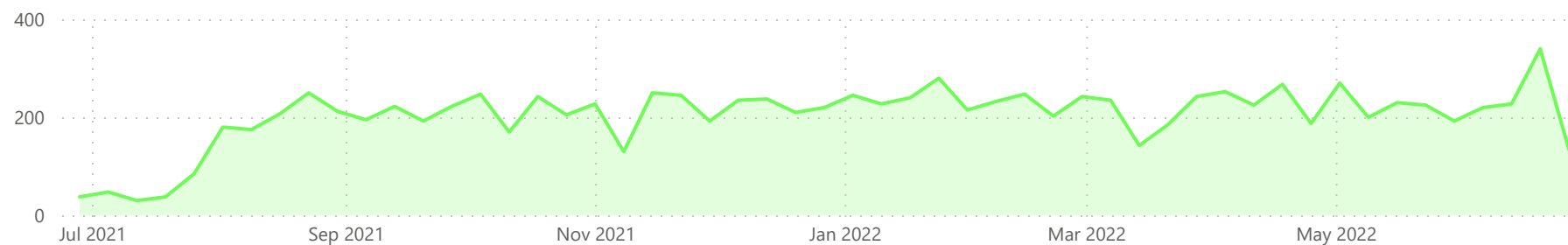
Monthly Profits vs Target



● Total Profits ● Adjustment profits



Returns Trending



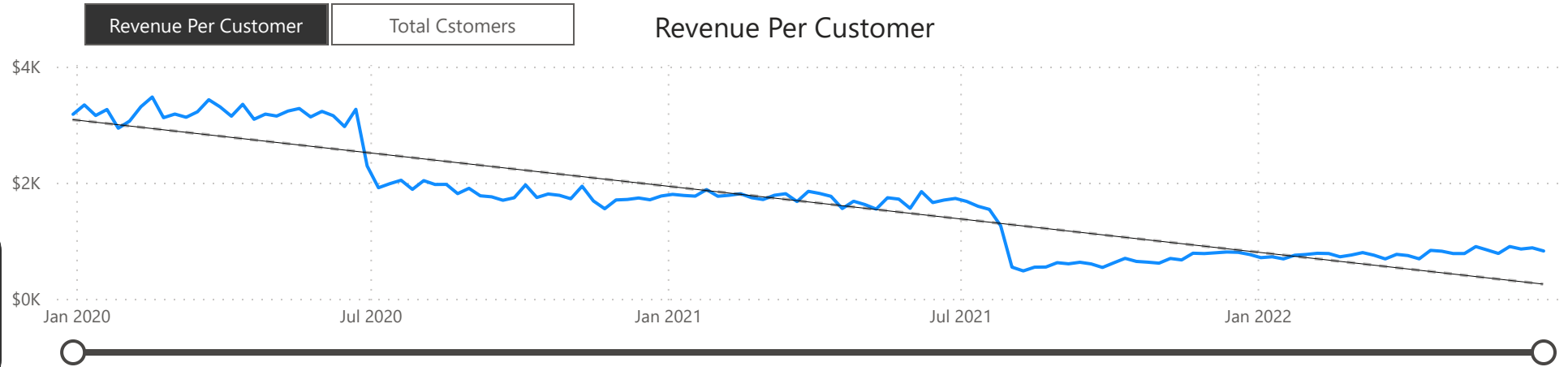


17.4K

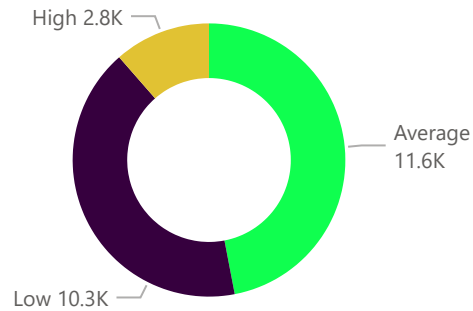
UNIQUE CUSTOMERS

\$1,431

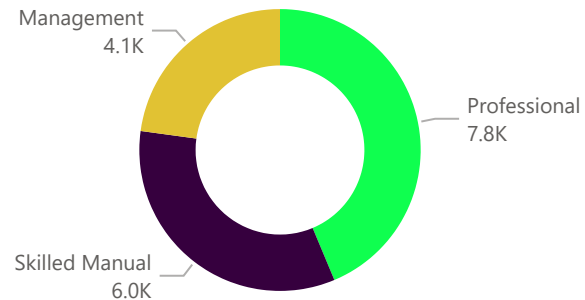
Average Revenue Per Customer



Orders by Customers Income



Orders by Customer's Occupation



Top 100 customers

CustomerKey	Full Name	TotalOrder	Total 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
11437	Mrs. Desiree Dominguez	4	\$9,718
Total		1,272	\$615,329

Select all

2020

2021

2022

Top Customers (By Revenue)

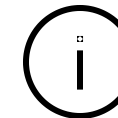
Mr. Maurice Shan

Orders:

6

Total Revenue:

\$12.4K



Among customers in Skilled Manual role during 2020 , Mrs. Rosa Hu drove the most revenue at 6,780