



\$24.9M

Total Revenue

\$10.5M

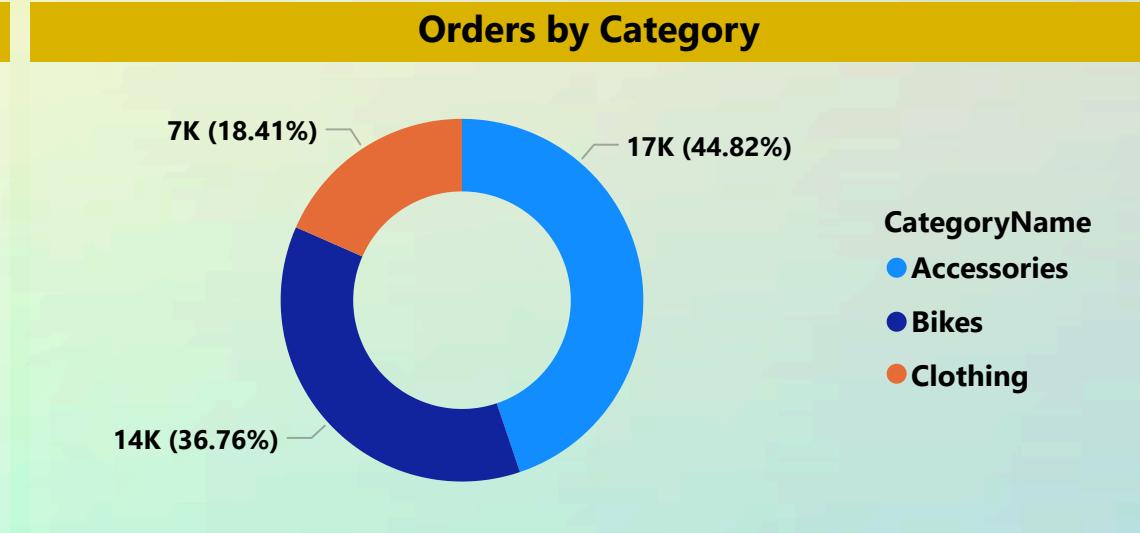
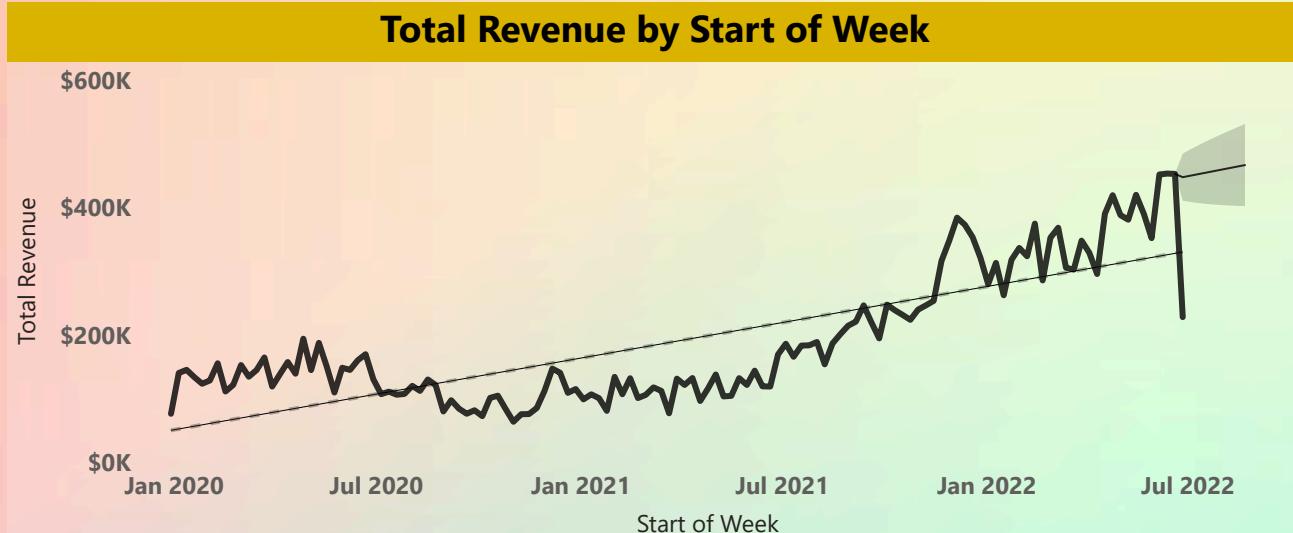
Total Profit

25.2K

Total Orders

2.2%

Return Rate



ProductName	Total Orders	Total 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%

Most Ordered Product :

Tires and Tubes

Most Returned Product :

Shorts

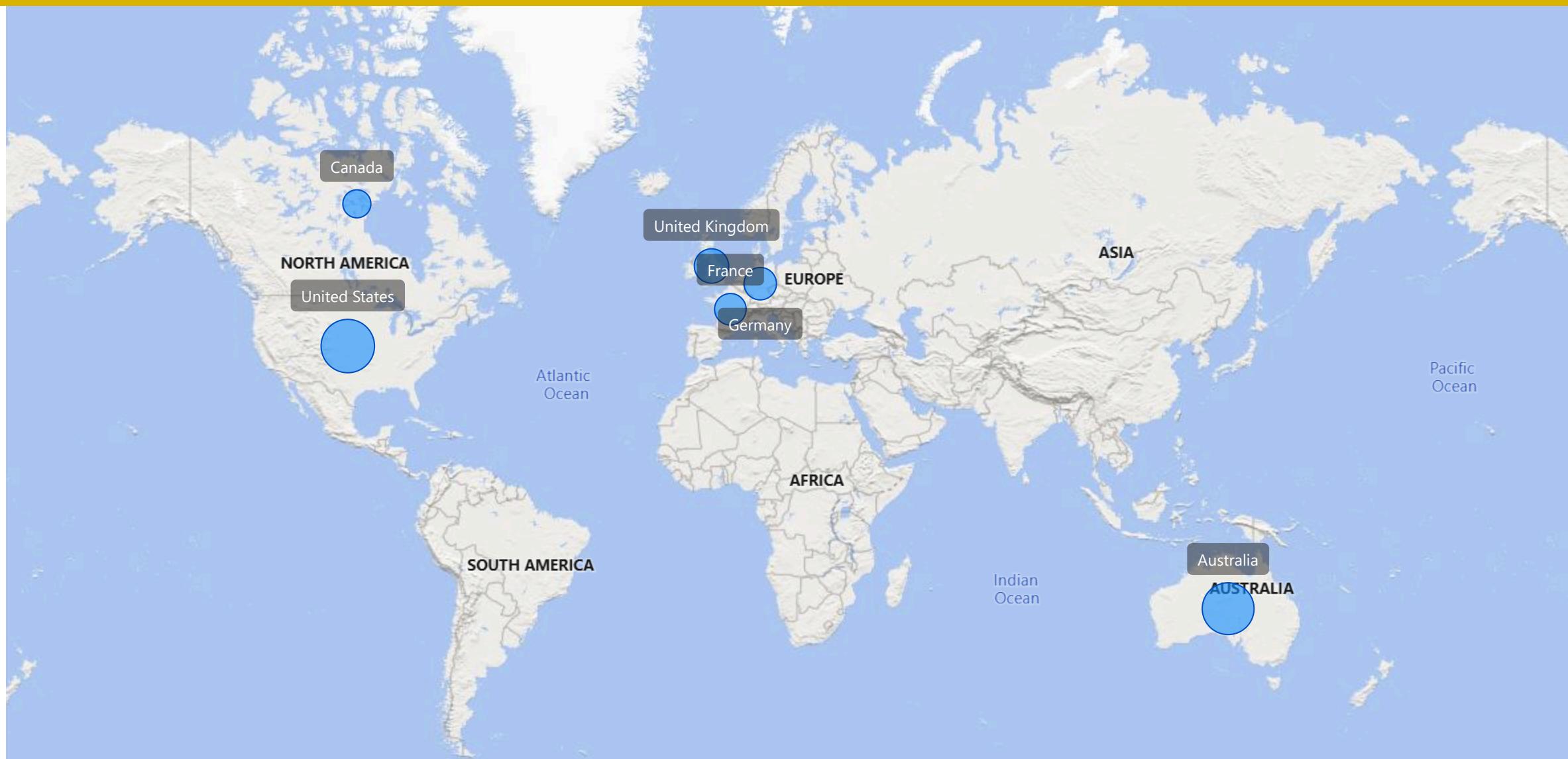
Select all

Europe

North America

Pacific

## Total Revenue by Country

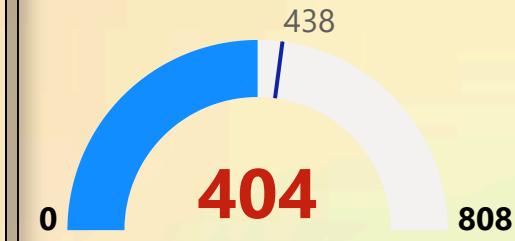




Selected Product Name

Water Bottle - 30  
OZ.

Monthly Orders and Target



Monthly Revenue and Target



Monthly Profit and Target



Month Name

- April
- August
- December
- February
- January
- July
- June
- March
- May
- November
- October
- September

Price Adjustment (%)

-0.10

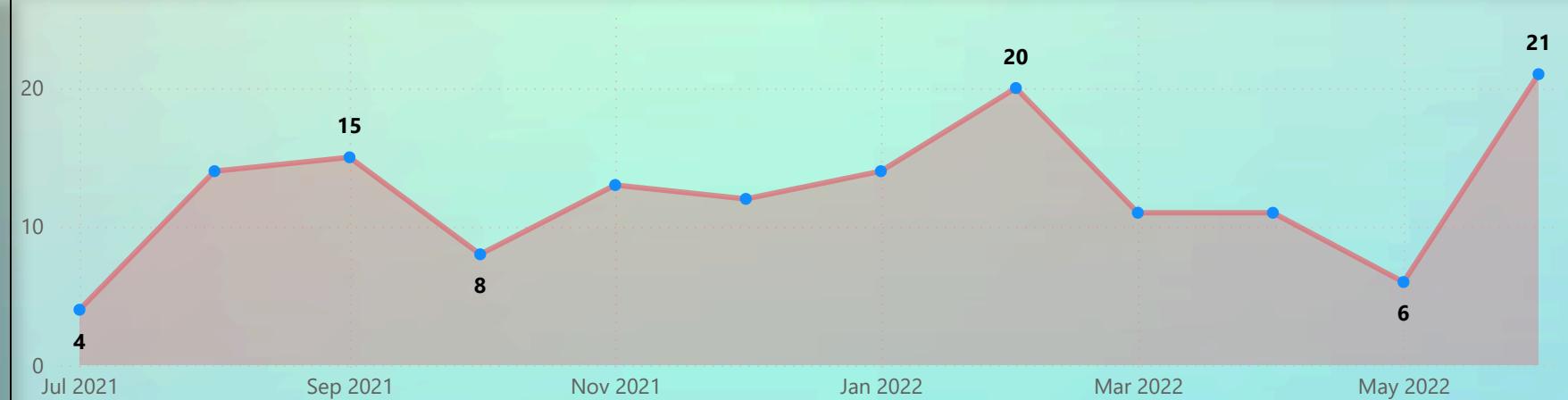
Total Profit and Adjusted Profit by Weekly

Total Profit    Adjusted Profit



Product Metric Selection

- Total Orders
- Total Profit
- Total Returns
- Total Revenue
- Return Rate





Total Customers

Revenue per Customer

10.5K

Total Customers

\$875

Average Revenue per Customer

## Years

2020

2021

2022

## Top Customer by Revenue

Mr. Jordan Turner

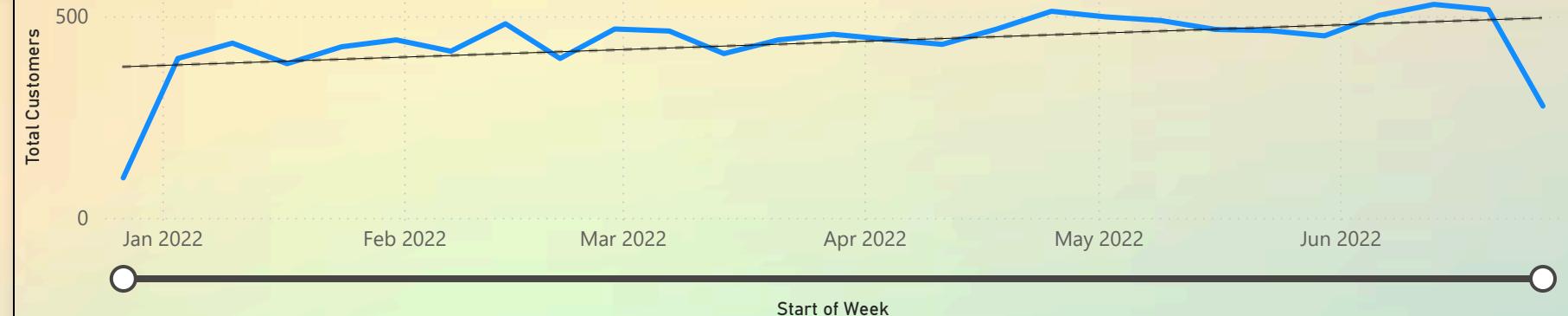
## Revenue

\$6.8K

## Orders

5

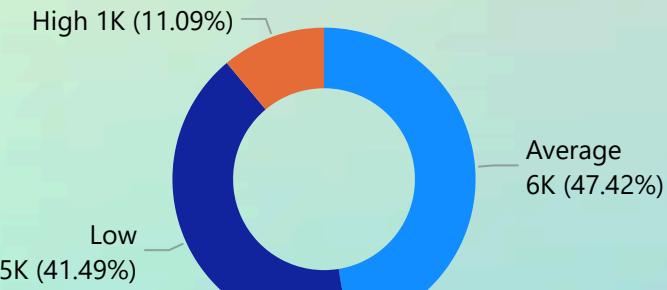
## Total Customers by Weekly



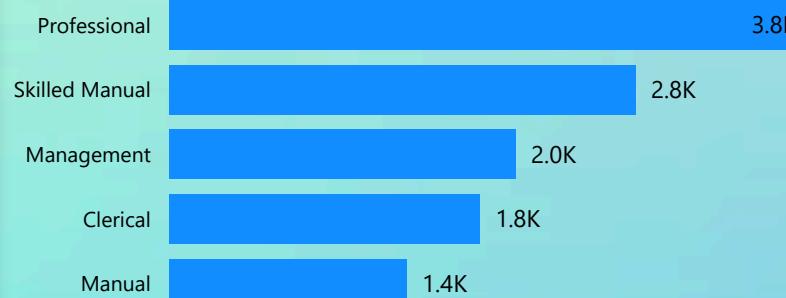
## Top 100 Customers

CustomerKey	Full Name	Total Orders	Total Revenue
11185	Mrs. Ashley Henderson	20	\$1,260
11276	Mrs. Nancy Chapman	17	\$824
11300	Mr. Fernando Barnes	17	\$1,250
11223	Mrs. Hailey Patterson	15	\$975
11262	Mrs. Jennifer Simmons	15	\$896
11330	Mr. Ryan Thompson	15	\$872
11091	Mr. Dalton Perez	13	\$845
11277	Mr. Charles Jackson	13	\$944
11711	Mr. Daniel Davis	13	\$852
11200	Mr. Jason Griffin	12	\$683
11287	Mr. Henry Garcia	12	\$771
11211	Mrs. Samantha Russell	11	\$648
11500	Ms. Sarah Simmons	11	\$630
11566	Ms. April Shan	11	\$633
11142	Mr. Eduardo Patterson	10	\$788
11176	Mr. Mason Roberts	10	\$550
11619	Ms. Sierra Young	10	\$469
11019	Mr. Luke Lal	9	\$562
11203	Mr. Luis Diaz	9	\$447

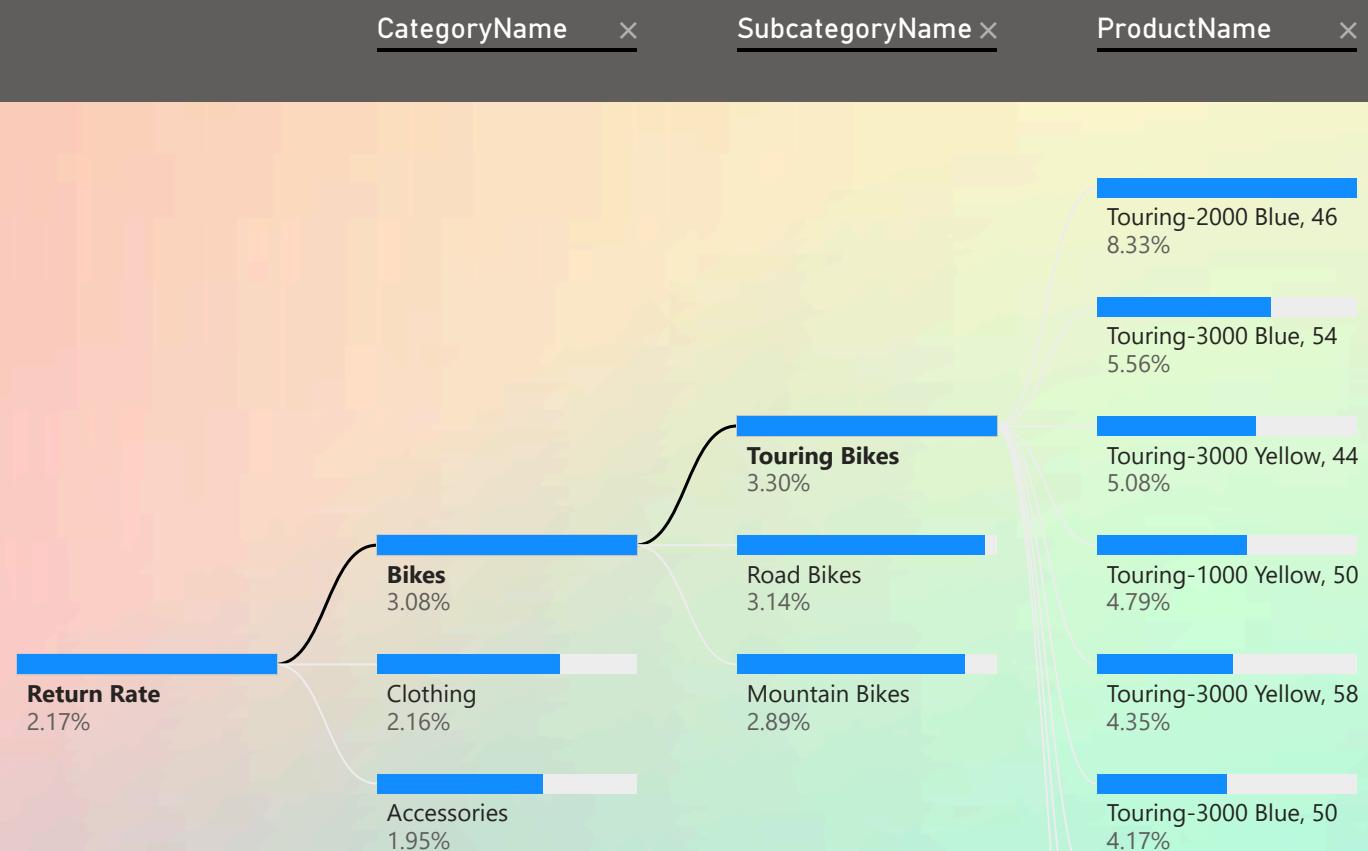
## Order by Income Level



## Order by Occupation



## RCA for Return Products



25K  
Total Orders

## Key influencers Top segments



When is HomeOwner more likely to be  ?

We found 6 segments and ranked them by % HomeOwner is Y and population size. Select a segment to see more details.



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner is Y	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279

**\$24,914,587**

**Total Revenue** 600

**\$10,457,715**

**Total Profit**

**25,164** 400

**Total Orders**

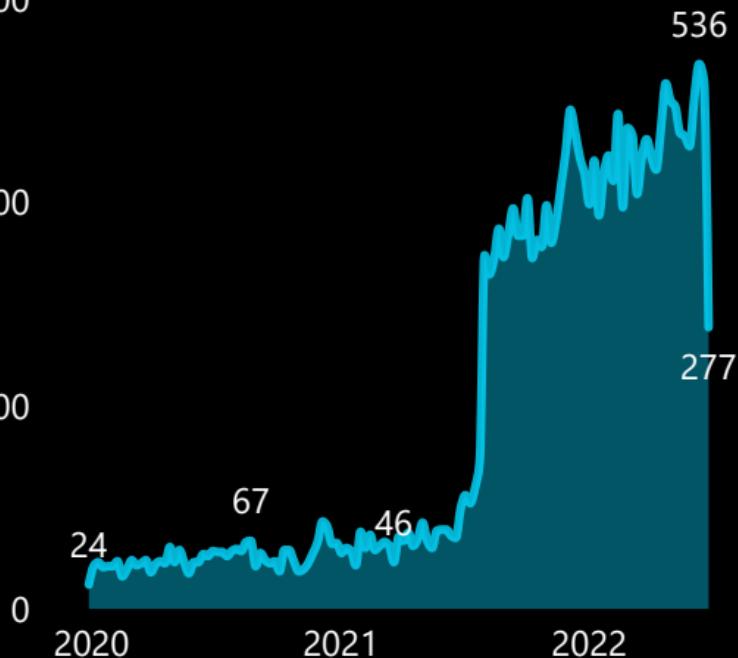
**1,809** 200

**Total Returns** 200

**2.17%**

**Return Rate**

## Weekly Orders



## Build visuals with your data

Select or drag fields from the Data pane onto the report canvas.

