



\$24.9M

REVENUE

\$10.5M

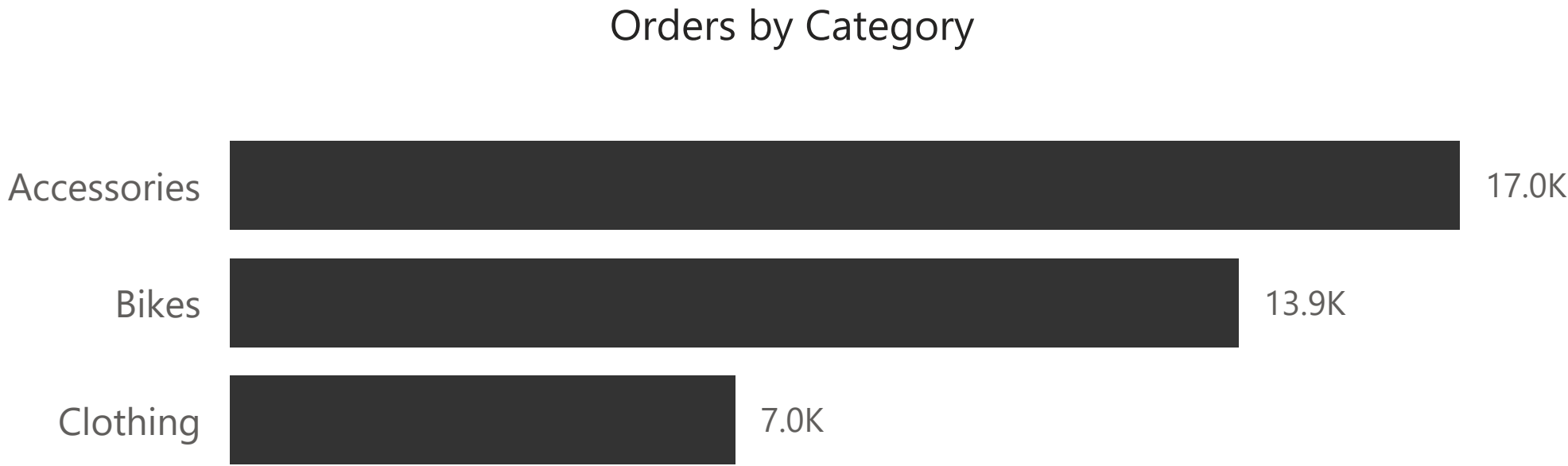
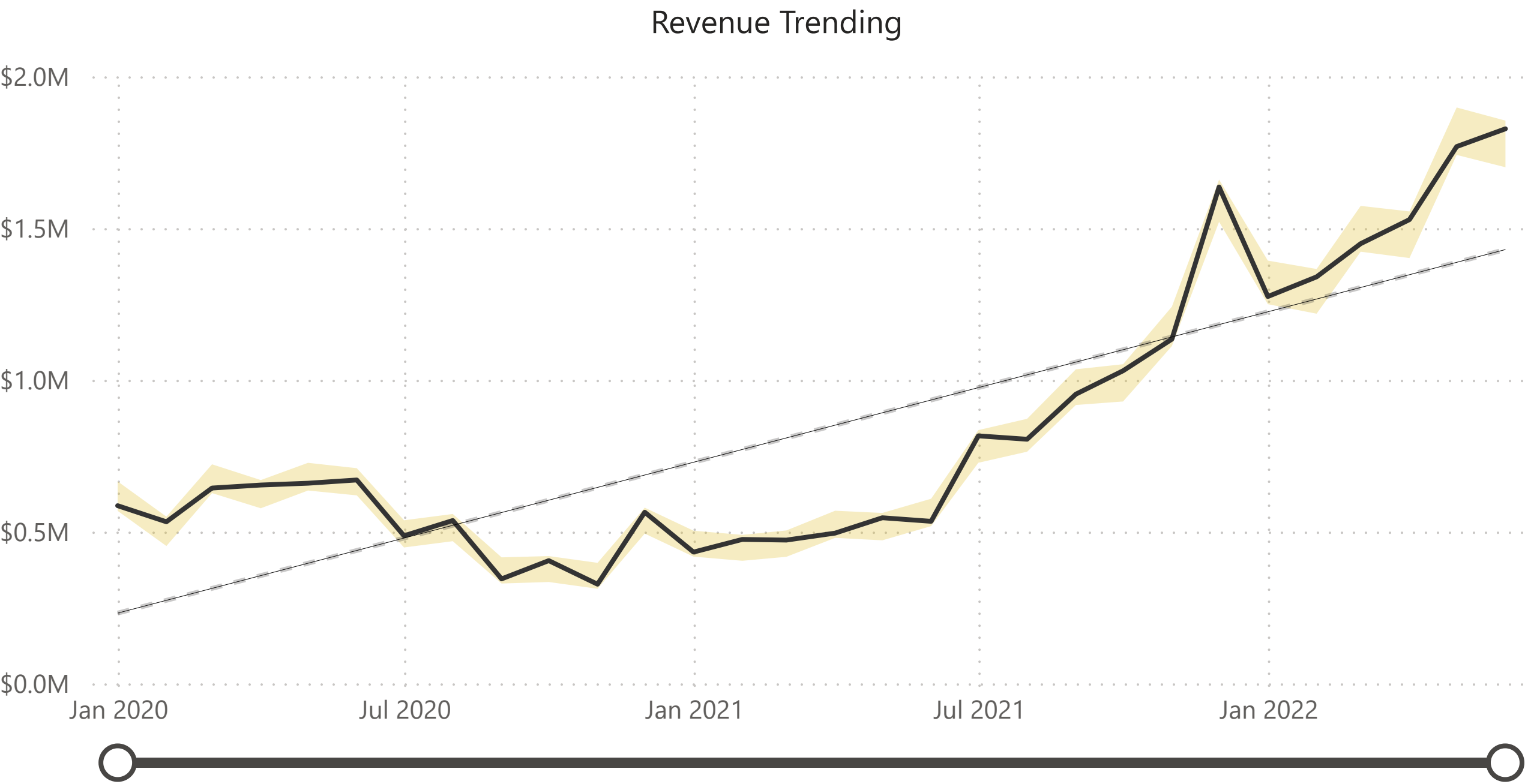
PROFIT

25.2K

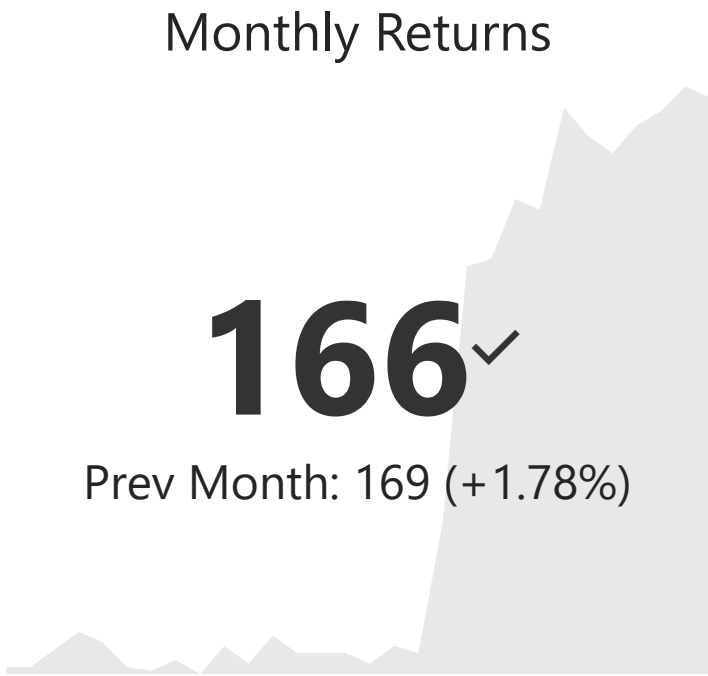
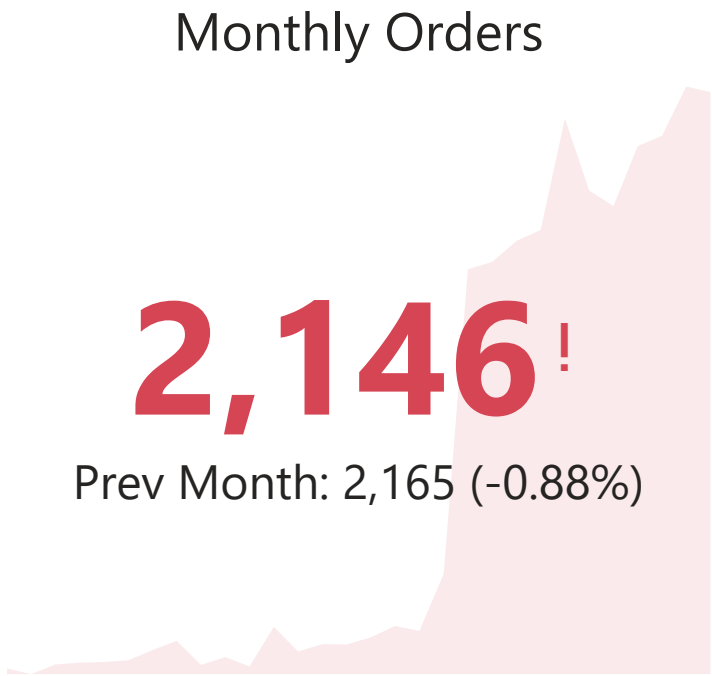
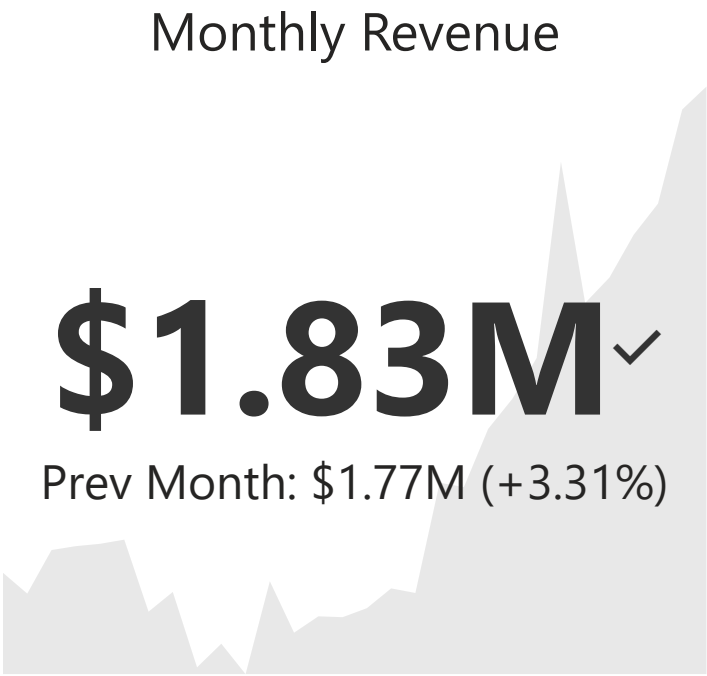
ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Total 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%



Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

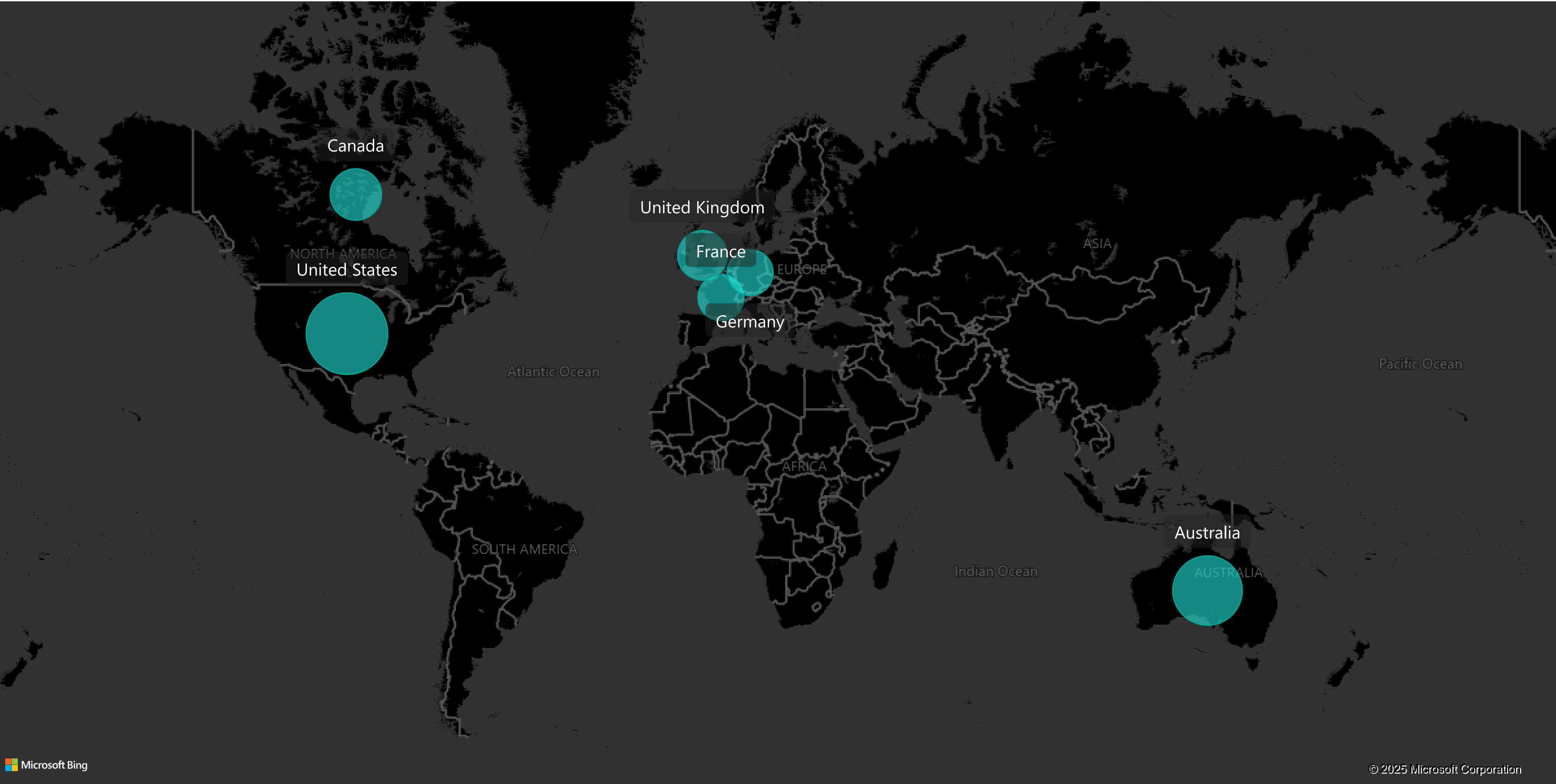
Shorts

Select all

Europe

North America

Pacific



Selected Product

Water Bottle -
30 oz.

Monthly Orders Vs Target



Monthly Revenue Vs Target

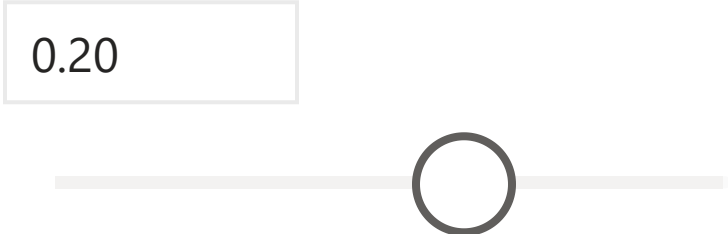


Monthly Profit Vs Target



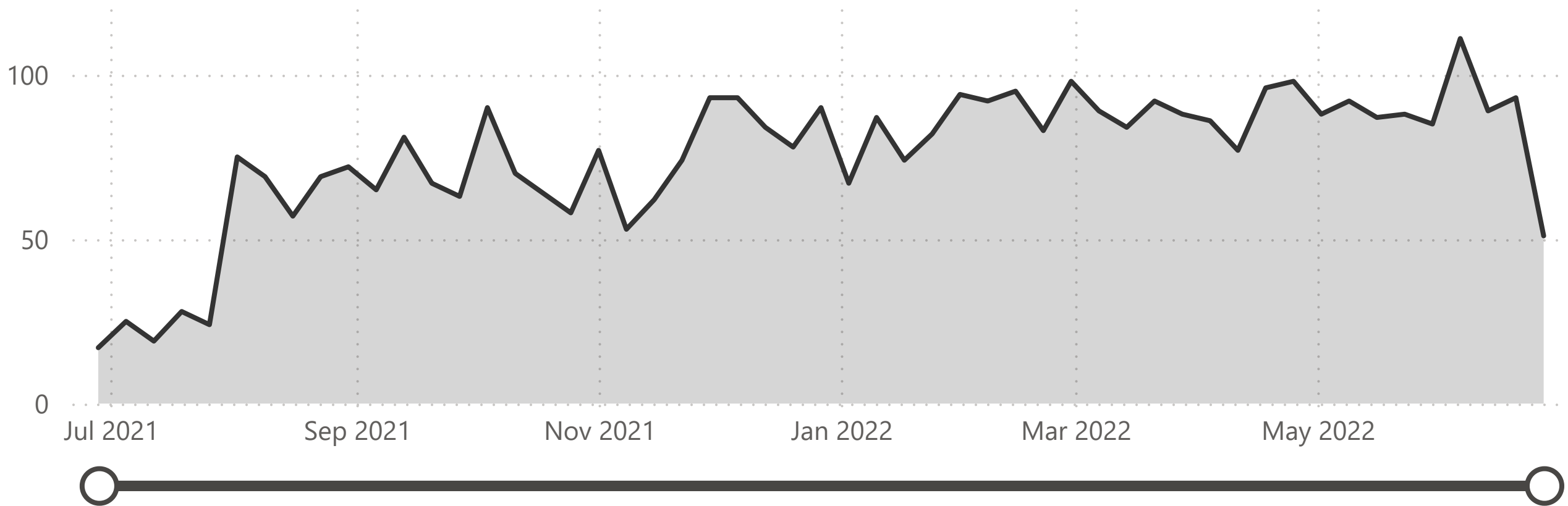
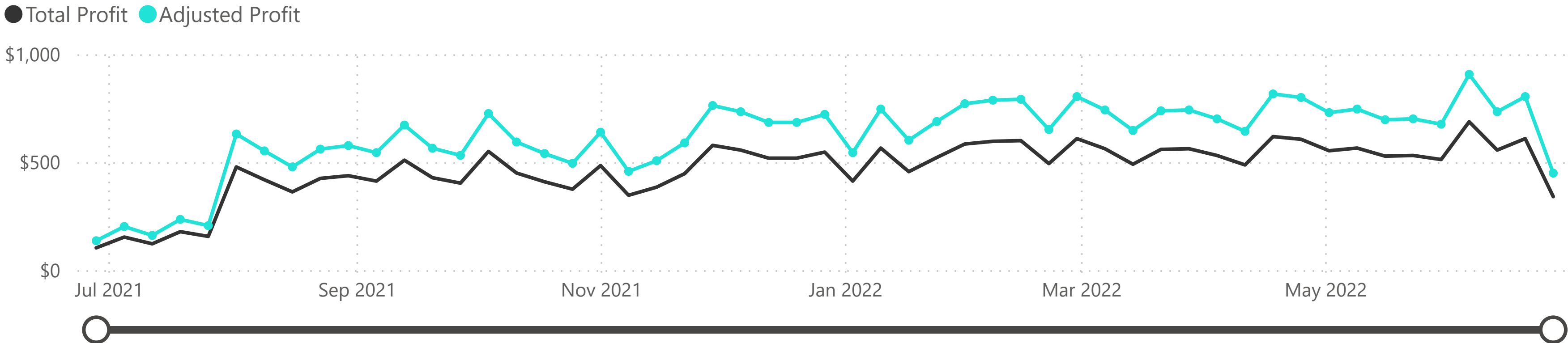
Price Adjustment (%)

0.20



Product Metric Selection

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



Report Summary

Total orders for **Water Bottle - 30 oz.** were **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022. Orders experienced the longest period of decline (-7) between Monday, August 9, 2021 and



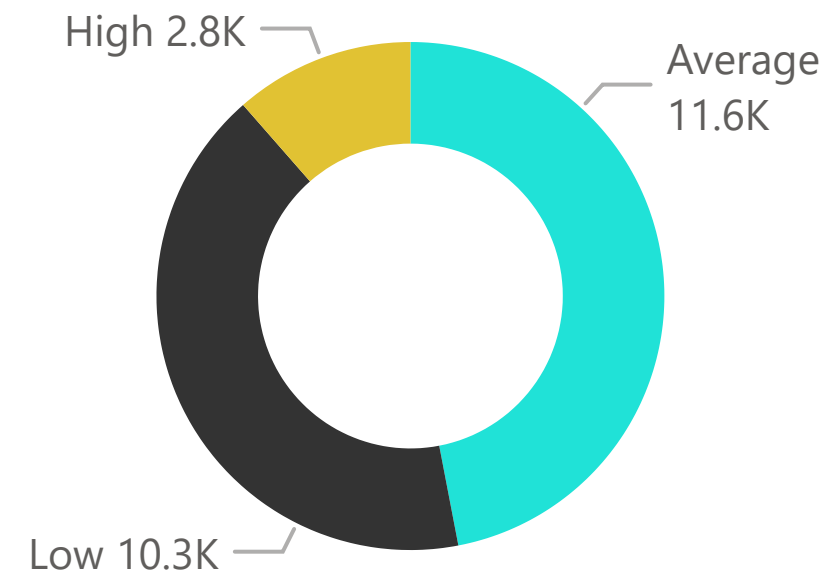
17.4K

UNIQUE CUSTOMERS

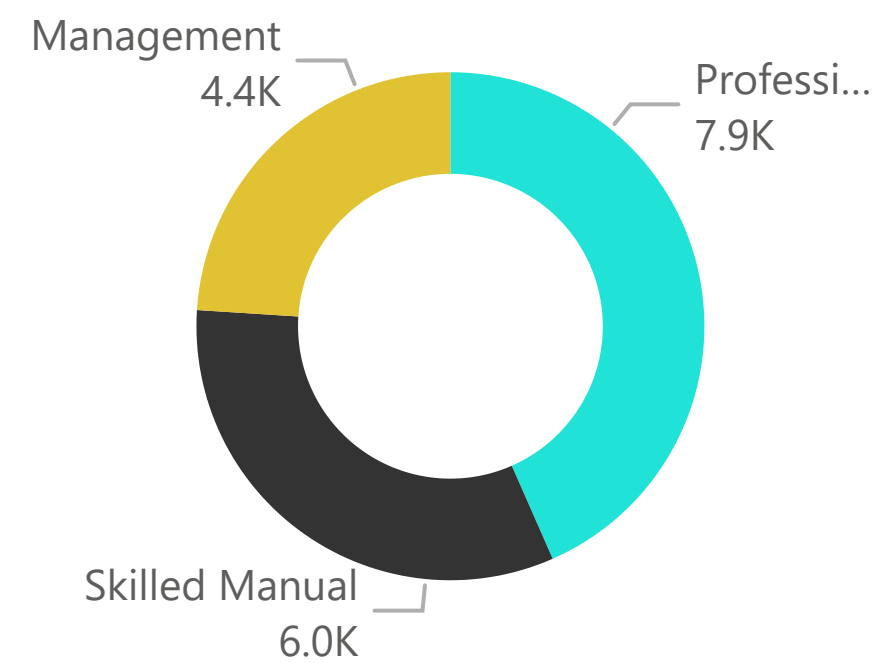
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

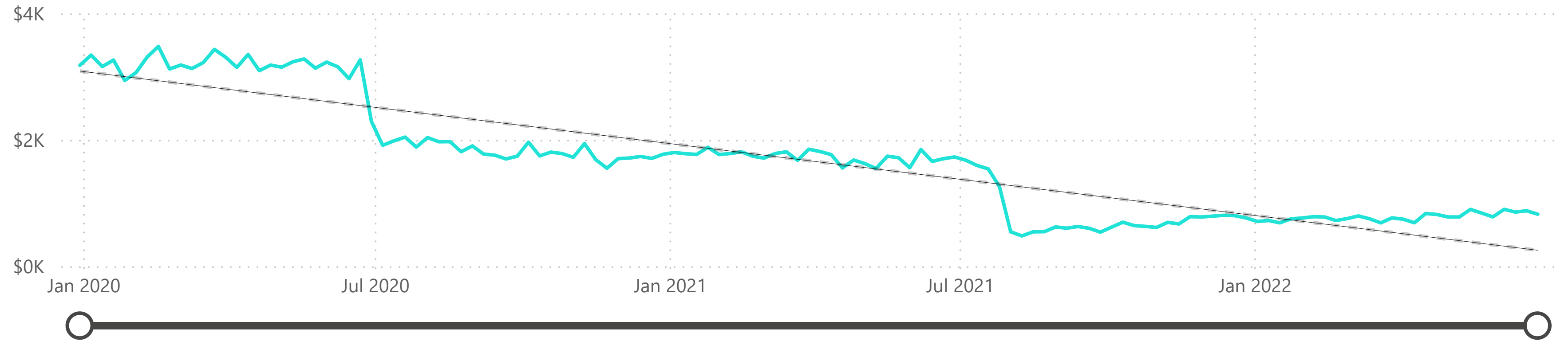


Orders by Occupation



Total Customers

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
11427	Mrs. Desiree Dominguez	4	\$9,719
Total		1,272	\$615,329

Year

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

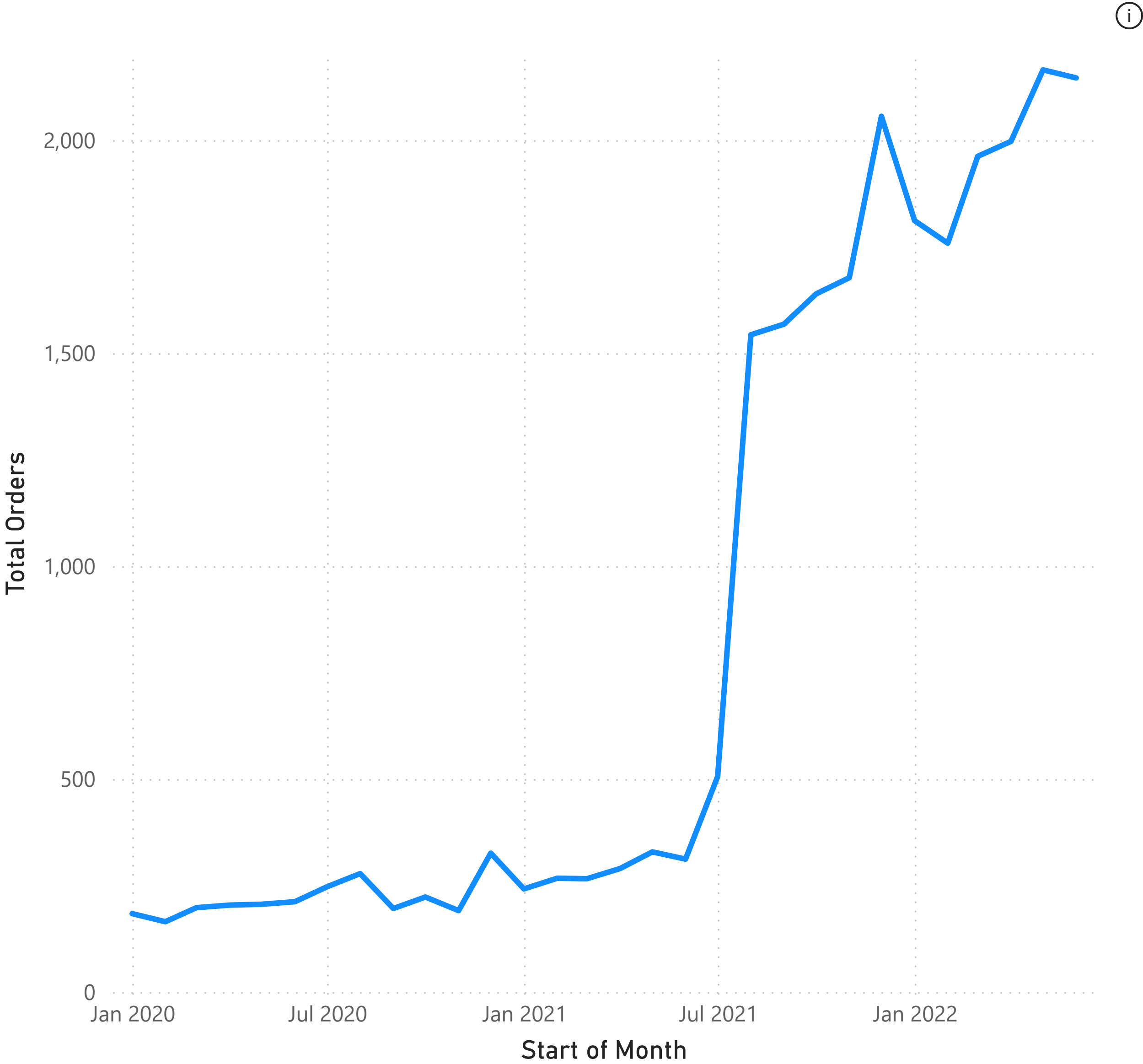
\$12.4K



Among Customers in skilled manual roles in 2022, Rubens Suarez drove the most revenue at \$4,683

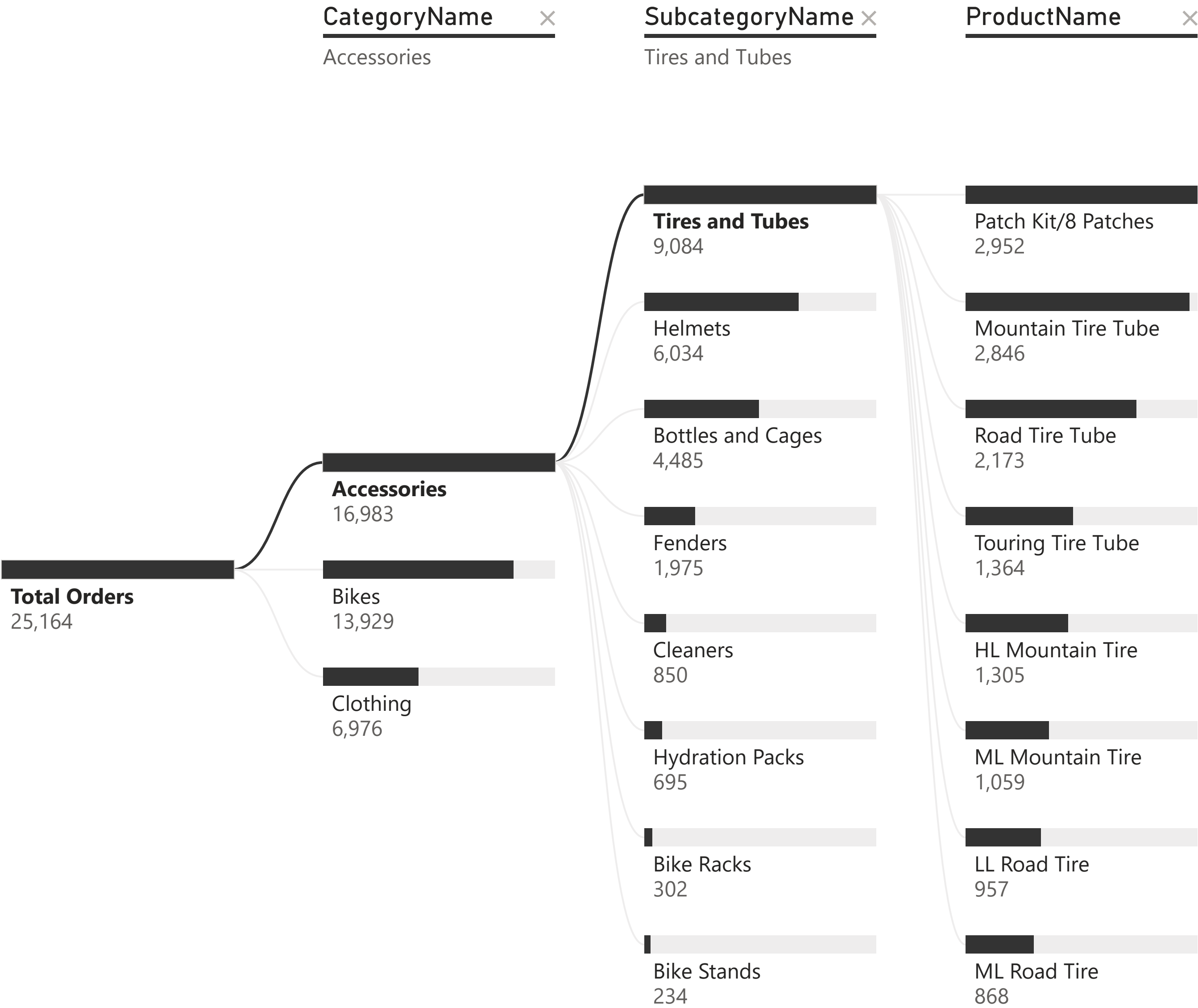
orders by month

Showing results for ***Total orders sorted by** calendar lookup start of month*



CategoryName	Total Orders
<div><div></div><div>Accessories</div></div>	16,983
<div><div></div><div>Bikes</div></div>	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
<div><div></div><div>Clothing</div></div>	6,976
Total	25,164

Is this useful?



25K

Total Orders

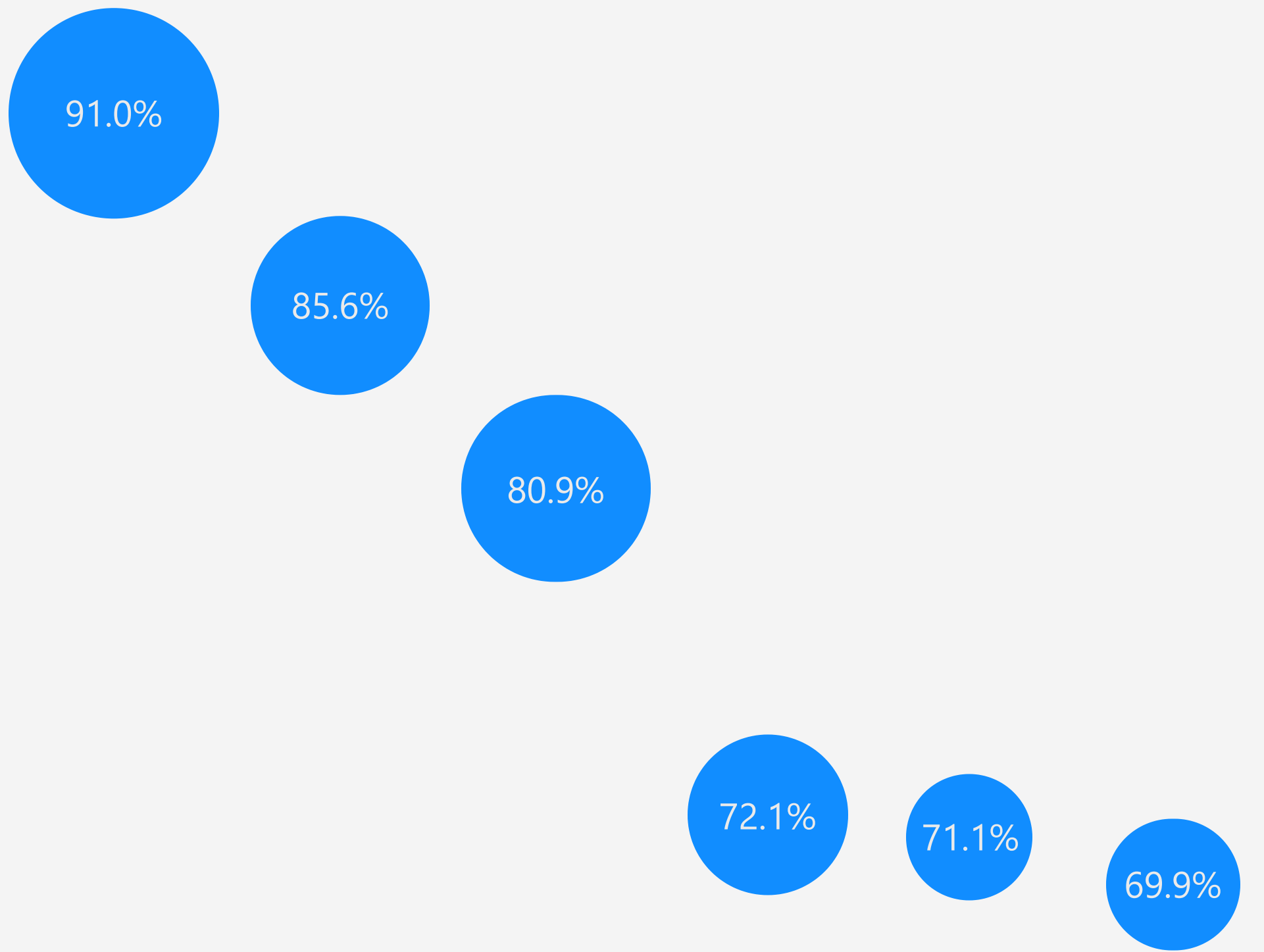


Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y and population si...



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

Key influencers Top segments



What influences Average Retail Price to ?

When... Sum of ProductCost goes up 8570.61 ...the average of Average Retail Price increases by \$478.6

← On average when Sum of ProductCost increases, Average Retail Price also increases.

