



\$24.9M

REVENUE

\$10.5M

PROFIT

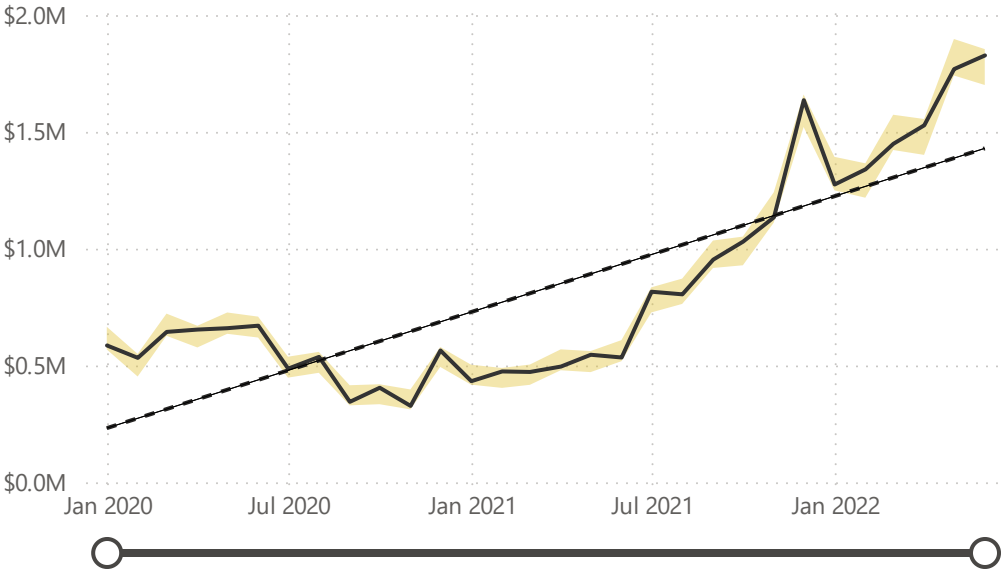
25.2K

ORDERS

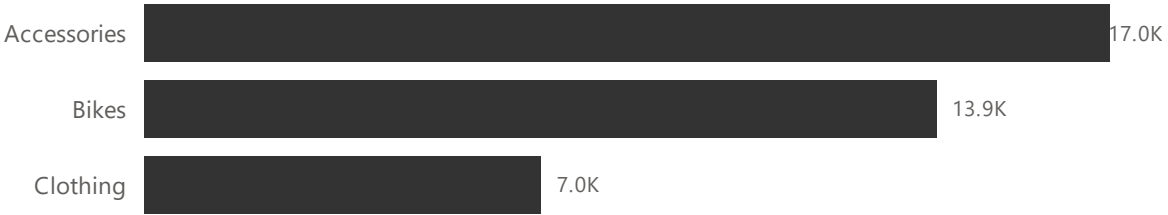
2.2%

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: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

Price Adjustment (%)

0.00



Product Metric Selection

☒ Orders

☐ Revenue

☐ Profit

☐ Returns

☐ Return %

Monthly Orders vs. Target



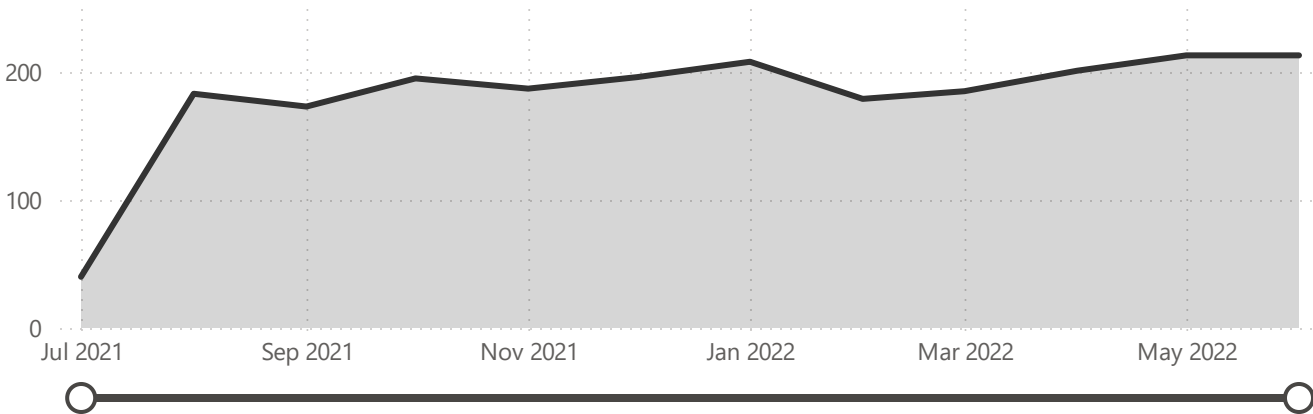
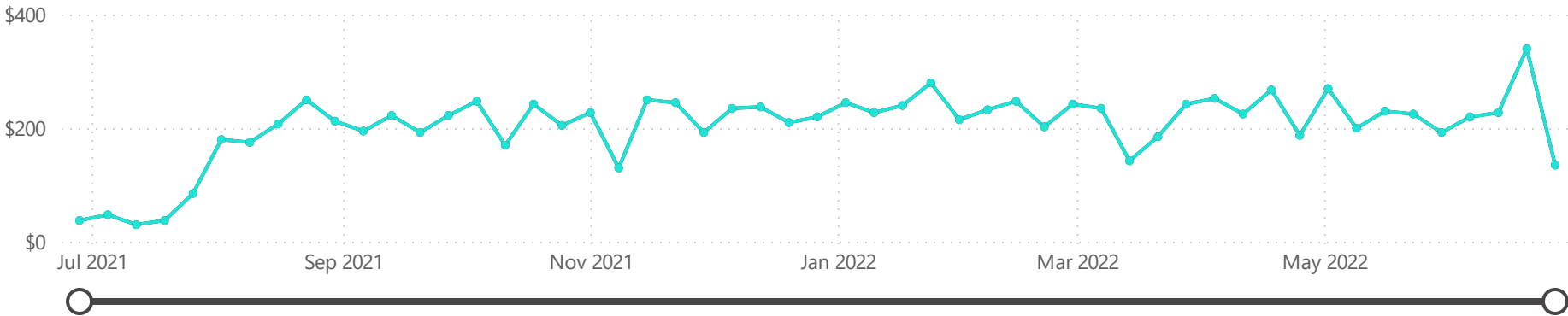
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Total Orders

All metrics trended up between Monday, June 28, 2021 and Monday, June 27, 2022, each increasing by 260.00%.

Orders was unexpectedly low on Thursday, July 1, 2021. It had a value of 40, which is outside the expected range of 132-237.



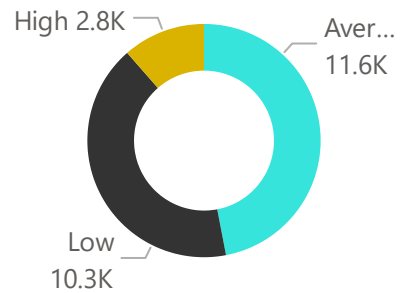
17.4K

UNIQUE CUSTOMERS

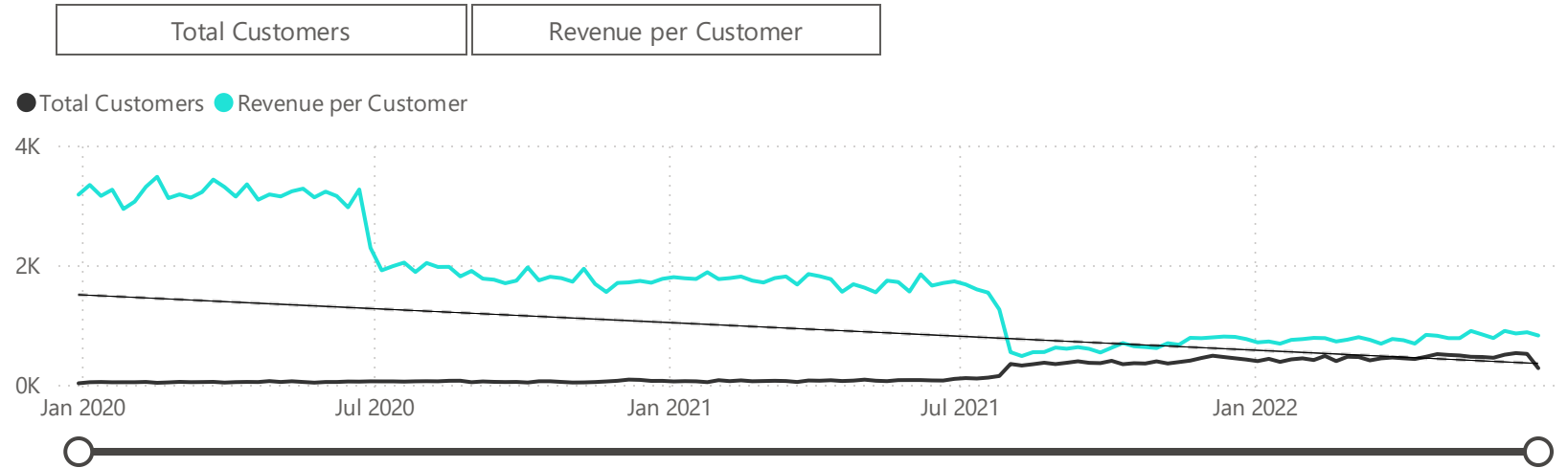
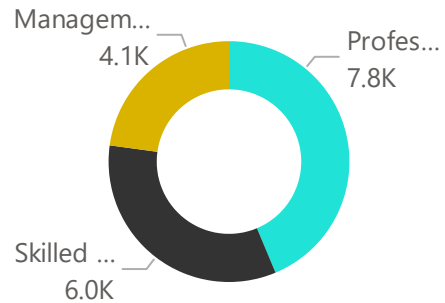
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11619	Ms. Sierra Young	16	\$813
11500	Ms. Sarah Simmons	15	\$849
12760	Ms. Krista Gomez	4	\$389
11820	Ms. Katelyn Lopez	5	\$348
11869	Ms. Kaitlyn Adams	4	\$328
16497	Ms. Julia Peterson	4	\$203
11868	Ms. Jessica Peterson	5	\$328
11505	Ms. Jasmine Powell	16	\$1,104
14332	Ms. Jade Rogers	4	\$130
11507	Ms. Isabella Russell	15	\$859
11769	Ms. Haley Hernandez	5	\$593
11078	Ms. Gina Martin	16	\$991
13144	Ms. Destiny Stewart	4	\$374
11581	Ms. Cindy Jordan	5	\$272
12972	Ms. Carolyn Suri	4	\$291
Total		1,272	\$615,329

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

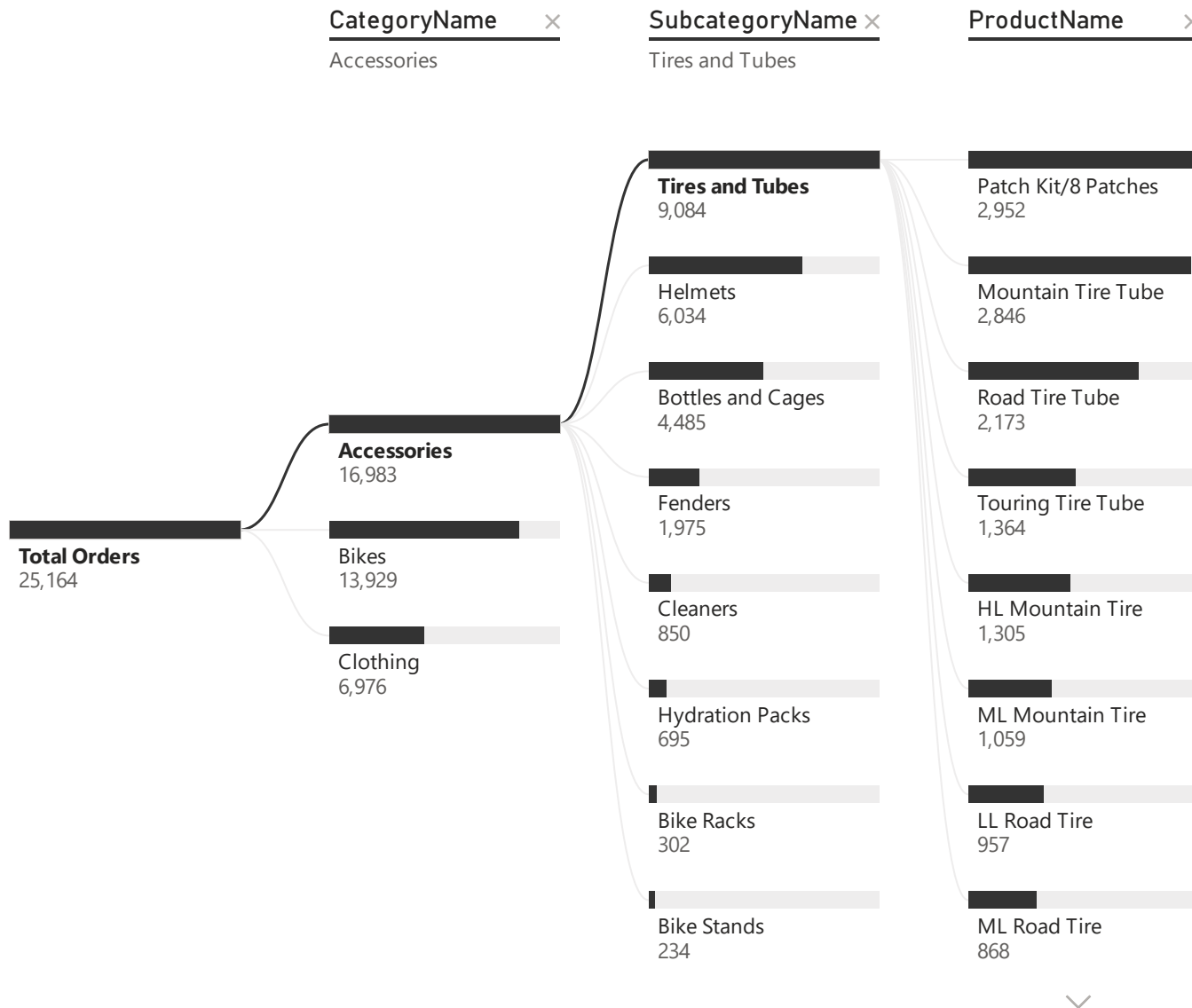
6

Revenue:

12.4K



Among customers in skilled manual role Mrs lacey zheng Generate most revenue



25K
Total Orders