



\$24.9M

REVENUE

\$10.5M

PROFIT

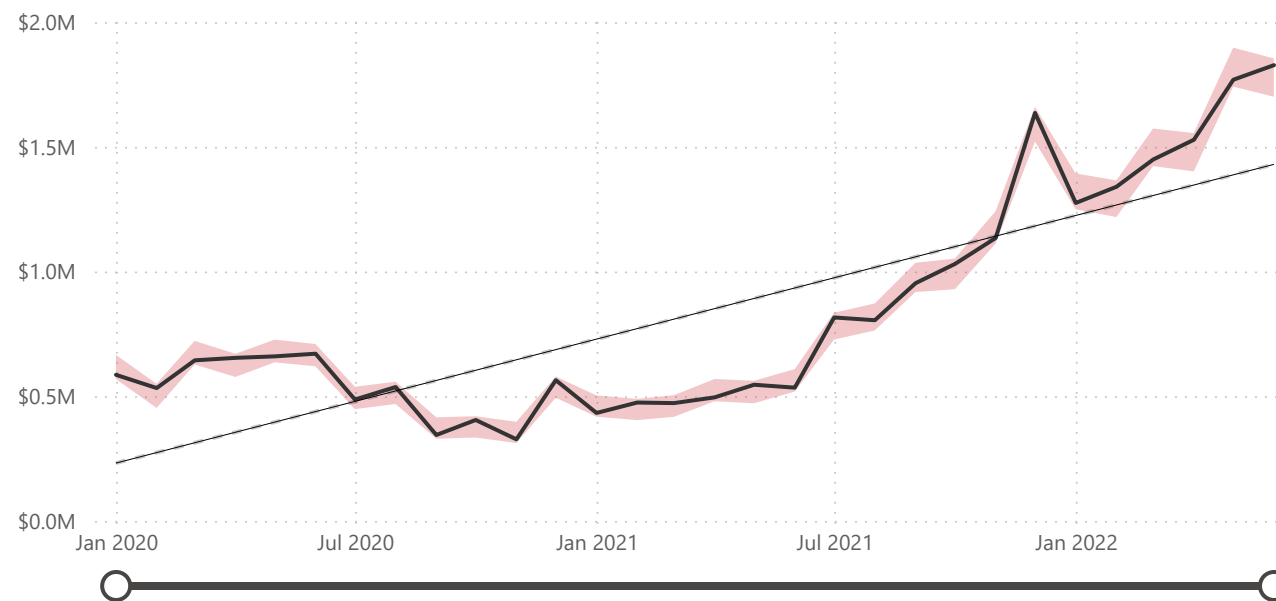
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M ✓

Prev Month: \$1.77M (+3.31%)

Monthly Orders

2,146 !

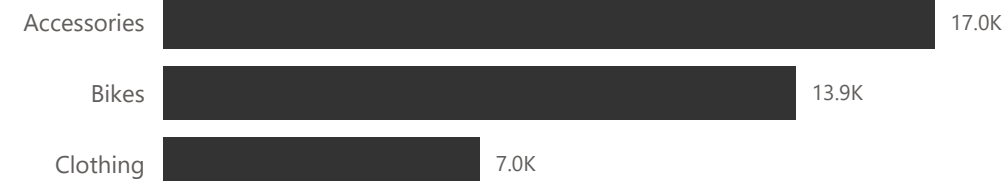
Prev Month: 2,165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Selected Product:

Mountain Tire
Tube

Monthly Orders vs. Target



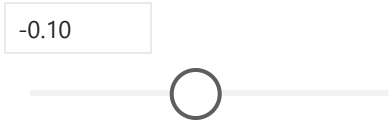
Monthly Revenue vs. Target



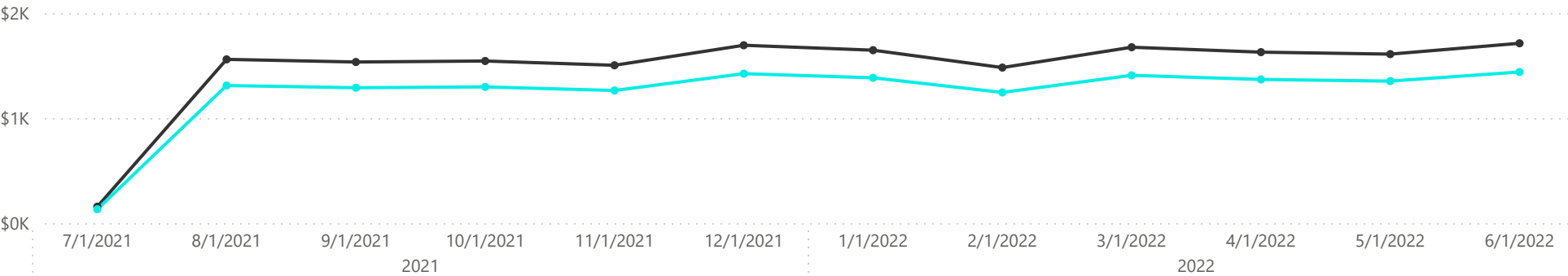
Monthly Profit vs. Target



Price Adjustment (%)



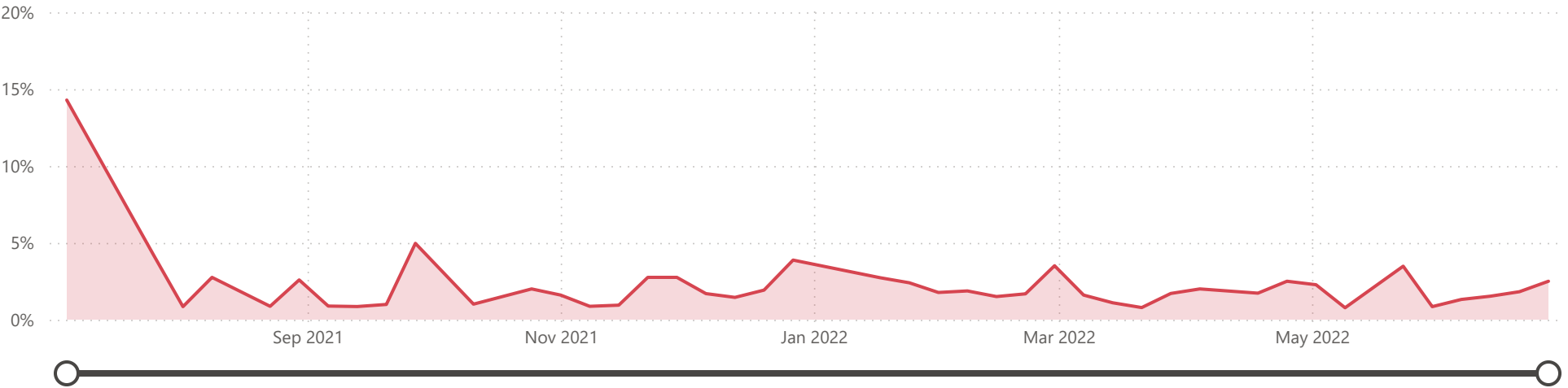
● Total Profit ● Adjusted Profit



Product Metric Selection



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





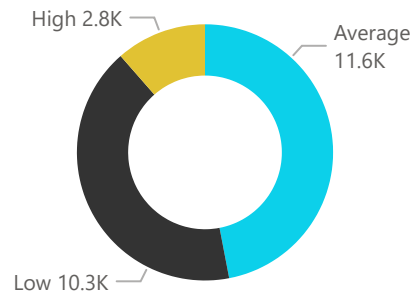
17.4K

UNIQUE CUSTOMERS

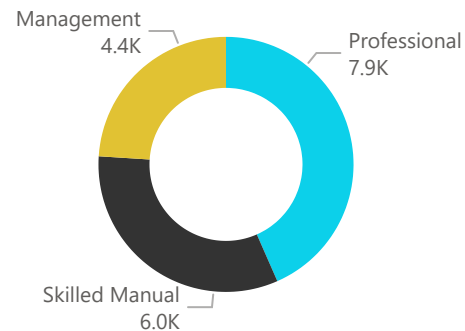
\$1.4K

REVENUE PER CUSTOMER

Orders by Income Level



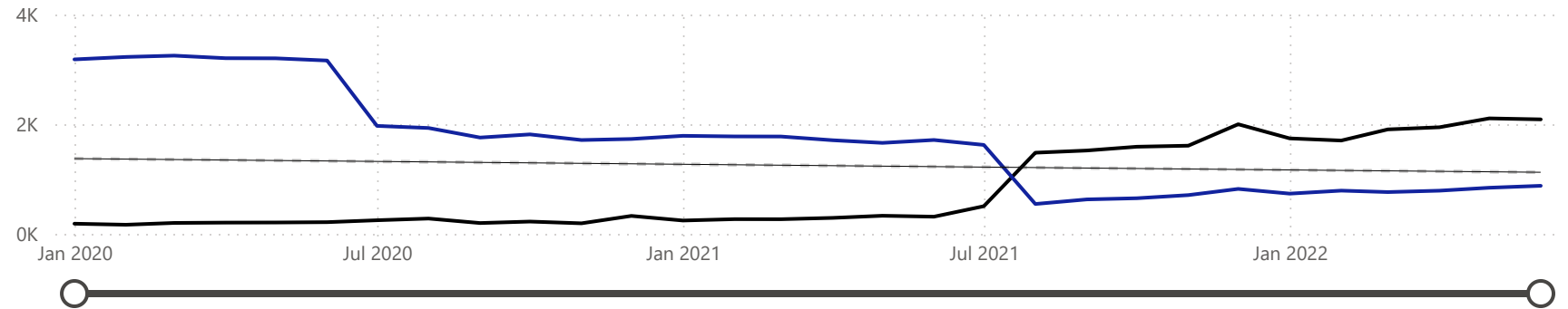
Orders by Occupation



Total Customers

Revenue per Customer

● Total Customers ● Revenue per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
14332	Ms. Jade Rogers	4	\$130
16358	Mr. Samuel Jai	4	\$141
12182	Mrs. Erin Torres	4	\$147
12964	Mr. Xavier Russell	4	\$155
11748	Mr. Blake Hill	5	\$195
11712	Mrs. Shelby Rogers	5	\$196
16497	Ms. Julia Peterson	4	\$203
14282	Ms. Brianna Lewis	4	\$207
11723	Mr. Luke Coleman	4	\$208
12061	Mr. Bryce Brooks	4	\$210
11131	Ms. Amanda Rivera	4	\$212
12140	Mr. Oscar Russell	4	\$213
12166	Mr. Jared Rogers	4	\$223
12295	Mr. Dwayne Gomez	4	\$230
12106	Mr. Isaiah Baker	4	\$234
12944	Mr. Jose Jai	4	\$239
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
Ruben Suarez drove the most revenue at \$4,683



Ask a question about your data






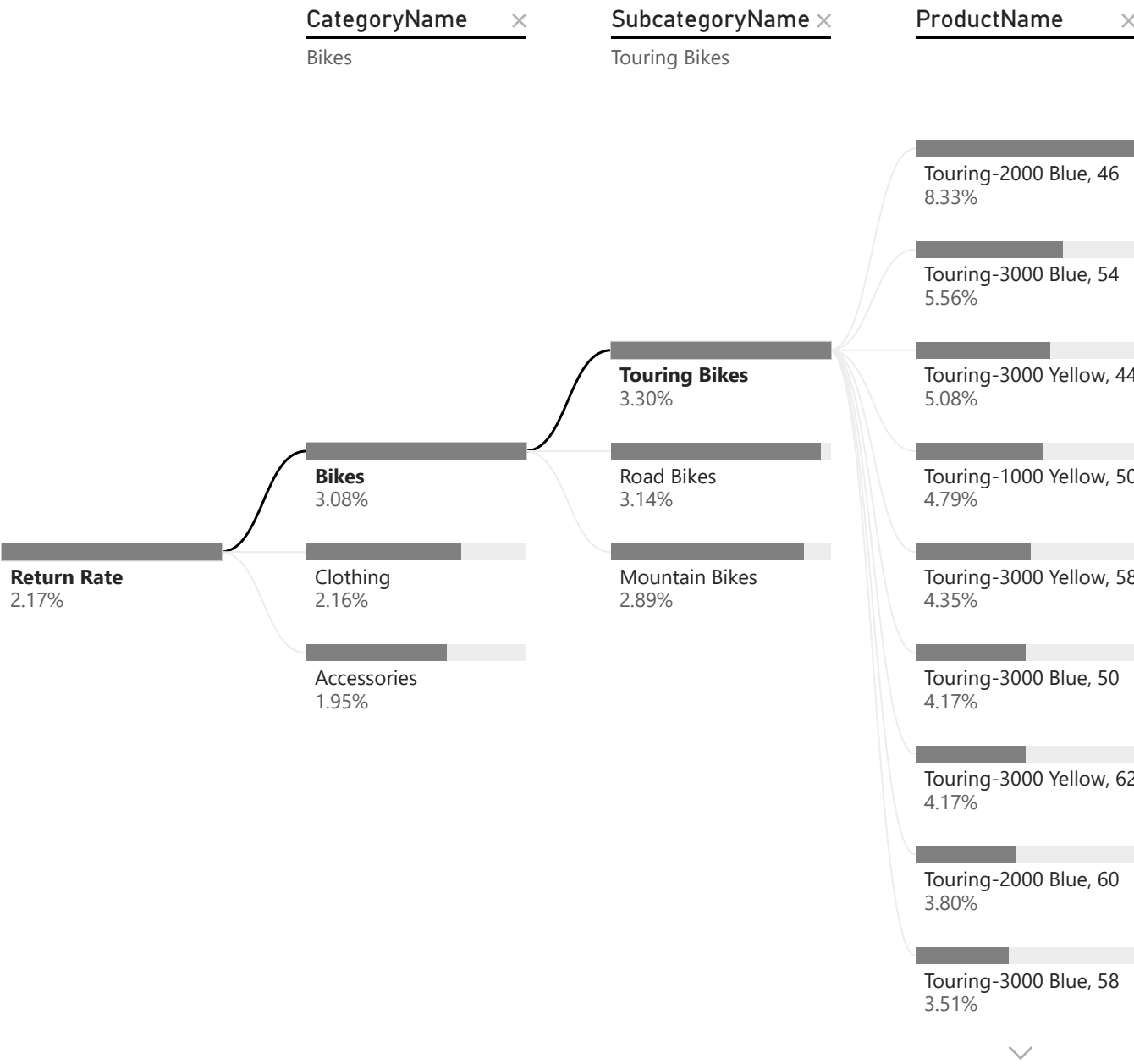
Try one of these to get started

Orders by Month

Return rate by category

Show all suggestions

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



Touring-2000 Blue, 46

8.33%

Touring-3000 Blue, 54

5.56%

Touring-3000 Yellow, 44

5.08%

Touring-1000 Yellow, 50

4.79%

Touring-3000 Yellow, 58

4.35%

Touring-3000 Blue, 50

4.17%

Touring-3000 Yellow, 62

4.17%

Touring-2000 Blue, 60

3.80%

Touring-3000 Blue, 58

3.51%

⌵

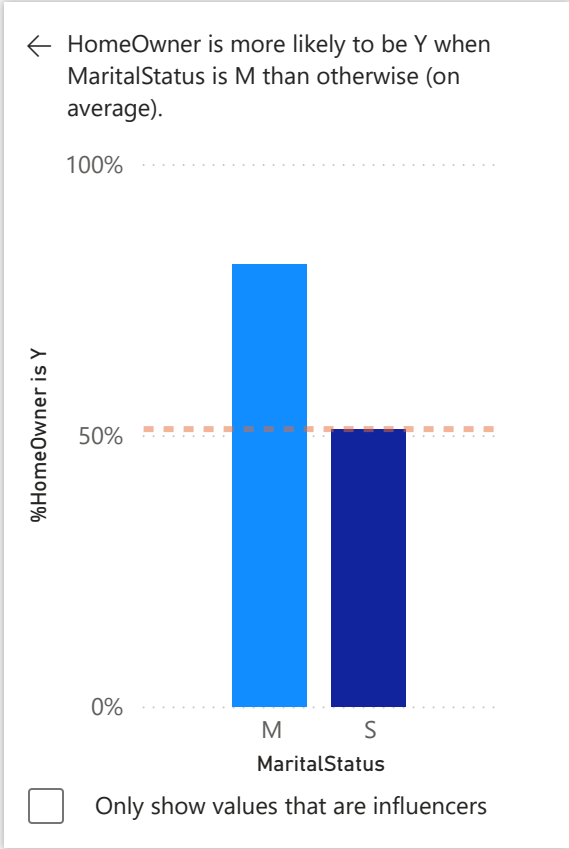
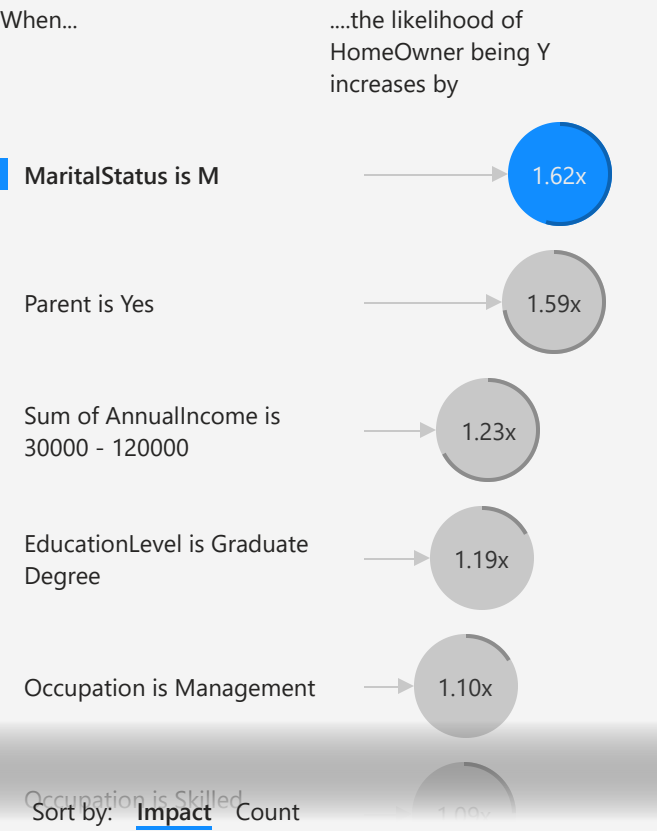
25K

Total Orders

Key influencers Top segments



What influences HomeOwner to be Y ?



Key influencers Top segments



What influences Average Retail Price to Increase ?

