



\$25M

REVENUE

\$10.5M

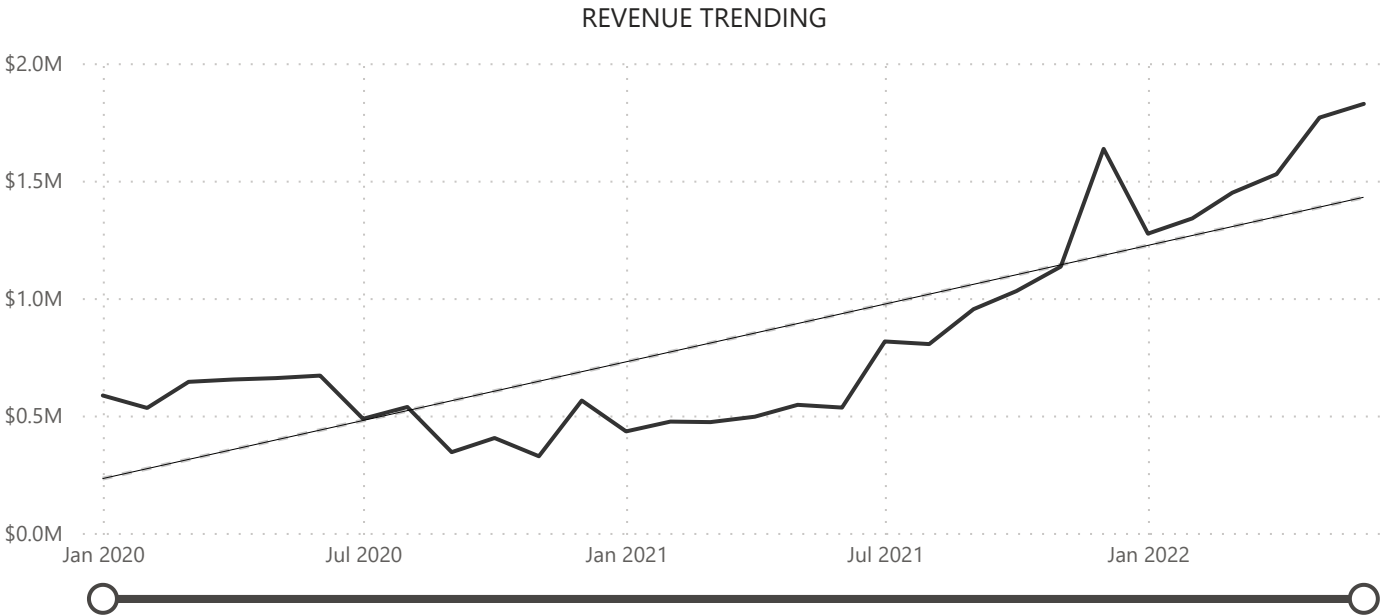
PROFIT

25.2K

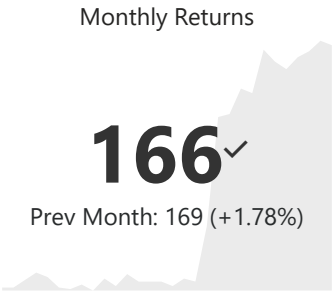
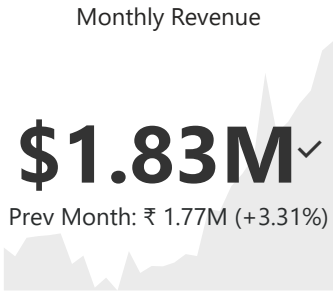
ORDERS

2.2%

Return Rate



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120.179	3.31%
Sport-100 Helmet, Black	1,940	\$65,269.748	2.68%
Road Tire Tube	2,173	\$17,264.73	1.55%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Total	15,587	\$4,65,678.4112	1.85%



Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

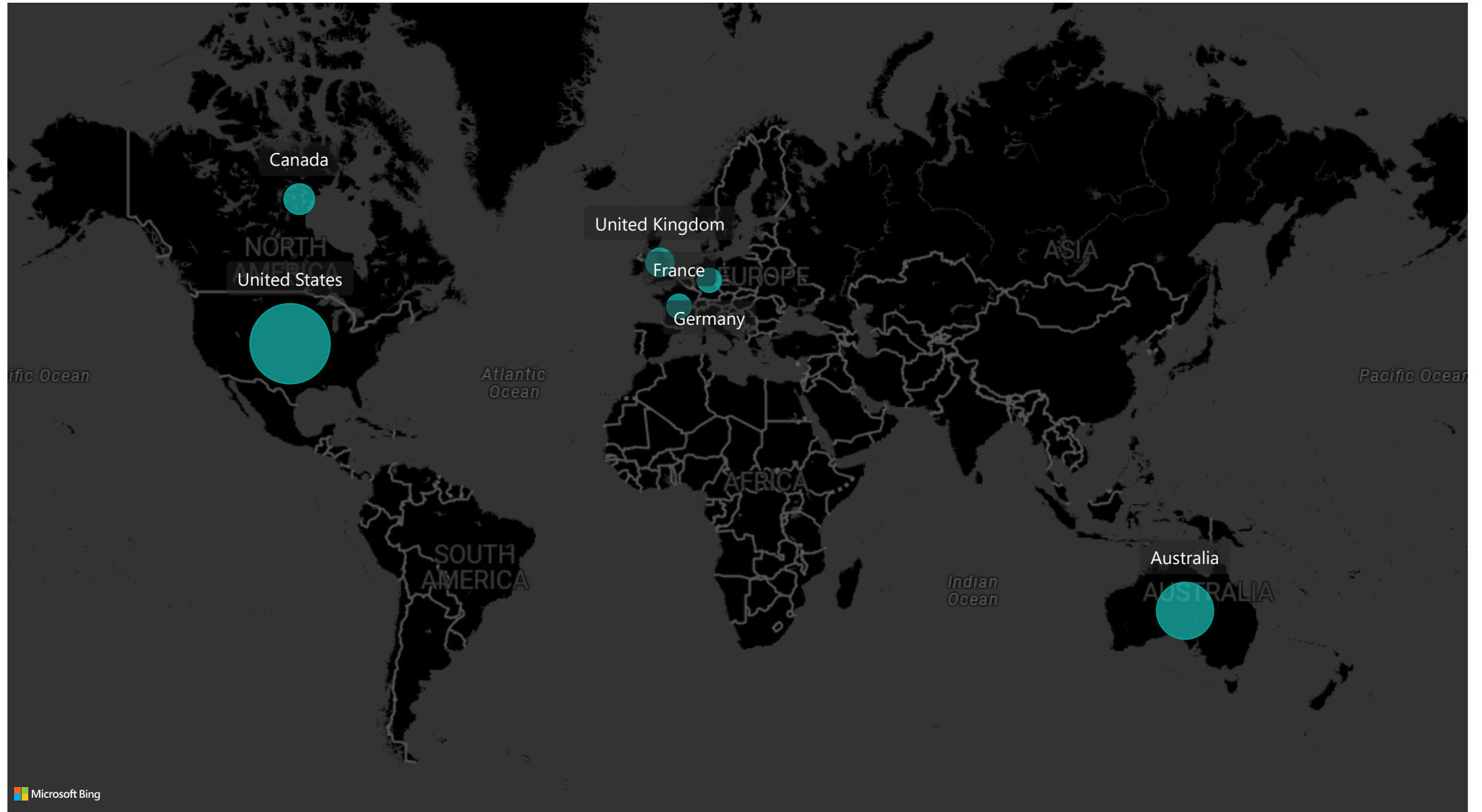
Shorts

Select all

Europe

North America

Pacific





Selected Product :

Road Tire Tube

Price Adjustment (%)

0.10



Product metric Solution

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

Monthly Order Vs. Targets



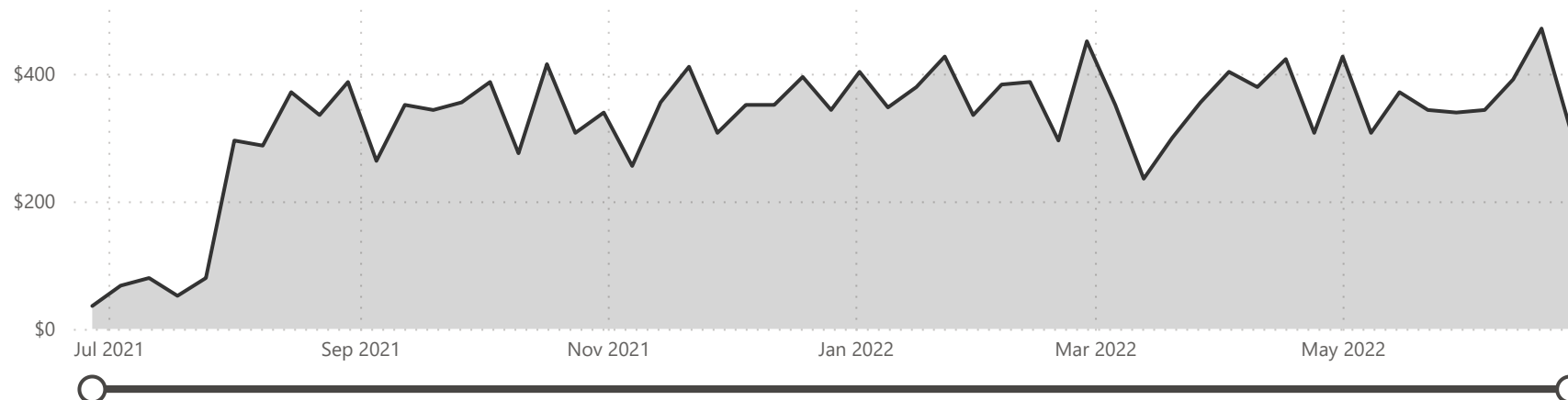
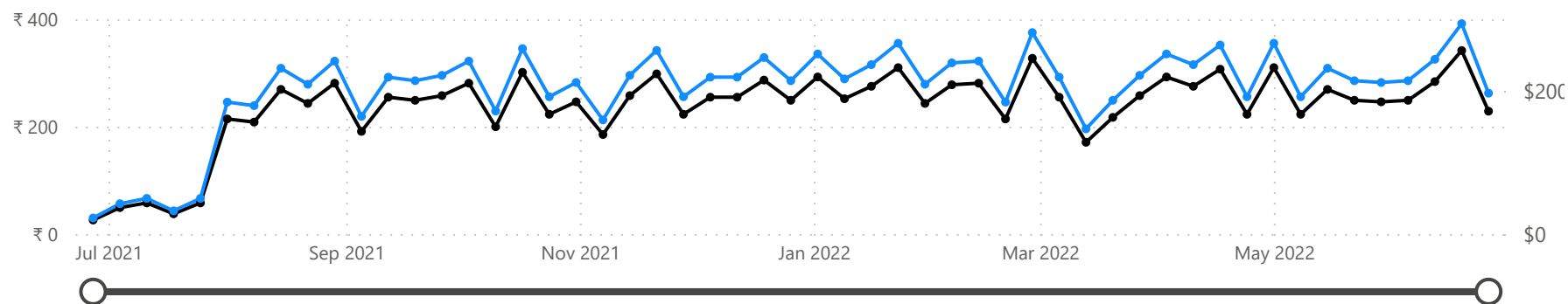
Monthly Revenue Vs. Targets



Monthly Profit Vs. Targets



● Adjusted Profit ● Total Profit



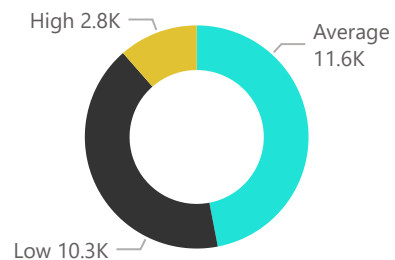
17.4K

UNIQUE CUSTOMERS

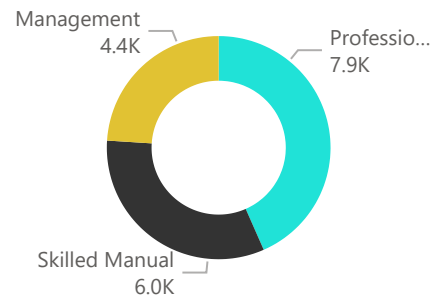
\$1.4K

Average revenue Per Customer

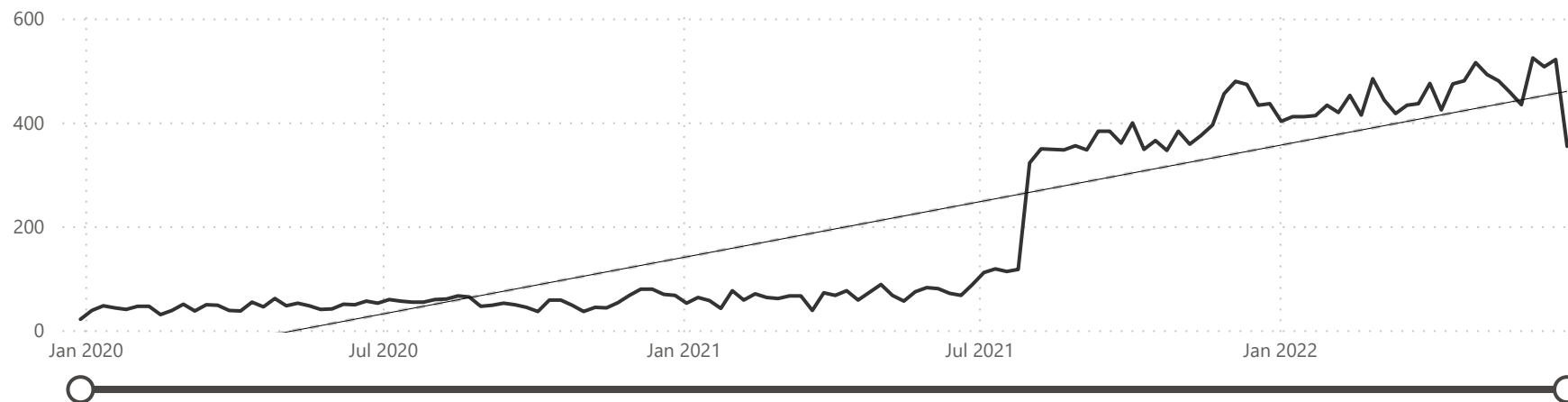
Orders by Income Level



Orders by Occupation



CUSTOMERS TRENDING



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.9545
11439	Mrs. Janet Munoz	6	\$12,015.4029
11241	Mrs. Lisa Cai	7	\$11,330.4494
11417	Mrs. Lacey Zheng	7	\$11,085.7504
11420	Mr. Jordan Turner	7	\$11,022.4002
11242	Mr. Larry Munoz	7	\$10,852.034
13263	Mrs. Kate Anand	4	\$10,436.5079
12655	Mr. Larry Vazquez	4	\$10,394.9836
11425	Mrs. Ariana Gray	6	\$10,391.4304
12631	Mr. Clarence Gao	4	\$10,331.7349
12650	Mr. Aaron Wright	4	\$10,329.2291
13405	Mr. Ethan Bryant	4	\$10,308.5249
11429	Mr. Marco Lopez	6	\$10,289.6862
12632	Mrs. Bonnie Nath	4	\$10,282.9121
11245	Mr. Rickv Vazquez	4	\$10,165.9221
Total		1,272	\$6,15,328.637

2020

2022

Top Customers (by revenue) :

Mr. Maurice Shan

Orders :

6

Revenue :

12.4K



Among customers in skilled manual roles in 2022, Mr. Ruben Suarez drove the most revenue at 4,683