



**\$24.91M**  
Revenue

**\$10.46M**  
Profit

**25K**  
Orders

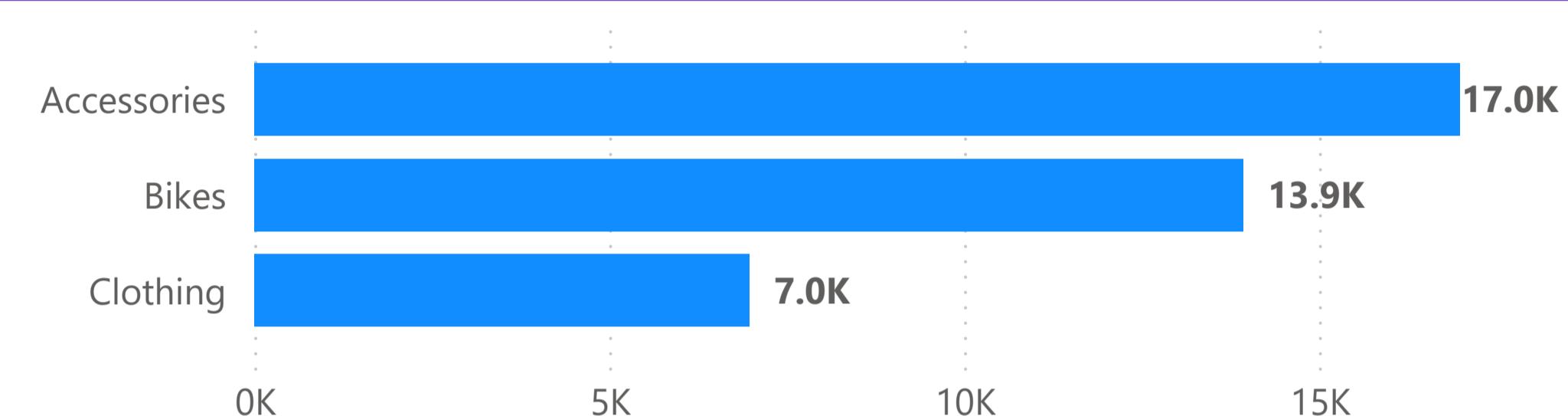
**2.17%**  
Return Rate

**17K**  
Actual Customer

### Sales Revenue Trend



### Orders by Categories



### Top 10 Products

Products	Orders	Quantity Sold	Revenue	Profit	Return Rate
Water Bottle - 30 oz.	3983	7967	\$39,755.33	\$24,886.52	1.95%
Patch Kit/8 Patches	2952	5898	\$13,506.42	\$8,454.78	1.61%
Mountain Tire Tube	2846	5678	\$28,333.22	\$17,736.37	1.64%
Road Tire Tube	2173	4327	\$17,264.73	\$10,807.55	1.55%
Wing	2060	4151	\$25,000.00	\$12,100.70	1.44%

### Monthly Revenue

**\$1.83M**  
Goal: \$1.77M (+3.31%)

### Monthly Profit

**\$771.58K**  
Goal: \$750.75K (+2.77%)

### Monthly Order

**2146!**  
Goal: 2165 (-0.88%)

### Most Ordered Product

**Water Bottle - 30 oz.**

### Most Returned Product

**Water Bottle - 30 oz.**



**Product SKU**  
1

### Monthly Orders vs Target

2687  
2952

### Monthly Revenue vs Target

\$12.28K  
\$13.51K

### Monthly Profit vs Target

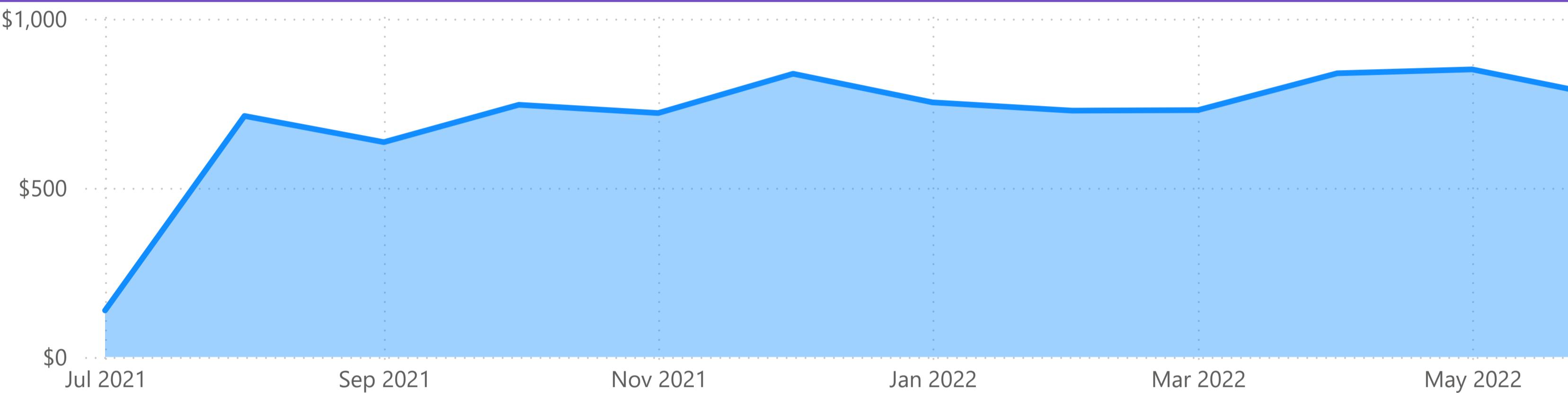
\$7.69K  
\$8.45K

## Patch Kit/8 Patches

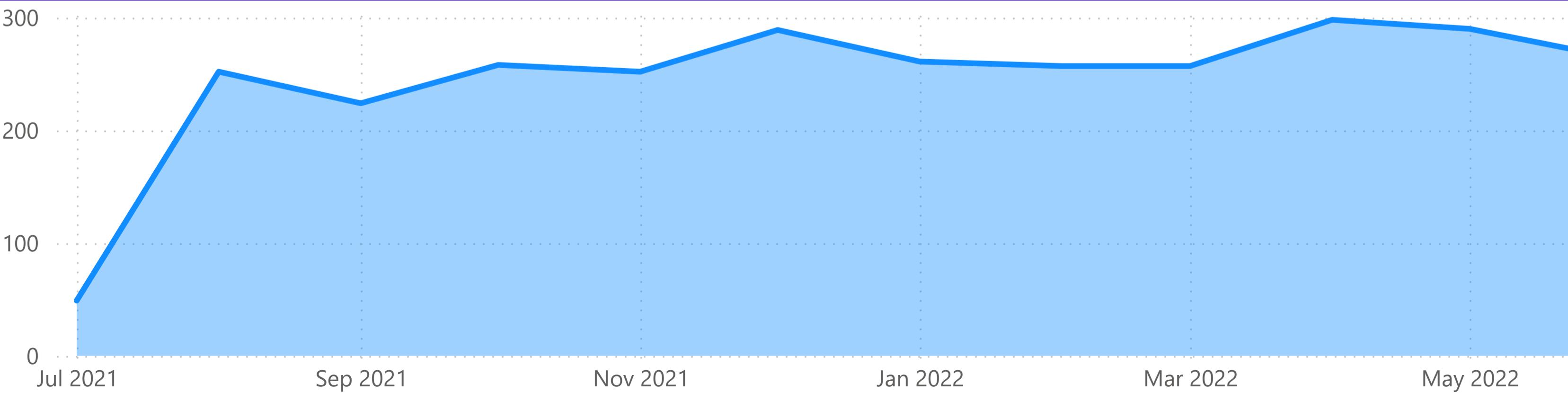
### Product Selection Metrics

- Total Orders
- Total Revenue
- Total Profit
- Total Returns
- Total Cost

### Product Profit trends by Months

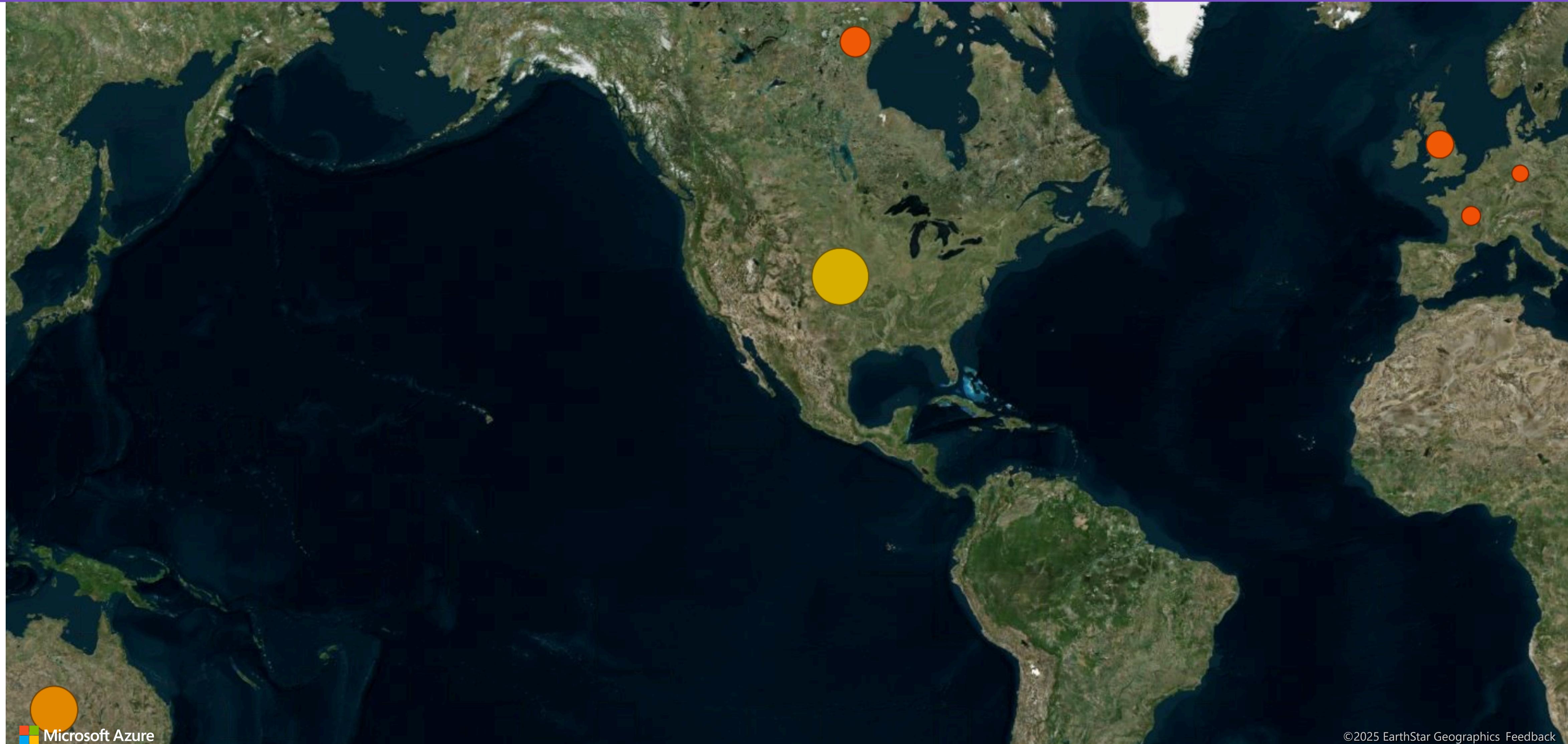


### Product Selection Metrics trend by Months



[Select all](#)[Australia](#)[Canada](#)[France](#)[Germany](#)[United Kingdom](#)[United States](#)

## Territory Wise Order Distributions





**Avrg Revenue Per Customer**  
**\$1.43K**



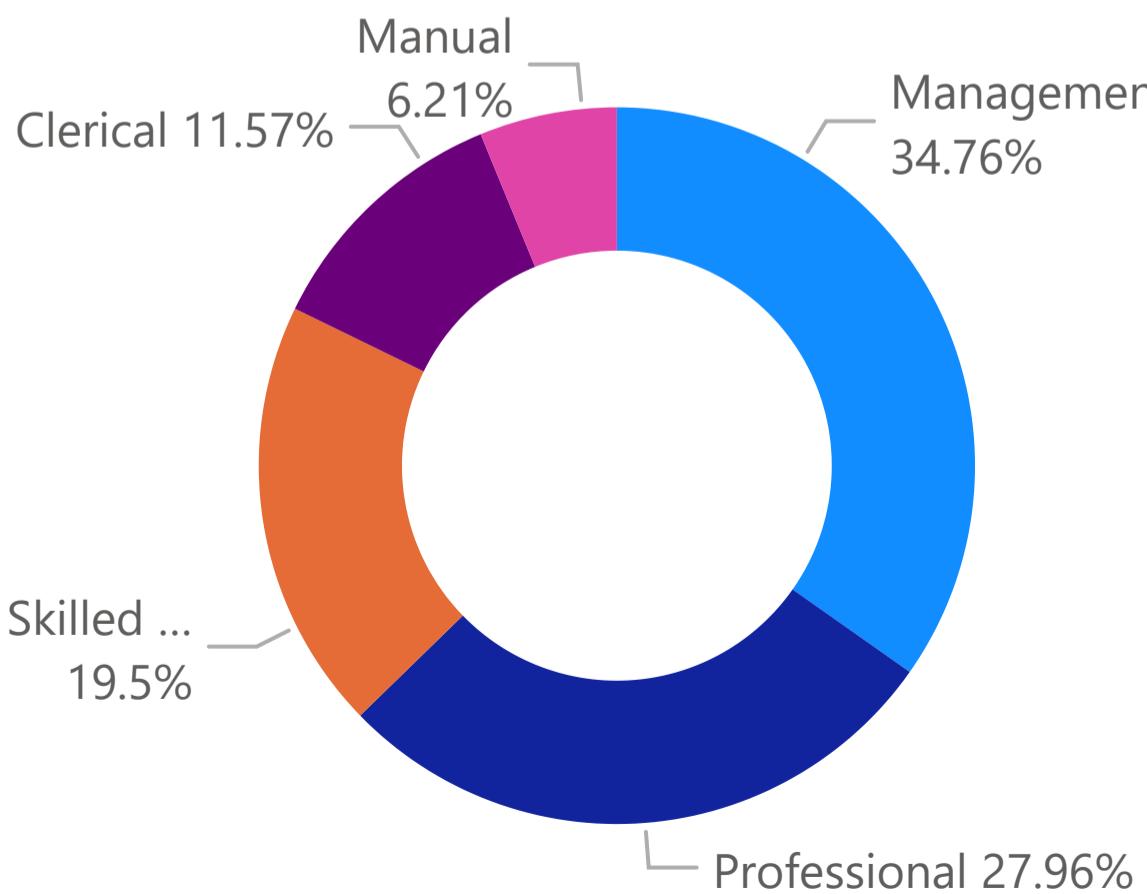
**Total Number of Customers**  
**17K**



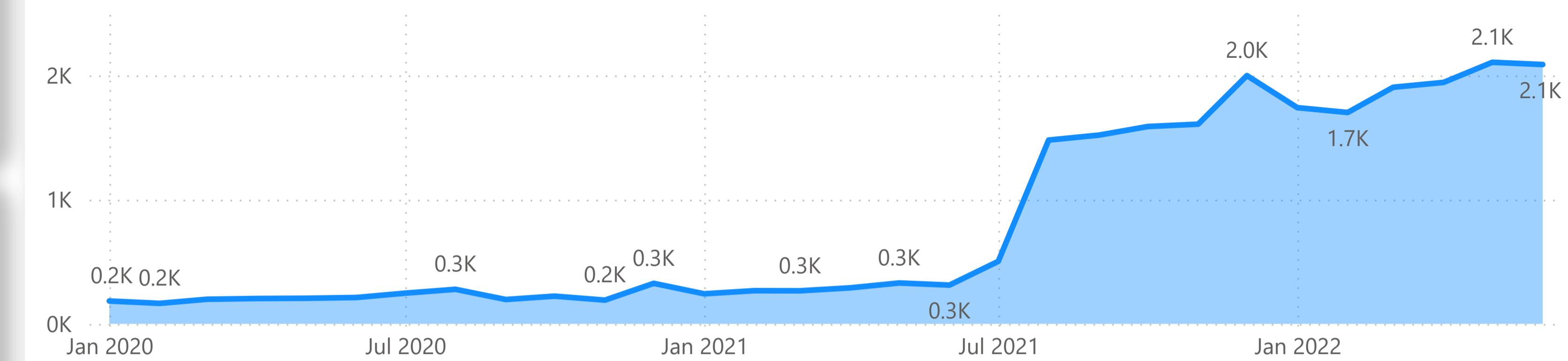
#### Customer Selection Metric Parameter

- All Customer
- Total Revenue
- Avrg Revenue Per Customer

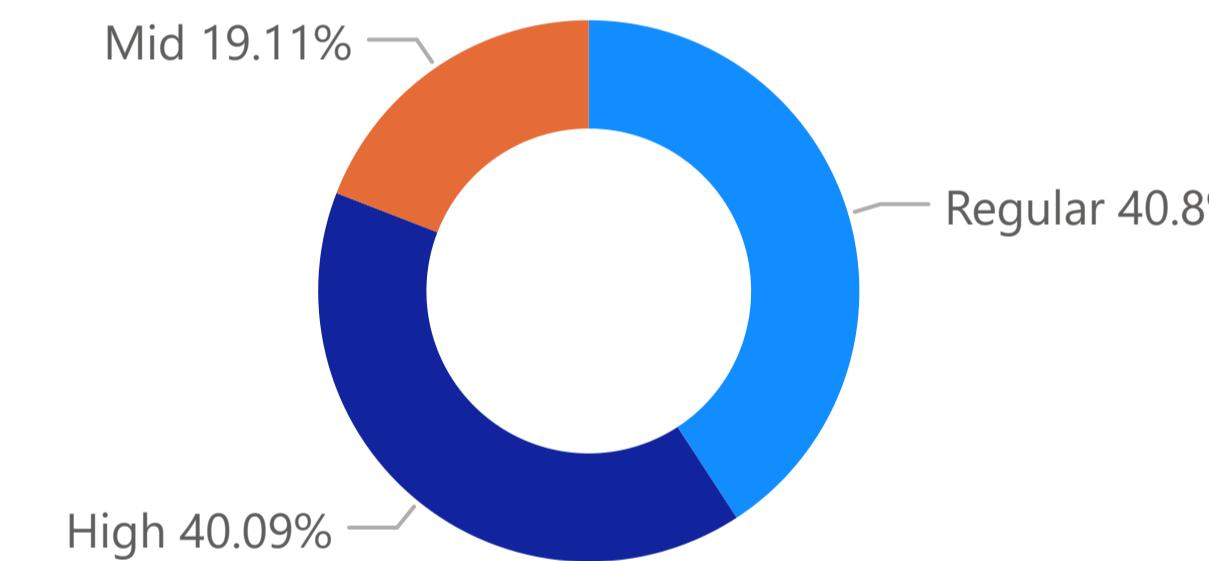
#### Average of Annual Income by Occupation



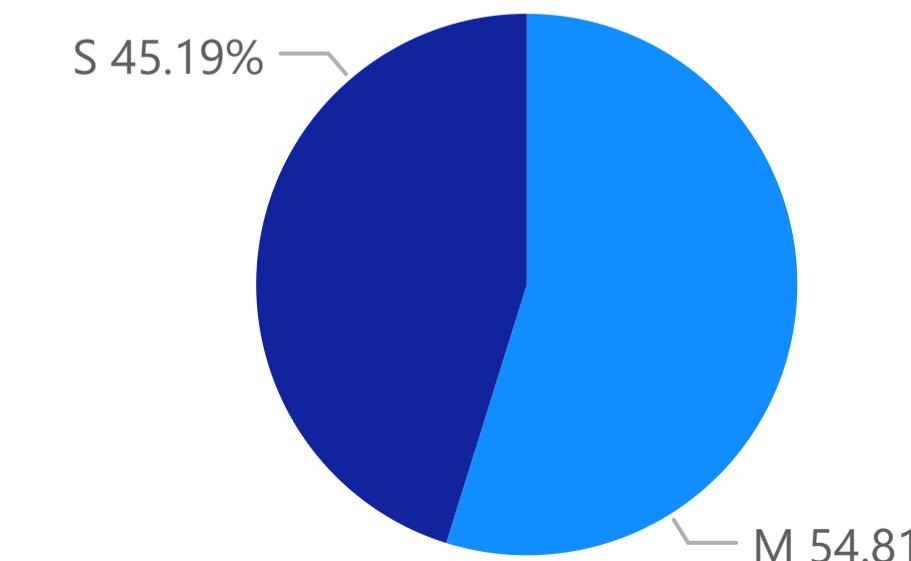
#### Customer Revenue Trend



#### Orders by Customer Priority



#### Orders by Marital Status

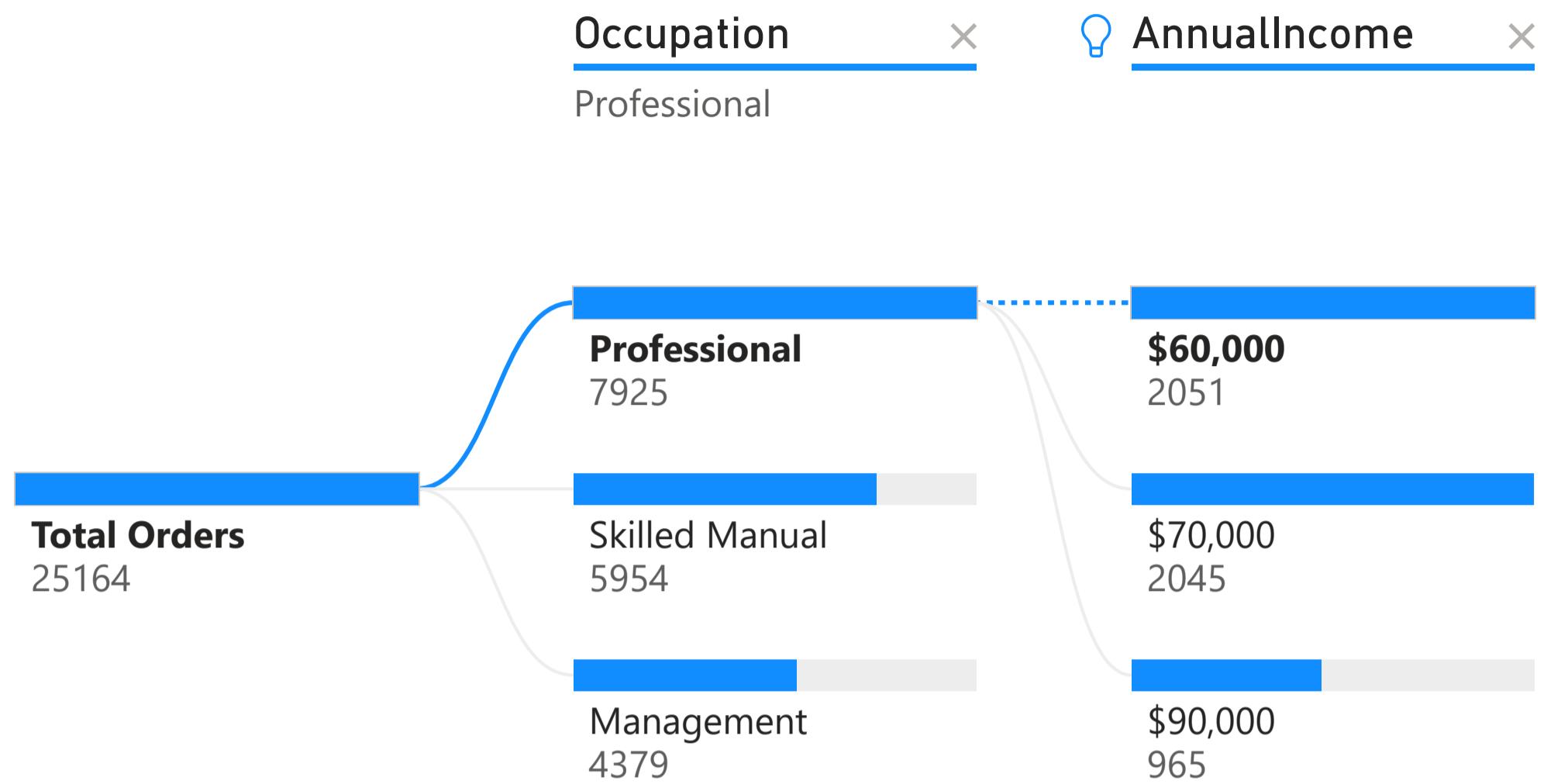


#### All Customers by their Avrg. Revenue

ID	Name	Priority	Orders	Average Revenue
11433	MAURICE SHAN	High	6	\$12,407.95
11439	JANET MUNOZ	High	6	\$12,015.40
11241	LISA CAI	High	7	\$11,330.45
11417	LACEY ZHENG	High	7	\$11,085.75
11420	JORDAN TURNER	High	7	\$11,022.40
11242	LARRY MUNOZ	High	7	\$10,852.03
13263	KATE ANAND	High	4	\$10,436.51
12655	LARRY VAZQUEZ	High	4	\$10,394.98
11425	ARIANA GRAY	High	6	\$10,391.43
12631	CLARENCE GAO	High	4	\$10,331.73
12650	AARON WRIGHT	High	4	\$10,329.23
13405	ETHAN BRYANT	High	4	\$10,308.52
11429	MARCO LOPEZ	High	6	\$10,289.69
12632	BONNIE NATH	High	4	\$10,282.91
11245	RICKY VAZQUEZ	High	4	\$10,165.92
11237	CLARENCE ANAND	High	4	\$10,065.01
11428	DEANNA PEREZ	High	4	\$9,761.60
11427	DESIREE DOMINGUEZ	High	4	\$9,717.65



## Total orders Analysis by Occupation and Annual Income



## Ask Based on Data

Ask a question about your data

Try one of these to get started

top product styles by total profit

top education levels by total profit

Show all suggestions

## Key influencers Top segments



What influences Total Orders to Increase ▼ ?

When...

....the average of Total Orders increases by

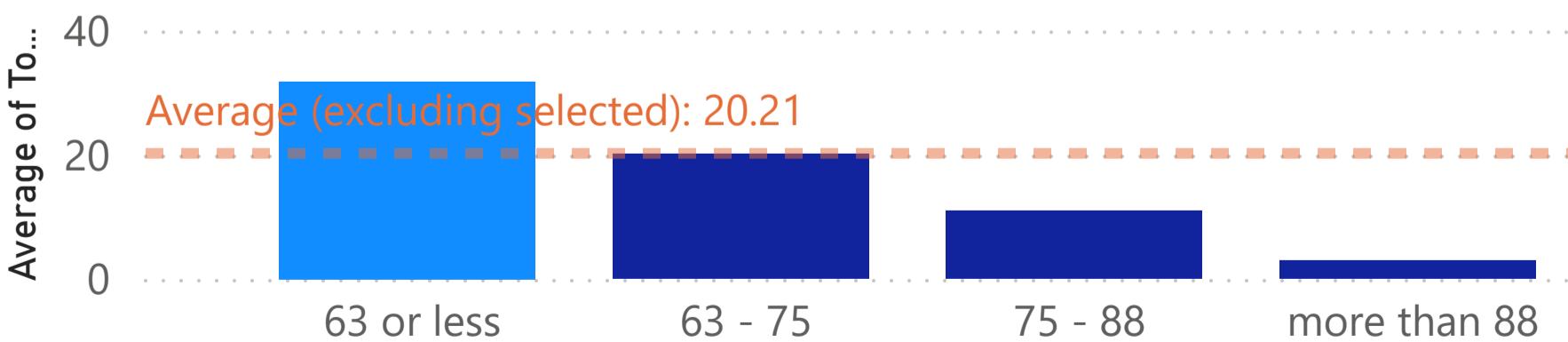
Age is 63 or less

18.19

AnnualIncome is \$10,000 - \$90,000

17.35

← Total Orders is more likely to increase when Age is 63 or less than otherwise (on average).



Only show values that are influencers



**17K**

Active Customers

**77.97%**

Churned Rate

Start of Month      New Customer

	Start of Month	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	<b>Total</b>
January 2021	January 2021	8									2	2		2	1	1	1	1	8	
February 2021	February 2021	10			1					1	4	1	1	1	1	1	1	1	10	
March 2021	March 2021	8			1	1		1		1	1		2	1	1				8	
April 2021	April 2021	11		1	1		1		4	1		3	1	1					11	
May 2021	May 2021	13	2		1		1	3		1	2	3	1	2					13	
June 2021	June 2021	15	1				3	3	1		1	2	3						15	
July 2021	July 2021	8	1	1						1									8	
August 2021	August 2021	40	3	4	6	5	3	1	3	5	2	3							40	
September 2021	September 2021	27	1	1	1	1	1												27	
October 2021	October 2021	40	1		1		2	2	2	1									40	
November 2021	November 2021	36	2	3	2	2	2	1											36	
December 2021	December 2021	44	2	1	1														44	
January 2022	January 2022	25		2	1		1												25	
February 2022	February 2022	42	1	2	1														42	
March 2022	March 2022	80	2		2														80	
April 2022	April 2022	45		3															45	
May 2022	May 2022	51																	51	
June 2022	June 2022	28																	28	
<b>Total</b>	<b>Total</b>	<b>13579</b>	<b>330</b>	<b>368</b>	<b>356</b>	<b>350</b>	<b>367</b>	<b>327</b>	<b>302</b>	<b>301</b>	<b>241</b>	<b>230</b>	<b>333</b>	<b>327</b>	<b>132</b>	<b>88</b>	<b>37</b>	<b>50</b>	<b>51</b>	<b>13579</b>