



\$24.9M

REVENUE

\$10.5M

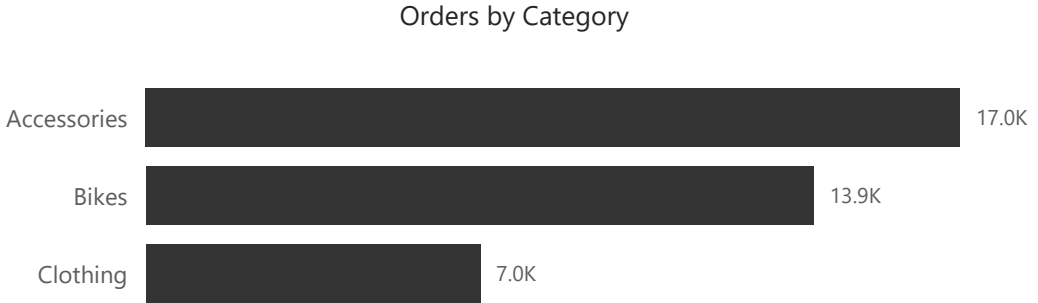
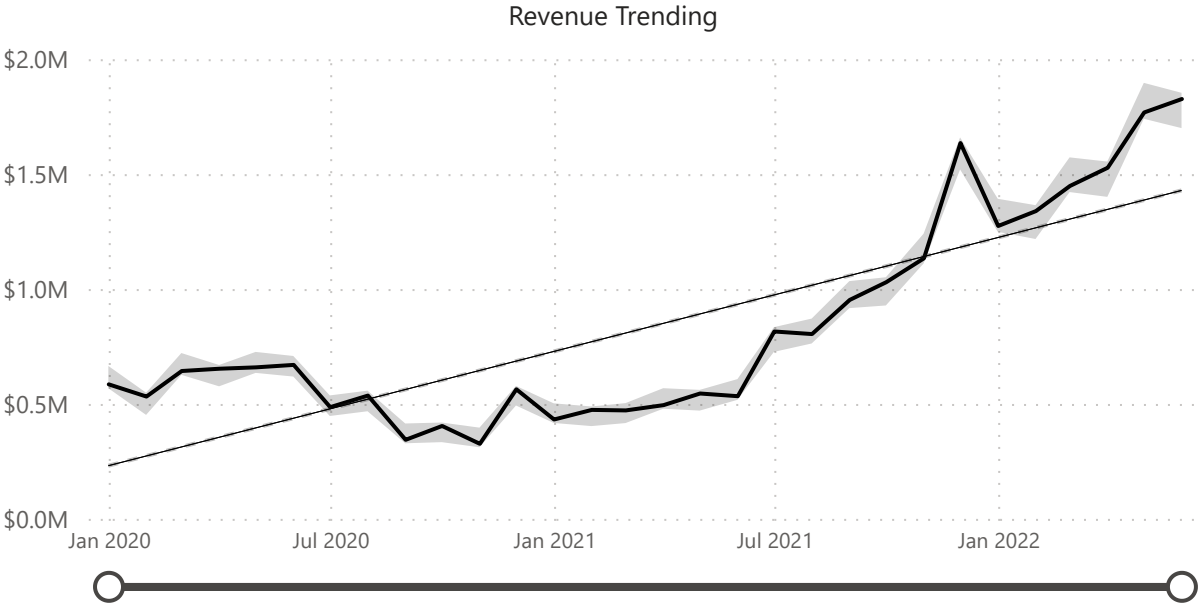
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146!

Prev Month: 2,165 (-0.88%)

Monthly Revenue

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product

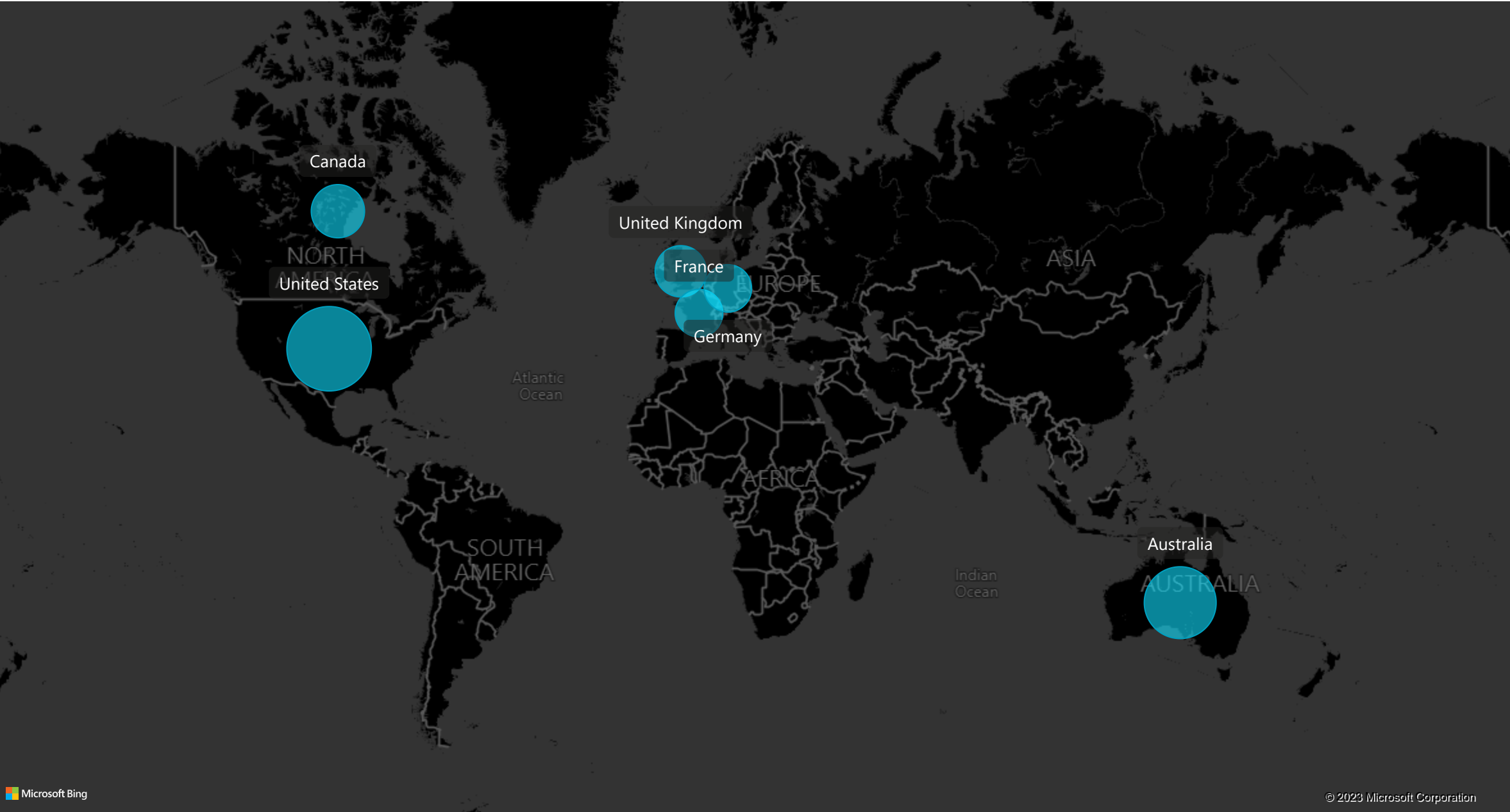
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Mountain Tire Tube

Monthly Orders VS Target



Monthly Revenue VS Target



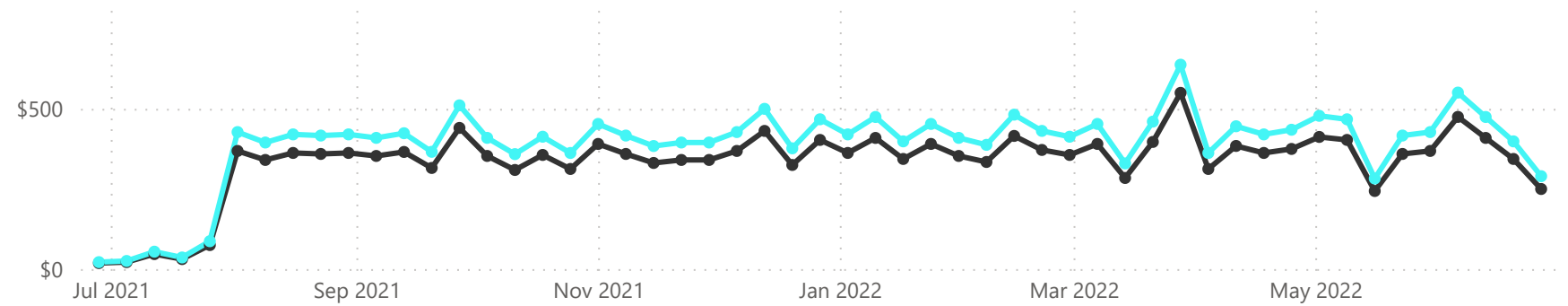
Monthly Profit VS Target



Price Adjustment

0.10

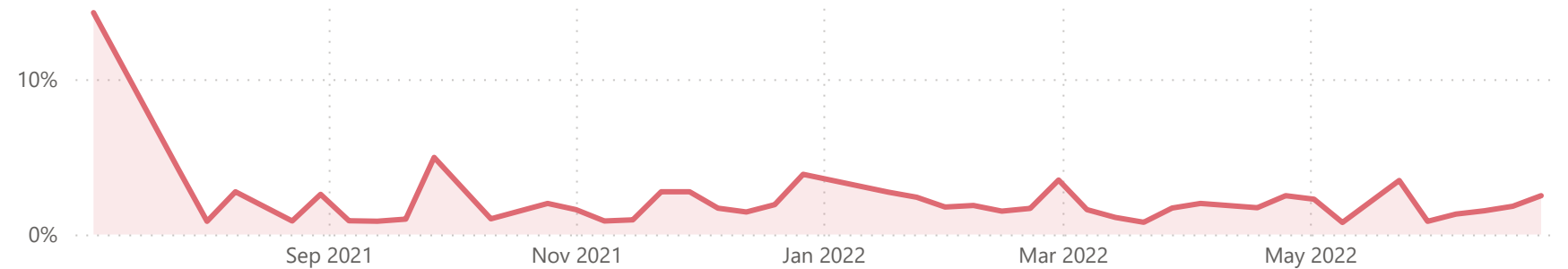
● Total Profit ● Adjusted Profit



Product Metrix Selection

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

Return Trending





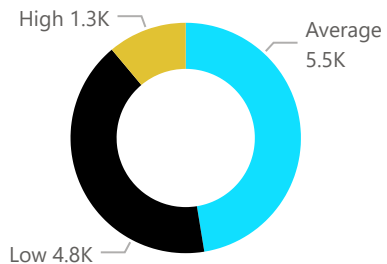
# 10.5K

Total Customers

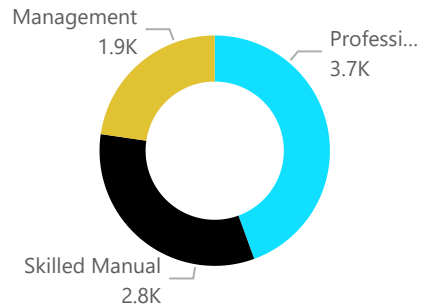
# \$874.638

Average Revenue per Customer

Orders by Income Level



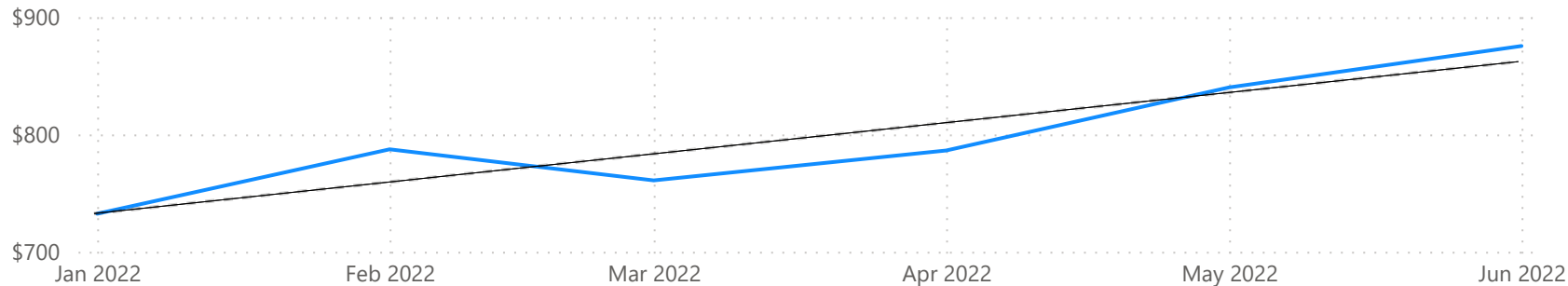
Occupation by Income Level



Total Customers

Revenue per Customer

Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11185	Mrs. Ashley Henderson	20	\$1,260
11276	Mrs. Nancy Chapman	17	\$824
11300	Mr. Fernando Barnes	17	\$1,250
11223	Mrs. Hailey Patterson	15	\$975
11262	Mrs. Jennifer Simmons	15	\$896
11330	Mr. Ryan Thompson	15	\$872
11091	Mr. Dalton Perez	13	\$845
11277	Mr. Charles Jackson	13	\$944
11711	Mr. Daniel Davis	13	\$852
11200	Mr. Jason Griffin	12	\$683
11287	Mr. Henry Garcia	12	\$771
11211	Mrs. Samantha Russell	11	\$648
11500	Ms. Sarah Simmons	11	\$630
11566	Ms. April Shan	11	\$633
11142	Mr. Eduardo Patterson	10	\$788
11176	Mr. Mason Roberts	10	\$550
11619	Ms. Sierra Young	10	\$469
Total		646	\$76,869

2022

2022

Top Customer by Revenue:

## Mr. Jordan Turner

Orders:

### 5

Revenue:

### \$6.8K



Top customer with most orders in the year of 2022.

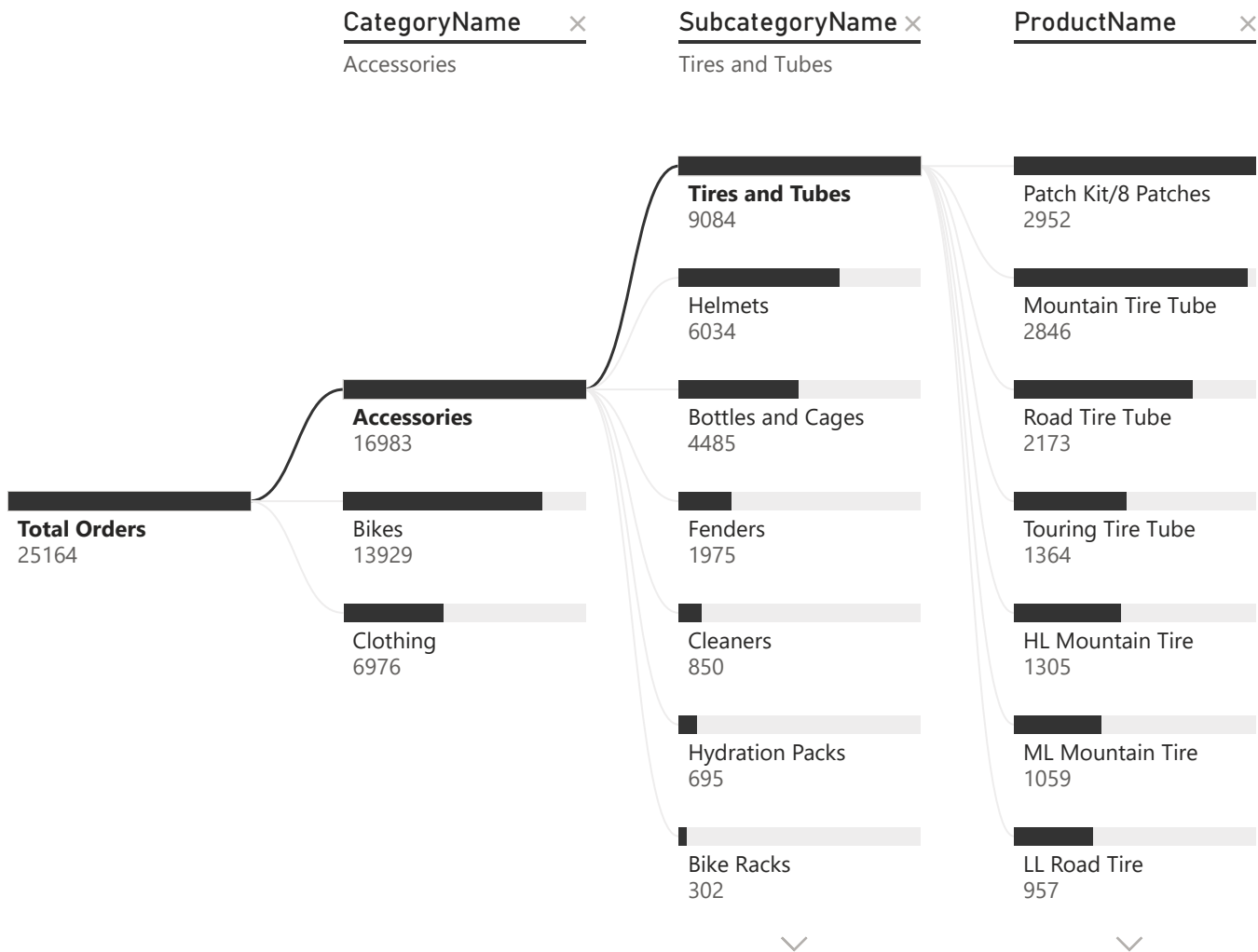
orders by month



Showing results for *Month name and total orders*



CategoryName	Total Orders
<div>+</div> Accessories	16983
<div>+</div> Bikes	13929
<div>+</div> Clothing	6976
<b>Total</b>	<b>25164</b>

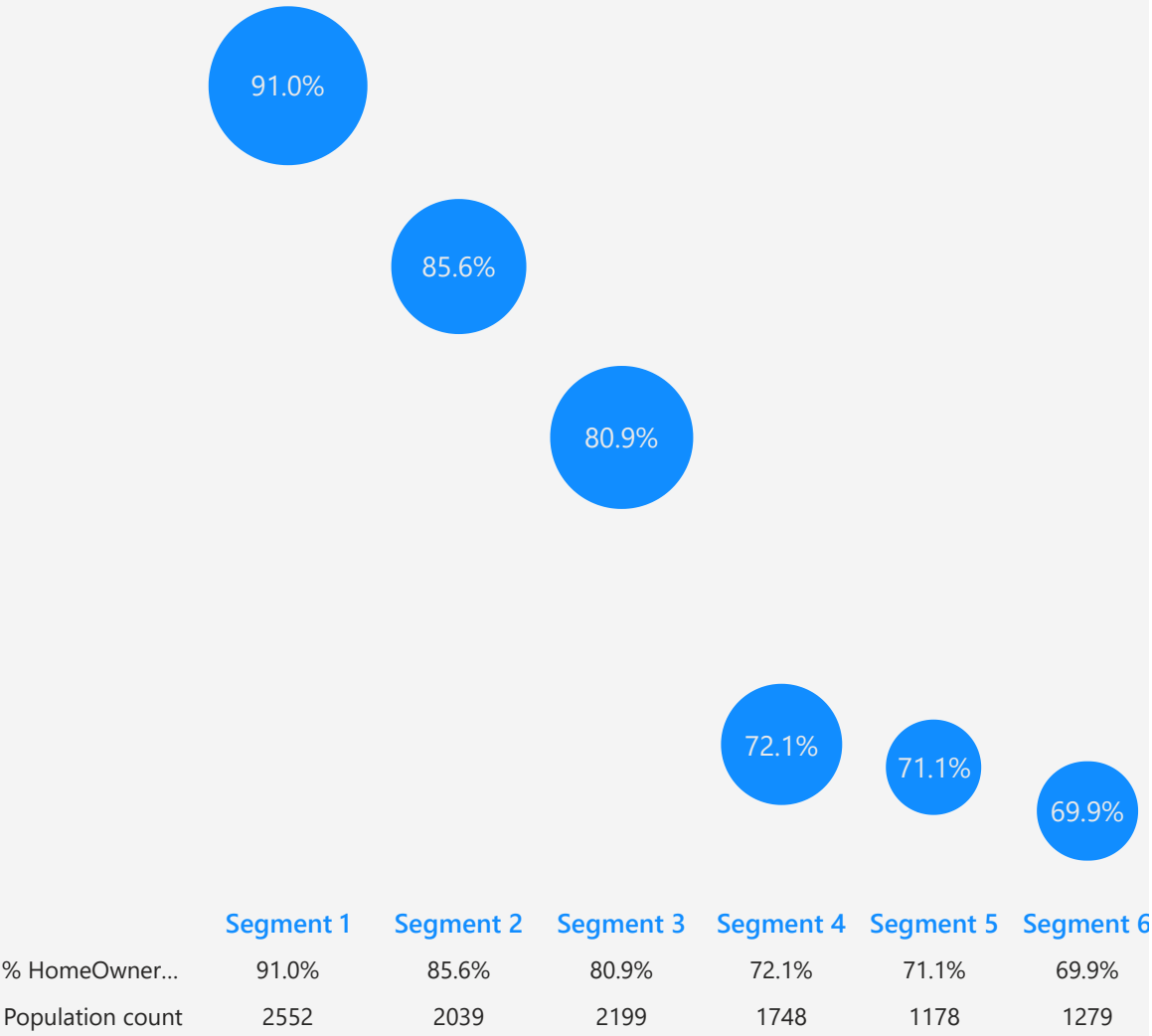


Key influencers Top segments



When is HomeOwner more likely to be  ?

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



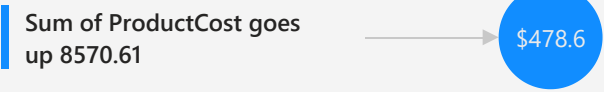
Key influencers Top segments



What influences Average Retail Price to  ?

When...

....the average of Average Retail Price increases by



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

