



\$24.9M

Total Revenue

\$10.5M

Total Profit

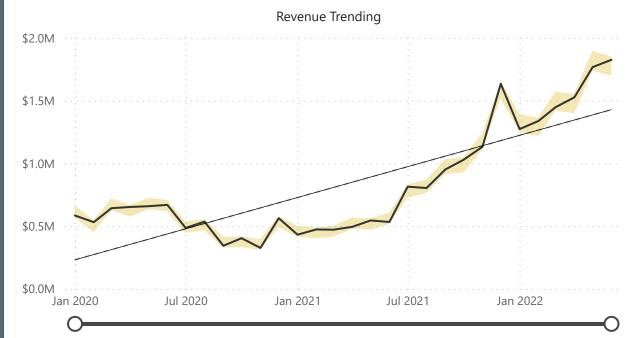
25.2K

Total Orders

2.2%

Return Rate

Orders by Category



Monthly Revenue

\$1.83M[~]

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

Monthly Orders

2,146! Previous Month: 2,165 (-0.88%)

Monthly Returns

166 Yerevious Month: 169 (+1.78%)

Accessories		17.0K
Bikes		13.9K
Clothing	7.0K	

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,9	83 \$39,755	1.95%
Patch Kit/8 Patches	2,9	52 \$13,506	1.61%
Mountain Tire Tube	2,8	46 \$28,333	1.64%
Road Tire Tube	2,1	73 \$17,265	1.55%
Sport-100 Helmet, Red	2,0	99 \$73,444	3.33%
AWC Logo Cap	2,0	62 \$35,882	1.11%
Sport-100 Helmet, Blue	1,9	95 \$67,120	3.31%
Fender Set - Mountain	1,9	75 \$87,041	1.36%
Sport-100 Helmet, Black	1,9	40 \$65,270	2.68%
Mountain Bottle Cage	1,8	96 \$38,062	2.02%

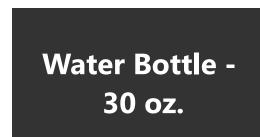
Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

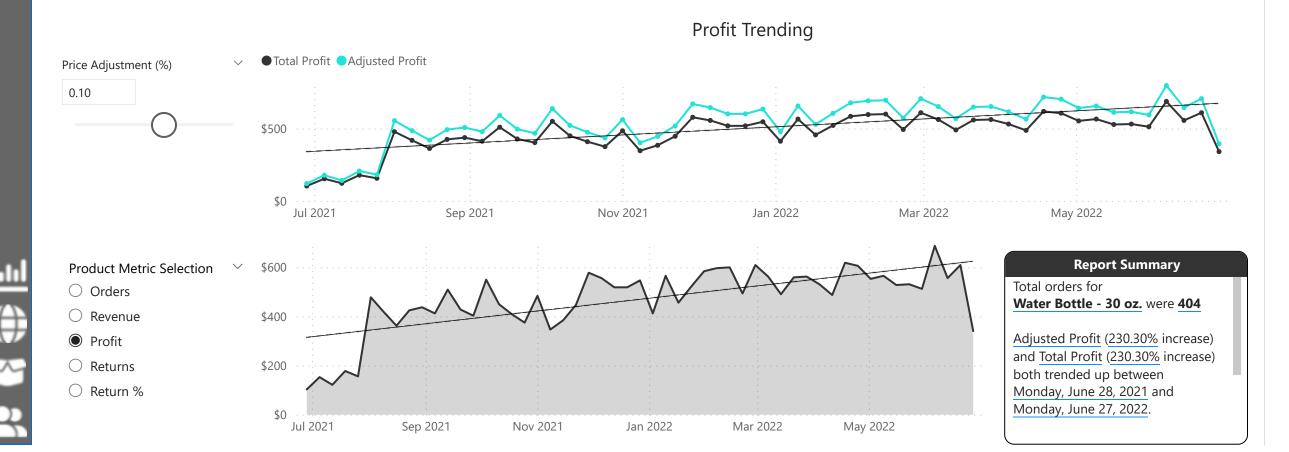
Shorts





Selected Product:









Pacific



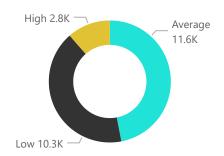
17.4K

UNIQUE CUSTOMERS

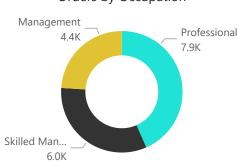
\$1.431K

REVENUE PER CUSTOMER

Orders by Income Level



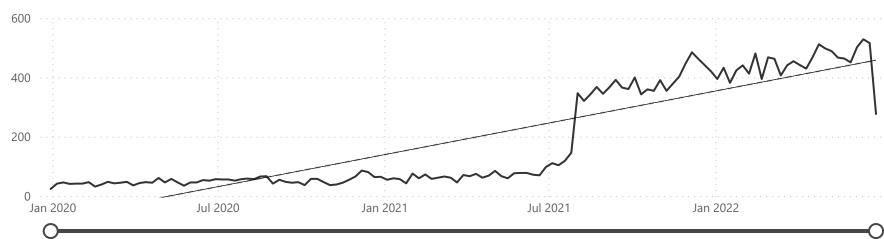
Orders by Occupation



Total Customers

Revenue per Customer

Total Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,196
12936	Renee Moreno	4	\$335
12650	Mr. Aaron Wright	4	\$10,329
12984	Mr. Adam Young	4	\$302
13179	Mr. Adrian Sanchez	4	\$259
11530	Mr. Andrew Martinez	15	\$758
11631	Mr. Antonio Bennett	16	\$1,001
13619	Mr. Arturo Xu	3	\$6,606
16399	Mr. Arturo Xu	1	\$60
11719	Mr. Blake Green	5	\$404
11748	Mr. Blake Hill	5	\$195
12307	Mr. Brad She	4	\$9,161
Total	M. D.: D-1	1.307	\$663.986
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2020 2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

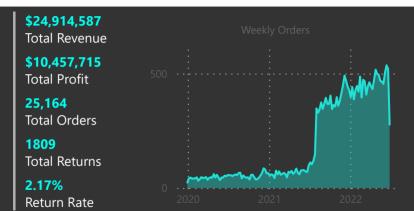
6

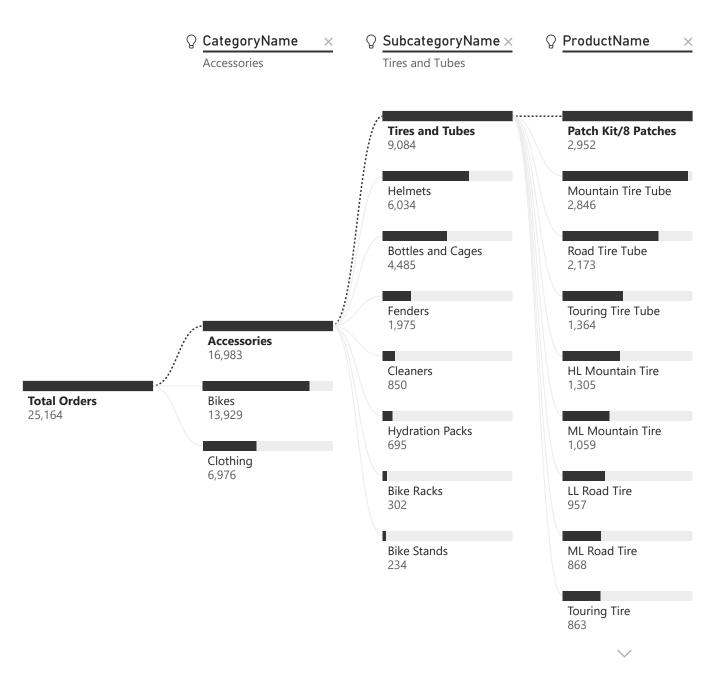
Revenue:

\$12.4K



Among customers in skilled manual roles in 2022, suarez drove the most revenue at \$4,683





25K
Total Orders



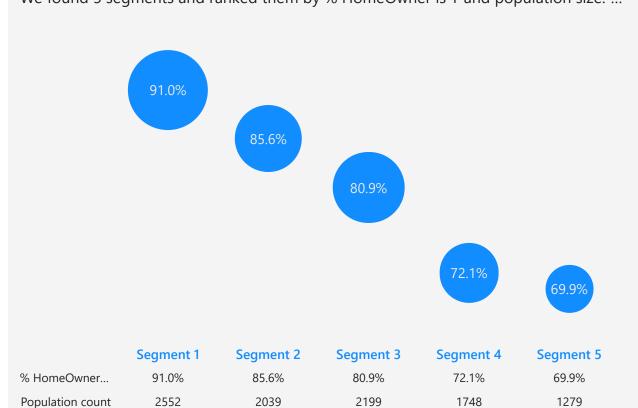
30

Key influencers Top segments

35

When is HomeOwner more likely to be $\ ^{Y}$?

We found 5 segments and ranked them by % HomeOwner is Y and population size. ...



What influences Average Retail Price to Increase ?

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

Sum of ProductCost goes up 8570.61

\$478.6

