



\$24.9M

REVENUE

\$10.5M

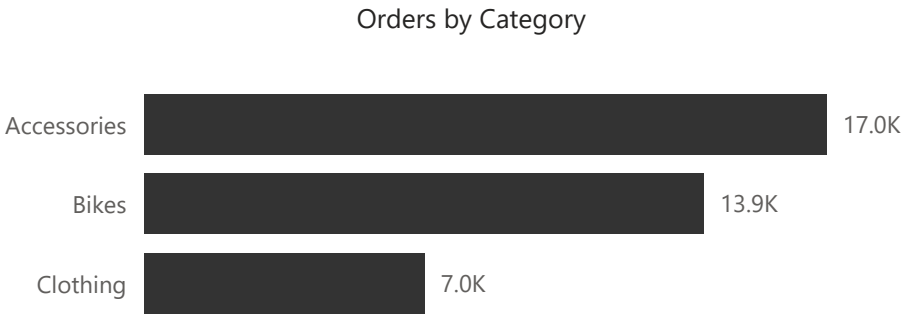
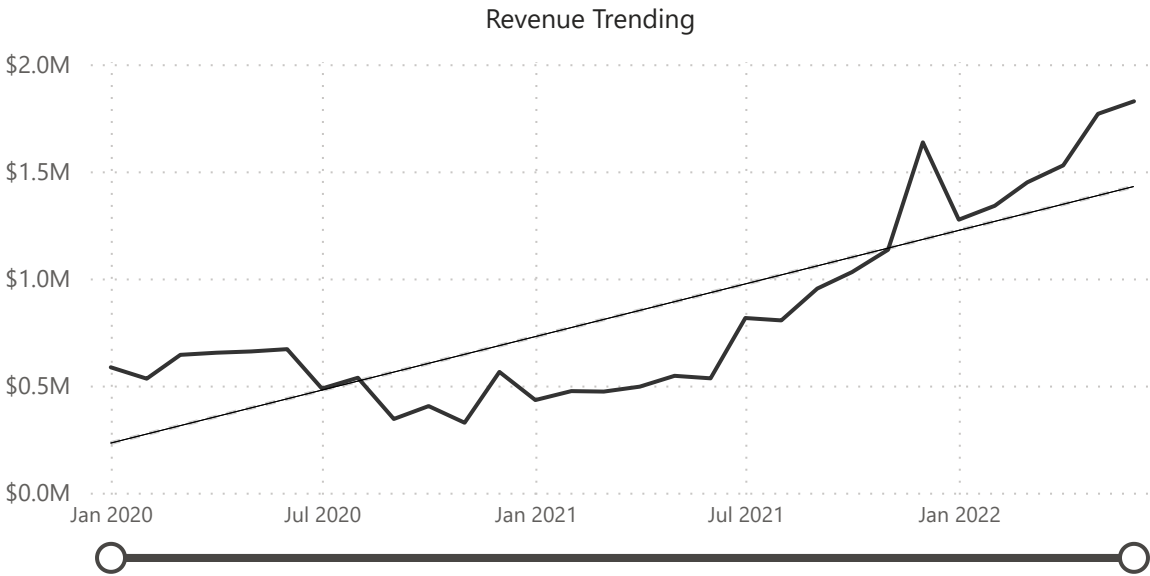
PROFIT

25.2K

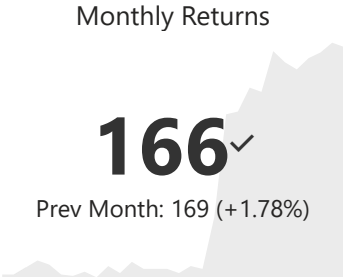
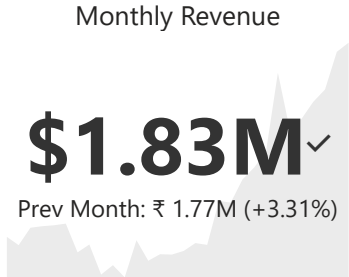
ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	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:

Tires and Tubes

Most Returned Product:

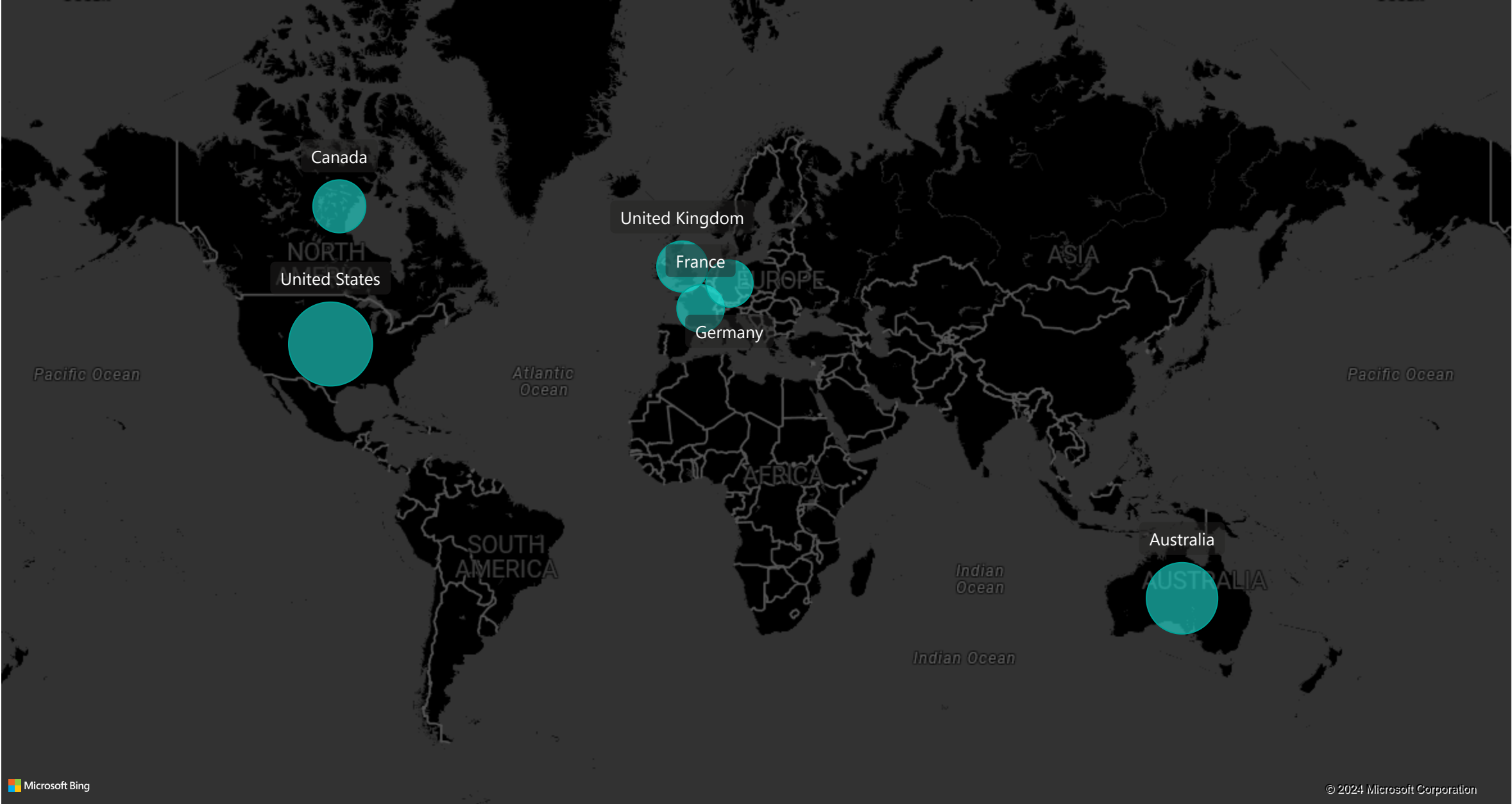
Shorts

Select all

Europe

North America

Pacific

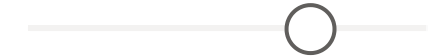


Selected Product:

**Water Bottle - 30  
oz.**

Price Adjustment(%)

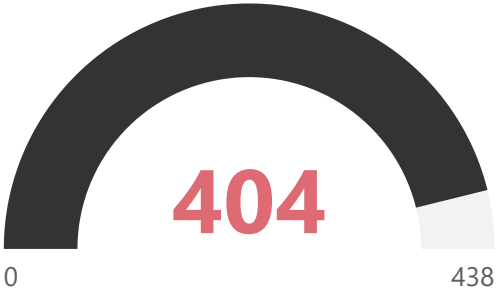
0.40



Product Metric Selection

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

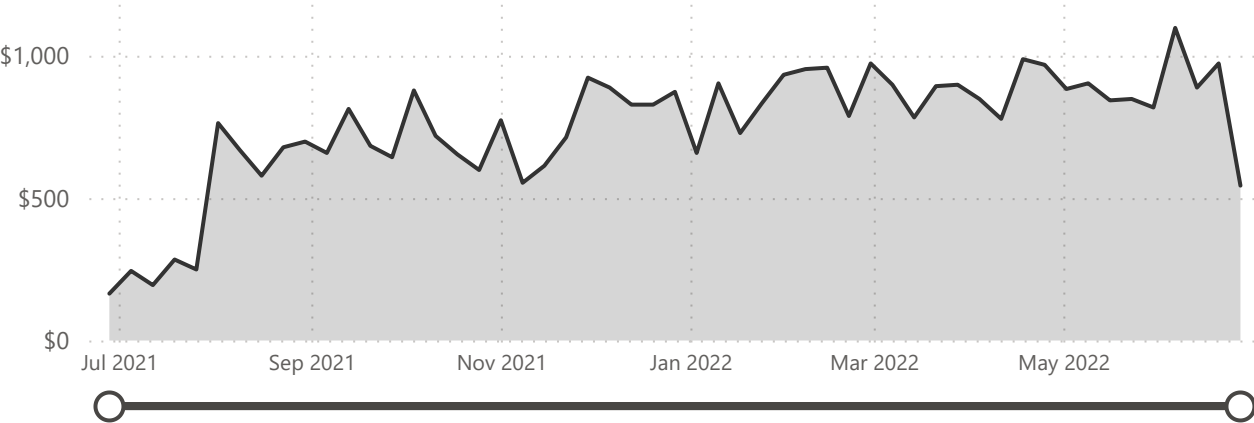
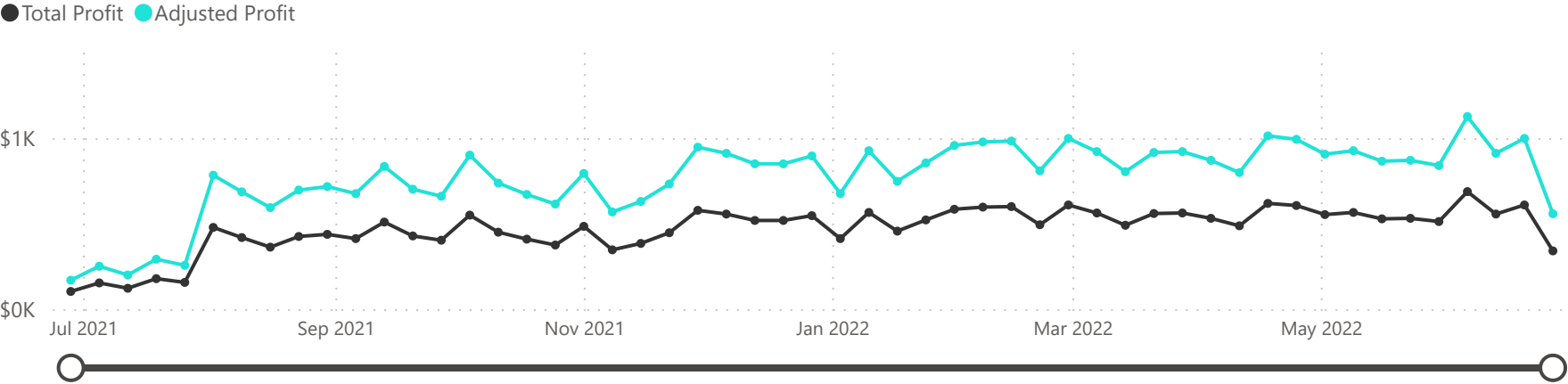
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Report Summary

Total Orders for **Water Bottle - 30 oz.** were **404**

Total Profit jumped from 103.08 to 477.93 during its steepest incline between Monday, June 28, 2021 and Monday, August 2, 2021.

Profit experienced the longest period of decline (-\$34) between

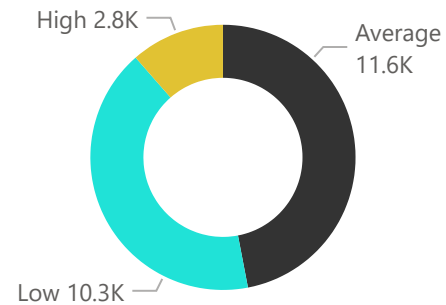
17.4K

UNIQUE CUSTOMERS

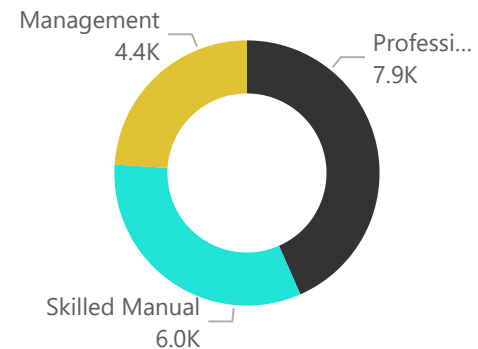
\$1,431

REVENUE PER CUSTOMER

Orders by Income level

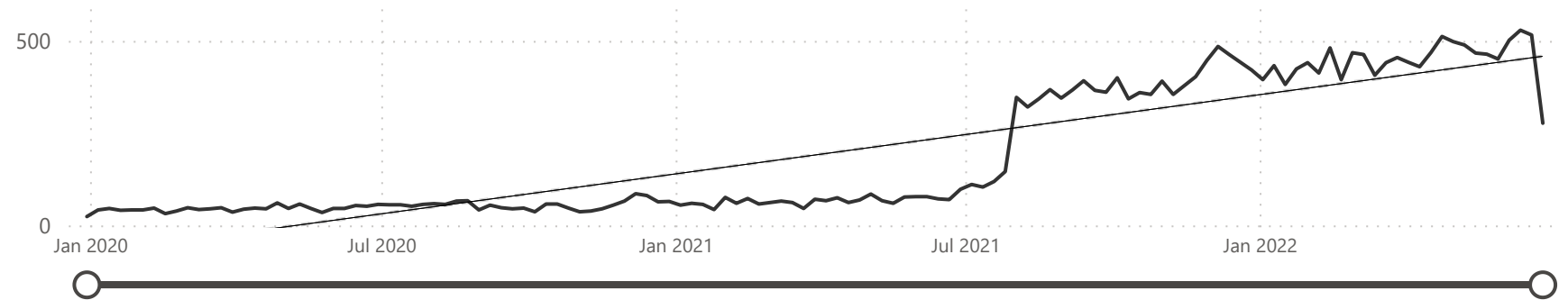


Orders by Occupation



Total Customers

Average Revenue per Customer



Top 100 Customers

CustomerKey	FullName	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
11719	Mr. Blake Green	5	\$404
11748	Mr. Blake Hill	5	\$195
12307	Mr. Brad She	4	\$9,161
12892	Mr. Brian Peterson	4	\$496
14077	Mr. Bryan Townsend	4	\$271
11431	Mr. Bryant Garcia	4	\$9,687
12061	Mr. Bryce Brooks	4	\$210
12165	Mr. Caleb Flores	4	\$440
11277	Mr. Charles Jackson	24	\$1,777
Total		1,272	\$6,15,329

2020

2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among Customers in Skilled Manual Role in 2022, Mr. Ruben Suarez drove the most revenue of \$4683