

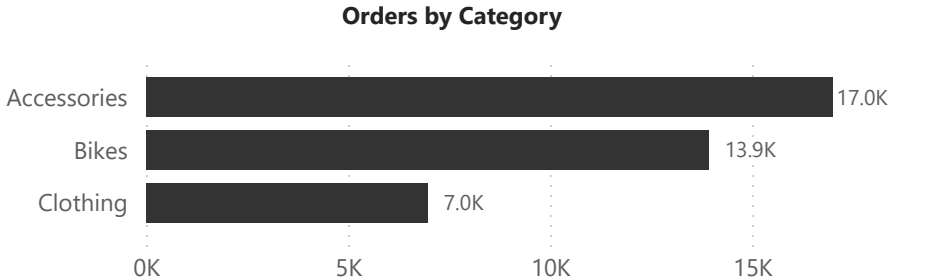
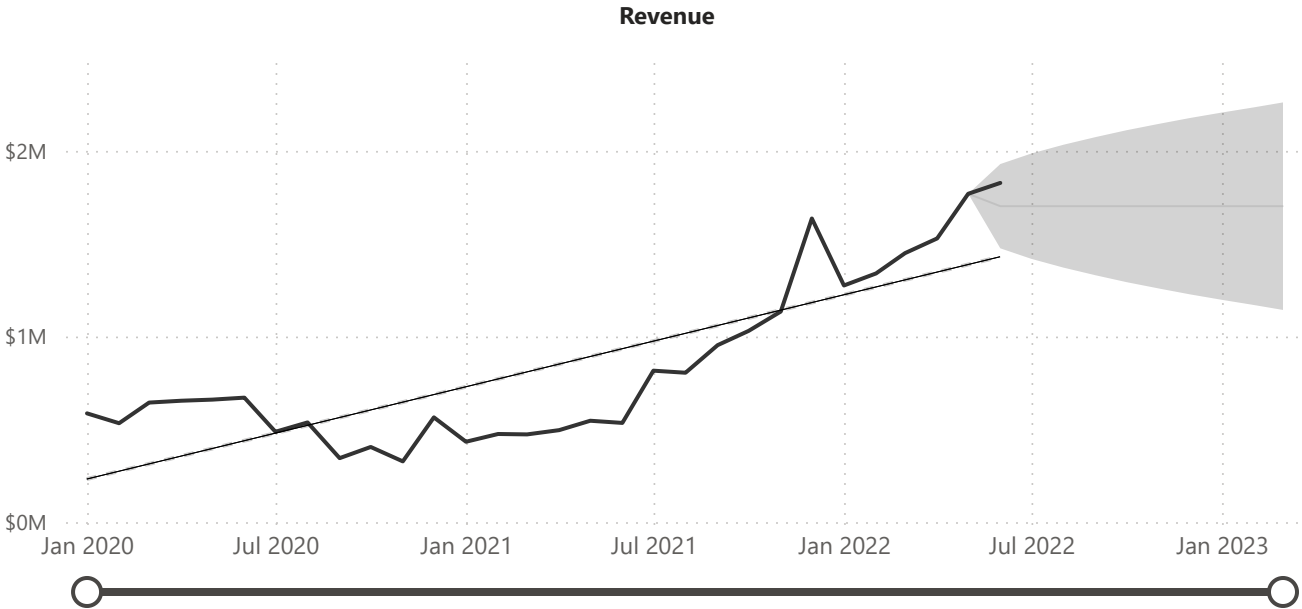


\$24.9M
Total Revenue

\$10.5M
Total Profit

25.2K
Total Orders

2.2%
Return Rate



Top 10 Products	Orders	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

Monthly Orders

2146

Monthly Returns

166

Most Orders by Product Type

Tires and Tubes

Most Returned Product Type

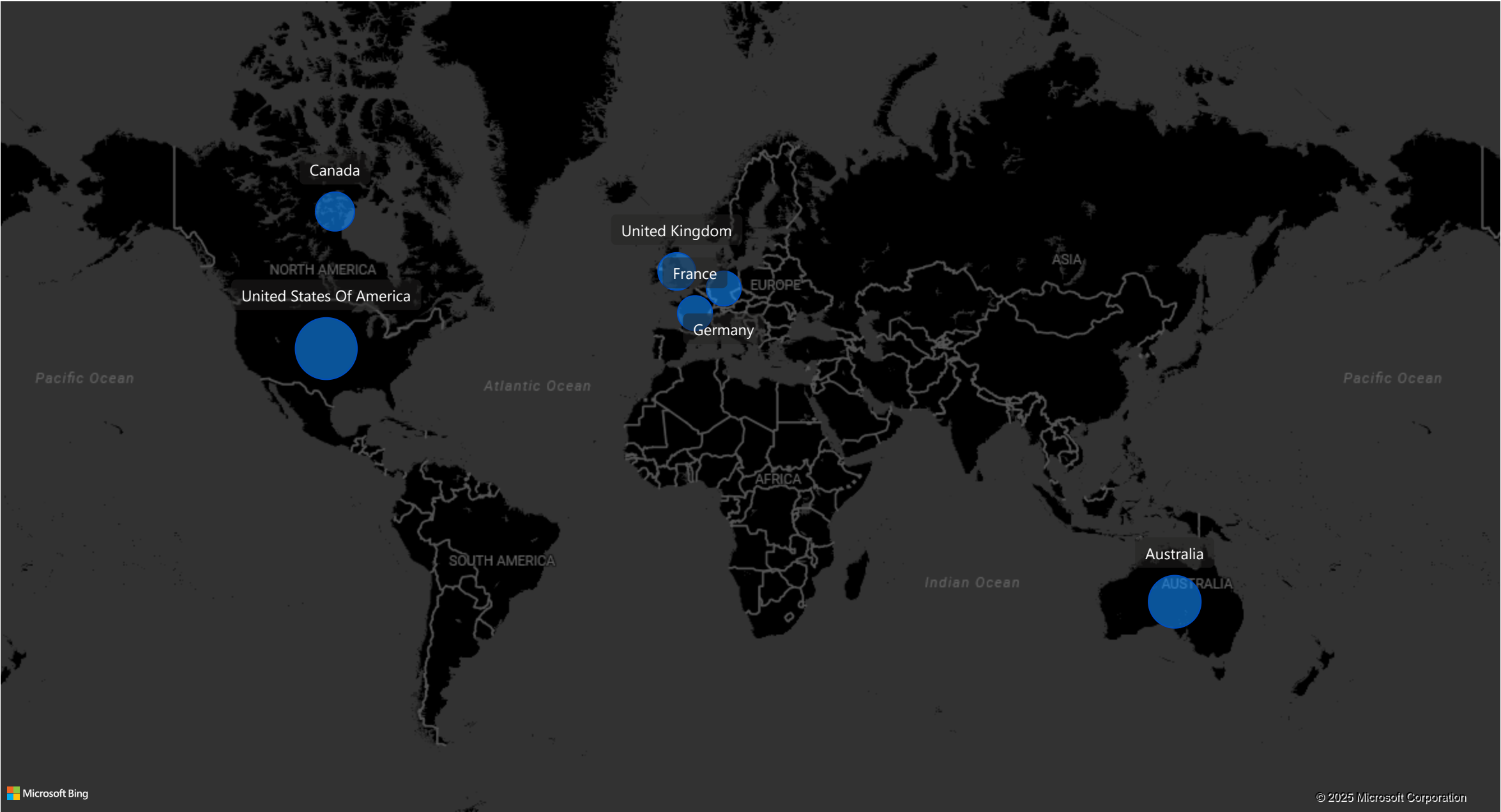
Shorts

Select all

Australia

Europe

North America



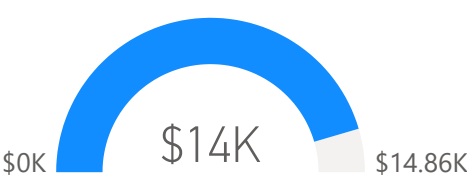
Select Product:

Patch Kit/8 Patches

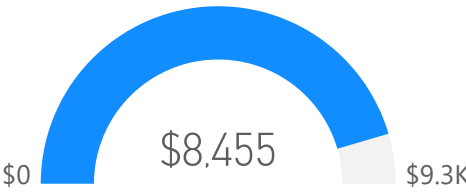
Monthly Orders vs Target



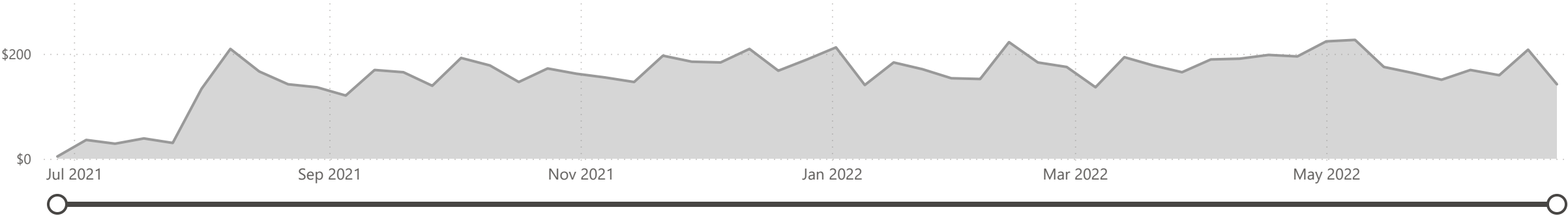
Monthly Revenue vs Target



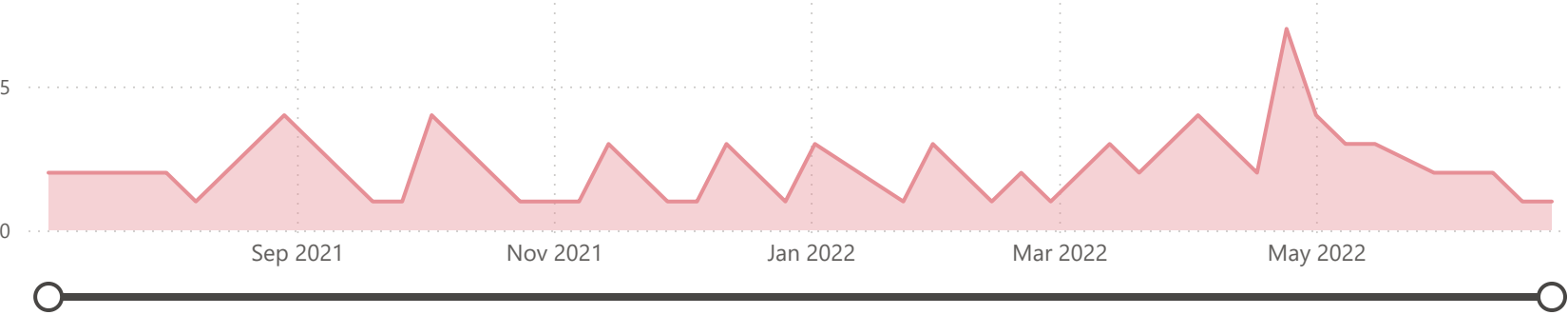
Monthly Profit vs Target



Profit



Returns



Report Summary

Total Orders for [Patch Kit/8 Patches](#)

Total Profit trended up, resulting in a [3,200.00%](#) increase between [Sunday, June 27, 2021](#) and [Sunday, June 26, 2022](#).

Total Profit started trending down on [Sunday, May 15, 2022](#), falling by [18.85%](#) (\$33) in [42 days](#).

Total Profit jumped from \$4 to \$209 during its



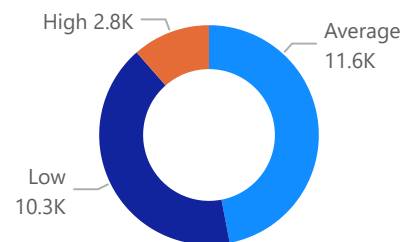
17.4K

Unique Customers

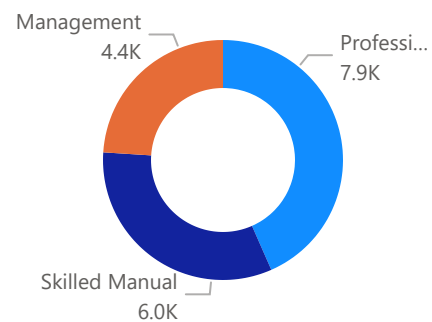
\$1,431

Revenue Per Customer

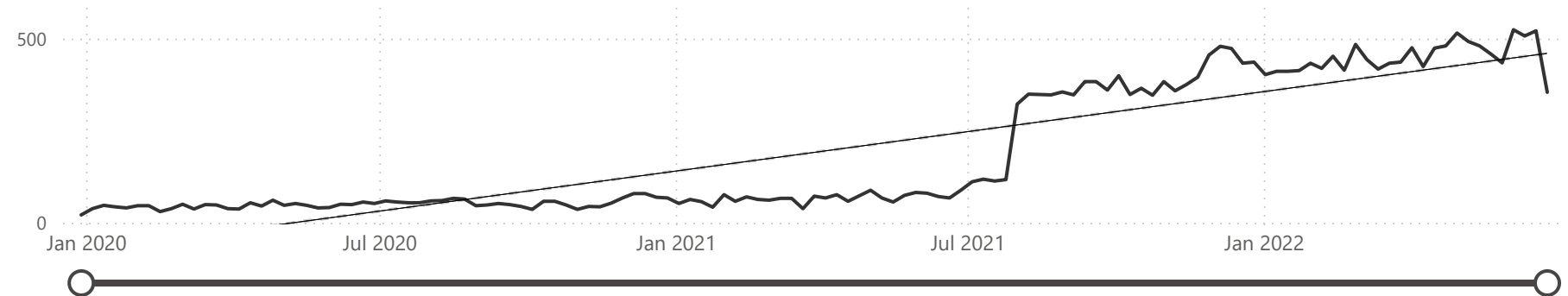
Orders by Income Level



Orders by Occupation



Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	MR. MAURICE SHAN	6	\$12,408
11439	MRS. JANET MUNOZ	6	\$12,015
11241	MRS. LISA CAI	7	\$11,330
11417	MRS. LACEY ZHENG	7	\$11,086
11420	MR. JORDAN TURNER	7	\$11,022
11242	MR. LARRY MUNOZ	7	\$10,852
13263	MRS. KATE ANAND	4	\$10,437
12655	MR. LARRY VAZQUEZ	4	\$10,395
11425	MRS. ARIANA GRAY	6	\$10,391
12631	MR. CLARENCE GAO	4	\$10,332
12650	MR. AARON WRIGHT	4	\$10,329
13405	MR. ETHAN BRYANT	4	\$10,309
11429	MR. MARCO LOPEZ	6	\$10,290
12632	MRS. BONNIE NATH	4	\$10,283
11245	MR. RICKY VAZQUEZ	4	\$10,166
11237	MR. CLARENCE ANAND	4	\$10,065
11428	MRS. DEANNA PEREZ	4	\$9,762
11427	MRS. DESIREE DOMINGUEZ	4	\$9,718
11423	MRS. JASMINE STEWART	4	\$9,717
11412	MRS. SYDNEY BRYANT	4	\$9,707
11431	MR. BRYANT GARCIA	4	\$9,687
11249	MRS. CINDY PATEL	4	\$9,668
11421	MRS. AMY SUN	4	\$9,534
Total		1272	\$6,15,329

Select all

2020

2021

2022

Top Customer by Revenue

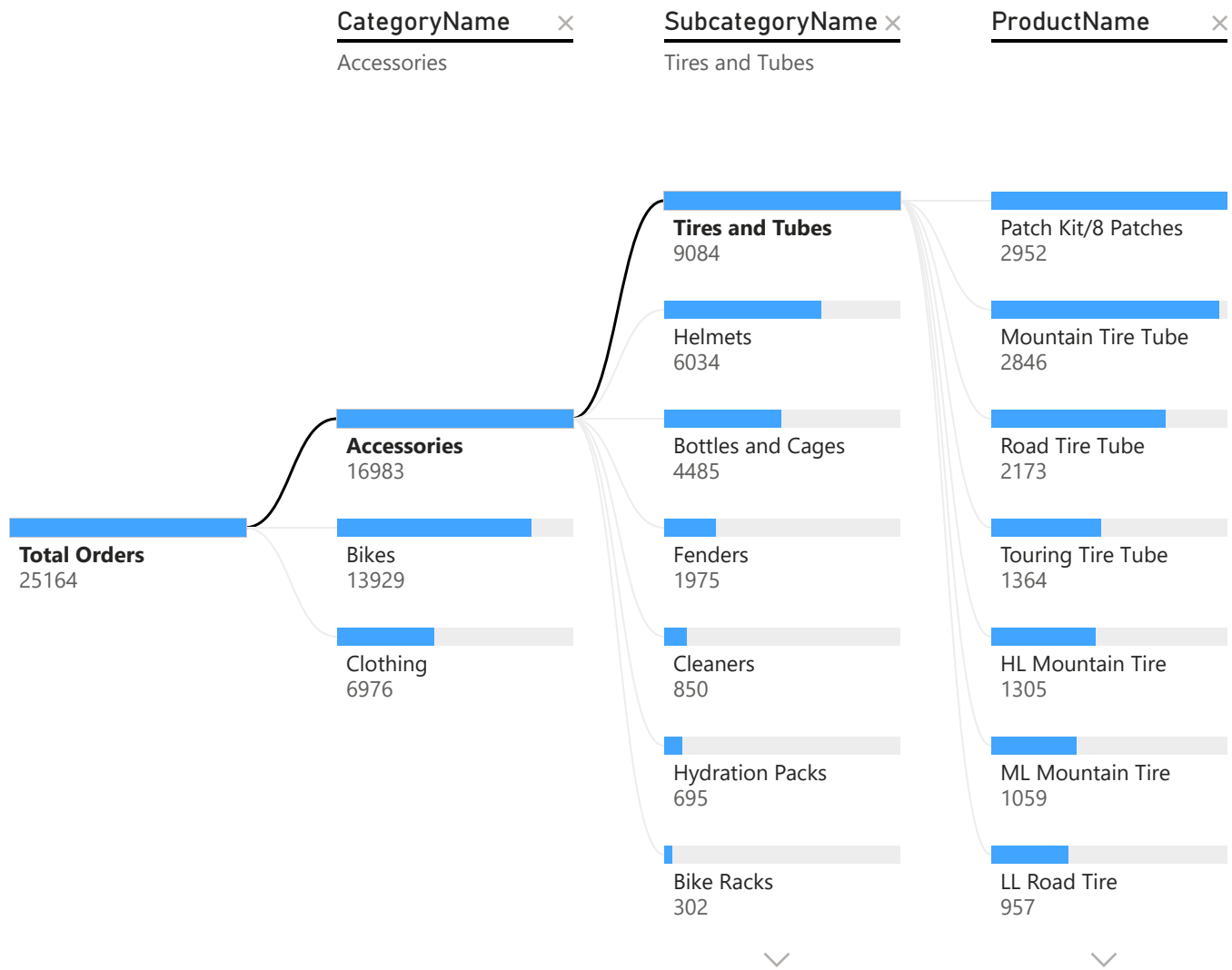
MR. MAURICE SHAN

Orders:

6

Revenue:

12.4K



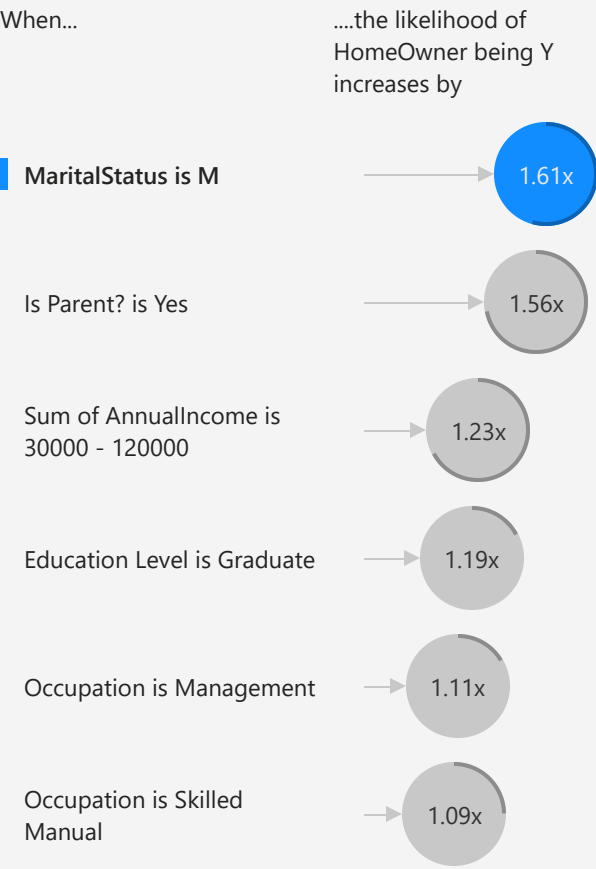
25K

Total Orders

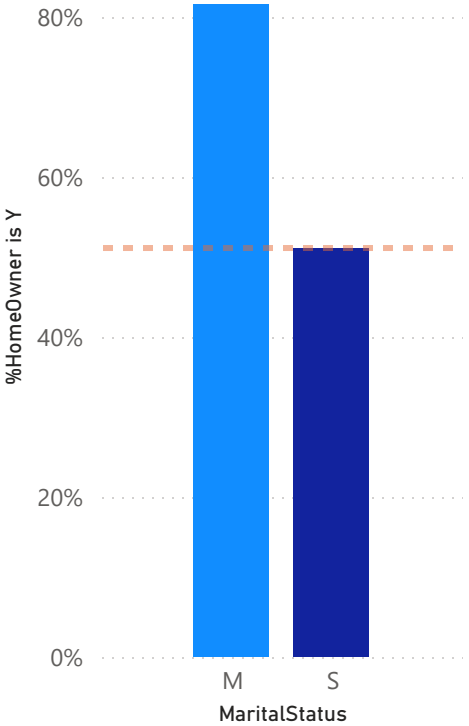
Key influencers Top segments



What influences HomeOwner to be Y ?



← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).

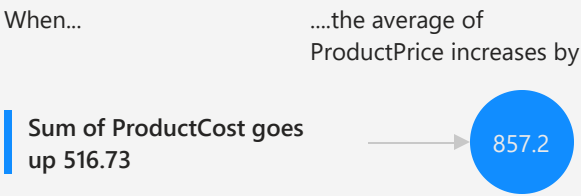


☐ Only show values that are influencers

Key influencers Top segments



What influences ProductPrice to Increase ?



← On average when Sum of ProductCost increases, ProductPrice also increases.

