



\$24.9M

REVENUE

\$10.5M

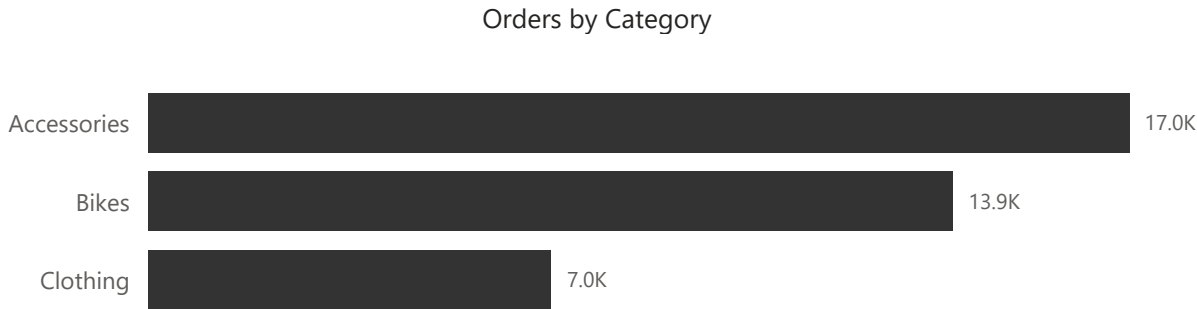
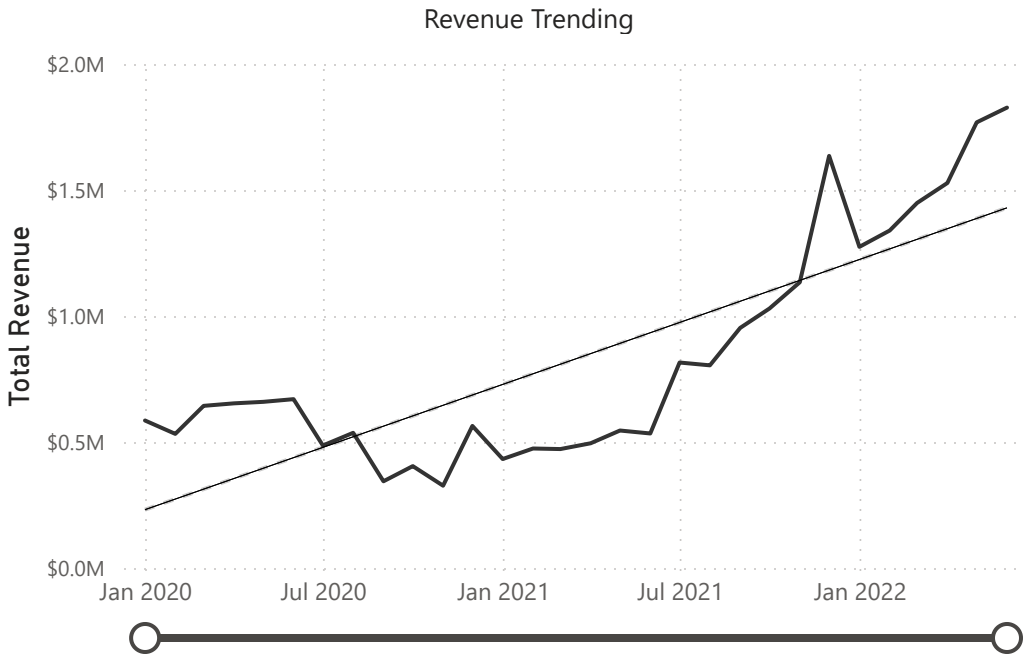
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Road Tire Tube	2,173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
AWC Logo Cap	2,062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.18	3.31%
Fender Set - Mountain	1,975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.75	2.68%
Mountain Bottle Cage	1,896	\$38,061.90	2.02%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Previous Month: 2,165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

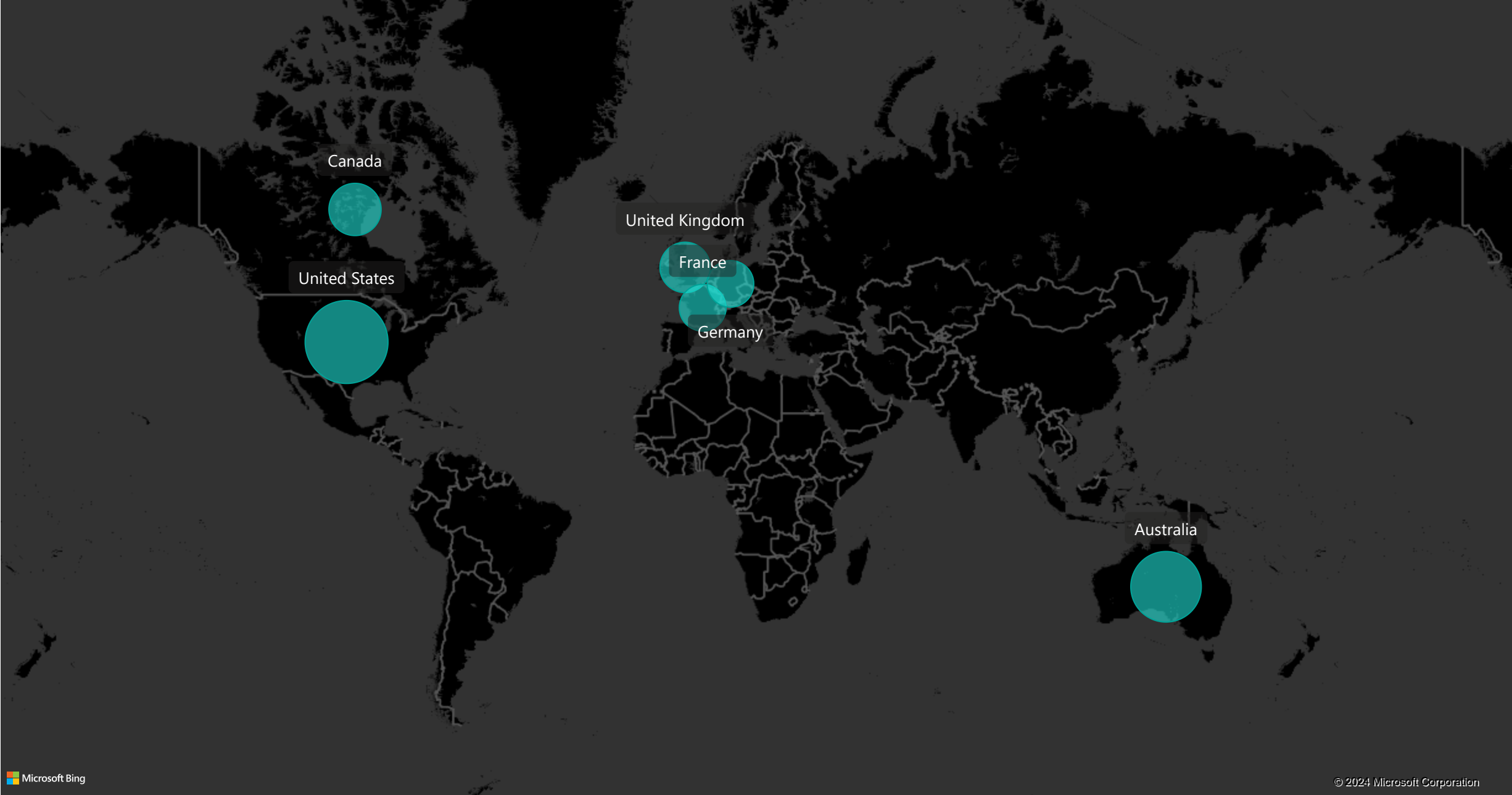
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



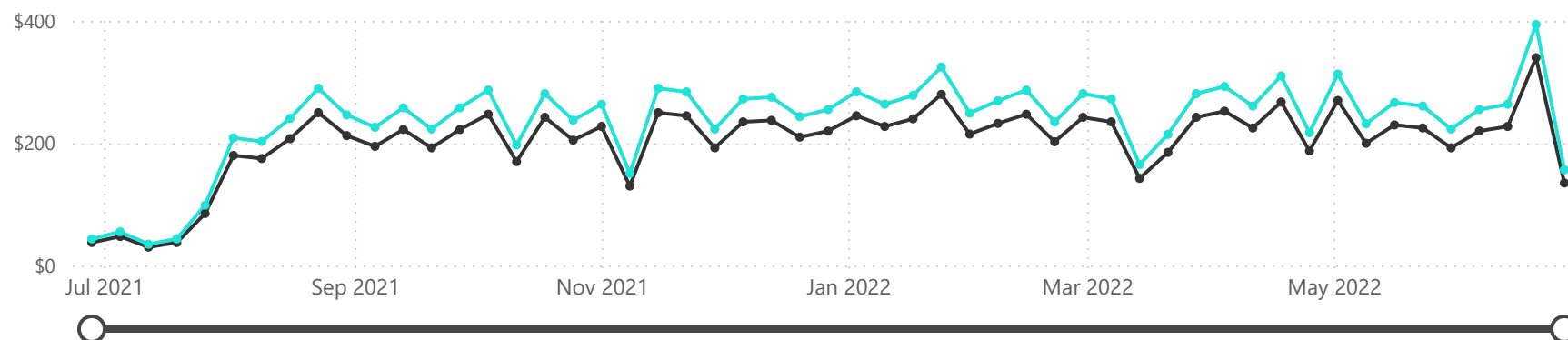
Monthly Profit vs Target



Price Adjustment (%)

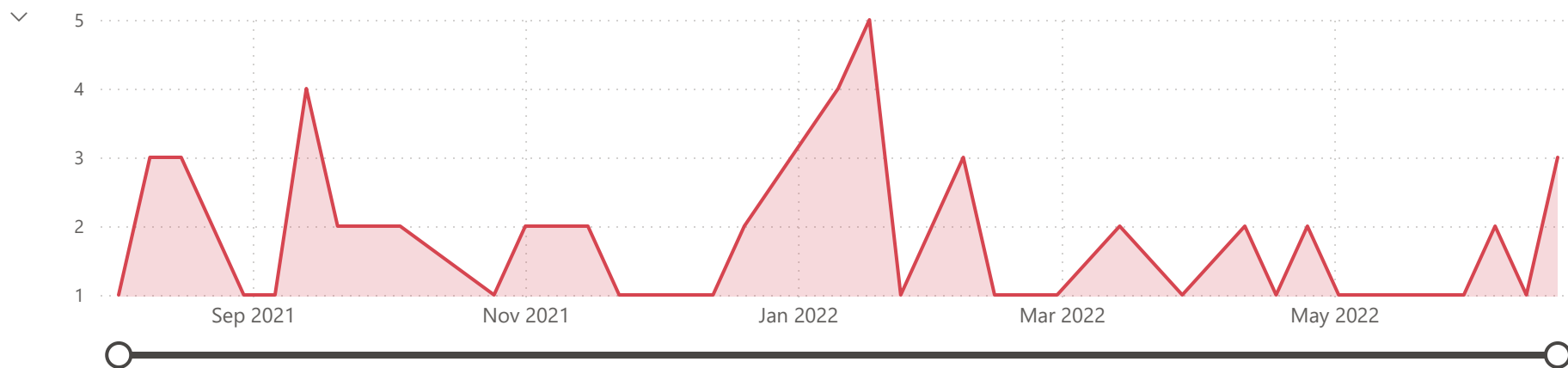
10

● Total Profit ● Adjusted Profit



Product Metric Selection

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





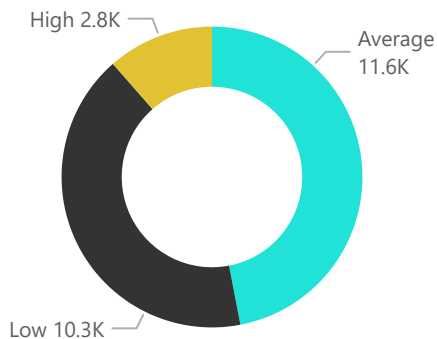
17.4K

UNIQUE CUSTOMERS

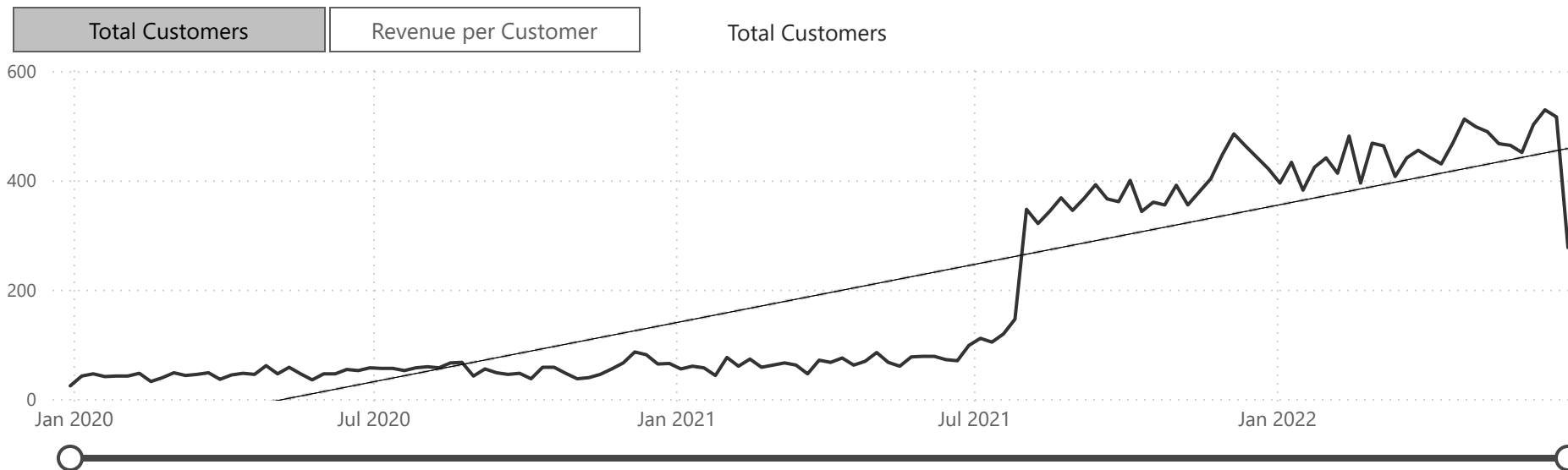
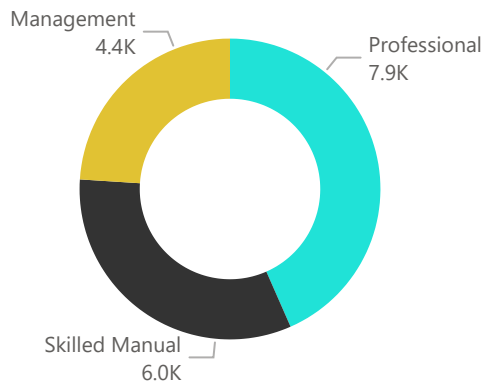
\$1.4K

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.23
13405	Mr. Ethan Bryant	4	\$10,308.52
Total		1,272	\$615,328.64

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K

\$24,914,586.82

Total Revenue

\$10,457,715.43

Total Profit

1,809

Total Returns

2.17%

Return Rate

