



\$24.9M

REVENUE

\$10.5M

P/PROFIT

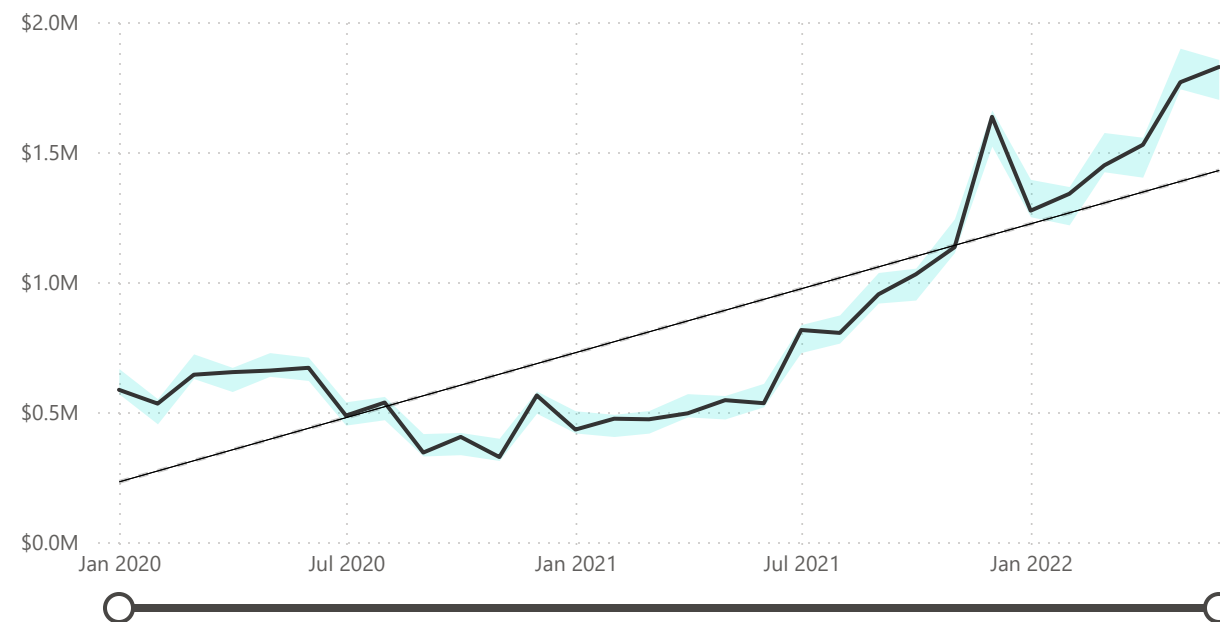
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

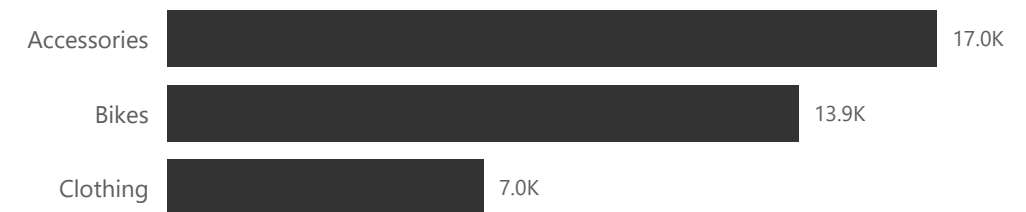
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



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 Type:

Tires and Tubes

Most Returned Product Type:

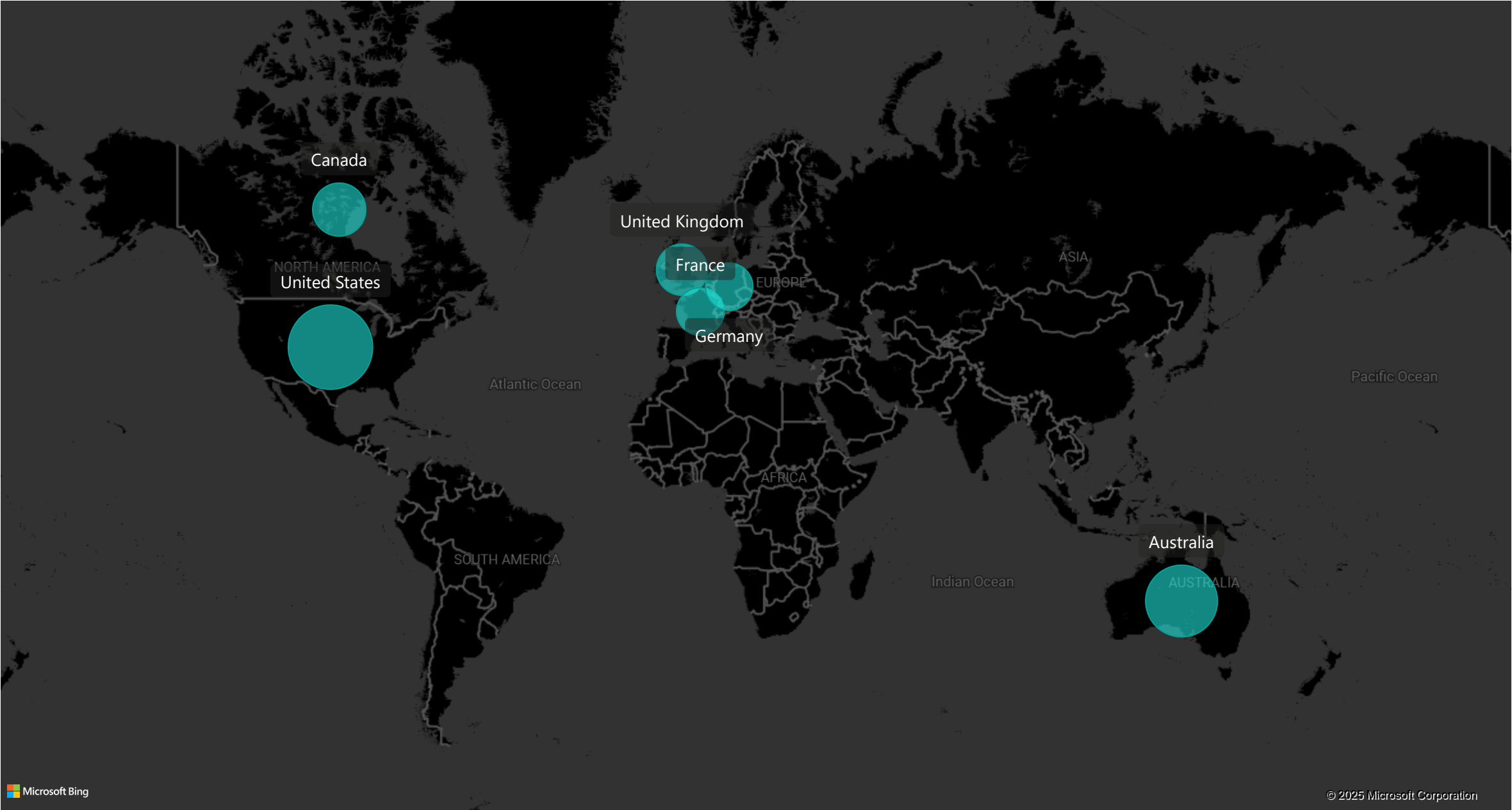
Shorts

Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



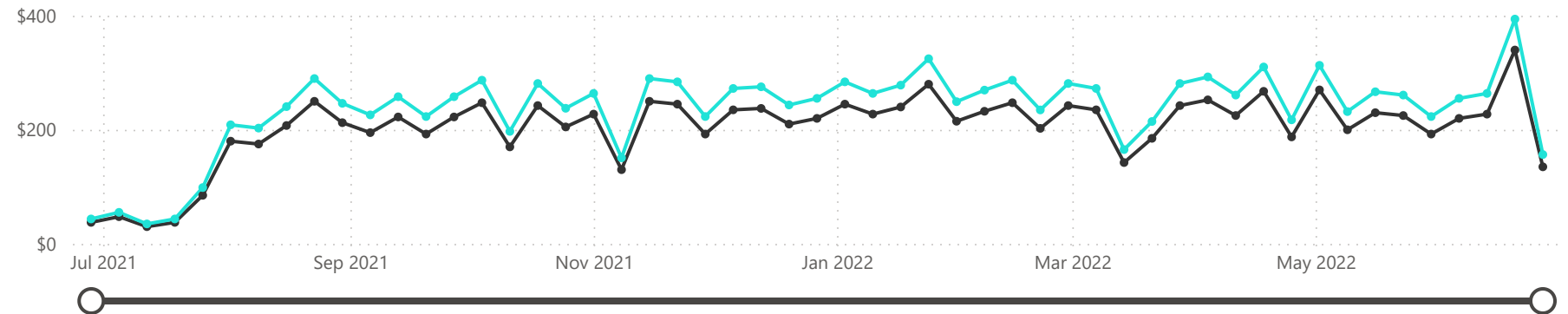
Monthly Orders vs Target



Price Adjustment (%)

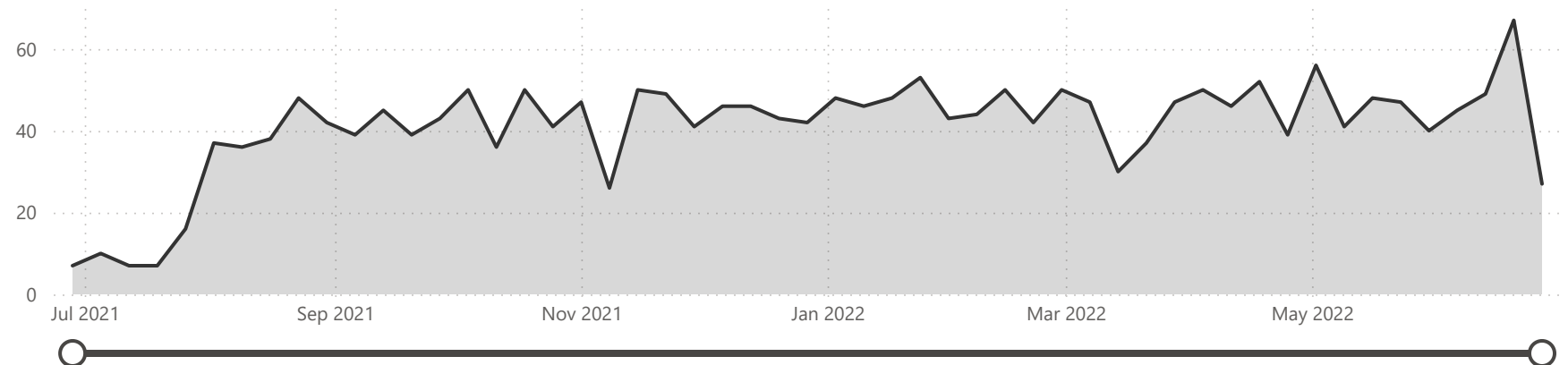
0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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





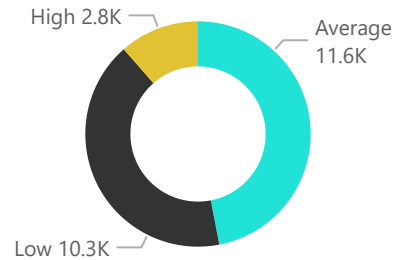
17.4K

UNIQUE CUSTOMERS

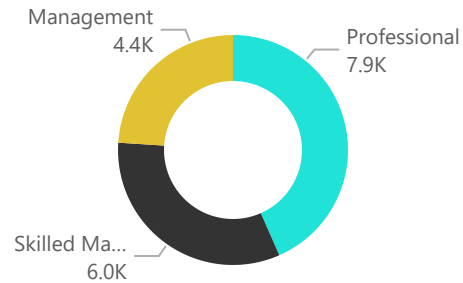
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

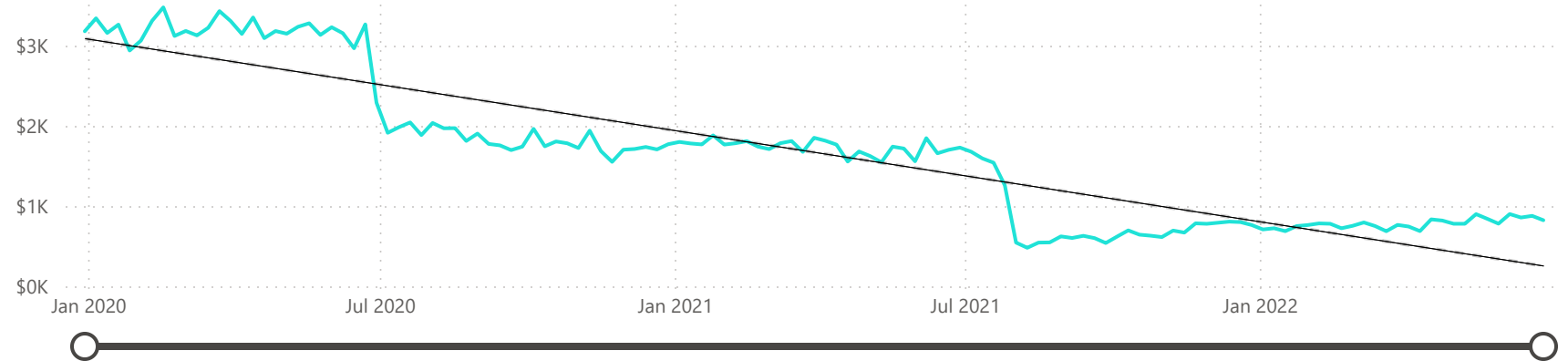


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11070	Mr. Simon...	16	\$1,881
Total		1,272	\$615,329

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



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

Key influencers Top segments



What influences HomeOwner to be Y ?

When...

....the likelihood of HomeOwner being Y increases by

MaritalStatus is M

1.62x

Parent is Yes

1.59x

AnnualIncome is 30000 - 120000

1.23x

EducationLevel is Graduate Degree

1.19x

Occupation is Management

1.10x

Occupation is Skilled Manual

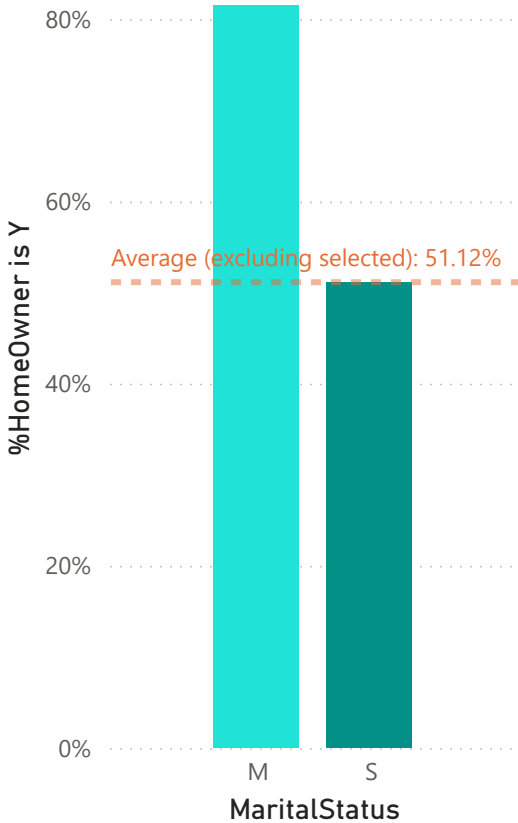
1.09x

EducationLevel is Bachelors

1.06x

Sort by: Impact Count

← 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



When is HomeOwner more likely to be Y ?

91.0%

88.8%

83.5%

75.7%

72.1%

69.9%

Segment 1

EducationLevel is Bachelors

MaritalStatus is M

Parent is Yes

In segment 1, 91.0% of HomeOwner is Y. This is 23 percentage points higher than average (67.6%).

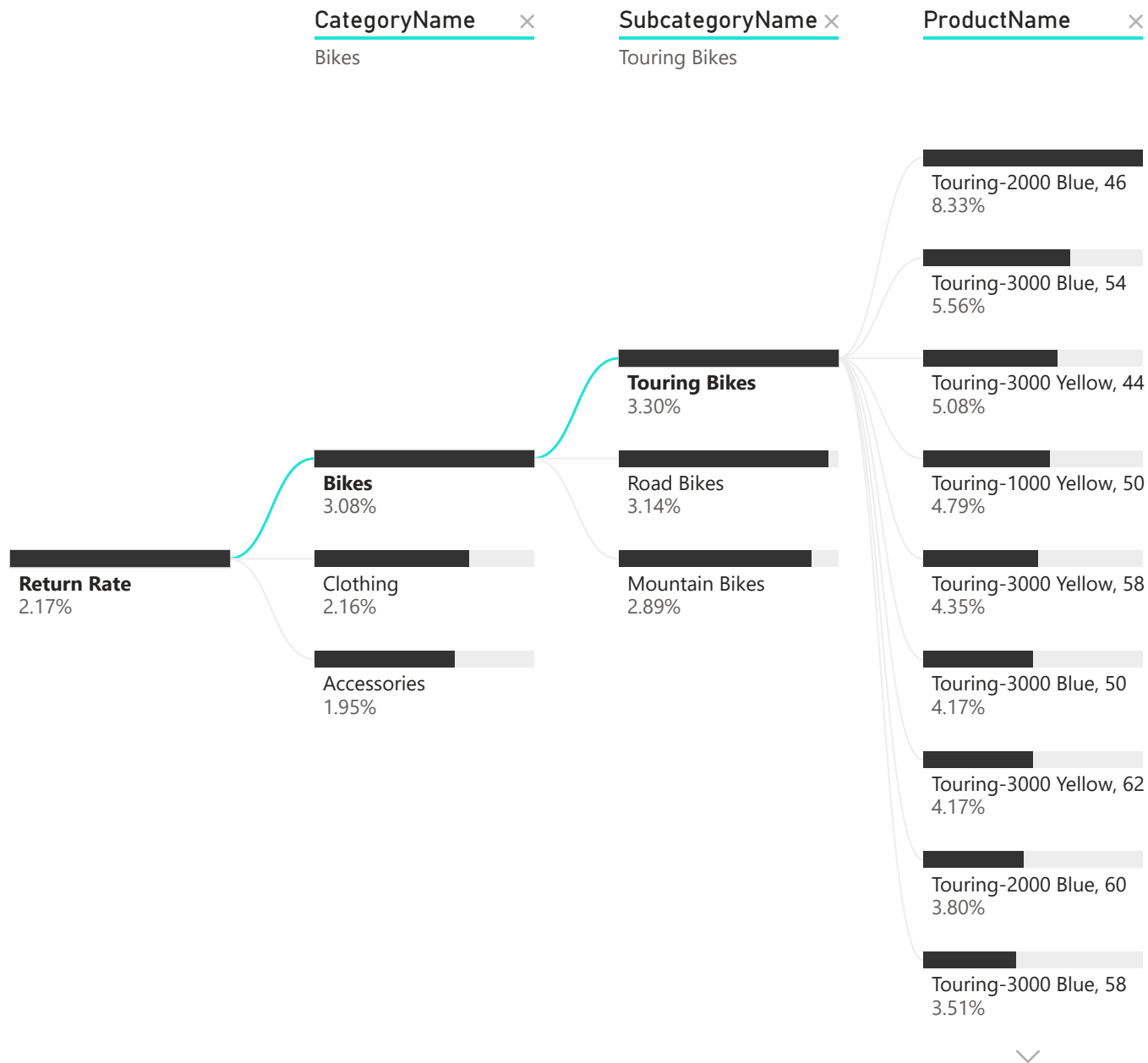


Segment 1 contains 2,552 data points (14.1% of the data).

● Segment 1
● Other



> **Learn more about this segment**



Business Summary - Product Return Analysis

- **High Return Segment:** The **Bikes category** has the highest return rate (**3.08%**), exceeding Clothing (**2.16%**) and Accessories (**1.95%**).
- **Key Concern:** Within Bikes, **Touring Bikes** show the highest return rate (**3.30%**), signaling potential product or customer experience issues.

Critical Products:

- **Touring-2000 Blue, 46** has the highest return rate (**8.33%**), followed by **Touring-3000 Blue, 54 (5.56%)**.
- Multiple models exceed the overall company return rate (**2.17%**), requiring targeted action.

Business Impact & Action:

- **Investigate high-return models** for potential defects, sizing issues, or mismatched customer expectations.
- **Refine marketing & sales strategies** to set clearer product expectations and reduce return rates.
- **Enhance product quality control** to mitigate losses and improve customer satisfaction.