



\$24.9M

REVENUE

\$10.5M

PROFIT

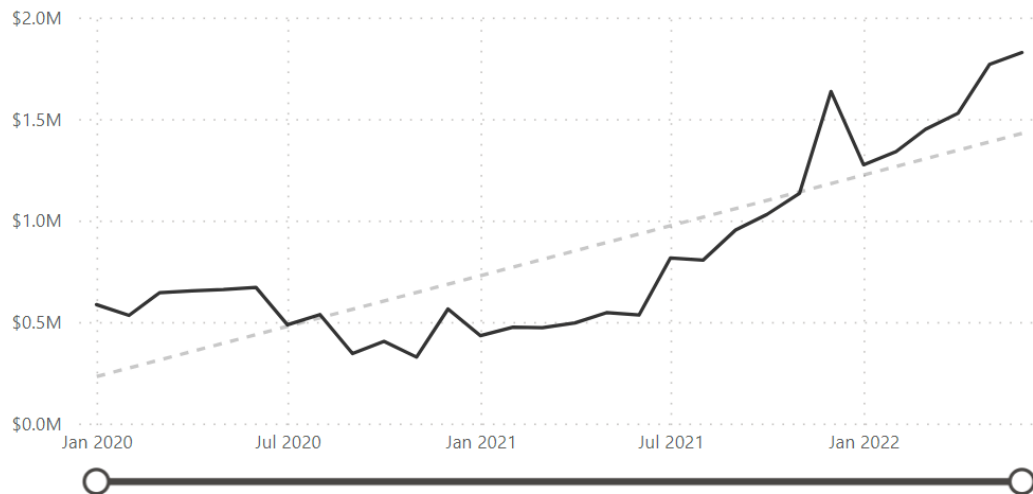
25.2K

ORDERS

2.17%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

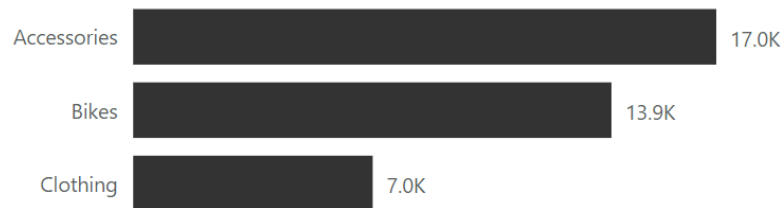
Prev Month: 2165 (-0.88%)

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%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%

Most Ordered Product:

Tires and Tubes

Most Returned Product:

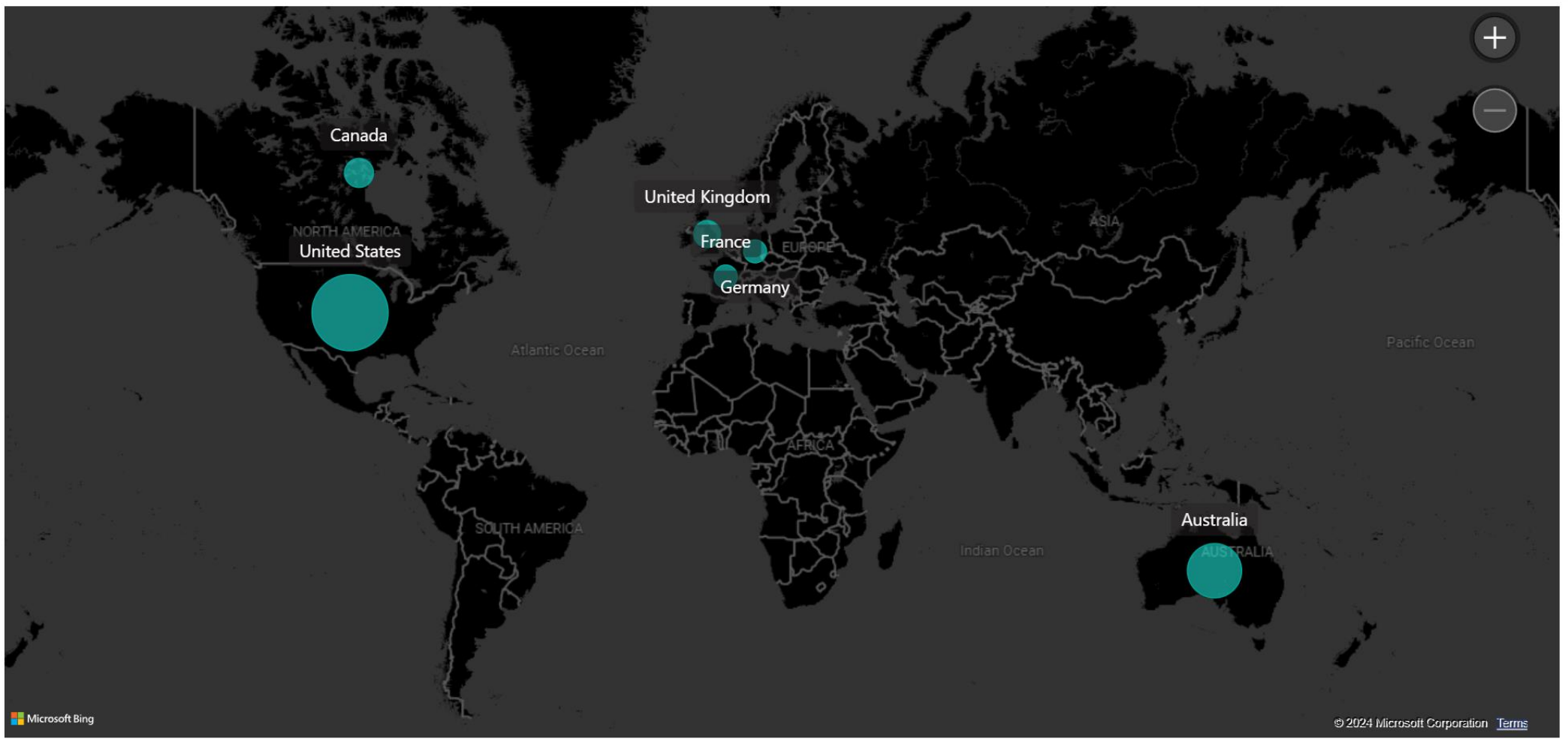
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Price Adjustment (%)

-0.10

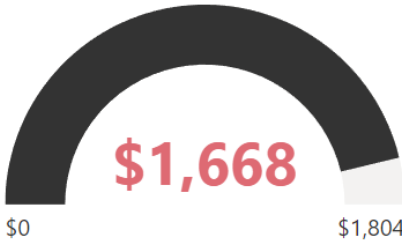
Product Metric Selection

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

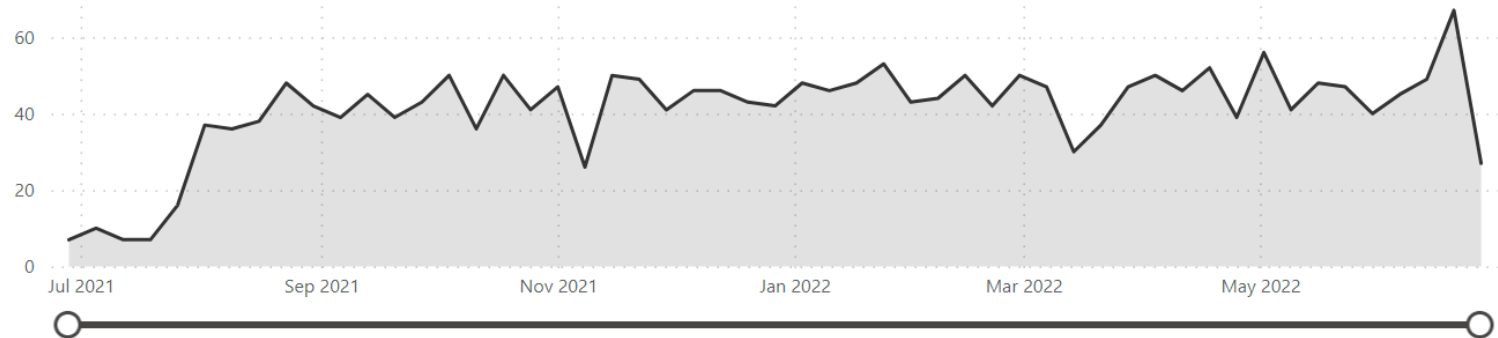
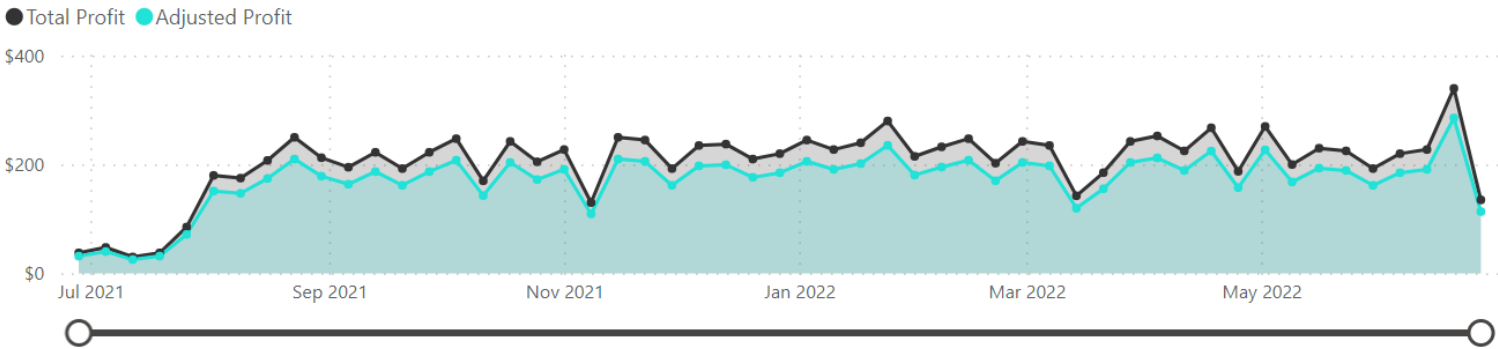
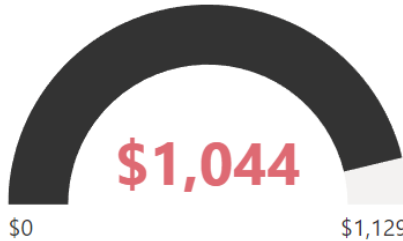
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



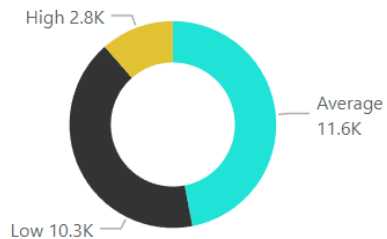
17.4K

UNIQUE CUSTOMERS

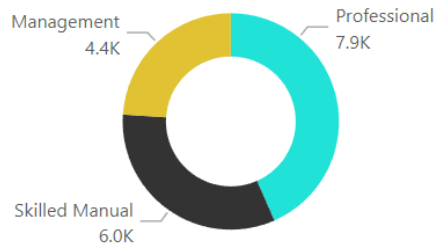
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

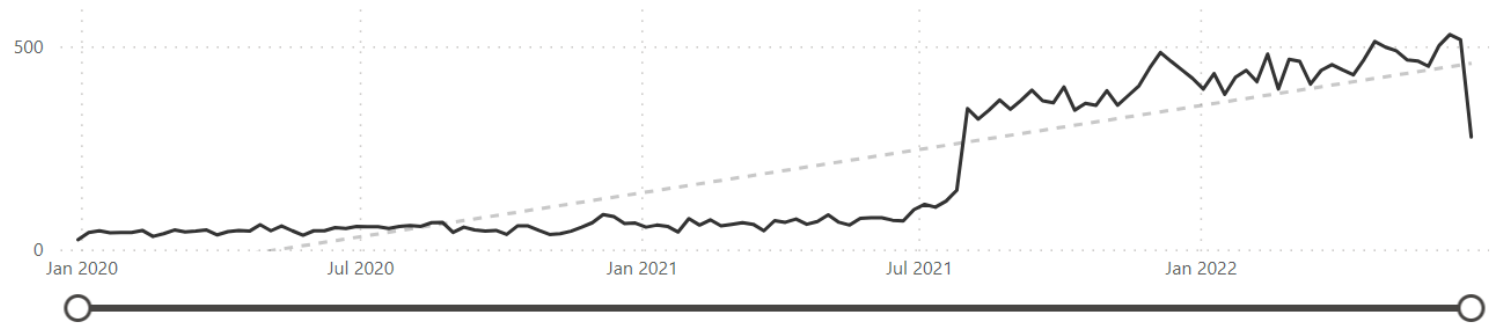


Orders by Occupation



Total Customers

Average Revenue Per Customer



Top 100 Customers

Customer Key	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
Total		1,272	\$615,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



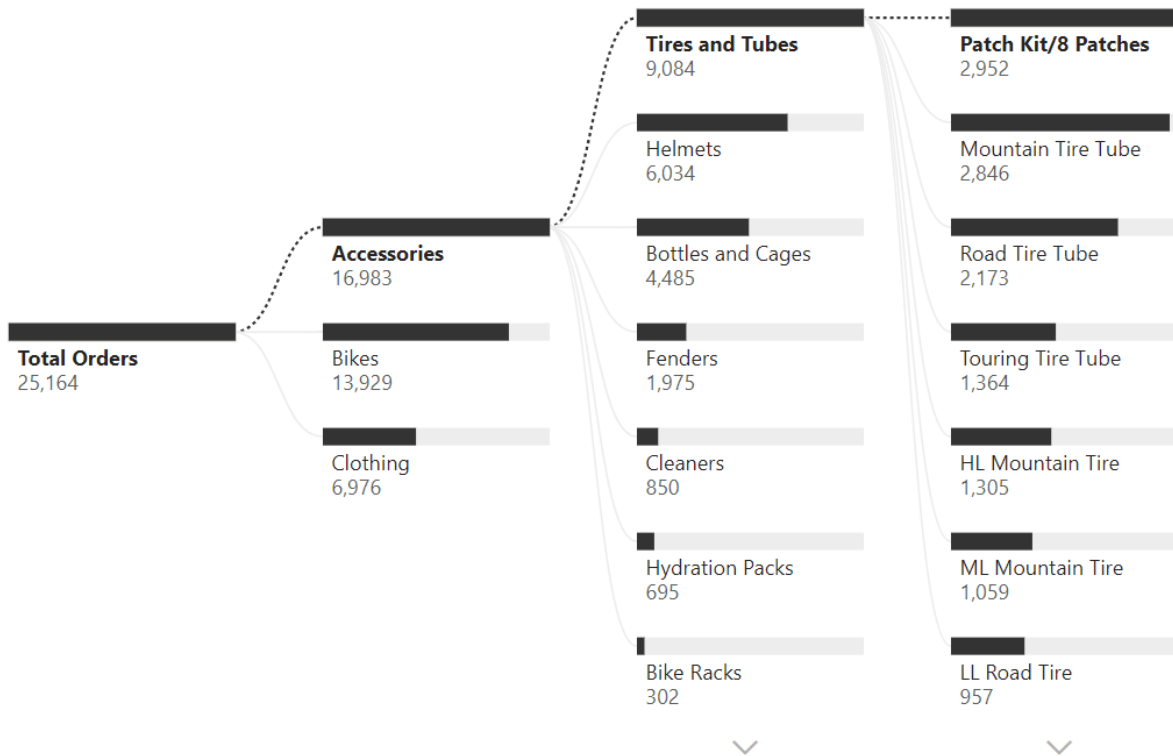
Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4.7K



CategoryName x
Accessories

SubcategoryName x
Tires and Tubes

ProductName x



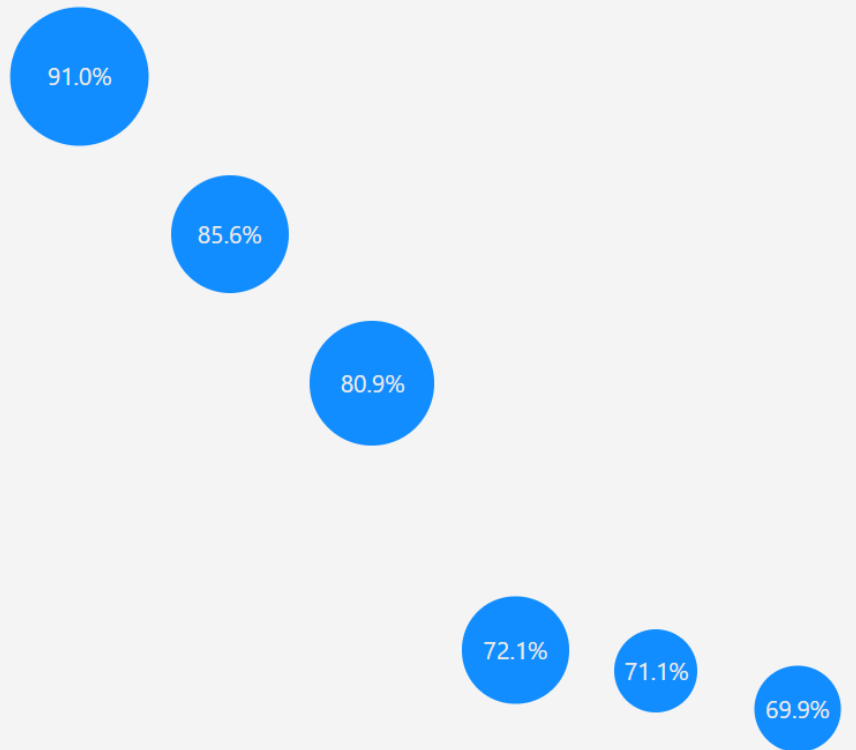
25K
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y and population size. ...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279

Key influencers Top segments



What influences ProductPrice to ?

When...

...the average of ProductPrice increases by

Sum of ProductCost goes up 516.73

\$865.7

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

