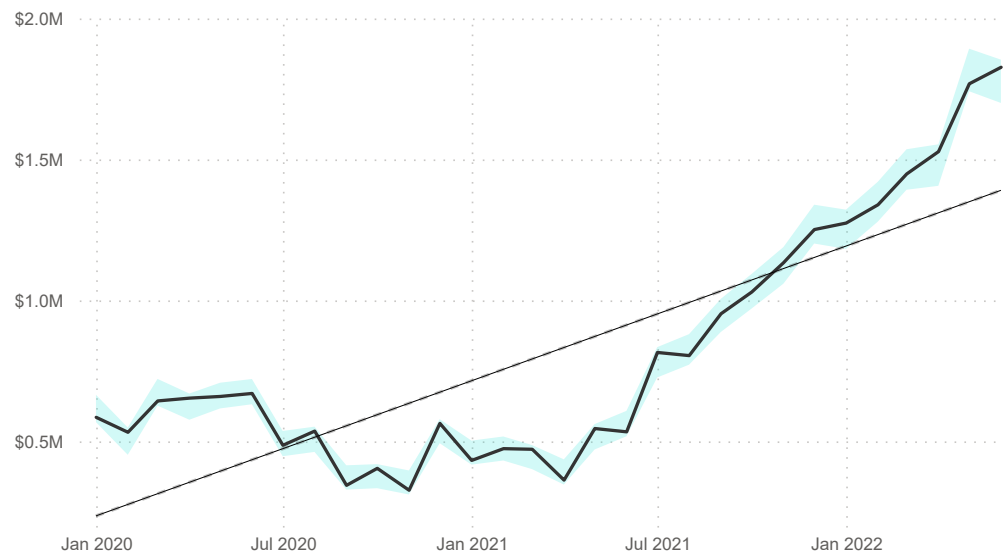


Revenue Trending

Orders by Category



Accessories

17.0K

Bikes

13.9K

Clothing

7.0K

Top 10 Products

Orders

Revenue

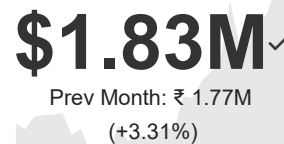
Return %

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%

Monthly Revenue

Monthly Orders

Monthly Returns



Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

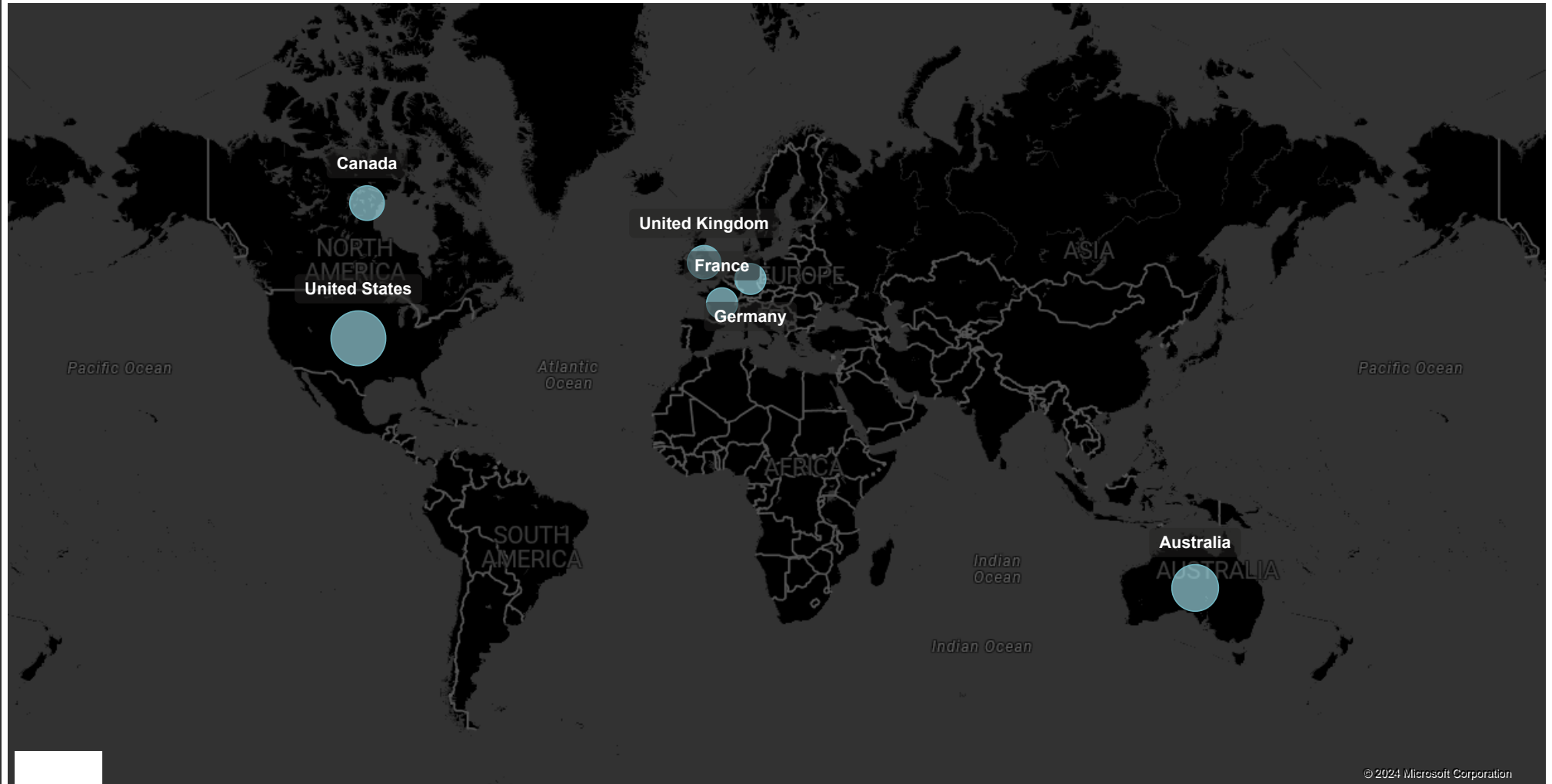
Shorts

Select all

Europe

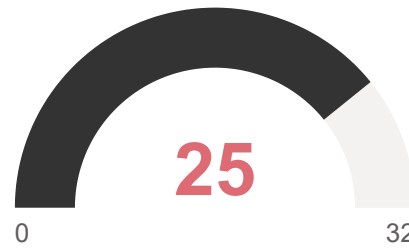
North America

Pacific



Selected Product

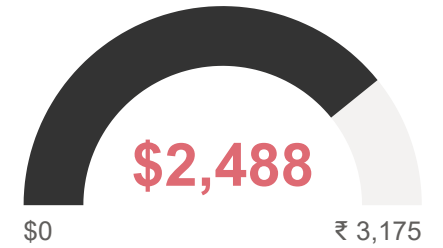
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

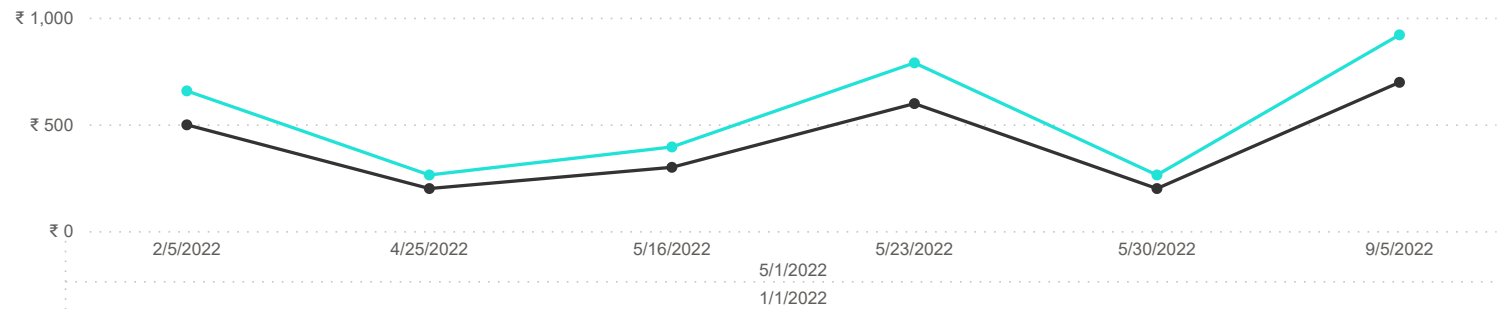


Price Adjustments (%)

0.20



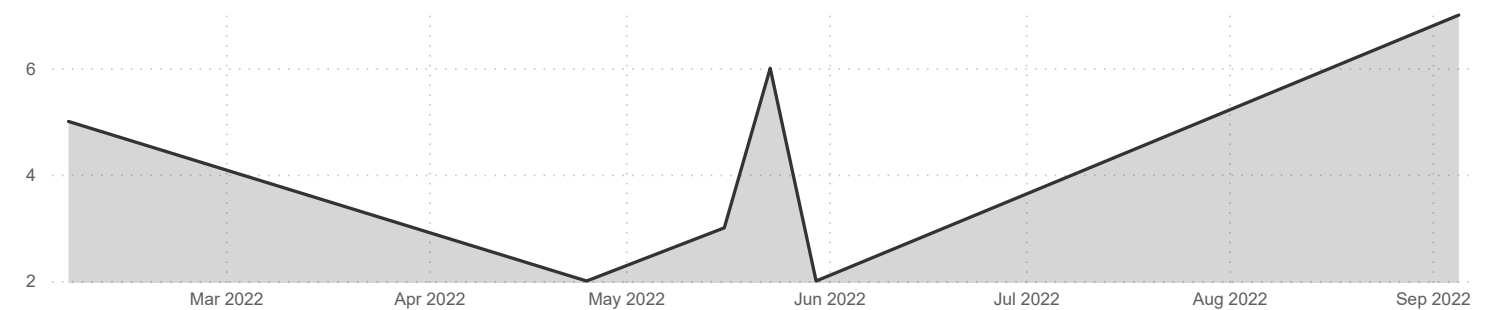
● Adjusted Profit ● Total Profit



Product Metric Selection

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

Returns Trending





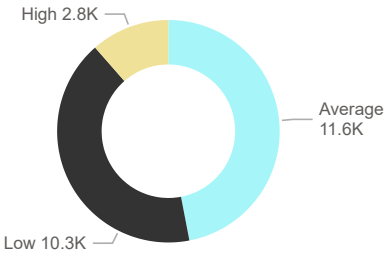
17.4K

UNIQUE CUSTOMERS

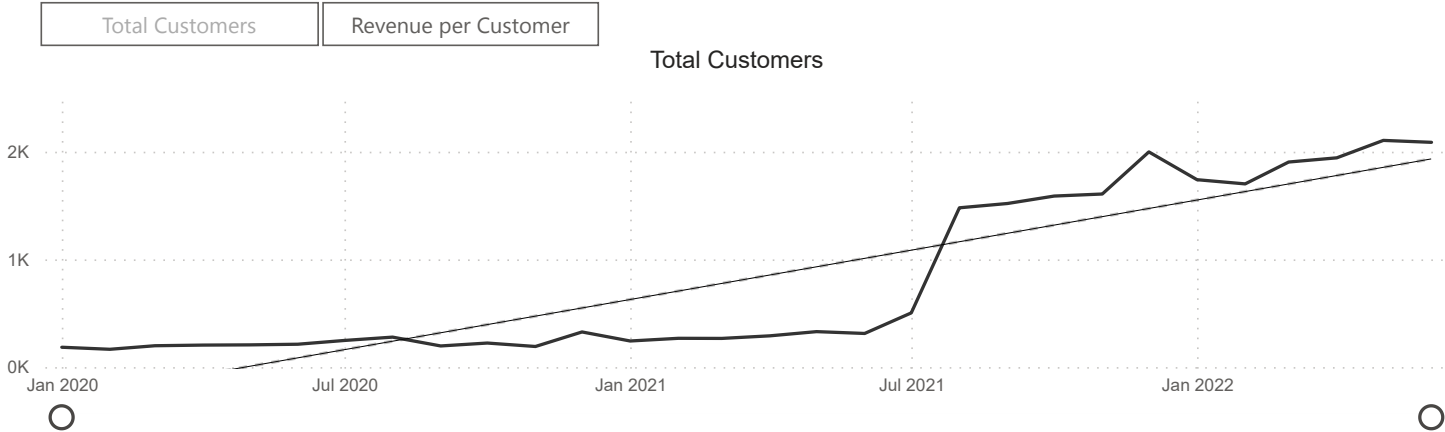
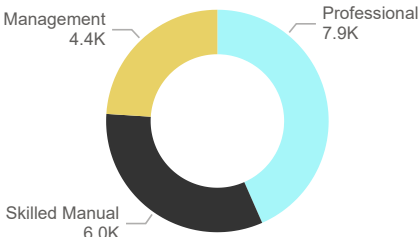
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



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
Total		1,272	\$615,329

2020

2021

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders: 6

Revenue: \$12,408

Among Customers in Professional roles in 2022, June. Marco Lopez drove the most Revenue at \$3681