



REVENUE

\$24.9M

PROFIT

\$10.5M

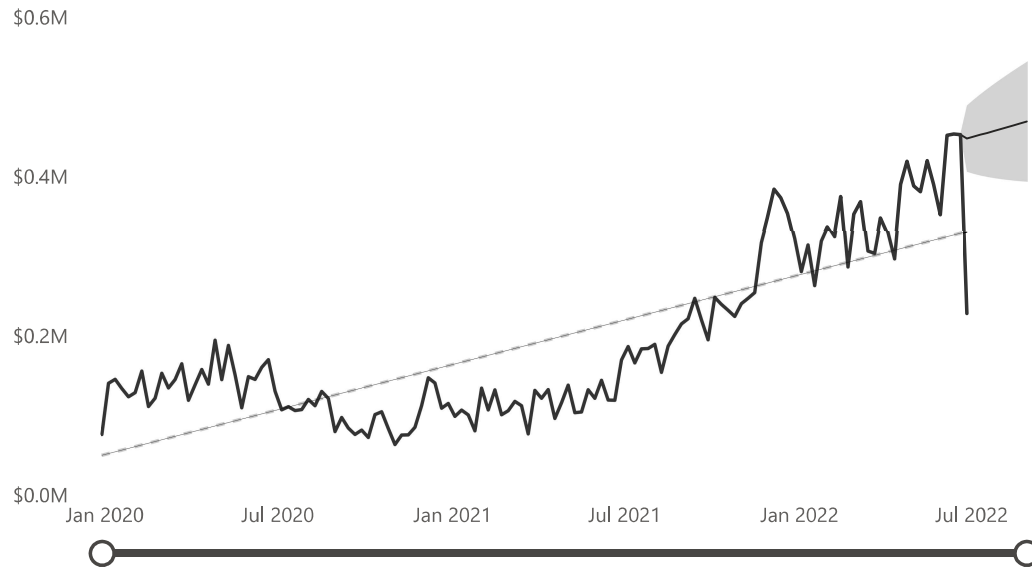
ORDERS

25.2K

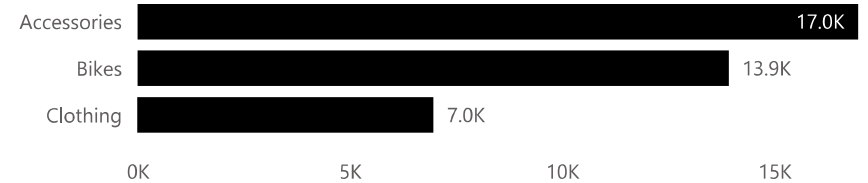
RETURN RATE

2.2%

Weekly Revenue



Orders by Category



Top 10 Products	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882.1	1.11%
Fender Set - Mountain	1,975	\$87,040.8	1.36%
Road Tire Tube	2,173	\$17,264.7	1.55%
Patch Kit/8 Patches	2,952	\$13,506.4	1.61%
Mountain Tire Tube	2,846	\$28,333.2	1.64%
Water Bottle - 30 oz.	3,983	\$39,755.3	1.95%
Mountain Bottle Cage	1,896	\$38,061.9	2.02%
Sport-100 Helmet, Black	1,940	\$65,269.7	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120.2	3.31%
Sport-100 Helmet, Red	2,099	\$73,444.0	3.33%

Monthly Revenue

\$1.83M✓  
Previous Month: \$1.77M  
(+3.31%)

Monthly Orders

2,146!  
Previous Month: 2165 (-0.88%)

Monthly Returns

166✓  
Previous Month: 169 (+1.78%)


Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

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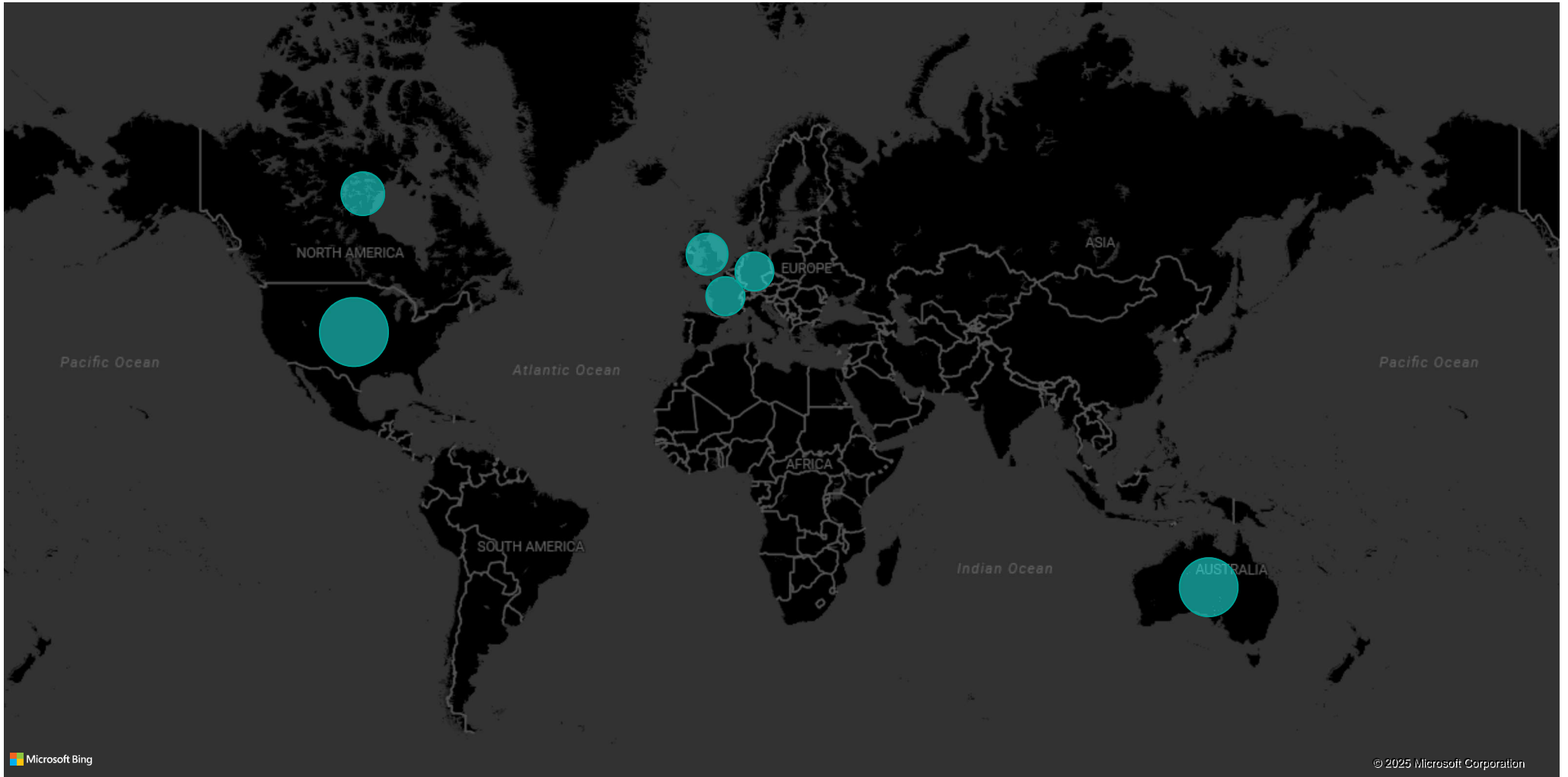
[View recovered files](#) 

Select all

Europe

North America

Pacific



## Water Bottle - 30 oz.

Price Adjustment %

0.10

Product Metric Selection

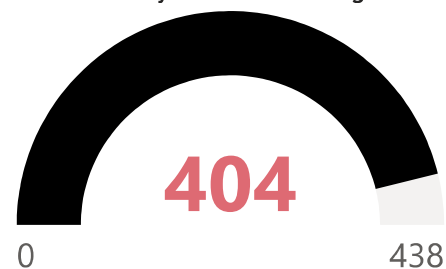
- ☐ Orders
- ☐ Revenue
- ☒ Profit
- ☐ Returns
- ☐ Return %

### Report Summary

For product **Water Bottle - 30 oz.**  
Return % was unexpectedly high on Monday, February 21, 2022. It had a value of 5.06%, which is outside the expected range of 0.04-0.05.

The most recent anomaly was on

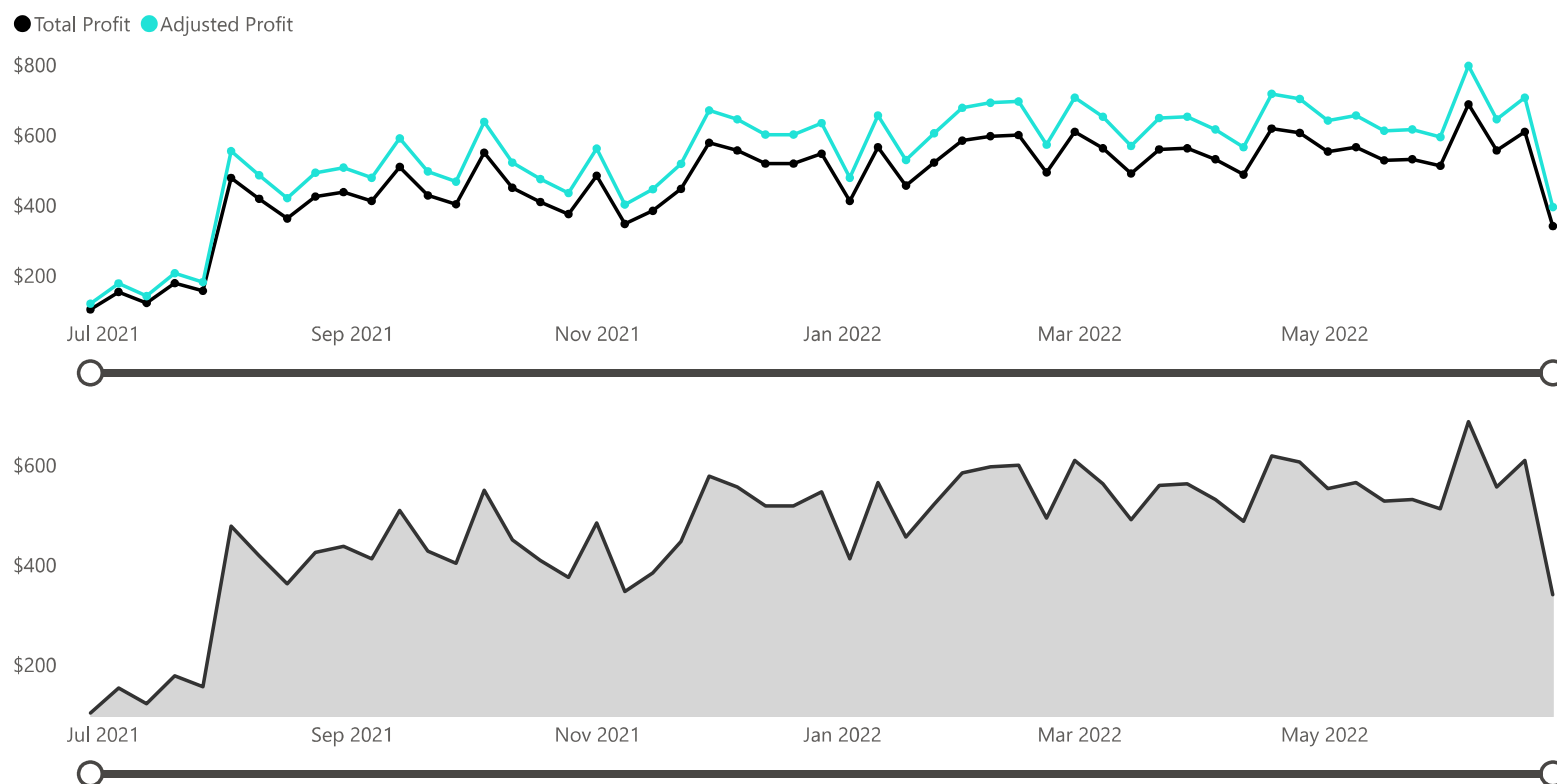
Monthly Orders Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target



Auto recovery contains some recovered files that haven't been opened.

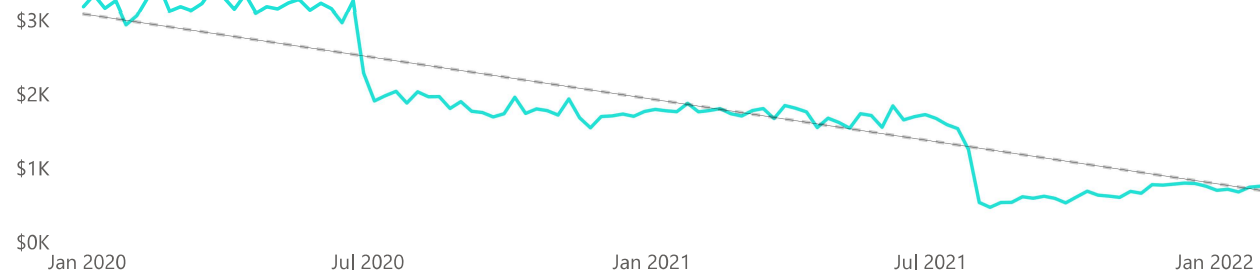
View recovered files

17.4K

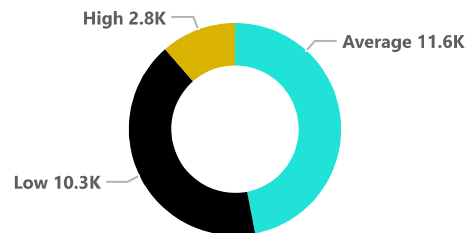
Unique Customers

\$1,431

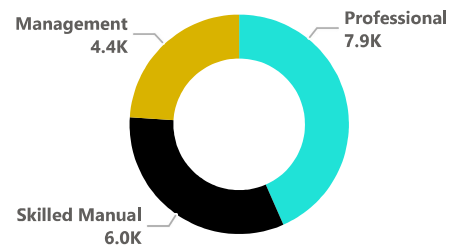
Revenue Per Customer



Orders by Income Level



Orders by Income Level



TOP 100 CUSTOMERS

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408.0
11439	Mrs. Janet Munoz	6	\$12,015.4
11241	Mrs. Lisa Cai	7	\$11,330.4
11417	Mrs. Lacey Zheng	7	\$11,085.8
11420	Mr. Jordan Turner	7	\$11,022.4
11242	Mr. Larry Munoz	7	\$10,852.0
13263	Mrs. Kate Anand	4	\$10,436.5
12655	Mr. Larry Vazquez	4	\$10,395.0
11425	Mrs. Ariana Gray	6	\$10,391.4
12631	Mr. Clarence Gao	4	\$10,331.7
12650	Mr. Aaron Wright	4	\$10,329.2
13405	Mr. Ethan Bryant	4	\$10,308.5
11429	Mr. Marco Lopez	6	\$10,289.7
12632	Mrs. Bonnie Nath	4	\$10,282.9
11245	Mr. Ricky Vazquez	4	\$10,165.9
11237	Mr. Clarence Anand	4	\$10,065.0
11428	Mrs. Deanna Perez	4	\$9,761.6
11427	Mrs. Desiree Dominguez	4	\$9,717.7
11423	Mrs. Jasmine Stewart	4	\$9,717.0
Total		1,272	\$6,15,328.6

Year

2020

2022

Top Customer (By revenue)

Mr. Maurice Shan

Orders

6

Revenue

\$12K



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