



REVENUE

\$24.9M

PROFIT

\$10.5M

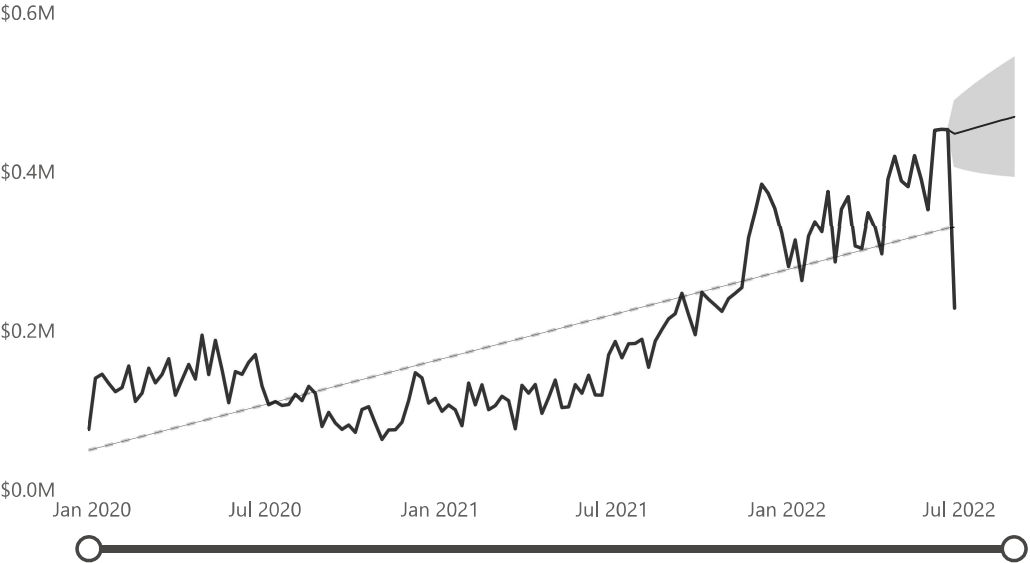
ORDERS

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

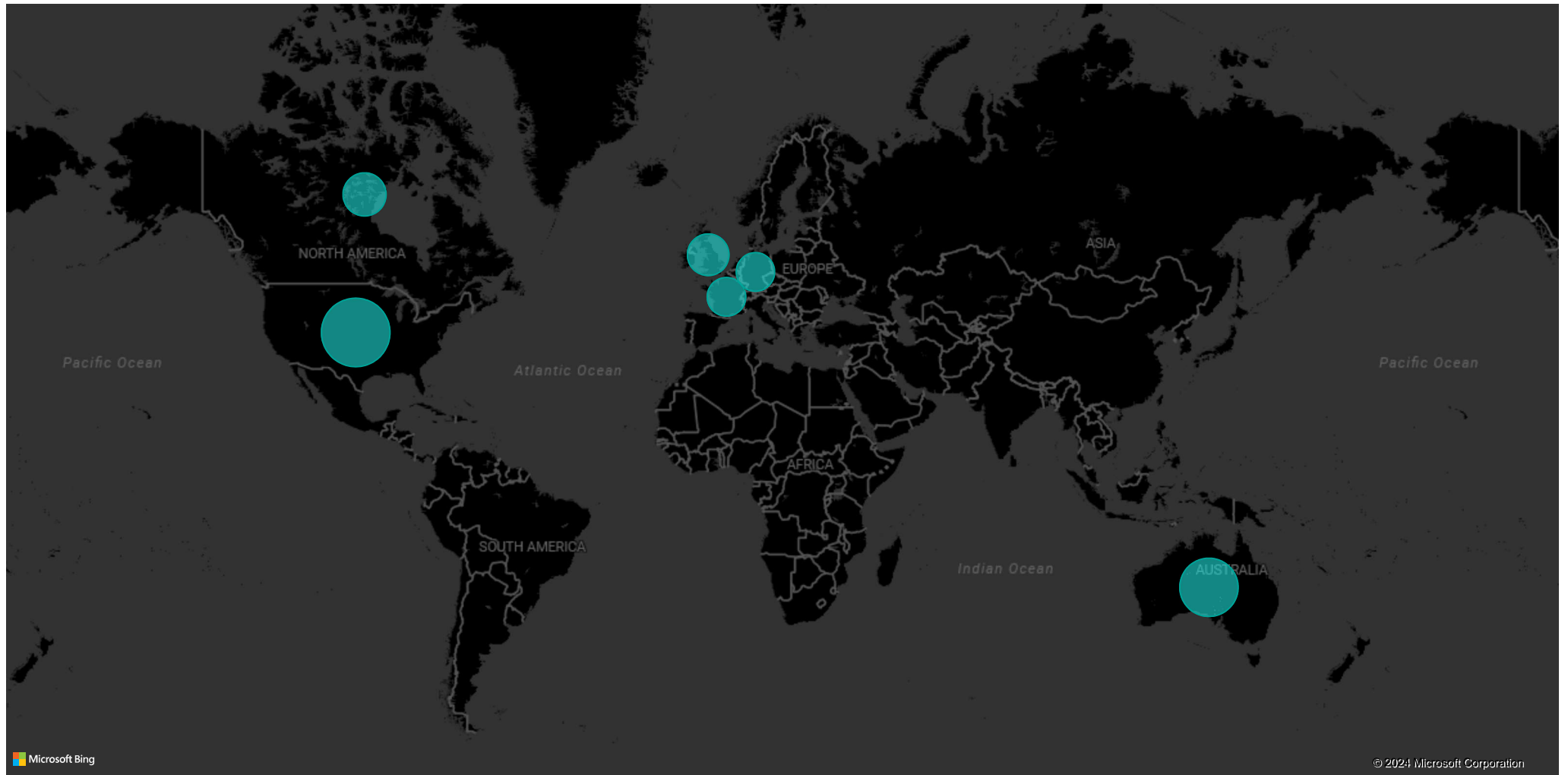
Shorts

Select all

Europe

North America

Pacific



Selected Product :

Water Bottle - 30 oz.

Price Adjustment %

0.10

Product Metric Selection

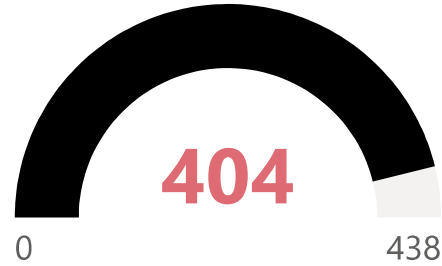
- ☐ Orders
- ☐ Revenue
- ☒ Profit
- ☐ Returns
- ☐ Return %

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

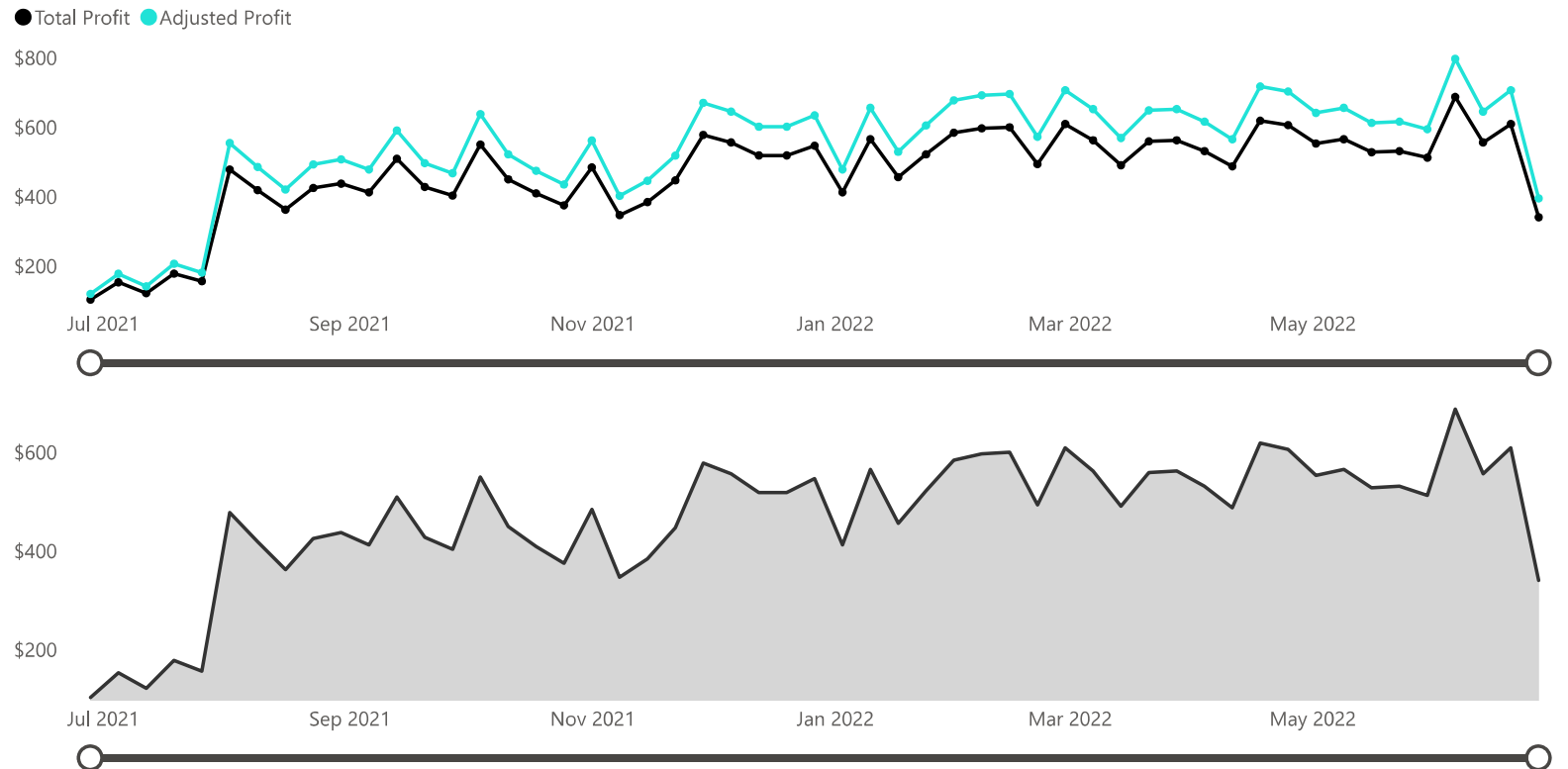
Monthly Orders Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target





Unique Customers

Revenue Per Customer

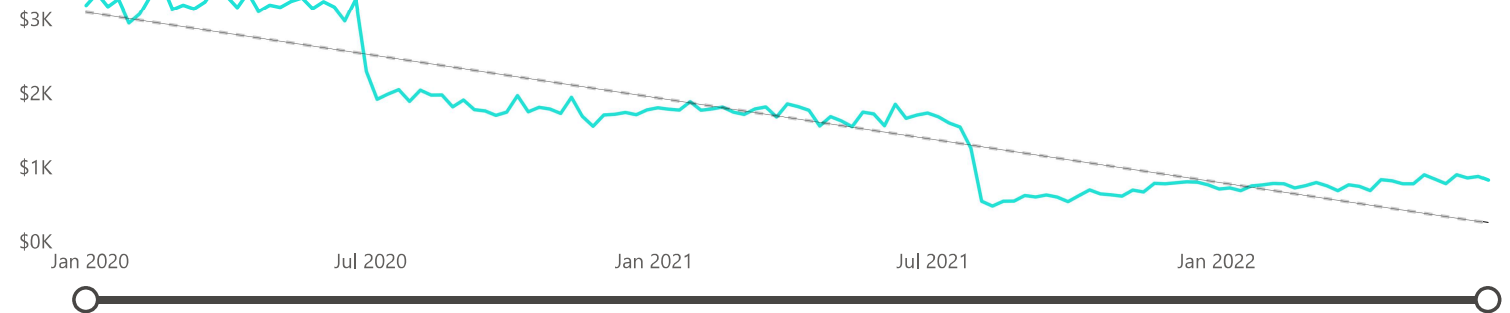
A donut chart illustrating the distribution of the number of people in the top 10% of the income distribution by country. The chart is divided into three segments: a large cyan segment representing the 'Average' at 11.6K, a black segment representing the 'Low' category at 10.3K, and a small yellow segment representing the 'High' category at 2.8K. Labels with leader lines point to each segment.

Category	Value
Average	11.6K
Low	10.3K
High	2.8K

A donut chart illustrating the distribution of the workforce across three skill levels. The chart is divided into three segments: Professional (7.9K, cyan), Skilled Manual (6.0K, black), and Management (4.4K, gold). The Professional segment is the largest, followed by Skilled Manual, and then Management.

Skill Level	Count (K)
Professional	7.9K
Skilled Manual	6.0K
Management	4.4K

Revenue Per Customer



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

2020

2022

Mr. Maurice Shan

6

\$12K

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