



\$24.9M

REVENUE

\$10.5M

PROFIT

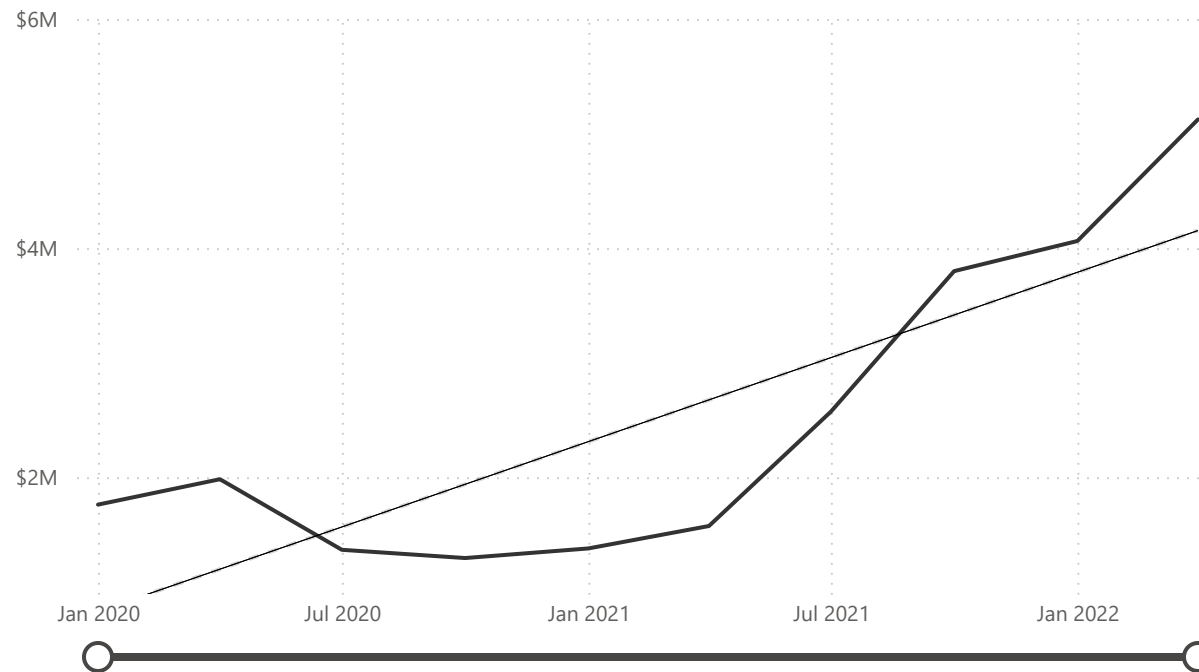
25.2K

ORDERS

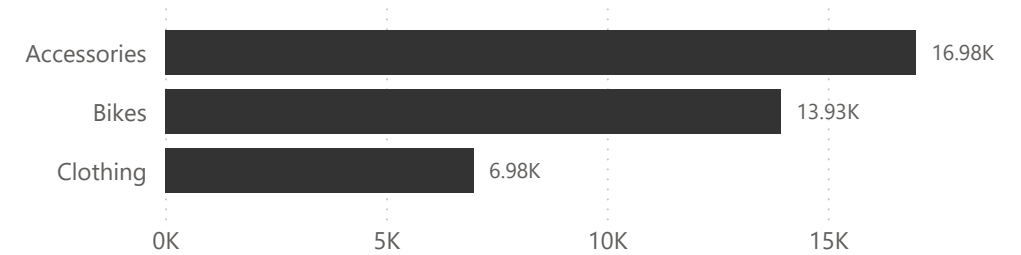
2.2%

RETURN RATE

Revenue Trending



Orders By Category



Top 10 Products

	Total 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

\$1.83M✓

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

MONTHLY ORDERS

2,146!

Previous Month: 2,165
(-0.88%)

MONTHLY RETURNS

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product

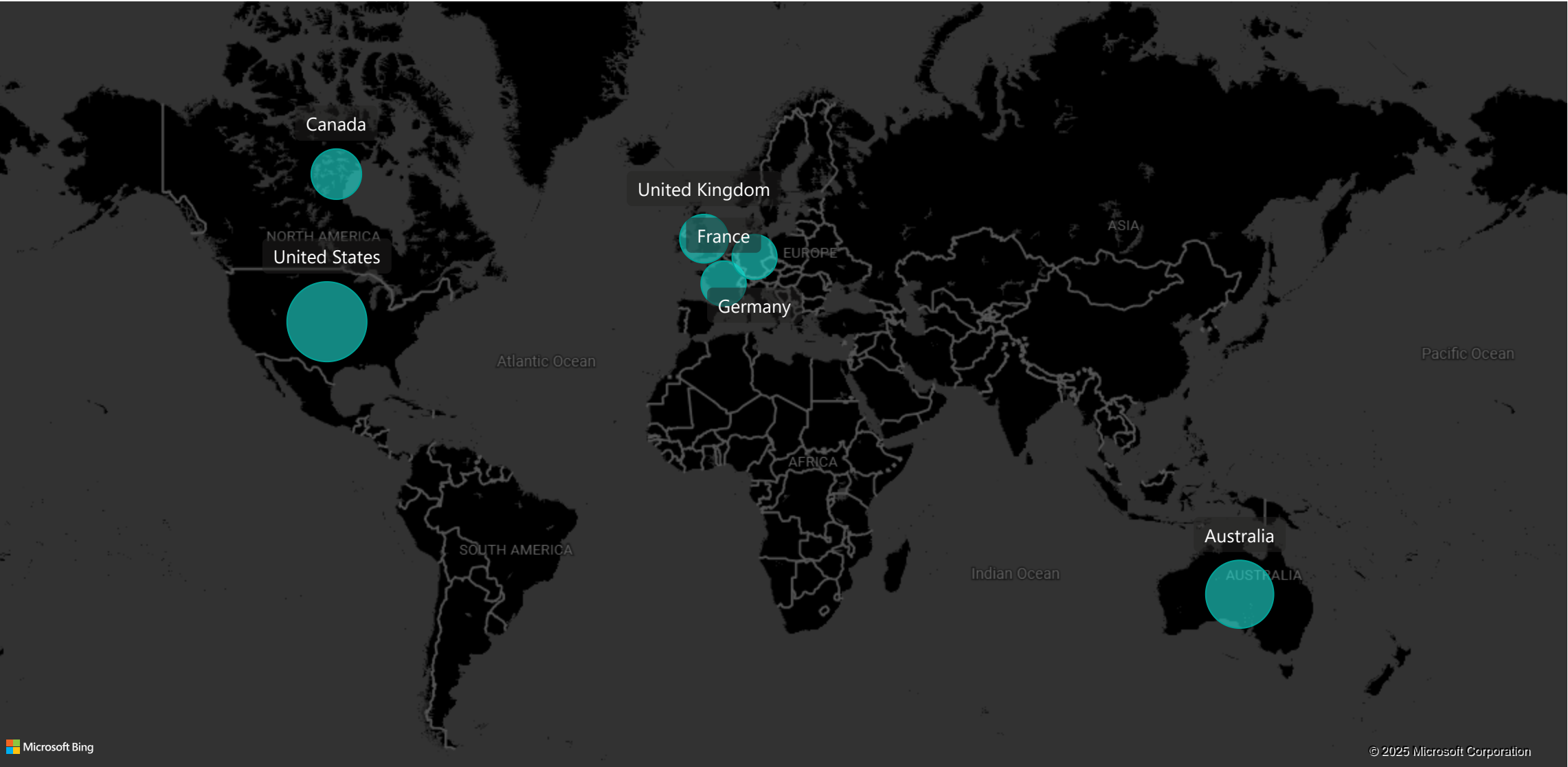
Shorts

Select all

Europe

North America

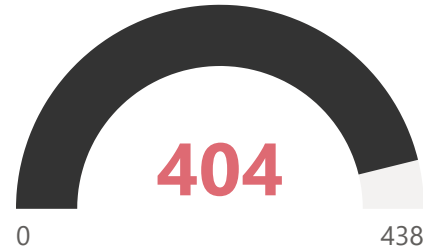
Pacific



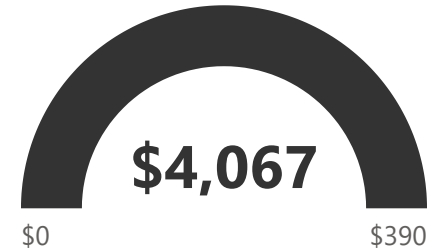
Selected Product:

**Water Bottle - 30
oz.**

Monthly Orders vs Target



Monthly Revenue vs Target



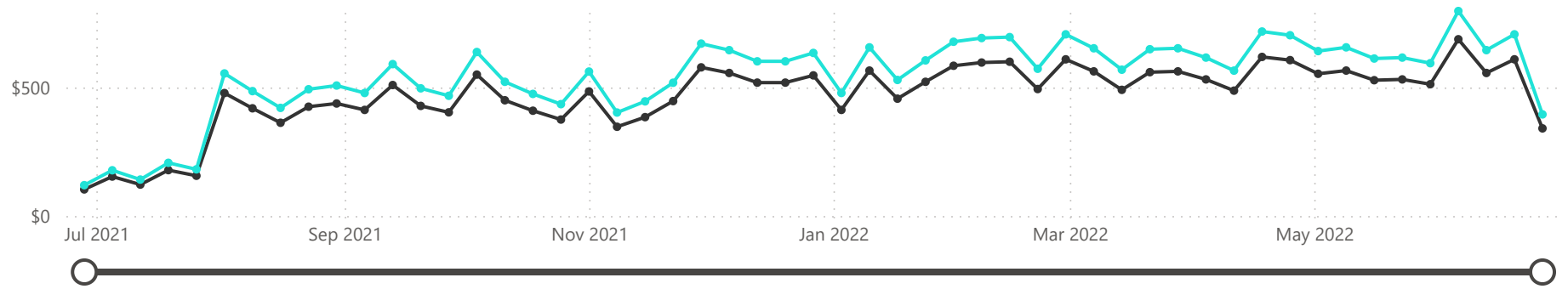
Monthly Orders vs Target



Price Adjustment %

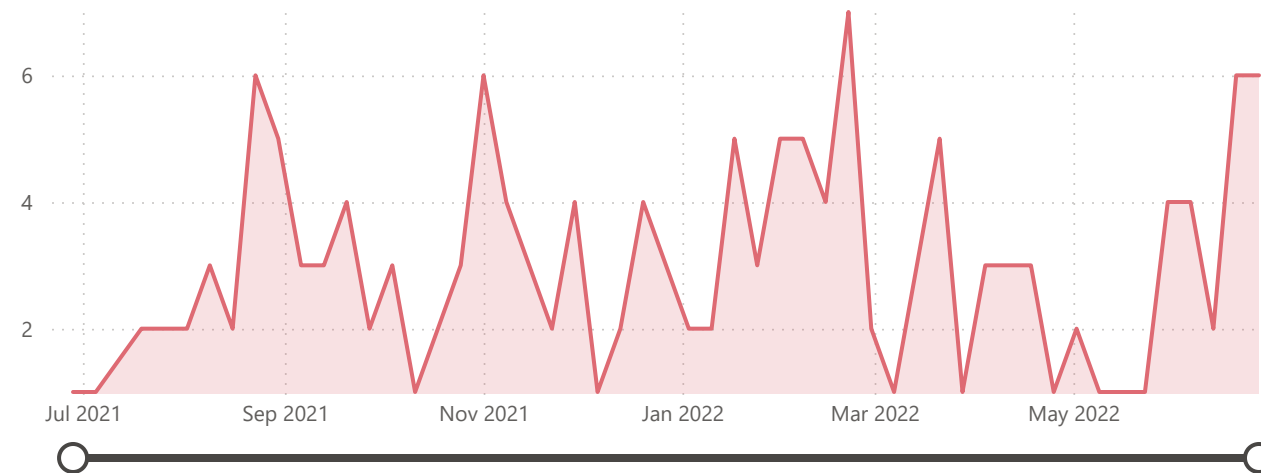
0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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



Report Summary

Total Orders for **Water Bottle - 30 oz.** were **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between [Monday, June 28, 2021](#) and [Monday, June 27, 2022](#).

Total Profit jumped from [103.08](#) to [477.93](#)



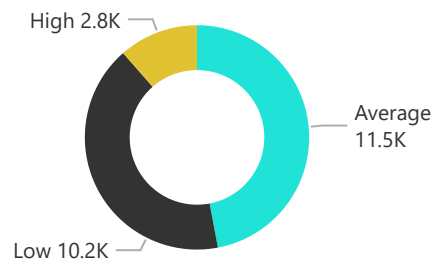
17.4K

UNIQUE CUSTOMERS

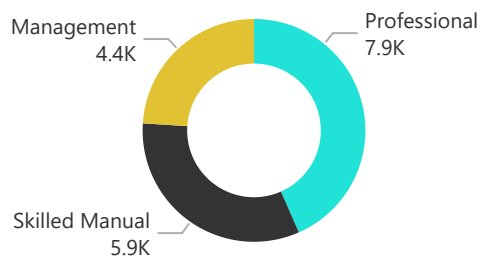
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



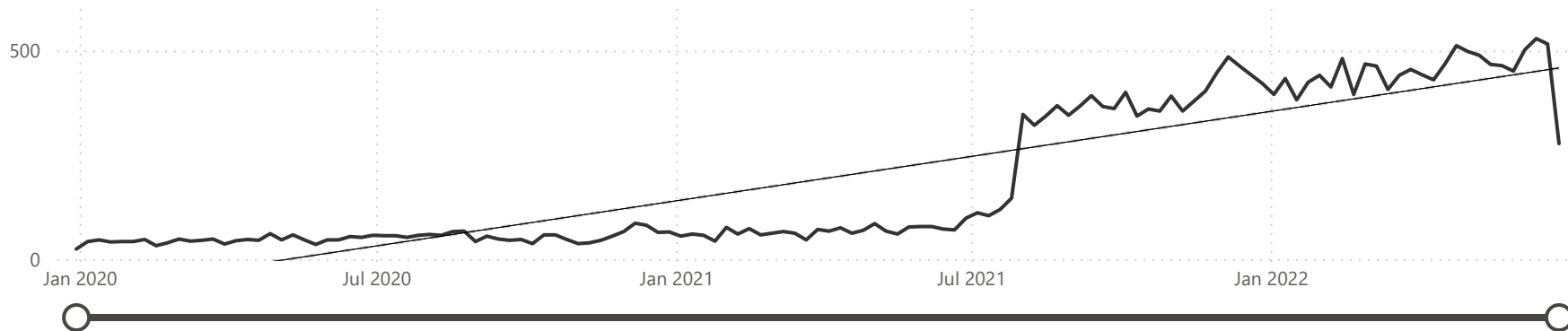
Orders by Occupation



Revenue Per Customer

Total Customers

Total Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,010
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,080
11420	Mr. Jordan Turner	7	\$11,020
11242	Mr. Larry Munoz	7	\$10,850
13263	Mrs. Kate Anand	4	\$10,430
12655	Mr. Larry Vazquez	4	\$10,390
11425	Mrs. Ariana Gray	6	\$10,390
12631	Mr. Clarence Gao	4	\$10,330
12650	Mr. Aaron Wright	4	\$10,320
13405	Mr. Ethan Bryant	4	\$10,300
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,280
11245	Mr. Ricky Vazquez	4	\$10,160
11237	Mr. Clarence Anand	4	\$10,060
11428	Mrs. Deanna Perez	4	\$9,760
Total		1,264	\$605,790

Year

2020

2022

Top Customer By Revenue

Mr. Maurice Shan

Orders

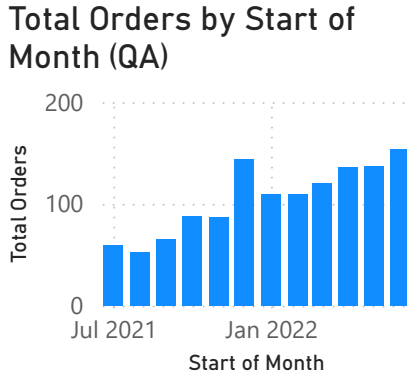
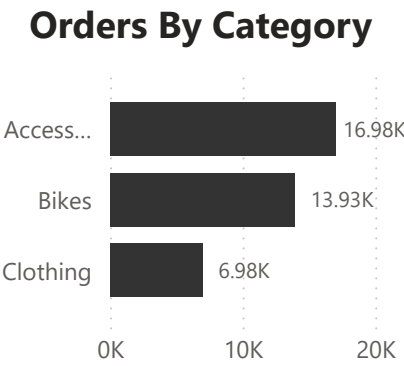
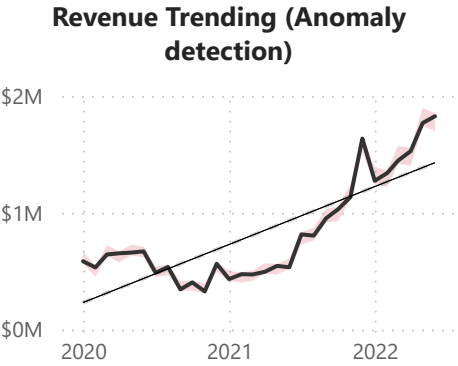
6

Revenue

12,408



Man customers in skilled manual roles in 2022, Reuben Suarez drove the most revenue of \$4,683



CategoryName	Total Orders
Accessories	16,983
Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
Total	25,164

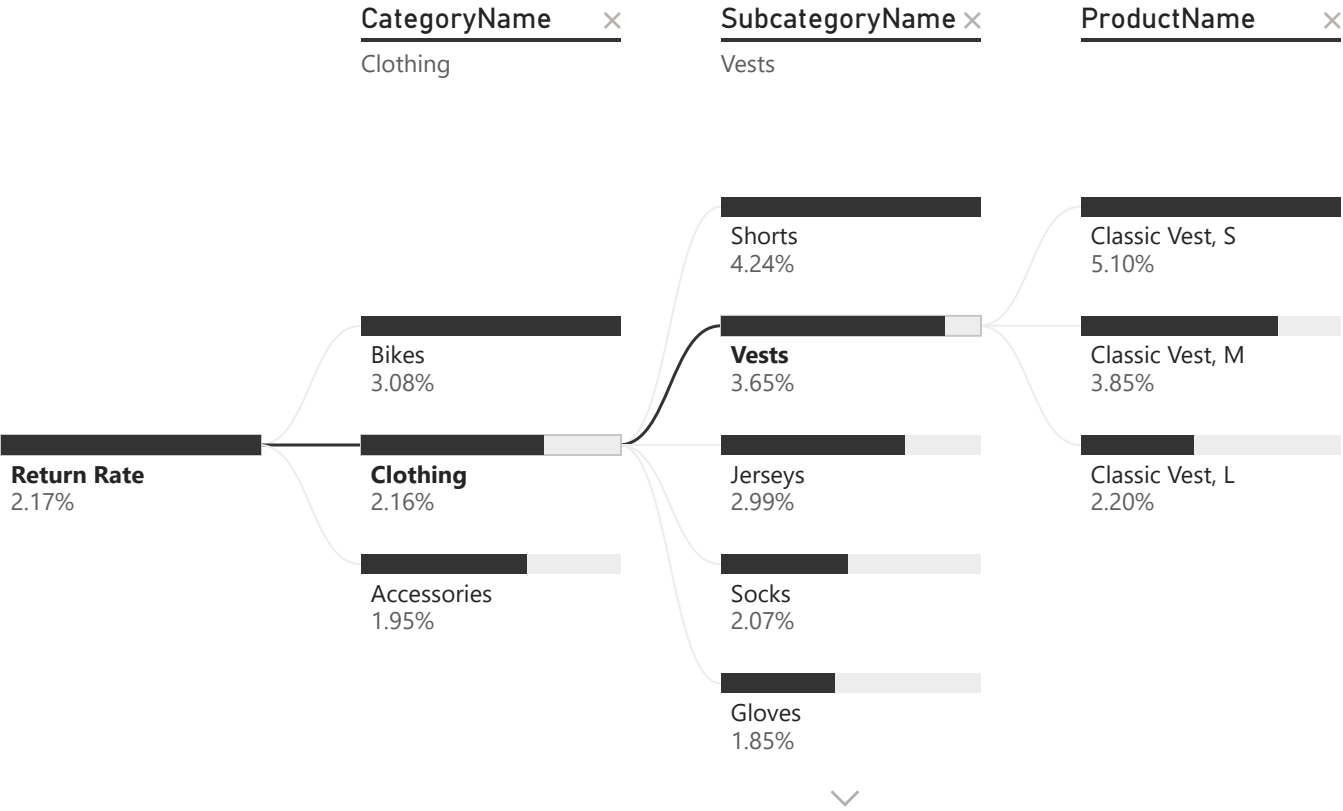
Smart Narrative

Total Revenue trended up, resulting in a 212.14% increase between Wednesday, January 1, 2020 and Wednesday, June 1, 2022.

25K

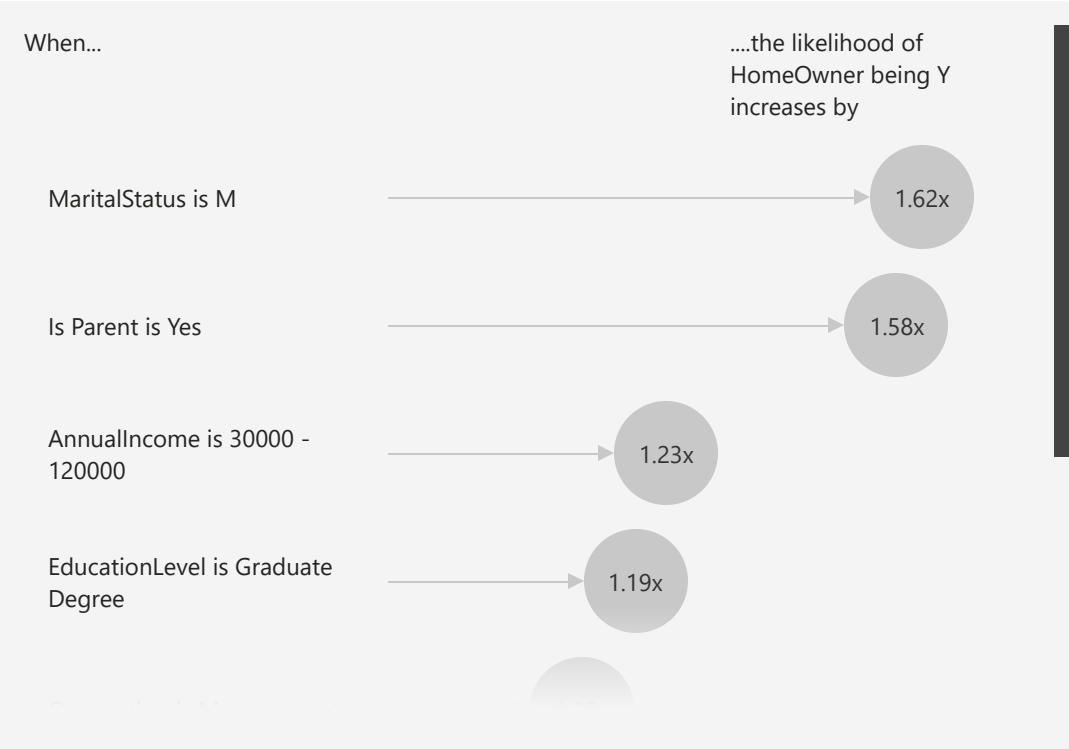
Total Orders

Decomposition Tree



Key influencers Top segments

What influences HomeOwner to be ?

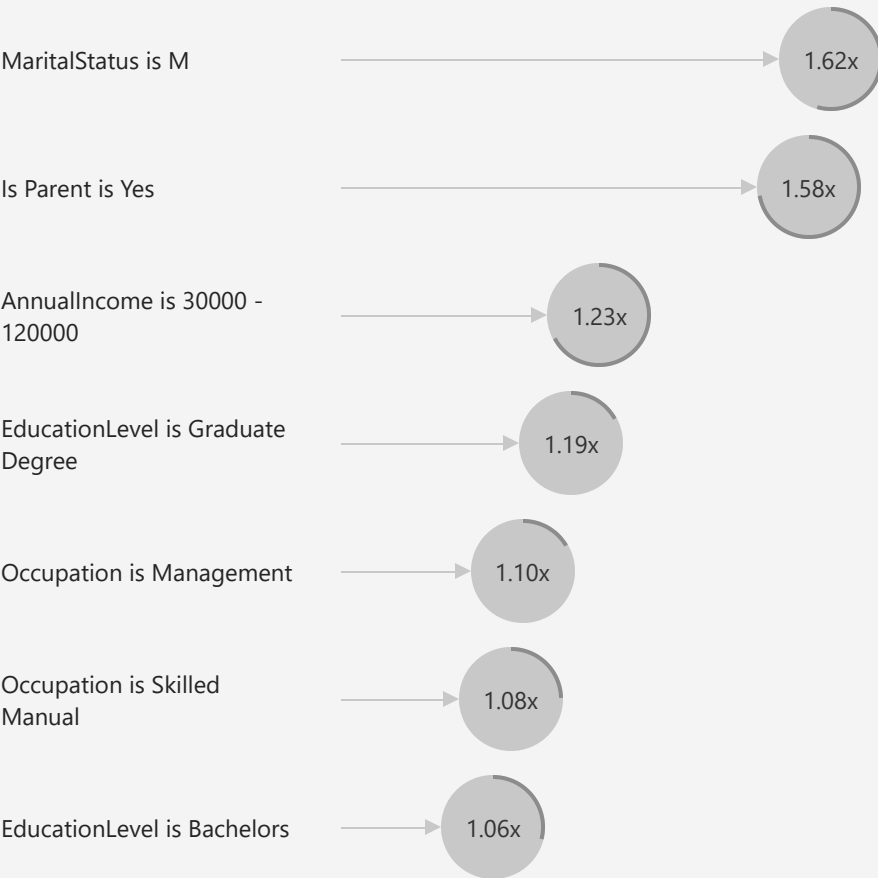


Key influencers Top segments



What influences HomeOwner to be ?

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



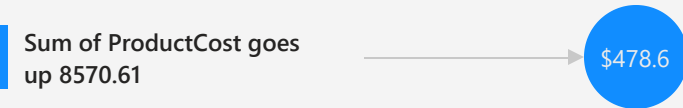
Sort by: **Impact** Count

Key influencers Top segments

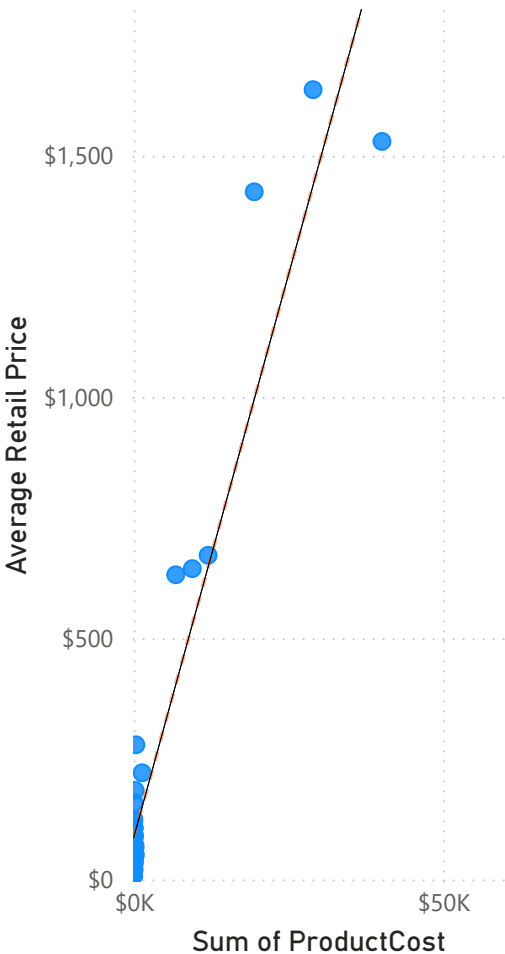


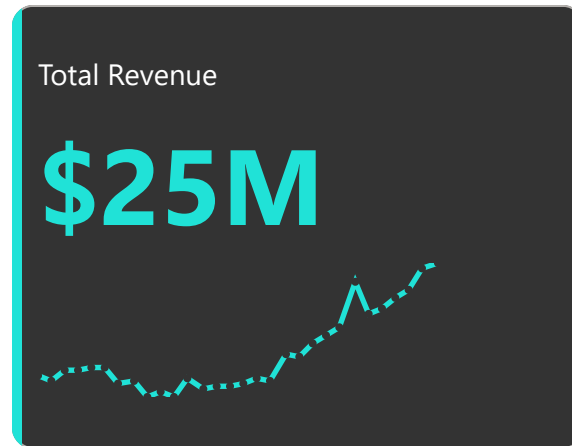
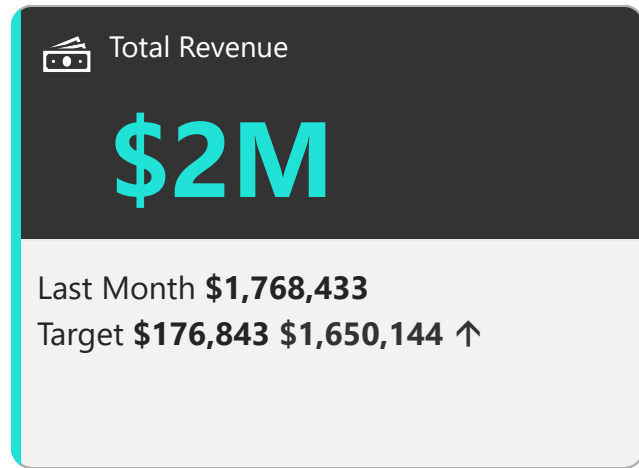
What influences Average Retail Price to ?

When...
.....the average of Average Retail Price increases by

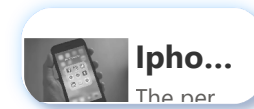


← On average when Sum of ProductCost increases, Average Retail Price also increases.





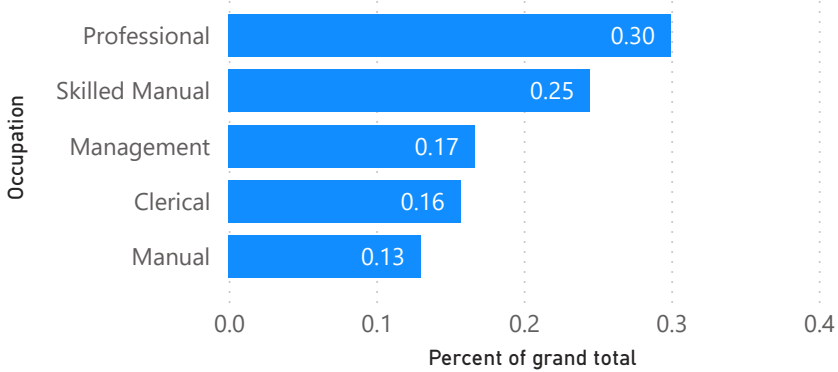
PhoneName



- ✓ Data science
 - ✓ Brian
 - ✓ Zilla
- ✓ power bi
- ✓ software development

Year	Total Orders	Running sum	Moving aver
⊕ 2022	11,839	11,839.00	11,839
⊕ 2021	10,695	22,534.00	11,267
⊕ 2020	2,630	25,164.00	8,386
Total	25,164	25,164.00	25,164

Percent of grand total by Occupation



CategoryName	Total Revenue	Total Cost	Total Profit	Profit
⊕ Accessories	\$906,673	\$336,913	\$569,760	\$569,760
⊕ Bikes	\$23,642,495	\$13,916,327	\$9,726,168	\$9,726,168
⊕ Clothing	\$365,419	\$203,632	\$161,787	\$161,787
Total	\$24,914,587	\$14,456,871	\$10,457,715	\$10,457,715

Name

Revenue

✕ →

Name	Description	Expression
10-day Rolling Revenue		CALCULATE([Total Revenue], DATESINPERIOD('Calendar Lookup'[Date], MAX('Calendar Lookup'[Date]) , -10, DAY))
Adjusted Revenue		SUMX('Sales Data', 'Sales Data'[OrderQuantity] * [Adjusted Price])
Average Revenue Per Customer		DIVIDE([Total Revenue],

- Type ▼
- ☐ Column
 - ☐ Measure
 - ☐ Relationship
 - ☒ Table

Name	Expression	Description	Location
Model Tables	INFO.VIEW.TABLES()		
Model Relationships	INFO.VIEW.RELATIONSHIPS()		
Model Measures	INFO.VIEW.MEASURES()		
Model Columns	INFO.VIEW.COLUMNS()		
Price Adjustment %	GENERATESERIES(-1, 1, 0.1)		
Measure Table (DAX)	{""}		
Customer Metric Selction	{ ("Revenue Per Customer", NAMEOF('Measure Table'[Average Revenue Per Customer]), 0), ("Total Customers", NAMEOF('Measure Table'[Total Customers]), 1) }		
Product Metric Selection	{ ("Orders", NAMEOF('Measure Table'[Total Orders]), 0), ("Profit", NAMEOF('Measure Table'[Total Profit]), 1), ("Revenue", NAMEOF('Measure Table'[Total Revenue]), 2), ("Returns", NAMEOF('Measure Table'[Total Returns]), 3), ("Return %", NAMEOF('Measure Table'[Return Rate]), 4) }		
Calendar Lookup			
Customer Lookup			
demo			