



\$24,9M

REVENUE

\$10,5M

PROFIT

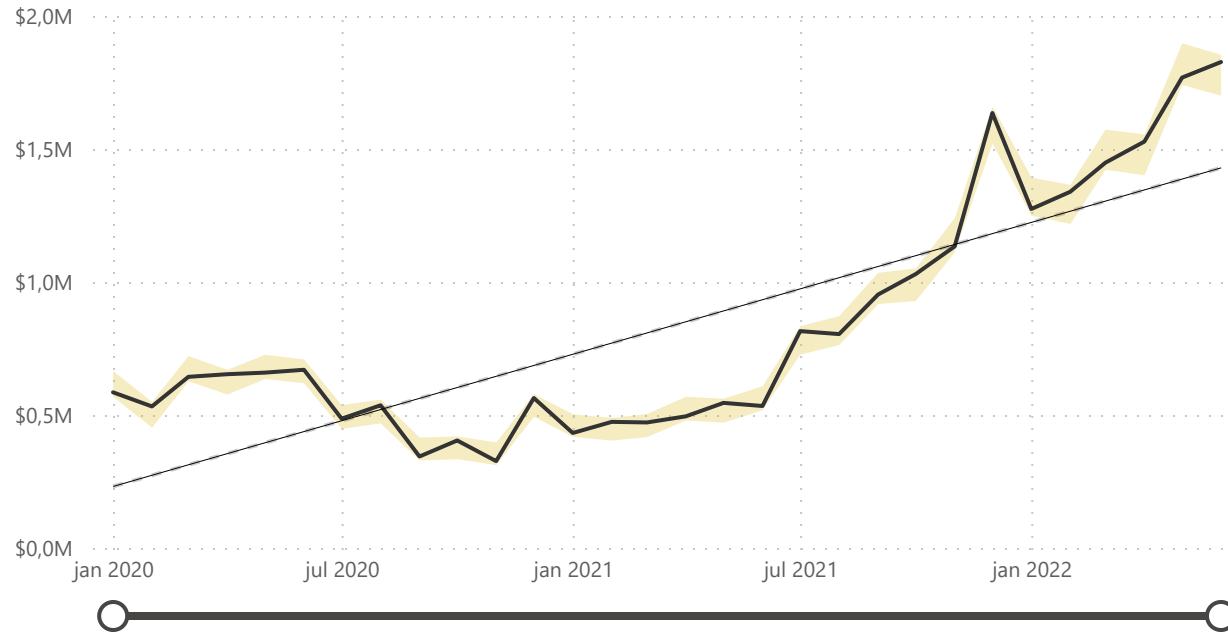
25,2K

ORDERS

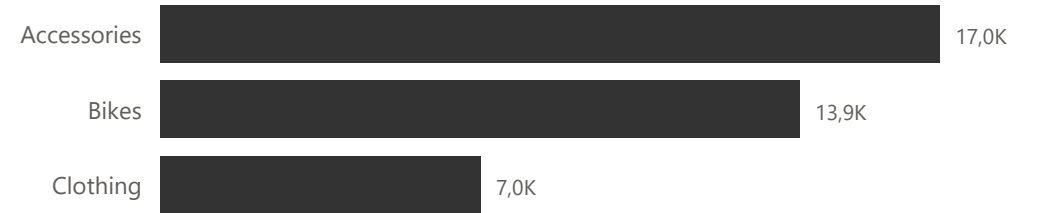
2,2%

RETURN RATE

Revenue Trending



Orders by Category



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

\$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%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

⚠ There are pending changes in your queries that haven't been applied.

Apply changes

Discard changes

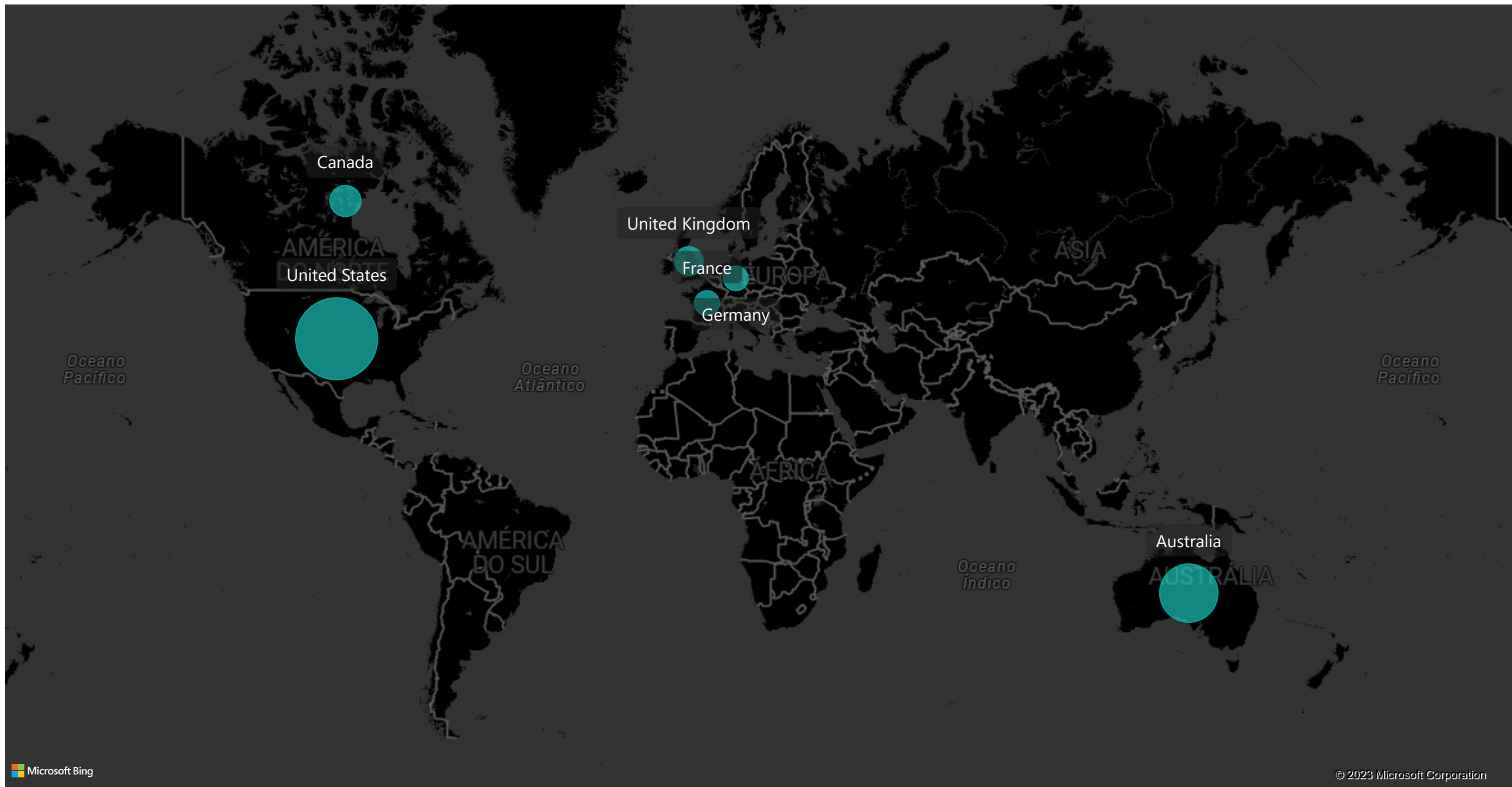


Select all

Europe

North America

Pacific



⚠ There are pending changes in your queries that haven't been applied.

Apply changes

Discard changes



Selected Product:

Water Bottle -  
30 oz.

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



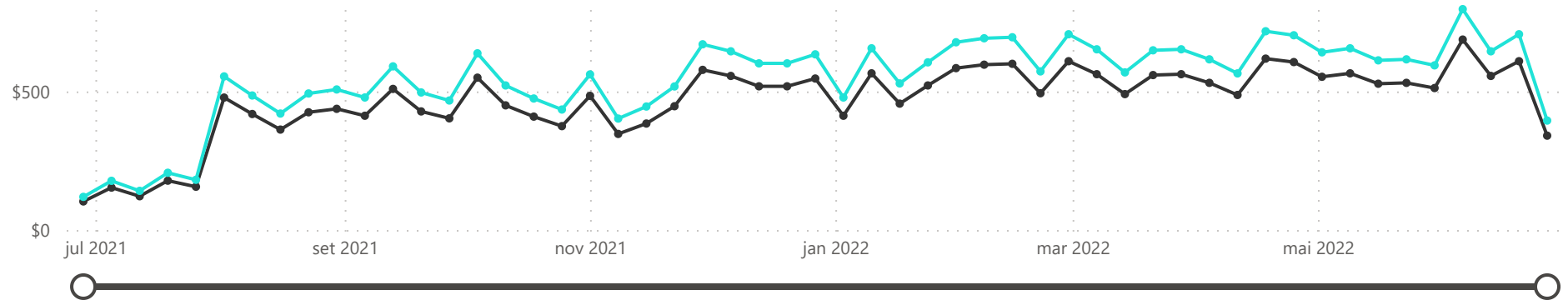
Price Adjustment (%)



0,10



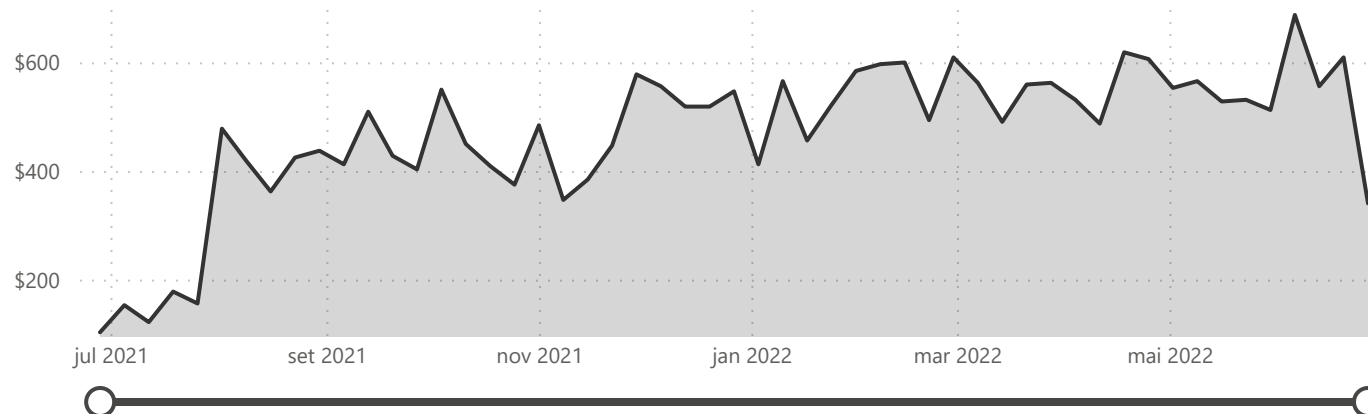
● Total Profit ● Adjusted Profit



Product Metric Selecti...



- ☐ Orders
- ☐ Revenue
- ☒ Profit
- ☐ 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 segunda-feira, junho 28, 2021 and segunda-feira, junho 27, 2022.

Profit experienced the longest period

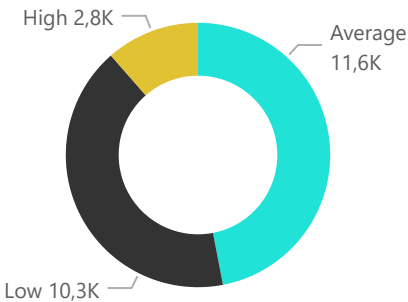
17,4K

UNIQUE CUSTOMERS

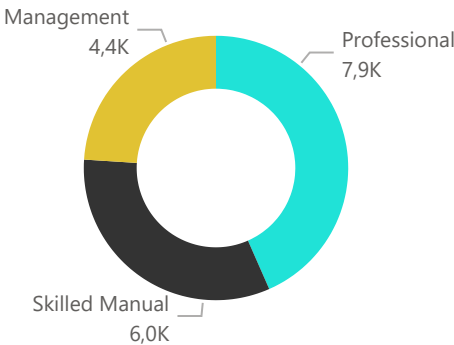
\$1.431

REVENUE PER CUSTOMER

Orders by Income Level

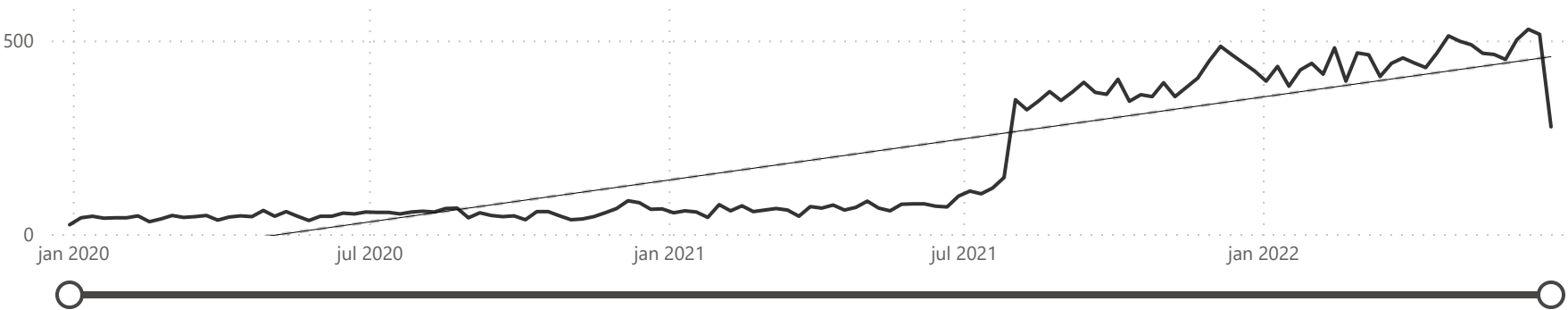


Orders by Occupation



Total Customers

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
11423	Mrs. Jasmine Stewart	4	\$9.717
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 \$4,683