



\$24.9M

Total Revenue

\$10.5M

Total Profit

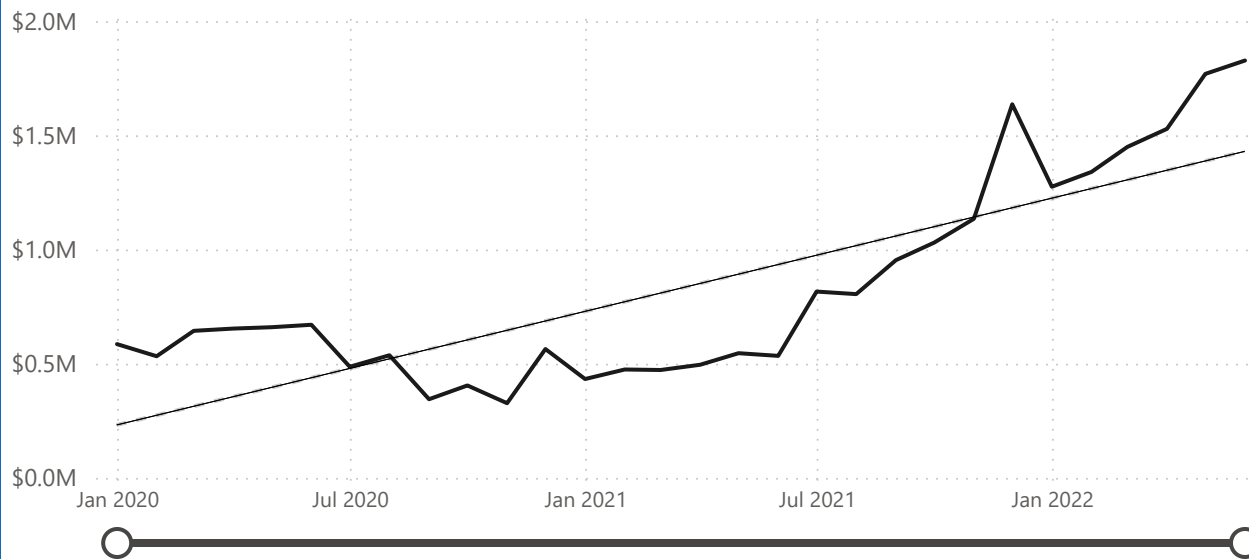
25.2K

Total Orders

2.2%

Return Rate

Revenue Trending



Monthly Revenue

\$1.83M ✓

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

Monthly Orders

2,146 !

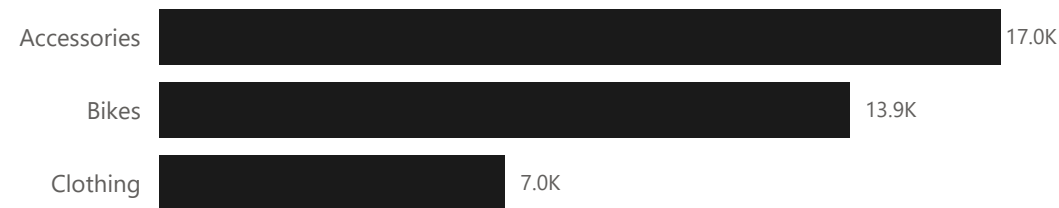
Prev Month : 2165 (-0.88%)

Monthly Returns

166 ✓

Prev Month : 169 (+1.78%)

Orders by Category



Product Name	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%

Most Ordered Product Type

Tires and Tubes

Most Returned Product

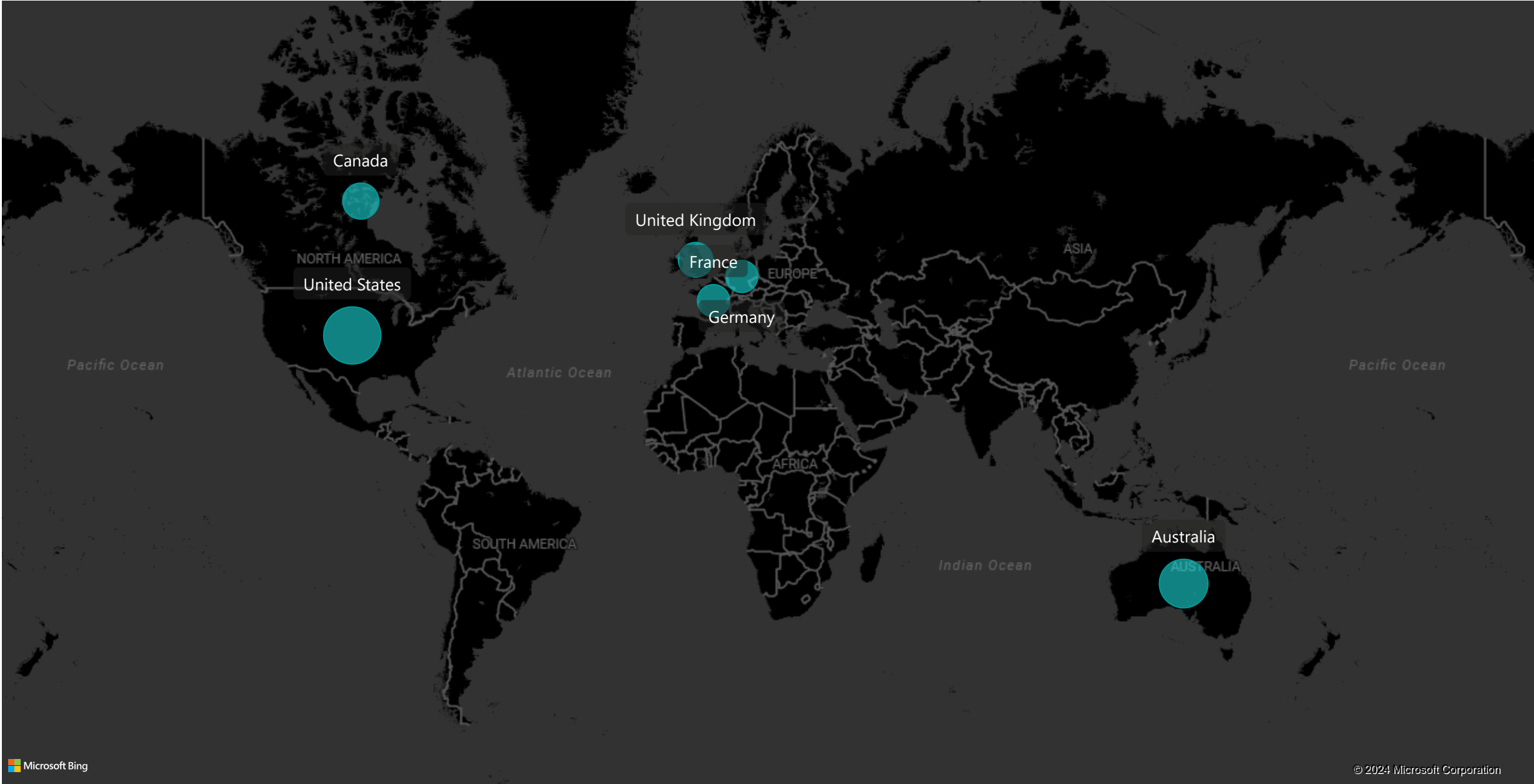
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire
Tube

Monthly Order Vs. Target



Monthly Revenue Vs. Target



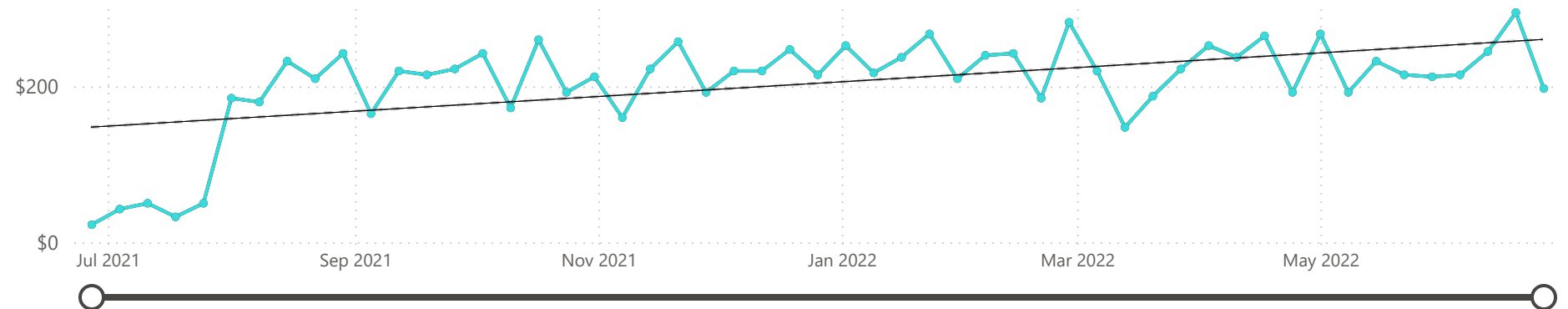
Monthly Profit Vs. Target



Price Adjustment %

0.00

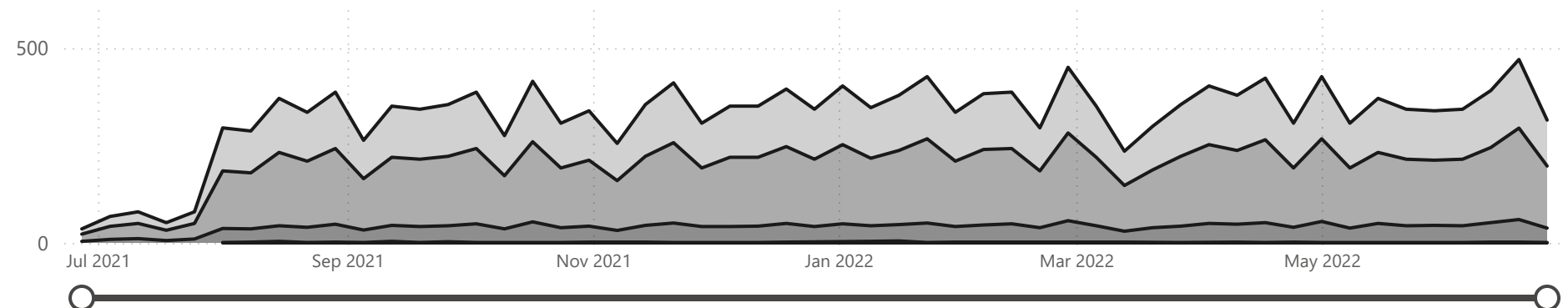
● Total Profit ● Adjusted Profit



Product Metric Selection

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

● Orders ● Revenue ● Profit ● Returns ● Return %





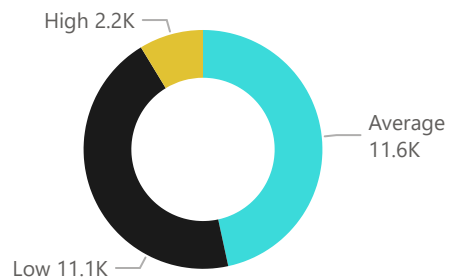
17.4K

UNIQUE CUSTOMERS

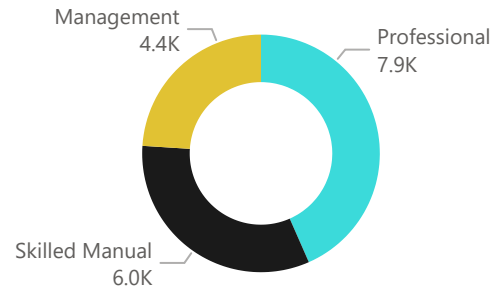
\$1.4K

REVENUE PER CUSTOMER

Orders by Income Level

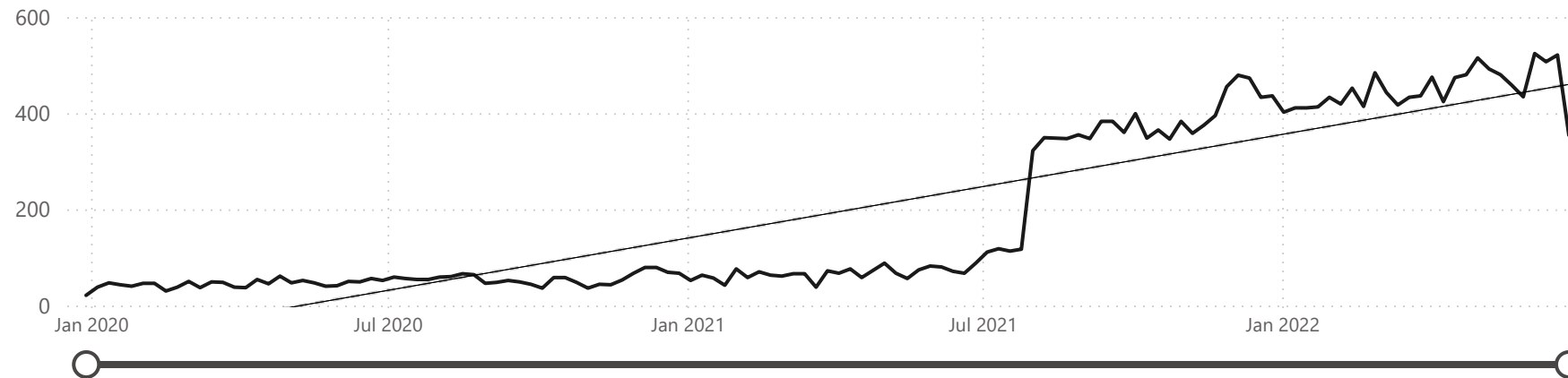


Orders by Occupation



Total Customers

Revenue per Customer



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
Total		1,272	\$6,15,329

2020

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

\$12,408



Among customers in skilled manual roles in 2022, Ruben Suarez drove most revenue at \$4683