



# \$24.9M

REVENUE

# \$10.5M

PROFIT

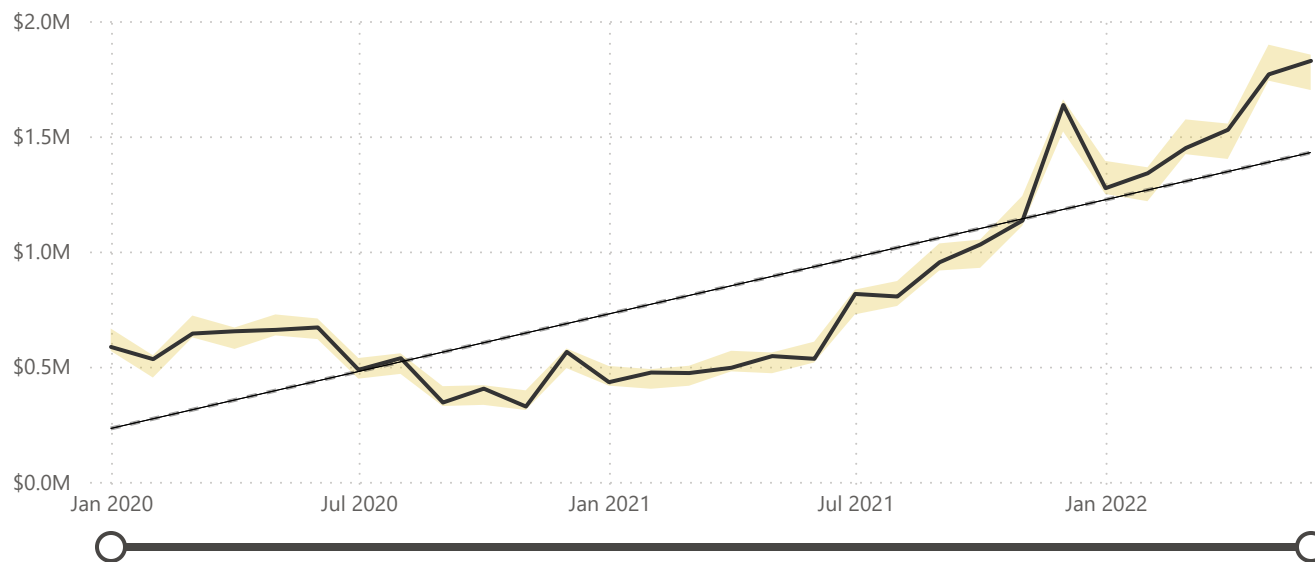
# 25.2K

## ORDERS

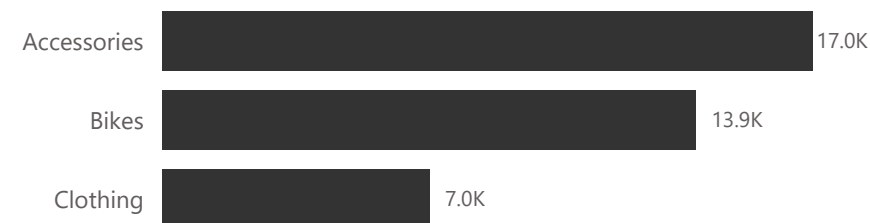
2.2%

## RETURN RATE

## Revenue Trending



## Orders by Category



Top 10 Products	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%

## Monthly Revenue

**\$1.83M** ✓

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

## Monthly Orders

2,146!

Pre Month: 2,165 (-0.88%)

## Monthly Revenue

166✓

Pre 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.

Monthly Orders vs. Target



Monthly Revenue vs. Target

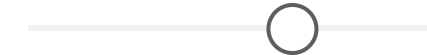


Monthly Profit vs. Target

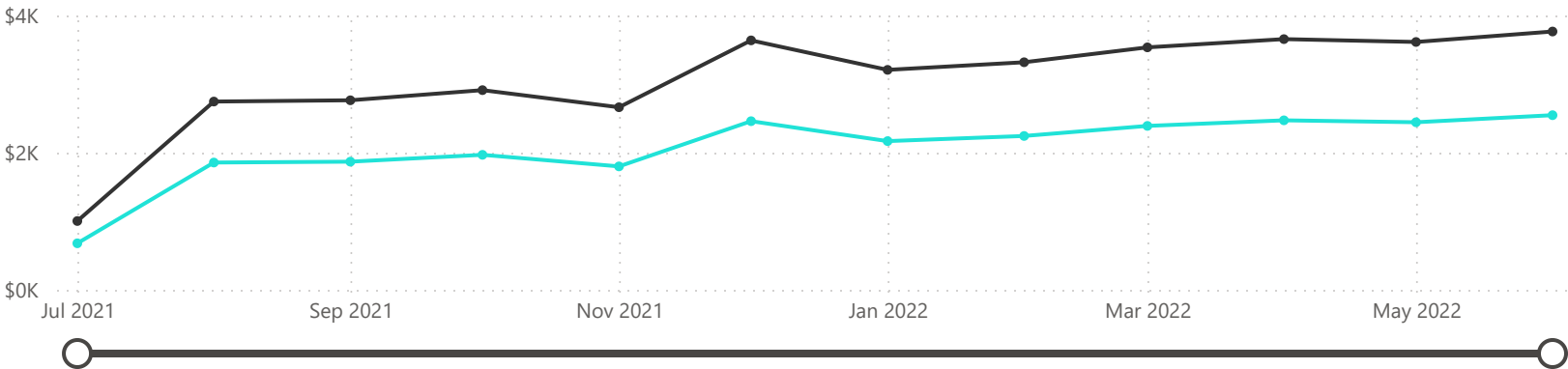


Price Adjustment (%)

0.30



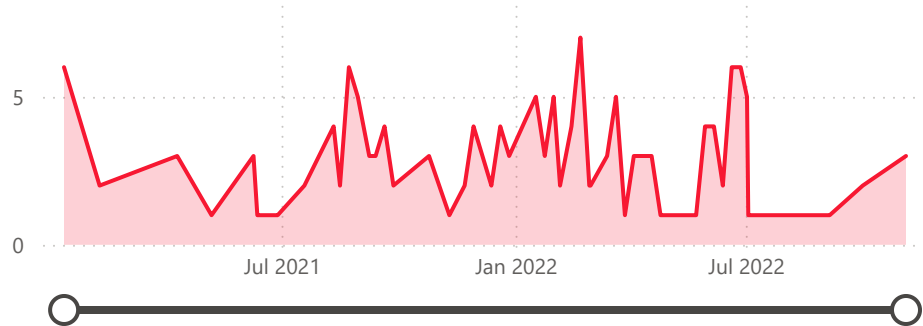
Total profit Adjusted profit



Product Metric Selection

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

Return Trending



### Report Summary

Total Orders for [Water Bottle - 30 oz.](#) were **376**

[Adjusted profit](#) (275.58% increase) and [Total profit](#) (275.58% increase) both trended up between [Thursday, July 1, 2021](#) and [Wednesday, June 1, 2022](#).

Across all metrics, [Adjusted profit](#) had the most interesting recent trend and started



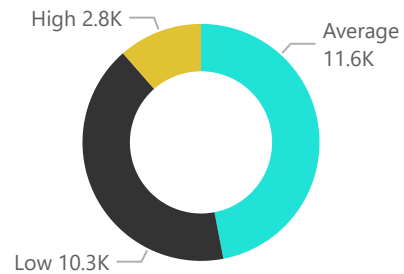
17.4K

Total Customers

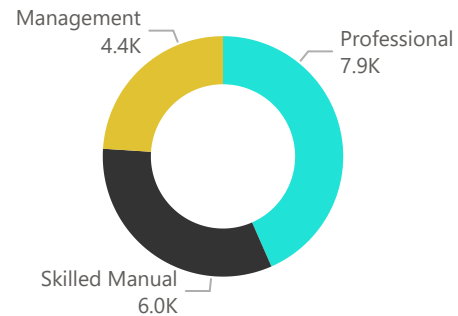
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

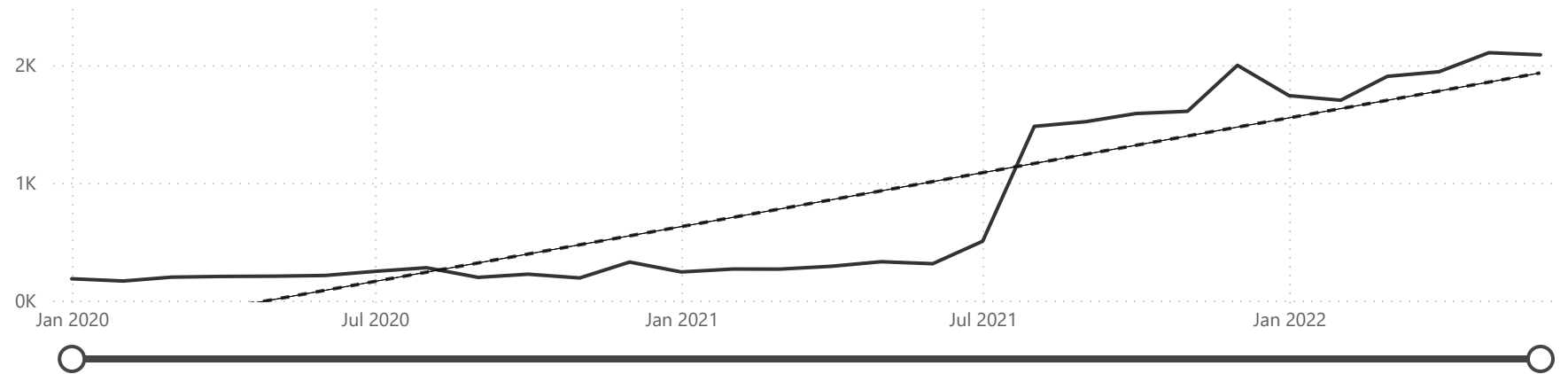


Orders by Occupation



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
Total		1,272	\$6,15,329

Year

2020

2022

Top Customers 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 \$4.68