



24.9M

REVENUE

10.5M

PROFIT

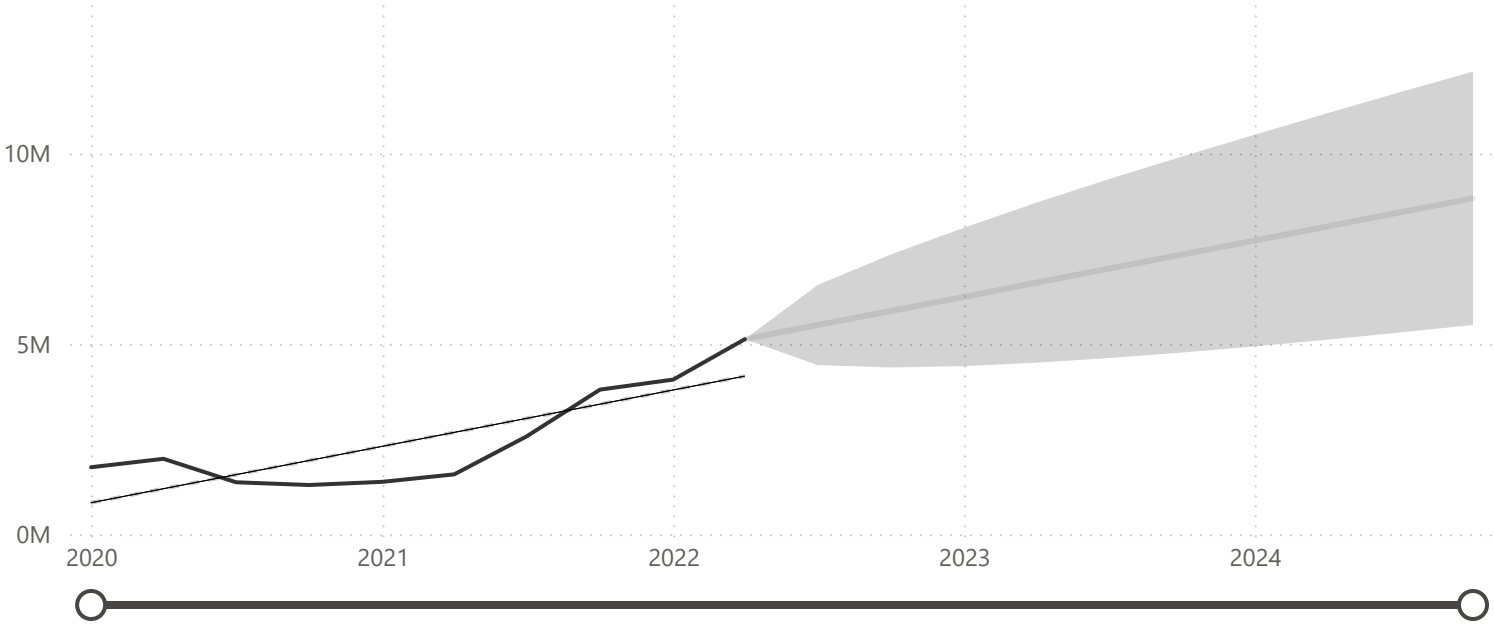
25.2K

ORDERS

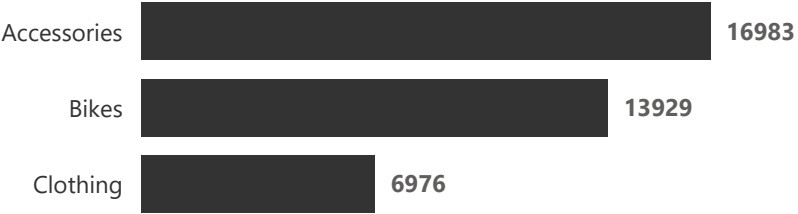
0.0

RETURN RATE

Revenue Trending

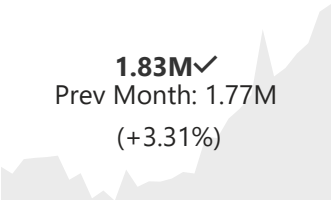


Orders by Category

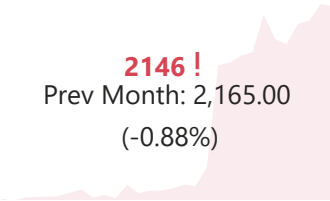


Product Name	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	39,755.33	0.02
Patch Kit/8 Patches	2952	13,506.42	0.02
Mountain Tire Tube	2846	28,333.22	0.02
Road Tire Tube	2173	17,264.73	0.02
Sport-100 Helmet, Red	2099	73,444.01	0.03
AWC Logo Cap	2062	35,882.07	0.01
Sport-100 Helmet, Blue	1995	67,120.18	0.03
Fender Set - Mountain	1975	87,040.80	0.01
Sport-100 Helmet, Black	1940	65,269.75	0.03
Mountain Bottle Cage	1896	38,061.90	0.02

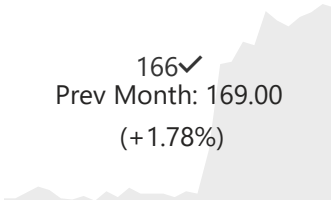
Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

Price Adjustment (%)

-1.00



Product Metric Selection

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

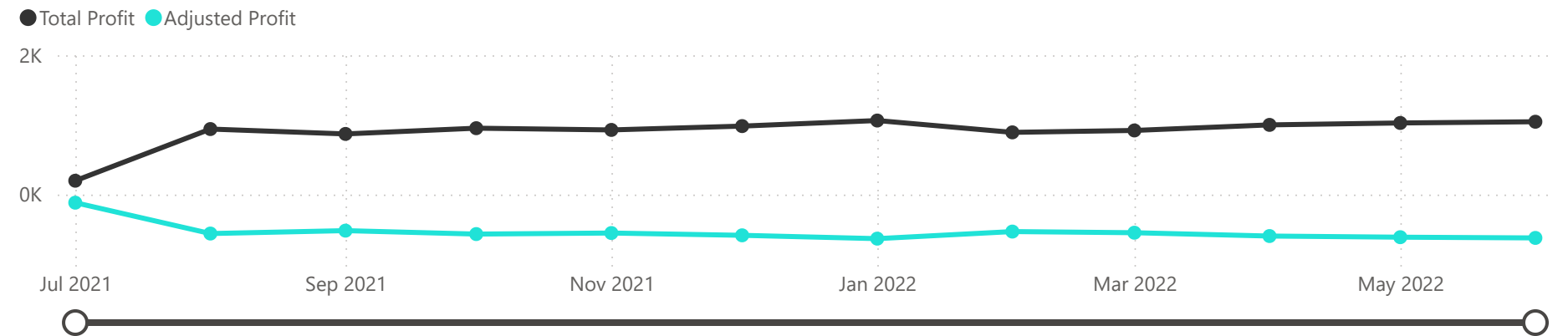
Monthly Orders v/s Target



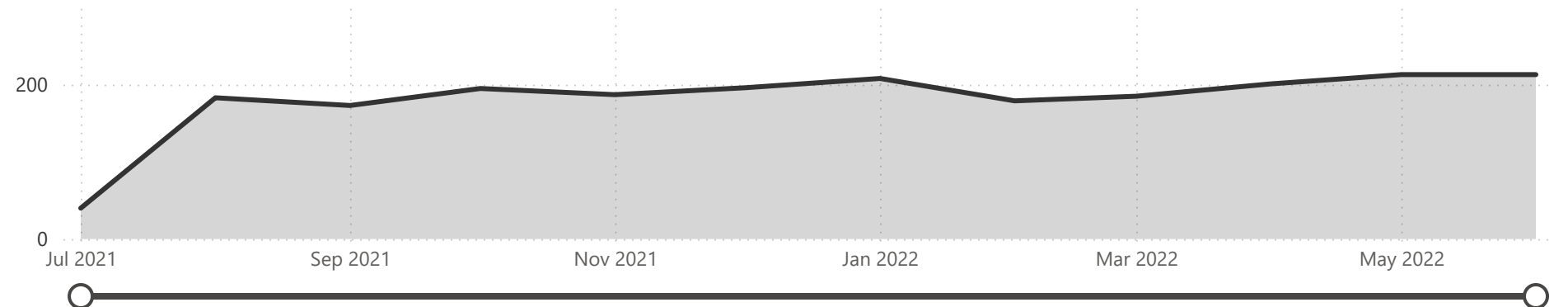
Monthly Revenue v/s Target



Monthly Profit v/s Target



Orders





Customer Metric Selection



Total
Customers

Revenue per
Customer

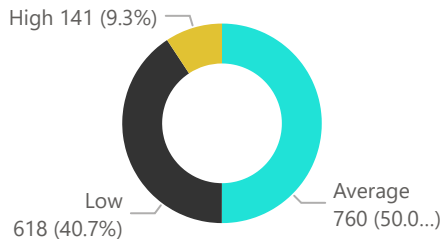
9133

UNIQUE CUSTOMERS

1,021

REVENUE PER CUSTOMER

Total Orders by Income Level

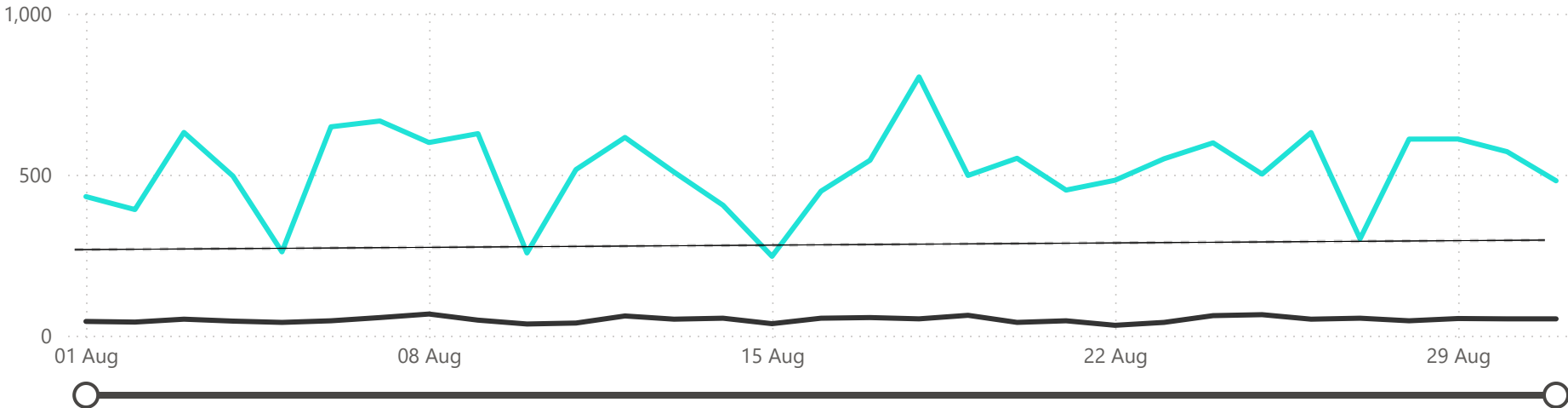


Total Orders by Occupation



Revenue per Customer

● Revenue per Customer ● Total Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11331	MRS. SAMANTHA JENKINS	17	1,084.99
11176	MR. MASON ROBERTS	14	975.60
11091	MR. DALTON PEREZ	13	667.94
11200	MR. JASON GRIFFIN	13	930.91
11566	MS. APRIL SHAN	13	791.60
11287	MR. HENRY GARCIA	12	672.38
11223	MRS. HAILEY PATTERSON	11	640.86
11277	MR. CHARLES JACKSON	11	833.13
11330	MR. RYAN THOMPSON	11	724.43
11711	MR. DANIEL DAVIS	11	551.57
11215	MRS. ANA PERRY	10	872.93
11538	MR. ANDREW MARTINEZ	10	427.27
Total		661	4,25,567.33

2021

2021

Top Customer (by Revenue)

MRS. JANET MUNOZ

Orders

17.00

Revenue

9,597.69



Among customers in Skilled Manual Roles in 2021, Wyatt Jones drove the most revenue at \$2472

25164

Total Orders

2,49,14,586.82

Total Revenue

1,04,57,715.43

Total Profit

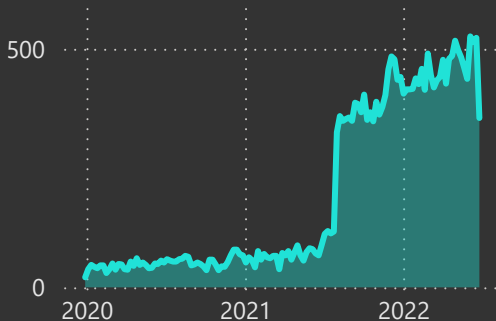
1809

Total Returns

0.02


Return Rate

Weekly Orders



Calculation group column YTD						QTD				
CategoryName	Total Cost	Total Revenue	Total Profit	Total Orders	Quantity Sold	Total Cost	Total Revenue	Total Profit	Total Orders	Quantity
⊕ Accessories	1,88,507.05	5,07,330.99	3,18,823.94	9599	32493	1,00,207.96	2,69,763.02	1,69,555.06	5065	1
⊕ Bikes	49,91,309.61	84,68,854.53	34,77,544.92	5689	5689	27,94,832.37	47,42,124.17	19,47,291.80	3229	
⊕ Clothing	1,16,603.81	2,09,263.93	92,660.11	4026	7132	62,034.84	1,11,346.17	49,311.32	2132	
Total	52,96,420.47	91,85,449.45	38,89,028.97	11839	45314	29,57,075.18	51,23,233.36	21,66,158.19	6308	2.



Measure Selector 

☐ Total Cost

☐ Total Revenue

☐ Total Profit

☐ Total Orders

☐ Quantity Sold



Total Revenue

24.91M



Total Profit

10.46M



Total Orders

25.164K



Return Rate

0.02

Total Revenue

1.83M

Last Month **17,68,432.51**

Target **1.95M** -\$118,289 ↓

Total Revenue

24.91M



Measure Selector

All

Name	Description	Expression
10-Day Rolling Revenue	Calculates total revenue generated over the last 10 days based on the date in the Calendar Lookup table	CALCULATE(DATESINP MAX('Calendar -10, DAY))
90-Day Rolling Profit	Calculates total profit generated over the last 90 days using the Calendar Lookup date	CALCULATE(DATESINP 'Calendar LASTDATE 'Calendar -90, DAY)
Adjusted Price	Adjusts the average retail price using a percentage from the Price Adjustment table	[Average I (1 + 'Price
Adjusted Profit	Calculates adjusted profit by subtracting total cost from adjusted revenue	[Adjusted
Adjusted Revenue	Calculates adjusted revenue using the adjusted price multiplied by order quantity	SUMX('Sales Dat 'Sales Dat
All Orders	Calculates the total number of orders by removing all filters on the Sales Data table	CALCULATE

Entity Type

Select all

Column

Measure

Relationship

Table

Name	Expression	Location	Description
10-Day Rolling Revenue	CALCULATE([Total Revenue], DATESINPERIOD('Calendar Lookup'[Date], MAX('Calendar Lookup'[Date]), -10, DAY))	Measure Table	Calculates total revenue
90-Day Rolling Profit	CALCULATE([Total Profit], DATESINPERIOD('Calendar Lookup'[Date], LASTDATE('Calendar Lookup'[Date]), -90, DAY)	Measure Table	Calculates total profit
Adjusted Price	[Average Retail Price] * (1 + 'Price Adjustment (%)'[Price Adjustment (%) Value])	Measure Table	Adjusts the average price
Adjusted Profit	[Adjusted Revenue] - [Total Cost]	Measure Table	Calculates adjusted profit
Adjusted Revenue	SUMX([Product], [Adjusted Price] * [Total Quantity])	Measure Table	Calculates adjusted revenue