



\$24.9M

Revenue

\$10.5M

Total Profit

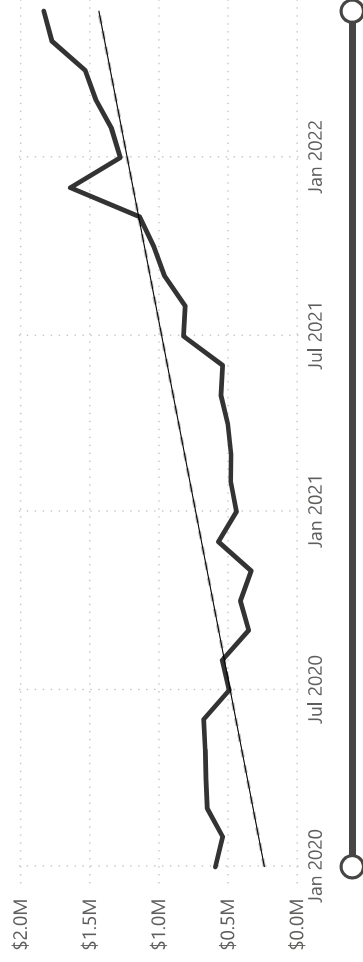
25.2K

Total Orders

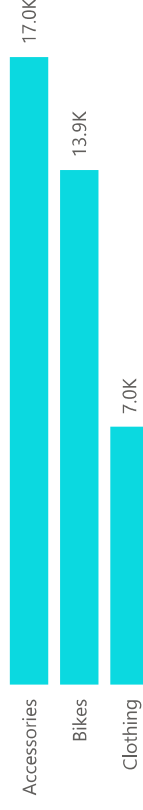
2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Returns %
Water Bottle - 30 oz.	3983	\$39,755	149
Patch Kit/8 Patches	2952	\$13,506	92
Mountain Tire Tube	2846	\$28,333	91
Road Tire Tube	2173	\$17,265	67
Sport-100 Helmet, Red	2099	\$73,444	70
AWC Logo Cap	2062	\$35,882	45
Sport-100 Helmet, Blue	1995	\$67,120	66
Fender Set - Mountain	1975	\$87,041	54
Sport-100 Helmet, Black	1940	\$65,270	52
Mountain Bottle Cage	1896	\$38,062	74

Montly Revenue

\$1.83M

Goal: \$1.77M (+3.31%)

Montly Orders

2.15K

Goal: 2.17K (-0.88%)

Montly Returns

166

Goal: 169 (+1.78%)

Most Ordered Product Type

Most Returned Product Type

Tires and Tubes

Shorts



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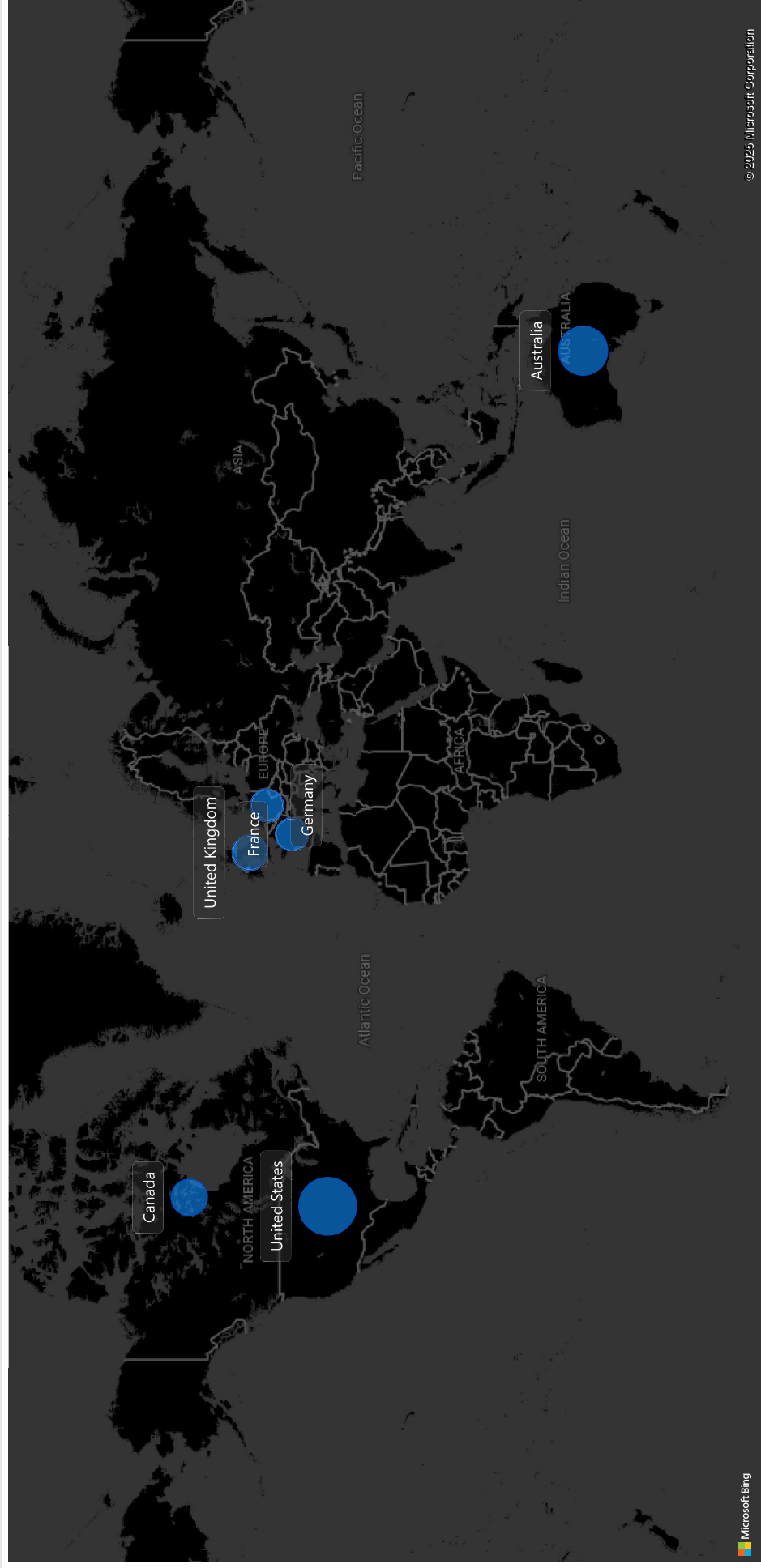


Select all

Europe

North America

Pacific



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Selected Product

Road Tire Tube

Monthly Orders vs Target

Monthly Revenue vs Target

Monthly Profit vs Target

213

\$1,668

\$1,044

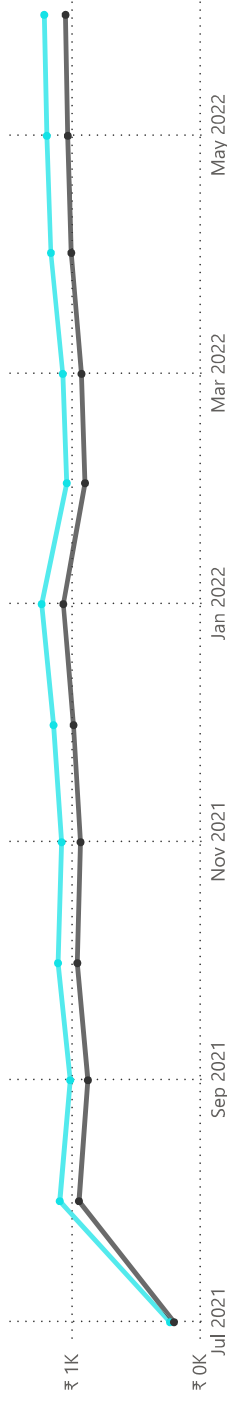
0 234 \$0 \$1,804 \$0 \$1,129

Price Adjustment(%)

0.10

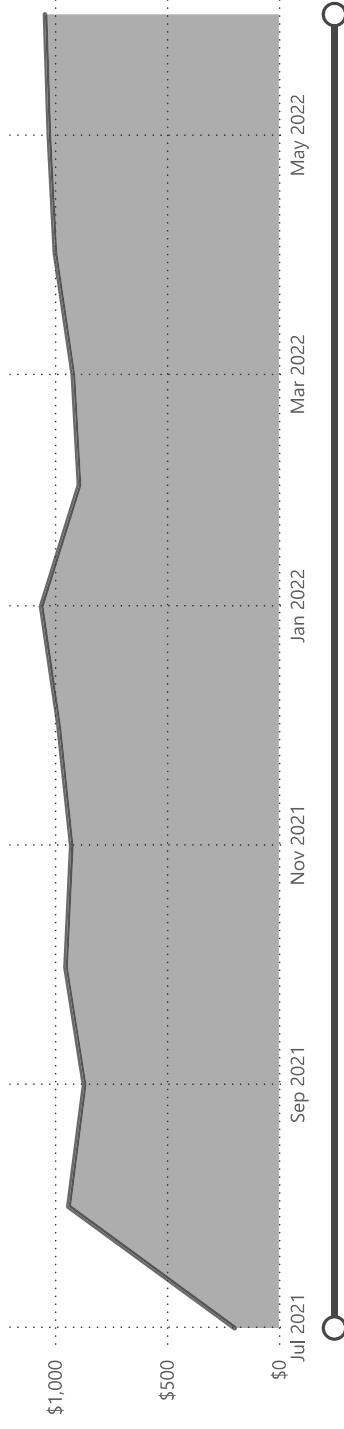
Profit Trending

Adjusted Porfit ● Total Porfit



Product Matric Selection

- ☐ Orders
- ☒ Porfit
- ☐ Returns
- ☐ Revenu
- ☐ Return Rate



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View recovered files

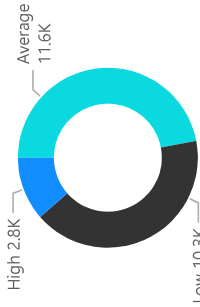
17.4K

Unique customers

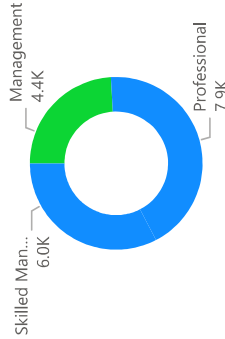
\$24.9M

Total Revenue

Orders by Income Level



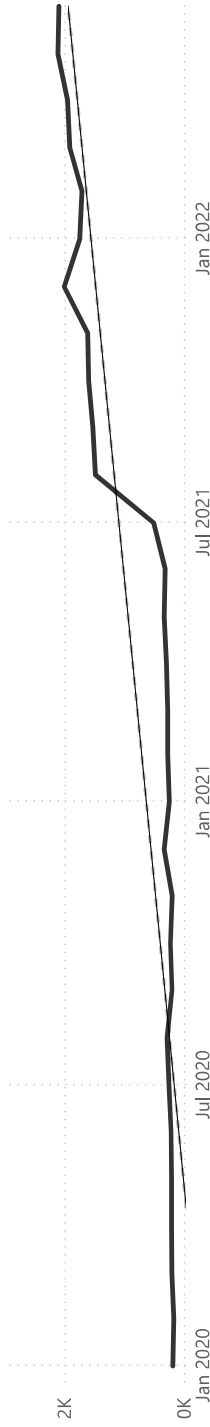
Orders by Occupation



Customers

Revenue per Customer

Customers



Top 100 Customers

Orders

Revenue

Customer ID	First Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991

Year

2020

2022

Top Customer (By Revenue)

Mr. Maurice Shan

Orders

Revenue

6

\$12.4K

i Among customers in skilled manual roles in 2021, Janet Munoz drove the most revenue at \$7.5k