





Profir

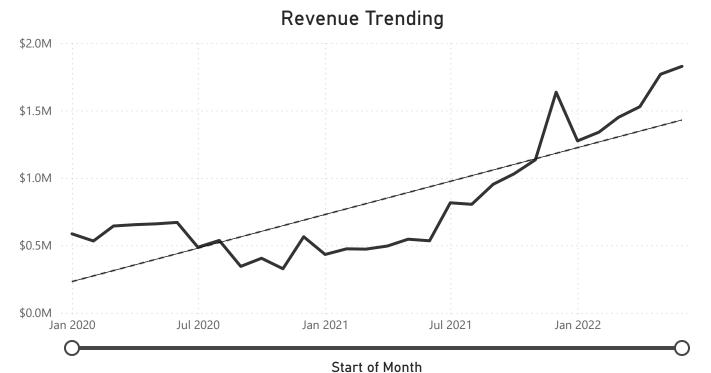
25.2K

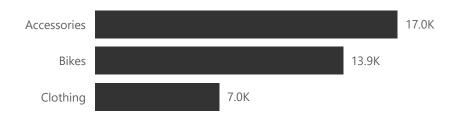
Orders

2.2%

Return Rate

Orders by Category





Top 10 Products ▼	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3,983.0	\$39,755.3	1.95%
Sport-100 Helmet, Red	2,099.0	\$73,444.0	3.33%
Sport-100 Helmet, Blue	1,995.0	\$67,120.2	3.31%
Sport-100 Helmet, Black	1,940.0	\$65,269.7	2.68%
Road Tire Tube	2,173.0	\$17,264.7	1.55%
Patch Kit/8 Patches	2,952.0	\$13,506.4	1.61%
Mountain Tire Tube	2,846.0	\$28,333.2	1.64%
Mountain Bottle Cage	1,896.0	\$38,061.9	2.02%
Fender Set - Mountain	1,975.0	\$87,040.8	1.36%
AWC Logo Cap	2,062.0	\$35,882.1	1.11%

Monthly Revenue

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

Monthly Orders

2,146.0¹ **Previous Month: 2,165** (-0.88%) **Monthly Revenue**

Previous Month: 169 (+1.78%)

Most Ordered Product type

Tires and Tubes

Most Returned Product

Shorts



Select all **North America** Pacific Europe Canada United Kingdom NORTH AMERICA France **United States** Australia SOUTH AMERICA

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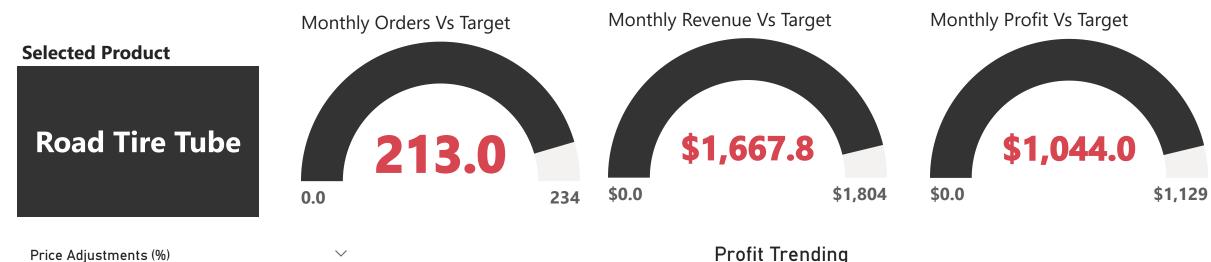


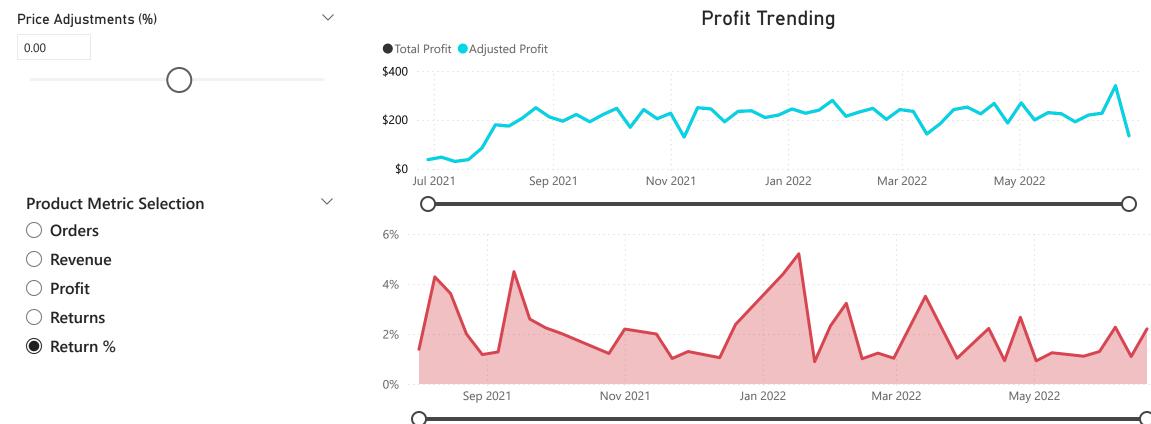






Microsoft Bing









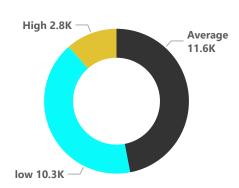




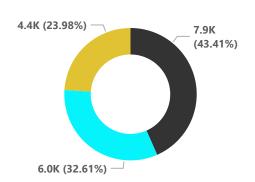
\$1,431
REVENUE PER CUSTOMER

17.4K
UNIQUE CUSTOMERS

Orders by Income Level

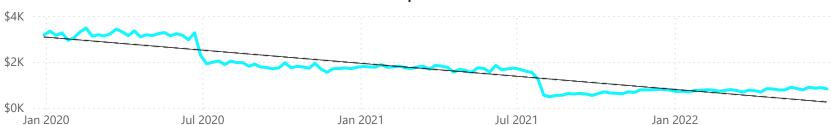


Orders by Occupation



Total Customers Revenue per Customer

Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6.0	\$12,408.0
11439	Mrs. Janet Munoz	6.0	\$12,015.4
11241	Mrs. Lisa Cai	7.0	\$11,330.4
11417	Mrs. Lacey Zheng	7.0	\$11,085.8
11420	Mr. Jordan Turner	7.0	\$11,022.4
11242	Mr. Larry Munoz	7.0	\$10,852.0
13263	Mrs. Kate Anand	4.0	\$10,436.5
12655	Mr. Larry Vazquez	4.0	\$10,395.0
11425	Mrs. Ariana Gray	6.0	\$10,391.4
12631	Mr. Clarence Gao	4.0	\$10,331.7
12650	Mr. Aaron Wright	4.0	\$10,329.2
13405	Mr. Ethan Bryant	4.0	\$10,308.5
11429	Mr. Marco Lopez	6.0	\$10,289.7
12632	Mrs. Bonnie Nath	4.0	\$10,282.9
11245	Mr. Ricky Vazquez	4.0	\$10,165.9
11237	Mr. Clarence Anand	4.0	\$10,065.0
11428	Mrs. Deanna Perez	4.0	\$9,761.6
11427	Mrs. Desiree Dominguez	4.0	\$9,717.7
11423	Mrs. Jasmine Stewart	4.0	\$9,717.0
11412	Mrs. Sydney Bryant	4.0	\$9,706.9
11431	Mr. Bryant Garcia	4.0	\$9,687.4
Total		1,272.0	\$6,15,328.6



Most Revenue generated customer among Professional occupation in 2022 @6.8k

Top Customer (By Revenue)

Mr. Maurice Shan

Orders Revenue

6

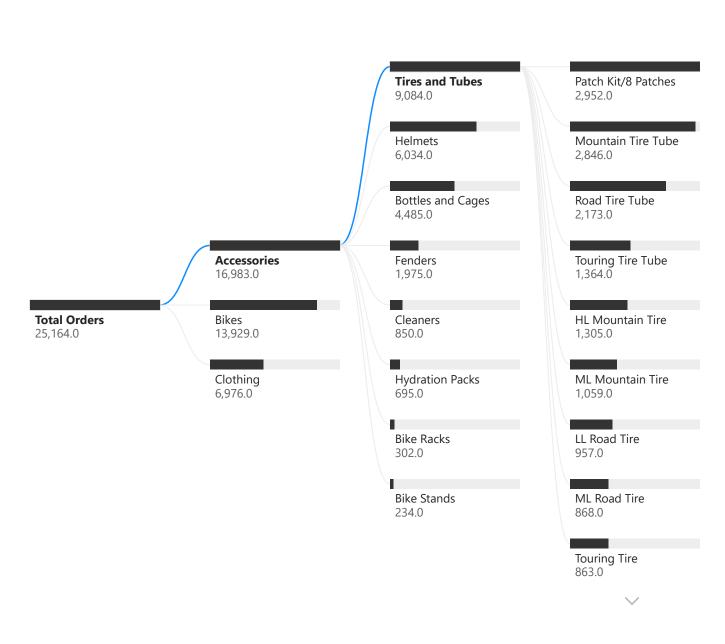
12.4K











SubcategoryName ×

Tires and Tubes

ProductName

 \times

CategoryName

Accessories

25.2K

Total Orders

Key influencers Top segments

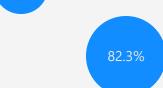


When is HomeOwner more likely to be $^{
m Y}$

We found 5 segments and ranked them by % HomeOwner is Y and population size. Sel...

× ?





75.2%

72.1%

	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
% HomeOwner	89.9%	85.6%	82.3%	75.2%	72.1%
Population count	1810	1679	3228	1352	1748