



\$24.9M

REVENUE

\$10.5M

Profit

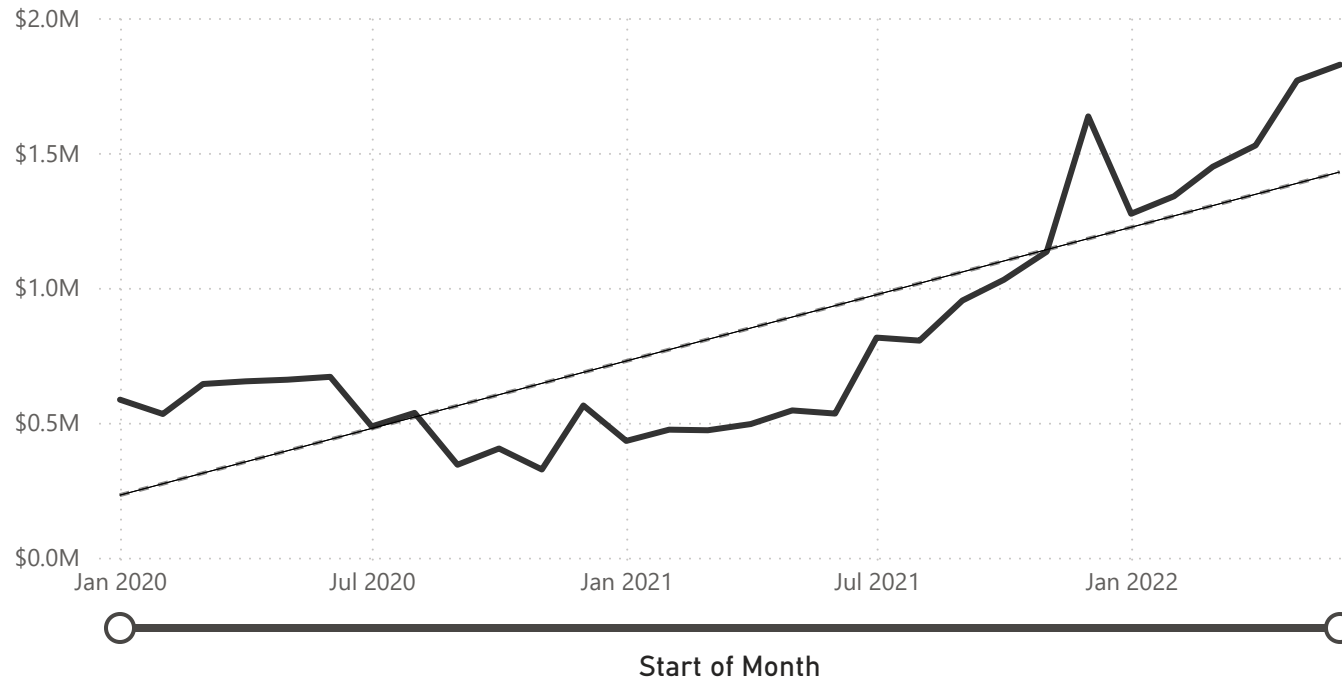
25.2K

Orders

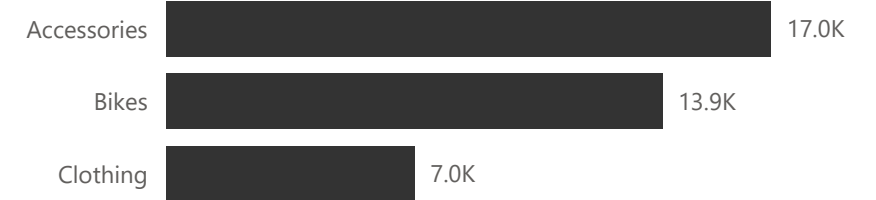
2.2%

Return Rate

Revenue Trending



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

\$1.83M ✓

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

Monthly Orders

2,146.0!

Previous Month: 2,165 (-0.88%)

Monthly Revenue

166 ✓

Previous Month: 169 (+1.78%)

Most Ordered Product type

Tires and Tubes

Most Returned Product

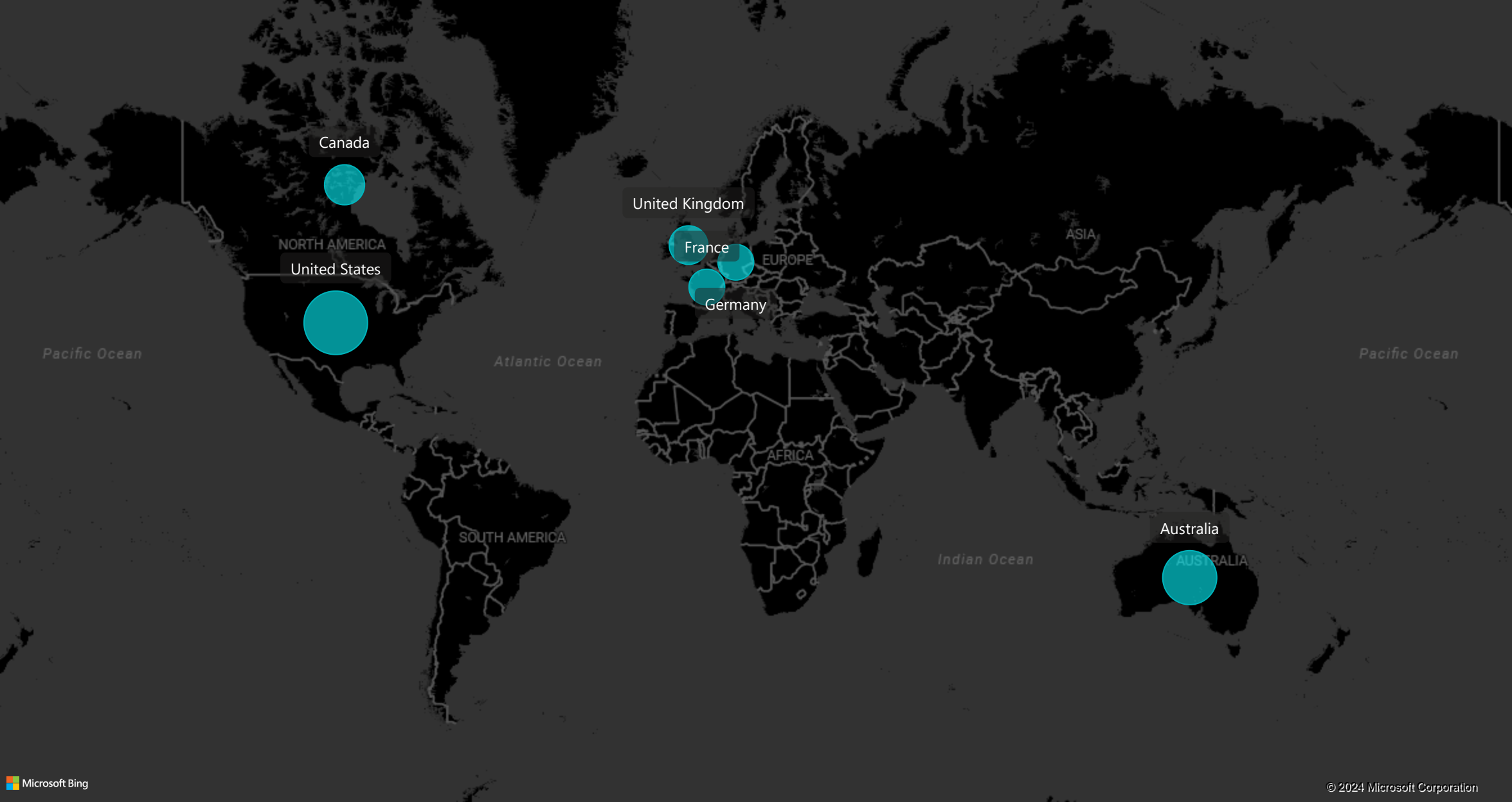
Shorts

Select all

Europe

North America

Pacific





Selected Product

Road Tire Tube

Monthly Orders Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target



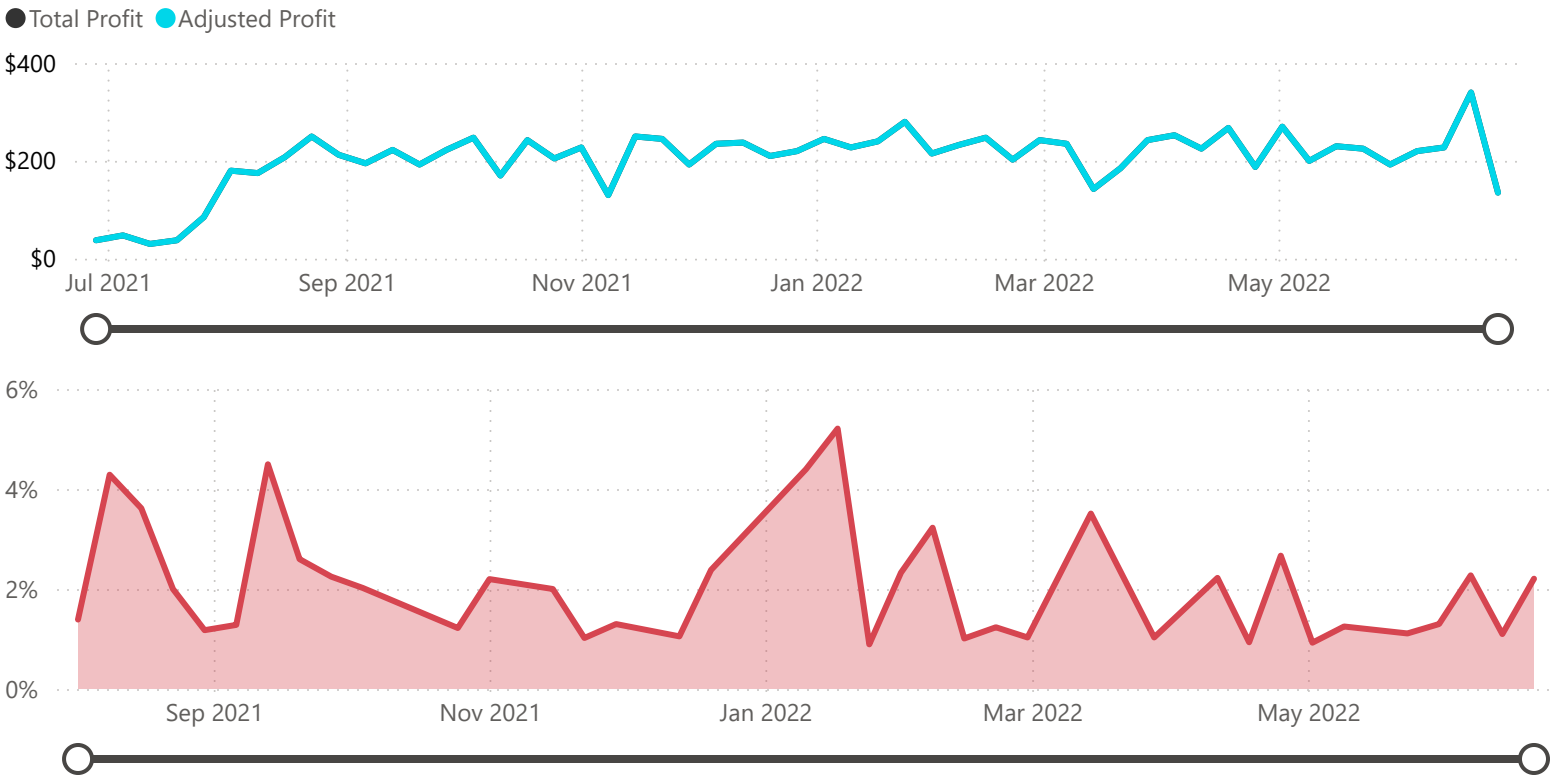
Price Adjustments (%)



Product Metric Selection

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

Profit Trending





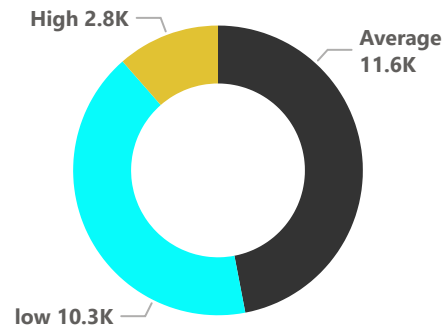
\$1,431

REVENUE PER CUSTOMER

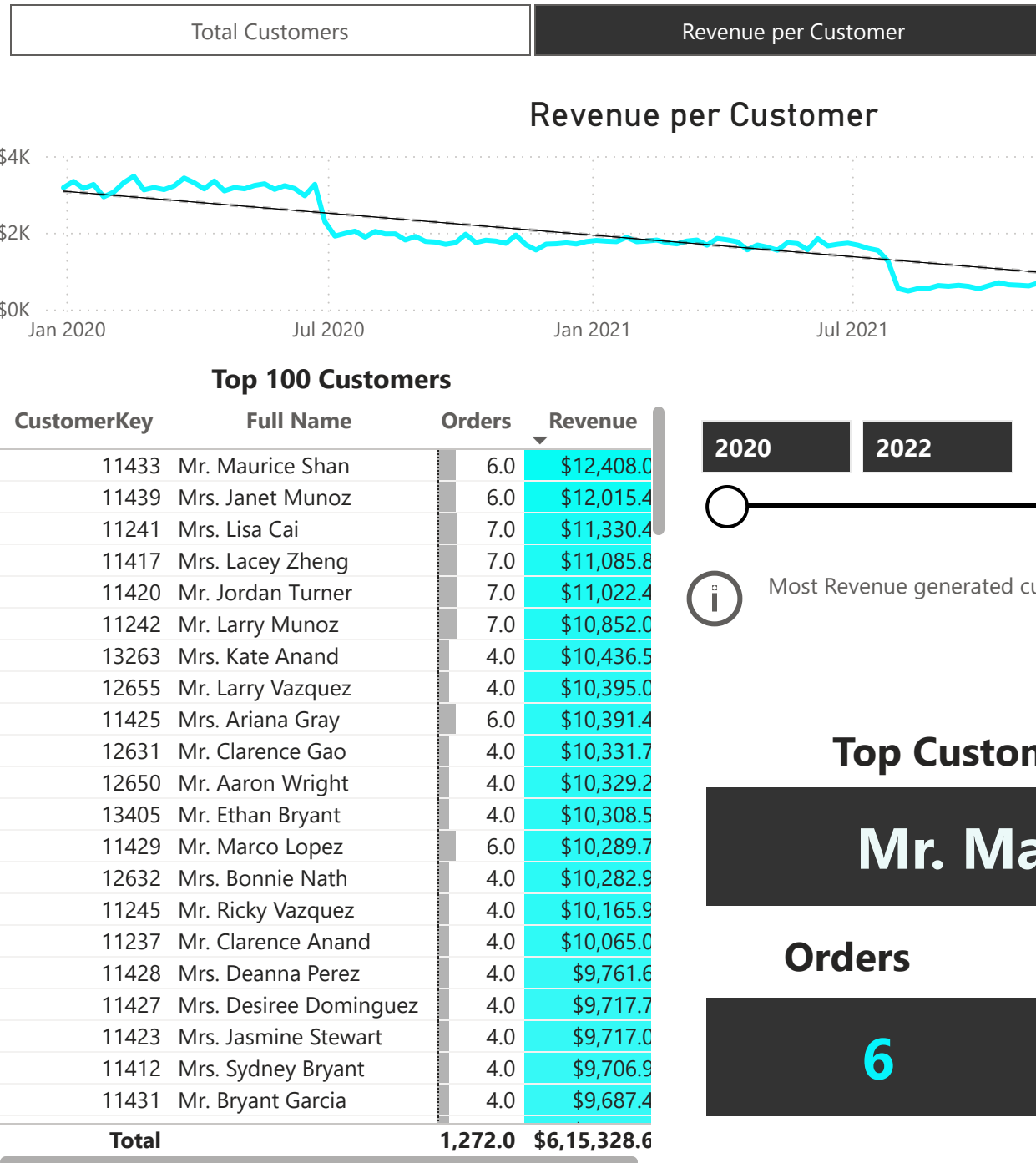
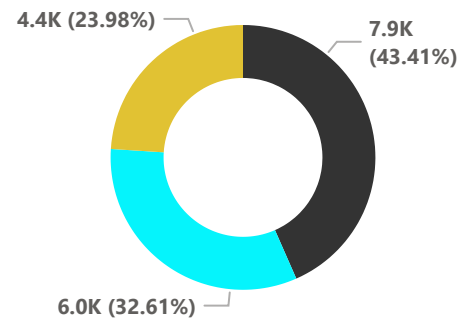
17.4K

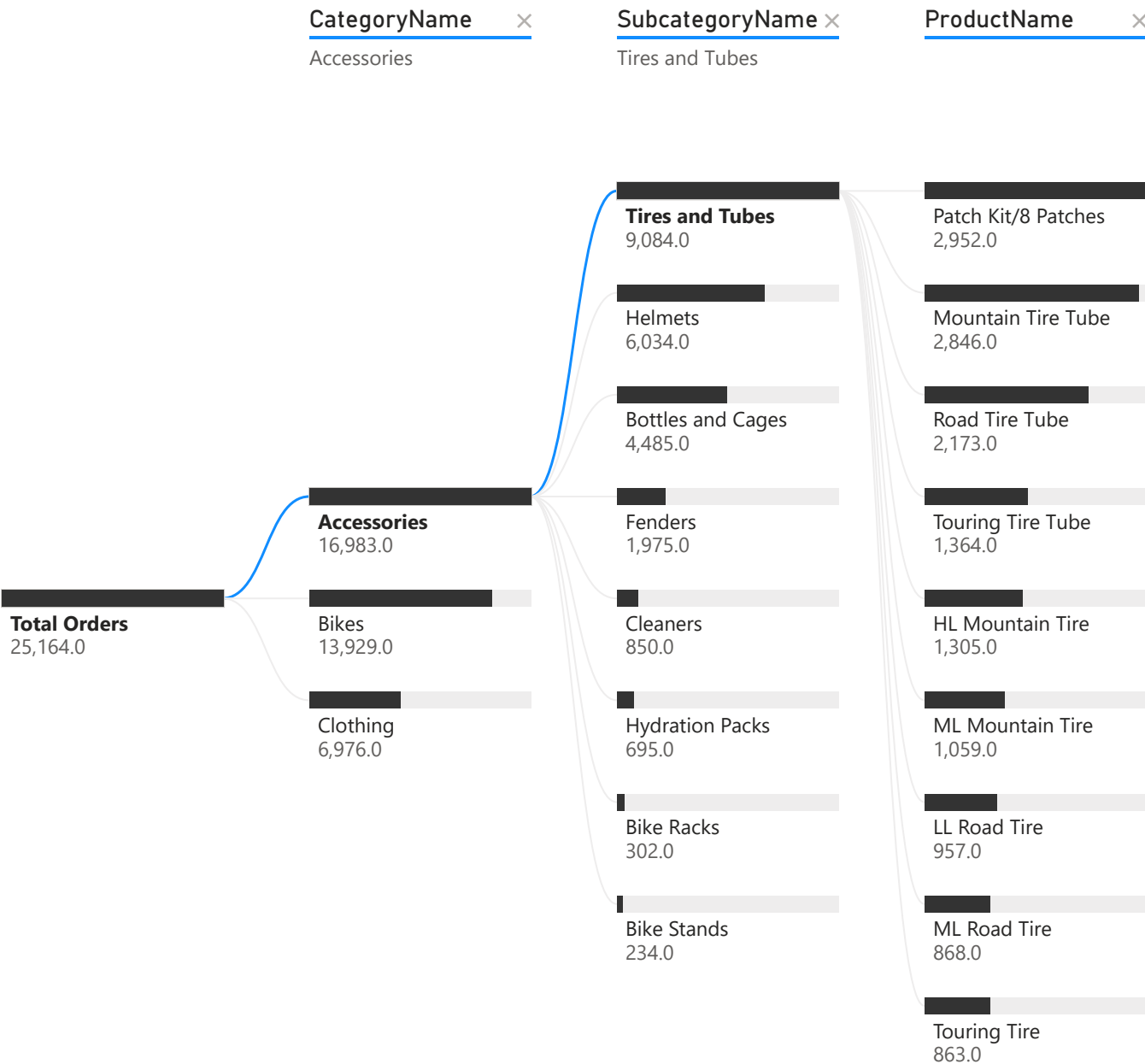
UNIQUE CUSTOMERS

Orders by Income Level



Orders by Occupation





25.2K

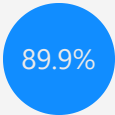
Total Orders





When is HomeOwner more likely to be ?

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



	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