



**\$24.9M**

REVENUE

# \$10.5M

PROFIT

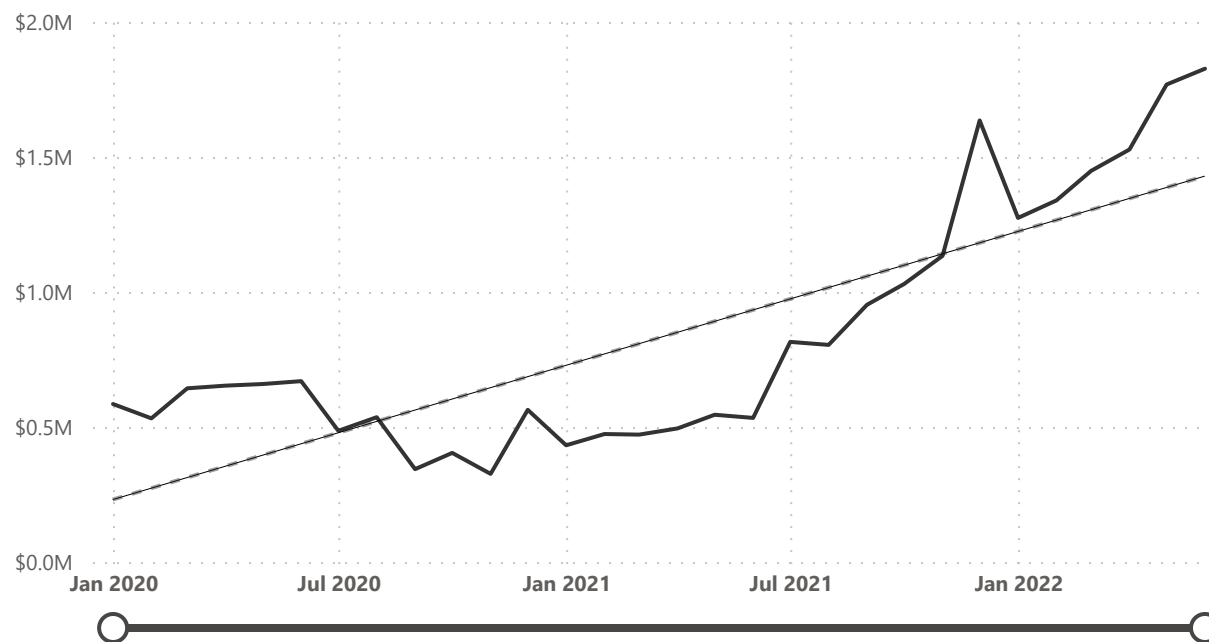
25.2K

## Total Orders

2.2%

Return Rate

## REVENUE TRENDING



Monthly Revenue

**\$1.83M** ✓

Prev Month: 1.77M (+3.31%)

## Monthly Orders

2146!

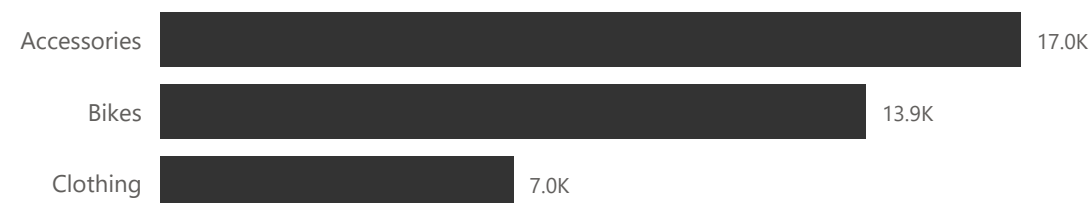
Prev Month: 2165 (-0.88%)

## Monthly Returns

166✓

Prev Month: 169 (+1.78%)

## Orders by Categories



### Top 10 Products

Top 10 Products	Orders	Revenue	Returns %
AWC Logo Cap	2062	\$35,882	2.49%
Fender Set - Mountain	1975	\$87,041	2.99%
Mountain Bottle Cage	1896	\$38,062	4.09%
Mountain Tire Tube	2846	\$28,333	5.03%
Patch Kit/8 Patches	2952	\$13,506	5.09%
Road Tire Tube	2173	\$17,265	3.70%
Sport-100 Helmet, Black	1940	\$65,270	2.87%
Sport-100 Helmet, Blue	1995	\$67,120	3.65%
Sport-100 Helmet, Red	2099	\$73,444	3.87%

### Most Ordered Product Type

## Tires and Tubes

### Most Returned Product Type

## Shorts

Continent

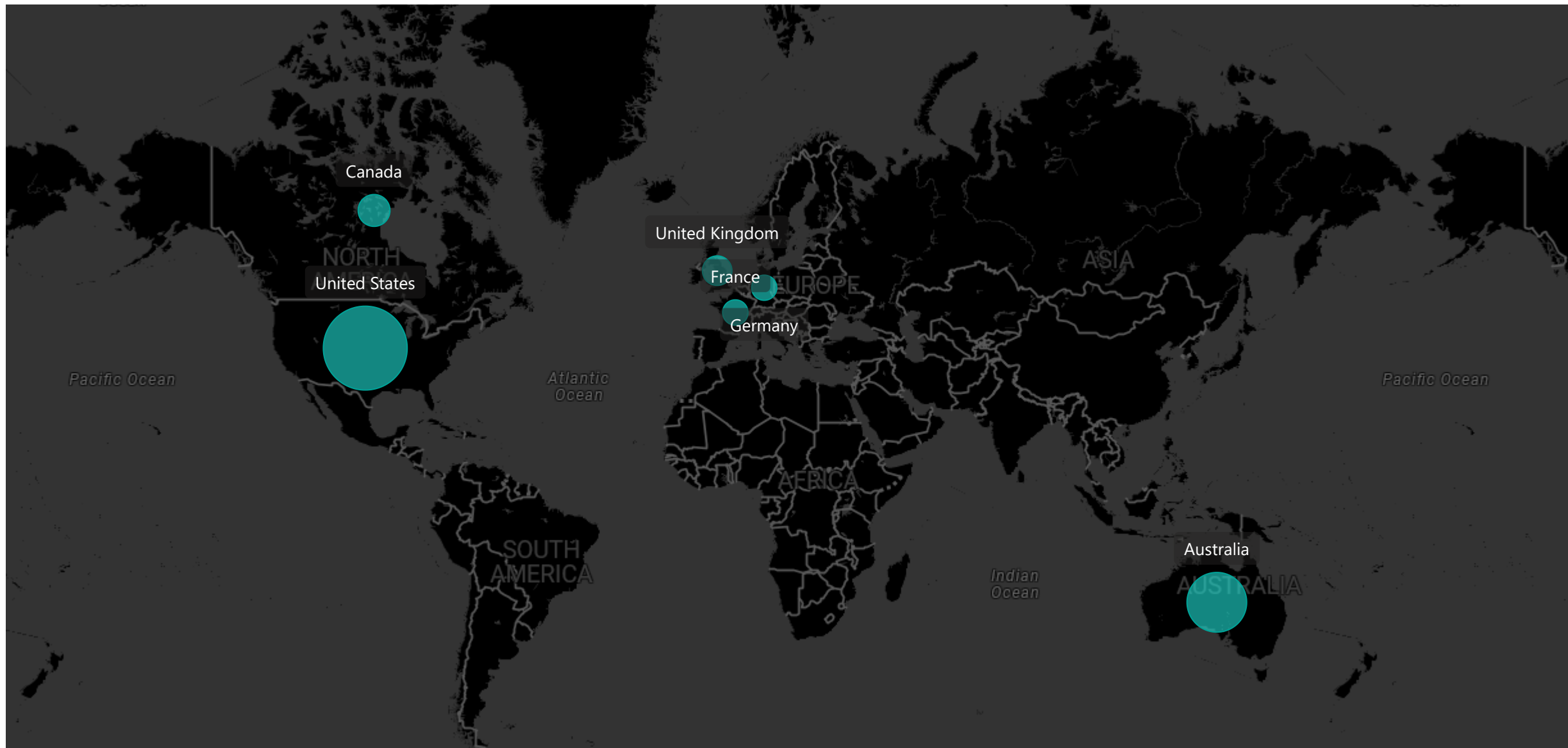


Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

Price Adjustment (%)

0.20



Product Metric Selection

- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☒ Rate

Monthly Orders vs Target



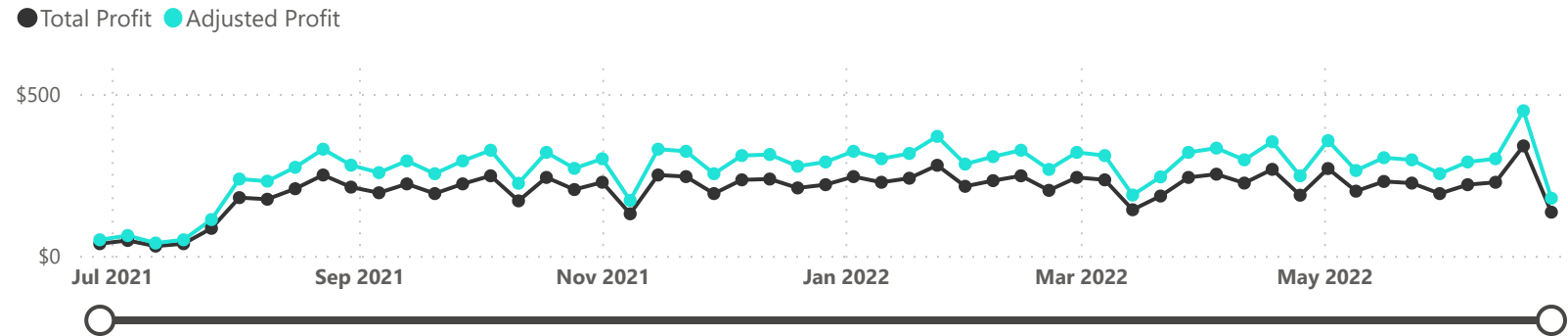
Monthly Revenue vs Target



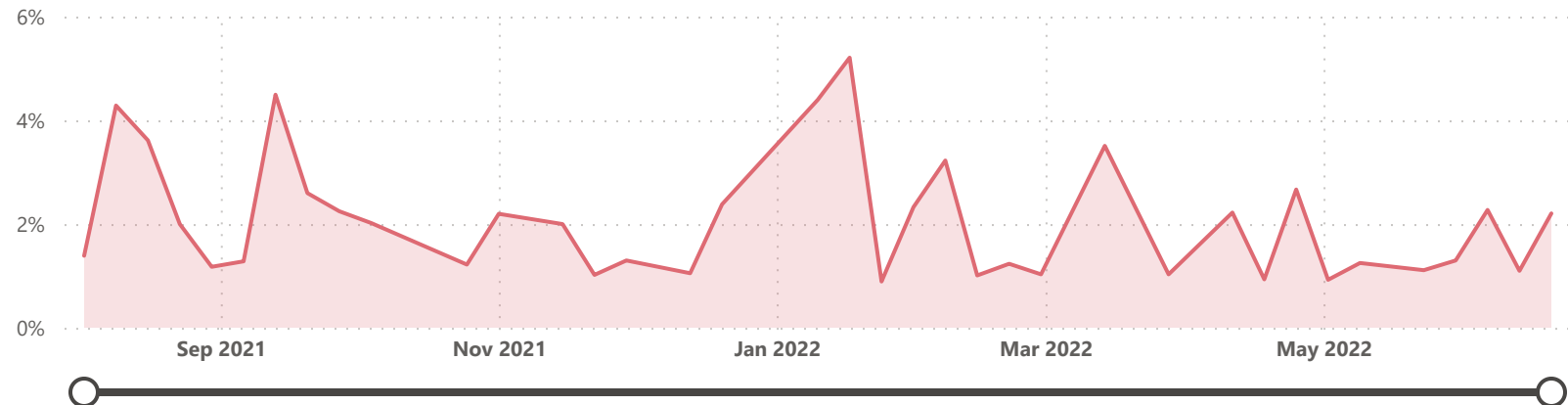
Monthly Profit vs Target



Profit Trending



Returns Trending





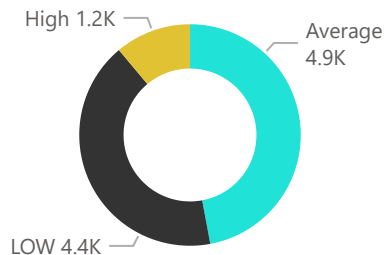
# 9133

TOTAL CUSTOMERS

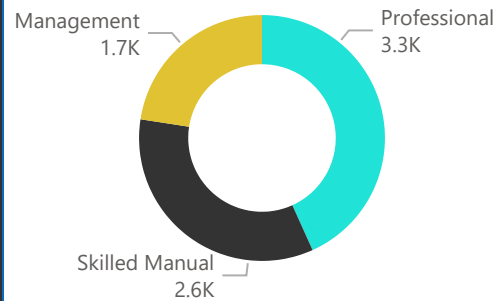
# \$1,021

average Revenue Per Customer

Orders by Income level



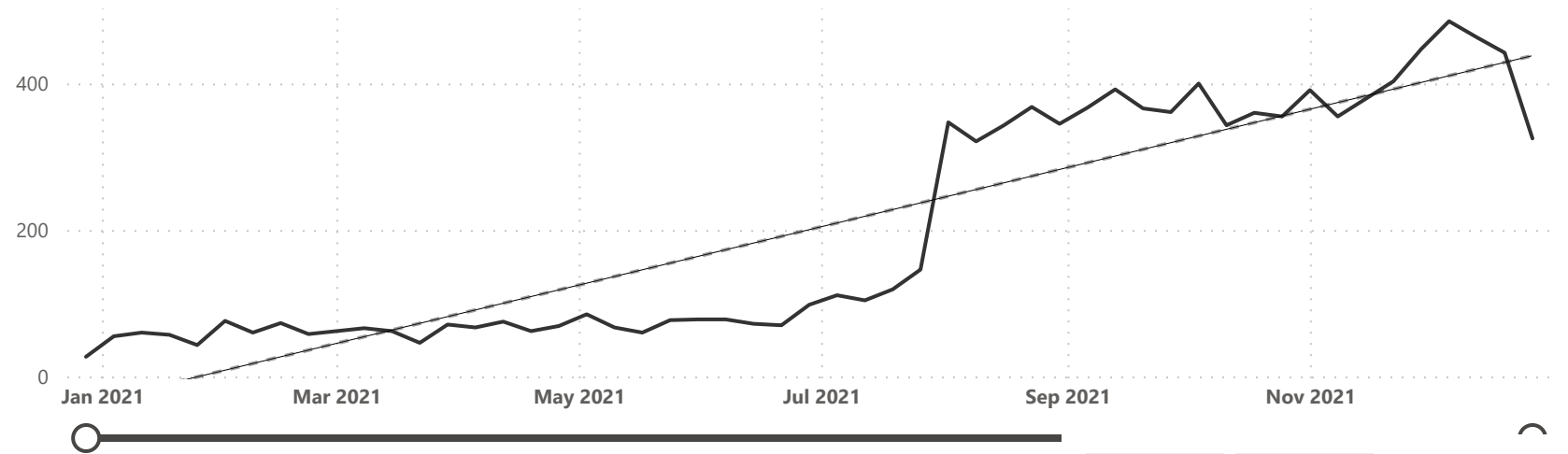
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



CustomerKey	Full Name	Orders	Revenue
11439	Mrs. Janet Munoz	5	\$9,598
11433	Mr. Maurice Shan	4	\$8,755
12132	Mrs. Kaitlyn Henderson	3	\$6,847
12308	Mrs. Margaret He	3	\$6,823
12323	Mr. Lawrence Alonso	3	\$6,822
12655	Mr. Larry Vazquez	3	\$6,817
12301	Mrs. Nichole Nara	3	\$6,816
12321	Mrs. Rosa Hu	3	\$6,780
12307	Mr. Brad She	3	\$6,777
12333	Mr. Terrance Rodriguez	3	\$6,775
12631	Mr. Clarence Gao	3	\$6,753
12650	Mr. Aaron Wright	2	\$6,751

2020

2022



Top Customer By Revenue

Mrs. Janet Munoz

Orders

5

Revenue

\$9,597.7



Professional with highest revenue

**\$24,914,587**

Total Revenue

**\$10,457,715.4**

Total Profit

**25164**

Total Orders

**1809**

Total Returns

**2.17%**

Return Rate

Weekly Orders

