



\$24.91M

REVENUE

\$10.46M

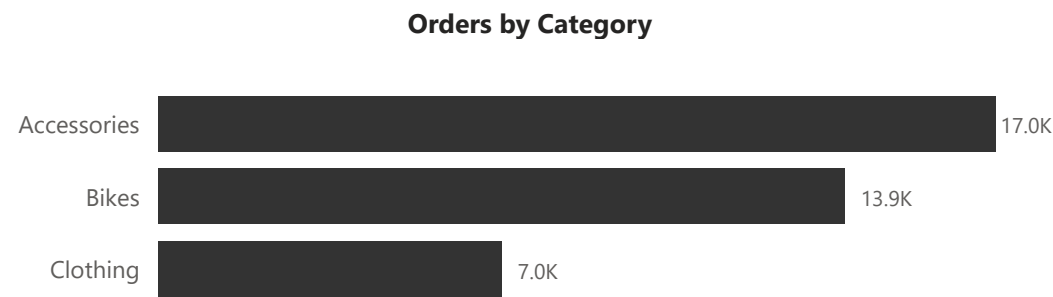
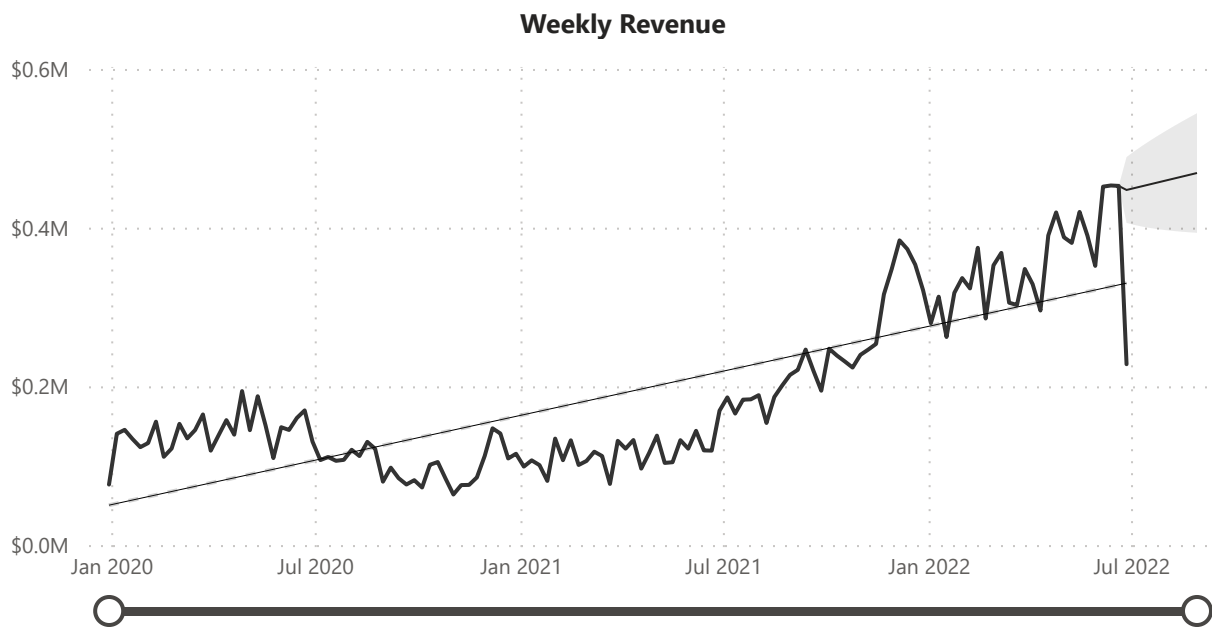
PROFIT

25.16K

ORDERS

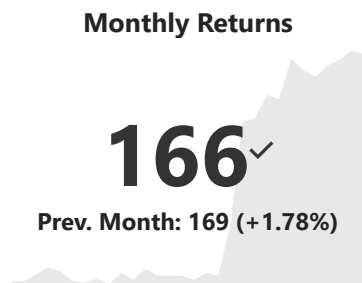
2.17%

RETURN RATE



Top 10 Products

Product Name	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Road Tire Tube	2,173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
AWC Logo Cap	2,062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.18	3.31%
Fender Set - Mountain	1,975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.75	2.68%
Mountain Bottle Cage	1,896	\$38,061.90	2.02%



Most Ordered Product Type

Tires and Tubes

Most Ordered Product Type

Shorts



Select all

Europe

North America

Pacific

Country

Selected Product

Sport-100  
Helmet, Red

Price Adjustment (%)

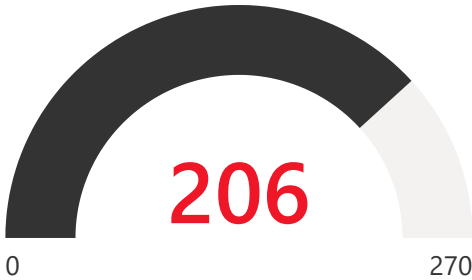
0.20

Product Metric Selection

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



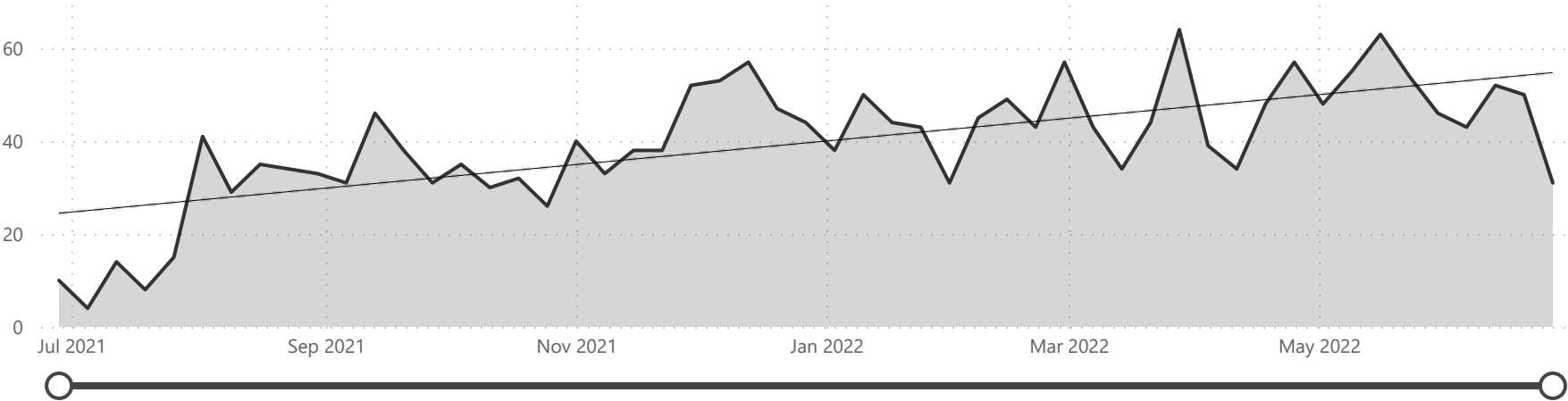
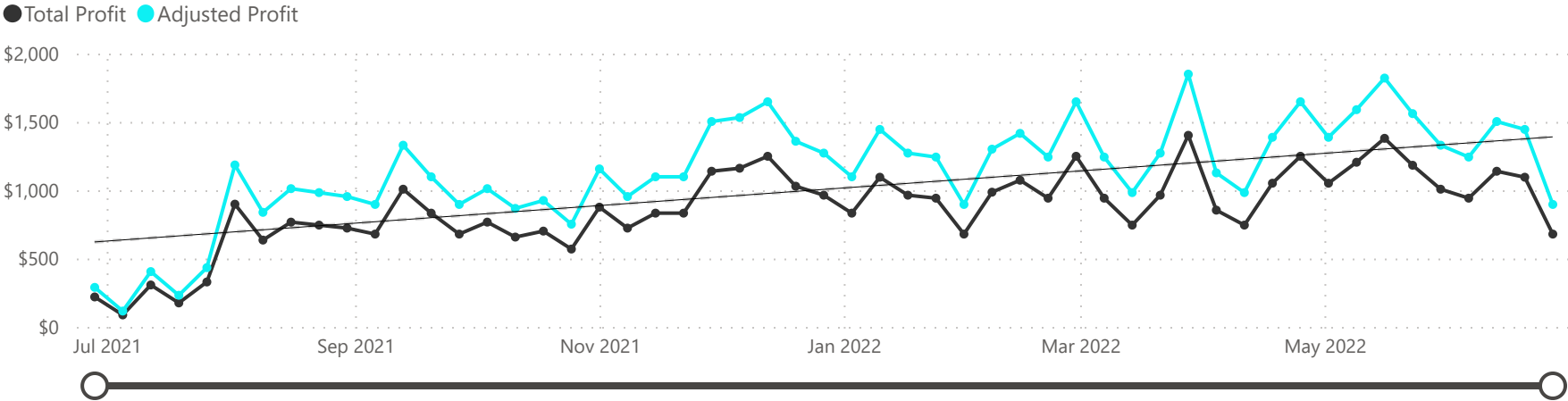
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target





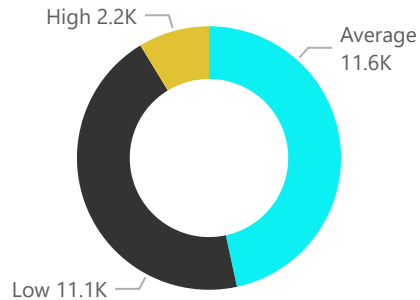
17.42K

UNIQUE CUSTOMERS

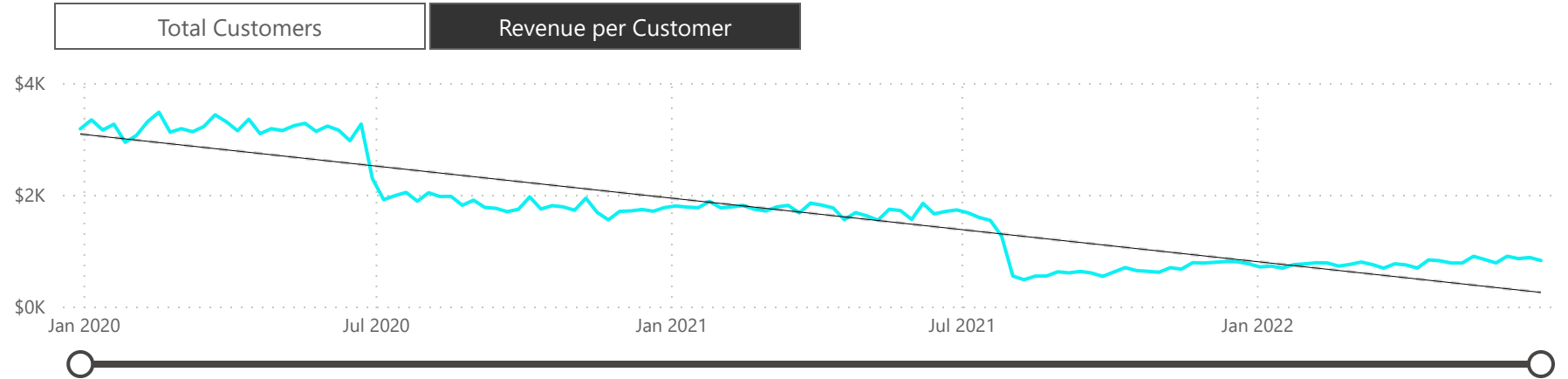
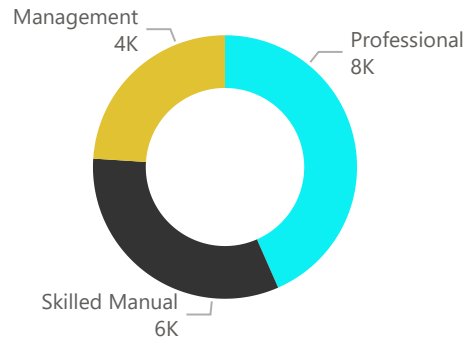
\$1.43K

REVENUE PER CUSTOMER

#### Orders by Income Level



#### Orders by Occupation



#### Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513.14
11223	Mrs. Hailey Patterson	26	\$1,615.66
11300	Mr. Fernando Barnes	26	\$1,839.01
11330	Mr. Ryan Thompson	26	\$1,596.61
11331	Mrs. Samantha Jenkins	26	\$1,739.58
11185	Mrs. Ashley Henderson	25	\$1,716.76
11200	Mr. Jason Griffin	25	\$1,613.88
11176	Mr. Mason Roberts	24	\$1,526.03
11262	Mrs. Jennifer Simmons	24	\$1,464.79
11277	Mr. Charles Jackson	24	\$1,776.69
11287	Mr. Henry Garcia	24	\$1,442.96
11566	Ms. April Shan	24	\$1,424.49
11711	Mr. Daniel Davis	24	\$1,403.85
11276	Mrs. Nancy Chapman	23	\$1,111.23
11203	Mr. Luis Diaz	17	\$1,002.05
11215	Mrs. Ana Perry	17	\$1,335.85
11078	Ms. Gina Martin	16	\$991.27
11211	Mrs. Samantha Russell	16	\$947.96
11253	Mr. José Hernandez	16	\$904.53

2020

2022

#### Top Customer (By Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.41K



In 2022, Mr. Larry Munoz is the customer with the highest revenue among the high income earners.