



24,9M€

REVENUE

10,5M€

PROFIT

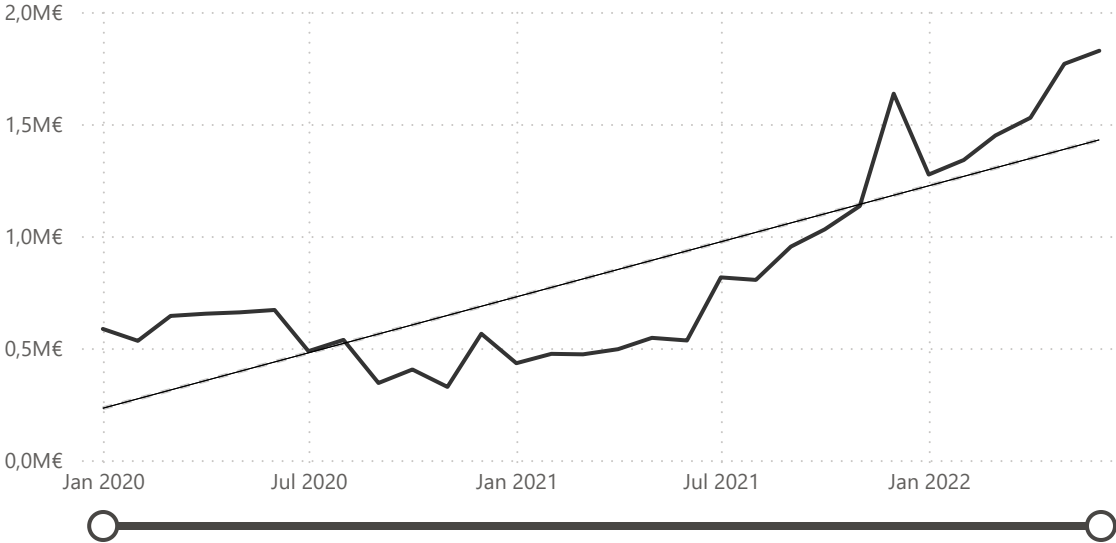
25,2K

ORDERS

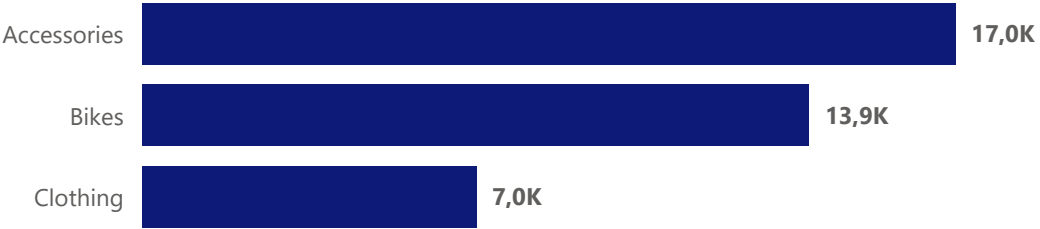
2,17 %

RETURN RATE

Revenue Trending

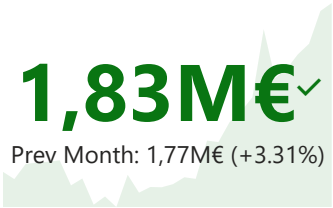


Orders by Category

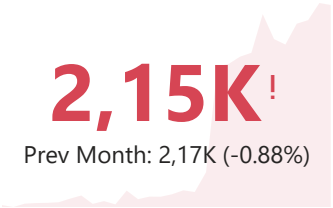


| Top 10 Products | Orders | Revenue | Return Rate |
|-------------------------|--------|-------------|-------------|
| Water Bottle - 30 oz. | 3983 | 39.755,3 € | 1,95 % |
| Sport-100 Helmet, Red | 2099 | 73.444,0 € | 3,33 % |
| Sport-100 Helmet, Blue | 1995 | 67.120,2 € | 3,31 % |
| Sport-100 Helmet, Black | 1940 | 65.269,7 € | 2,68 % |
| Road Tire Tube | 2173 | 17.264,7 € | 1,55 % |
| Patch Kit/8 Patches | 2952 | 13.506,4 € | 1,61 % |
| Mountain Tire Tube | 2846 | 28.333,2 € | 1,64 % |
| Total | 15587 | 465.678,4 € | 1,85 % |

Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

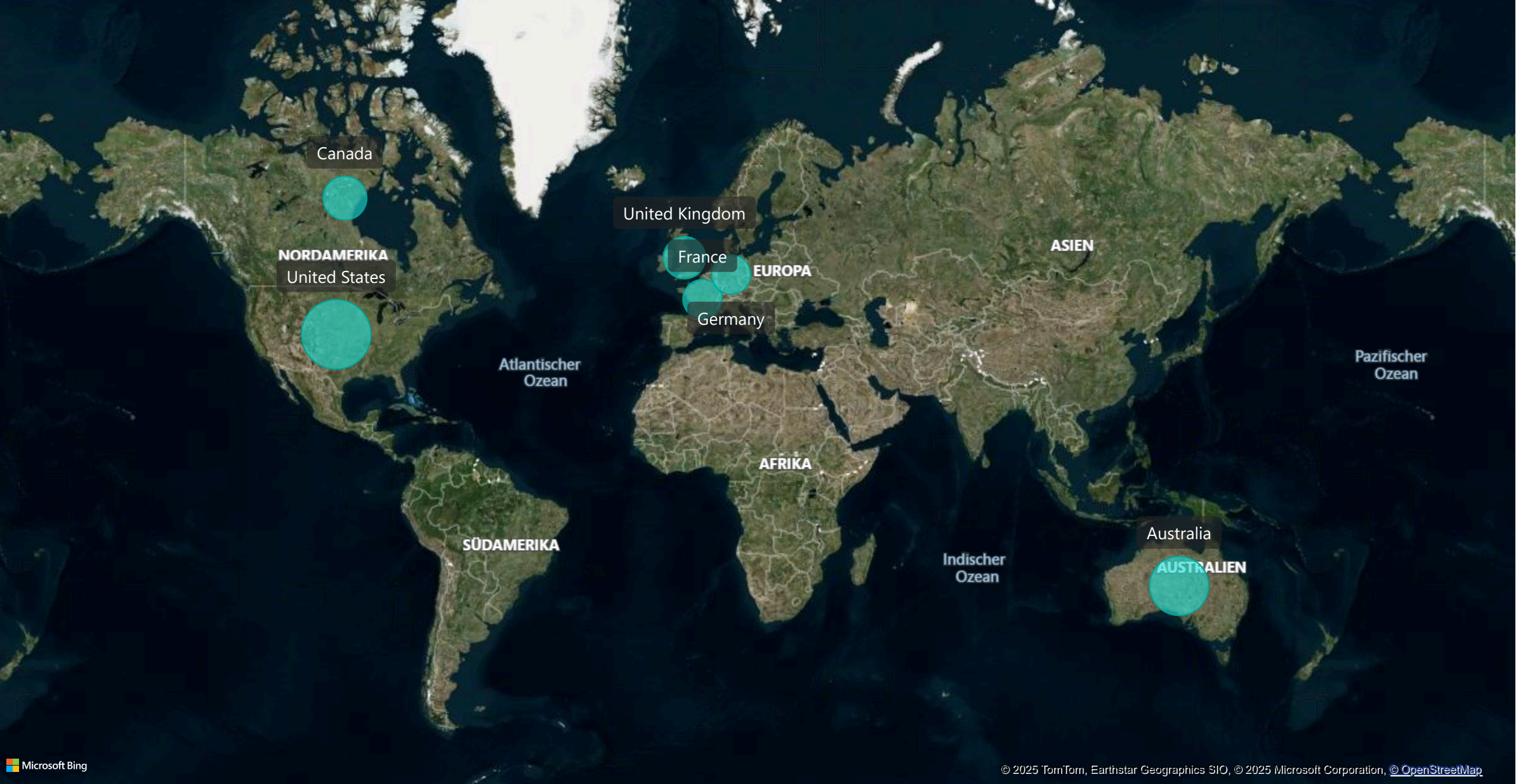
Shorts

Select all

Europe

North America

Pacific



Selected Product :

Road Tire Tube

Price Adjustment (%)

0,00



Product Metric Solution

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

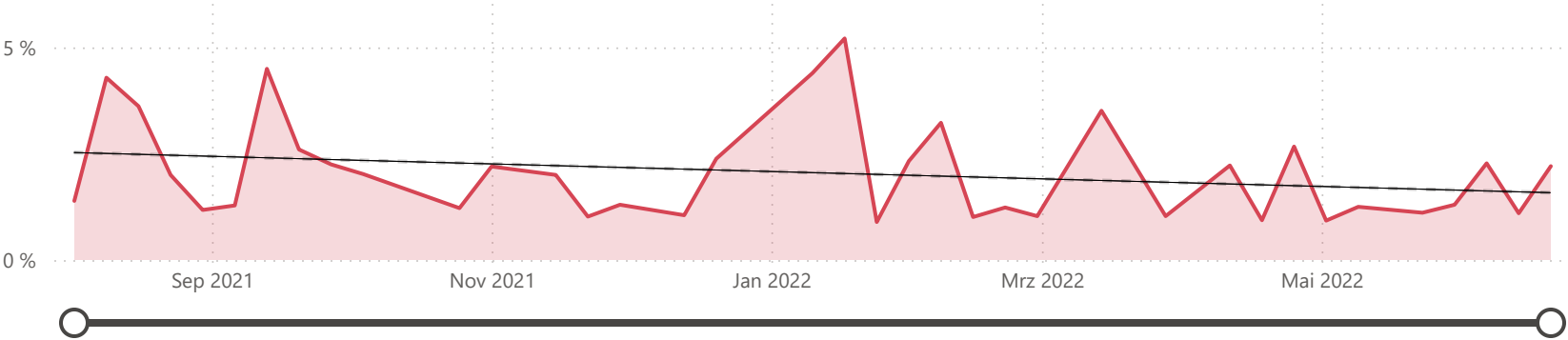
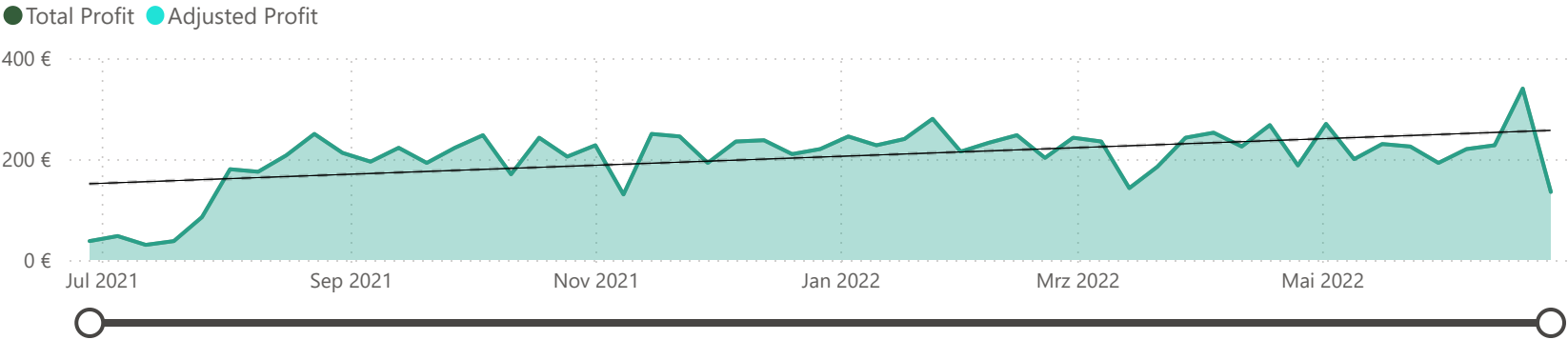
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target





17,4K

UNIQUE CUSTOMERS

Year

2020

2022

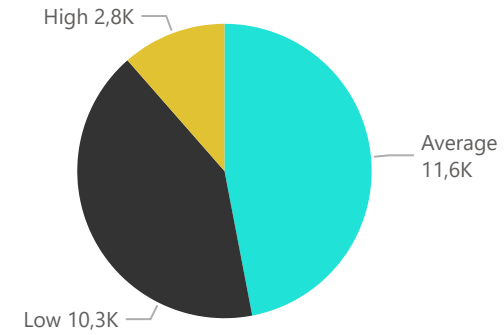
1.431 €

REVENUE PER CUSTOMER

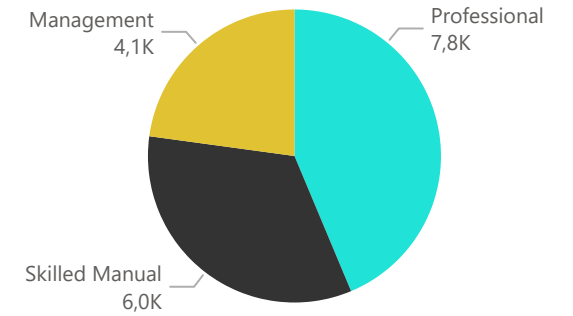
Total Customers

Revenue per
Customer

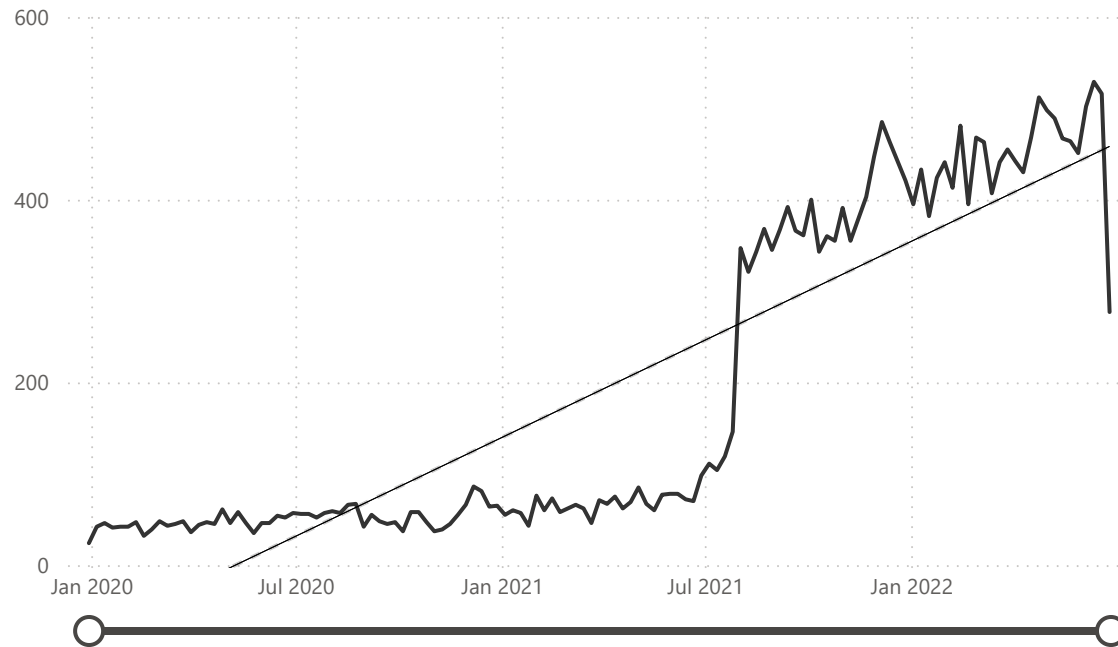
Orders by Income Level



Clear all Customer Filters



Total Customers



Top Customer (by Revenue) :

Mr. Maurice Shan

Orders :

6,00

Revenue :

12,41K

Top 100 Customers

| CustomerKey | Full Name | Orders | Revenue |
|-------------|-----------------------|--------|-------------|
| 11019 | Mr. Luke Lal | 15 | 961,9 € |
| 11078 | Ms. Gina Martin | 16 | 991,3 € |
| 11091 | Mr. Dalton Perez | 26 | 1.513,1 € |
| 11131 | Ms. Amanda Rivera | 4 | 211,8 € |
| 11142 | Mr. Eduardo Patterson | 15 | 1.117,3 € |
| 11176 | Mr. Mason Roberts | 24 | 1.526,0 € |
| 11185 | Mrs. Ashley Henderson | 25 | 1.716,8 € |
| 11200 | Mr. Jason Griffin | 25 | 1.613,9 € |
| Total | | 1272 | 615.328,6 € |



Spike in Customers