



\$24.9M

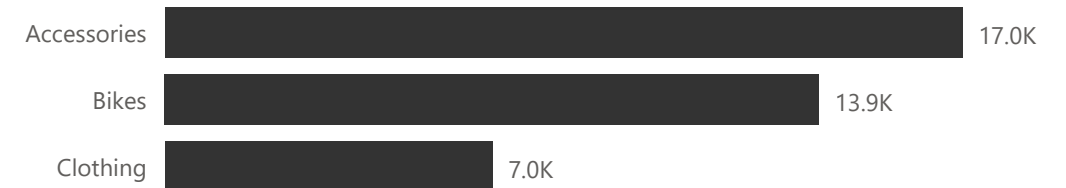
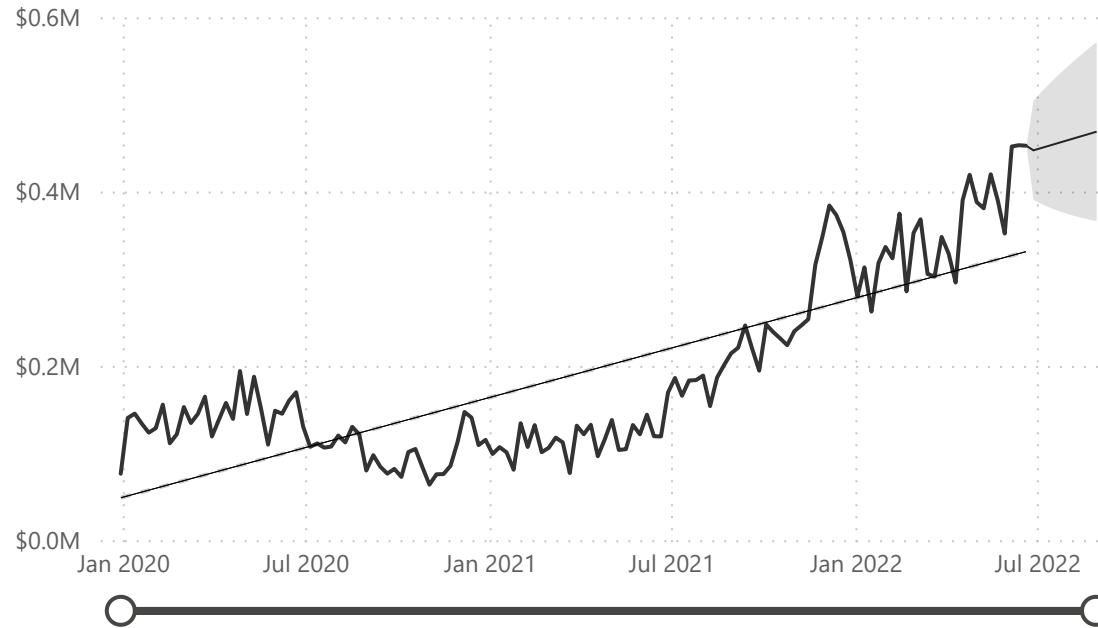
\$10.5M

25.2K

2.2%

Return Rate

Orders by category



Tp 10 Products	Orders	Revenue	Return Rate
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Sport-100 Helmet, Black	1940	\$65,269.748	2.68%
Fender Set - Mountain	1975	\$87,040.8	1.36%
Sport-100 Helmet, Blue	1995	\$67,120.179	3.31%
AWC Logo Cap	2062	\$35,882.0742	1.11%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Road Tire Tube	2173	\$17,264.73	1.55%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%

Most Ordered Product Type:

Most Returned Product Type:

Tires and Tubes

Shorts

\$1.83M ✓

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

2146!

Prev Month: 2165 (-0.88%)

167✓

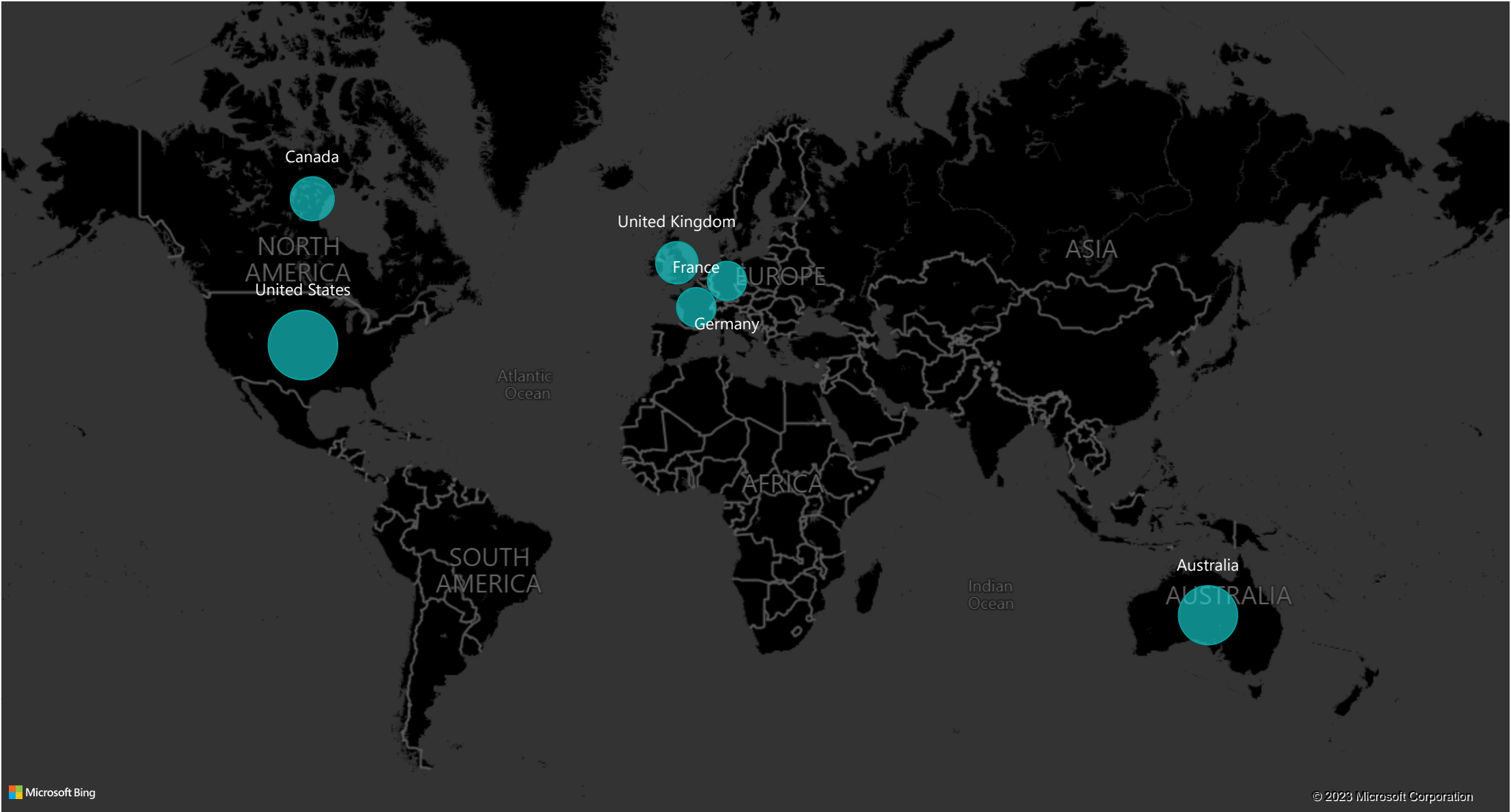
Prev Month: 169 (+1.18%)

Select all

Europe

North America

Pacific



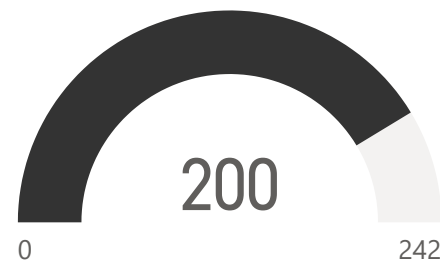
Selected Product:

Fender Set - Mountain

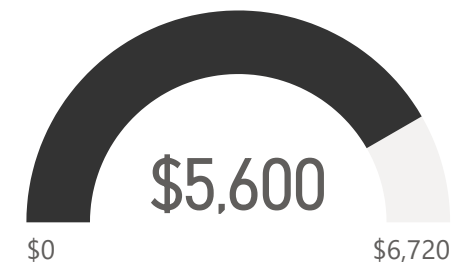
Monthly Revenue vs. Target



Monthly Order vs. Target



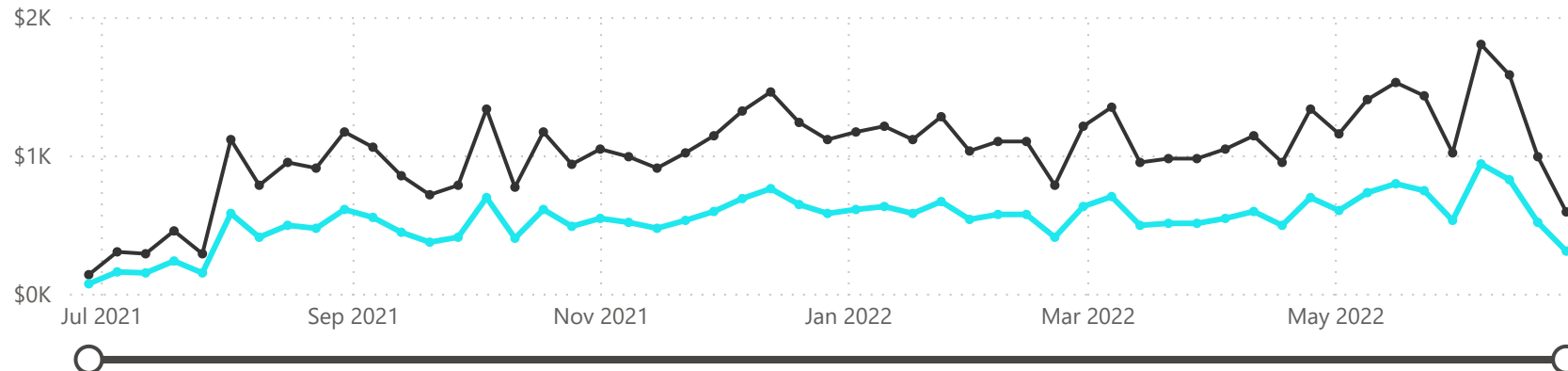
Monthly Profit vs. Target



Adjusted Price(%)

-0.30

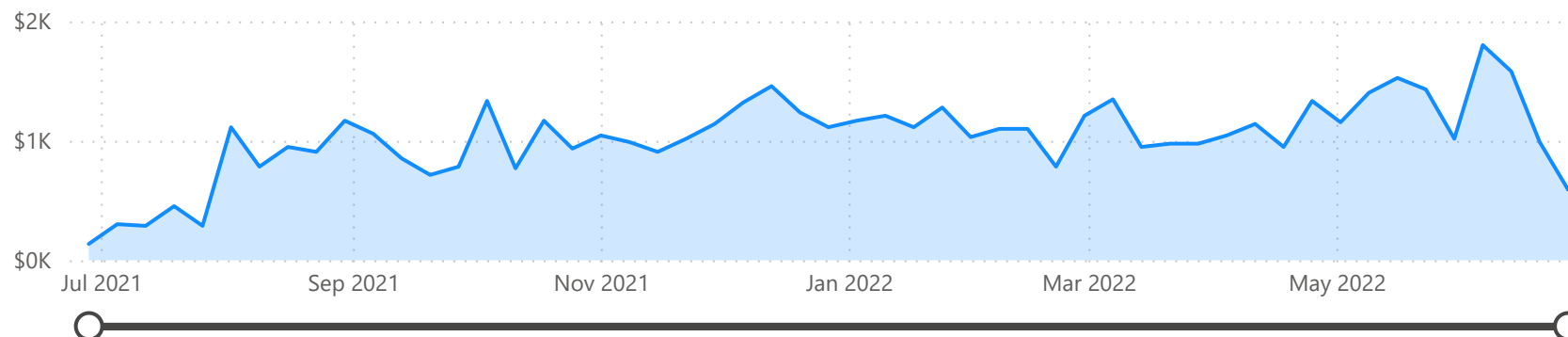
● Total Profit ● Adjusted profit



Product Metric Selection:

- ☒ Profit
- ☐ Return
- ☐ Revenu
- ☐ Orders
- ☐ Return %

Weekly Return

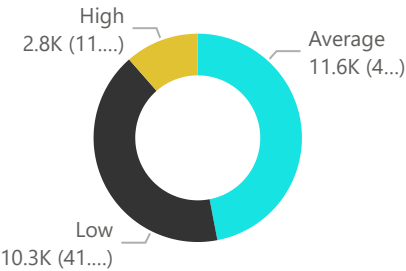




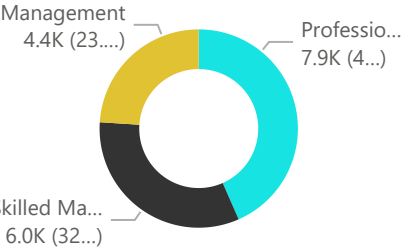
17.4K
UNIQUE COSTUMERS

\$1,431
REVENUE PER COSTUMER

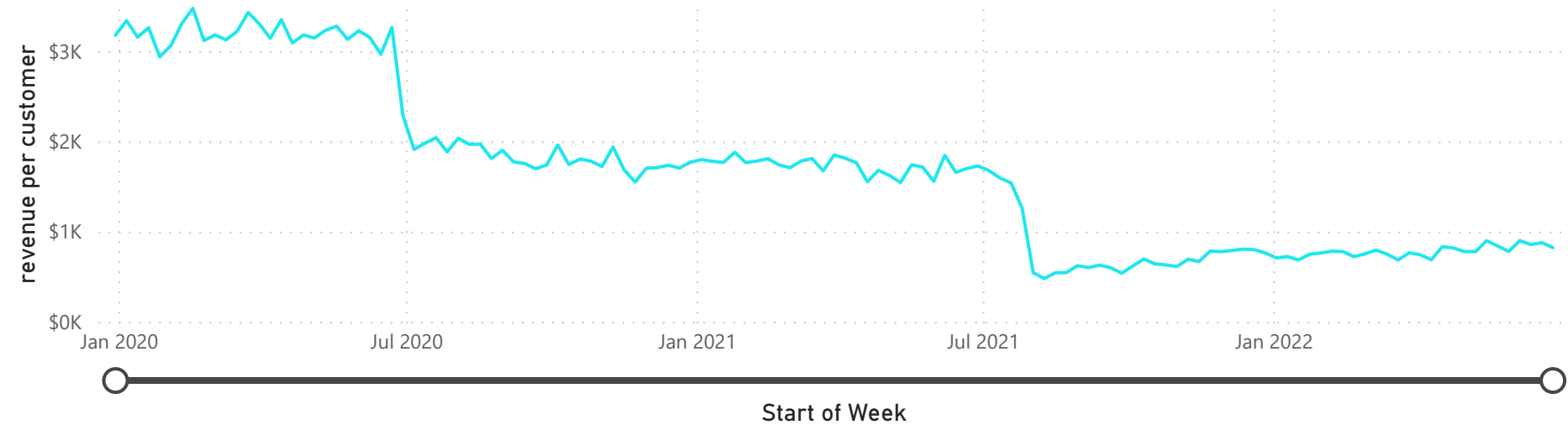
Totaln Orders by Income Level



Totaln Orders by Occupation



Total Costumer revenue per customer



100 Top Customers

CustomerKey	Full Name	Orders	Revenu
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11227	Mr. Cl...	4	\$10,065

Top customer by Revenue:

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.41K

2020

2022



Among customer in Skilled manual in 2022, Mr. Ruben Suarez draws the most revenue at 4,680 dollars.