



24.9M€

REVENUE

10.5M€

PROFIT

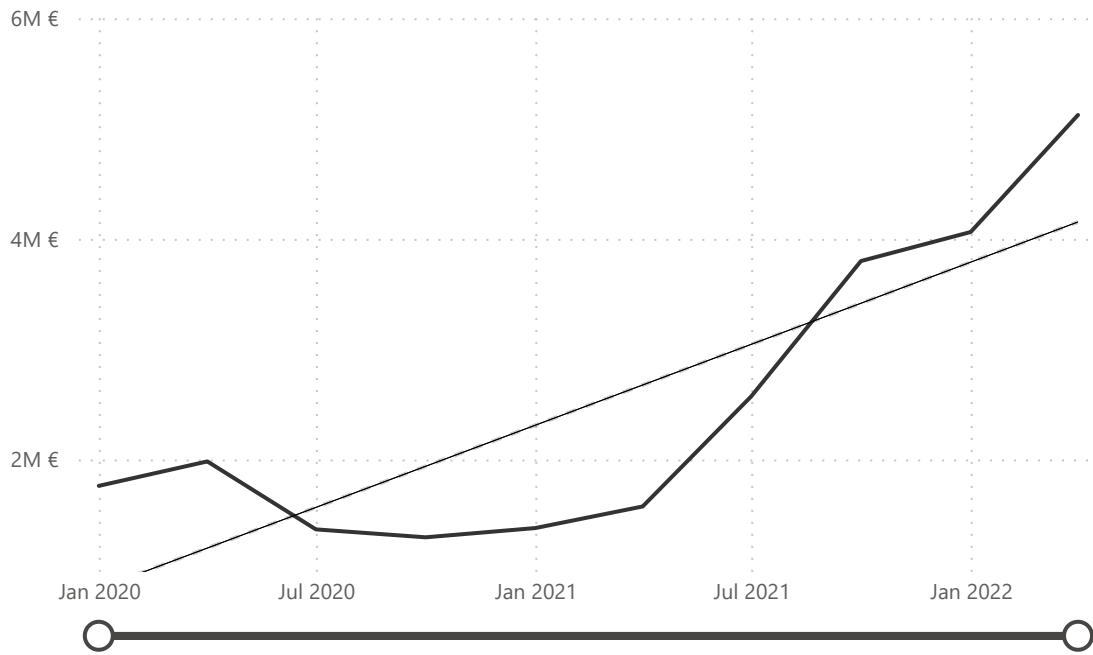
25.2K

Orders

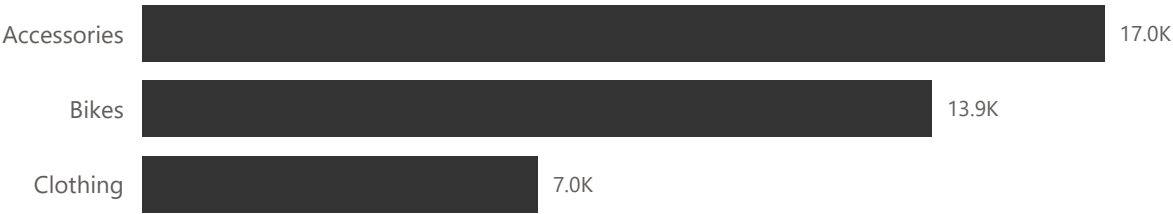
2.2 %

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	39,755 €	1.95 %
Sport-100 Helmet, Red	2,099	73,444 €	3.33 %
Sport-100 Helmet, Blue	1,995	67,120 €	3.31 %
Sport-100 Helmet, Black	1,940	65,270 €	2.68 %
Road Tire Tube	2,173	17,265 €	1.55 %
Patch Kit/8 Patches	2,952	13,506 €	1.61 %
Mountain Tire Tube	2,846	28,333 €	1.64 %
Mountain Bottle Cage	1,896	38,062 €	2.02 %
Fender Set - Mountain	1,975	87,041 €	1.36 %
AWC Logo Cap	2,062	35,882 €	1.11 %

Monthly Revenue

1.83M€✓

Prev Month: 1.77M (+3.31%)

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166.00✓

Prev Month: 169.00 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

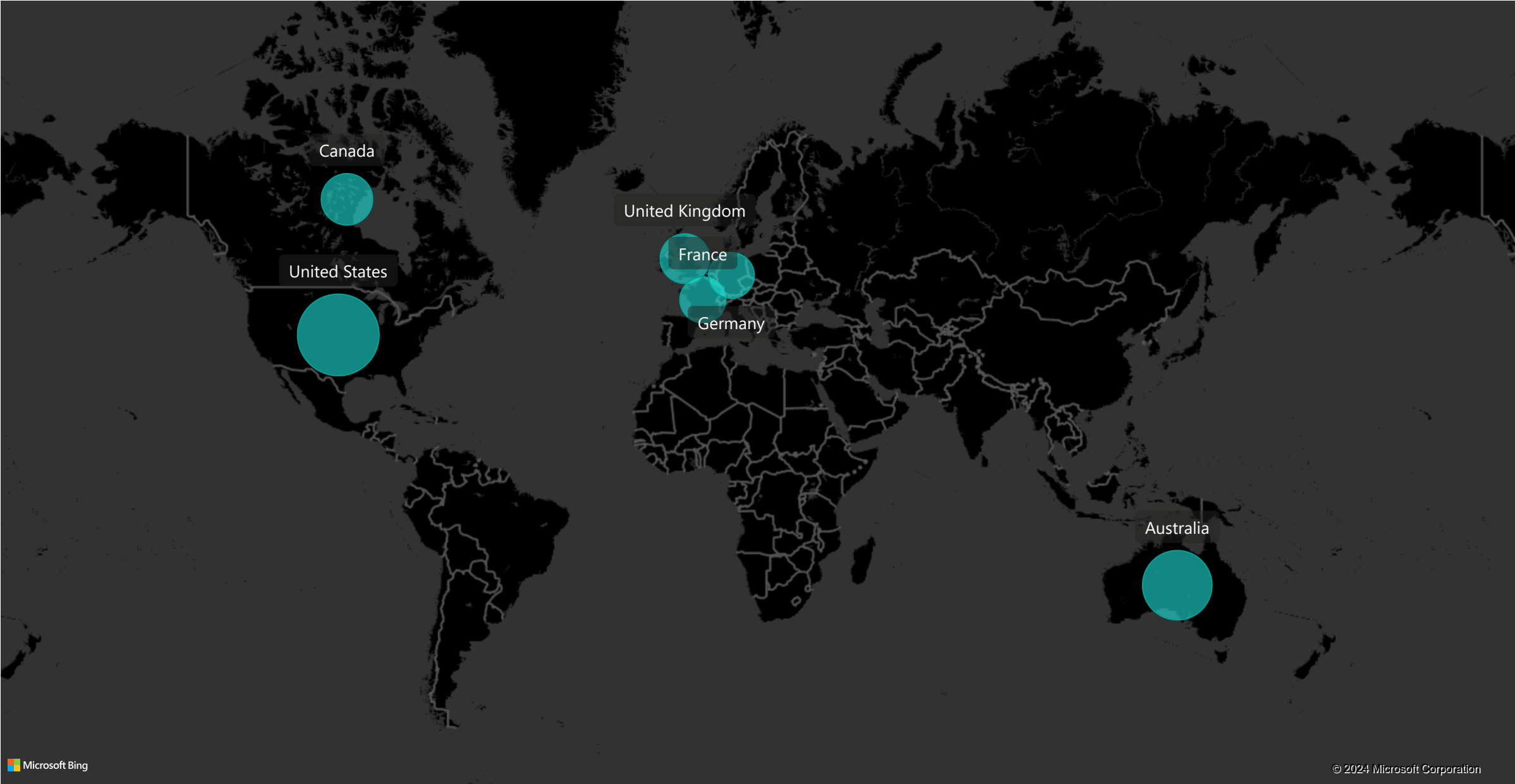
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Monthly Orders Vs Target



Monthly Revenue Vs Target



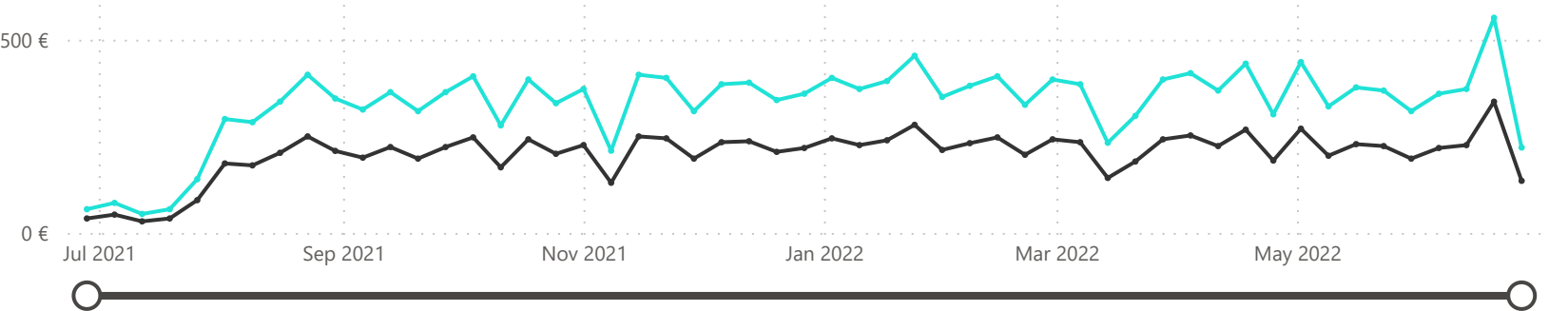
Monthly Profit Vs Target



Price Adjustment (%)

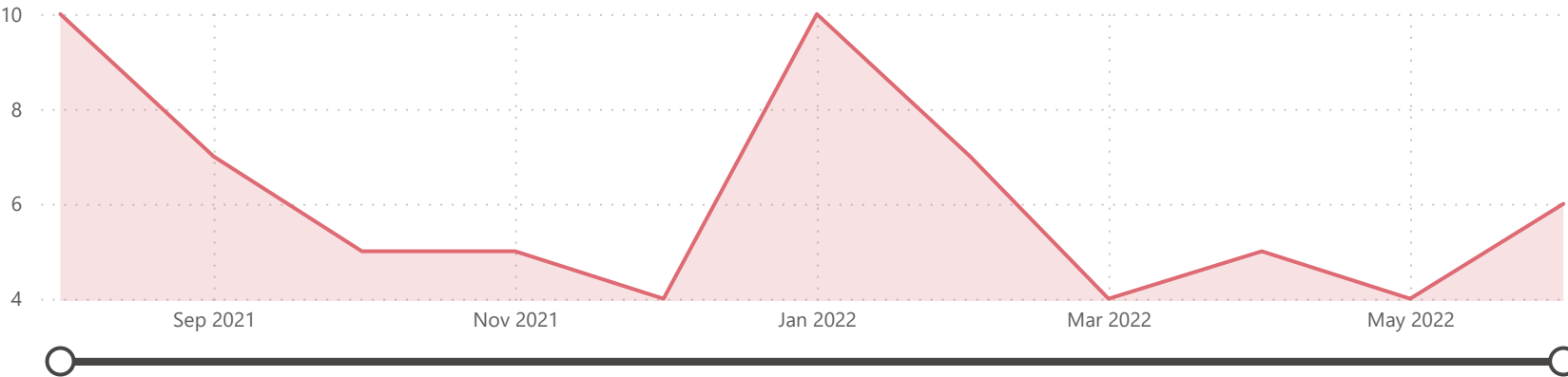
0.40

● Total Profit ● Adjusted Profit



Product Metric Select...

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





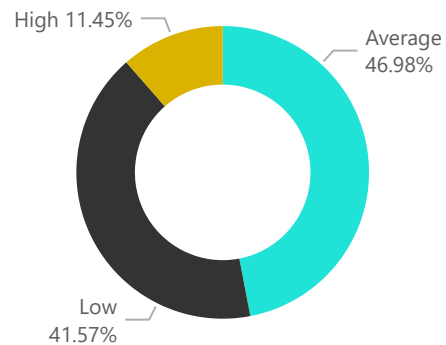
17.4K

UNIQUE CUSTOMERS

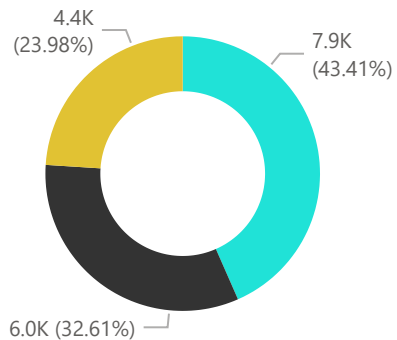
1.4K€

REVENUE PER CUSTOMER

Orders by Income Level

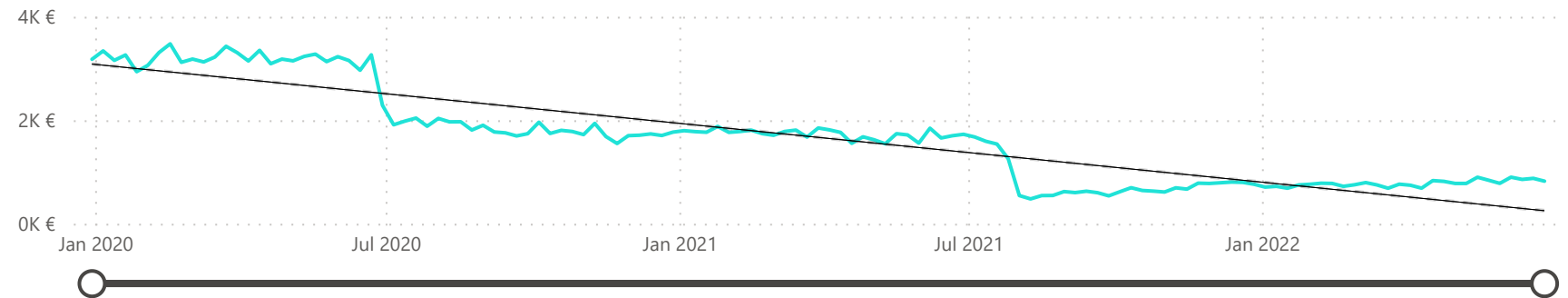


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
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 €
11237	Mr. Clarence Anand	4	10,065 €
11428	Mrs. Deanna Perez	4	9,762 €
11427	Mrs. Desiree Dominquez	4	9,718 €
Total		1,272	615,329 €

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



Among customers in Skilled Manual roles in 2022, Rubern Suarez drove the most revenue at 4.7K