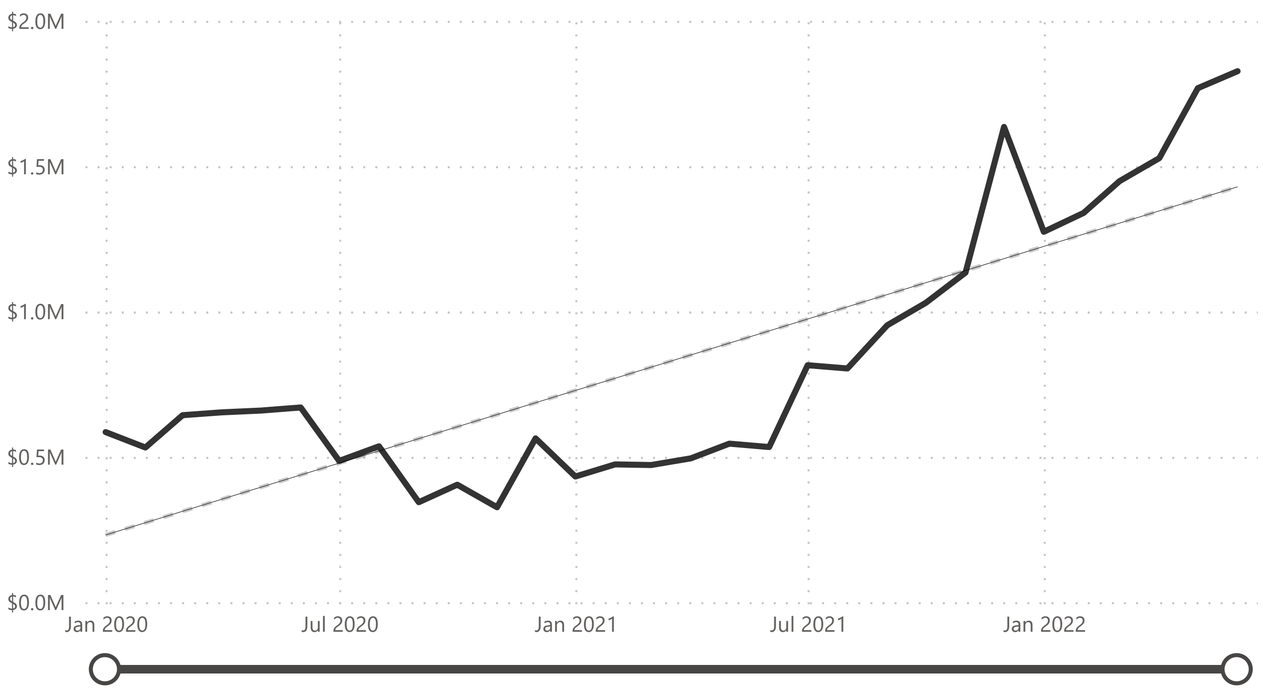
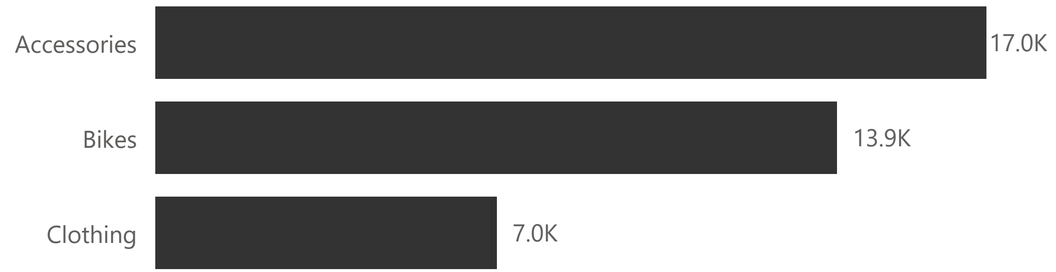
ADVENTUREWORKS BIKE SHOP

$24.9M	$10.5M	25.2K	2.2%
REVENUE	PROFIT	ORDERS	RETURN RATE

Revenue Trending



Orders by Category



ProductName - Top 10	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%

Monthly Revenue

$1.83M ✓

Prev Month: $1.77M (+3.31%)

Monthly Orders

2,146 !

Prev Month: 2,165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

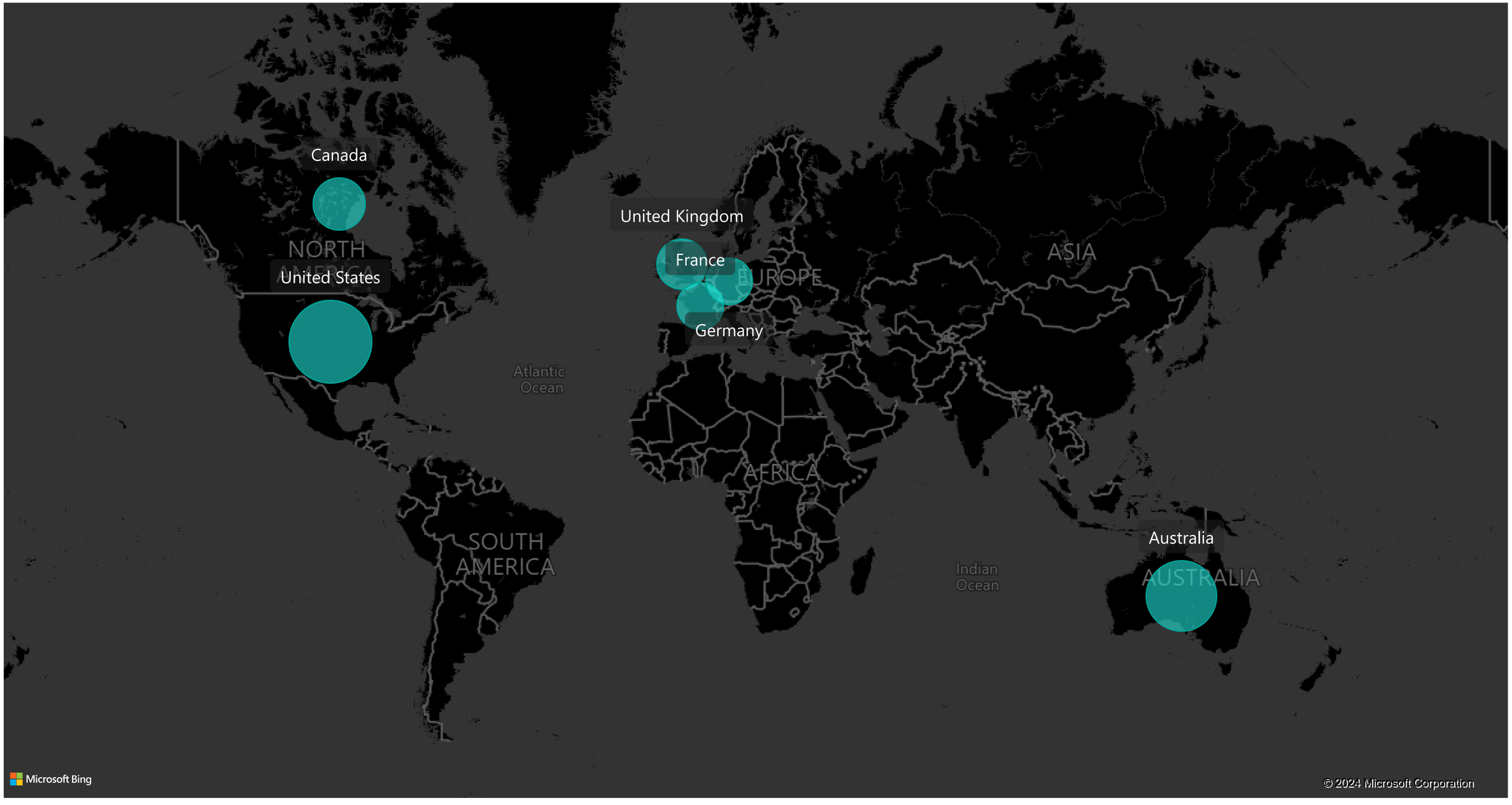
Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Select all	Europe	North America	Pacific



Selected Product

Road Tire Tube

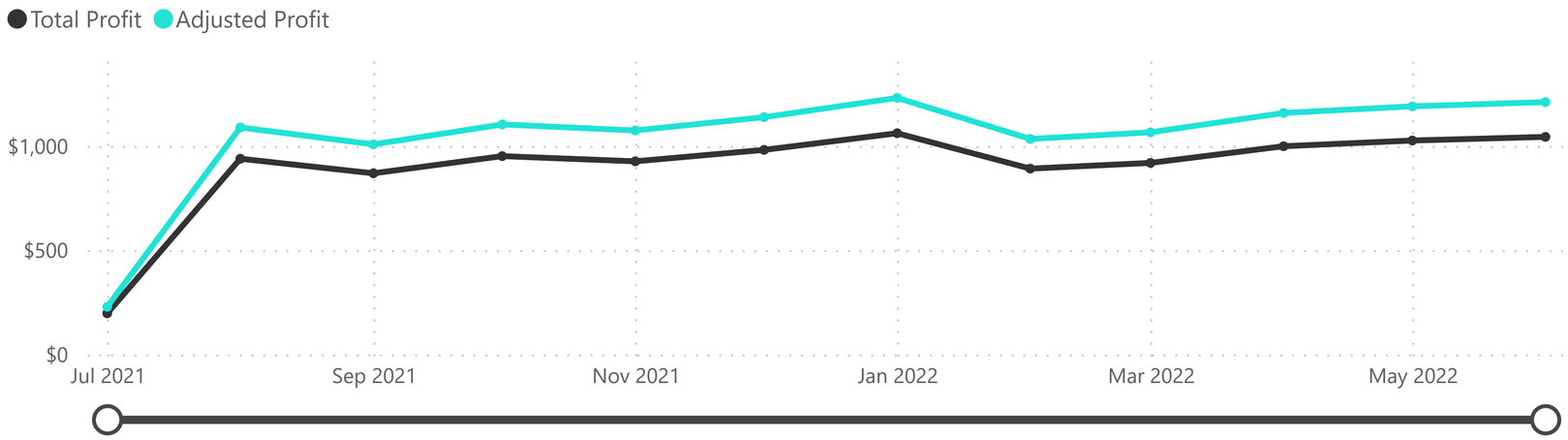
Monthly Orders vs Target

Monthly Revenue vs Target

Monthly Profit vs Target

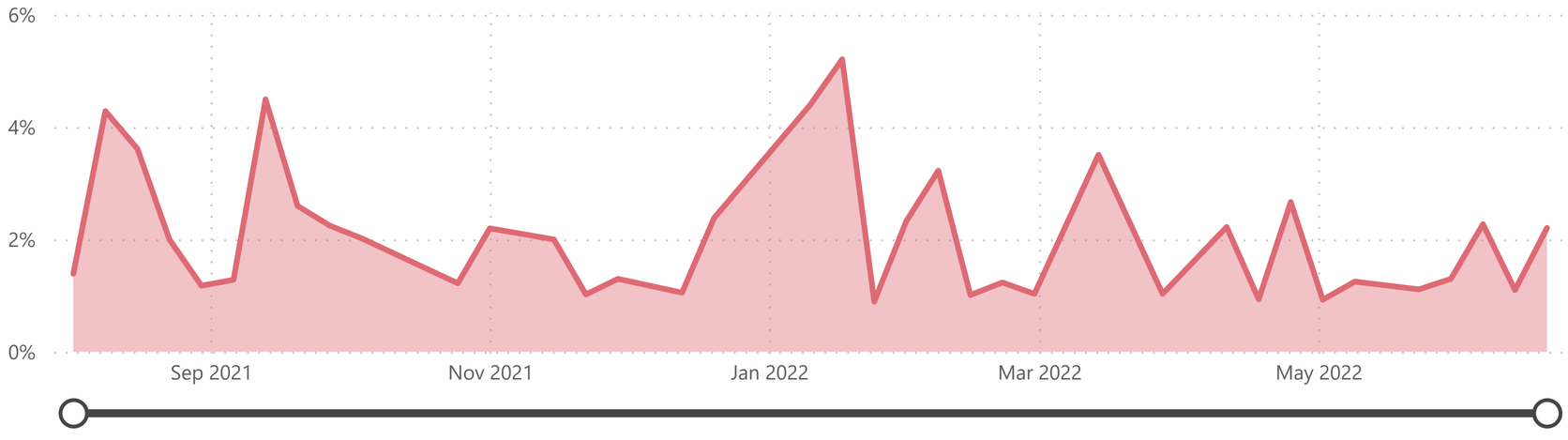
Price Adjustment (%)

0.10



Product Metric Selection

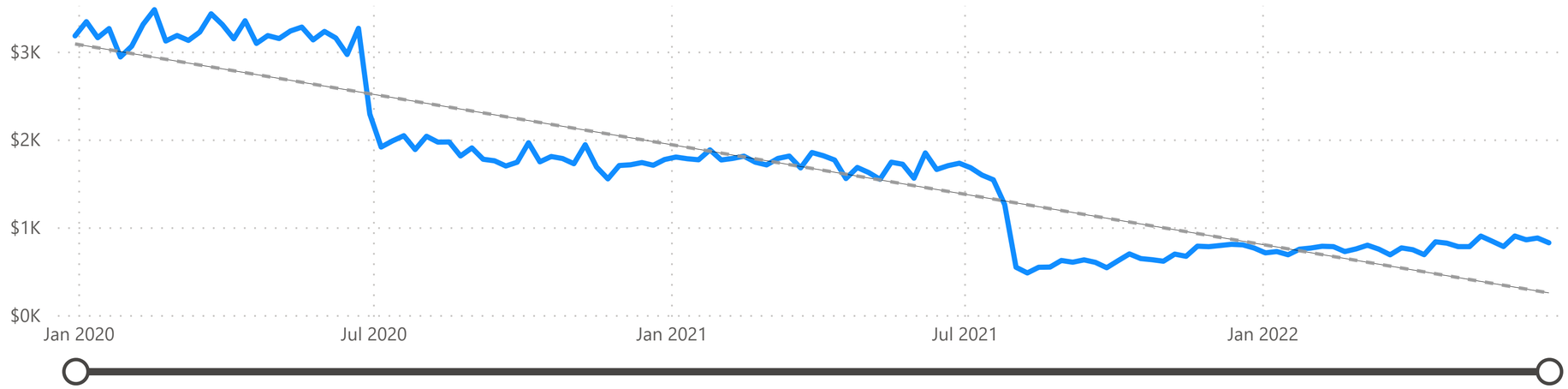
- ○ Orders
- ○ Revenue
- ○ Profit
- ○ Returns
- ◉ Return %



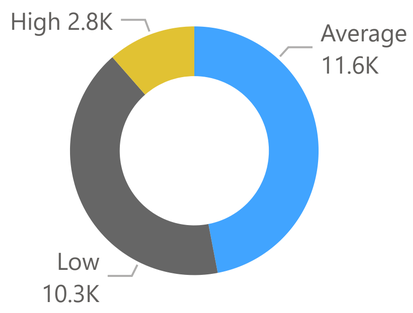
17.4K
UNIQUE CUSTOMER

$1,431
REVENUE PER CUSTOMER

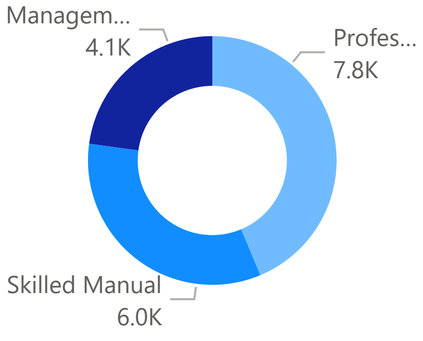
Total Customers | Revenue per Customer



Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	$12,407.95
11439	Mrs. Janet Munoz	6	$12,015.40
11241	Mrs. Lisa Cai	7	$11,330.45
11417	Mrs. Lacey Zheng	7	$11,085.75
11420	Mr. Jordan Turner	7	$11,022.40
11242	Mr. Larry Munoz	7	$10,852.03
13263	Mrs. Kate Anand	4	$10,436.51
12655	Mr. Larry Vazquez	4	$10,394.98
11425	Mrs. Ariana Gray	6	$10,391.43
12631	Mr. Clarence Gao	4	$10,331.73
12650	Mr. Aaron Wright	4	$10,329.23
13405	Mr. Ethan Bryant	4	$10,308.52
11429	Mr. Marco Lopez	6	$10,289.69
12632	Mrs. Bonnie Nath	4	$10,282.91
11245	Mr. Ricky Vazquez	4	$10,165.92
11237	Mr. Clarence Anand	4	$10,065.01
Total		**1,272**	**$615,328.64**

2020 | 2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

$12K

Among customers in skilled manual roles in 2022, Ruben Suares drove the most revenue at $4,683