



\$24.7M

REVENUE

\$10.4M

PROFIT

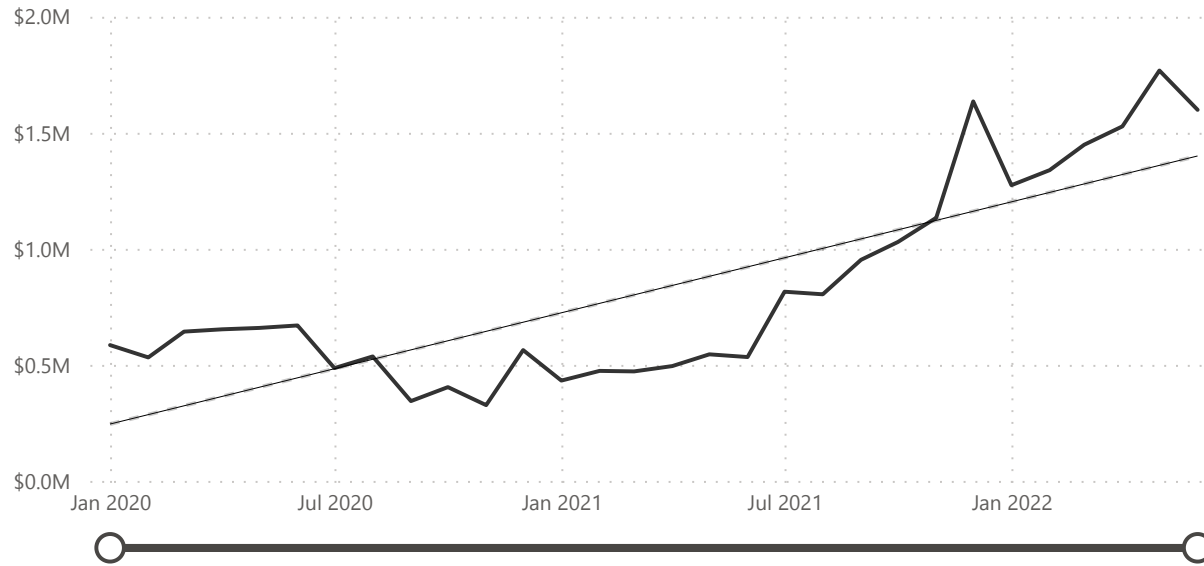
24.9K

ORDERS

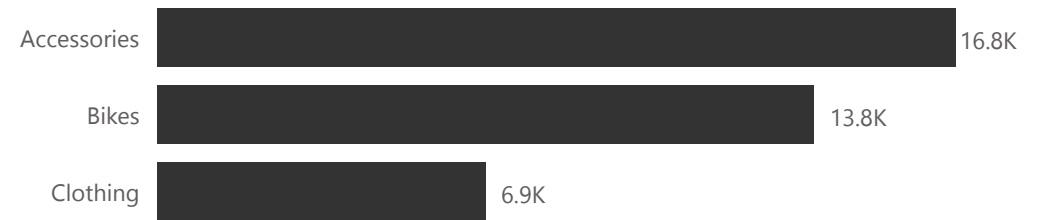
2.1 %

RETURN RATE

Revenue Tranding



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,932	\$39,211.42	1.82 %
Patch Kit/8 Patches	2,914	\$13,334.67	1.56 %
Mountain Tire Tube	2,808	\$27,934.02	1.61 %
Road Tire Tube	2,146	\$17,049.27	1.57 %
Sport-100 Helmet, Red	2,068	\$72,359.32	3.34 %
AWC Logo Cap	2,036	\$35,406.64	1.07 %
Sport-100 Helmet, Blue	1,968	\$66,211.79	3.30 %
Fender Set - Mountain	1,953	\$86,095.66	1.38 %
Sport-100 Helmet, Black	1,915	\$64,428.64	2.72 %
Mountain Bottle Cage	1,870	\$37,532.43	1.94 %

Monthly Revenue

\$1.60M✓

Prev Month: \$1.49M (+7.57%)

Monthly Orders

1,869✓

Prev Month: 1,823 (+2.52%)

Monthly Returns

142!

Prev Month: 131 (-8.4%)

Most Ordered Product Type

Tires and Tubes

Most returned Product Type

Shorts

Select all

Europe

North America

Pacific





Selected Product

Sport-100  
Helmet, Blue

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

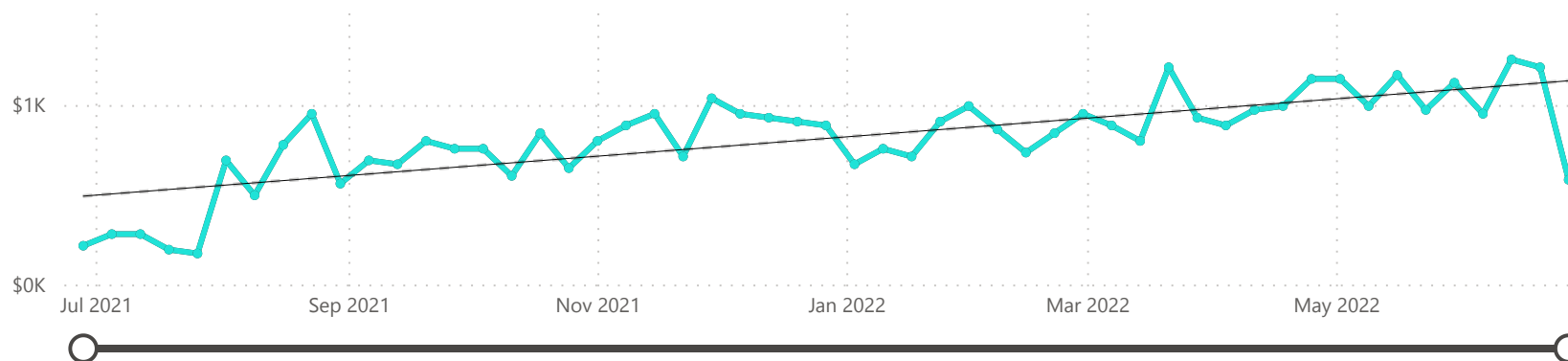


Price Adjustment (%)

0.00



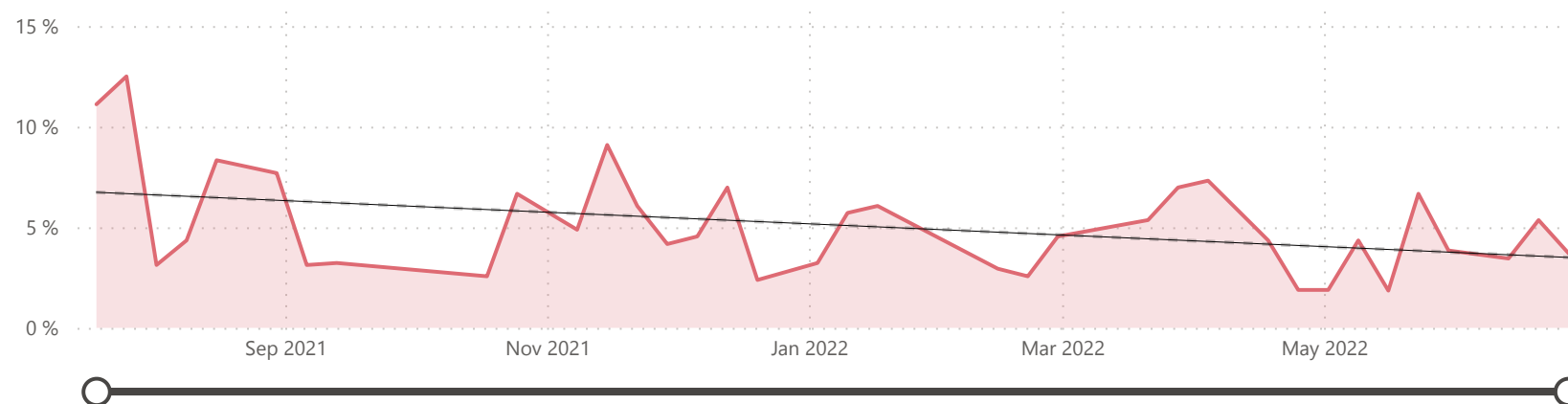
● Total Profit ● Adjusted Profit



Product Metric Selection



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





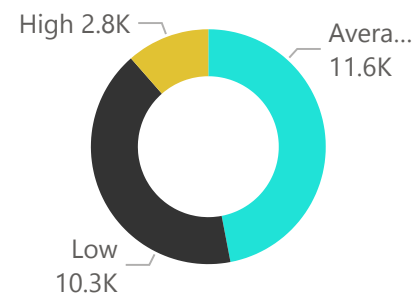
# 17.4K

UNIQUE CUSTOMERS

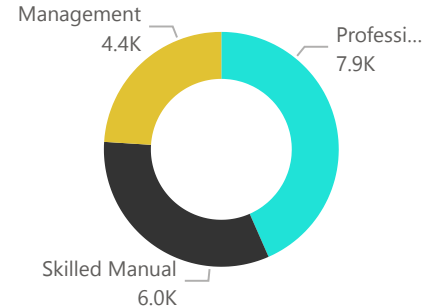
# \$1,431

REVENUE PER CUSTOMER

Orders by Income Level



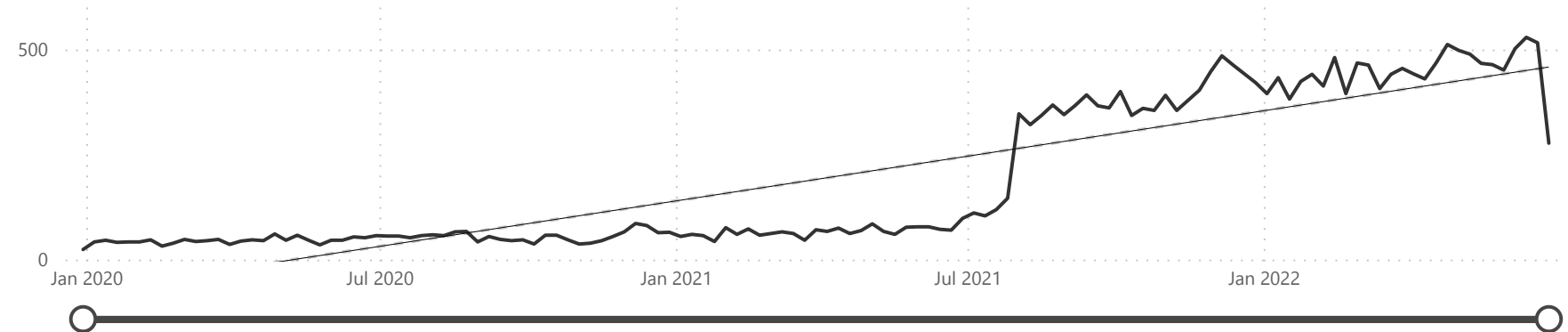
Orders by Occupation



Total Customers

Revenue per Customer

Total Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.99
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.49
11417	Mrs. Lacey Zheng	7	\$11,085.79
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.00
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.49
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
11428	Mrs. Deanna Perez	4	\$9,761.60
Total		1,272	\$615,328.64

2020

2022

Top customer (by Revenue)

## Mr. Maurice Shan

Orders

# 6

Revenue

# \$12.4K



Mr. Rubin Suarez is the top customer with "Skilled Manual" occupation in 2022.

