



\$24.9M
Revenue

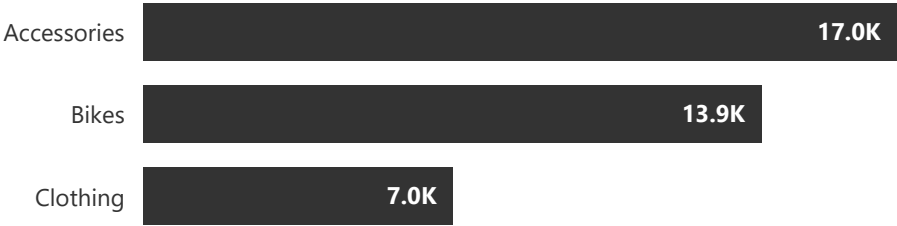
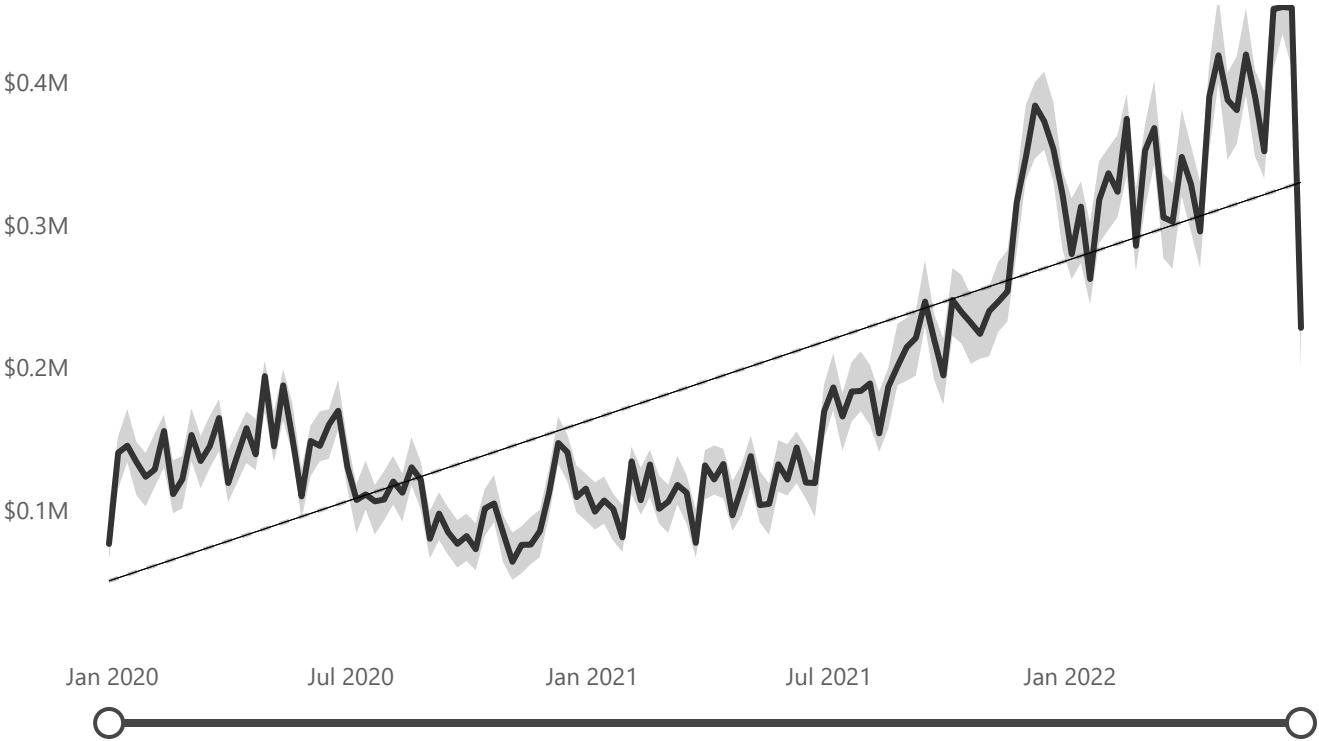
\$10.5M
Profit

25.2K
Orders

2.2%
Return Rate

Weekly Revenue

Orders by Category



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%

Monthly Revenue

Monthly Orders

Monthly Return

\$1.83M✓
Prev. Month: 1.77M (+3.31%)

2146!
Prev. Month: 2165 (-0.88%)

166✓
Prev. Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

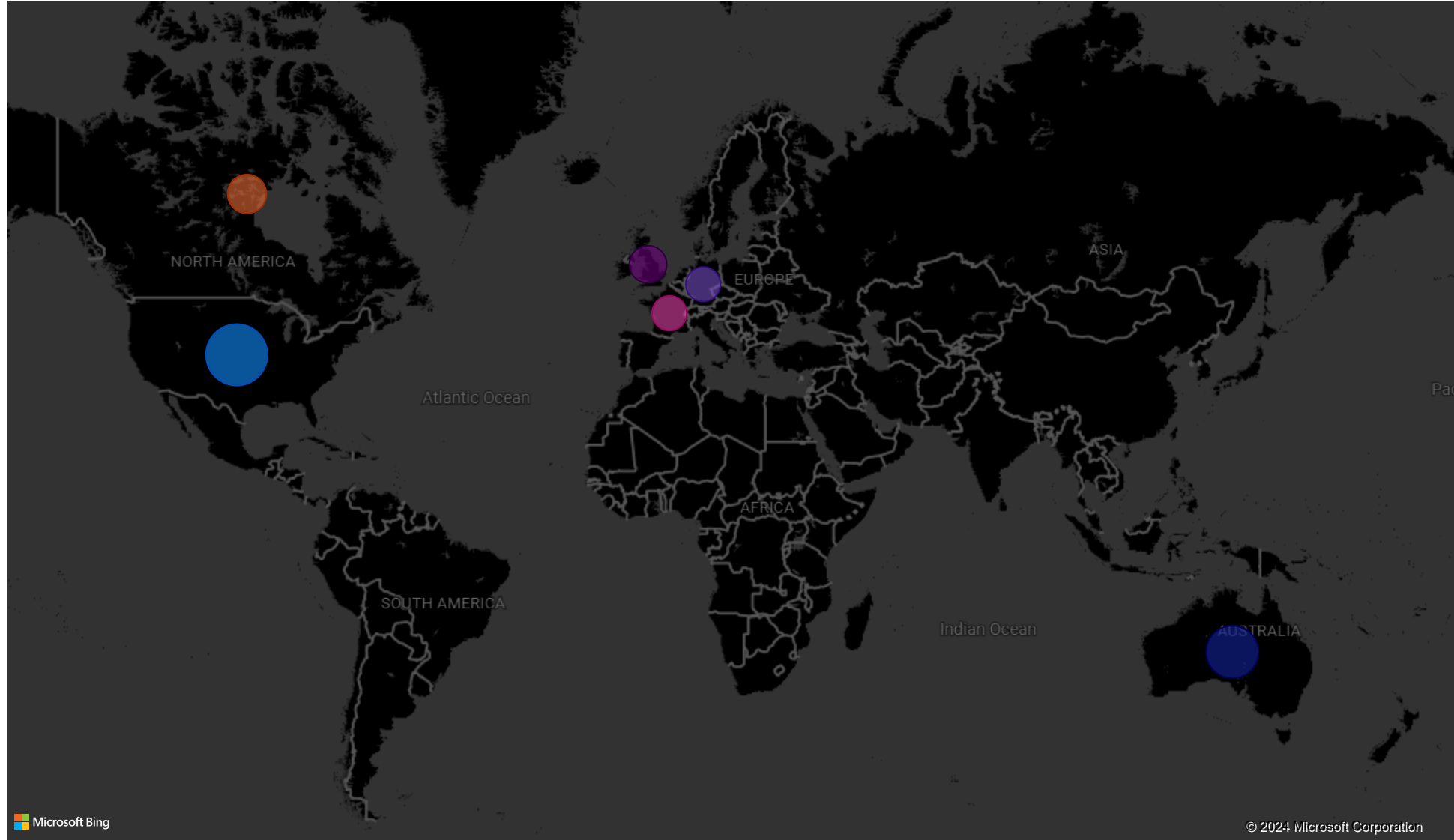
Most Returned Product Type

Shorts



Orders by Country

Country ● United States ● Australia ● Canada ● United Kingdom ● France ● Germany



Country ▼

Select all

Australia

Canada

France

Germany

United Kingdom

United States



Water Bottle - 30 oz.

Adjusted Price

0.10



Product Metric Selection

Revenue

Profit

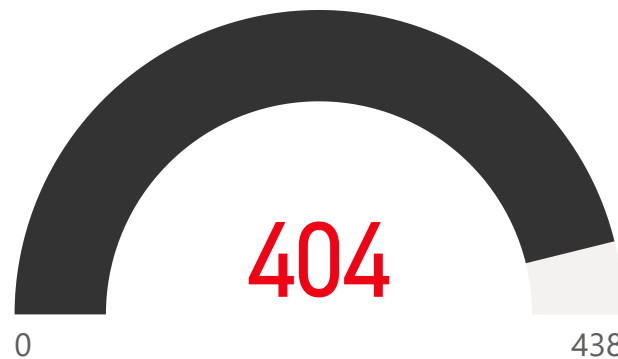
Orders

Cost

Return

Return %

Monthly Orders Vs Target



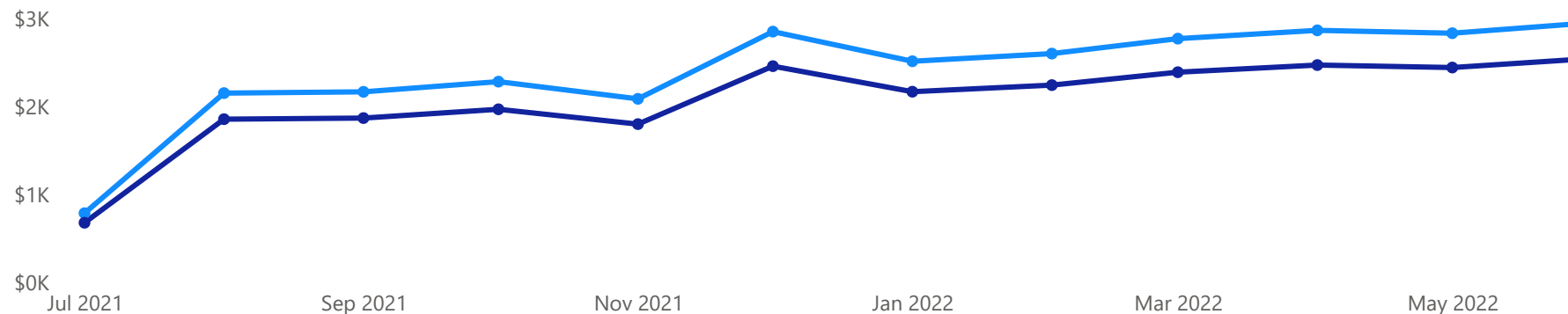
Monthly Revenue Vs Target



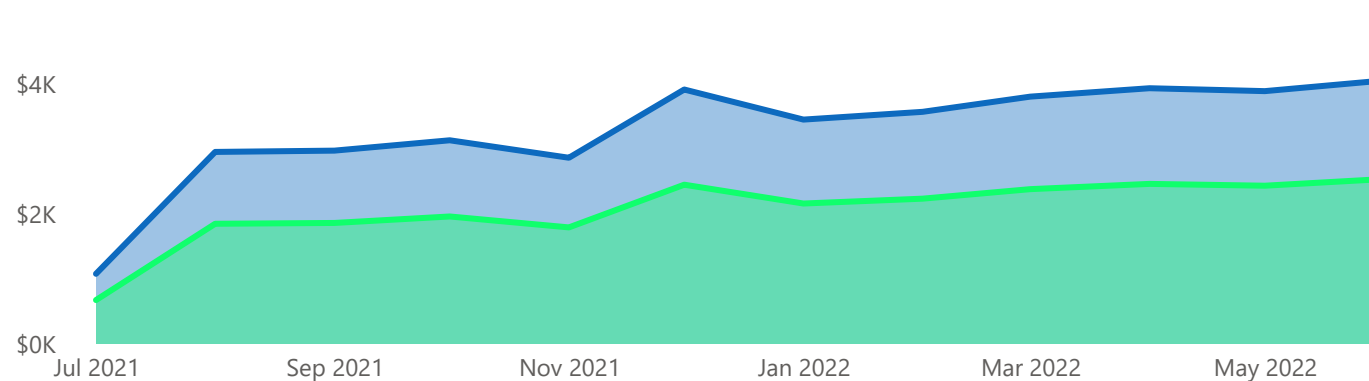
Monthly Profit Vs Target



Adjusted Profit Total Profit



Revenue Profit



Report Summary

Adjusted Profit (275.58% increase) and Total Profit (275.58% increase) both trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending up on Thursday, July 1, 2021, rising by 275.58% (2.16627) in 11 days.



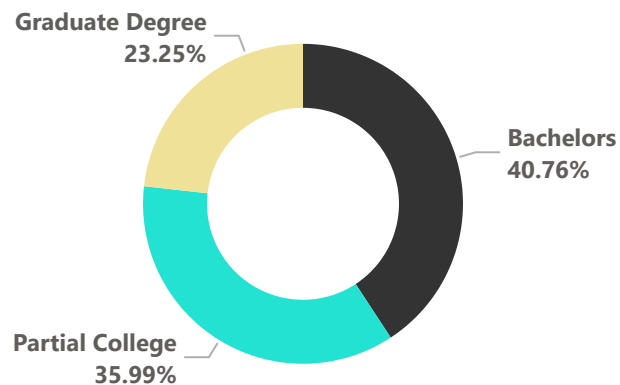
17.4K

Unique Customer

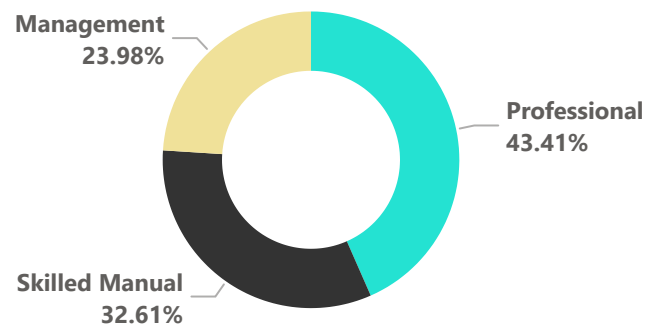
\$1.4K

Revenue Per Customer

Orders by Education Level



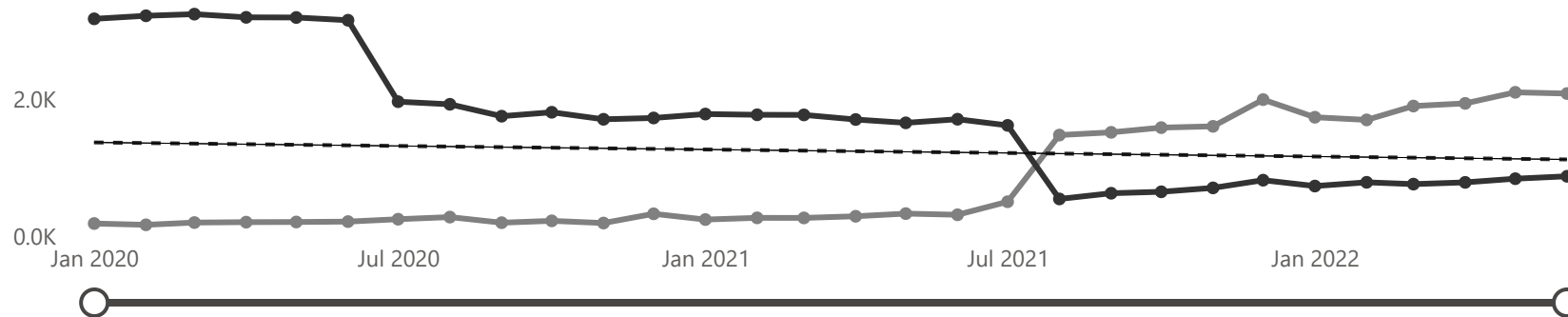
Orders by Occupation



Total Customer

Revenue Per Customer

● Total Customer ● Revenue Per Customer



Top 100 Customer

CustomerKey	Full Name	Total Orders	Total Revenue
11091	Dalton Perez	26	\$1,513
11223	Hailey Patterson	26	\$1,616
11300	Fernando Barnes	26	\$1,839
11330	Ryan Thompson	26	\$1,597
11331	Samantha Jenkins	26	\$1,740
11185	Ashley Henderson	25	\$1,717
11200	Jason Griffin	25	\$1,614
11176	Mason Roberts	24	\$1,526
11262	Jennifer Simmons	24	\$1,465
11277	Charles Jackson	24	\$1,777
11287	Henry Garcia	24	\$1,443
11566	April Smith	24	\$1,424
Total		1272	\$615,329

Top Customer (by Revenue)

Maurice Shan

Orders

6

Revenue

\$12.41K