



\$24.9M

REVENUE

\$10.5M

PROFIT

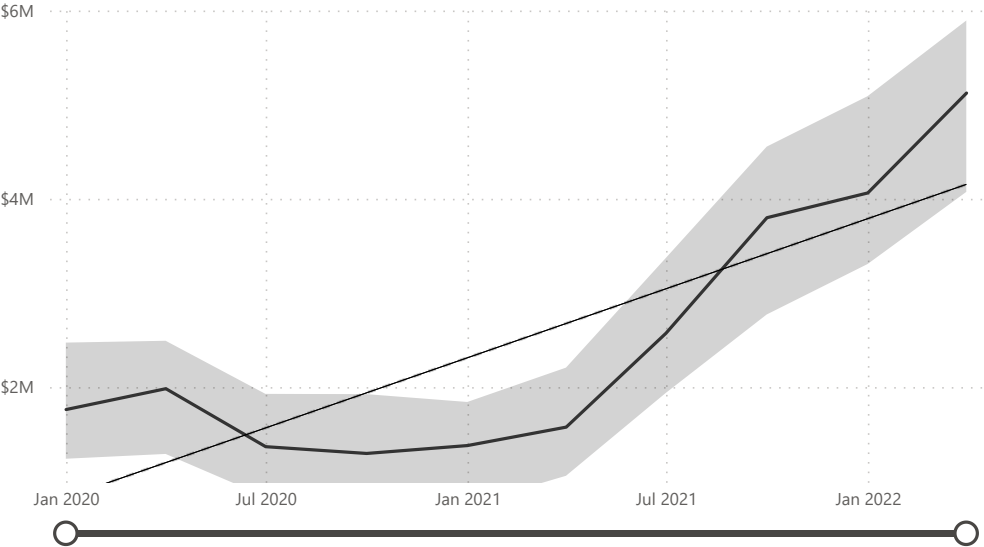
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trend



Monthly Revenue

\$1.83M✓

Previous Month: \$1.77M

(+3.31%)

Monthly Orders

2,146!

Previous Month: 2165

(-0.88%)

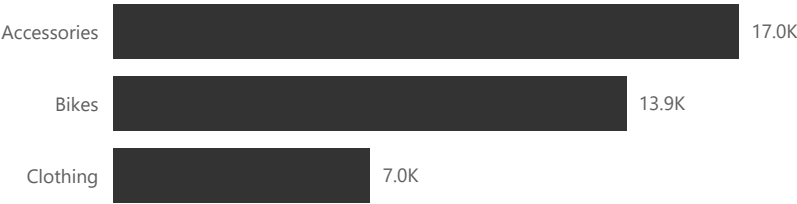
Monthly Returns

166✓

Previous Month: 169

(+1.78%)

Orders by Category



Top 10 Product

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

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Selected Product

Fender Set - Mountain

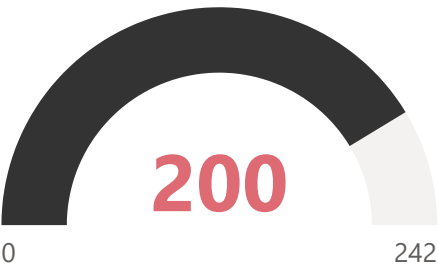
Price Adjustment %

0.30

Product Metric Selection

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

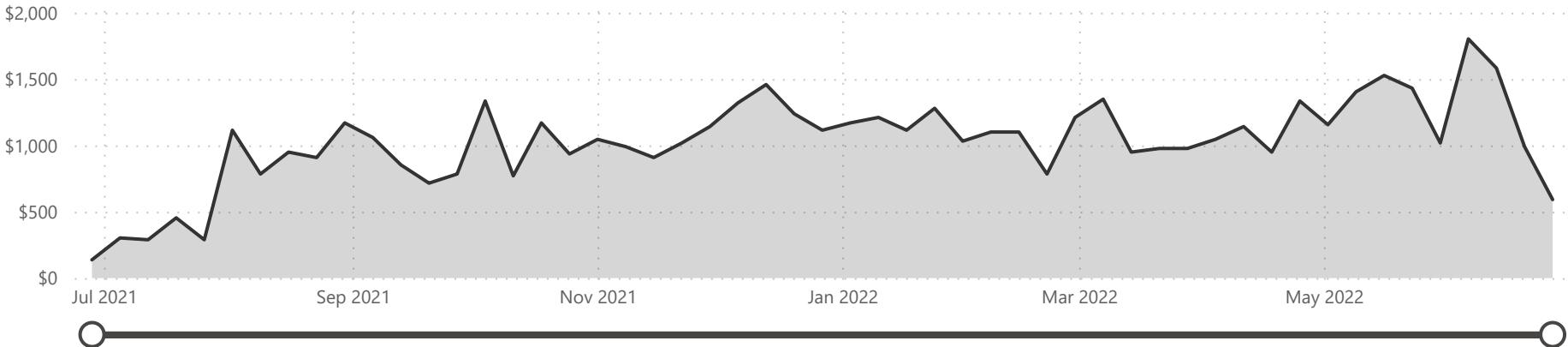
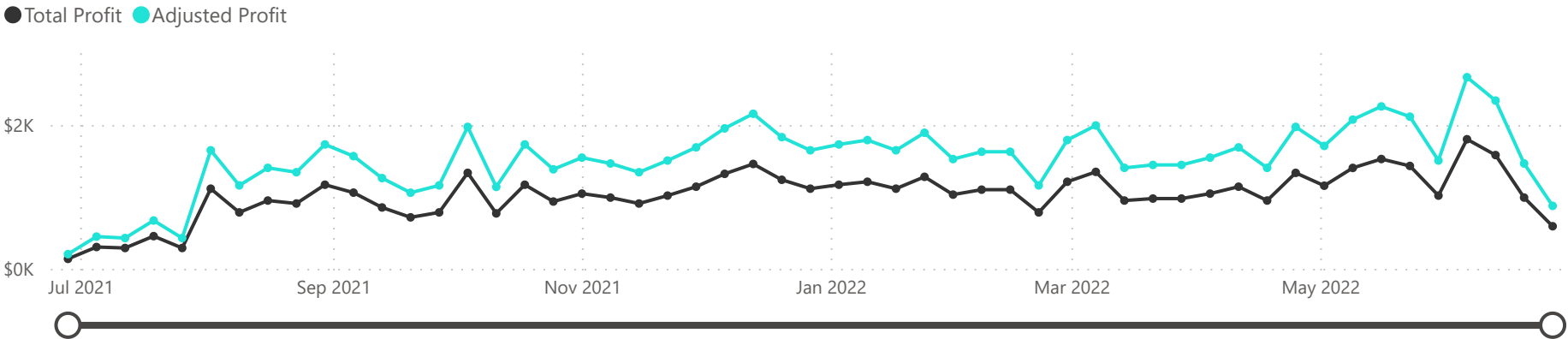
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Target vs Target





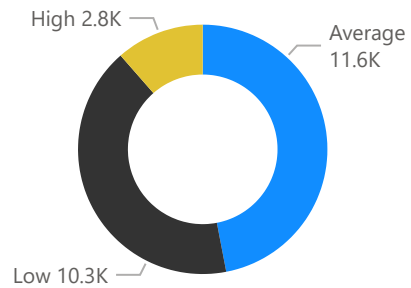
\$1,431

REVENUE PER CUSTOMER

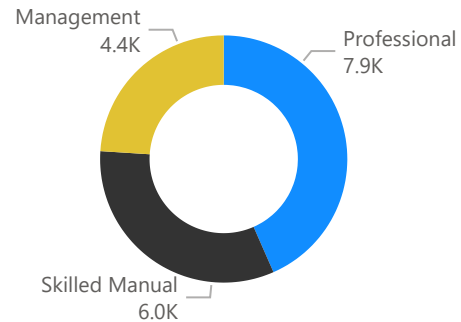
17.4K

UNIQUE CUSTOMERS

Orders by Income Level

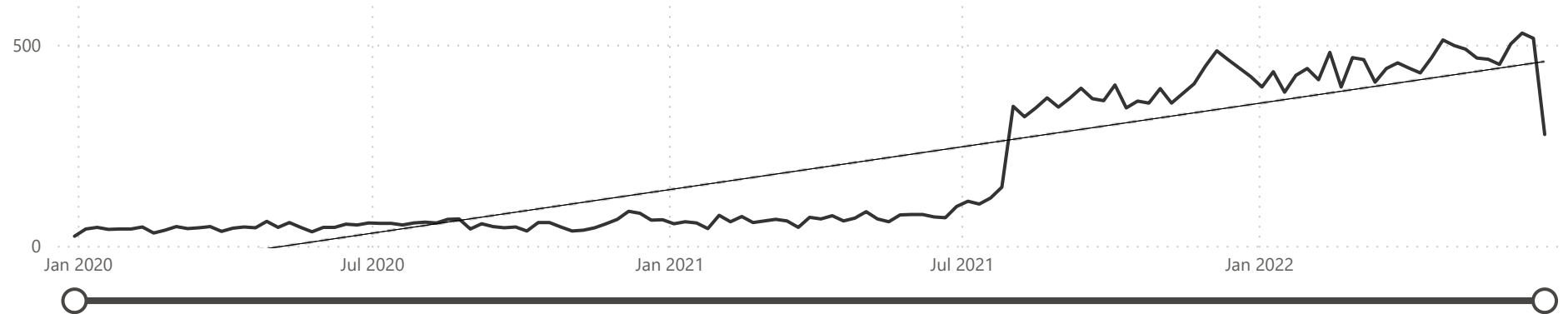


Orders by Occupation



Total Customer

Revenue per Customer



Top 100 Customer

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	\$6,15,329

2020

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K



Among customer Ruben drew most revenue approx 4.6k in 2022