



\$24.9M

REVENUE

\$10.5M

PROFIT

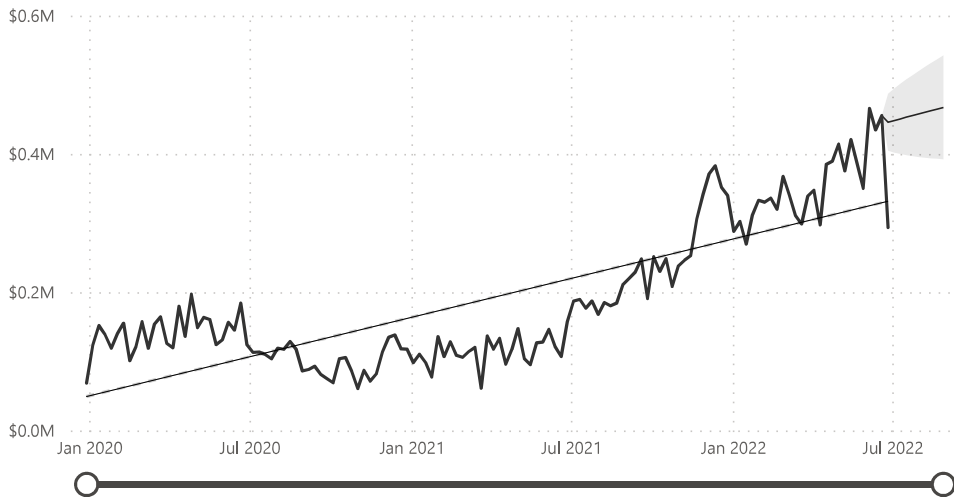
25.2K

ORDERS

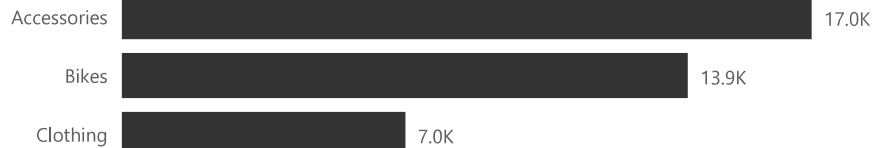
2.2%

RETURN RATE

REVENUE TRENDING



ORDERS BY CATEGORY



TOP 10 PRODUCTS

	ORDERS	REVENUE	RETURN %
Water Bottle - 30 oz.	3983	\$39,755	1.9%
Patch Kit/8 Patches	2952	\$13,506	1.6%
Mountain Tire Tube	2846	\$28,333	1.6%
Road Tire Tube	2173	\$17,265	1.5%
Sport-100 Helmet, Red	2099	\$73,444	3.3%
AWC Logo Cap	2062	\$35,882	1.1%
Sport-100 Helmet, Blue	1995	\$67,120	3.3%
Fender Set - Mountain	1975	\$87,041	1.4%
Sport-100 Helmet, Black	1940	\$65,270	2.7%
Mountain Bike C	1886	\$38,888	2.8%

MONTHLY REVENUE

\$1.83M✓

Prev Month: \$1.77M (+3.31%)

MONTHLY ORDERS

2146!

Prev Month: 2,165 (-0.88%)

MONTHLY RETURNS

166✓

Prev Month: 169 (+1.78%)

MOST ORDERED PRODUCT

Tires and Tubes

MOST RETURNED PRODUCT

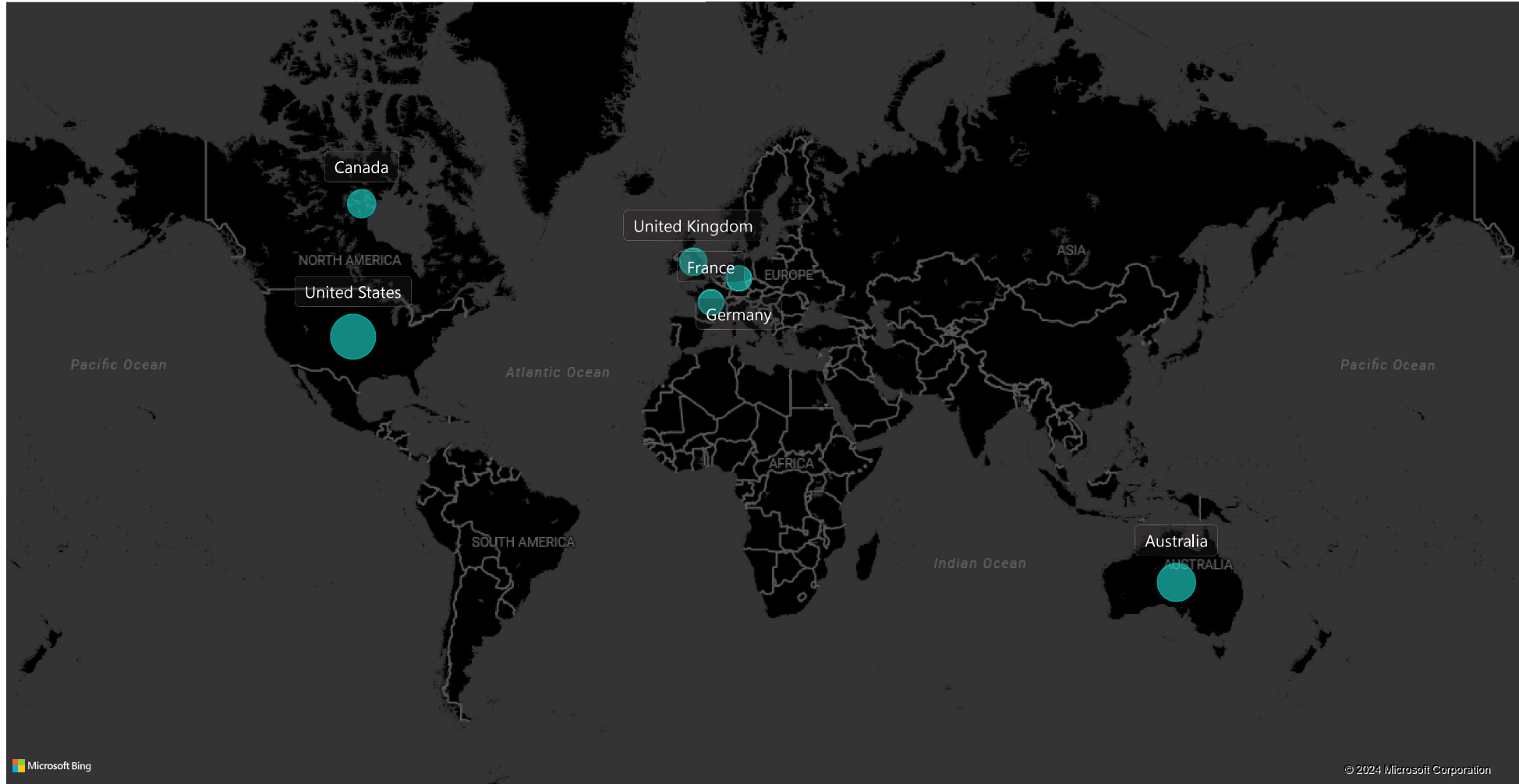
Shorts

Select all

Europe

North America

Pacific

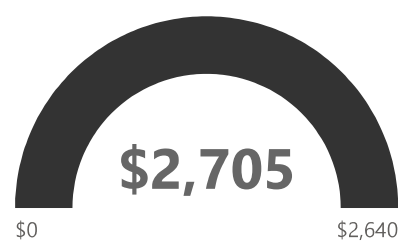


Mountain Tire Tube

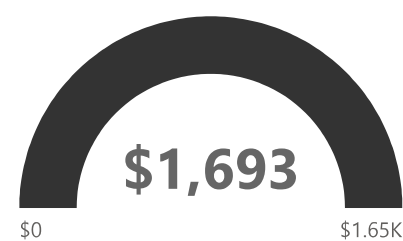
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

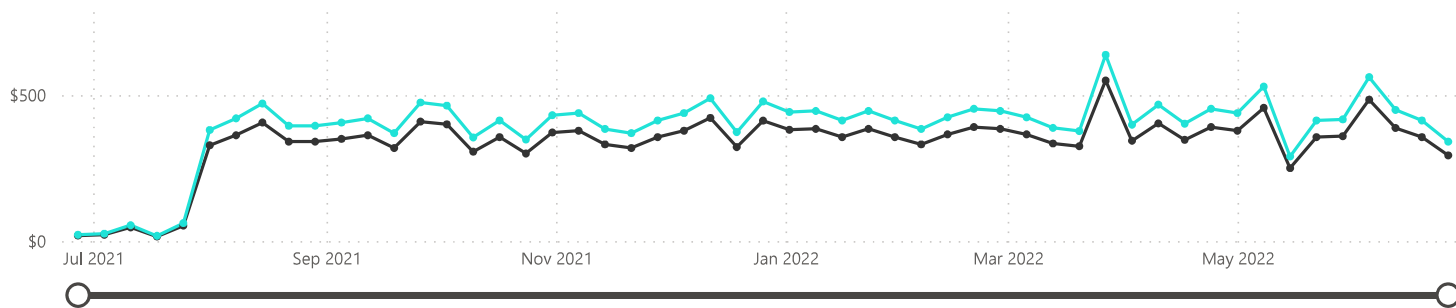


Price Adjustment(%)

0.10

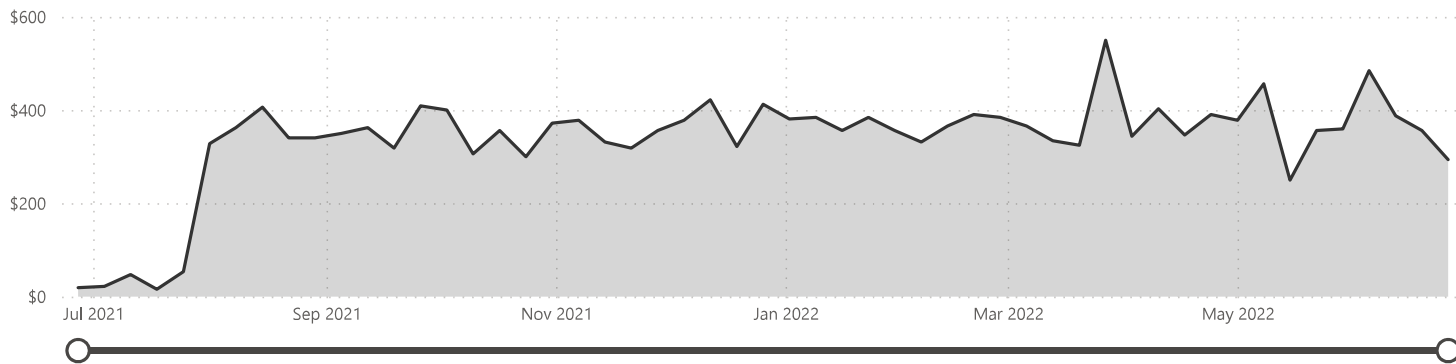


● Total Profit ● Adjusted Profit



Product Metric Selection

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





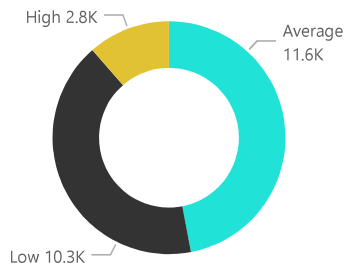
17.4K

UNIQUE CUSTOMERS

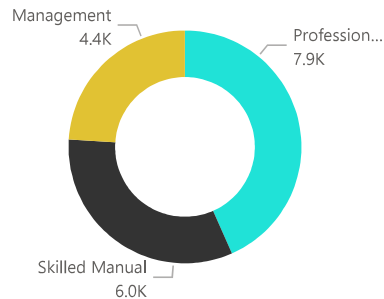
\$1.4K

REVENUE PER CUSTOMER

ORDERS BY INCOME LEVEL



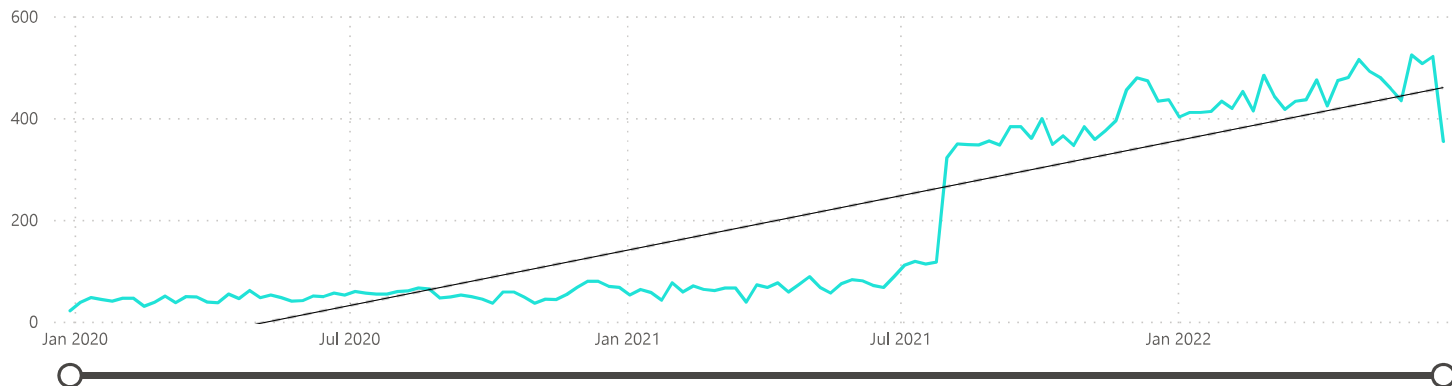
ORDERS BY OCCUPATION



Total Customers

Revenue per Customer

Total Customers



TOP 100 CUSTOMERS

CUSTOMER KEY	FULL NAME	ORDERS	REVENUE
14332	Ms. Jade Rogers	4	\$130
16358	Mr. Samuel Jai	4	\$141
12182	Mrs. Erin Torres	4	\$147
12964	Mr. Xavier Russell	4	\$155
11748	Mr. Blake Hill	5	\$195
11712	Mrs. Shelby Rogers	5	\$196
16497	Ms. Julia Peterson	4	\$203
14282	Ms. Brianna Lewis	4	\$207
11723	Mr. Luke Coleman	4	\$208
12061	Mr. Bryce Brooks	4	\$210
11131	Ms. Amanda Rivera	4	\$212
12140	Mr. Oscar Russell	4	\$213
12166	Mr. Jared Rogers	4	\$223
12295	Mr. Dwayne Gomez	4	\$230
Total		1272	\$6,15,329

2020

2022

Top Customer (By Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K



Among customers in management roles in 2022, Mr. Jordan Turner drove the most revenue at 6.8k