



REVENUE

\$9.19M

Last Year: 2.95M (+211.07%)

PROFIT

\$3.89M

Last Year: \$1.25M (+210.63%)

ORDERS

11,839

Last Year: 1706 (+593.96%)

RETURN RATE

2.15%

Last Year: 47 (-99.95%)

Monthly Revenue

\$1.83M

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

Monthly Orders

2,146

Previous Month: 2,165
(-0.88%)

Monthly Returns

166

Previous Month: 169
(-1.78%)

Orders by Category

Accessories

17.0K

Bikes

13.9K

Clothing

7.0K

Revenue Trending



Top 10 Products

	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

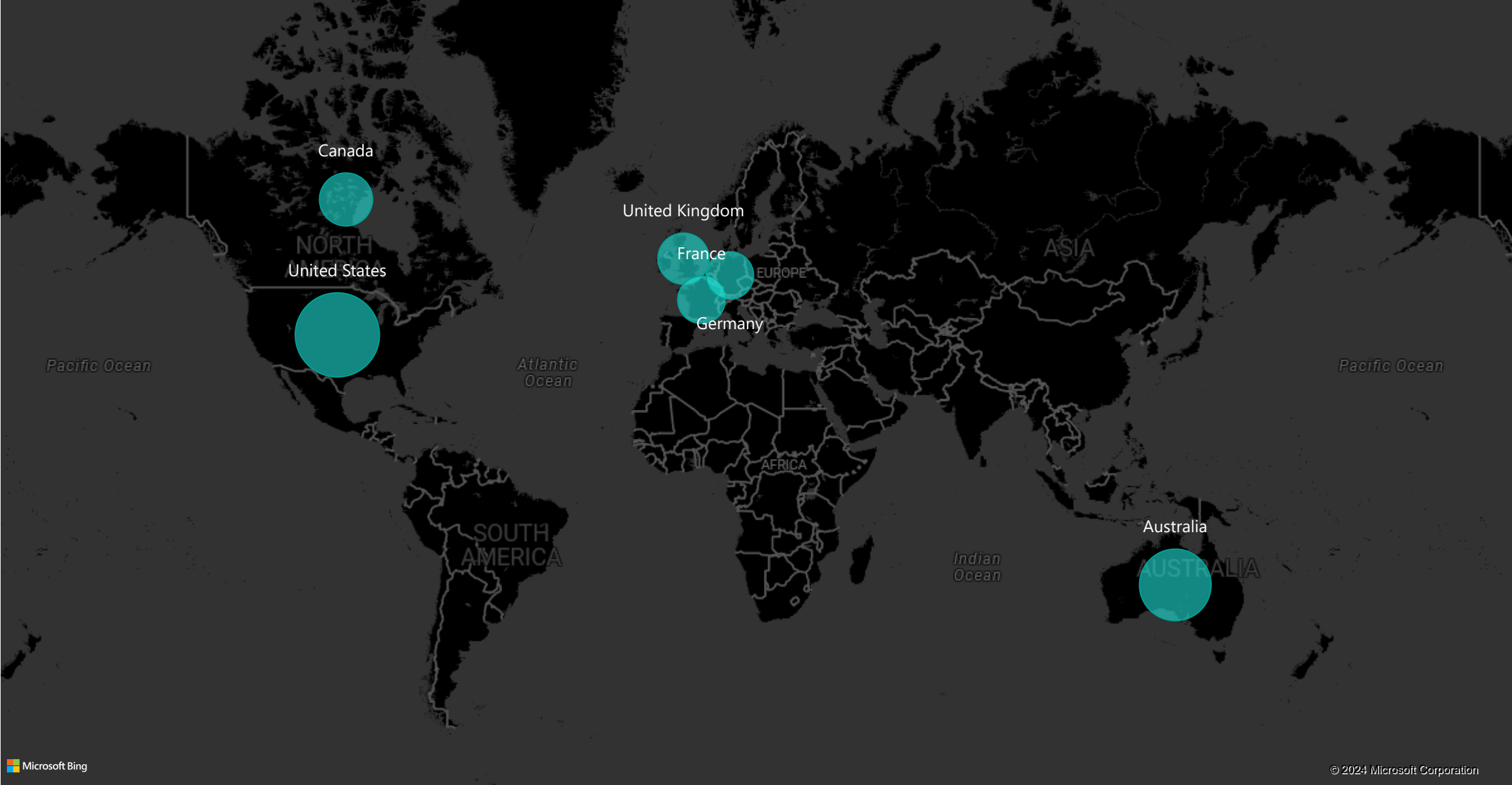
Most Returned Product Type

Shorts

Europe

North America

Pacific





Top 10 Products

- ☒ Water Bottle - 30 oz.
- ☐ Sport-100 Helmet, Red
- ☐ Sport-100 Helmet, Blue
- ☐ Sport-100 Helmet, Black
- ☐ Road Tire Tube
- ☐ Patch Kit/8 Patches
- ☐ Mountain Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Price Adjustment (%)

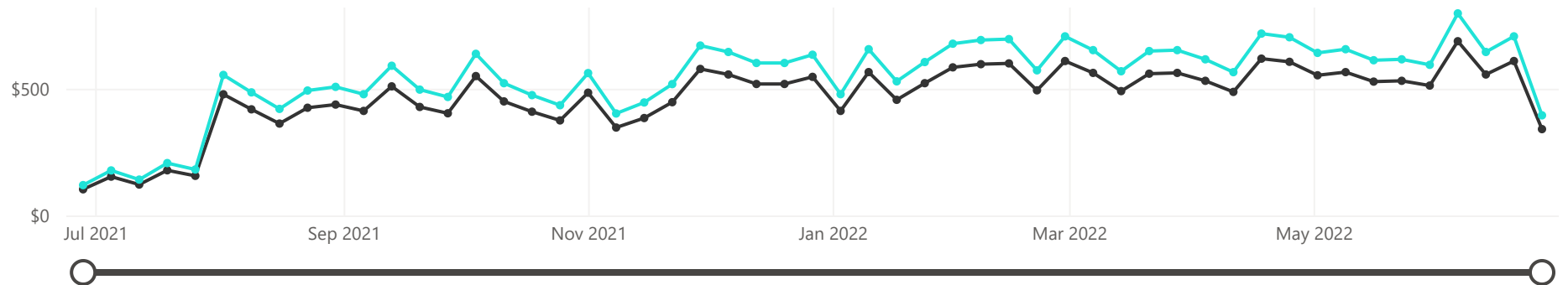
0.10



\$29K

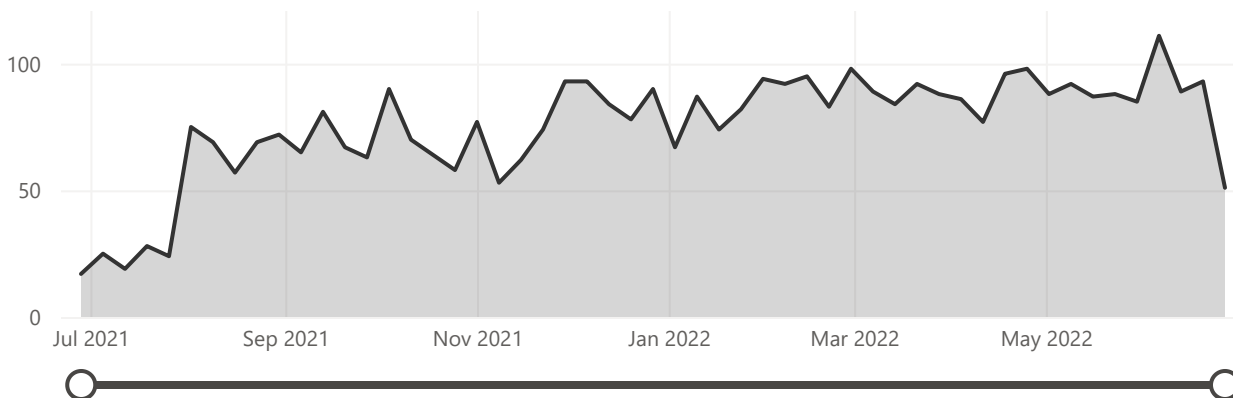
Adjusted Profit

● Total Profit ● Adjusted Profit



Product Metric Selection

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



Report Summary

Total Orders for **Water Bottle - 30 oz.**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Total Profit jumped from 103.08 to 477.93 during its steepest incline

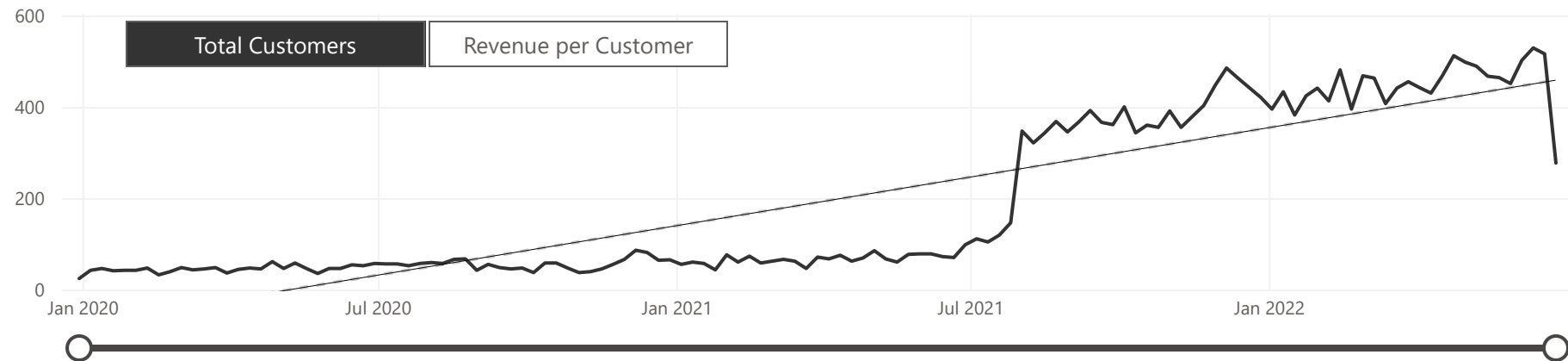


17.4K

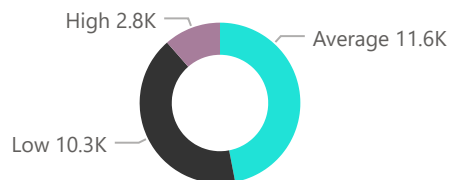
UNIQUE CUSTOMERS

\$1,431

REVENUE PER CUSTOMER



Orders by Income Level



Orders by Occupation



Orders by Category



Top 100 Customers

Customer Key	FullName	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 Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
Total		1,272	\$6,15,329

2020

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders

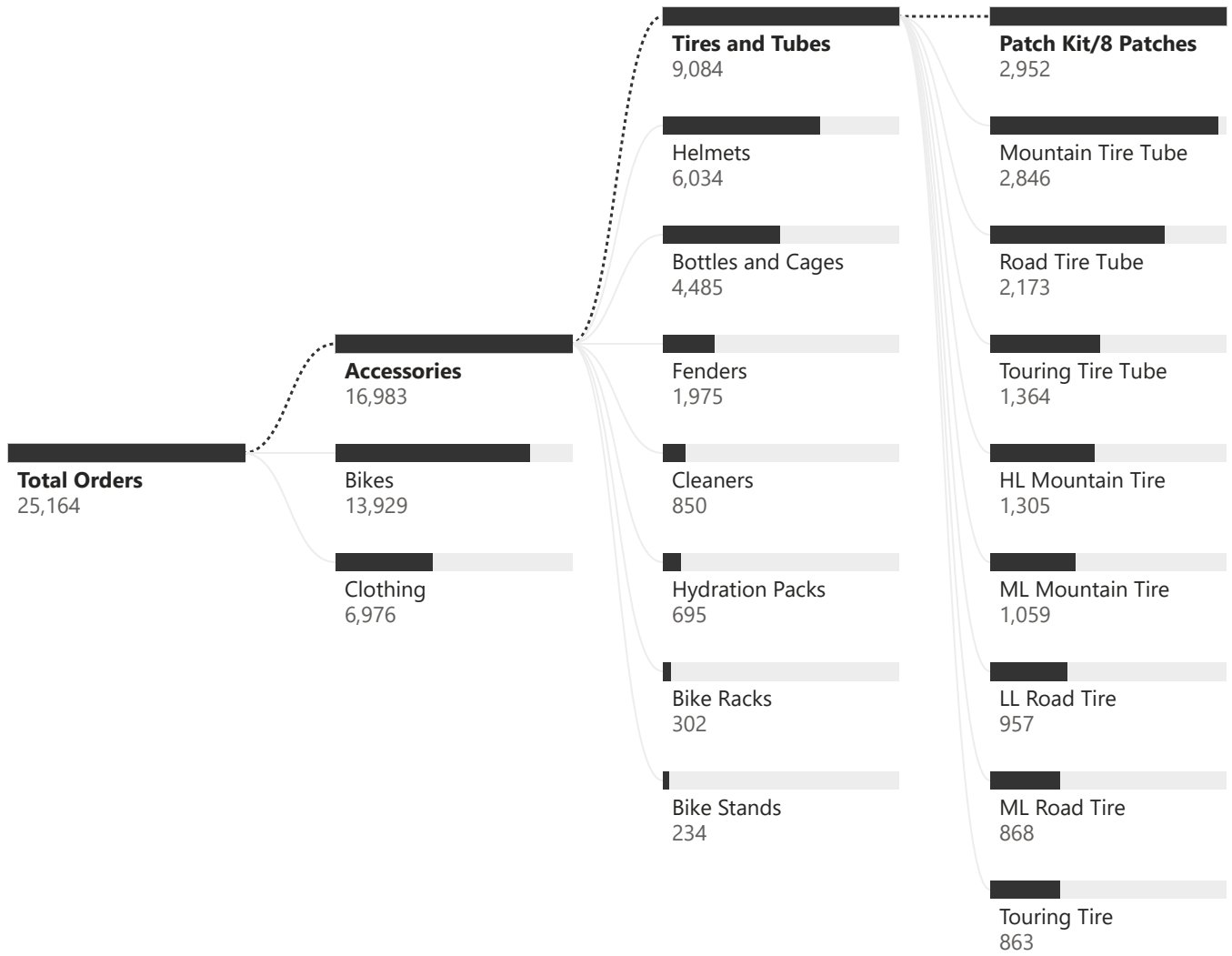
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Revenue

\$12.4K



Among customers in Management roles in 2022, Mr. Jordan Turner drove the most revenue at \$6,802



25K

Total Orders

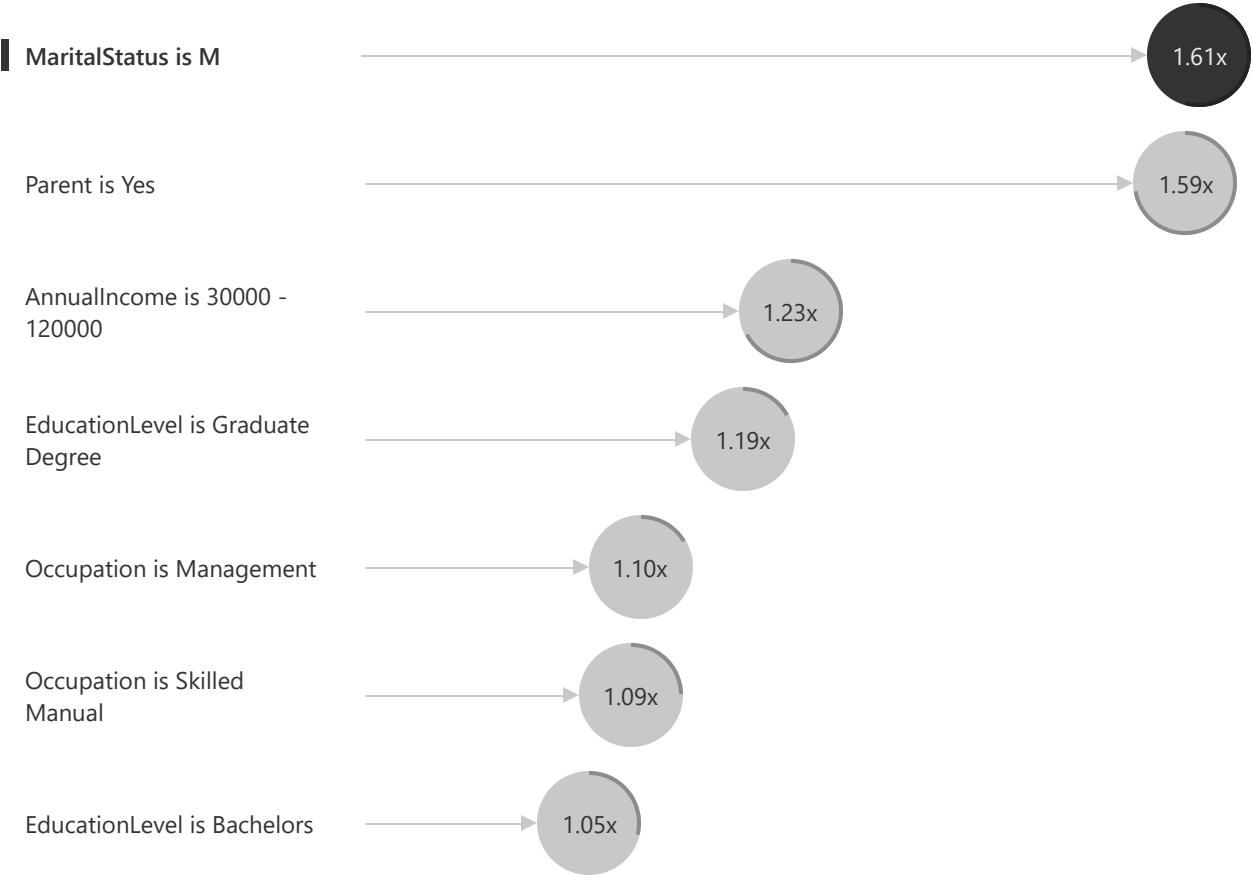
Key influencers Top segments



What influences HomeOwner to be Y ?

When...

....the likelihood of HomeOwner being Y increases by



Sort by: Impact Count

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).

