



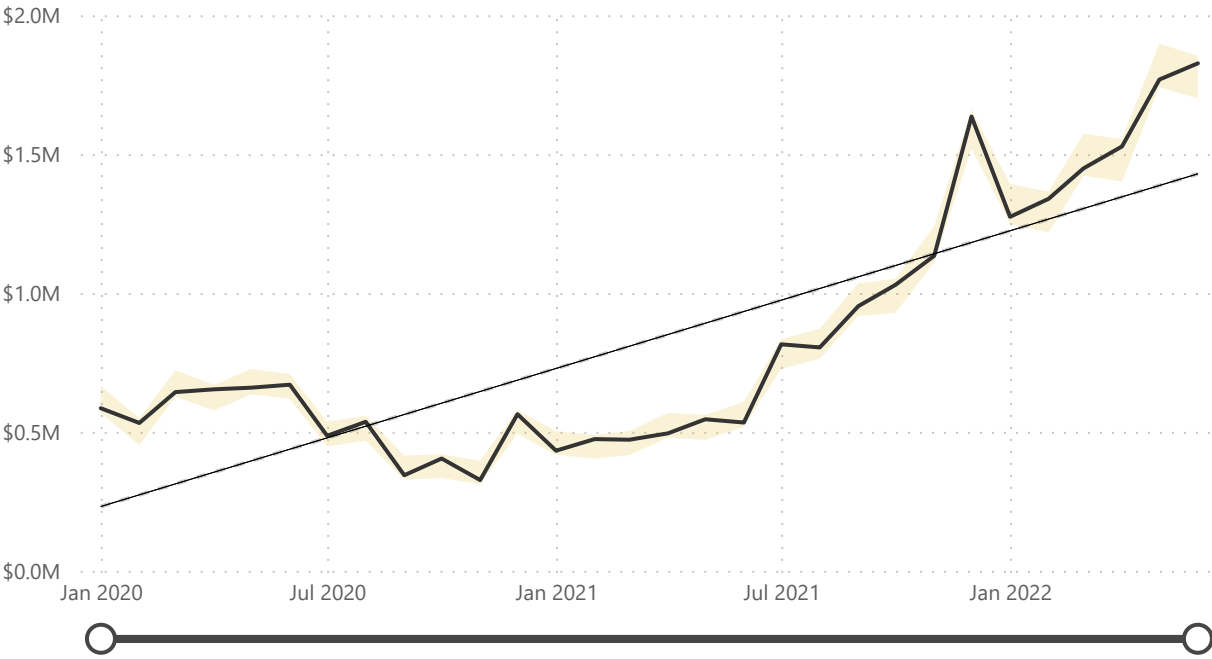
\$24.9M
REVENUE

\$10.5M
PROFIT

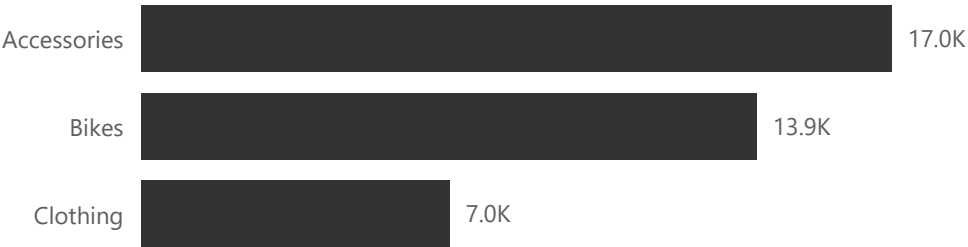
25.2K
ORDERS

2.2%
Return Rate

Revenue Trending



Orders By Category



| Top 10 Products | Orders | Revenue | Return % |
|-------------------------|--------|----------|----------|
| AWC Logo Cap | 2,062 | \$35,882 | 1.11% |
| Fender Set - Mountain | 1,975 | \$87,041 | 1.36% |
| Mountain Bottle Cage | 1,896 | \$38,062 | 2.02% |
| Mountain Tire Tube | 2,846 | \$28,333 | 1.64% |
| Patch Kit/8 Patches | 2,952 | \$13,506 | 1.61% |
| Road Tire Tube | 2,173 | \$17,265 | 1.55% |
| Sport-100 Helmet, Black | 1,940 | \$65,270 | 2.68% |
| Sport-100 Helmet, Blue | 1,995 | \$67,120 | 3.31% |
| Sport-100 Helmet, Red | 2,099 | \$73,444 | 3.33% |
| Water Bottle - 30 oz. | 3,983 | \$39,755 | 1.95% |

Monthly Revenue

\$1.83M✓
Previous Month: \$1.77M (+3.31%)

Monthly Order

2,146!
Previous Month: 2165 (-0.88%)

Monthly Return

166✓
Previous Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Ordered Product

Shorts

Auto recovery contains some recovered files that haven't been opened.

View recovered files



Select all

Europe

North America

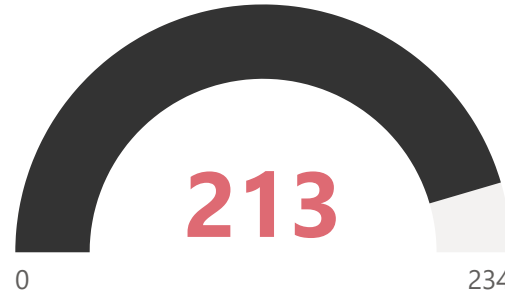
Pacific



Selected Product

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly profit vs. Target

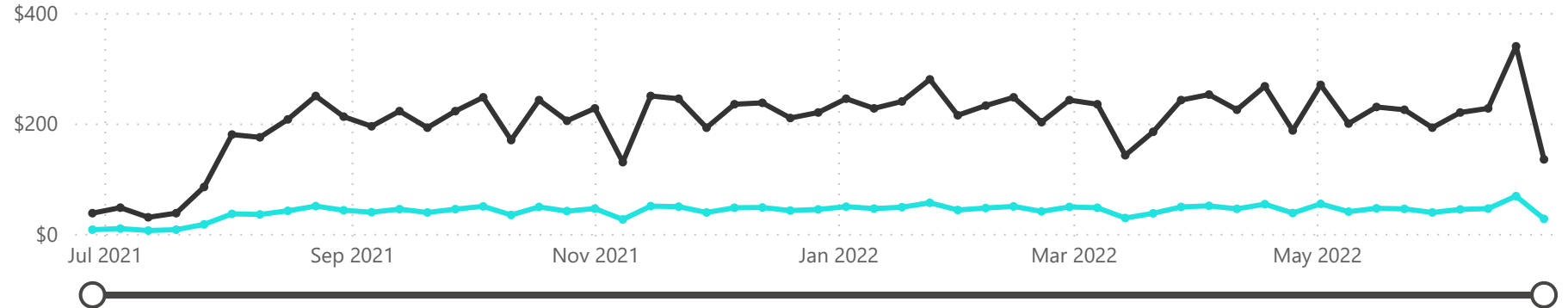


Price Adjustment(%)

-0.50

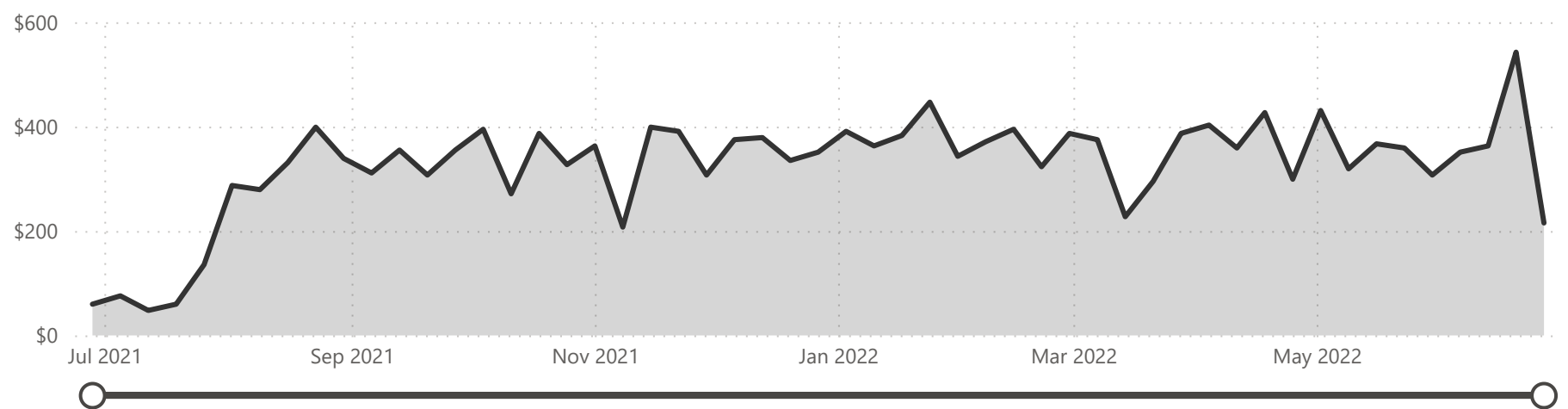


● Total Profit ● Adjusted Profit



Product Metric Selection

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



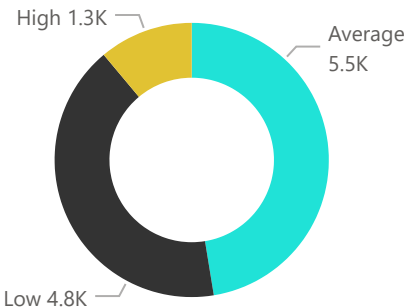
10.5K

UNIQUE CUSTOMERS

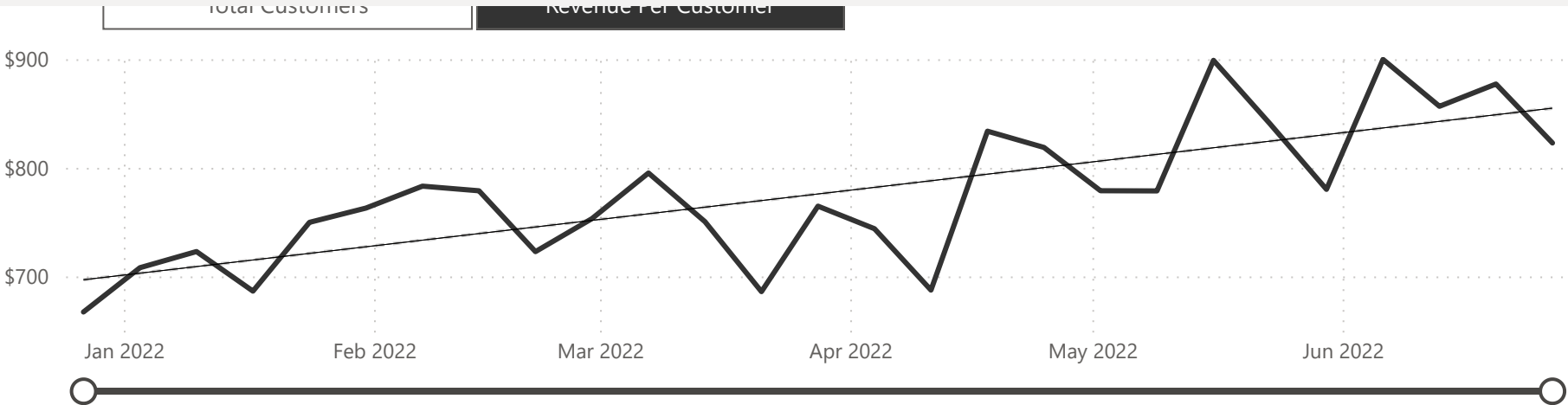
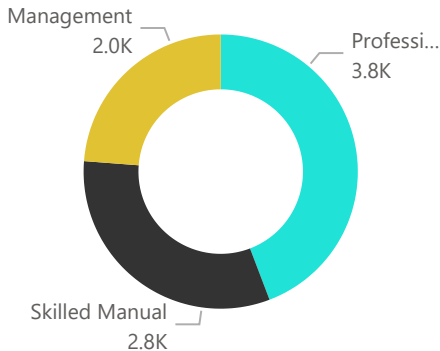
\$875

REVENUE PER CUSTOMER

Orders by income level



Orders by Occupation



Top 100 Customers

| Customer Key | Fullname | Orders | Revenue |
|--------------|-----------------------|--------|----------|
| 12936 | Renee Moreno | 4 | \$335 |
| 13179 | Mr. Adrian Sanchez | 3 | \$153 |
| 13008 | Mr. Alberto Muñoz | 3 | \$210 |
| 11530 | Mr. Andrew Martinez | 5 | \$320 |
| 11631 | Mr. Antonio Bennett | 7 | \$375 |
| 13707 | Mr. Austin Smith | 3 | \$202 |
| 11748 | Mr. Blake Hill | 3 | \$95 |
| 12892 | Mr. Brian Peterson | 3 | \$332 |
| 14077 | Mr. Bryan Townsend | 4 | \$271 |
| 13466 | Mr. Bryce James | 3 | \$186 |
| 11277 | Mr. Charles Jackson | 13 | \$944 |
| 11677 | Mr. Charles Walker | 4 | \$330 |
| 14313 | Mr. Christian Smith | 3 | \$254 |
| 11091 | Mr. Dalton Perez | 13 | \$845 |
| 11711 | Mr. Daniel Davis | 13 | \$852 |
| 13954 | Mr. Eddie Ramos | 3 | \$200 |
| 11142 | Mr. Eduardo Patterson | 10 | \$788 |
| 11300 | Mr. Fernando Barnes | 17 | \$1,250 |
| 14265 | Mr. Garrett Bell | 4 | \$255 |
| Total | | 646 | \$76,869 |

2022

2022

Top Customer by Revenue:

Mr. Jordan Turner

Orders

Revenue



Ruben Suarez drove the most revenue in 2022 by \$4700