





\$24.9M



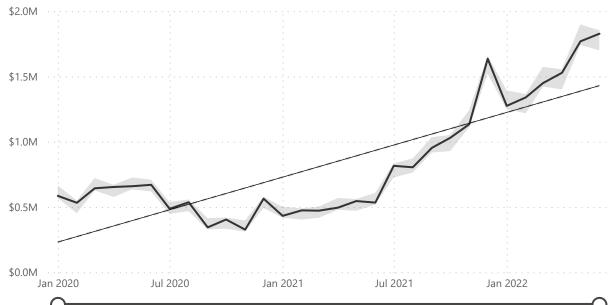


25.2K

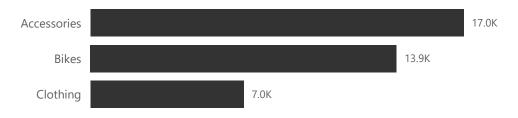


2.17%





Orders by Category



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%	

Monthly Revenue

Monthly Orders

Monthly Returns

\$1.83M~ Prev Month: \$1.77M (+3.31%)

2,146 Prev Month: 2,165 (-0.88%) 166

Prev Month: 169 (+1.78%)

Most Returned Product Type:

Shorts

Tires and Tubes

Most Ordered Product Type:

Select all Europe **North America Pacific** Canada **United Kingdom** France NORTH AMERICA
United States Germany Australia Microsoft Bing © 2025 Microsoft Corporation



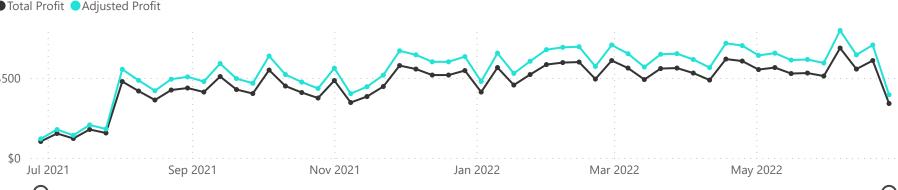


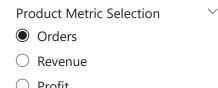




Monthly Profit Vs Targets Monthly Orders Vs Targets Monthly Revenue Vs Targets Selected Product: **Water Bottle -**30 oz. 438 \$4,292 \$2,687 Price Adjustment (%) ● Total Profit ● Adjusted Profit



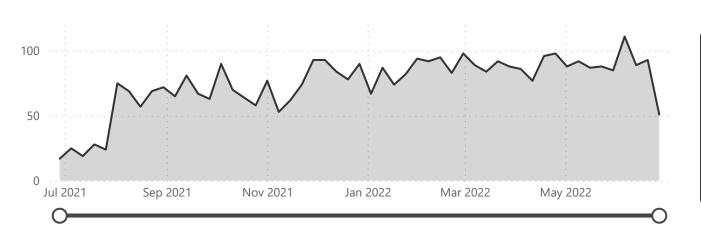






Returns

O Return %



Report Summary

Total Orders for

Water Bottle - 30 oz. Were 404

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





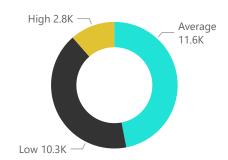




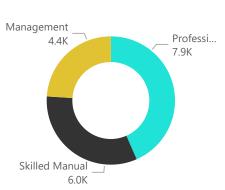
17.4K
UNIQUE CUSTOMERS

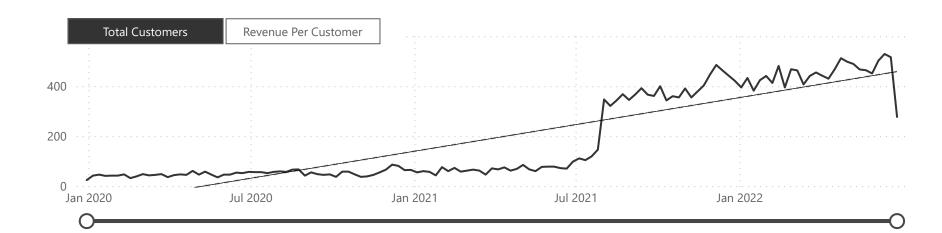
\$1,431
REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation





Top 100 Customers

Customer Key	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
Total		1,272	\$615,329

2020 2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders: Revenue:

6

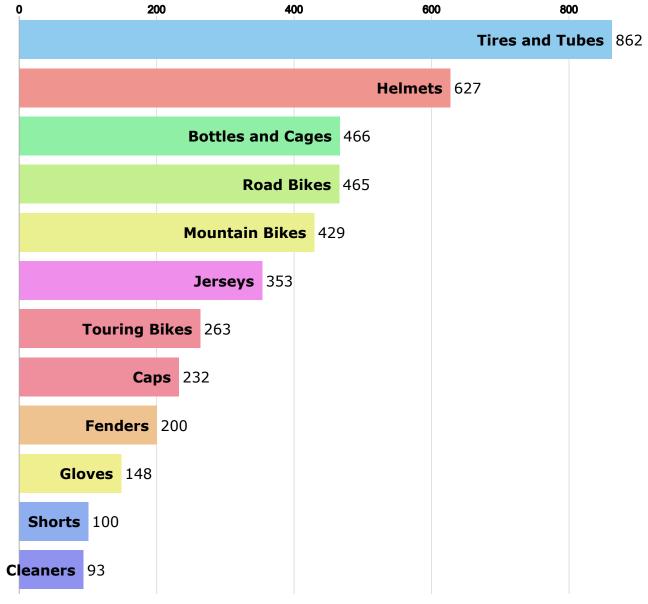
12.4K



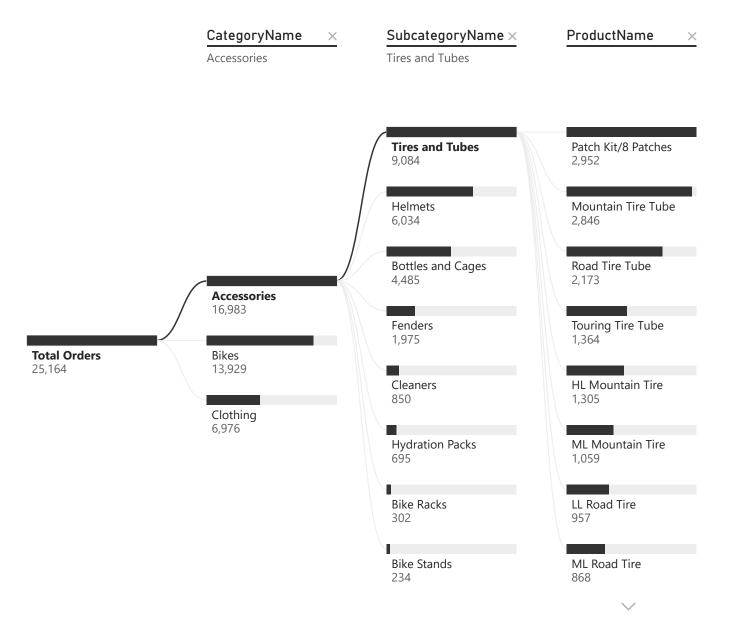
Among customers in skilled manual roles in 2022, Ruben Suarez droves the most revenue at \$4,683



X Label







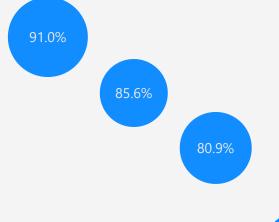
Key influencers Top segments

4 7

When is HomeOwner more likely to be $\ ^{\lor}$

, Y × ?

We found 6 segments and ranked them by % HomeOwner is Y and populatio...



72.1%	71.1%	
		69.9%

	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment (
% HomeOwner	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279

Key influencers Top segments

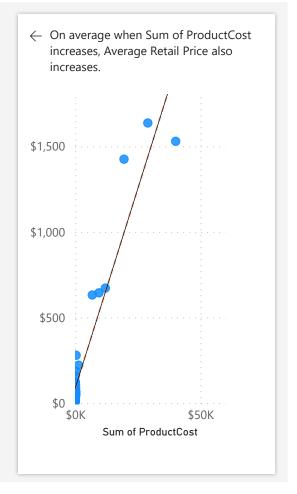


What influences Average Retail Price to Increase

Increase \vee ?

When...the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61





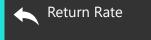
\$24.9M



\$10.5M



25.2K



2.17%



\$1.83M

Last Month: \$1,768,433

Target: **\$1,945,276** (\$118K)

