



\$24.9M

REVENUE

\$10.5M

PROFIT

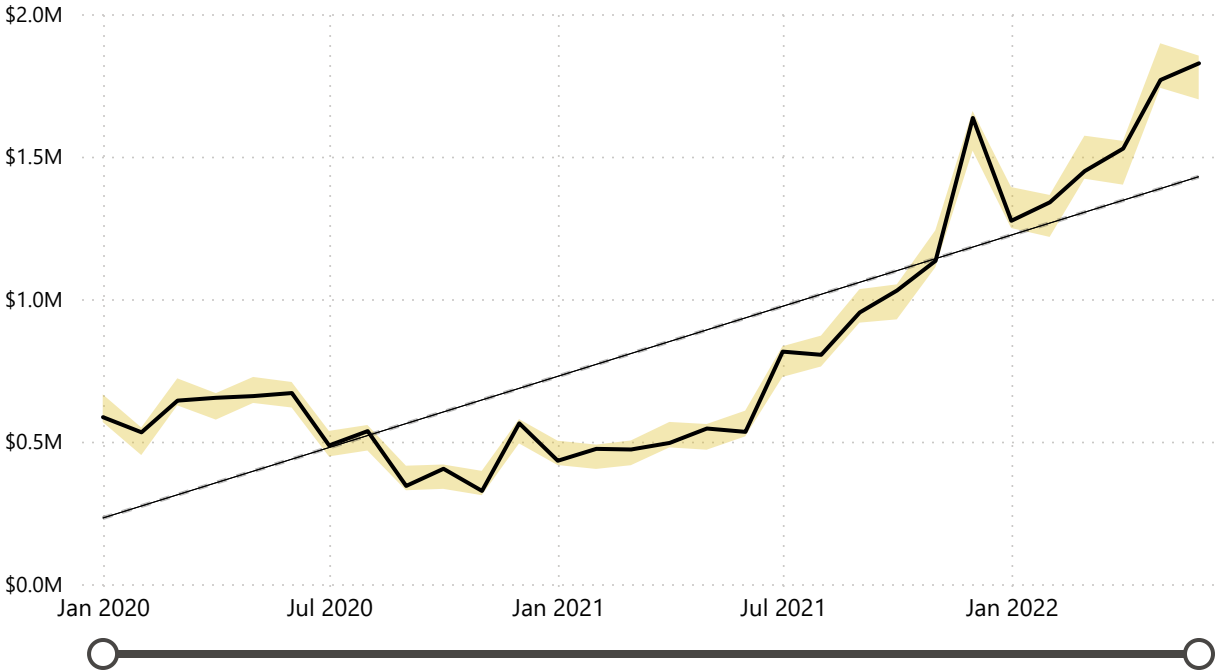
25.2K

ORDERS

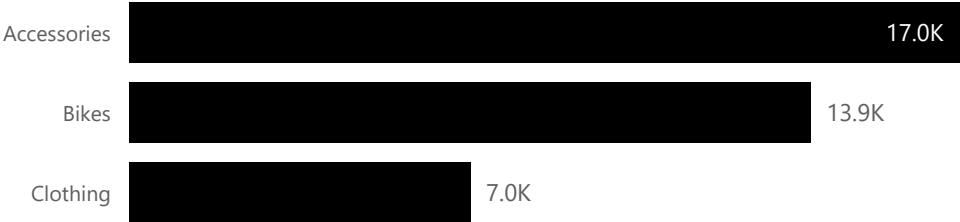
2.2%

RETURN RATE

Revenue Trends

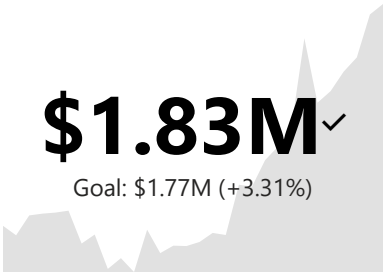


Orders By Category



Top 10 Products	Orders	Total Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120.18	3.31%
Sport-100 Helmet, Black	1,940	\$65,269.75	2.68%
Road Tire Tube	2,173	\$17,264.73	1.55%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Mountain Bottle Cage	1,896	\$38,061.90	2.02%
Fender Set - Mountain	1,975	\$87,040.80	1.36%
AWC Logo Cap	2,062	\$35,882.07	1.11%

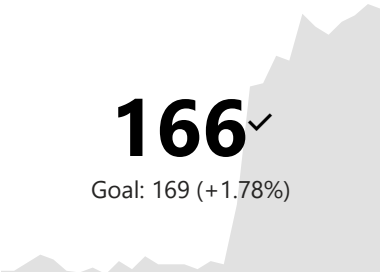
Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered product:

Tires and Tubes

Most Returned product:

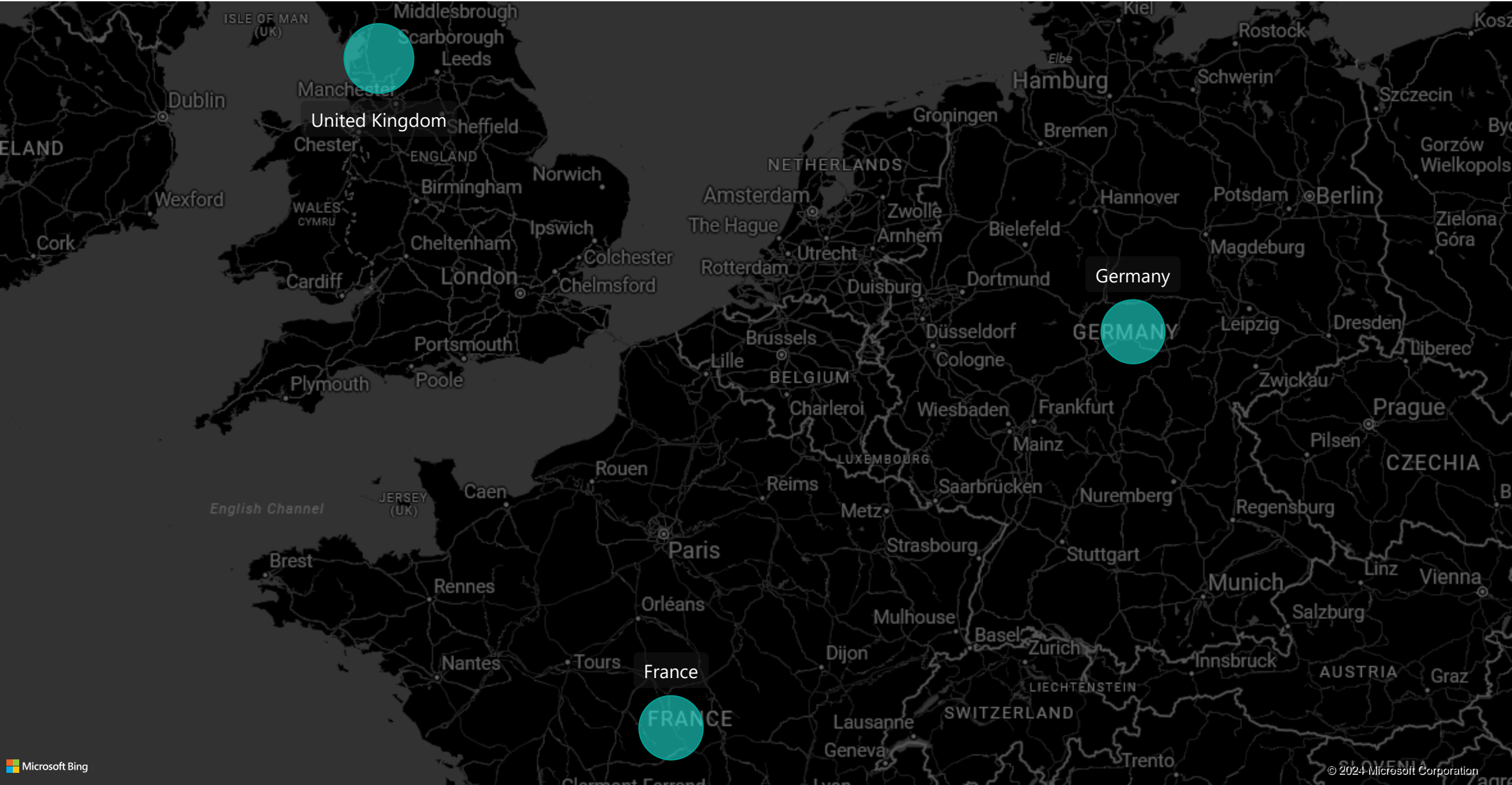
Shorts

Select all

Europe

North America

Pacific



Product:

Water Bottle -
30 oz.

Monthly orders vs Targets



Monthly Revenue vs Targets



Monthly Profit vs Targets

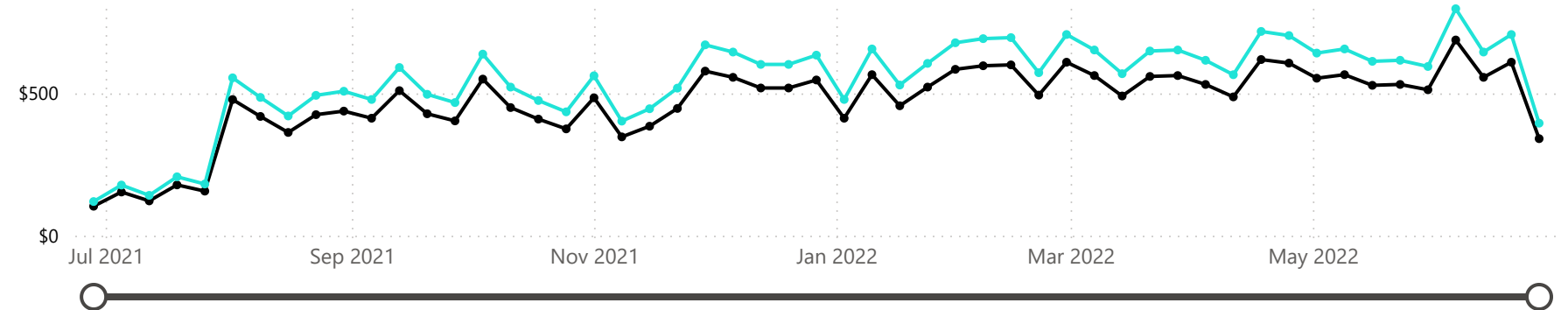


Price Adjustment %

0.10



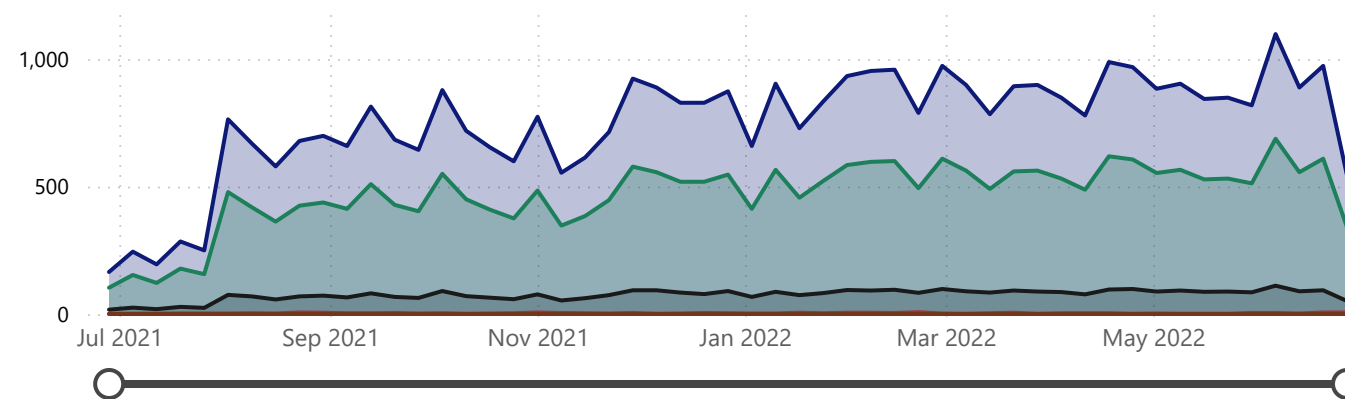
● Total Profit ● Adjusted Profit



Product Metric Selection

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

● Orders ● Revenue ● Profit ● Returns ● Return Rate



Report Summary

Total orders of
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](#).

Profit experienced the longest period of decline (1.34%) between



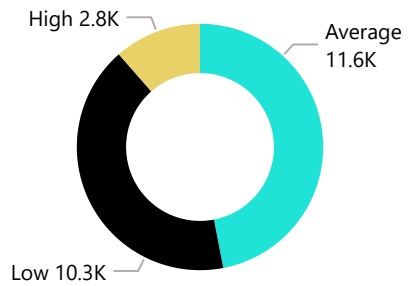
17.4K

UNIQUE CUSTOMERS

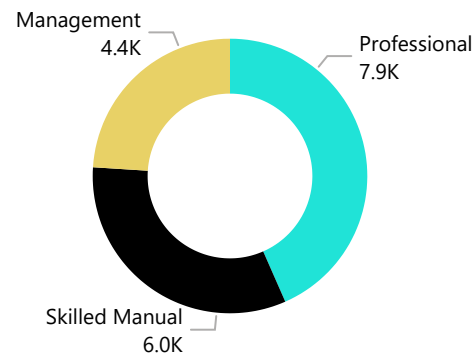
\$1.4K

REVENUE PER CUSTOMER

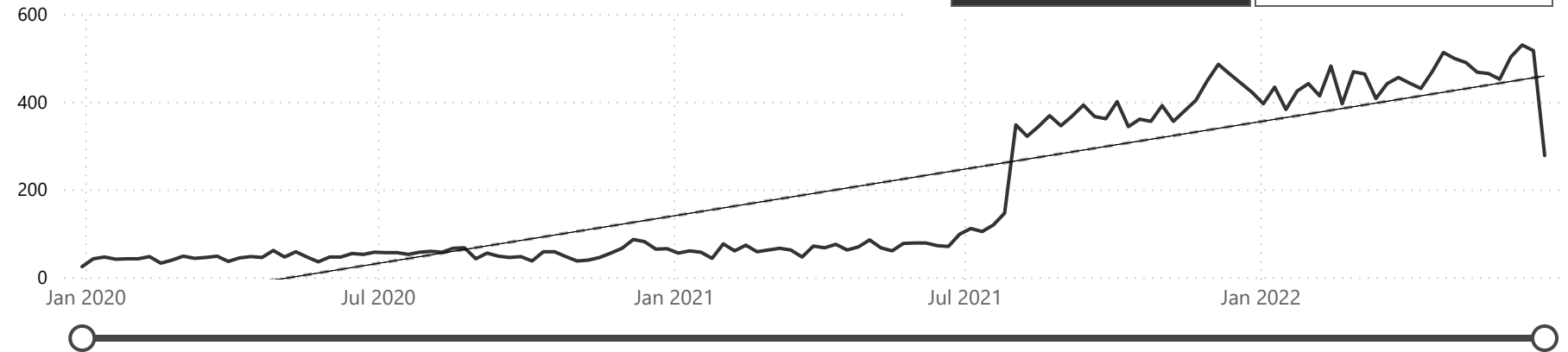
Orders by Income Level



Orders by occupation



Total Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.23
13405	Mr. Ethan Bryant	4	\$10,308.52
11429	Mr. Marco Lopez	6	\$10,289.69
12632	Mrs. Bonnie Nath	4	\$10,282.91
11245	Mr. Ricky Vazquez	4	\$10,165.92
11237	Mr. Clarence Anand	4	\$10,065.01
11428	Mrs. Deanna Perez	4	\$9,761.60
Total		1,272	\$6,15,328.6

2020

2022

Top Customers (by revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



In 2022, among customer in management roles with high level income , Mr. Jordan Turner has drove the most revenue of \$6802 with 5 orders.

Measure selector

- ☐ Total Revenue
- ☐ Total Profit
- ☐ Total orders
- ☒ Total Cost
- ☐ Quantity sold
- ☐ Total Returns

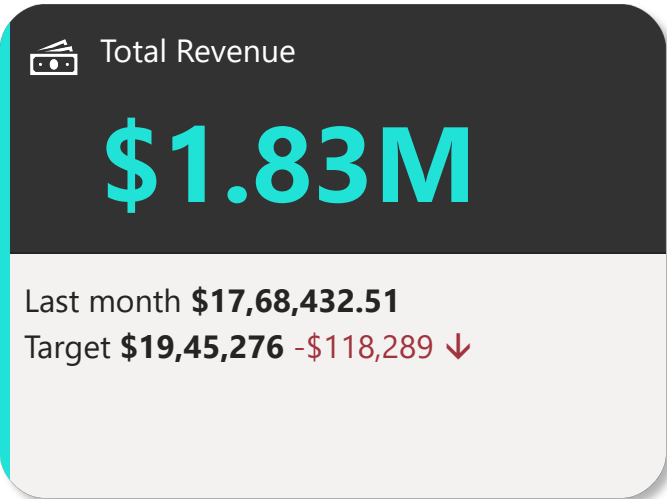
Calculation group example

SubcategoryName	Current measure	Previous month	MoM	MoM % change	QTD	YTD
Mountain Bikes	\$46,53,086	\$42,73,163	\$3,79,923	8.89%	\$10,30,707	\$18,25,213
2020	\$8,43,864	\$7,21,647	\$1,22,217	16.94%	\$2,53,402	\$8,43,864
2021	\$19,84,009	\$18,01,165	\$1,82,844	10.15%	\$7,19,450	\$19,84,009
2022	\$18,25,213	\$17,50,352	\$74,862	4.28%	\$10,30,707	\$18,25,213
Road Bikes	\$69,18,836	\$65,83,957	\$3,34,879	5.09%	\$9,50,474	\$16,89,599
2020	\$29,59,467	\$27,54,753	\$2,04,714	7.43%	\$5,01,660	\$29,59,467
2021	\$22,69,770	\$21,55,339	\$1,14,431	5.31%	\$7,41,064	\$22,69,770
2022	\$16,89,599	\$16,73,865	\$15,734	.94%	\$9,50,474	\$16,89,599
Tires and Tubes	\$1,42,430	\$1,29,188	\$13,242	10.25%	\$40,855	\$78,975
Total	\$1,17,14,352	\$1,09,86,308	\$7,28,044	6.63%	\$20,22,035	\$35,93,787

New card visual demo



Reference label demo:



SVG Template demo

