



Total Revenue

\$24.92M

Total Profit

10.46M

SALES PERFORMANCE DASHBOARD

Category

All

Country

All

Monthly Revenue

\$1.45M

✓

Goal: 1.34M (+8.17%)

Monthly Orders

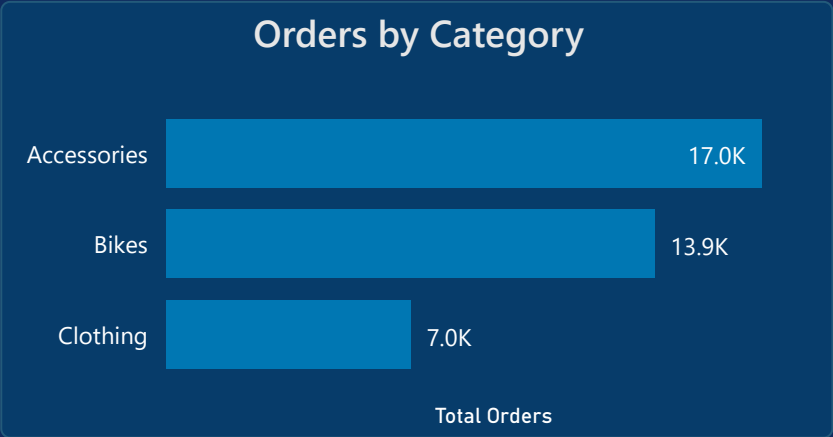
1962!

Goal: 1.34M (-99.85%)

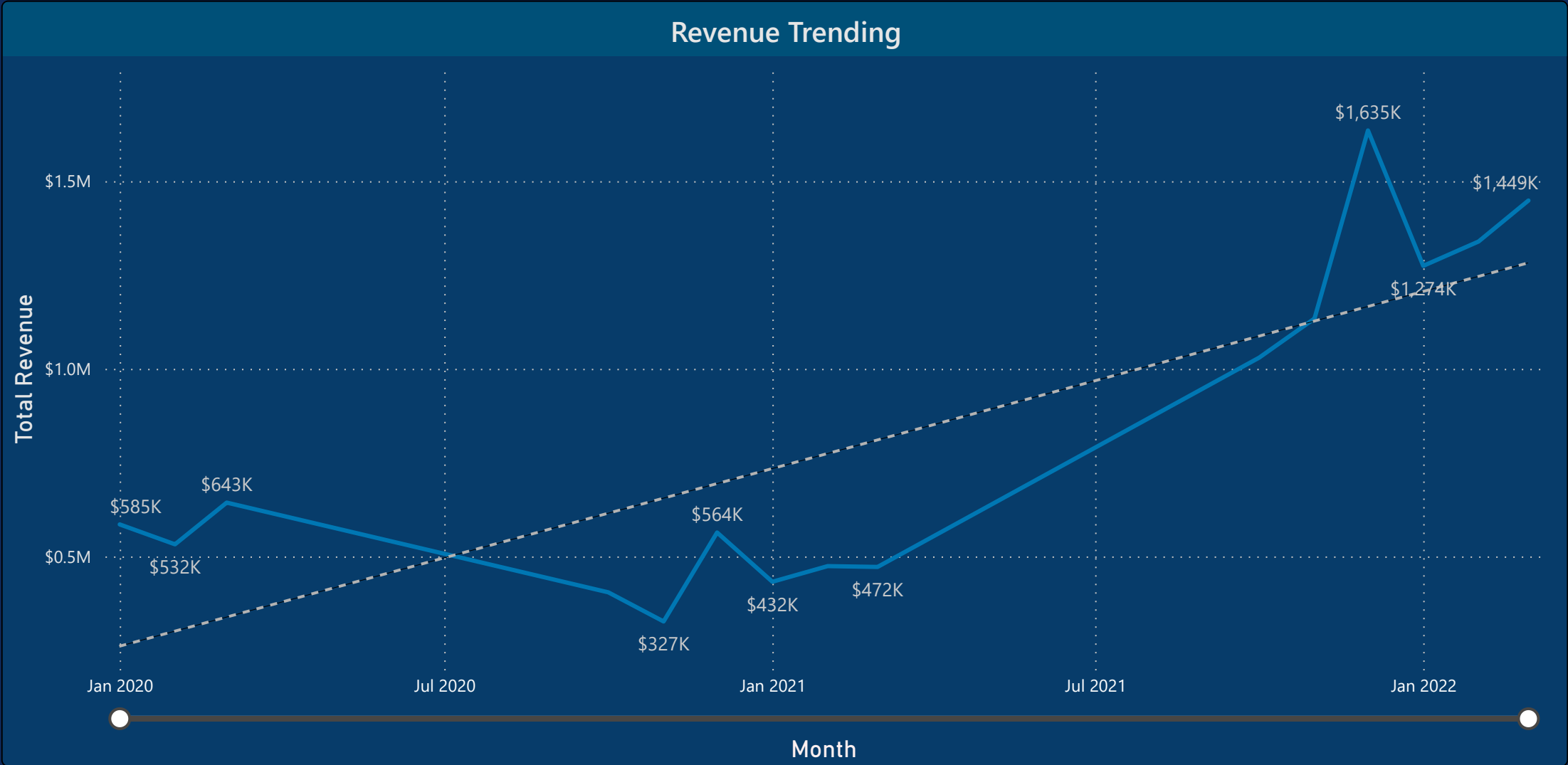
Monthly Returns

158!

Goal: 1.34M (-99.99%)



ProductName	Total Orders	Total Revenue	Return Rate	
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%	
Patch Kit/8 Patches	2952	\$13,506.42	1.61%	
Mountain Tire Tube	2846	\$28,333.22	1.64%	
Road Tire Tube	2173	\$17,264.73	1.55%	
Sport-100 Helmet, Red	2099	\$73,444.01	0.000000001	3.33%
AWC Logo Cap	2062	\$35,882.07	42	1.11%
Sport-100 Helmet, Blue	1995	\$67,120.17	8999999999	3.31%
Fender Set - Mountain	1975	\$87,040.8		1.36%
Sport-100 Helmet, Black	1940	\$65,269.74	7999999999	2.68%
Mountain Bottle Cage	1896	\$38,061.9		2.02%
Total	15587	\$4,65,678.41	12	1.85%



Most Ordered Product



Tires and Tubes

Most Return Product



Shorts



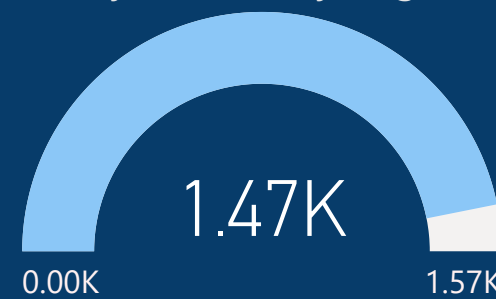
Selected Product

Road Tire Tube

Monthly Orders by Target



Monthly Revenue by Target



Monthly Profit by Target



Category

All

Country

All

-1.00

0.95



Purchase Count

2173

Returns

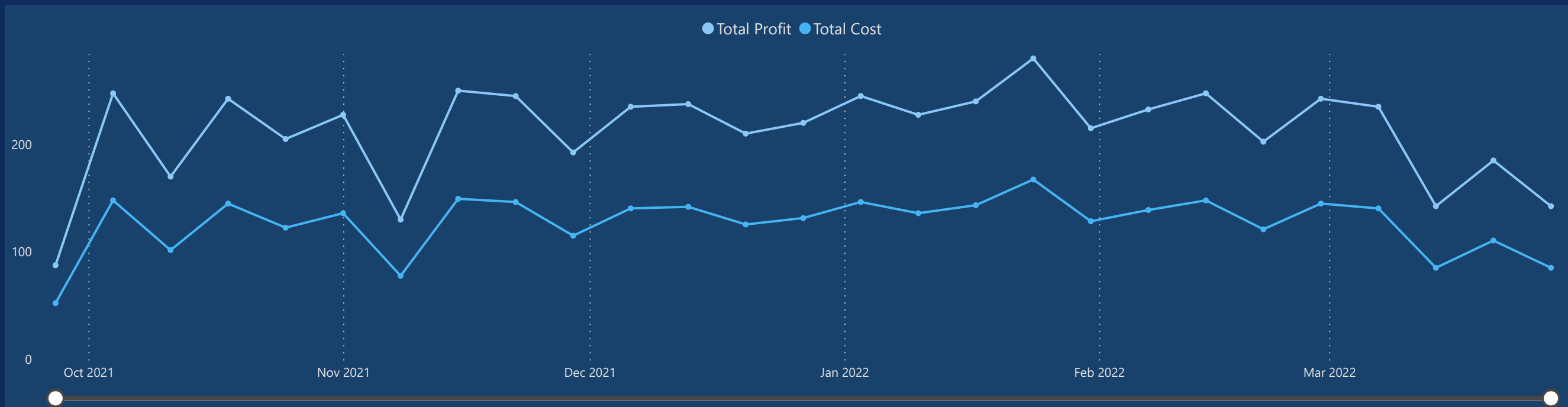
67

Revenue

\$17.26K

Profit

10.81K





Unique Customer
17.4K

Revenue Per Customer
\$685

No. of Products
293

Customer Details

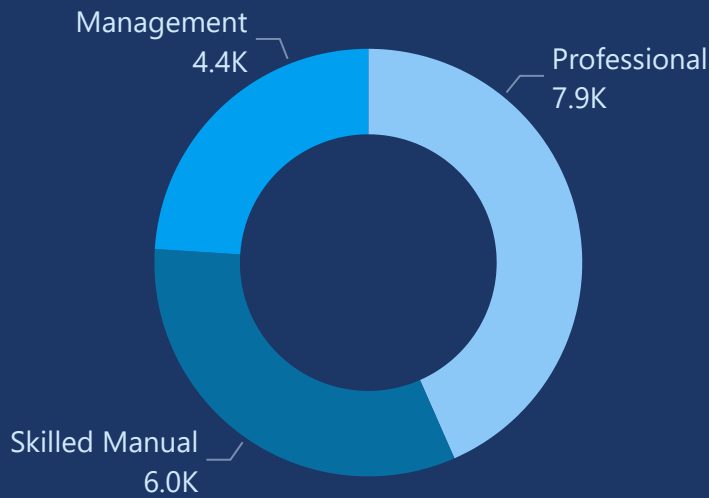


Marital Status
All

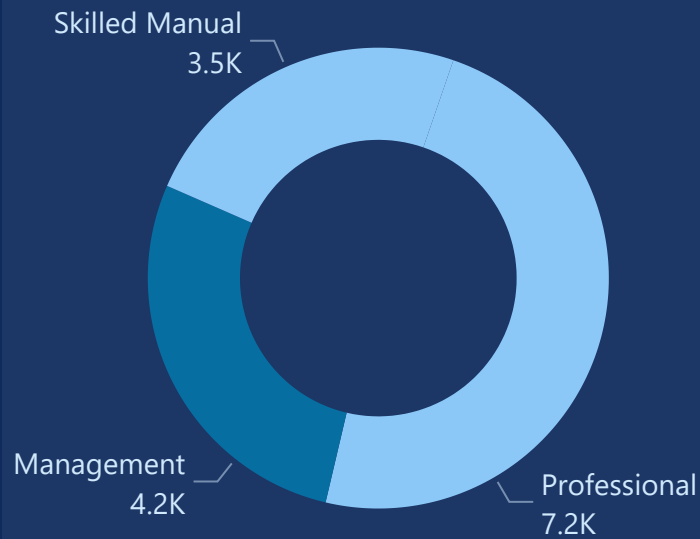
Category
All

Country
All

Orders by Occupation



Orders by Income Level



Customer Key	Full Name	Age_yr	Total Orders	mea_Revenue
12650	AARON WRIGHT	71	4	10,329.23
13256	ABBY SUBRAM	63	4	7,308.39
12984	ADAM YOUNG	63	4	302.03
13179	ADRIAN SANCHEZ	79	4	259.00
12300	ADRIANA GONZALEZ	75	4	9,195.70
15172	ALEXANDRA HILL	46	4	309.91
13758	ALEXANDRIA BELL	62	4	367.36
13231	ALEXIA ROSS	72	4	385.49
15244	ALEXIS RODRIGUEZ	45	4	251.71
13575	ALICIA SHEN	77	4	8,999.41
11131	AMANDA RIVERA	41	4	211.79
13920	AMANDA ROGERS	57	4	326.52
13318	AMBER PEREZ	67	4	308.01
11421	AMY SUN	75	4	9,534.15
11215	ANA PERRY	71	17	1,335.85
14328	ANDREA ROGERS	45	5	429.52
11530	ANDREW MARTINEZ	64	15	757.59
12970	ANGELA POWELL	61	4	565.41
11631	ANTONIO BENNETT	50	16	1,001.38
11566	APRIL SHAN	54	24	1,424.49
11425	ARIANA GRAY	67	6	10,391.43
11185	ASHLEY HENDERSON	76	25	1,716.76
12657	AUDREY BLANCO	72	4	7,139.17
11719	BLAKE GREEN	61	5	403.83
11748	BLAKE HILL	63	5	194.79
12632	BONNIE NATH	77	4	10,282.91
12307	BRAD SHE	66	4	9,161.01
12124	BRANDI GILL	64	4	9,166.20
11501	BRANDY CHANDRA	46	13	844.63
12892	BRIAN PETERSON	49	4	496.02
14282	BRIANNA LEWIS	47	4	207.15
12041	BRITTANY LIVES	60	4	250.26
Total			1272	6,15,328.64

Select All

2020

2021

2022

Top Customer by Revenue:

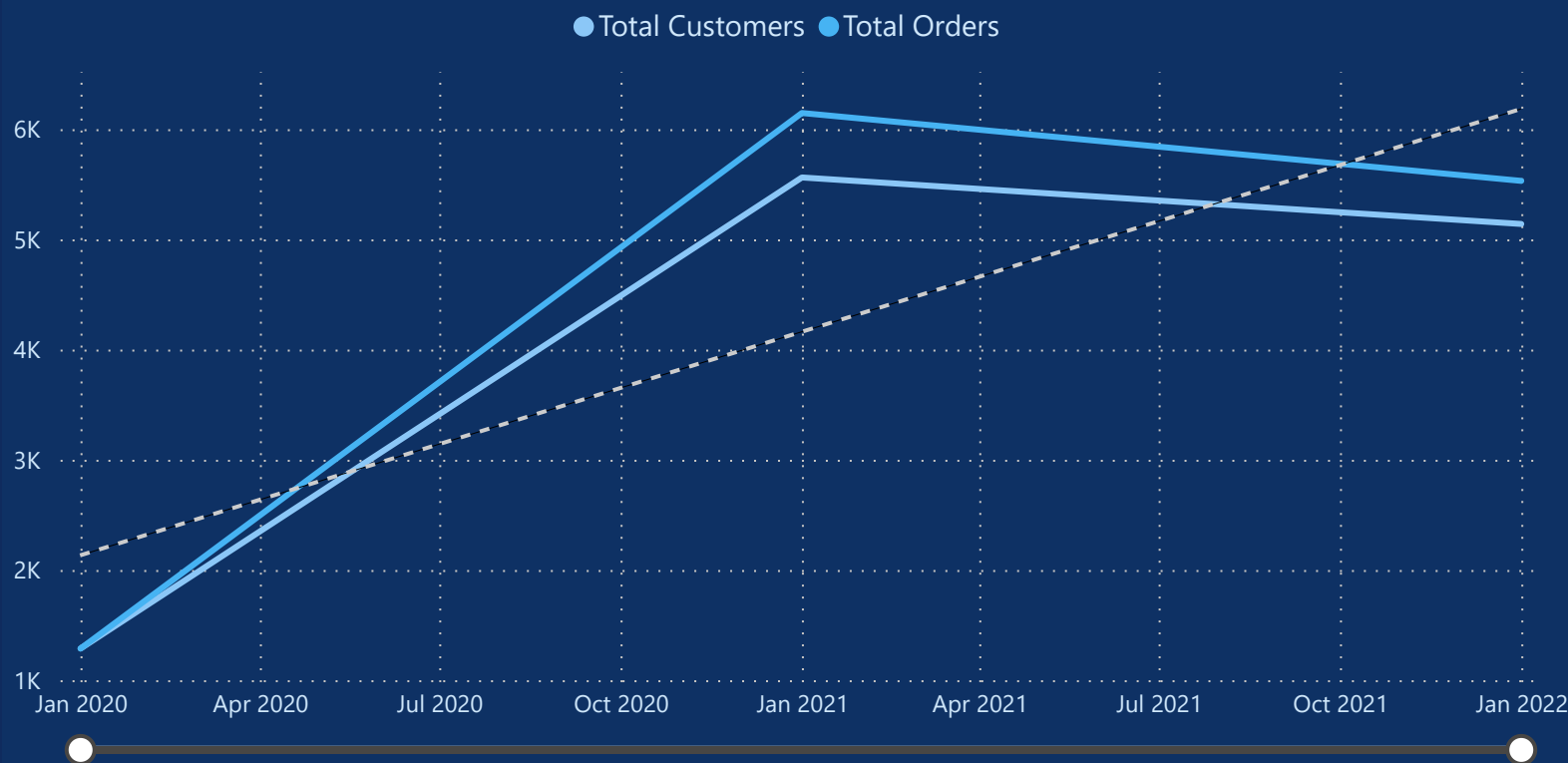
MAURICE SHAN

Orders:

6

Revenue:

12.41K





SALE

Total Purchase

56046

Total Returns

1809

Most Color Black Sold

8502

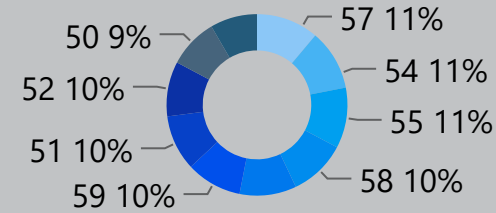
Subcategory Count

37

Total Returns

2.17%

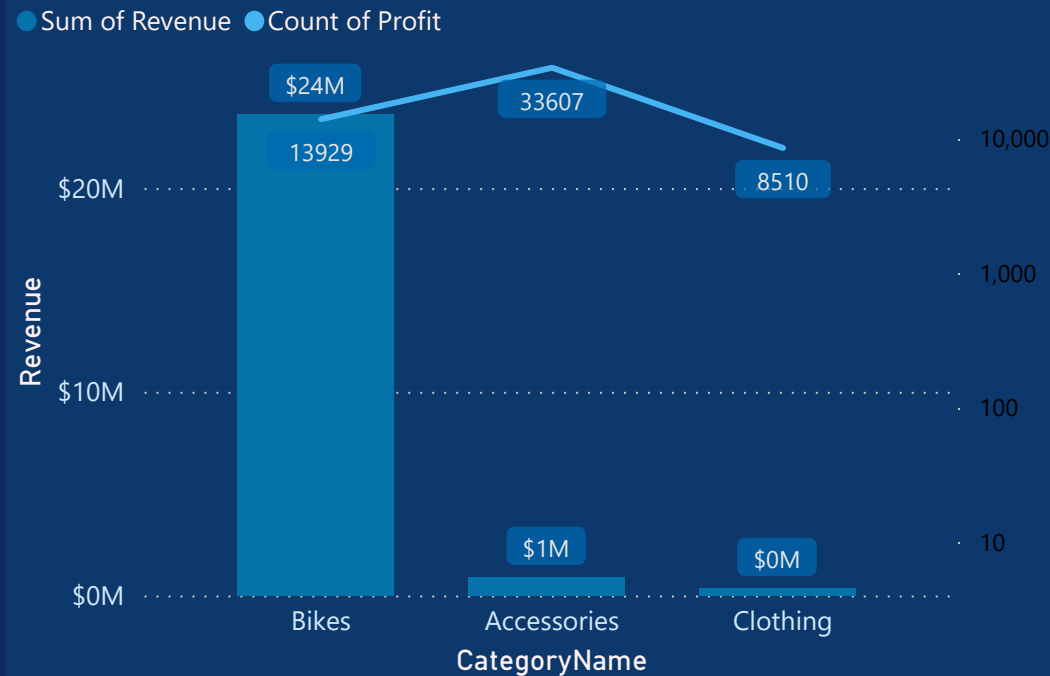
Most revenue based by Age



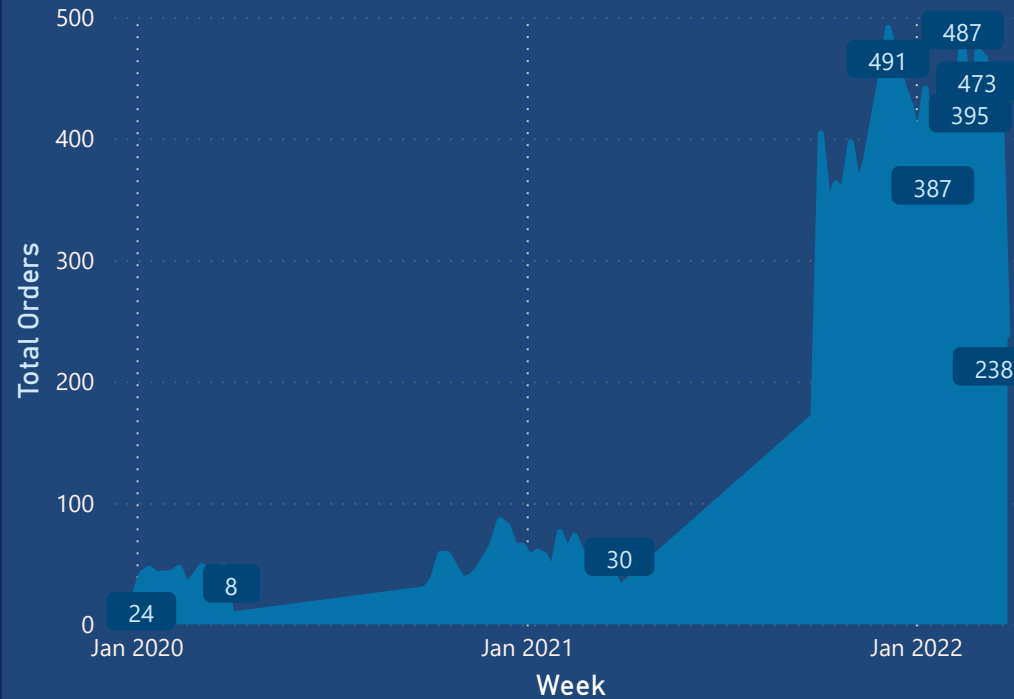
Country

All

Top 3 Revenue by Category



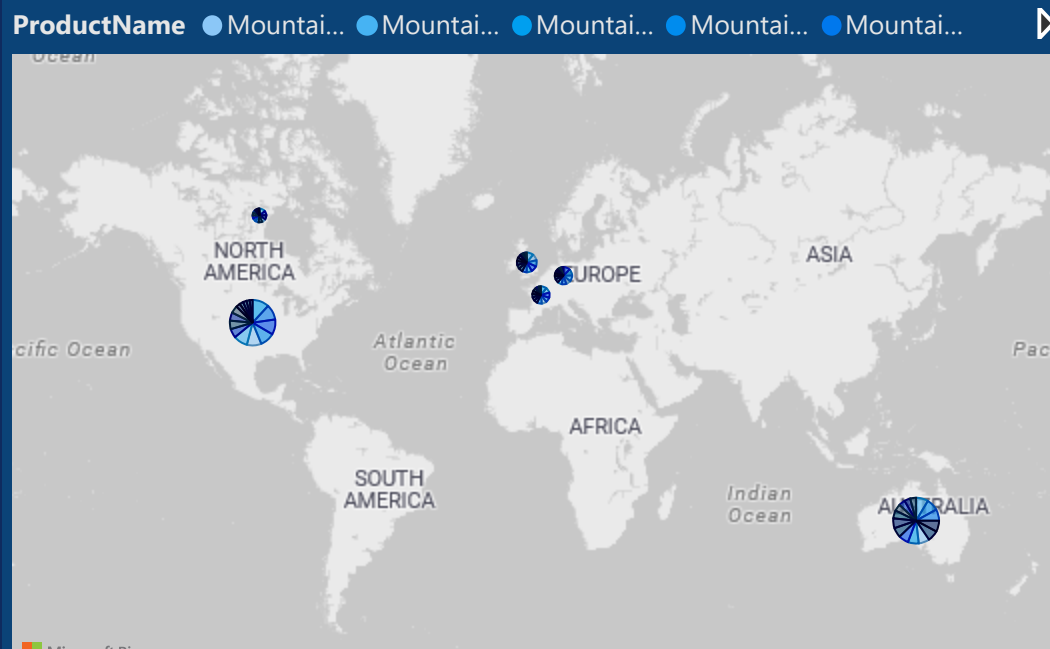
Total Orders by Week



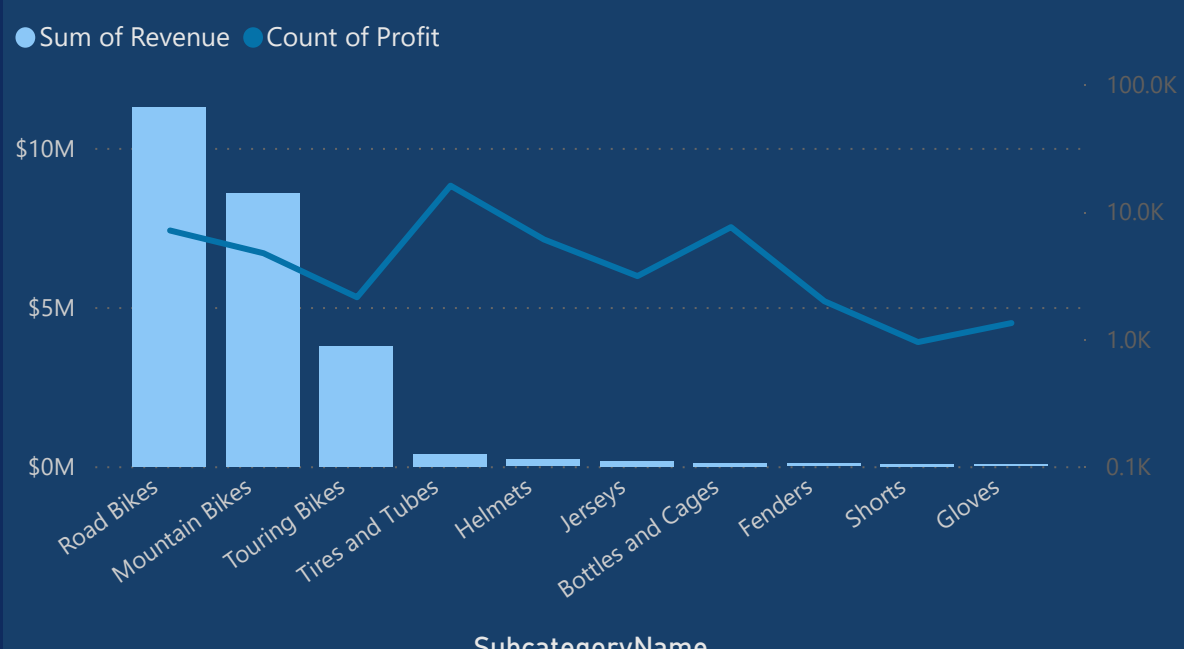
ProductKey	ProductName	Sum of ReturnQuantity	Country
214	Sport-100 Helmet, Red	18	Australia
214	Sport-100 Helmet, Red	8	Canada
214	Sport-100 Helmet, Red	5	France
214	Sport-100 Helmet, Red	8	Germany
214	Sport-100 Helmet, Red	8	United K
214	Sport-100 Helmet, Red	23	United St
215	Sport-100 Helmet, Black	6	Australia
215	Sport-100 Helmet, Black	4	Canada
215	Sport-100 Helmet, Black	9	France
215	Sport-100 Helmet, Black	4	Germany
215	Sport-100 Helmet, Black	10	United K

ProductKey	ModelName	ProductName	ProductSize	ProductStatus
235	Long-Sleeve Logo Jersey	Long-Sleeve Logo Jersey, XL	XL	U
491	Short-Sleeve Classic Jersey	Short-Sleeve Classic Jersey, XL	XL	U
226	Long-Sleeve Logo Jersey	Long-Sleeve Logo Jersey, S	S	U
462	Half-Finger Gloves	Half-Finger Gloves, S	S	U
471	Classic Vest	Classic Vest, S	S	U
474	Women's Mountain Shorts	Women's Mountain Shorts, S	S	W
488	Short-Sleeve Classic Jersey	Short-Sleeve Classic Jersey, S	S	U
214	Sport-100	Sport-100 Helmet, Red	NA	NA
215	Sport-100	Sport-100 Helmet, Black	NA	NA

Revenue by Country and Product



Top 3 Revenue by Category



Select all

Australia

Canada

France

Germany

United Kingdom

United States

Sum of Revenue by Country

