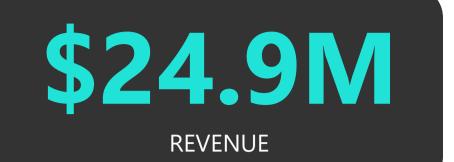


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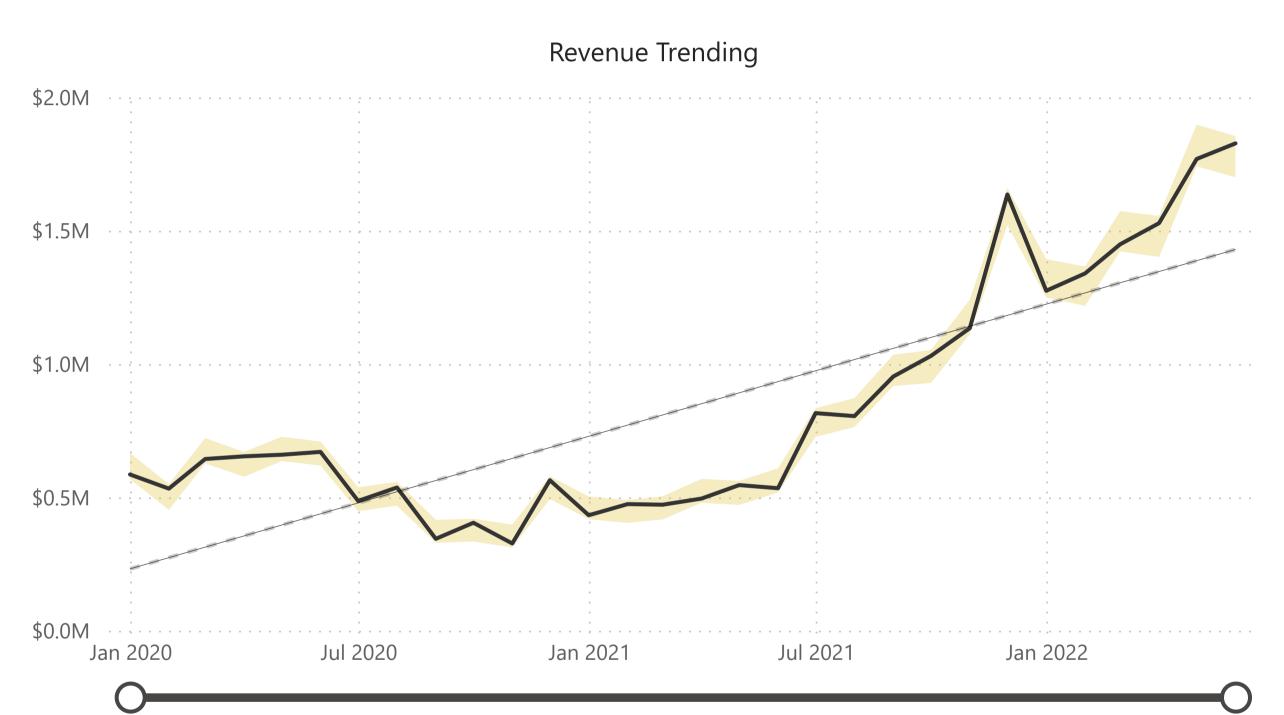
\$10.5M
PROFIT

25.2K

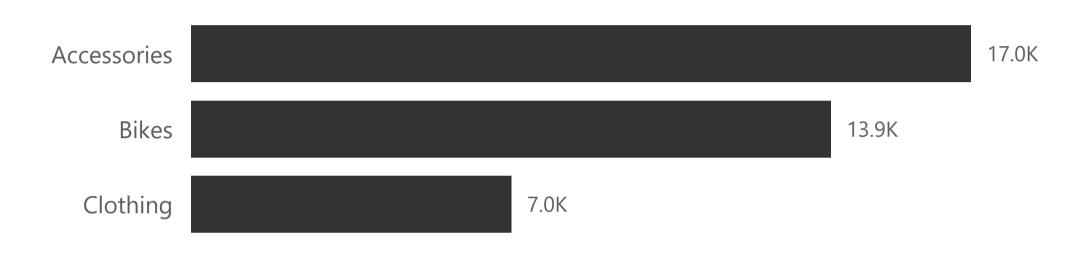
ORDERS

2.2%

RETURN RATE



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

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

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

166

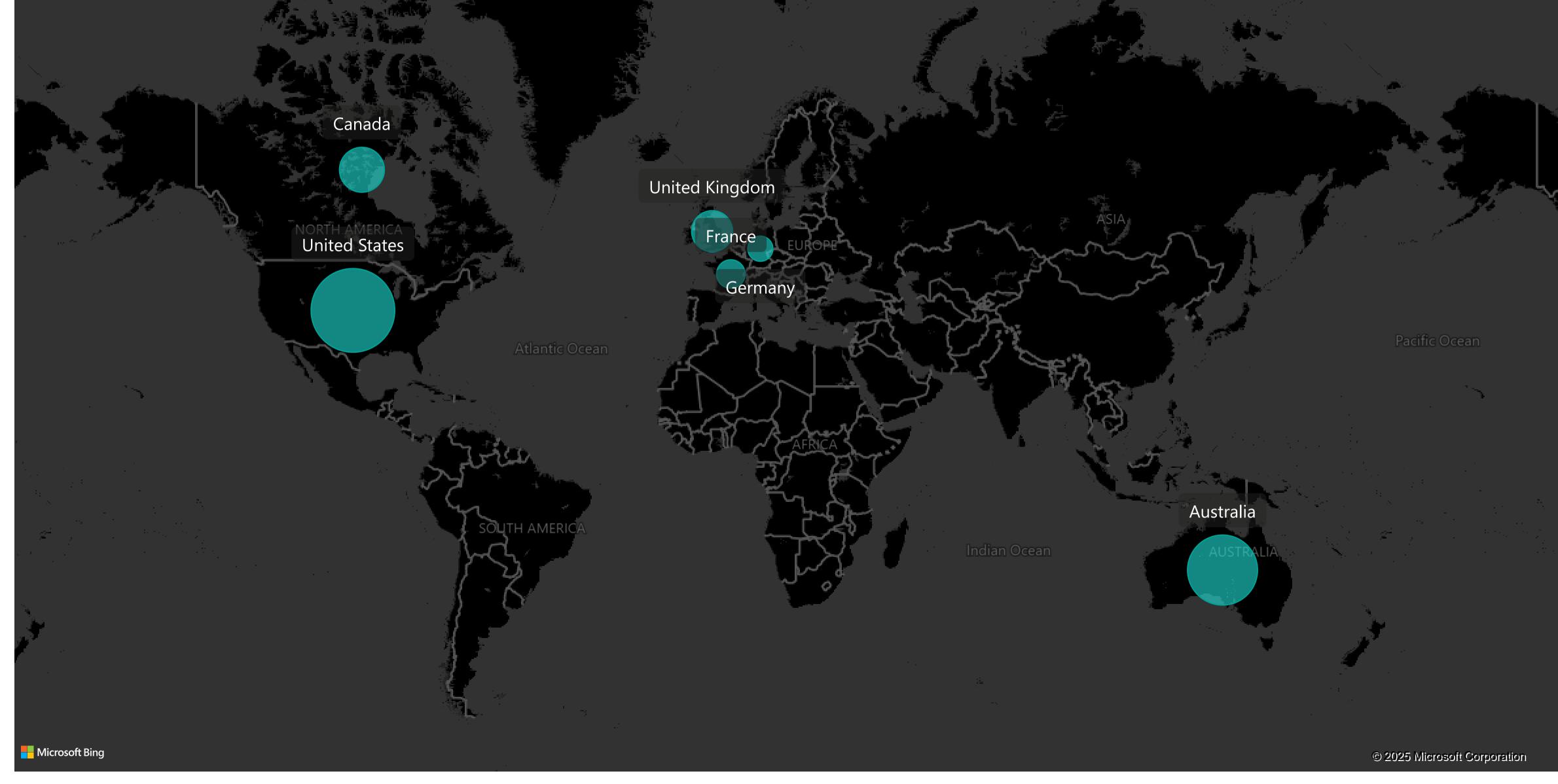
Prev Month: 169 (+1.78%) Tires and Tubes

Most Ordered Product Type:

Most Returned Product Type:

Shorts

Select all Europe North America Pacific











Jan 2022

Mar 2022

Profit experienced the longest period

of decline (-\$34) between Monday,

May 2022





\$200

Jul 2021

Sep 2021

Nov 2021

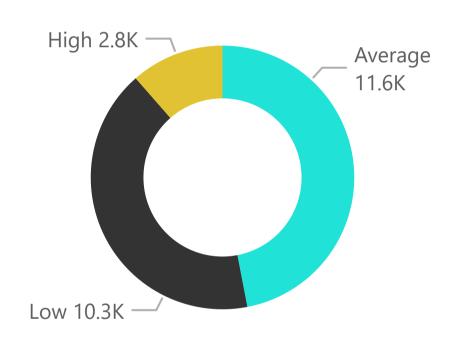




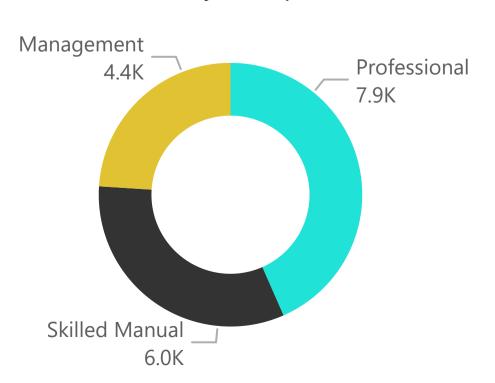
17.4K
UNIQUE CUSTOMERS

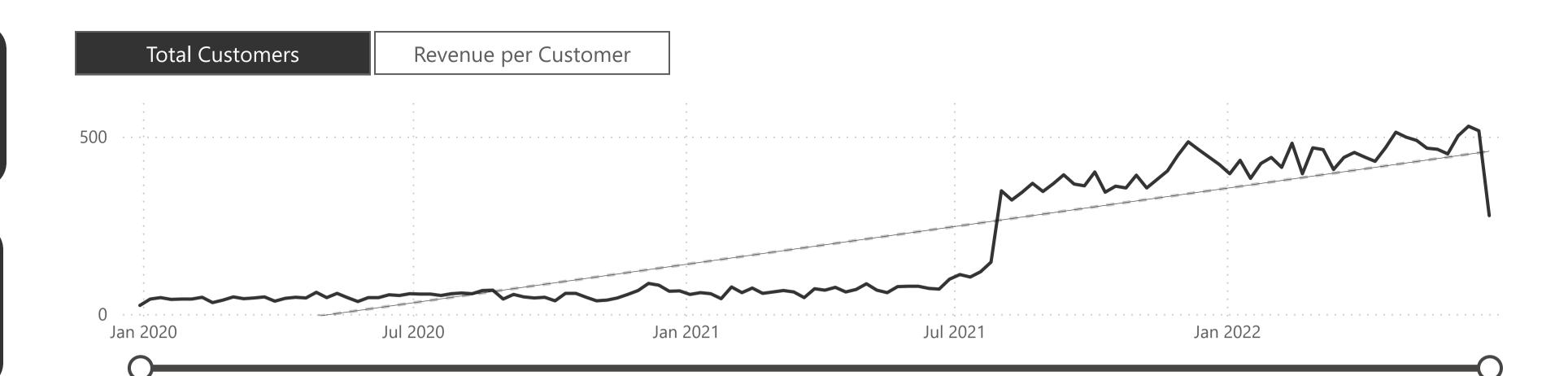
\$1,431 REVENUE PER CUSTOMER

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
11427	Mrs. Desiree Dominguez	4	\$9,718
Total		1,272	\$615,329

Year

2020 2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



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

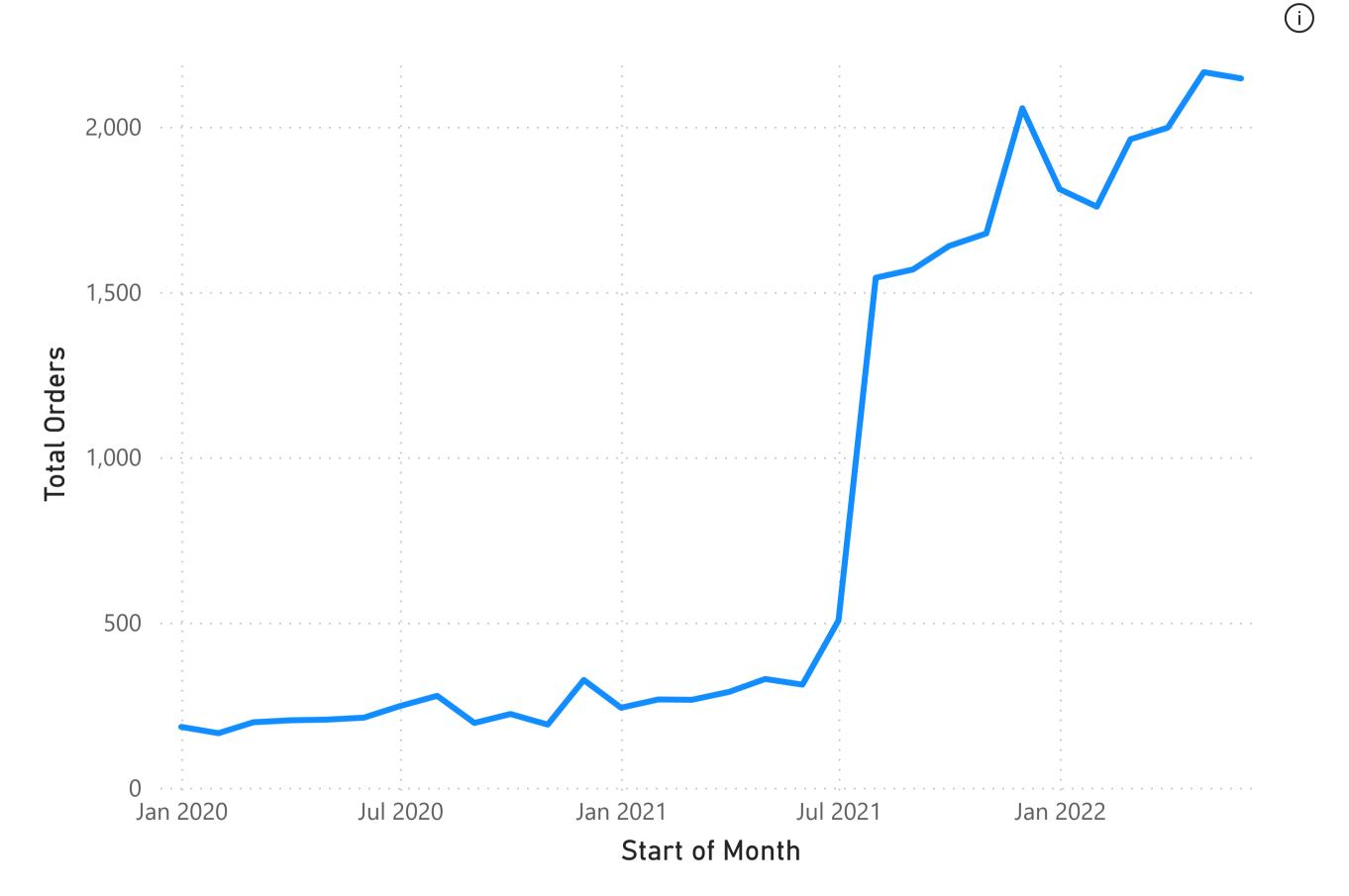








Showing results for *Total orders sorted by calendar lookup start of month*



Is this useful? 🖒 🗸

CategoryName	Total Orders
Accessories	16,983
⊟ Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
 Clothing	6,976

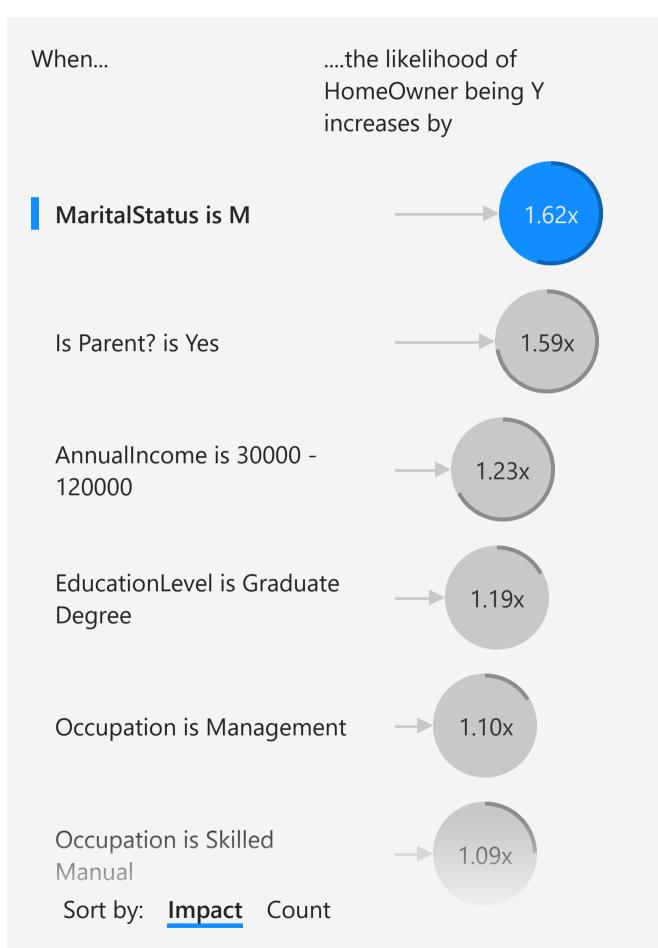
Total

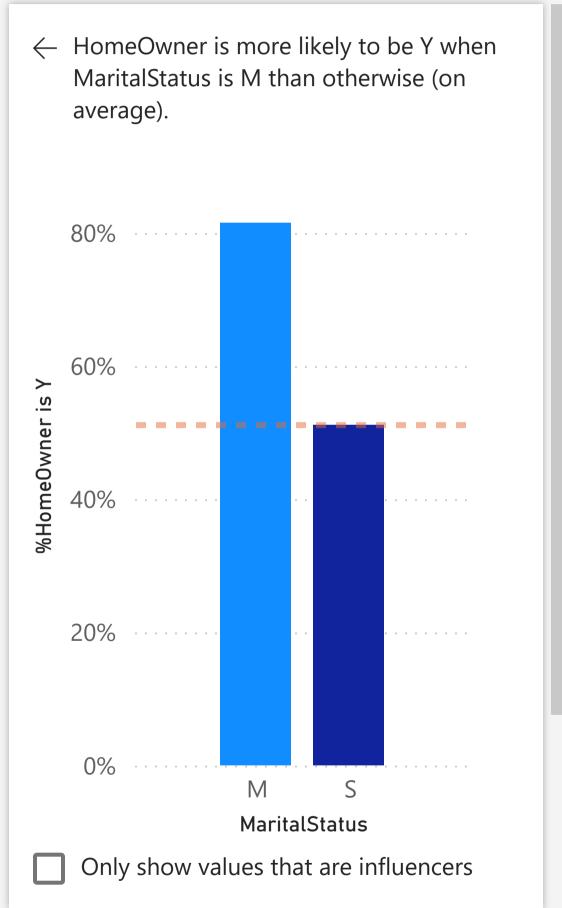
25,164

25K Total Orders

Total Orders 25,164

What influences HomeOwner to be Y?





What influences Average Retail Price to Increase

ncrease \checkmark ?

