



\$24.9M

REVENUE

\$10.5M

PROFIT

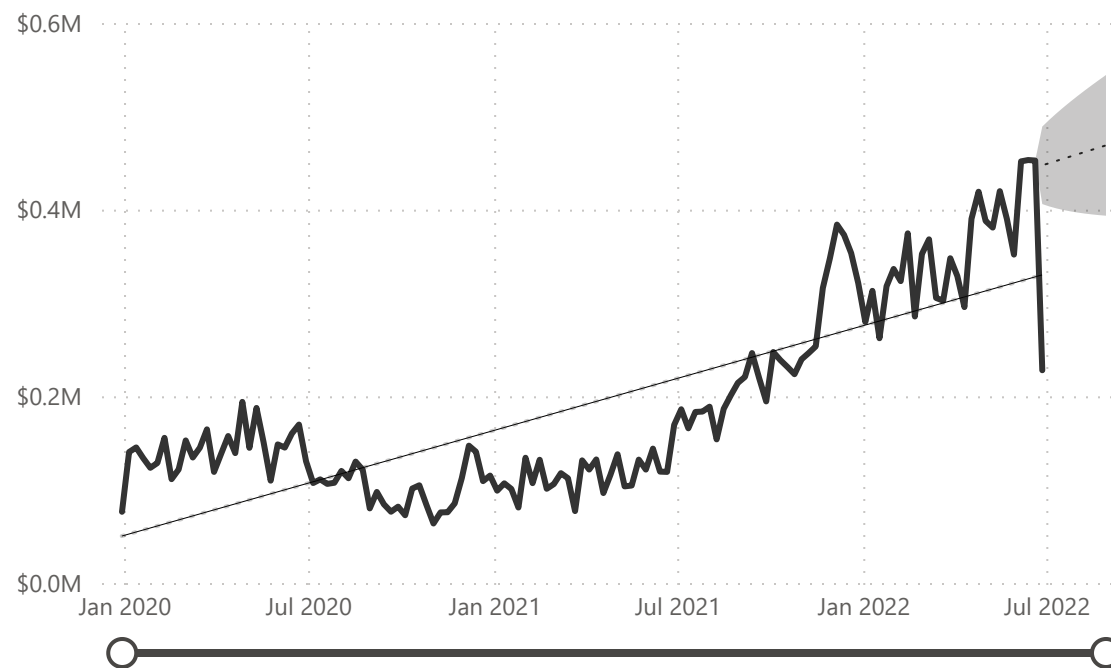
25.2K

ORDERS

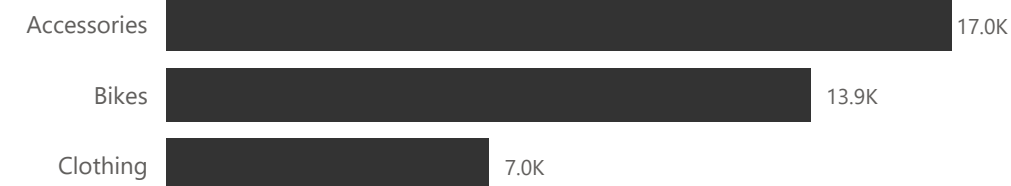
2.2%

Return Rate

Weekly Revenue



Orders by Category



Top 10 Products

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

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Category

Tires and Tubes

Most Returned Product Category

Shorts



Select all

Europe

North America

Pacific



Selected Product:

**Water Bottle -
30 oz.**

Monthly Orders Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target



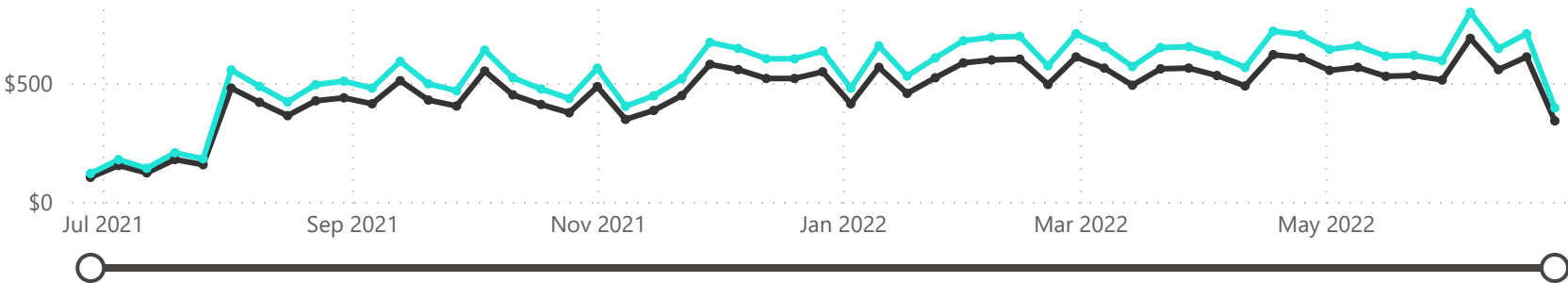
Price Adjustment %

0.10



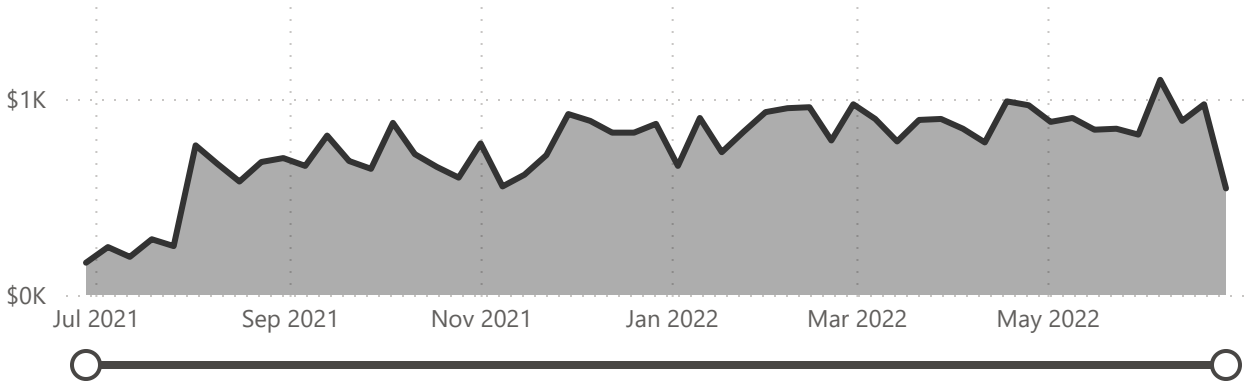
Profit Trending

● Total Profit ● Adjusted Profit



Parameter

- ☐ Returns
- ☒ Revenue
- ☐ Profit
- ☐ Orders
- ☐ Return %



Report Summary

Total orders for **Water Bottle - 30 oz.** were **3,983**

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



17K

CUSTOMERS

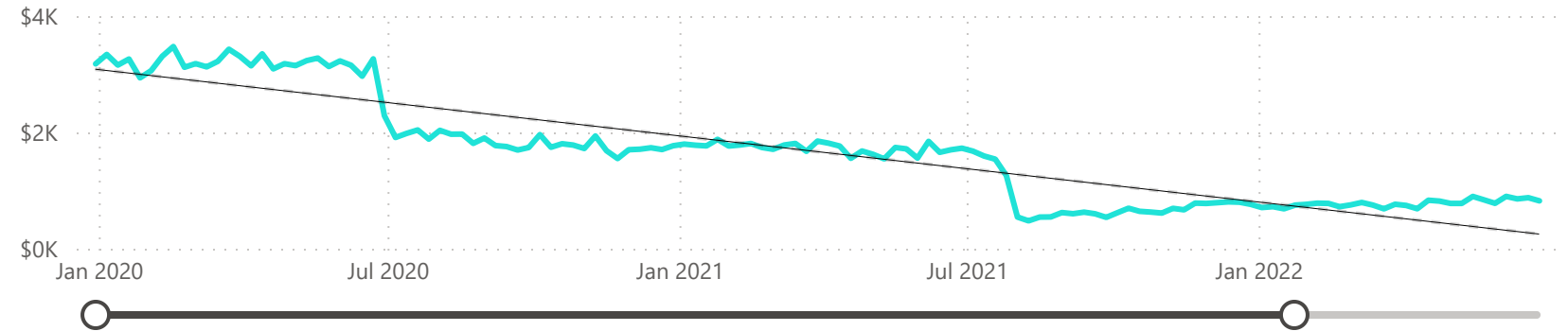
\$1,431

REVENUE PER CUSTOMER

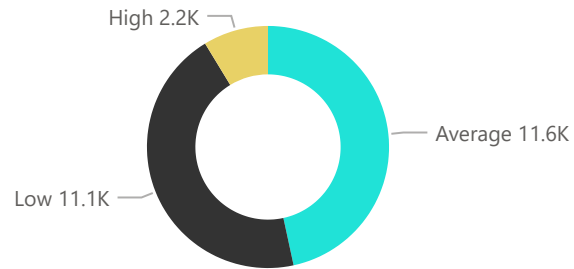
Total Customers

Revenue per Customer

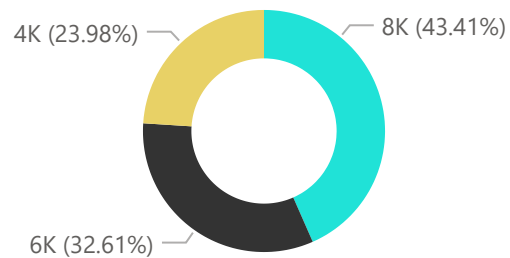
Revenue per Customer



Orders by Income level



Total Orders by Occupation



Top 100 Customers

CustomerKey	Customer Full Name(CC)	Total Orders	Total 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
11438	Mr. D. S. S.	4	\$9,768
Total		1,272	\$6,15,329

Year

2020

2022

Top Customer (by

Mr. Maurice Shan

Orders:

6

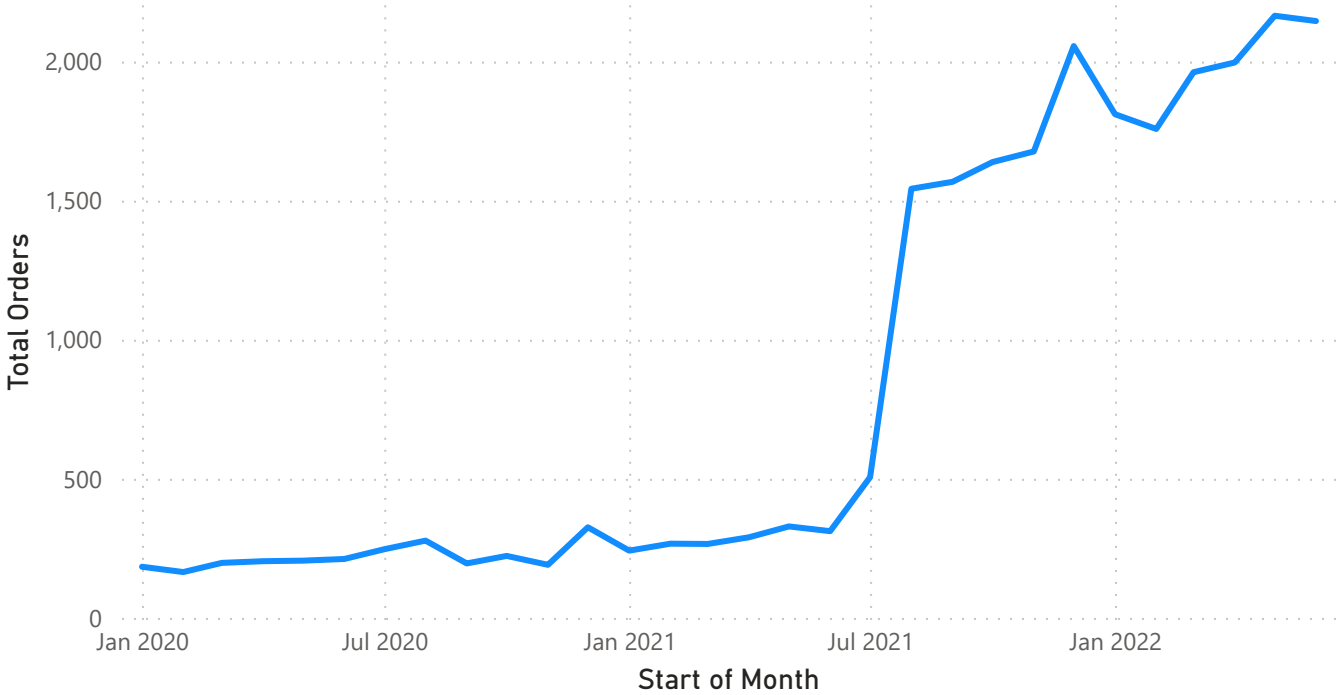
Revenue:

\$12.4K



Among customers in skilled manual roles, Ruben Suarez drove the most...

Total Orders by Start of Month





CategoryName	Total Orders
<div><div></div>Accessories</div>	16,983
<div><div></div>Bikes</div>	13,929
<div><div></div>Clothing</div>	6,976
Total	25,164


ProductName ×


Total Orders
25,164


 +
Water Bottle - 30 oz.
3,983


 +
Patch Kit/8 Patches
2,952


 +
Mountain Tire Tube
2,846

 +
Road Tire Tube
2,173

 +
Sport-100 Helmet, Red
2,099

 +
AWC Logo Cap
2,062

 +
Sport-100 Helmet, Blue
1,995

 +
Fender Set - Mountain
1,975



Key influencers Top segments



What influences ProductPrice to ?

When...

....the average of
ProductPrice increases by

Sum of ProductCost goes
up 516.73

\$865.7

Sort by: Impact Count

← On average when Sum of ProductCost increases, ProductPrice also increases.

