



R24,9M

REVENUE

R10,5M

PROFIT

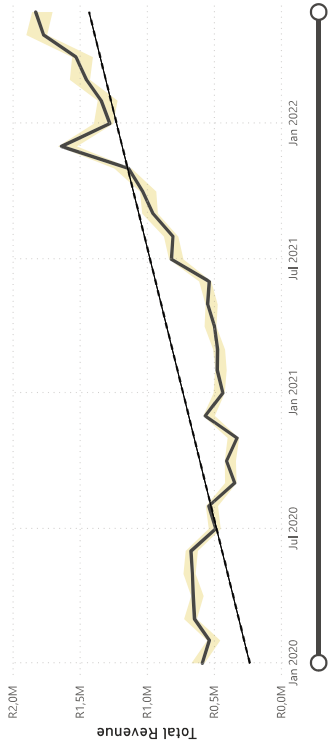
25,2K

ORDERS

2,2%

RETURN RATE

Revenue Trending



Monthly Revenue

R1,83M

Previous Month: R1,77M (+3.31%)

Monthly Orders

2146

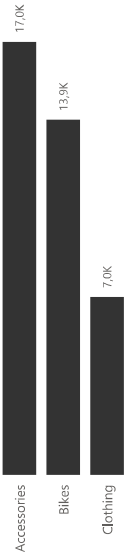
Previous Month: 2165 (-0.88%)

Monthly Revenue

166

Previous Month: R1 768 433  
(+99.99%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	R39 755	1,95%
Patch Kit/8 Patches	2952	R13 506	1,61%
Mountain Tire Tube	2846	R28 333	1,64%
Road Tire Tube	2173	R17 265	1,55%
Sport-100 Helmet, Red	2099	R73 444	3,33%
AWC Logo Cap	2062	R35 882	1,11%
Sport-100 Helmet, Blue	1995	R67 120	3,31%
Fender Set - Mountain	1975	R87 041	1,36%
Sport-100 Helmet, Black	1940	R65 270	2,68%
Mountain Bottle Cage	1896	R38 062	2,02%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Selected Product:

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

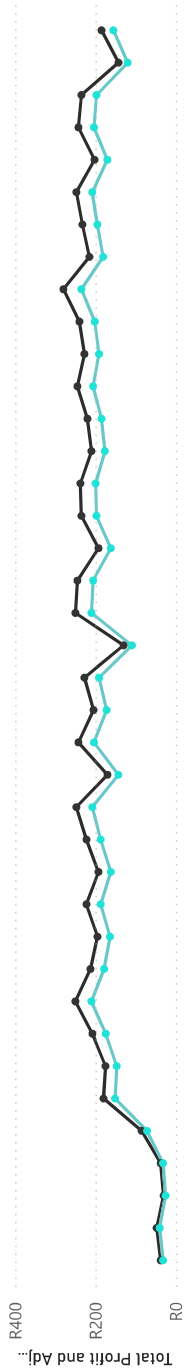


Price Adjustment (%)

-0,10



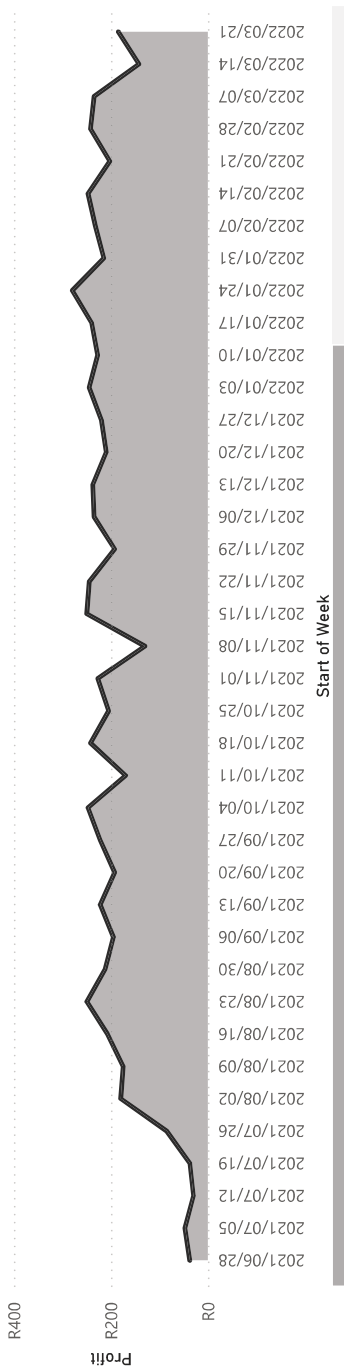
● Total Profit ● Adjusted Profit



Product Metric Selection

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

Start of Week



Start of Week

17,4K

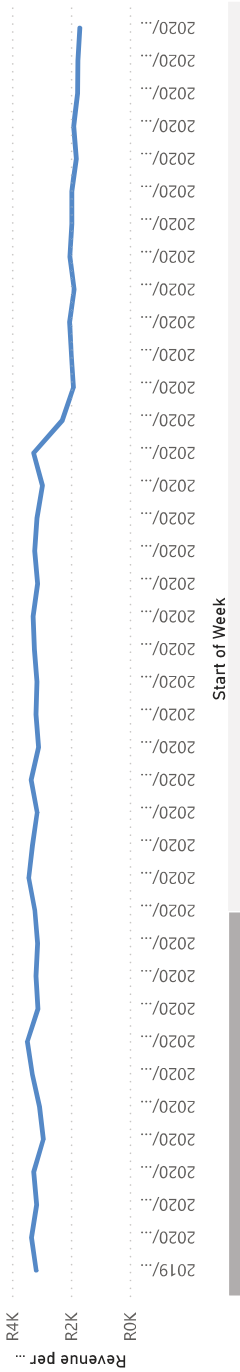
UNIQUE CUSTOMERS

R1 431

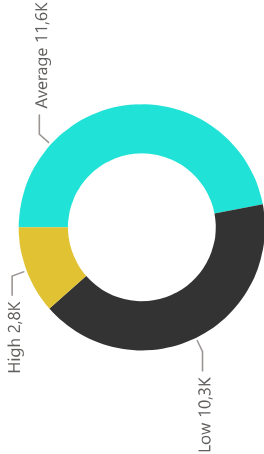
REVENUE PER CUSTOMER

Total Customers

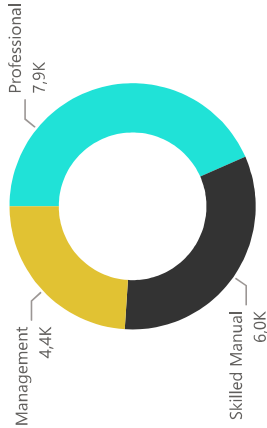
Revenue per Customer



Orders by Income Level

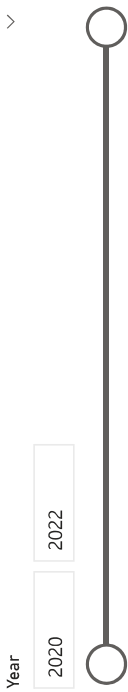


Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Total Revenue
11433	Mr. Maurice Shan	6	R12 408
11439	Mrs. Janet Munoz	6	R12 015
11241	Mrs. Lisa Cai	7	R11 330
11417	Mrs. Lacey Zheng	7	R11 086
11420	Mr. Jordan Turner	7	R11 022
11242	Mr. Larry Munoz	7	R10 852
13263	Mrs. Kate Anand	4	R10 437
12655	Mr. Larry Vazquez	4	R10 395
11425	Mrs. Ariana Gray	6	R10 391
12631	Mr. Clarence Gao	4	R10 332
12650	Mr. Aaron Wright	4	R10 329
13405	Mr. Ethan Bryant	4	R10 309
11429	Mr. Marco Lopez	6	R10 290
12632	Mrs. Bonnie Nath	4	R10 283
11245	Mr. Ricky Vazquez	4	R10 166
11237	Mr. Clarence Anand	4	R10 065
11428	Mrs. Deanna Perez	4	R9 762
11427	Mrs. Deciree Dominguez	1	R8 718
Total		1272	R615 329



Top Customer (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12,4K



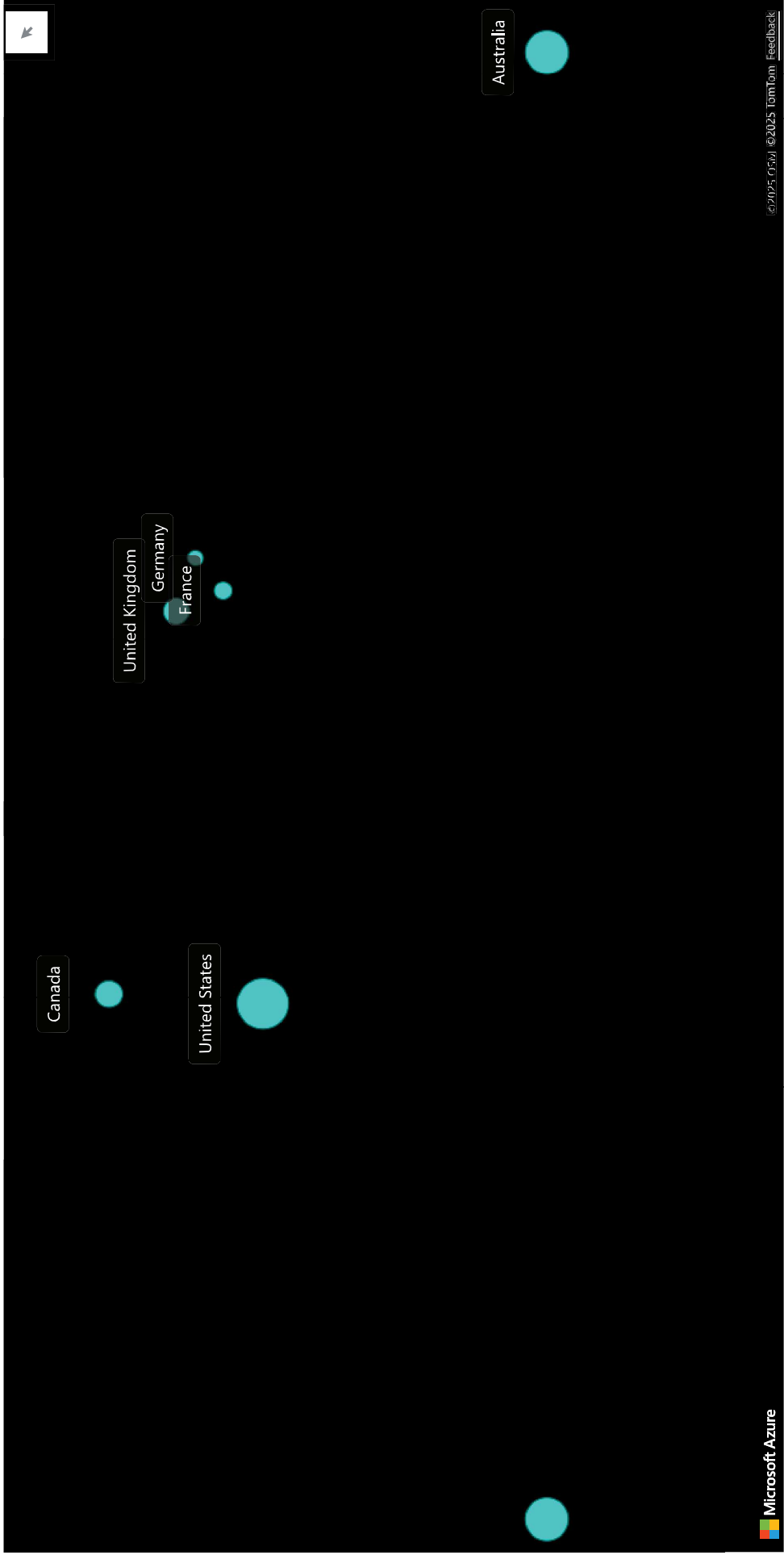
Among Customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at R4.7K

Select all

Europe

North America

Pacific





Key influencers

Top segments



When is HomeOwner more likely to be

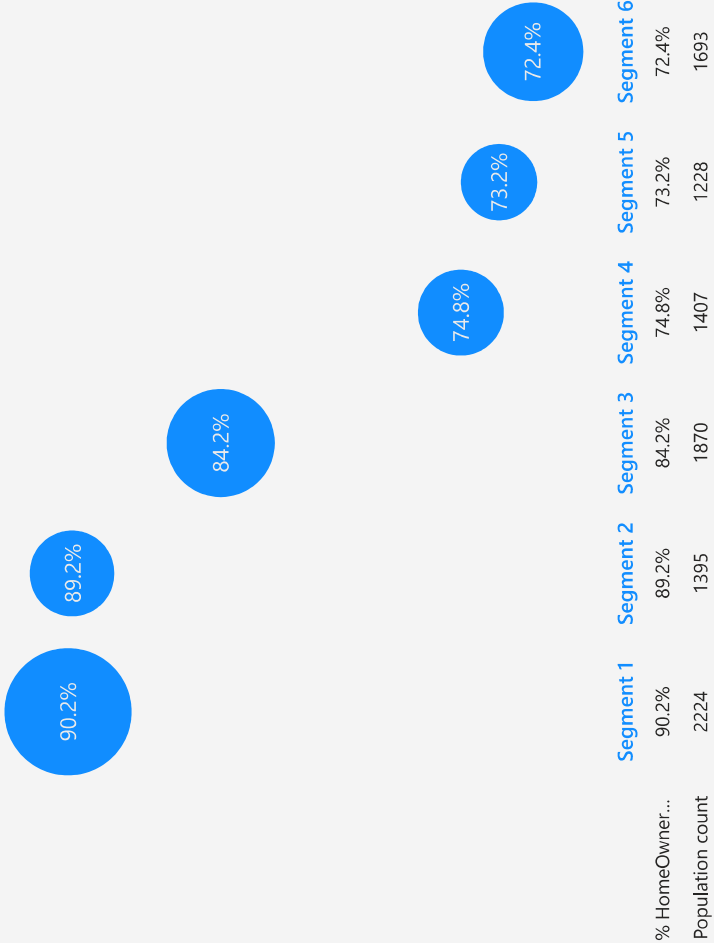
Y

What influences Average RetailPrice to

Decrease

?

We found 7 segments and ranked them by % HomeOwner is Y and population size. ...



When...  
Sum of ProductCost goes down 8570.61  
...the average of Average RetailPrice decreases by R478.6

