



\$24.9M

Revenue

\$10.5M

Profit

25.2K

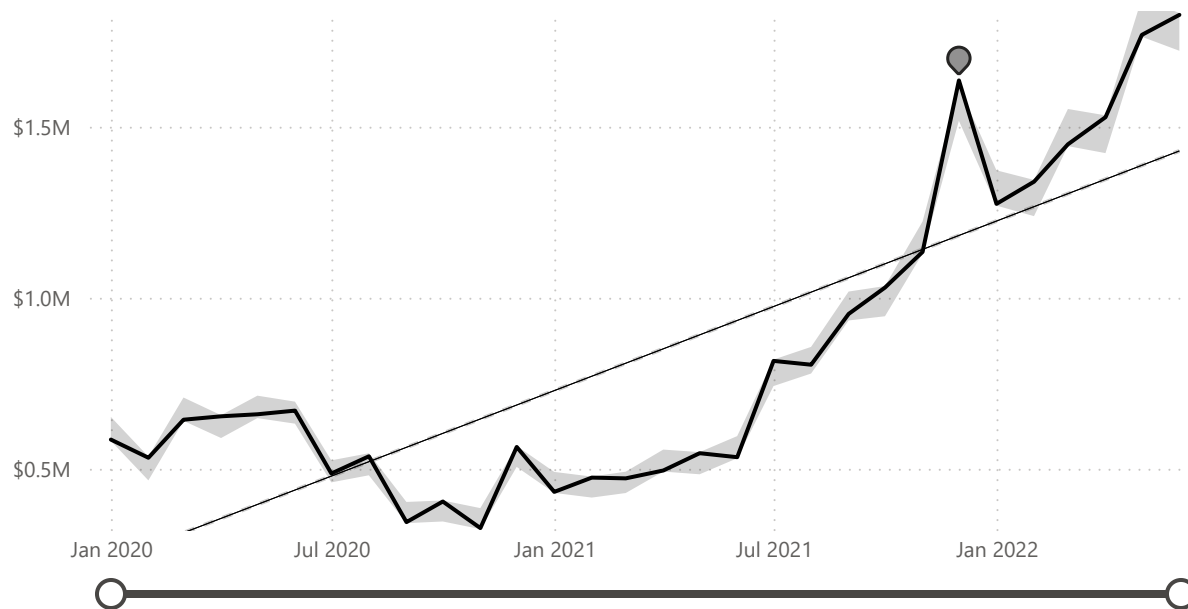
Orders

2.2%

Return Rate

Orders by Category

Revenue Trending



Monthly Revenue

\$1.83M ✓

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

Monthly Orders

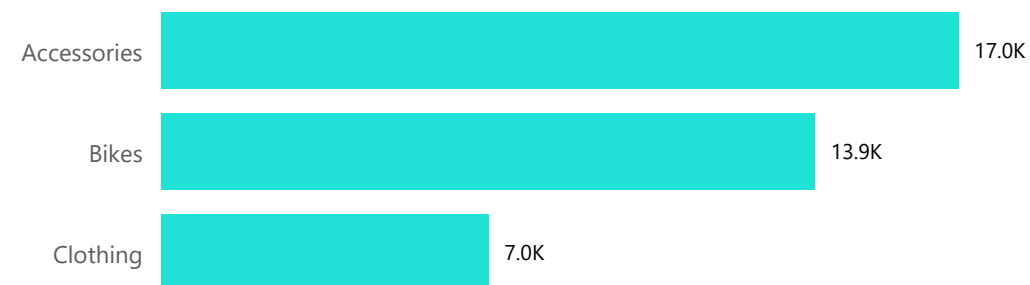
2,146!

Prev Month: 2,165 (-0.88%)

Monthly Return

166✓

Prev Month: 169 (+1.78%)



Top 10 Product	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%

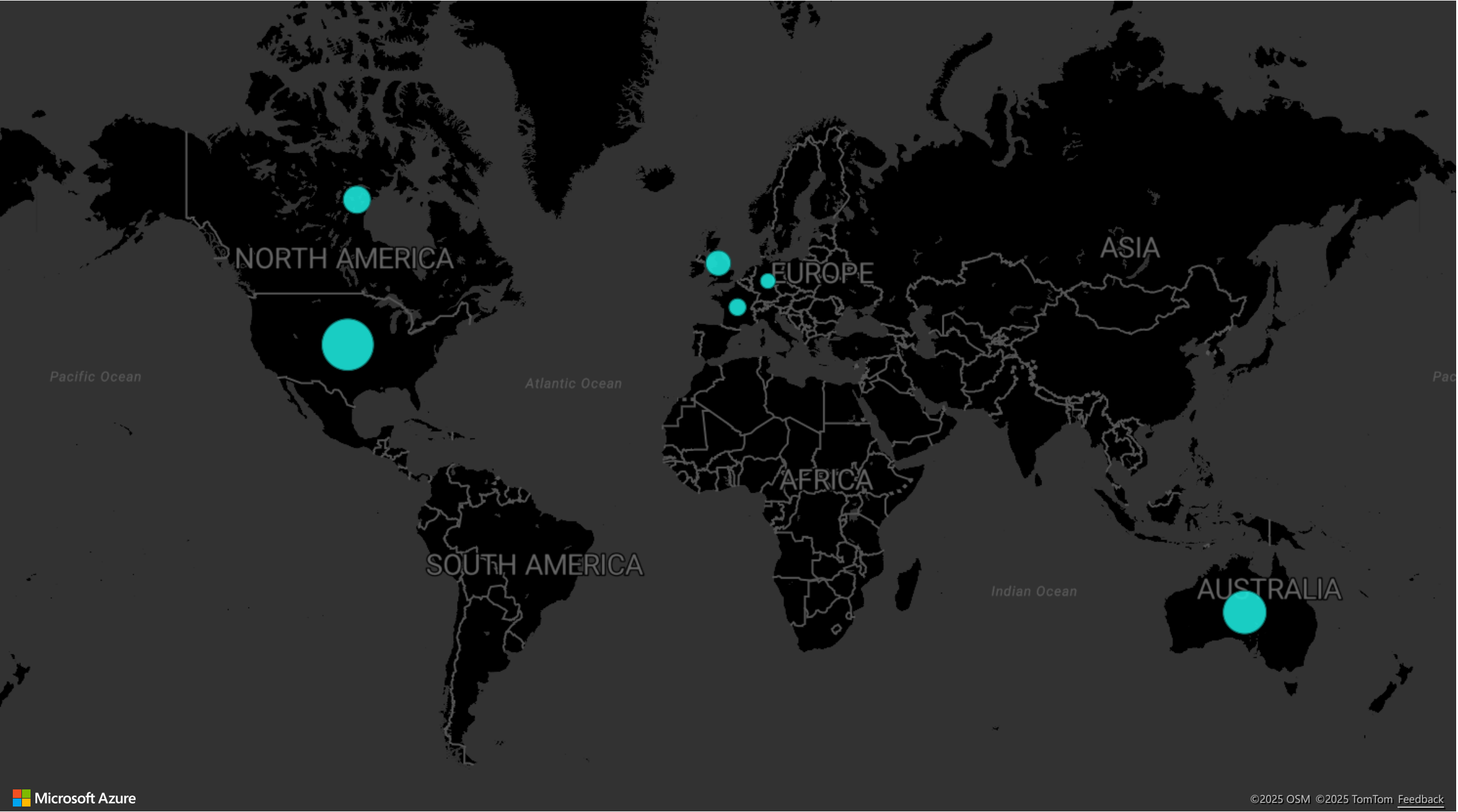
Most Ordered Product Type

Tires and Tubes

Most Returned Product

Shorts

Total Orders by Country





Selected Product

Patch Kit/8
Patches

Monthly orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

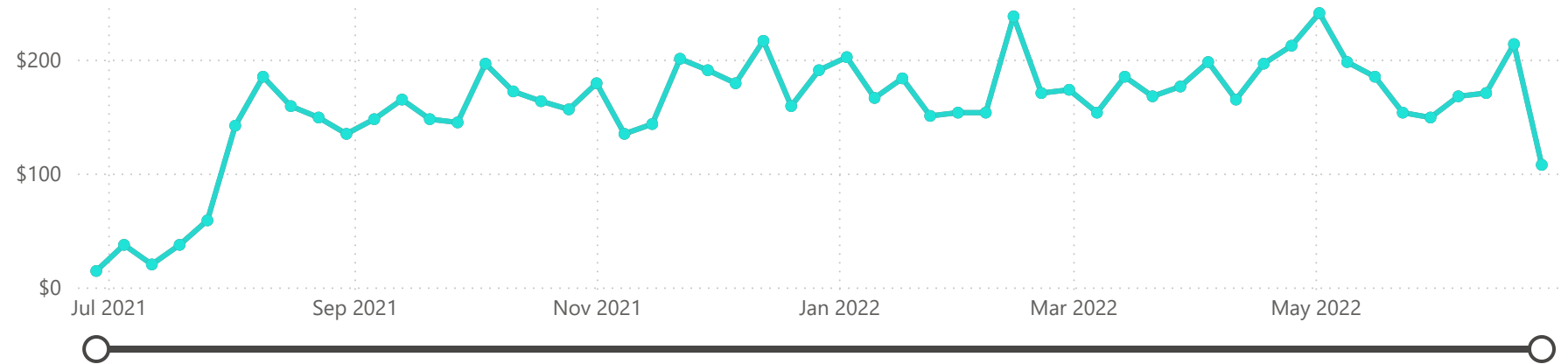


Price Adjustment (%)

0.00

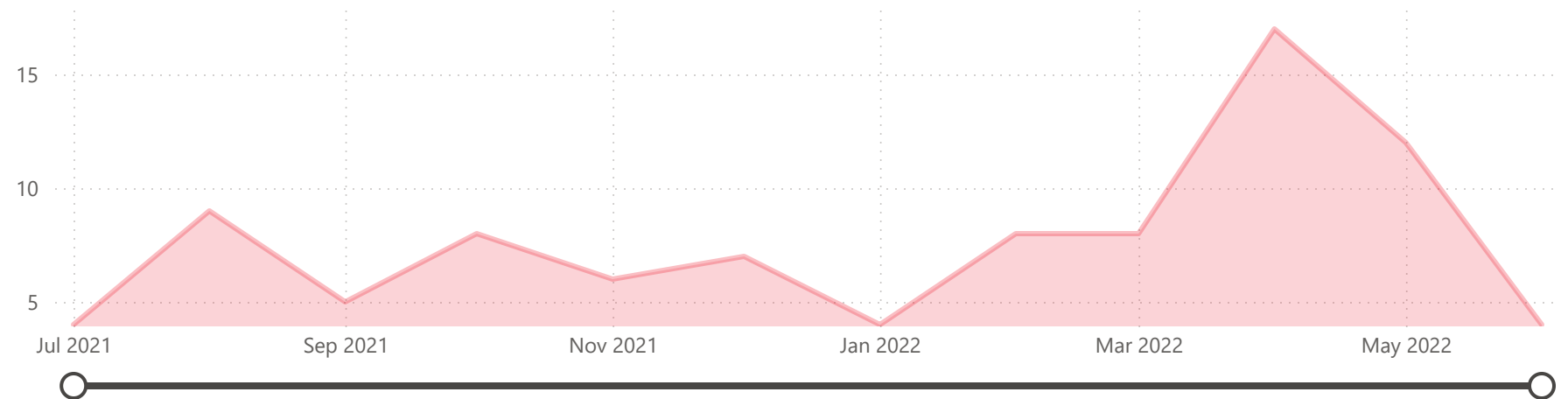


● Total Profit ● Adjusted Profit



Product Metric Selection

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





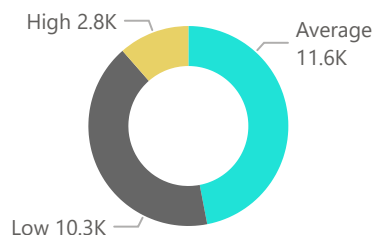
17.4K

Unique Customers

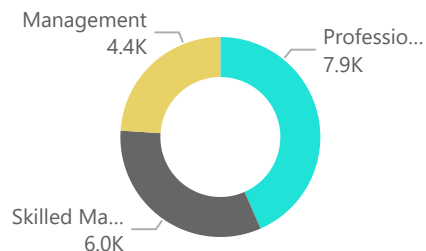
\$1,431

Revenue per Customer

Orders by Income Level



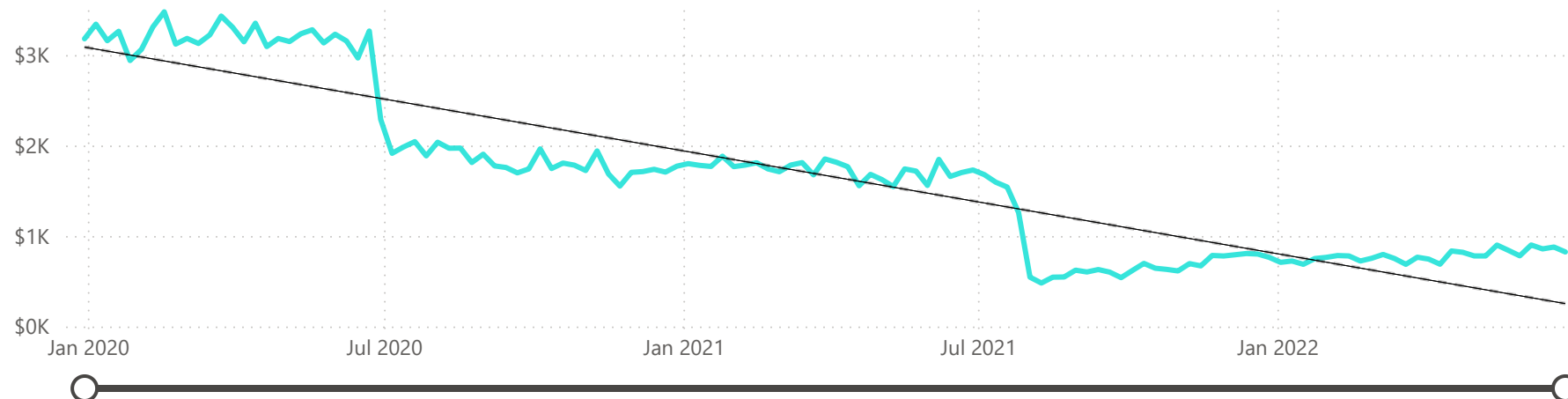
Orders by Occupation



Customers

Revenue per Customer

Revenue per Customer



Top 100 Customers

Top 100 Customers	Fullname	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
11423	Mrs. Jasmine Stewart	4	\$9,717
Total		25,164	\$24,914,587

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