



\$24.9M

Total Revenue

\$10.5M

Total Profit

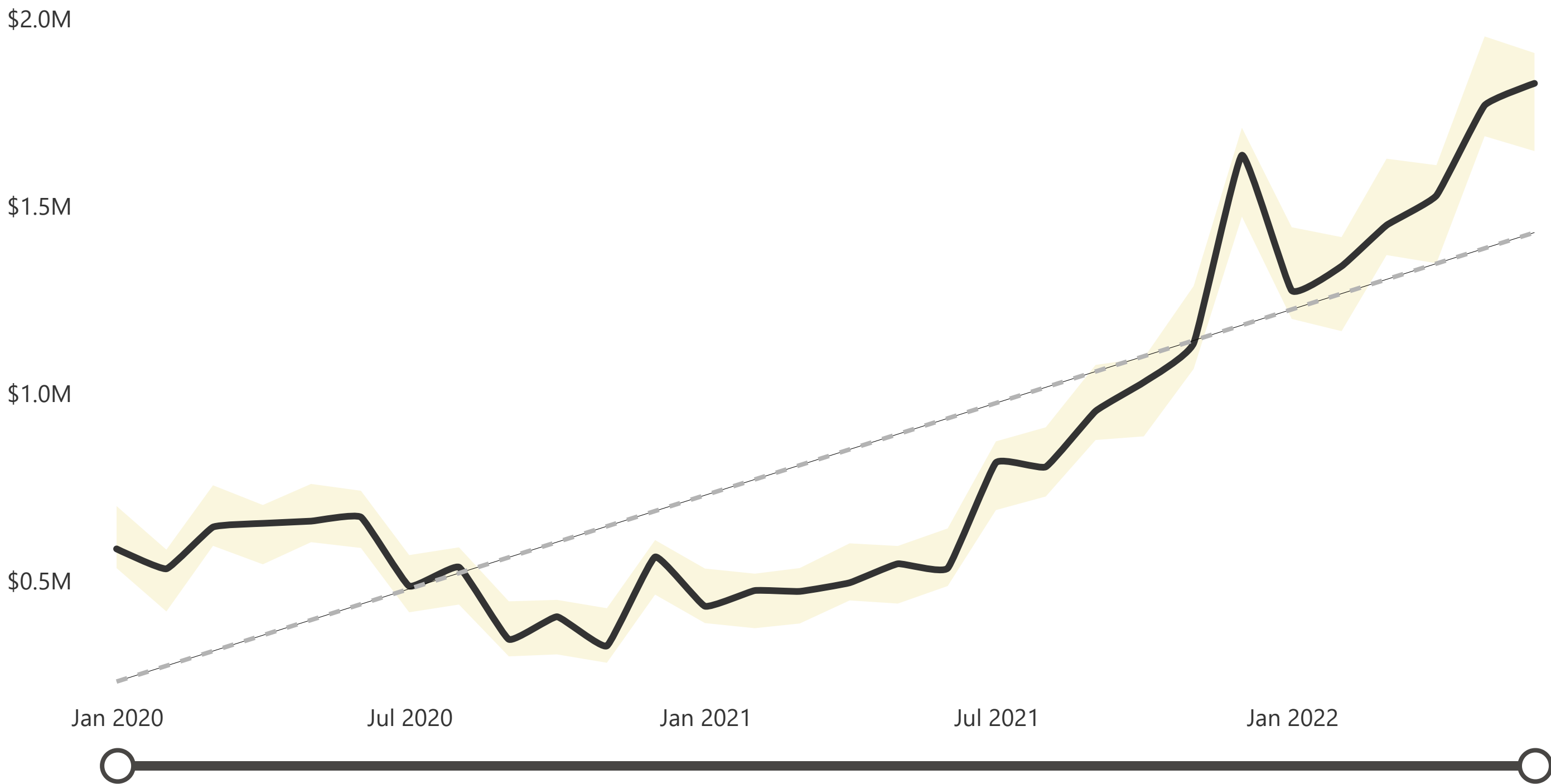
25K

Total Orders

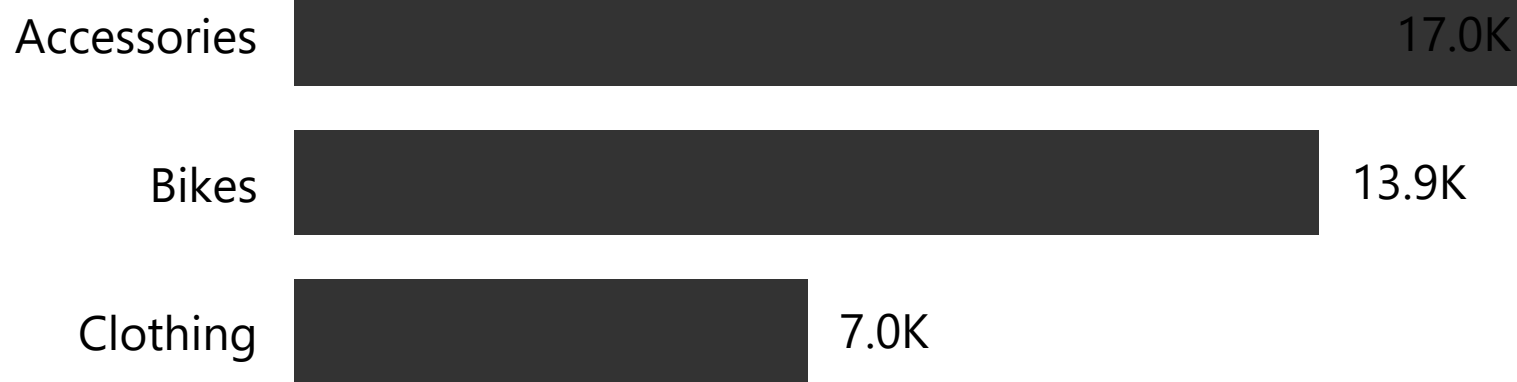
2.17%

Return Rate %

Revenue Trending



Orders by Category



Product Name	Total Orders	Total Revenue	Return Rate %
Water Bottle - 30 oz.	3,983	\$39.8K	1.9%
Patch Kit/8 Patches	2,952	\$13.5K	1.6%
Mountain Tire Tube	2,846	\$28.3K	1.6%
Road Tire Tube	2,173	\$17.3K	1.5%
Sport-100 Helmet, Red	2,099	\$73.4K	3.3%
AWC Logo Cap	2,062	\$35.9K	1.1%
Sport-100 Helmet, Blue	1,995	\$67.1K	3.3%
Fender Set - Mountain	1,975	\$87.0K	1.4%
Sport-100 Helmet, Black	1,940	\$65.3K	2.7%
Mountain Bottle Cage	1,896	\$38.1K	2.0%

Monthly Revenue

\$1.83M

Prev.Month: 1.77M (+3.31%)

Monthly Orders

2.15K

Prev.Month: 2.17K (-0.88%)

Monthly Returns

166

Prev.Month: 169 (+1.78%)

Most Order Product Type:

Tires and Tubes

Most Returnd Product Type:

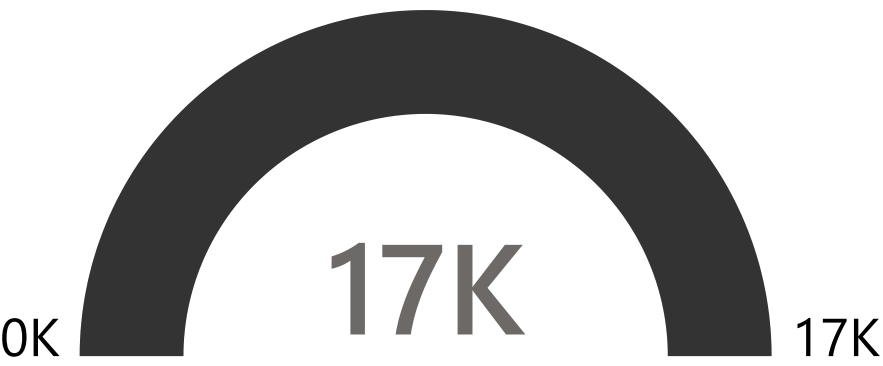
Shorts



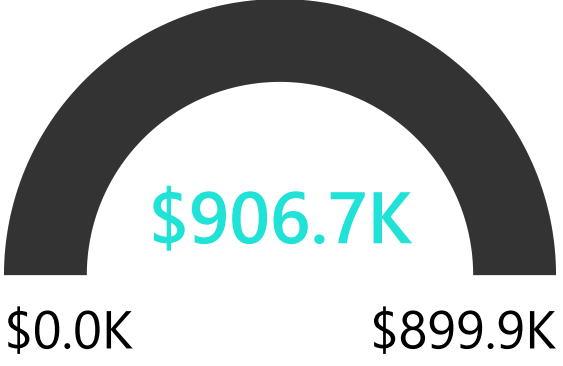
Product Categories:

- ☒ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

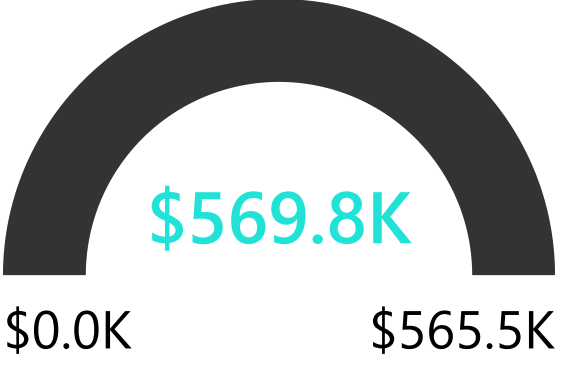
Monthly Orders vs. Target



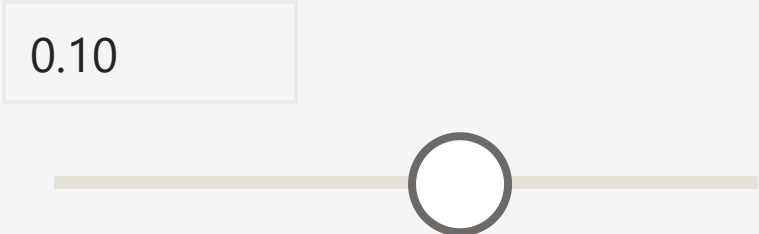
Monthly Orders vs. Target



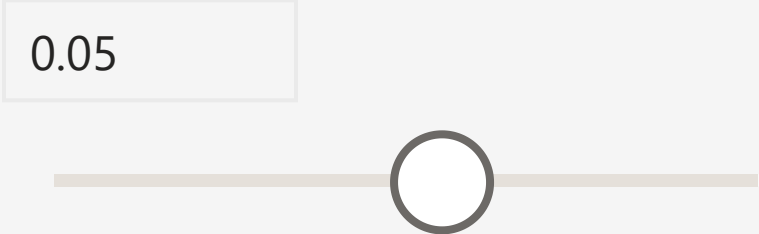
Monthly Orders vs. Target



Quantity Sold Selection



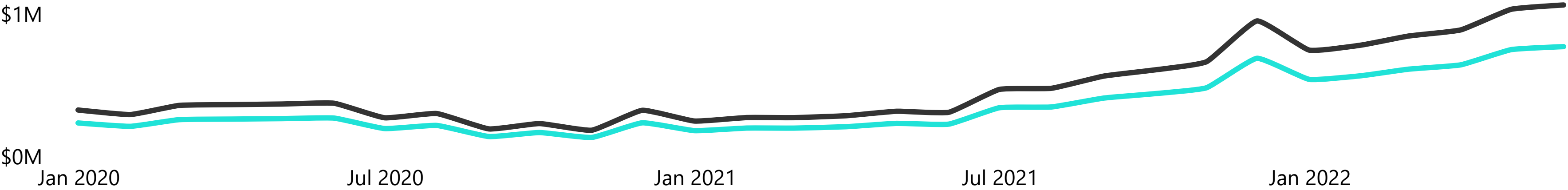
Price Selection



Profit Insights

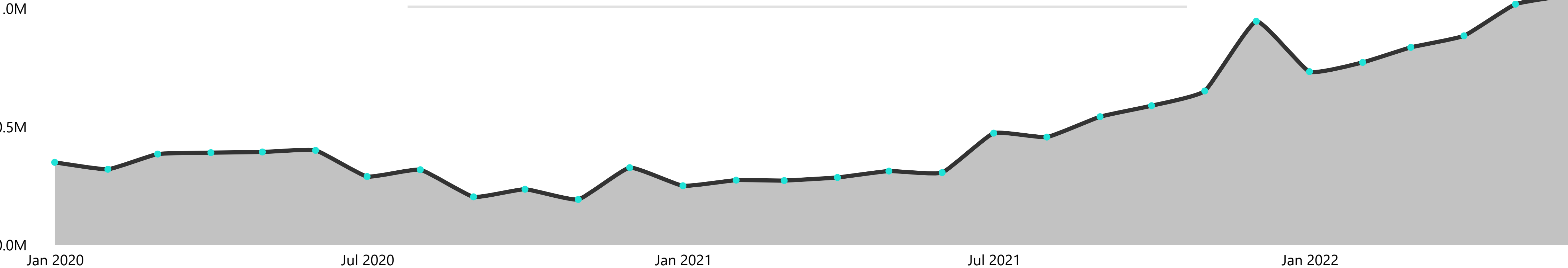
Total & Adjusted Profit by Start Of month with Price and Quantity Filters

Total Profit Adjusted Profit



Business KPIs Over Time

- Total Orders
- Quantity Sold
- Quantity Returned
- Return Rate %
- Total Cost
- Total Customer





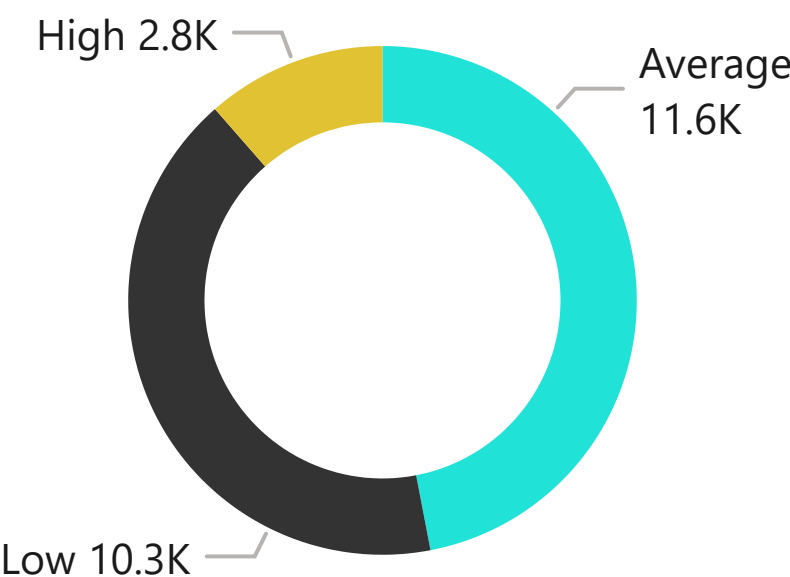
17.4K

Total Customer

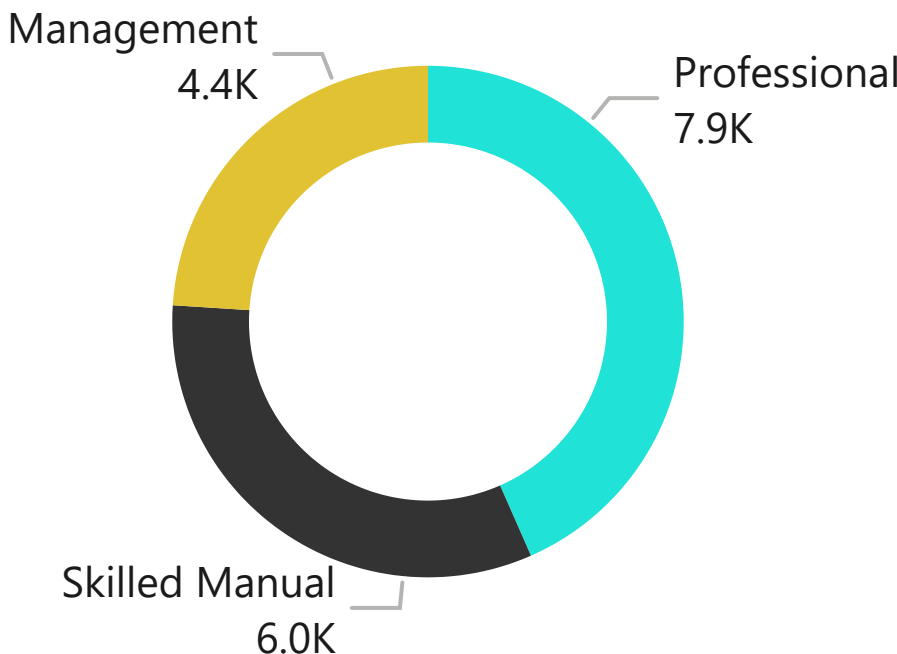
\$1.43K

Revenue per Customer

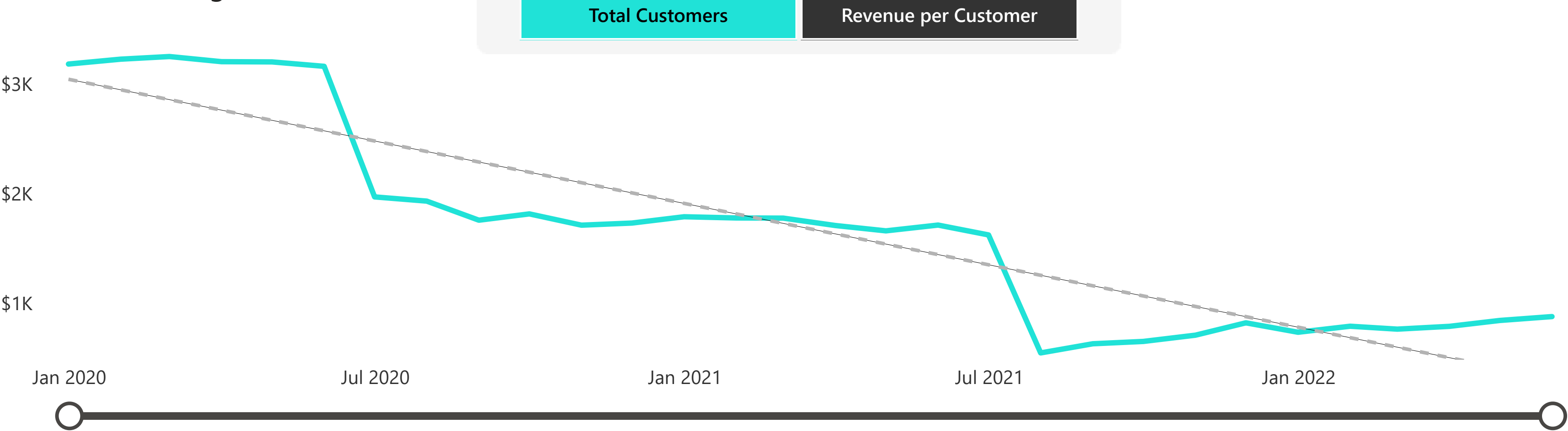
Orders by Income Level



Orders by Occupation



Revenue Trending



Top 100 Customers

CustomerKey	FullName	Orders	Total Revenue
11433	Maurice Shan	6	\$12,408.0
11439	Janet Munoz	6	\$12,015.4
11241	Lisa Cai	7	\$11,330.4
11417	Lacey Zheng	7	\$11,085.8
11420	Jordan Turner	7	\$11,022.4
11242	Larry Munoz	7	\$10,852.0
13263	Kate Anand	4	\$10,436.5
12655	Larry Vazquez	4	\$10,395.0
11425	Ariana Gray	6	\$10,391.4
12631	Clarence Gao	4	\$10,331.7
12650	Aaron Wright	4	\$10,329.2
13405	Ethan Bryant	4	\$10,308.5
11429	Marco Lopez	6	\$10,289.7
12632	Bonnie Nath	4	\$10,282.9
11245	Ricky Vazquez	4	\$10,165.9
Total		1,272	\$615,328.6

2020

2022

Top Customer (by Revenue):

Maurice Shan

Revenue:

\$12.4K

Orders:

6

Maurice Shan is the top customer, generating **\$12.4K in revenue** across **6 orders**. This indicates a **high average order value (\$2.07K per order)**, suggesting strong purchasing potential and loyalty. Maintaining engagement with this customer could significantly impact total revenue.