



📈 Total Revenue

\$24.9M

💰 Total Profit

\$10.5M

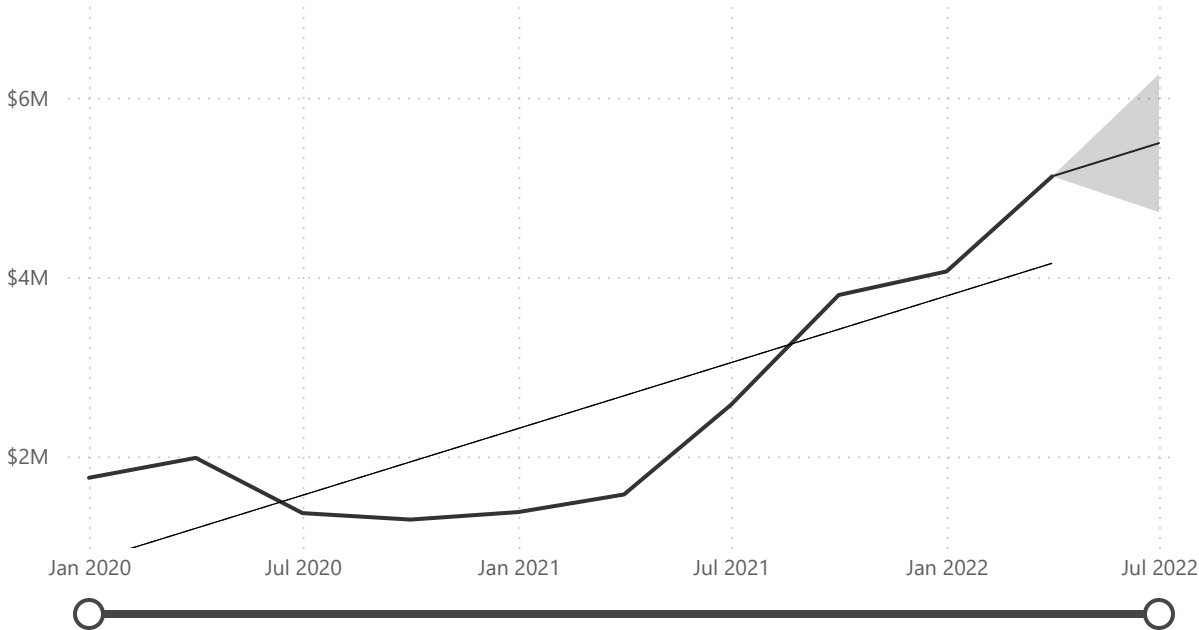
📦 Total Orders

25.2K

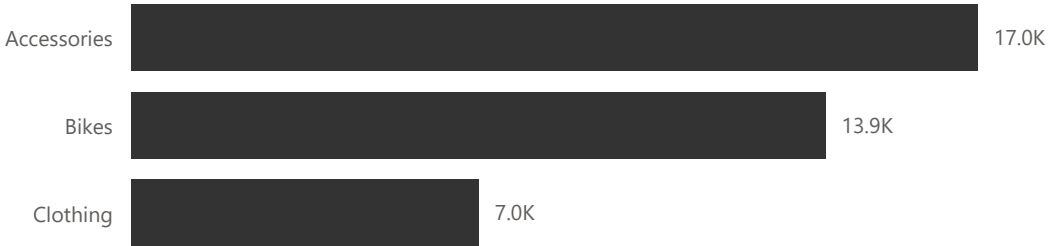
🔄 Return Rate

2.17%

Revenue Trending Time Chart



Orders by Category Bar Chart



Top 10 Products	Orders	Revenue	Return %	P
AWC Logo Cap	2,062	\$35,882	1.11%	\$
Fender Set - Mountain	1,975	\$87,041	1.36%	\$
Mountain Bottle Cage	1,896	\$38,062	2.02%	\$
Mountain Tire Tube	2,846	\$28,333	1.64%	\$
Patch Kit/8 Patches	2,952	\$13,506	1.61%	\$
Road Tire Tube	2,173	\$17,265	1.55%	\$
Sport-100 Helmet, Black	1,940	\$65,270	2.68%	\$
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%	\$
Sport-100 Helmet, Red	2,099	\$73,444	3.33%	\$
Water Bottle - 30 oz.	3,983	\$39,755	1.95%	\$

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Previous Month: 2165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Most Revenue Product Type:

Road Bikes

Select all

Europe

North America

Pacific

This visual type is being retired soon. Upgrade now to avoid errors. [Upgrade](#)



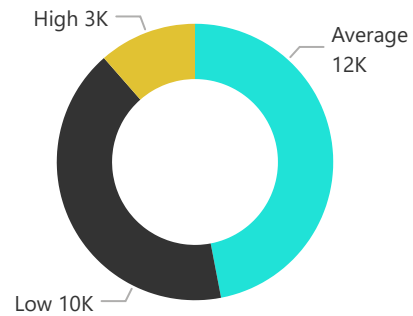
17.42K

UNIQUE CUSTOMERS

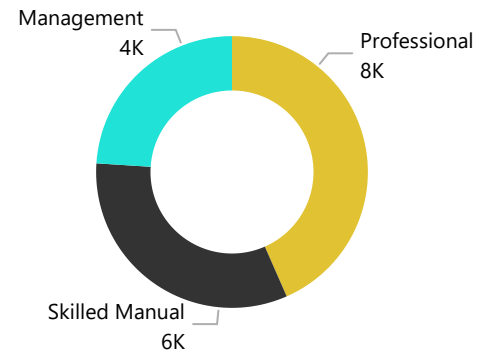
\$1,431

REVENUE PER CUSTOMER

Orders by Income Donut Chart



Orders by Occupation Donut Chart

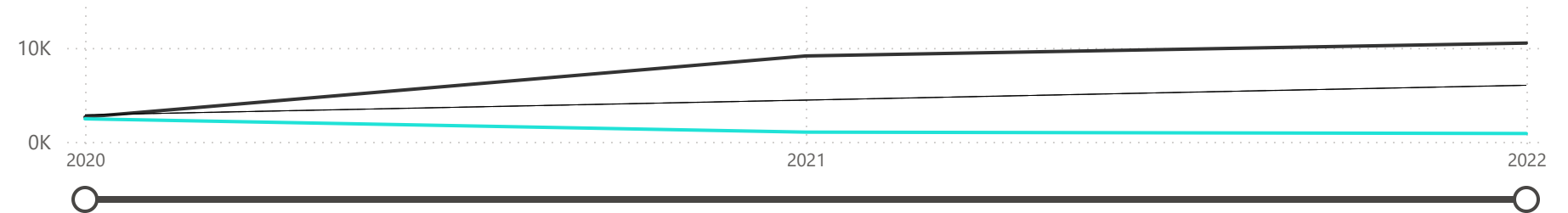


Total Customers

Revenue per Customer

Revenue per Customer Line Chart

● Total Customers ● Revenue per Customer



Customer ID	Customer 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
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707
11431	Mr. Bryant Garcia	4	\$9,687
11249	Mrs. Cindy Patel	4	\$9,668
11421	Mrs. Amy Sun	4	\$9,534
14186	Mrs. Katrina Tang	4	\$9,303
12308	Mrs. Margaret He	4	\$9,267
12132	Mrs. Kaitlyn Henderson	4	\$9,259

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



On 20st of March 2021, multiple customers had the same revenue amount and 3 occupations had the same number of orders as well.



Selected Product:

All Products

Monthly Orders vs Target Chart



Monthly Revenue vs Target Chart



Monthly Profit vs Target Chart



Price Adjusted (%)

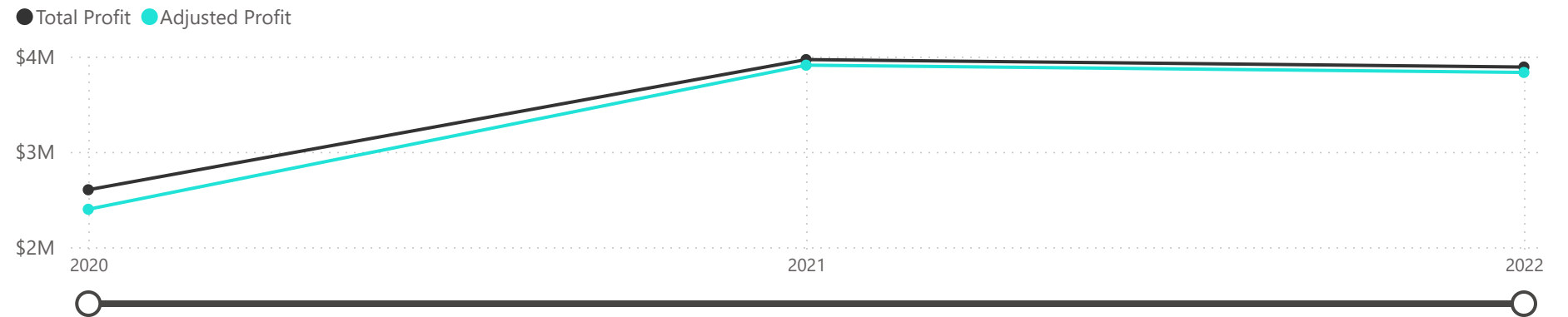
0.00



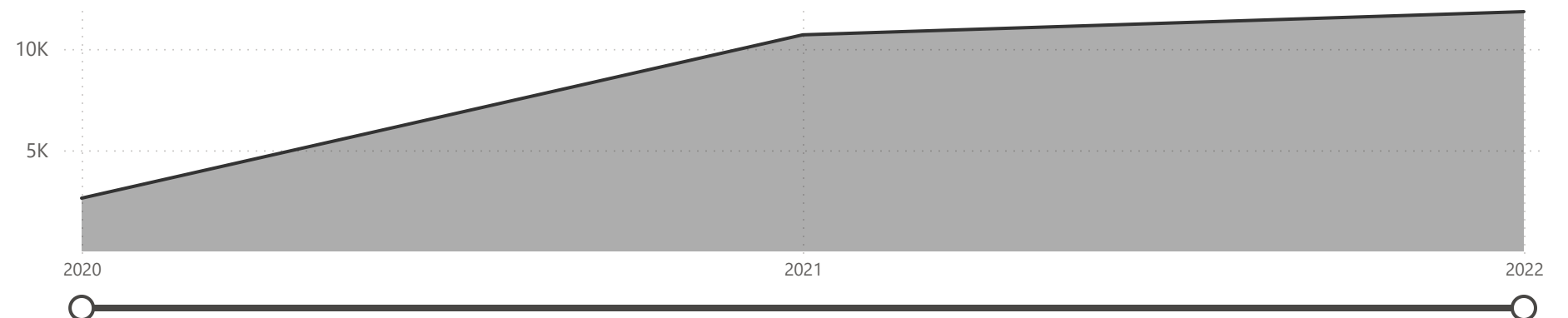
Product Metric Selection

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

Profit Trending Line Chart



Orders Line Chart



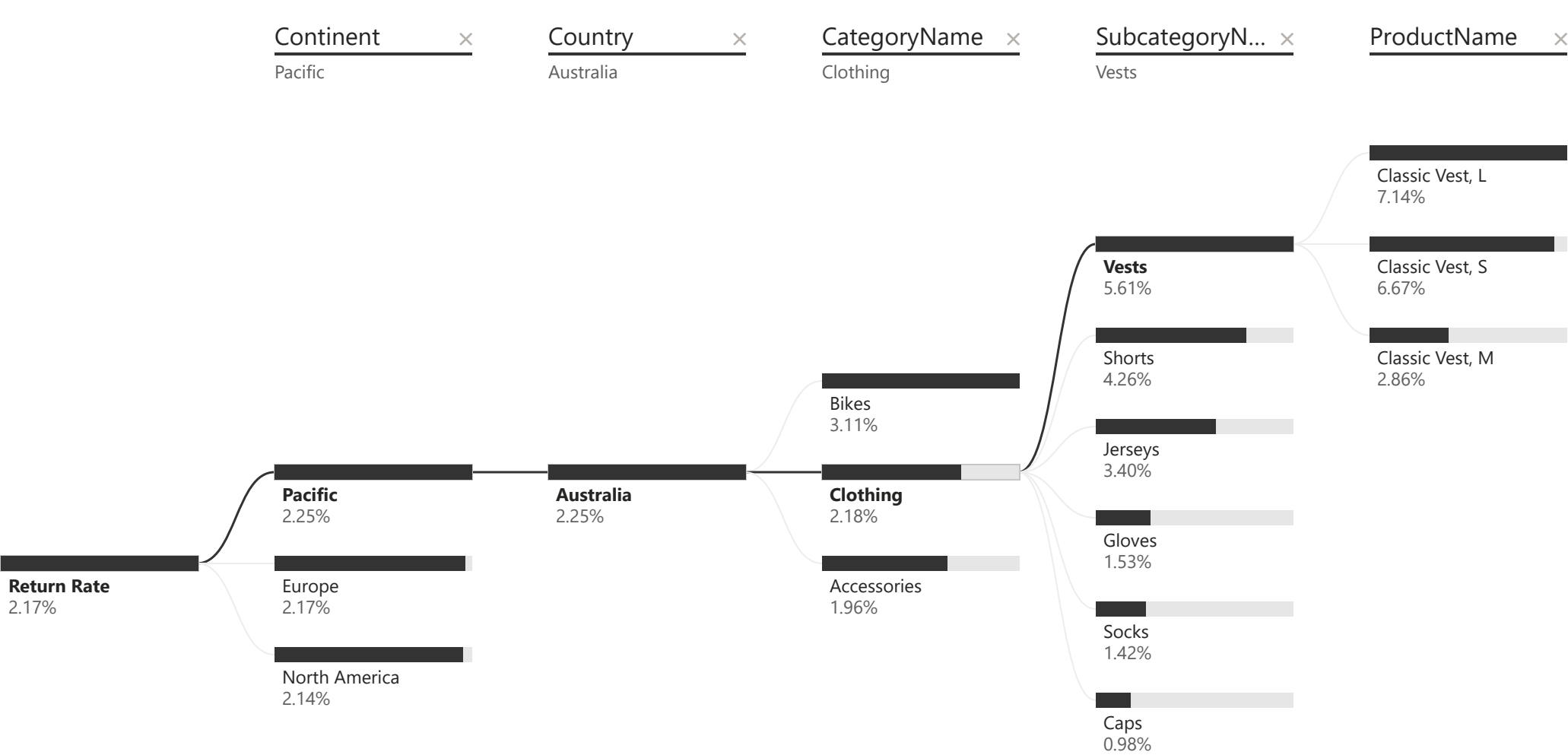
25K
Total Orders

1,809
Total Returns

17K
Total Customers

\$25M
Total Revenue

\$10M
Total Profit





Time Intelligence Group

SubcategoryName

Current Month

Total Cost

Total Orders

Total Profit

Total Revenue

Total Returns

Previous Month

Total Cost

Total Orders

Total Profit

Total Revenue

Total Returns

YTD

Total Cost

Total Orders

Total

+	Bike Racks	\$13,554	302	\$22,686	\$36,240	8	\$12,162	271	\$20,358	\$32,520	8	\$7,495	167	\$
+	Bike Stands	\$13,915	234	\$23,291	\$37,206	8	\$13,142	221	\$21,997	\$35,139	8	\$6,898	116	\$
+	Bottles and Cages	\$40,297	4,485	\$67,448	\$107,745	278	\$35,996	4,019	\$60,248	\$96,244	244	\$23,235	2,577	\$
+	Caps	\$23,682	2,062	\$12,200	\$35,882	45	\$21,018	1,830	\$10,827	\$31,845	39	\$13,658	1,192	\$
+	Cleaners	\$5,072	850	\$8,490	\$13,563	25	\$4,505	757	\$7,540	\$12,044	24	\$2,822	474	\$
+	Fenders	\$32,553	1,975	\$54,488	\$87,041	54	\$29,207	1,775	\$48,888	\$78,095	46	\$18,266	1,110	\$
+	Gloves	\$25,683	1,332	\$36,578	\$62,261	49	\$22,924	1,184	\$32,649	\$55,574	40	\$14,949	770	\$
+	Helmets	\$74,798	6,034	\$131,036	\$205,834	188	\$67,038	5,407	\$117,424	\$184,462	175	\$42,713	3,444	\$
+	Hydration Packs	\$14,294	695	\$23,924	\$38,218	25	\$12,772	621	\$21,377	\$34,149	22	\$8,103	394	\$
+	Jerseys	\$113,609	3,113	\$44,956	\$158,565	93	\$100,628	2,760	\$39,898	\$140,525	84	\$65,011	1,786	\$
+	Mountain Bikes	\$4,653,086	4,706	\$3,930,662	\$8,583,748	135	\$4,273,163	4,277	\$3,607,523	\$7,880,686	119	\$1,825,213	2,052	\$1,5
+	Road Bikes	\$6,918,836	7,099	\$4,368,347	\$11,287,183	222	\$6,583,957	6,634	\$4,166,471	\$10,750,428	212	\$1,689,599	2,324	\$1,0
+	Shorts	\$24,710	944	\$41,360	\$66,071	40	\$22,093	844	\$36,979	\$59,072	35	\$13,507	516	\$
+	Socks	\$3,574	538	\$5,982	\$9,556	21	\$3,208	483	\$5,369	\$8,576	18	\$1,950	291	\$
+	Tires and Tubes	\$142,430	9,084	\$238,396	\$380,827	529	\$129,188	8,222	\$216,232	\$345,419	490	\$78,975	5,044	\$1
+	Touring Bikes	\$2,344,405	2,124	\$1,427,160	\$3,771,565	70	\$2,059,228	1,861	\$1,253,558	\$3,312,786	62	\$1,476,498	1,313	\$8
+	Vests	\$12,373	521	\$20,710	\$33,084	19	\$11,233	473	\$18,802	\$30,036	17	\$7,528	317	\$
	Total	\$14,456,871	25,164	\$10,457,715	\$24,914,587	1,809	\$13,401,462	23,018	\$9,686,138	\$23,087,600	1,643	\$5,296,420	11,839	\$3,88

25,164

Total Orders

\$24,914,587

Total Revenue

\$10,457,715

Total Profit

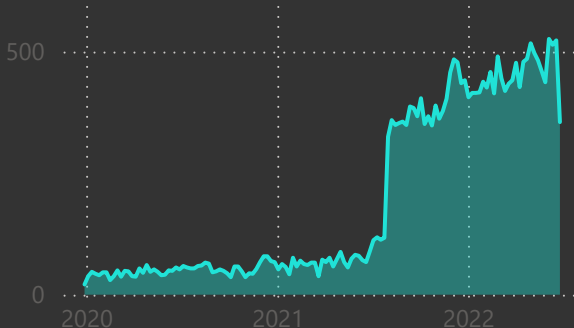
1,809

Total Returns

2.17%

Return Rate

Weekly Orders



25,164

Total Orders

\$24,914,587

Total Revenue

\$10,457,715

Total Profit

1,809

Total Returns

2.17%

Return Rate

Monthly Return %

