



\$24.9M

REVENUE

\$10.5M

PROFIT

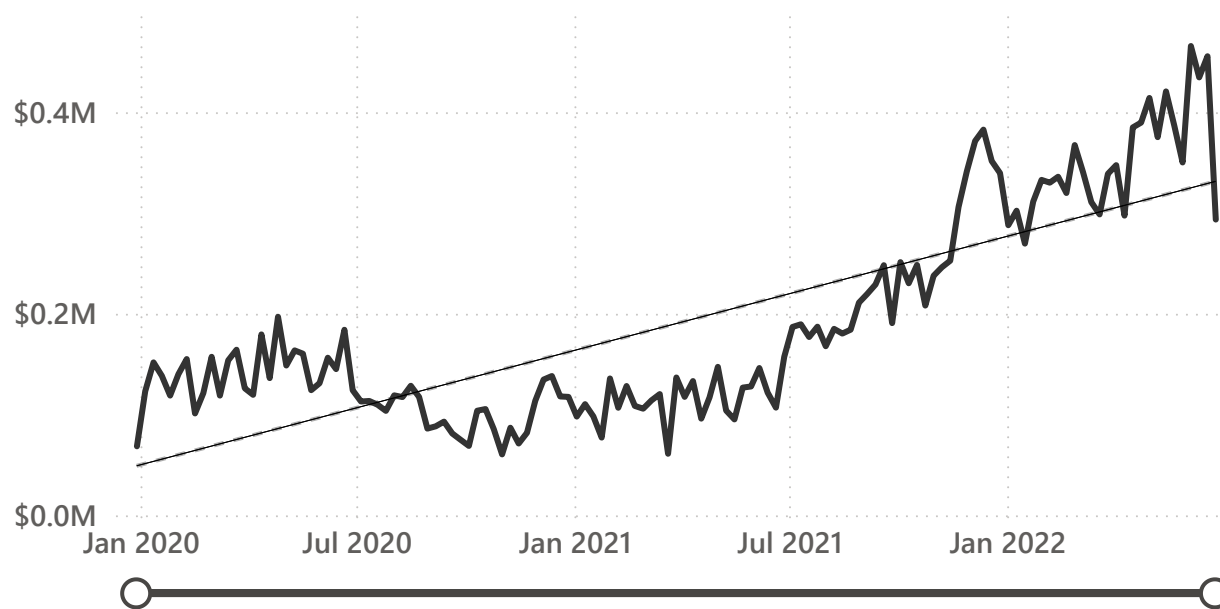
25.2K

ORDERS

2.2%

RETURN RATE

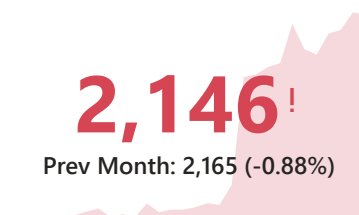
Weekly Revenue



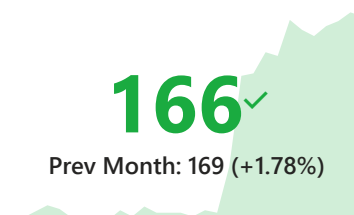
Monthly Revenue



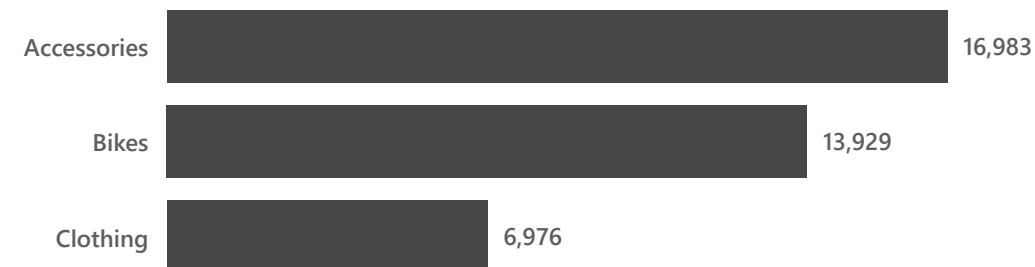
Monthly Orders



Monthly Returns



Orders by Category



| 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% |

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

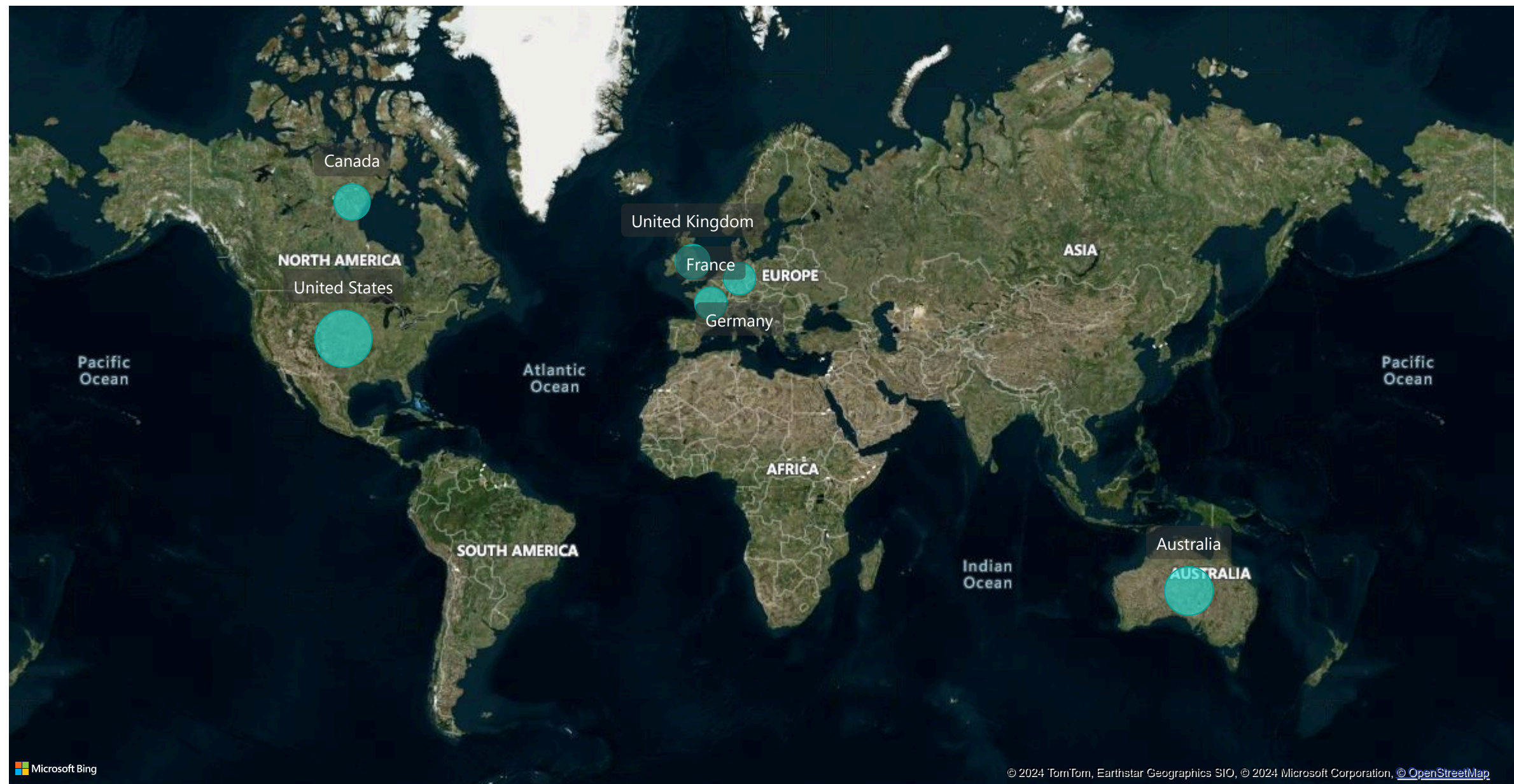
Shorts

Select all

Europe

North America

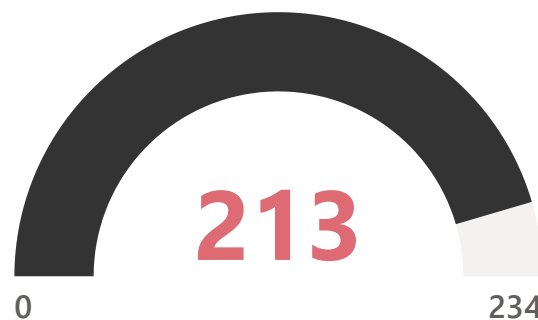
Pacific



Selected Product:

Road Tire
Tube

Monthly Orders vs. Target



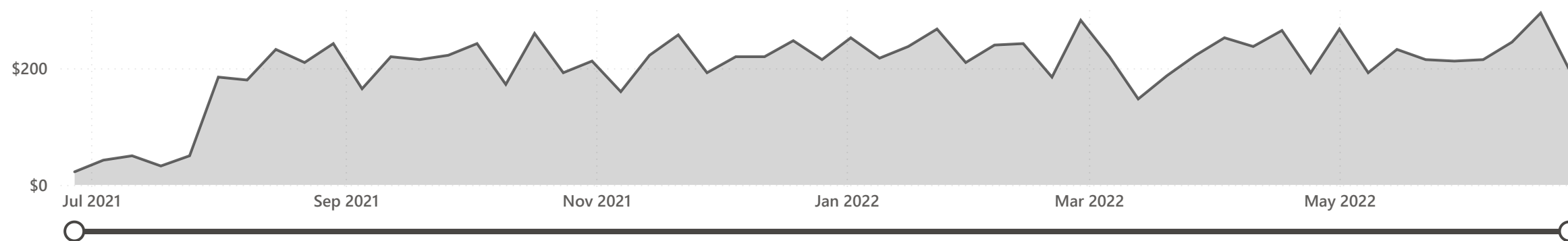
Monthly Revenue vs. Target



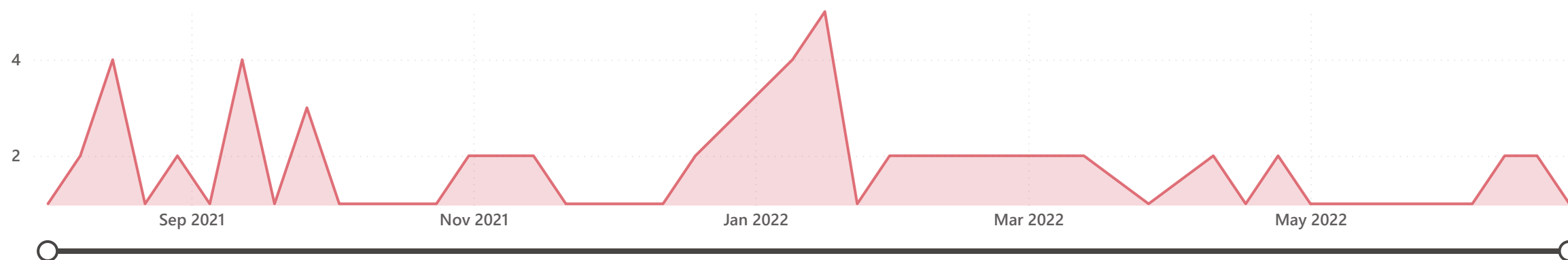
Monthly Profit vs. Target



Weekly Profit



Weekly Returns





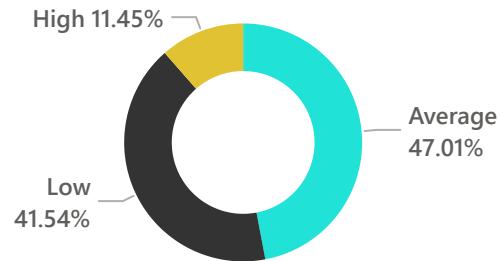
17.4K

UNIQUE CUSTOMER

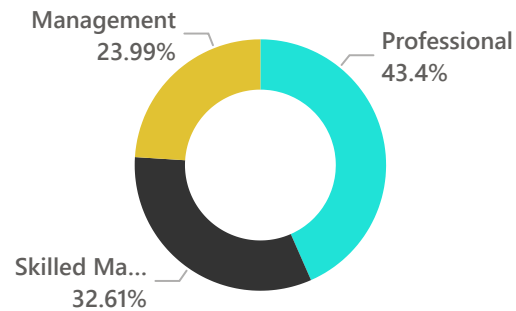
\$1,431

REVENUE PER CUSTOMER

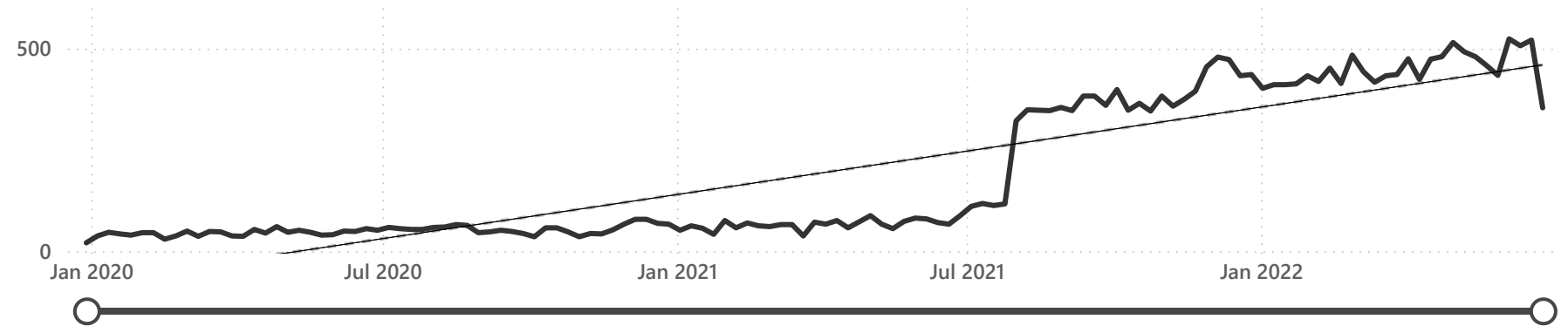
Orders by Income Level



Orders by Occupation



Weekly Customers



Top 100 Customers

| Customer Key | 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 |

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among Customers in Professional's Average Income in 2020, Mr. Adam Hill drove the most revenue at \$862.4k