

\$24.9M

REVENUE

\$10.5M

PROFIT

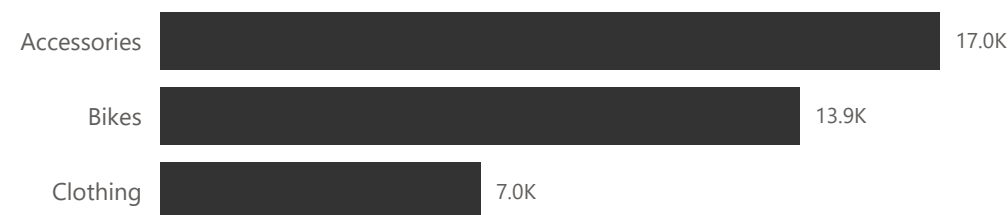
25.2K

ORDERS

2.2%

RETURN RATE

Orders by Category



Orders

Revenue

Return %

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

Monthly Returns

\$1.83M ✓

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

2,146!

Prev Month: 2165 (-0.88%)

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Most Returned Product Type:

Tires and Tubes

Shorts



Select all

Europe

North America

Pacific

Selected Product:

Water Bottle -
30 oz.

Monthly Orders vs. Target



Monthly Revenue vs. Target



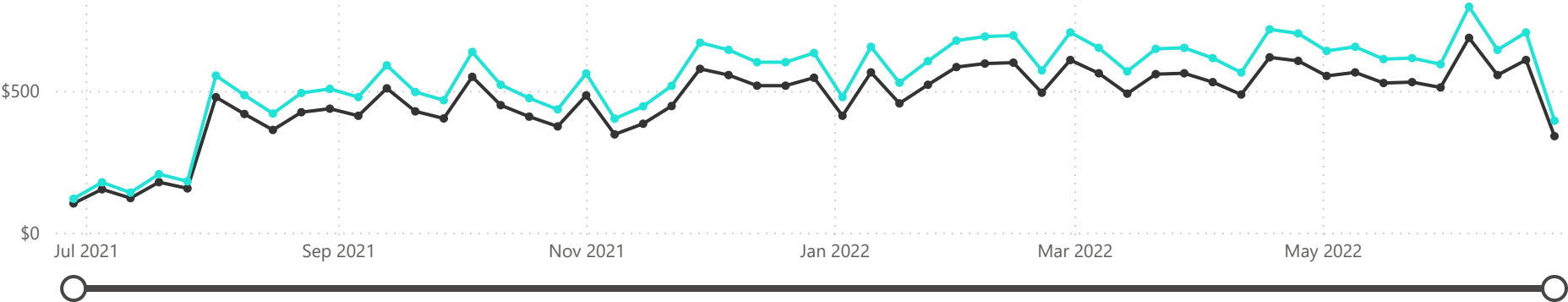
Monthly Profit vs. Target



Price Adjustment (%)

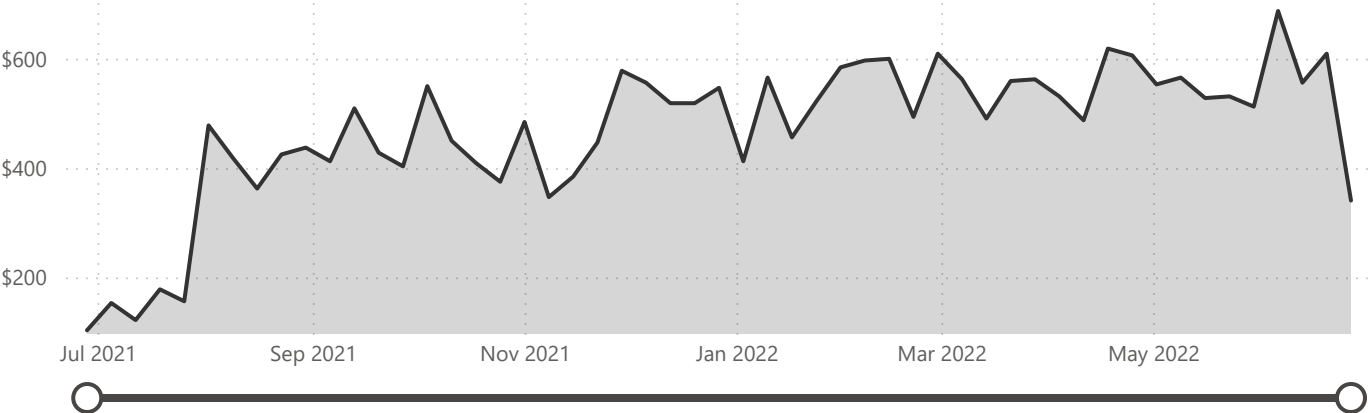
0.10

● Total Profit ● Adjusted Profit



Product Metric Selecti...

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



Report Summary

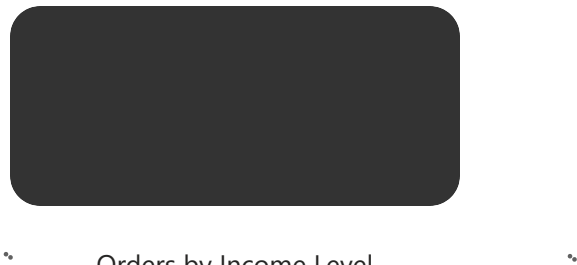
Total orders for Water Bottle - 30 oz. were 404

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit experienced the longest period



Orders by Income Level



Orders by Occupation

Top 100 Customers



Top Customer (by Revenue):



Orders:



Revenue:



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683



Orders by month



CategoryName Total Orders

Accessories	16,983
Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
Clothing	6,976
Total	25,164

CategoryName ✕

SubcategoryName ✕

ProductName ✕

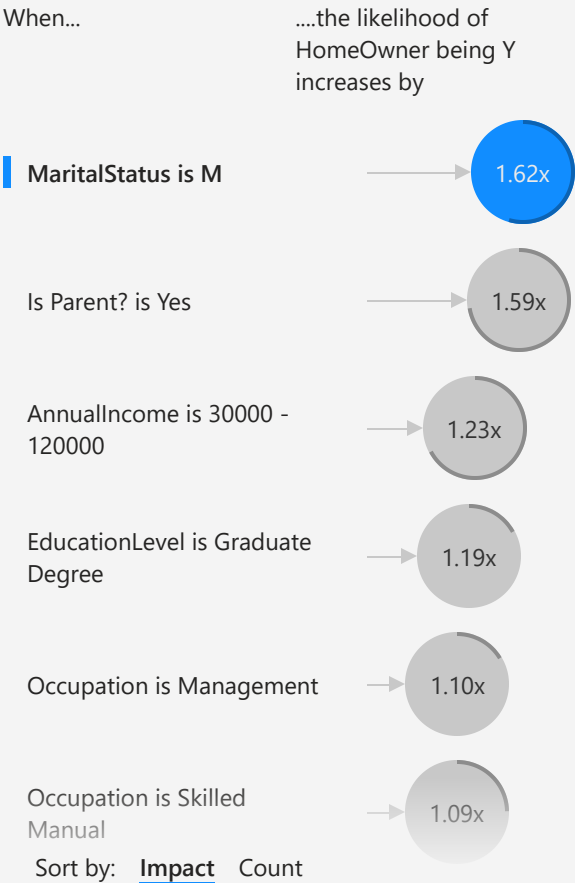
Total Orders
25,164

25K
Total Orders

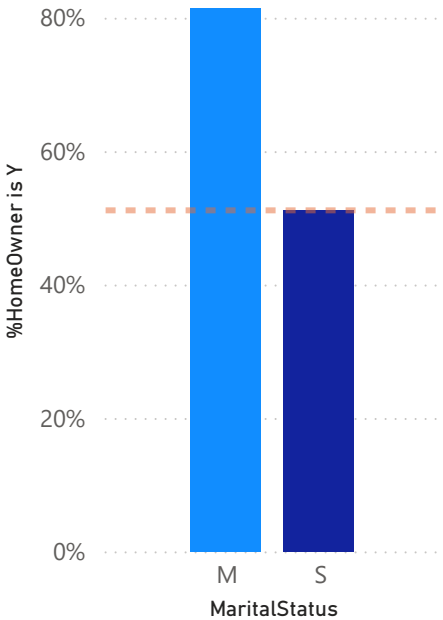
Key influencers Top segments



What influences HomeOwner to be Y ?



← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).

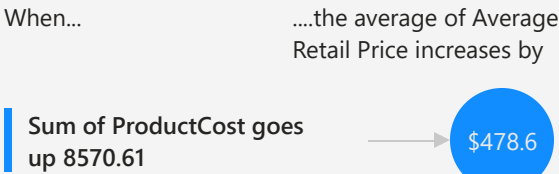


☐ Only show values that are influencers

Key influencers Top segments



What influences Average Retail Price to Increase ?



← On average when Sum of ProductCost increases, Average Retail Price also increases.

