

ANALYSIS

Year

(Blank)

2020

2021

2022

Conti...

Europe

North A...

Pacific

\$2.9M

REVENUE

\$1.2M

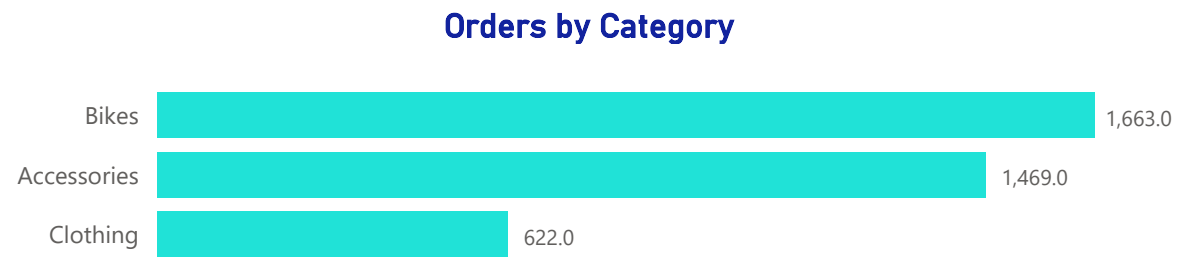
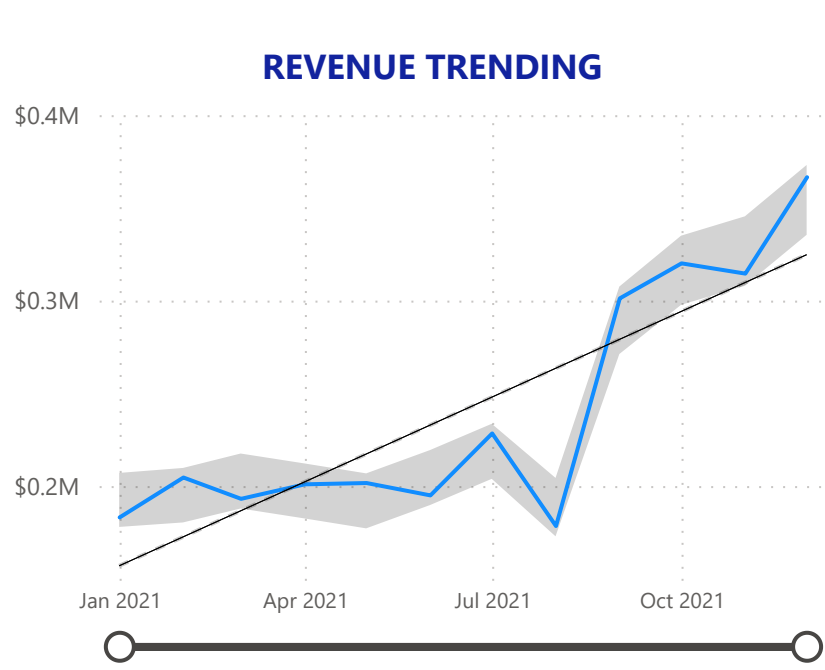
PROFIT

2,557

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	317	\$3,278	1.67
Sport-100 Helmet, Red	182	\$6,368	3.30
Sport-100 Helmet, Blue	171	\$5,753	2.34
Sport-100 Helmet, Black	159	\$5,349	1.26
Road Tire Tube	202	\$1,572	1.78
Road Bottle Cage	197	\$3,452	1.30
Patch Kit/8 Patches	268	\$1,230	2.05
Mountain Tire Tube	207	\$2,051	0.97
Fender Set - Mountain	138	\$6,198	1.06
AWC Logo Cap	160	\$2,000	0.86

MONTHLY REVENUE

\$0.37M

Prev Month: 0.31M  
(+16.52%)

MONTHLY ORDERS

420

Prev Month: 358  
(+17.32%)

MONTHLY RETURNS

30

Prev Month: 24 (-25%)

Most Ordered Product Type:

Road Bikes

Most Retuned Product Type:

Hydration Packs

Select all

Europe

North America

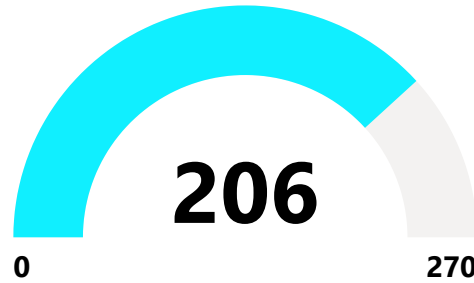
Pacific



Selected Product:

**Sport-100  
Helmet, Red**

Montly Orders Vs Target



Montly Revenue Vs Target



Montly Profit Vs Target

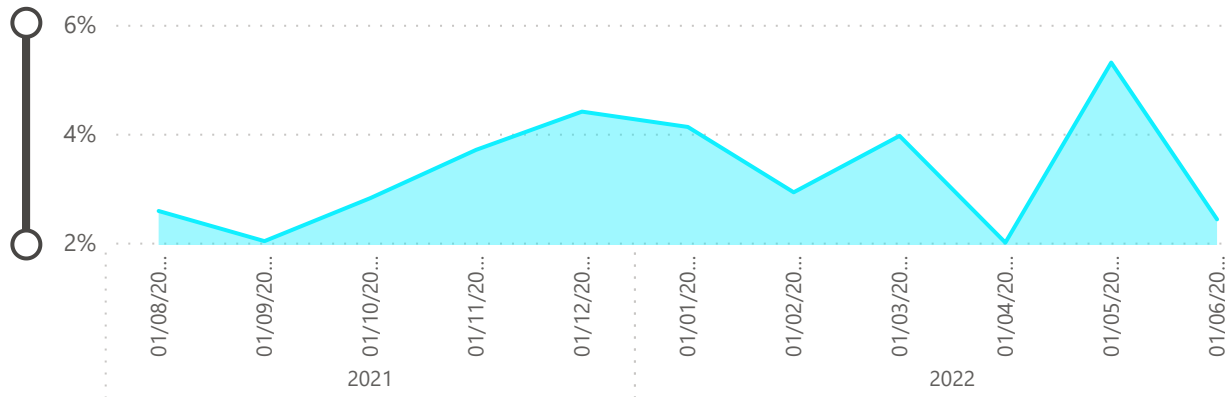
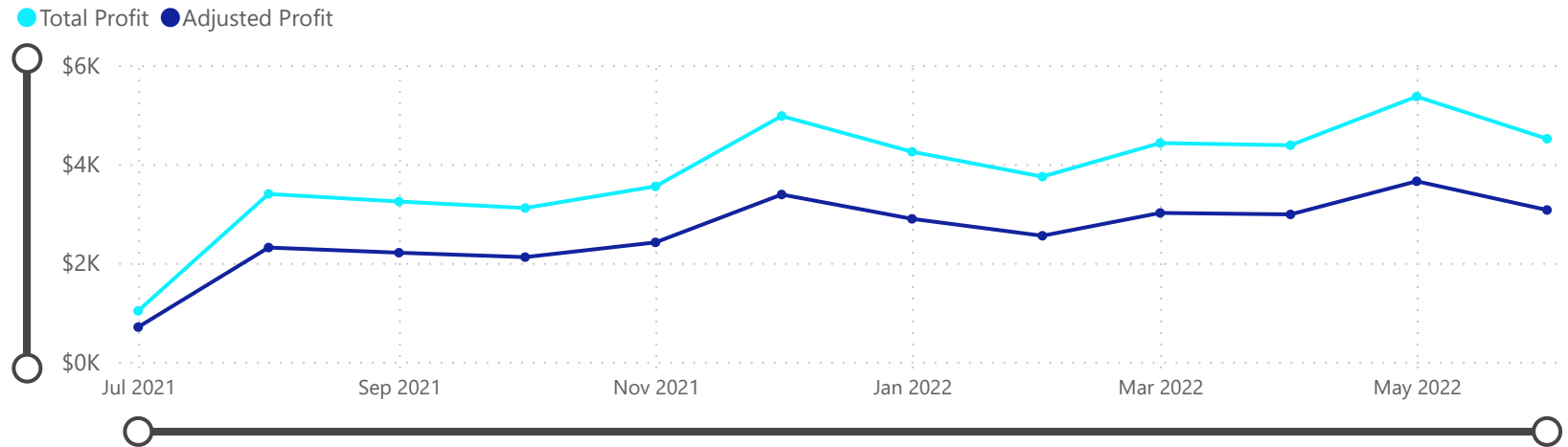


### Price Adjustment (%)

-0.20

### Product Metric Selection

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



### Report Summary

Total orders for Sport-100 Helmet, Red were 206

Total Profit (210.00% increase) and Adjusted Profit (210.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit experienced the longest

17.4K

UNIQUE CUSTOMERS

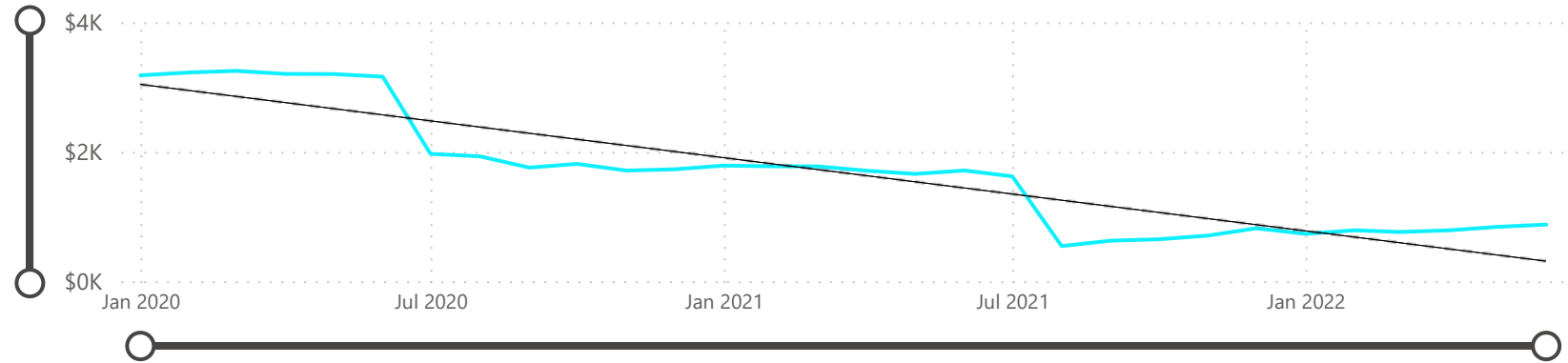
\$1,431

Average Revenue Per Customer

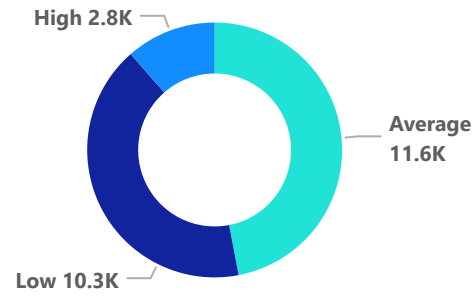
Total Customer

Average Revenue Per Customer

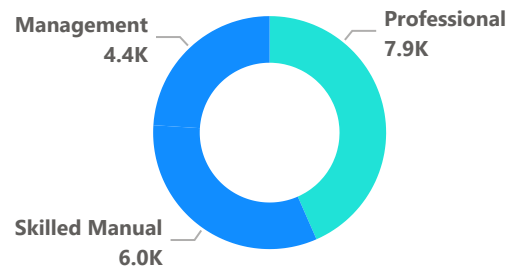
### Average Revenue Per Customer



### Orders by Income Level



### Orders by Occupation



### Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11019	MR. Luke Lal	15	\$962
11078	MS. Gina Martin	16	\$991
11091	MR. Dalton Perez	26	\$1,513
11131	MS. Amanda Rivera	4	\$212
11142	MR. Eduardo Patterson	15	\$1,117
11176	MR. Mason Roberts	24	\$1,526
11185	MRS. Ashley Henderson	25	\$1,717
11200	MR. Jason Griffin	25	\$1,614
11203	MR. Luis Diaz	17	\$1,002
11211	MRS. Samantha Russell	16	\$948
11212	MRS. Chloe Campbell	15	\$970
11215	MRS. Ana Perry	17	\$1,336
11223	MRS. Hailey Patterson	26	\$1,616
11237	MR. Clarence Anand	4	\$10,065
11241	MRS. Lisa Cai	7	\$11,330
11242	MR. Larry Munoz	7	\$10,852
11245	MR. Rickv Vazquez	4	\$10,166
Total		1,272	\$615,329

01/01/2020

01/01/2022

Top Customer (By Revenue):

MR. Maurice Shan

Orders:

Revenue:

6.00

12.4K



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at...

**\$24,914,587**

Total Revenue

**\$10,457,715**

Total Profit

**25,164**

Total Orders

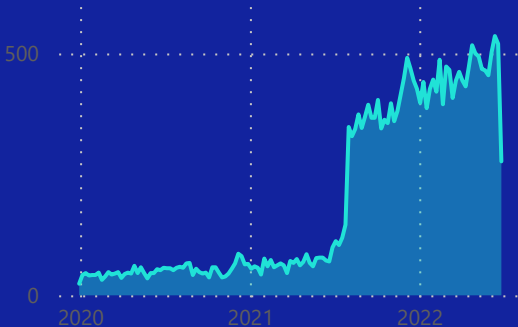
**1,809**

Total Returns

**2.17%**

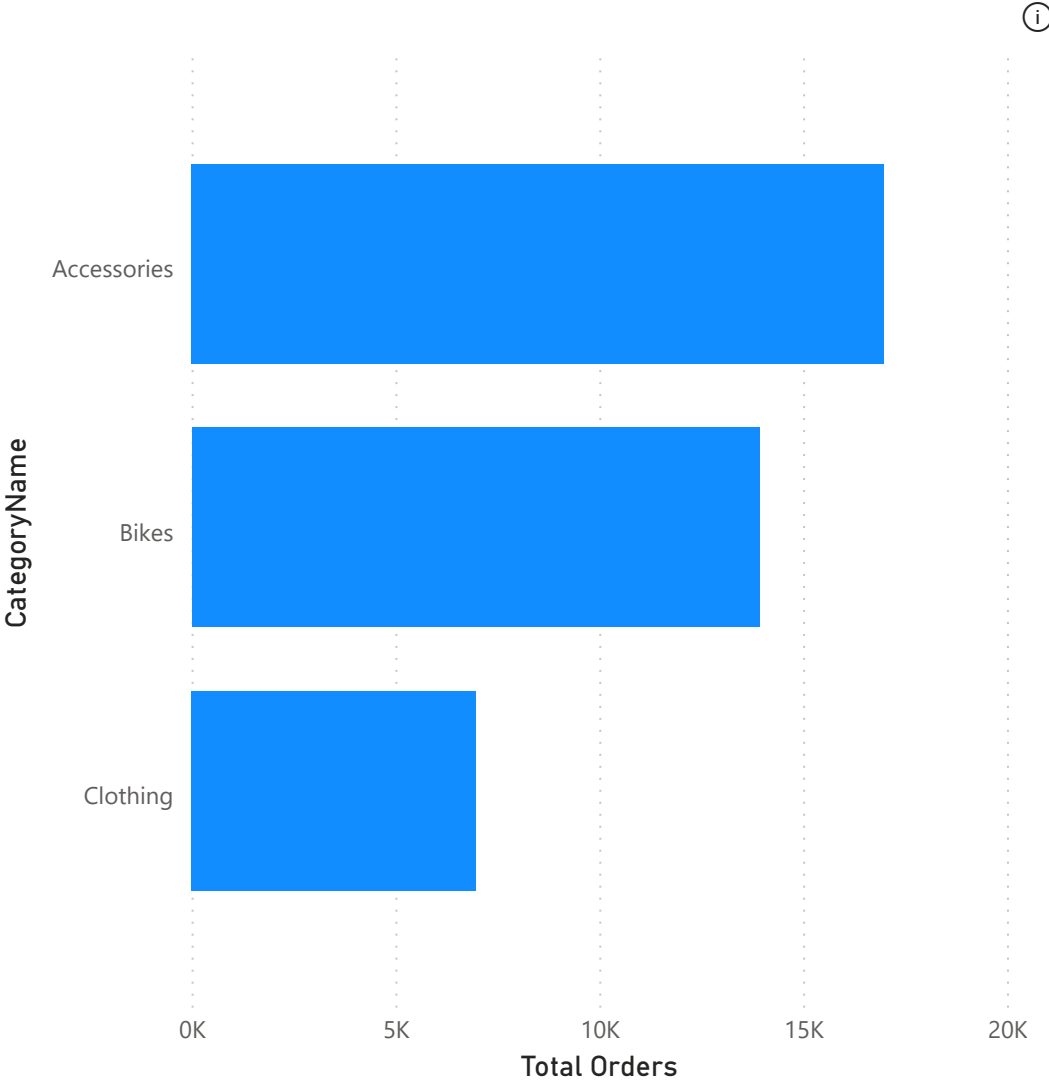
Return Rate

Weekly Orders

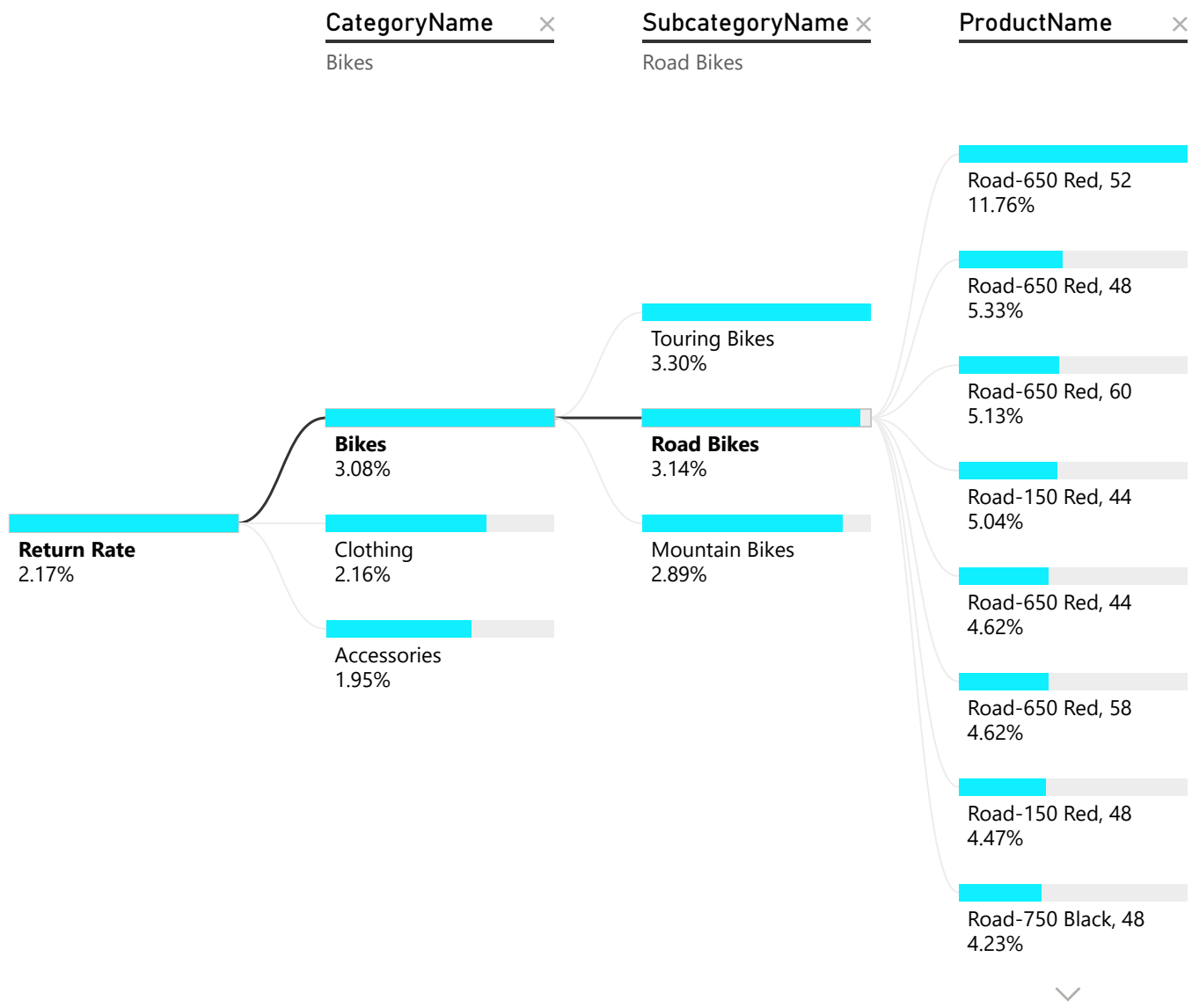


orders by category name

Showing results for *Category name and total orders*



CategoryName	Total Orders
+ Clothing	6,976
+ Bikes	13,929
+ Accessories	16,983
Total	25,164

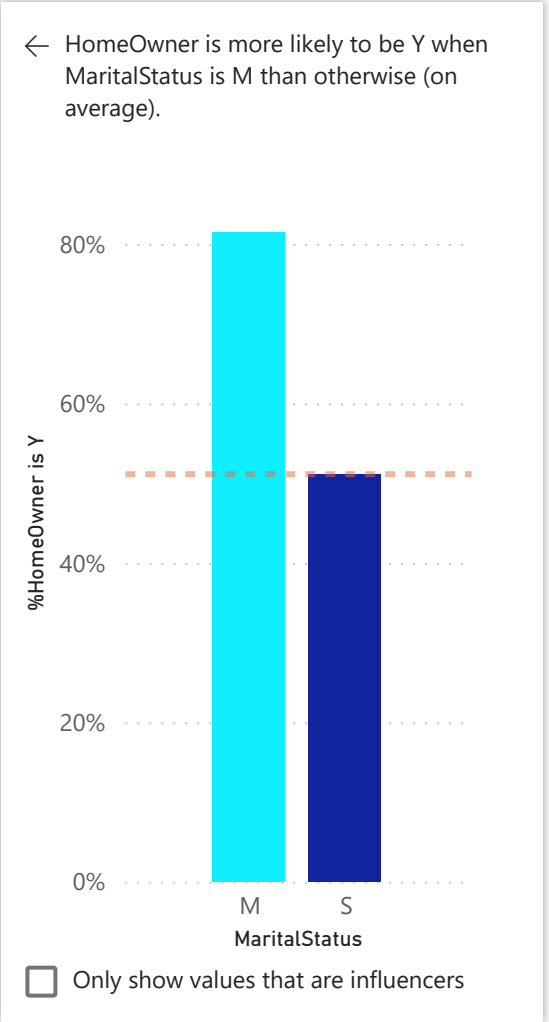
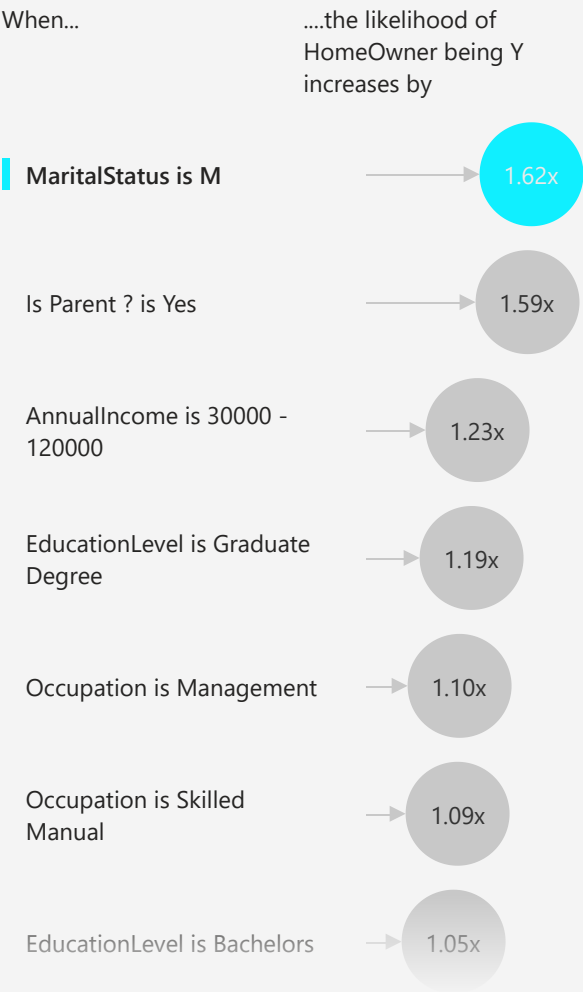


25K  
Total Orders

Key influencers Top segments



What influences HomeOwner to be Y ?



Key influencers Top segments



What influences ProductPrice to Increase ?

