



\$24.9M

REVENUE

\$10.5M

Profit

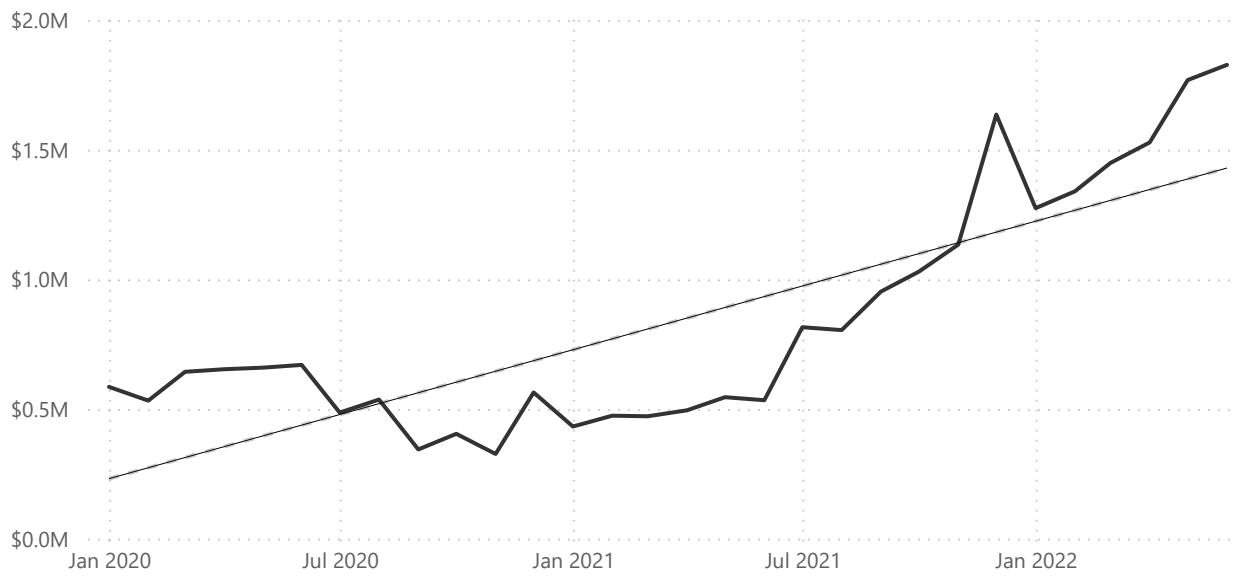
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M

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

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Orders

Monthly Returns

166

Prev Month: 169 (+1.78%)

Orders by Category Performance



Top 10 Products

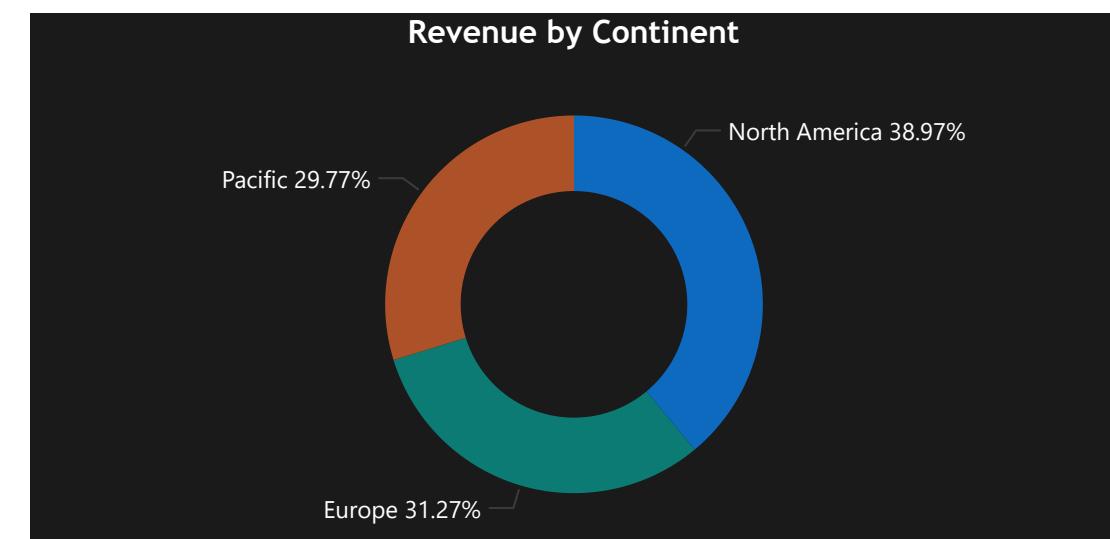
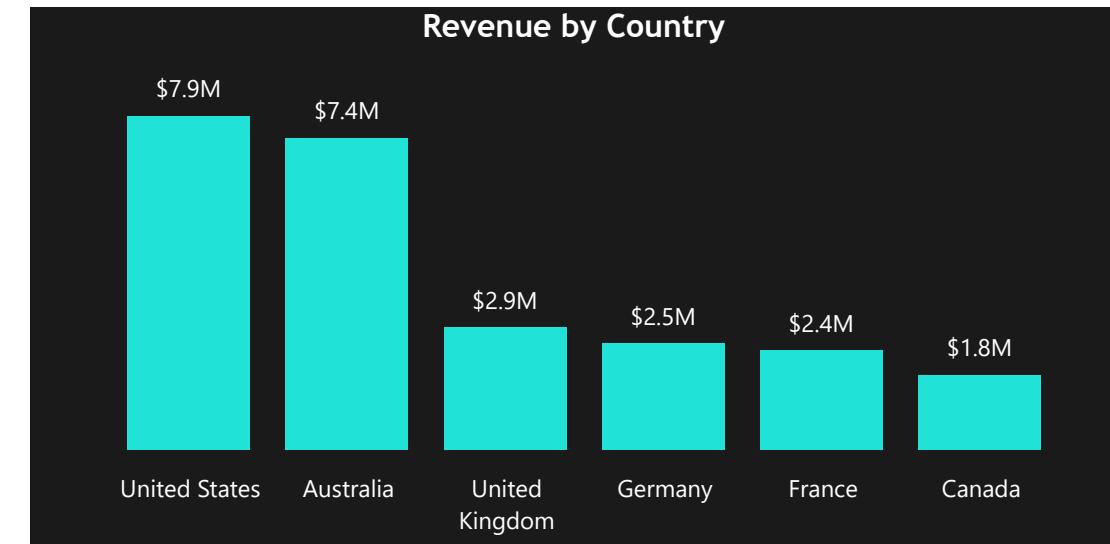
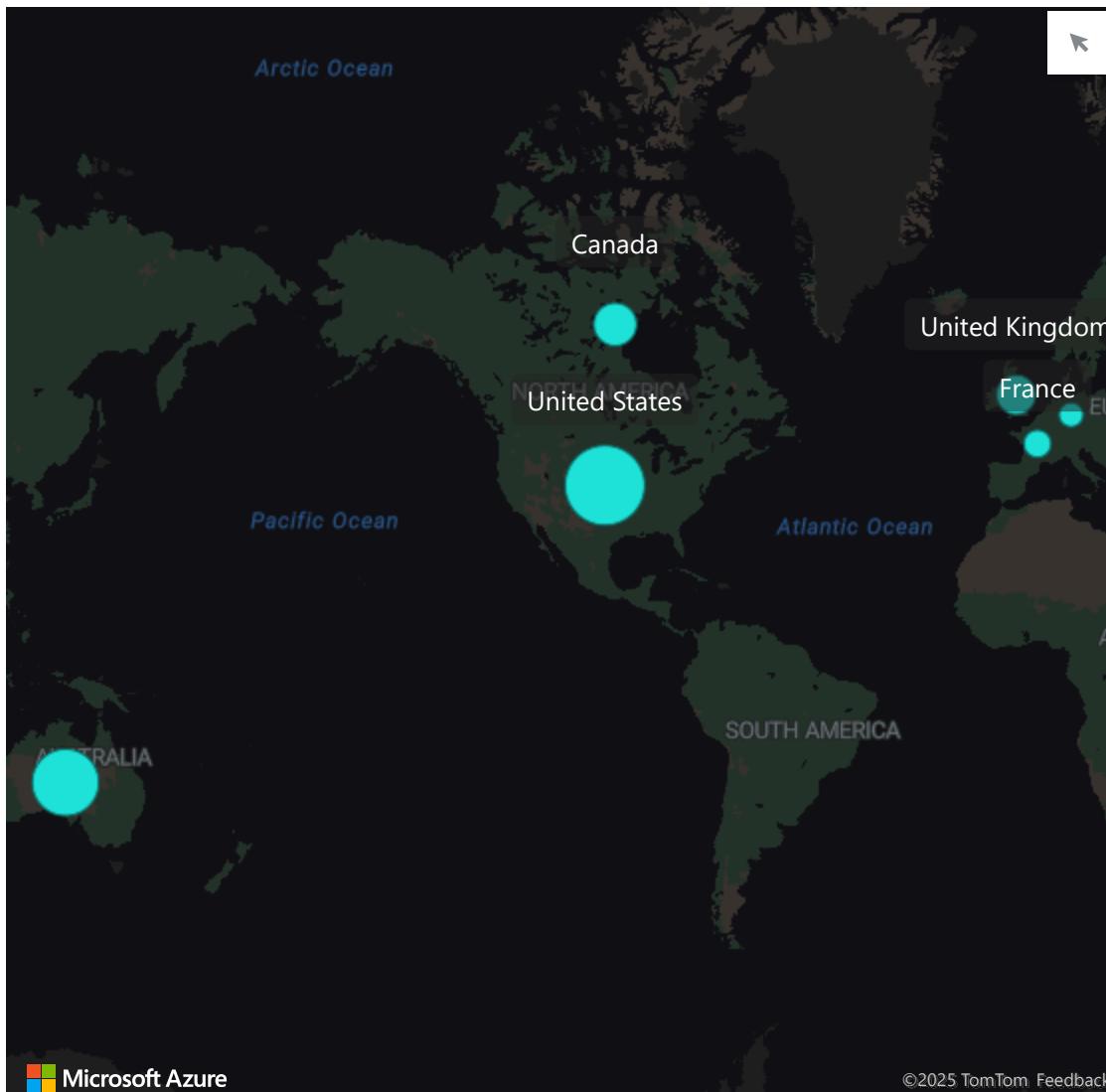
Product Name	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$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%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

**Select all****Europe****North America****Pacific**



Selected Product:

Mountain Tire Tube

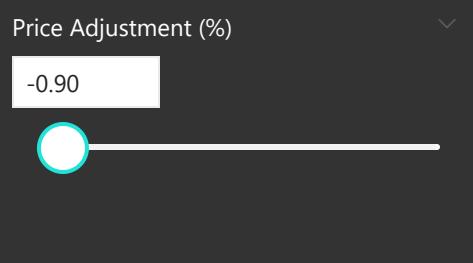
Monthly Orders vs Target



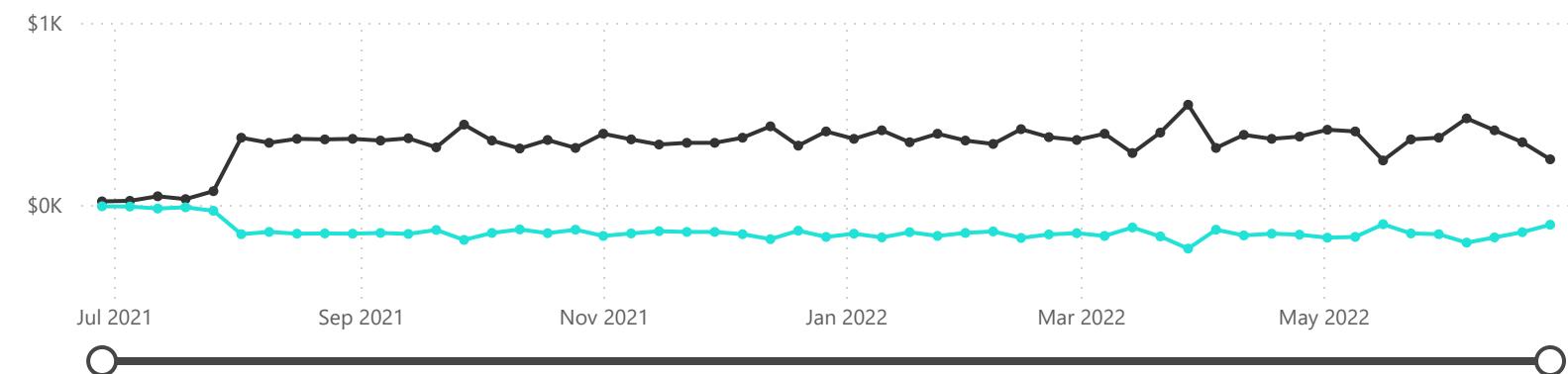
Monthly Revenue vs Target



Monthly Profit vs Target

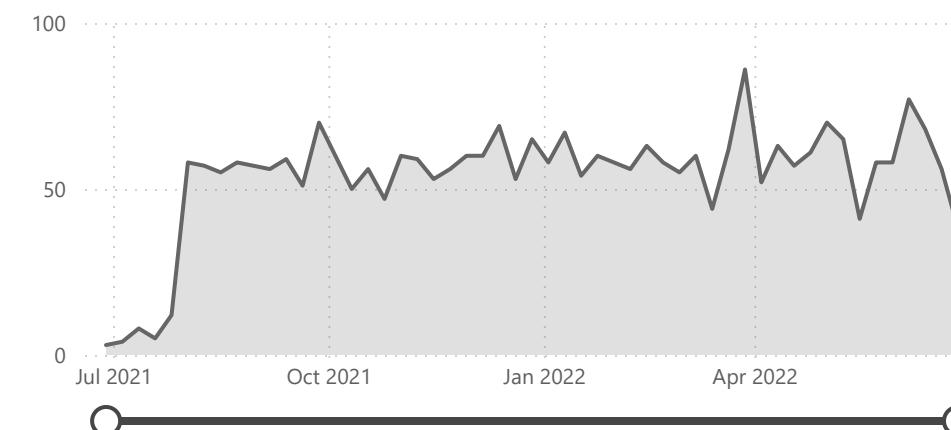


● Total Profit ● Adjusted Profit



Product Metric Selection

- Orders
- Profit
- Returns
- Revenue
- Return %



Report Summary

Total orders for Mountain Tire Tube were 275

Total Profit trended up (1,233.33% increase) while Adjusted Profit (1,233.33% decrease) trended down between Monday, June 28, 2021 and Monday, June 27, 2022.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending down on Monday, June 28, 2021 falling by



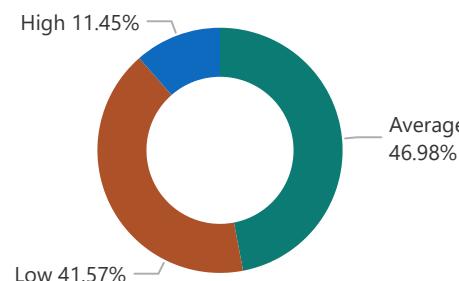
17.4K

UNIQUE CUSTOMERS

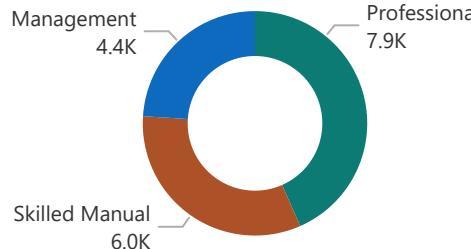
\$1.431K

REVENUE PER CUSTOMER

Orders by Income Level



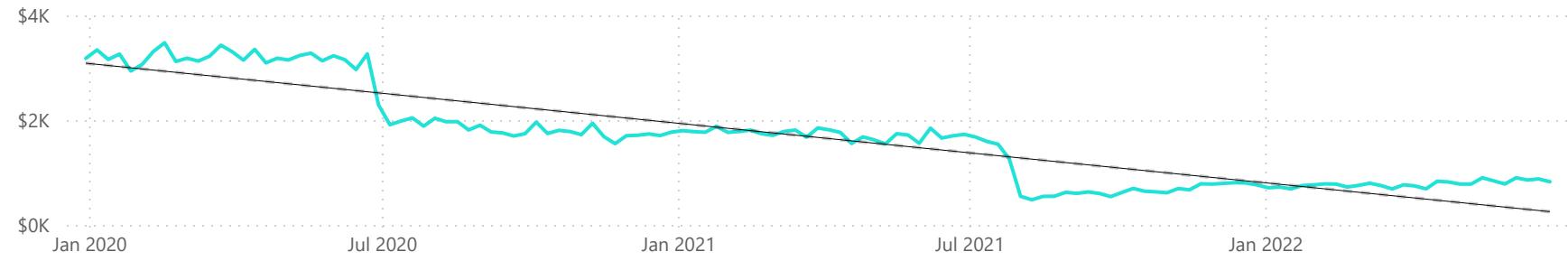
Orders by Occupation



Total Customers

Average Per Customer

Average Per Customer



Top 15 Customers

Customer Key	Full 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

2020 2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

\$12.4K



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