



\$24.9M

REVENUE

\$10.5M

Profit

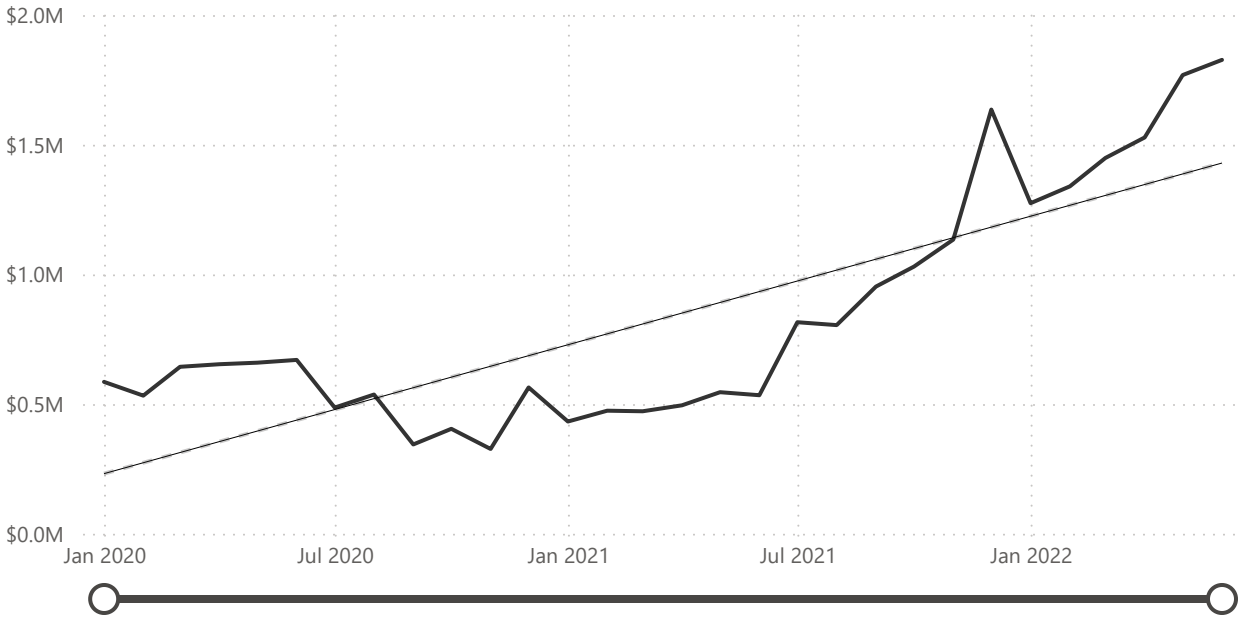
25.2K

ORDERS

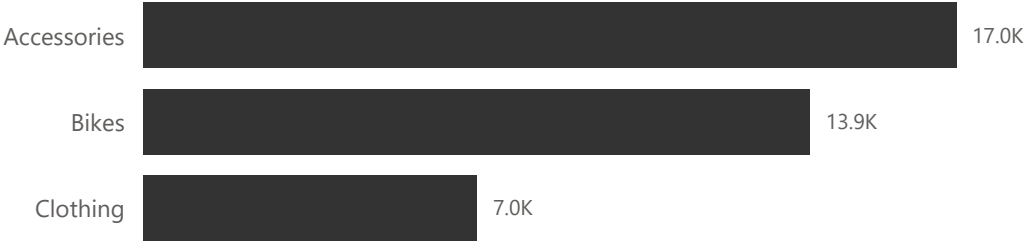
2.2%

RETURN RATE

Revenue Trending



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%

Monthly Revenue

\$1.83M

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

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

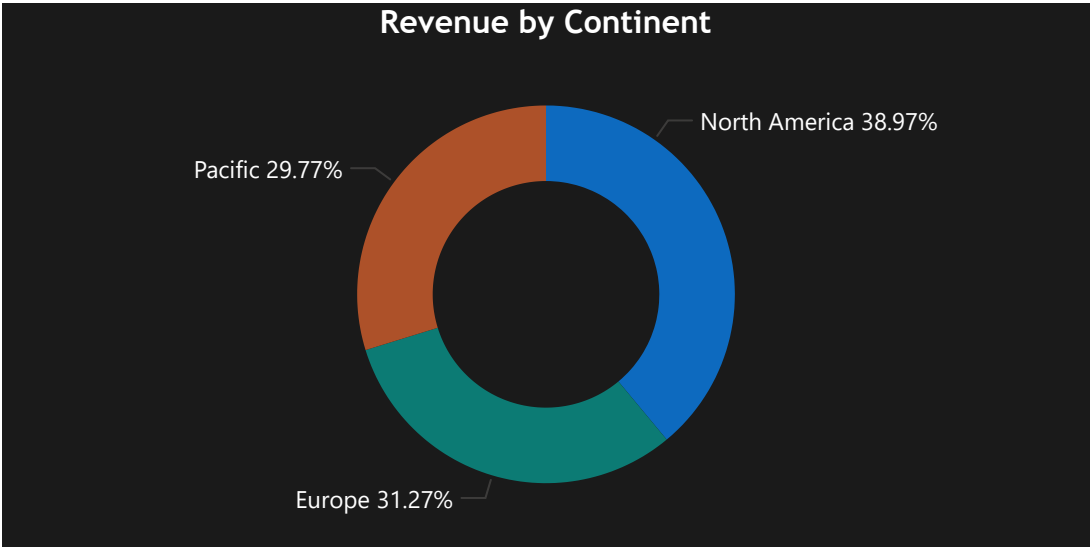
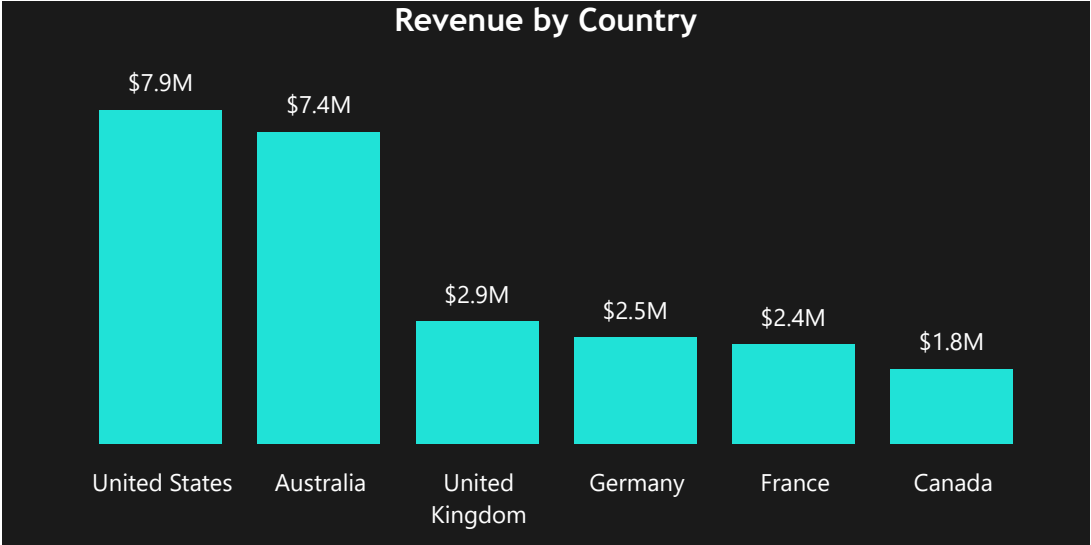
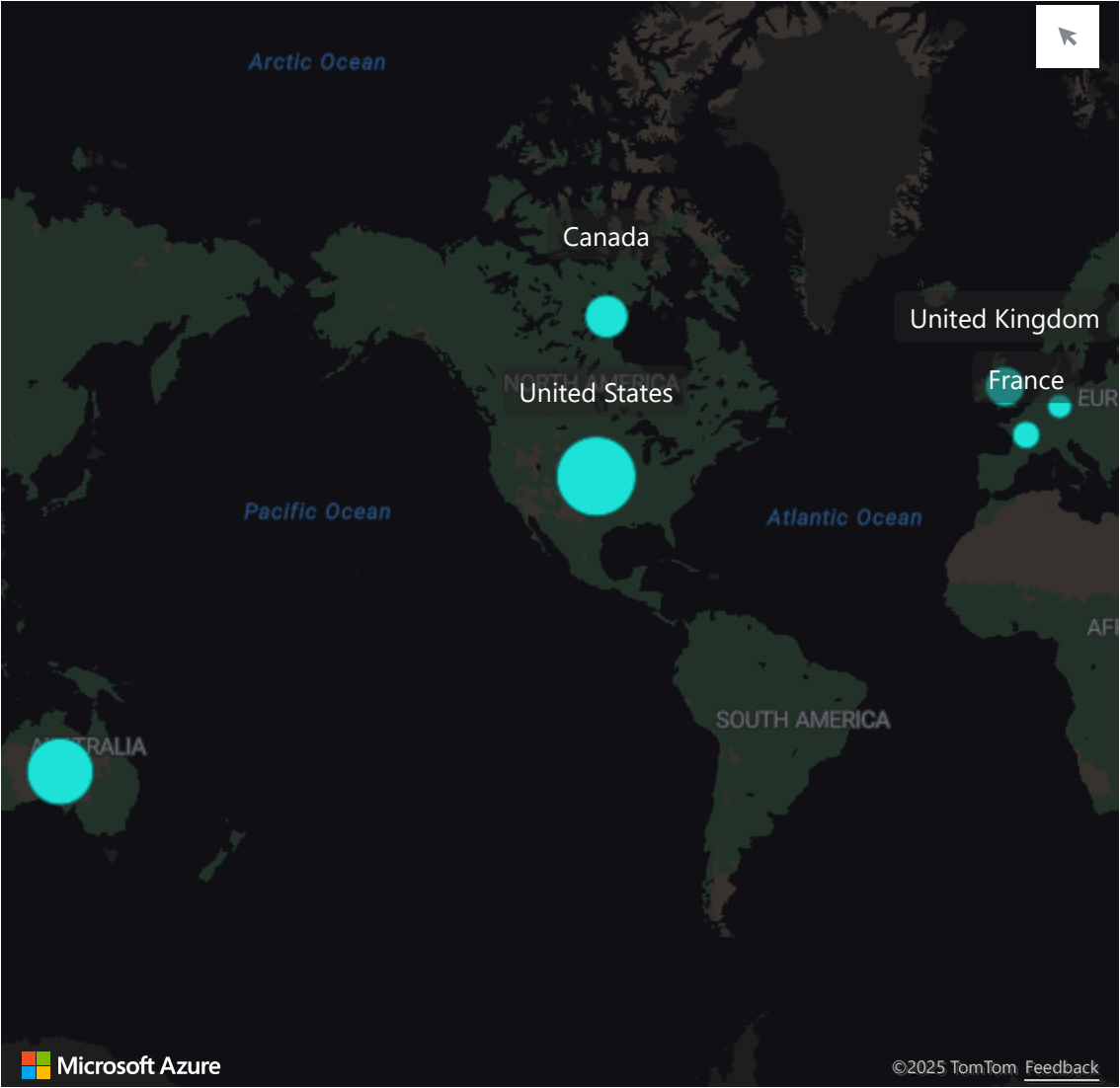
Continent

Select all

Europe

North America

Pacific





Selected Product:

Mountain Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Price Adjustment (%)

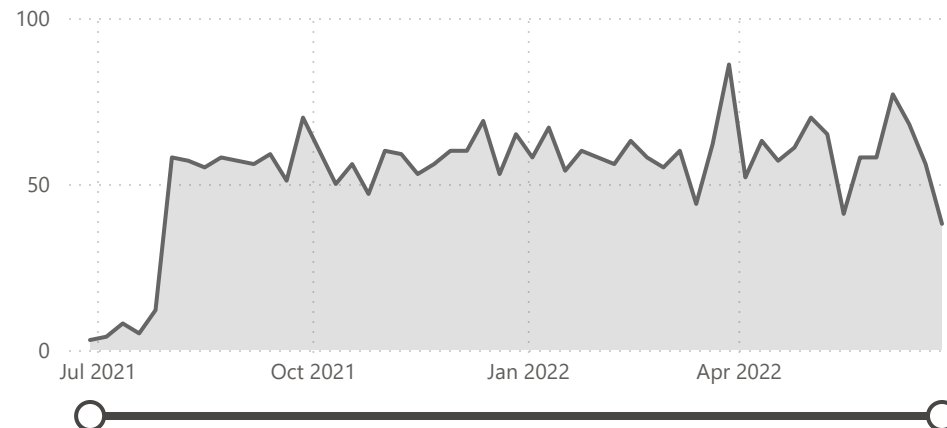
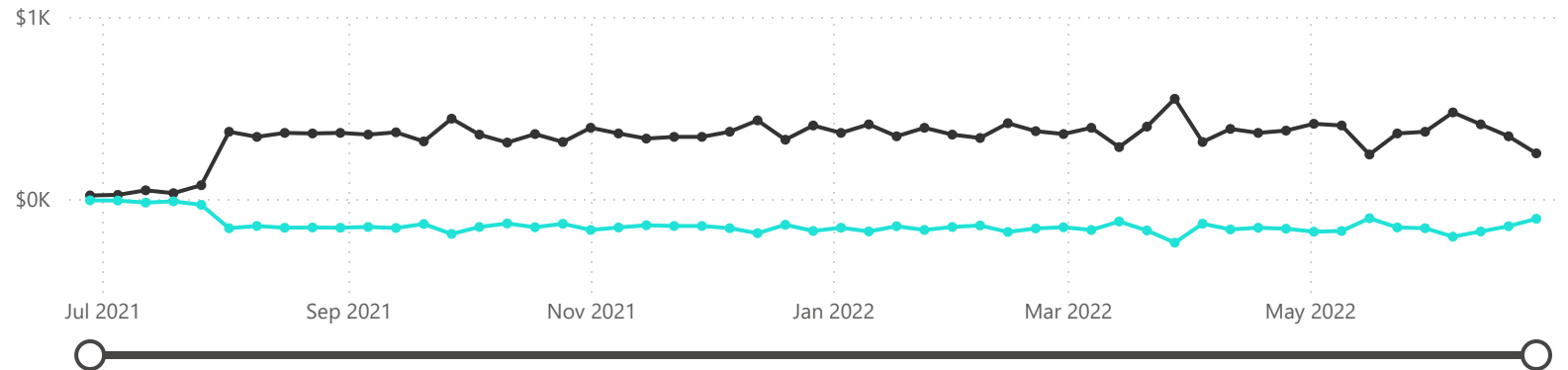
-0.90



Product Metric Selection

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

● Total Profit ● Adjusted Profit



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.

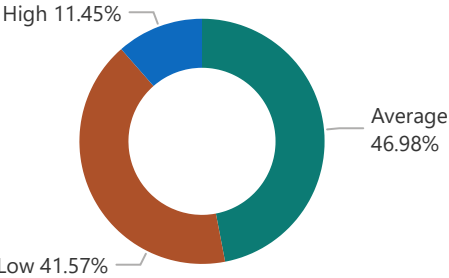
Across all metrics, Adjusted Profit had the most interesting recent trend and started trending down on Monday, June 28, 2021 falling by



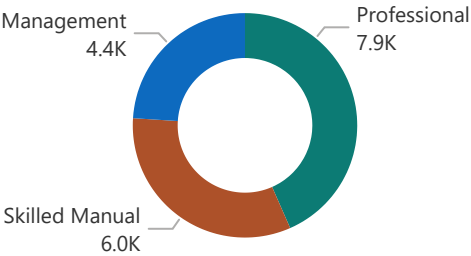
17.4K
UNIQUE CUSTOMERS

\$1.431K
REVENUE PER CUSTOMER

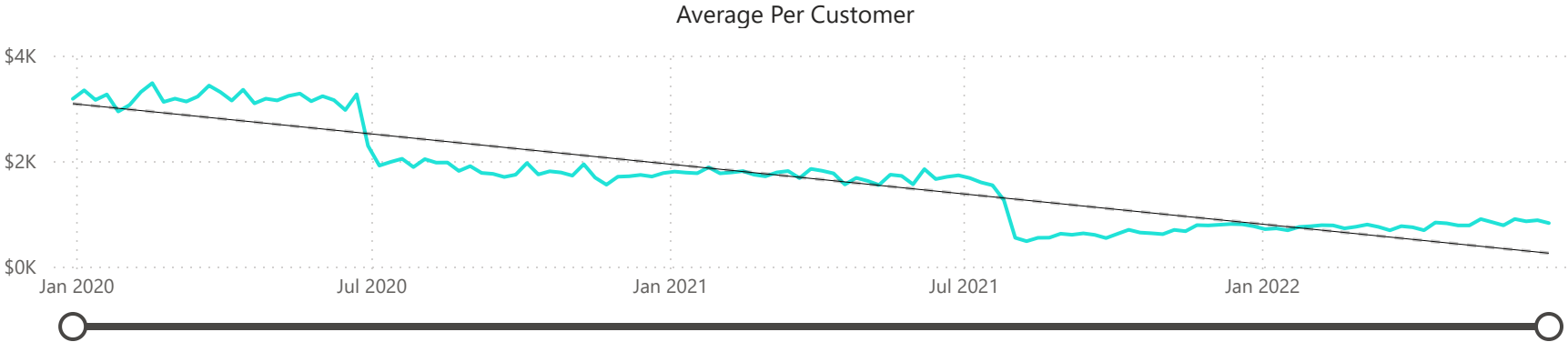
Orders by Income Level



Orders by Occupation



Total Customers Average Per Customer



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 deove the most revenue at \$4,683