



\$24.9M

REVENUE

\$10.5M

PROFIT

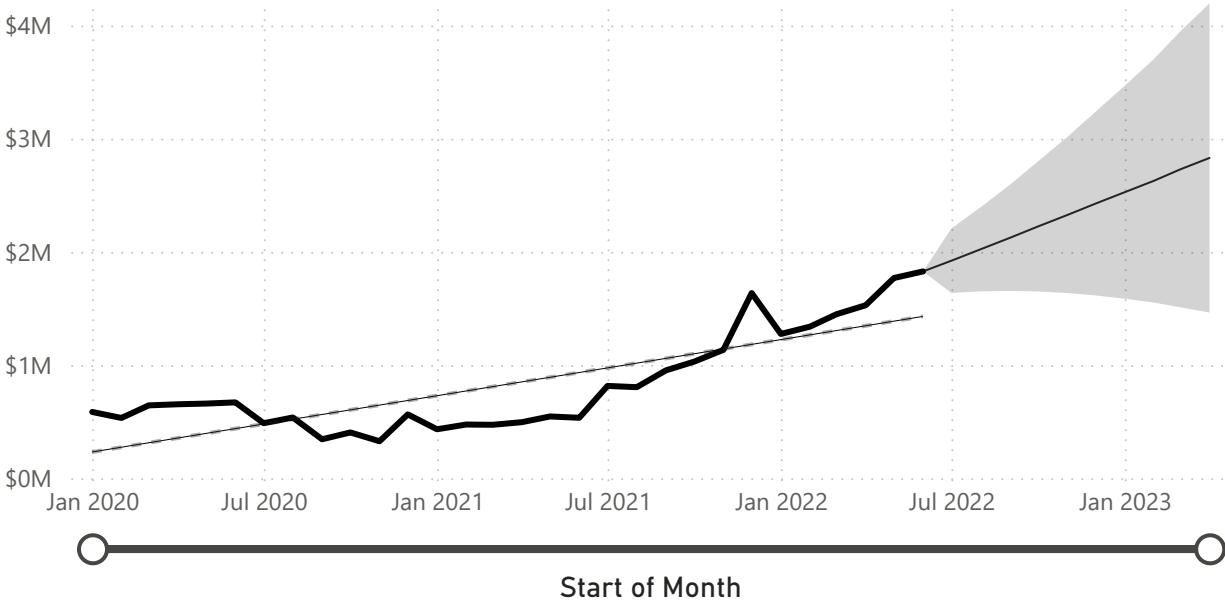
25.2K

ORDERS

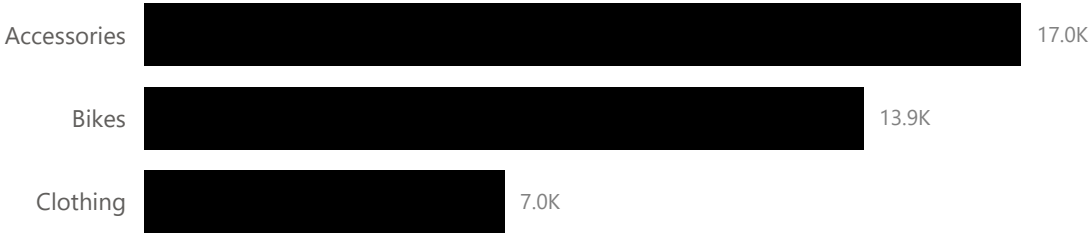
2.2%

Return Rate

Monthly Revenue

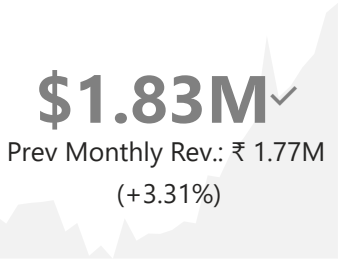


Order By Category

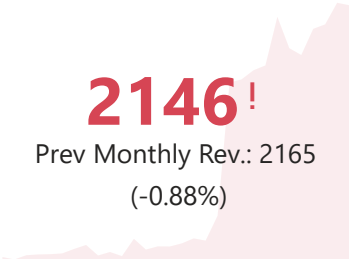


| ProductName | Total Orders | Total Revenue | Return Rate |
|-------------------------|--------------|---------------|-------------|
| AWC Logo Cap | 2062 | \$35,882 | 1.11% |
| Fender Set - Mountain | 1975 | \$87,041 | 1.36% |
| Mountain Bottle Cage | 1896 | \$38,062 | 2.02% |
| Mountain Tire Tube | 2846 | \$28,333 | 1.64% |
| Patch Kit/8 Patches | 2952 | \$13,506 | 1.61% |
| Road Tire Tube | 2173 | \$17,265 | 1.55% |
| Sport-100 Helmet, Black | 1940 | \$65,270 | 2.68% |
| Sport-100 Helmet, Blue | 1995 | \$67,120 | 3.31% |
| Sport-100 Helmet, Red | 2099 | \$73,444 | 3.33% |

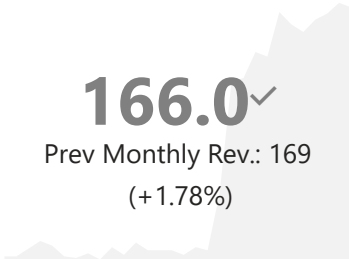
Monthly Revenue



Monthly Orders



Monthly Revenue



Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Bib-Shorts

Select all

Europe

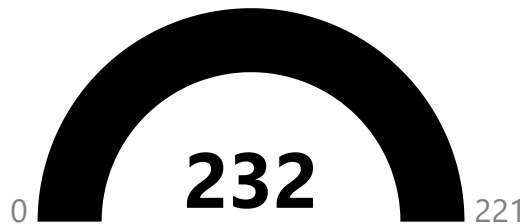
North America

Pacific

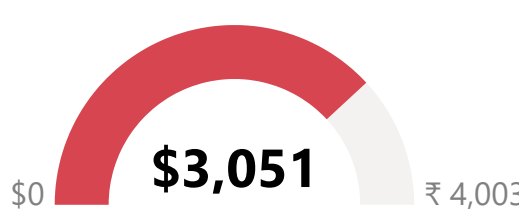


AWC Logo Cap

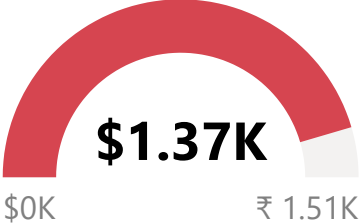
Total Orders and Order Target



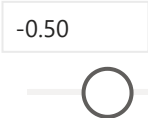
Total Revenue and Revenue Target



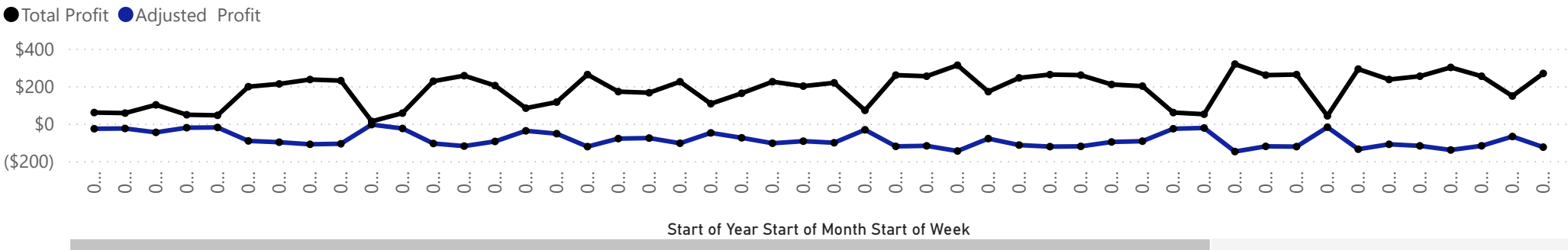
Total Profit and Profit Target



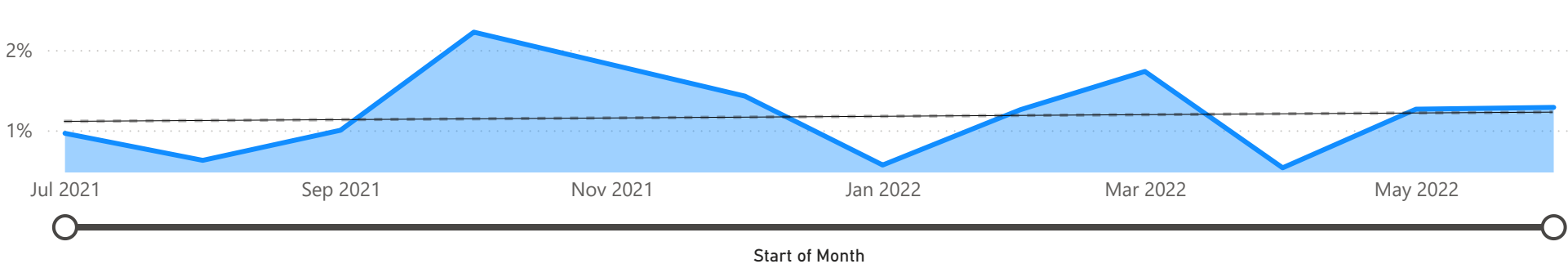
Price Adjustments %



Profit Trending



Return Trending



Product Metric Selection

- ☐ Orders
- ☐ Profit
- ☐ Returns
- ☐ Revenue
- ☒ Rate



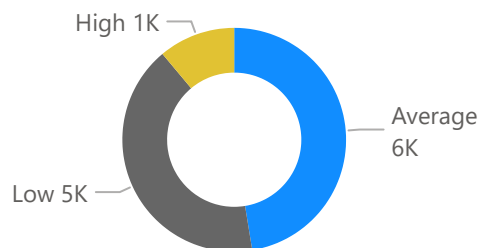
\$9.2M

REVENUE

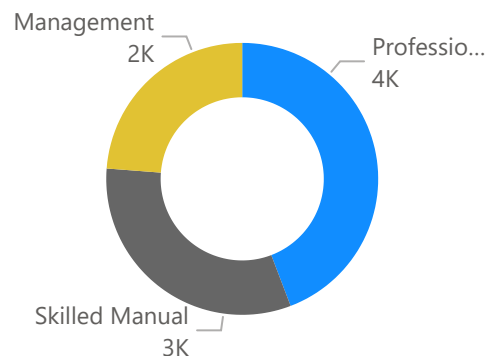
\$3.9M

PROFIT

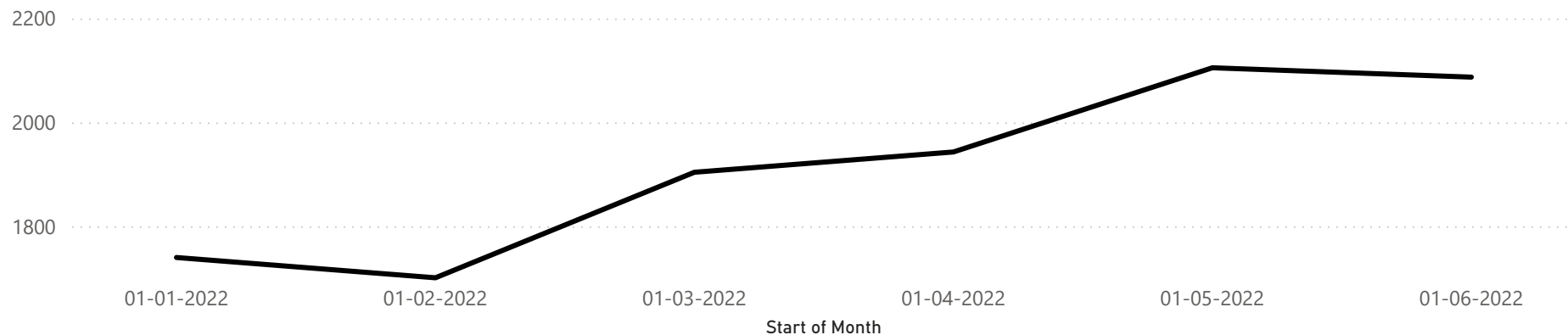
Orders by Income Level



Orders by Occupation



Customers Trending



Year

(Blank)

2020

2021

2022

Top 100 Customers

| Full Name | Orders | Revenue |
|-----------------------|------------|-----------------|
| Renee Moreno | 4 | \$335 |
| Mr. Adrian Sanchez | 3 | \$153 |
| Mr. Alberto Muñoz | 3 | \$210 |
| Mr. Andrew Martinez | 5 | \$320 |
| Mr. Antonio Bennett | 7 | \$375 |
| Mr. Austin Smith | 3 | \$202 |
| Mr. Blake Hill | 3 | \$95 |
| Mr. Brian Peterson | 3 | \$332 |
| Mr. Bryan Townsend | 4 | \$271 |
| Mr. Bryce James | 3 | \$186 |
| Mr. Charles Jackson | 13 | \$944 |
| Mr. Charles Walker | 4 | \$330 |
| Mr. Christian Smith | 3 | \$254 |
| Mr. Dalton Perez | 13 | \$845 |
| Mr. Daniel Davis | 13 | \$852 |
| Mr. Eddie Ramos | 3 | \$200 |
| Mr. Eduardo Patterson | 10 | \$788 |
| Mr. Fernando Barnes | 17 | \$1,250 |
| Mr. Garrett Bell | 4 | \$255 |
| Total | 646 | \$76,869 |

Top Customer (By Revenue):

Mr. Franklin Xu

Orders:

4

Revenue:

\$7,983



Among Customers in skilled Manual Roles ,
Ruben Suarez drove the most revenue of \$4683