



\$24.9M

REVENUE

\$10.5M

PROFIT

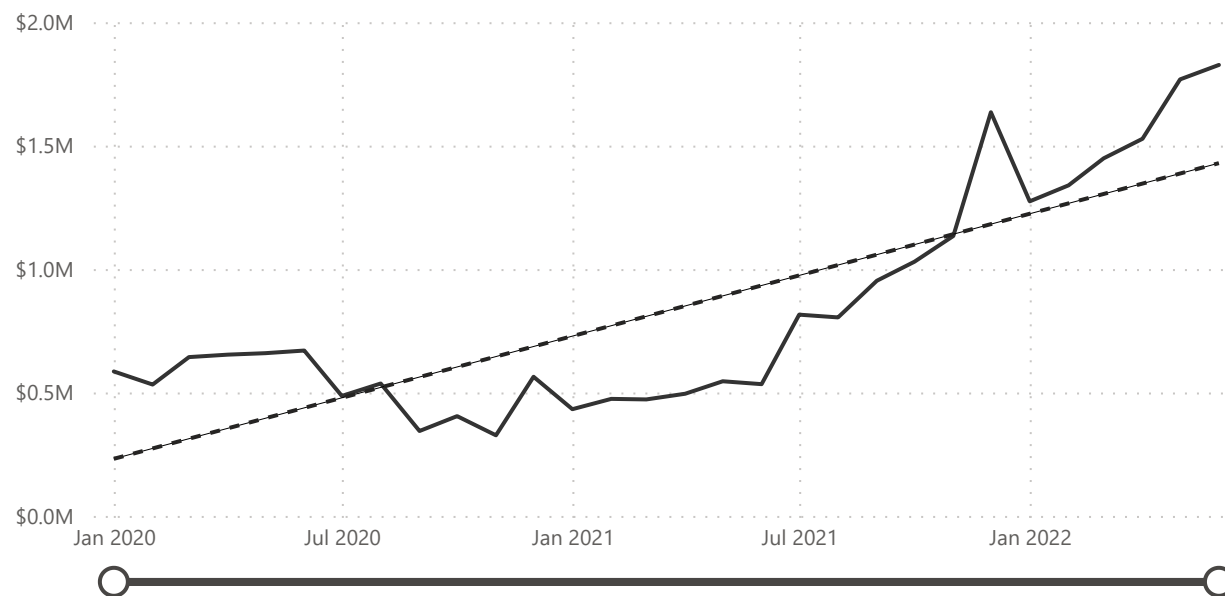
25.2K

ORDERS

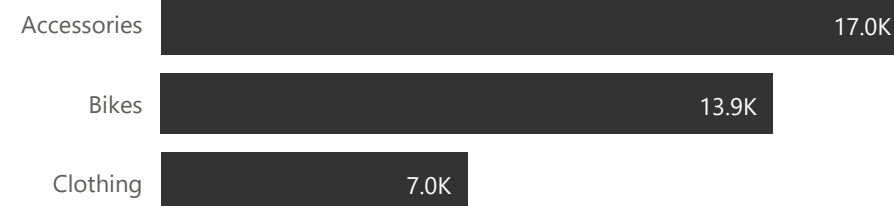
2.2%

RETURN RATE

Revenue



Orders by Category



Top 10 Products

	Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Road Tire Tube	2,173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
AWC Logo Cap	2,062	\$35,882.0742	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.179	3.31%
Fender Set - Mountain	1,975	\$87,040.8	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.748	2.68%
Mountain Bottle Cage	1,896	\$38,061.9	2.02%

Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

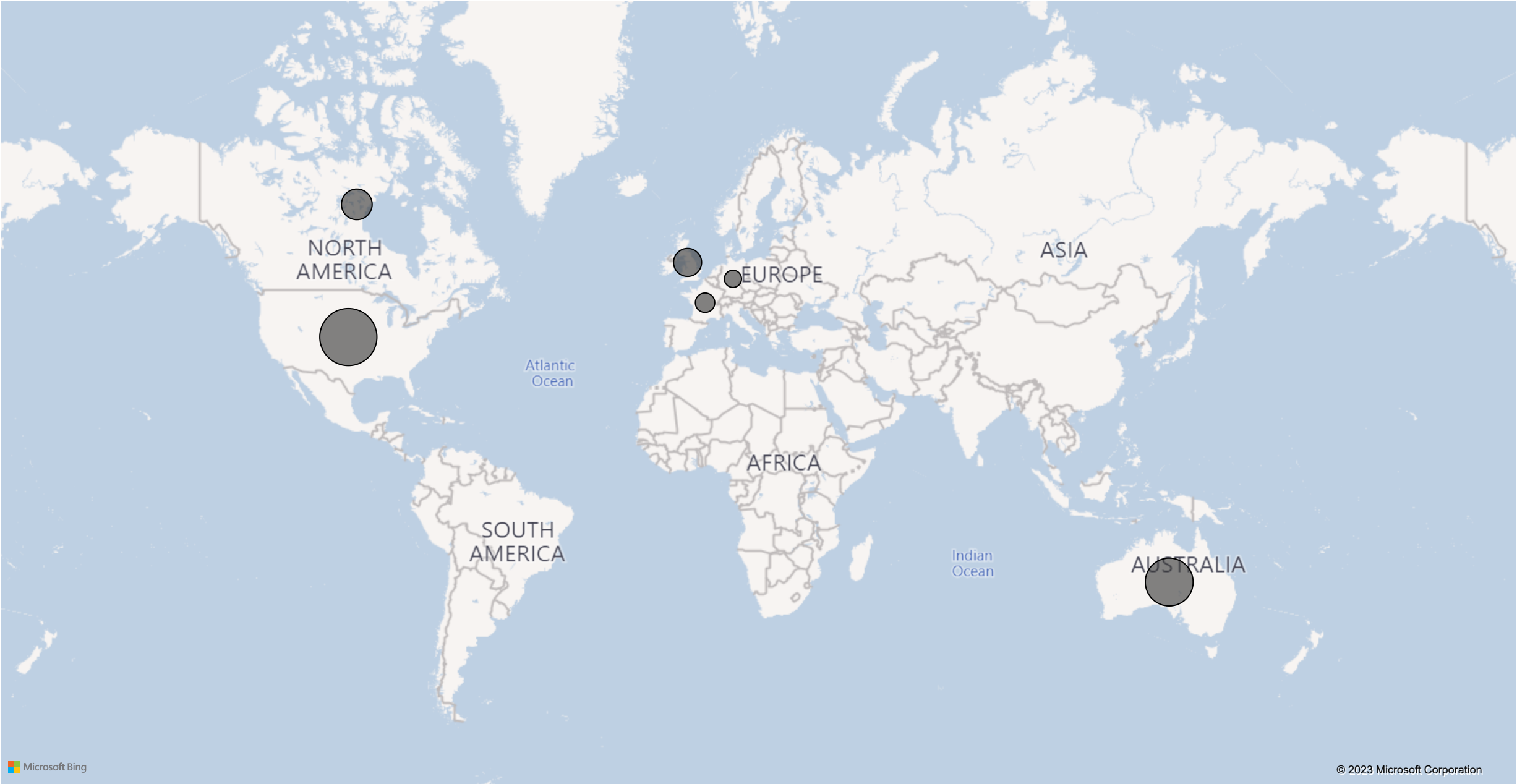
Shorts

Select all

Europe

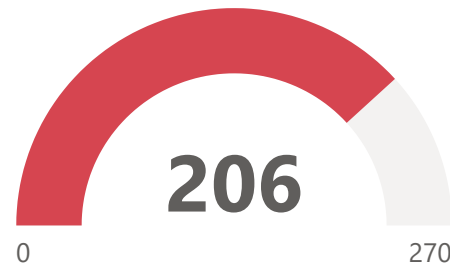
North America

Pacific



Sport-100 Helmet, Red

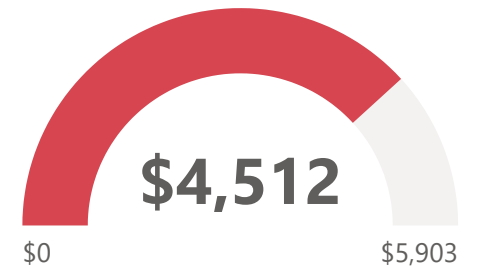
Monthly Orders vs Target



Monthly Orders vs Target



Monthly Orders vs Target



Price Adjustment %

0.00

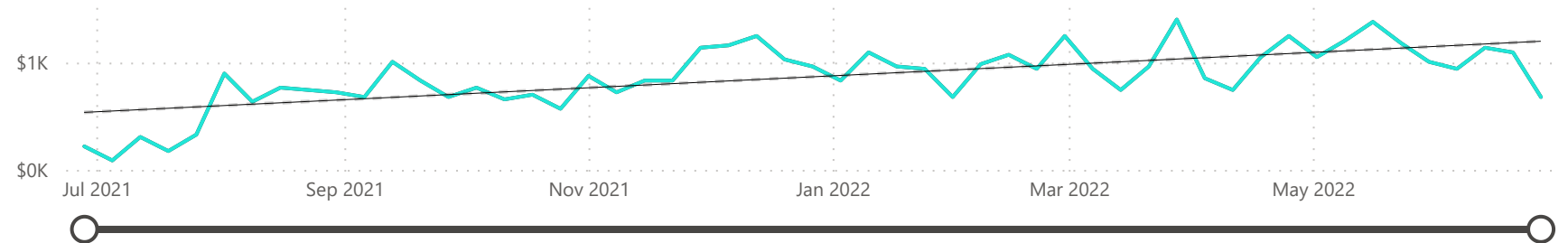


Product Metric Selection

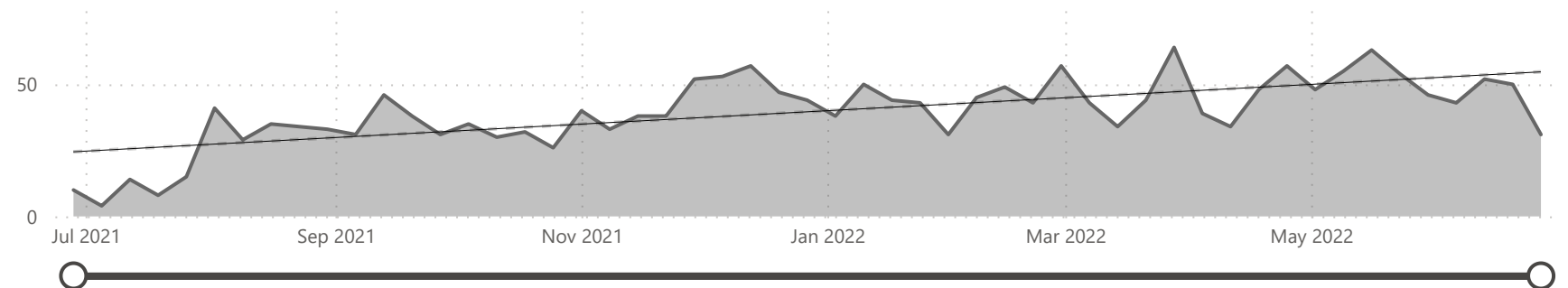
- ☒ Orders
- ☐ Profit
- ☐ Returns
- ☐ Revenue
- ☐ Return %

Profit

● Total Profit ● Adjusted profit



Returns





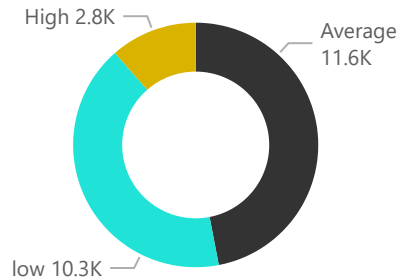
17.4K

UNIQUE CUSTOMERS

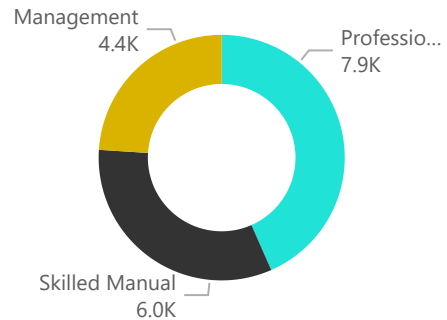
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

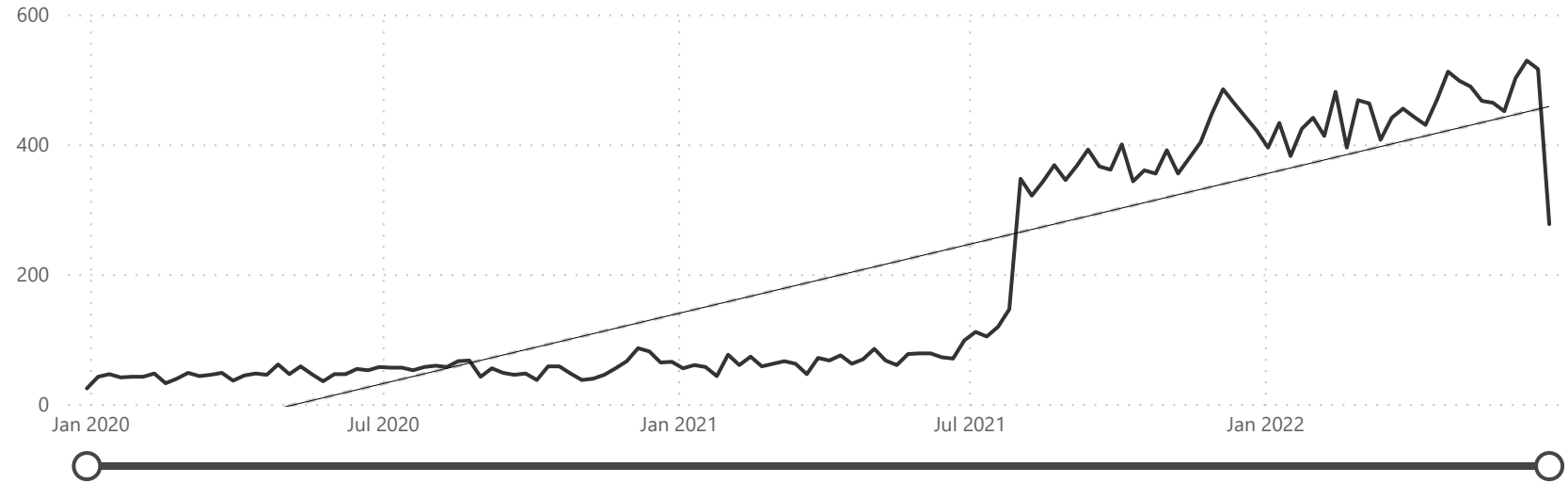


Orders by Occupation



Total Customers

Revenue Per Customer



2020

2022

Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.9545
11439	Mrs. Janet Munoz	6	\$12,015.4029
11241	Mrs. Lisa Cai	7	\$11,330.4494
11417	Mrs. Lacey Zheng	7	\$11,085.7504
11420	Mr. Jordan Turner	7	\$11,022.4002
11242	Mr. Larry Munoz	7	\$10,852.034
13263	Mrs. Kate Anand	4	\$10,436.5079
12655	Mr. Larry Vazquez	4	\$10,394.9836
11425	Mrs. Ariana Gray	6	\$10,391.4304
12631	Mr. Clarence Gao	4	\$10,331.7349
12650	Mr. Aaron Wright	4	\$10,329.2291
13405	Mr. Ethan Bryant	4	\$10,308.5249
Total		367	\$880,303.498

6

Top Customer

Mr. Maurice Shan

Orders


6

Revenue

12.4K



Mrs. Lacey Zheng generated the highest revenue for a professional in 2022




 Help Q&A understand people better by adding synonyms.

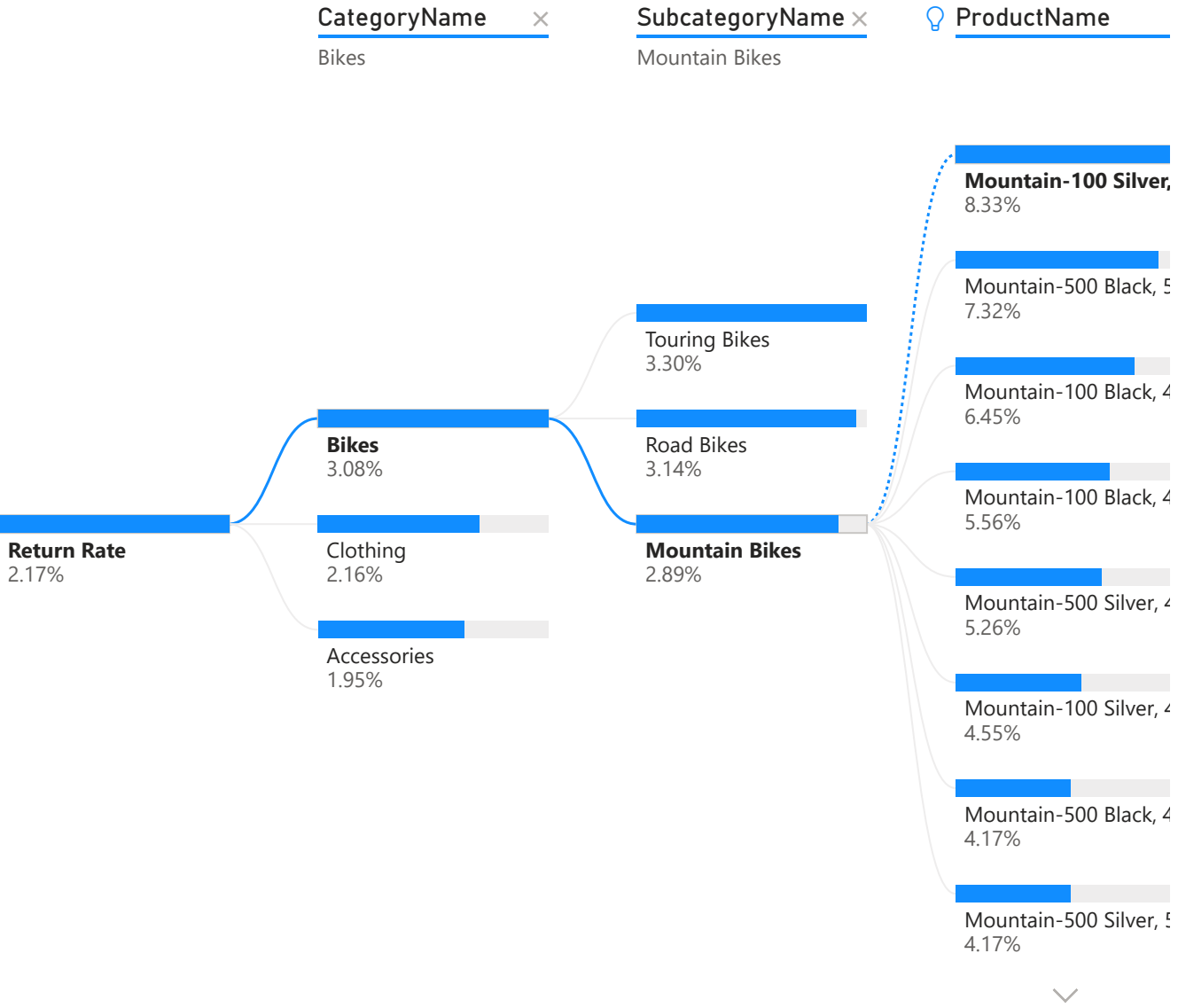
Add synonyms now



 bike orders by start of month bar chart



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



25K

Total Orders