



\$24.9M

Revenue

\$10.5M

Total Profit

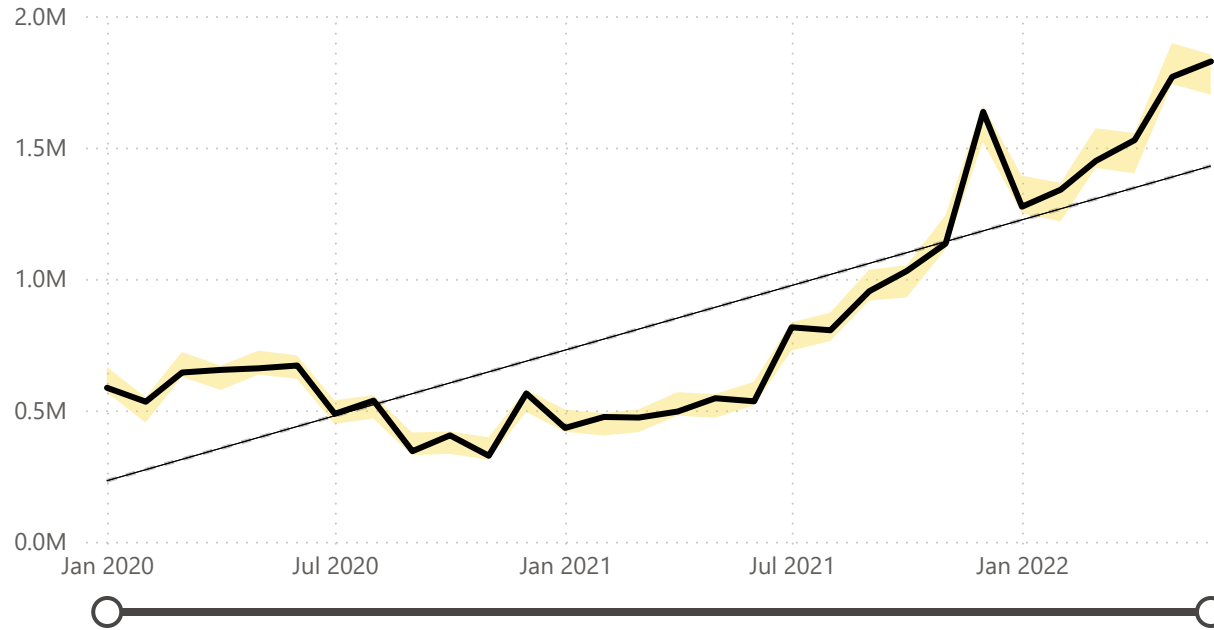
25.2K

Total Orders

2.2%

Return Rate

### Revenue Trending



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%)

### Orders by CategoryName

Accessories

17.0K

Bikes

13.9K

Clothing

7.0K

### Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2062	\$35,882.0742	1.11%
Fender Set - Mountain	1975	\$87,040.8	1.36%
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Road Tire Tube	2173	\$17,264.73	1.55%
Sport-100 Helmet, Black	1940	\$65,269.748	2.68%
Sport-100 Helmet, Blue	1995	\$67,120.179	3.31%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

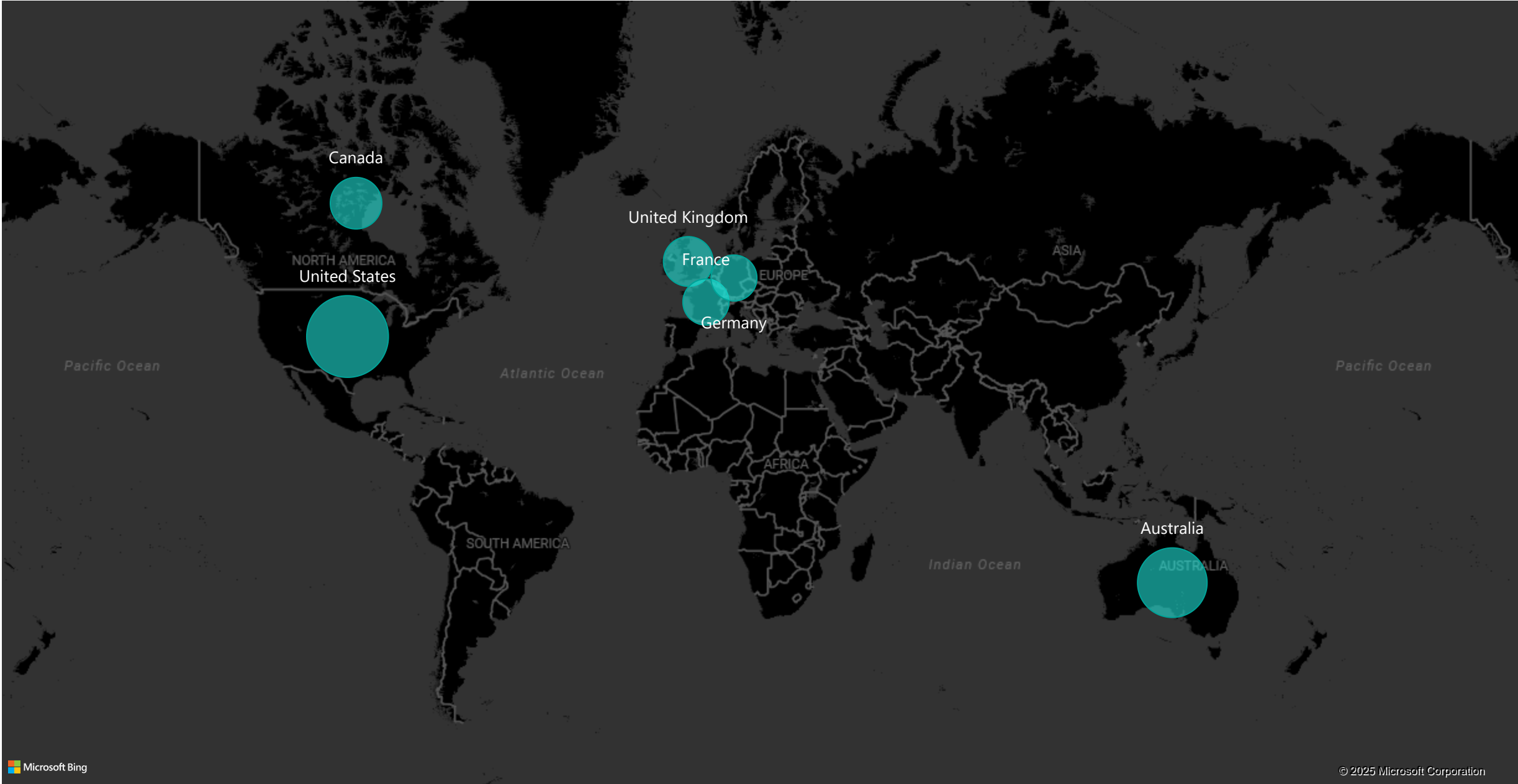
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Fender Set - Mountain

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

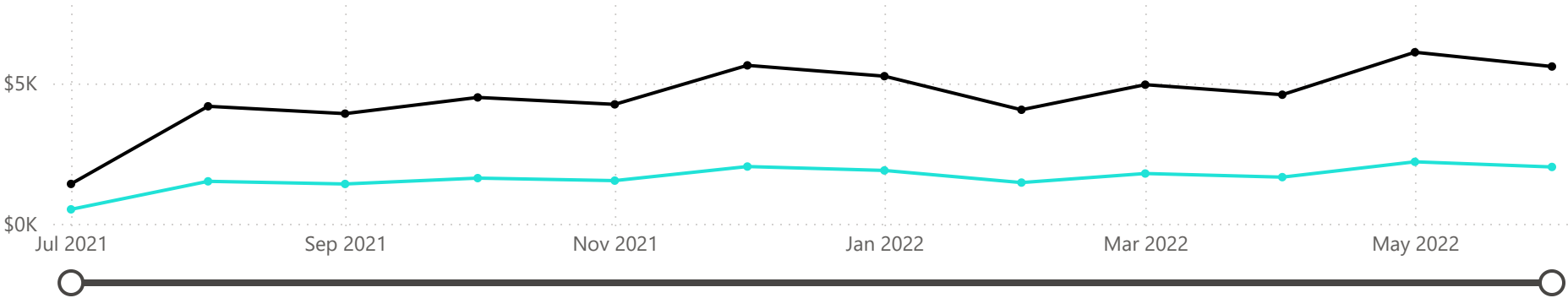


Price Adjustment

-0.40



● Total Profit ● Adjusted Profit



Product Matrix Sele...



🔍 Search

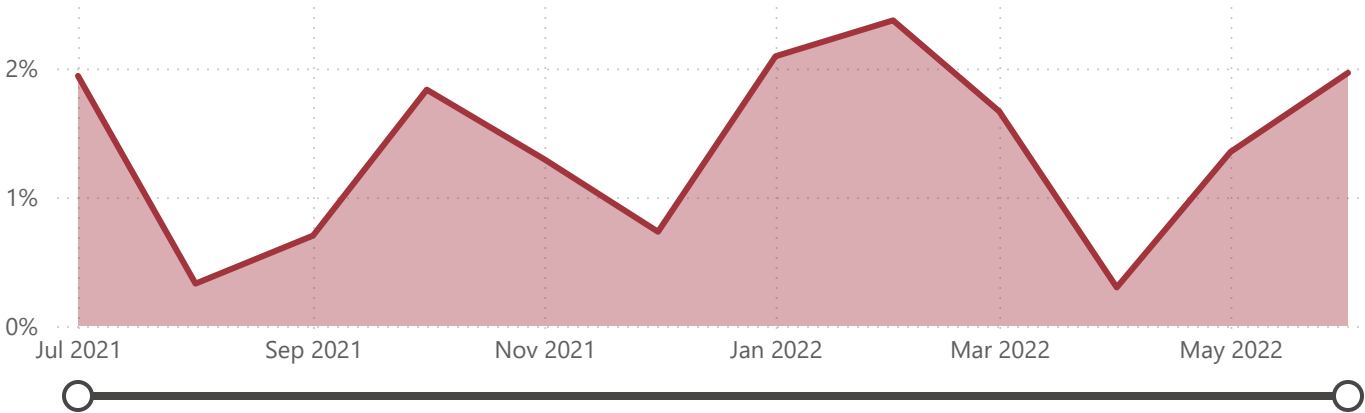
☐ Orders

☐ Revenue

☐ Profit

☐ Returns

☒ Return %



### Report Summary

Total orders for Patch Kit/8 Patches were 265

Adjusted Profit (650.00% increase) and Total Profit (650.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.



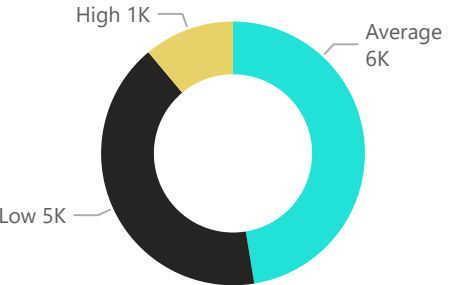
10.5K

Unique Customers

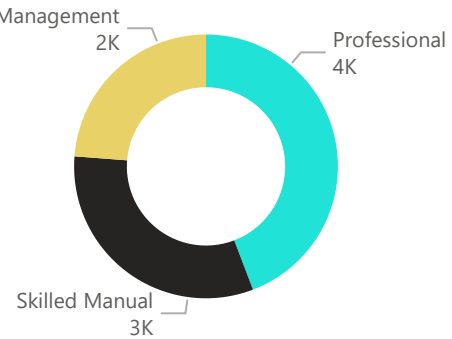
\$875

Revenue per Customer

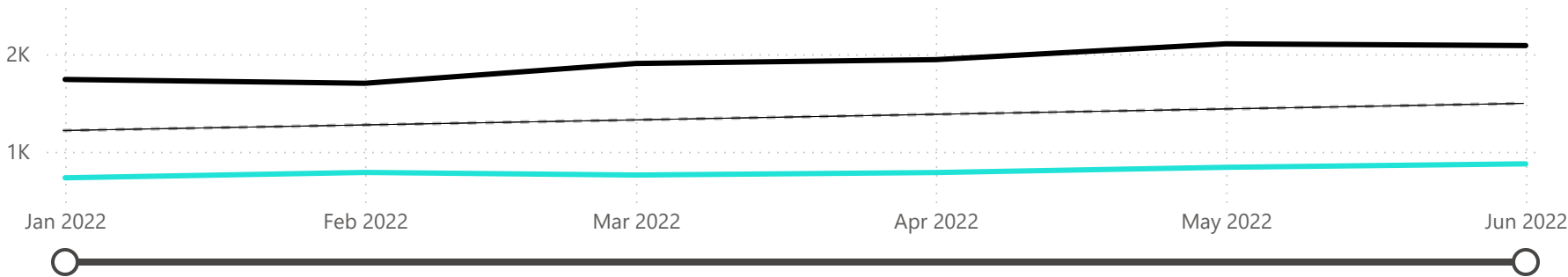
Orders by Income Level



Orders by Occupation



Total Customers    Revenue per Customer



Top 100 Customer

Customer Key	Full Name	Orders	Revenue
11185	Mrs. Ashley Henderson	20	\$1,260.4429
11276	Mrs. Nancy Chapman	17	\$823.5372
11300	Mr. Fernando Barnes	17	\$1,250.2608
11223	Mrs. Hailey Patterson	15	\$974.7954
11262	Mrs. Jennifer Simmons	15	\$896.1919
11330	Mr. Ryan Thompson	15	\$872.1781
11091	Mr. Dalton Perez	13	\$845.1919
11277	Mr. Charles Jackson	13	\$943.563
11711	Mr. Daniel Davis	13	\$852.2764
11200	Mr. Jason Griffin	12	\$682.9676
11287	Mr. Henry Garcia	12	\$770.5769
11211	Mrs. Samantha Russell	11	\$647.9684
11500	Ms. Sarah Simmons	11	\$629.8734
Total		646	\$76,868.8948

Year

2022    2022

Top Customer (by Revenue):

Mr. Jordan Turner

Orders:

5

Revenue:

\$6.8K

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