



\$24.9M

REVENUE

\$10.5M

PROFIT

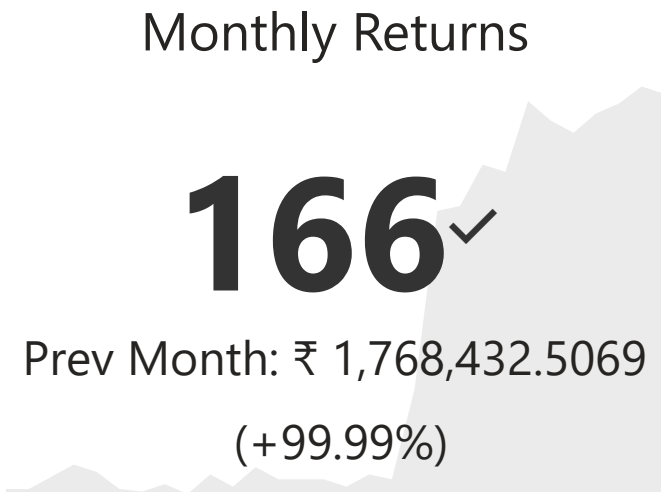
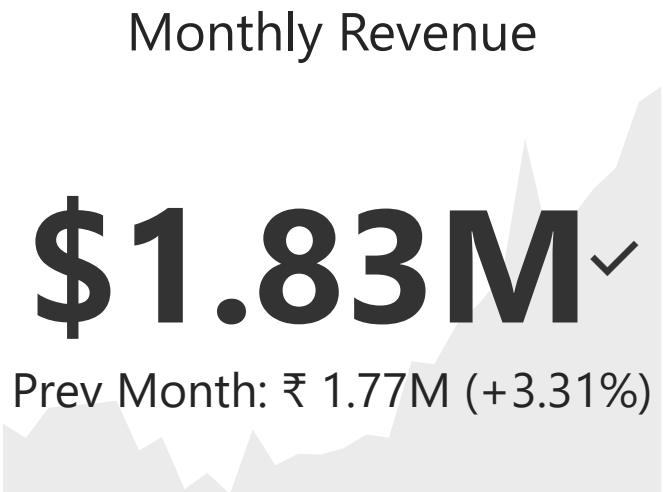
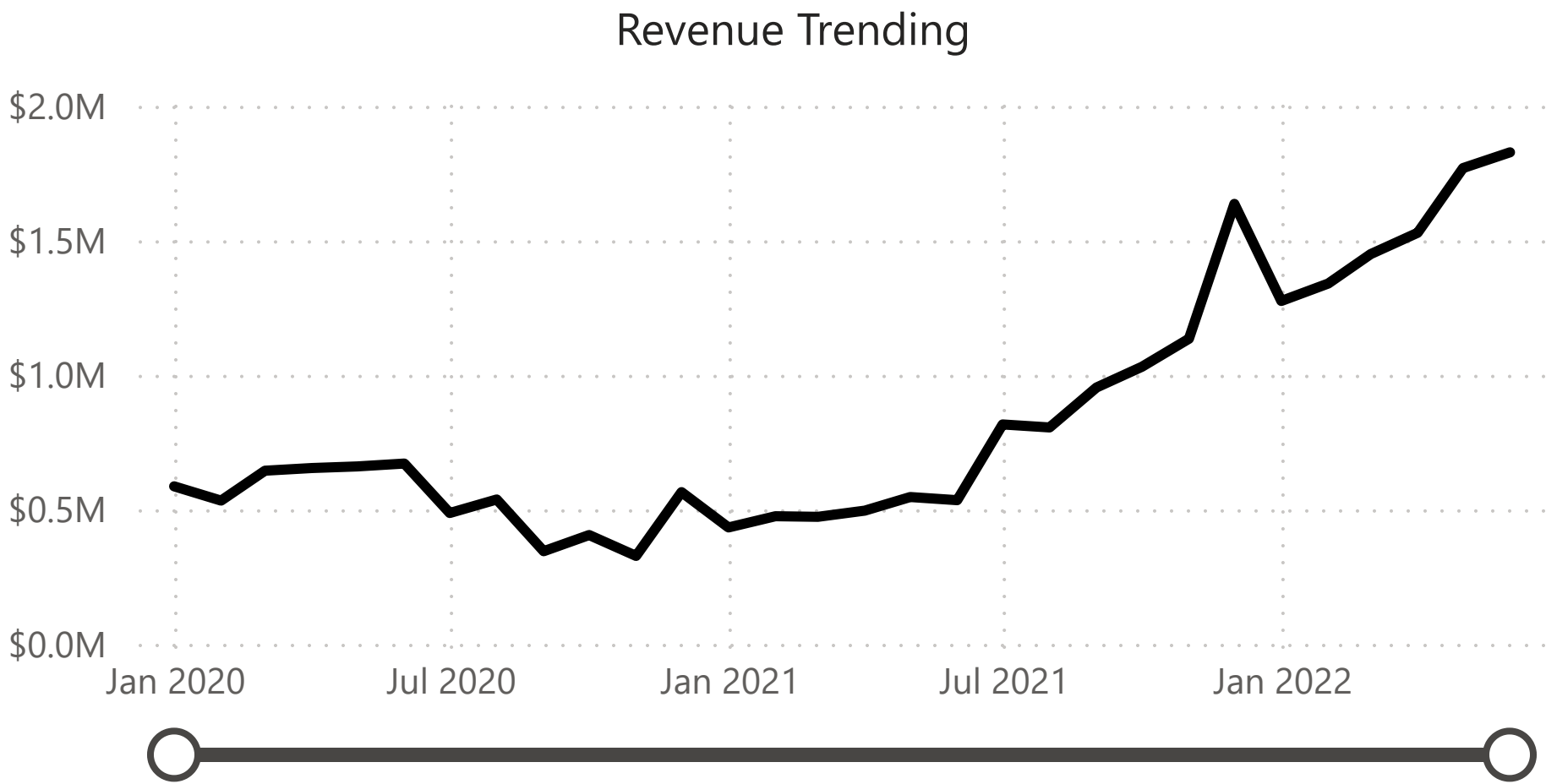
25.2K

ORDERS

2.2%

RATE RETURN

Order by Category



Top 10 Products	Orders	Revenues	Rate %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Road Tire Tube	2173	\$17,265	1.55%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Mountain Bottle Cage	1896	\$38,062	2.02%
Fender Set - Mountain	1975	\$87,041	1.36%
AWC Logo Cap	2062	\$25,882	1.11%

Most ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts



Select all

Europe

North America

Pacific



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Selected Product:

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenues vs. Target



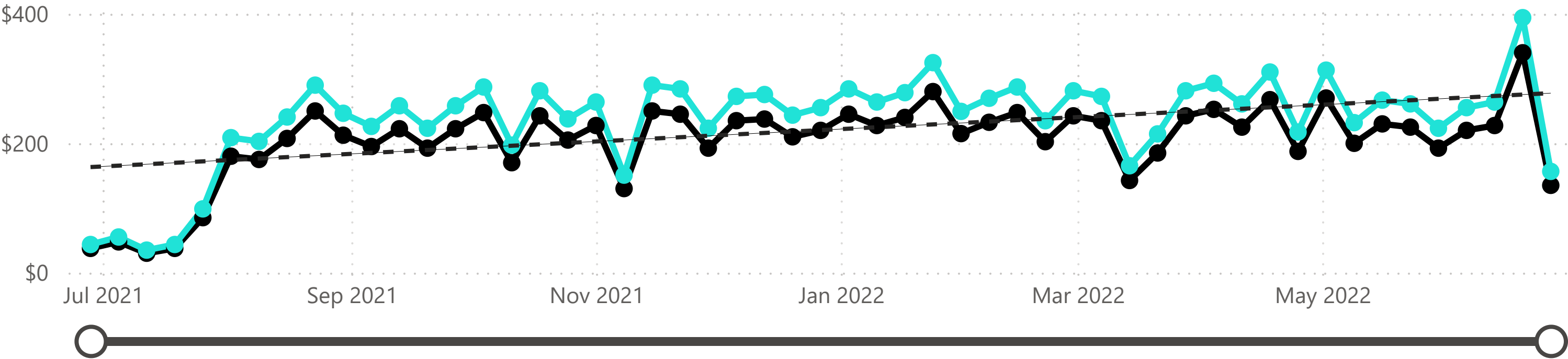
Monthly Profit vs. Target



Price Adjustment (%)

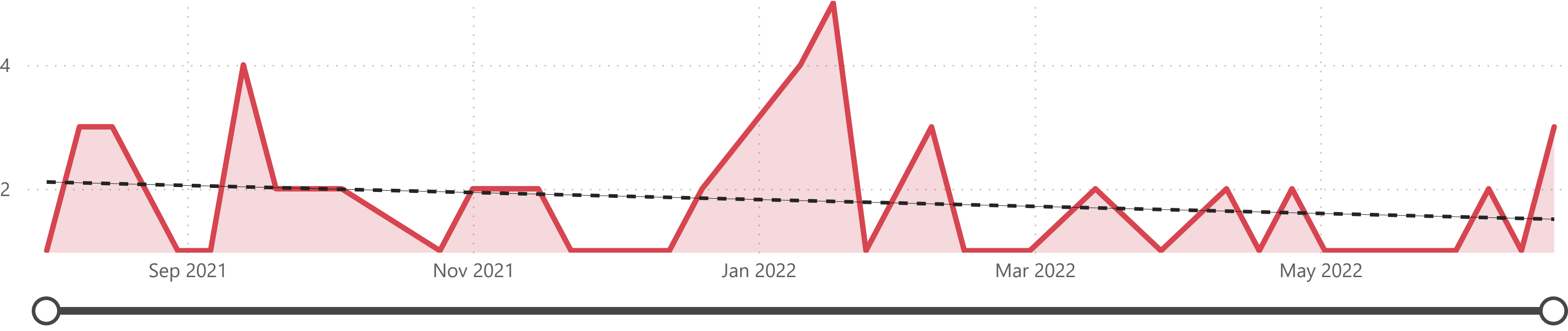
0.10

● Total Profit ● Adjusted Profit



Product Metrics Selection

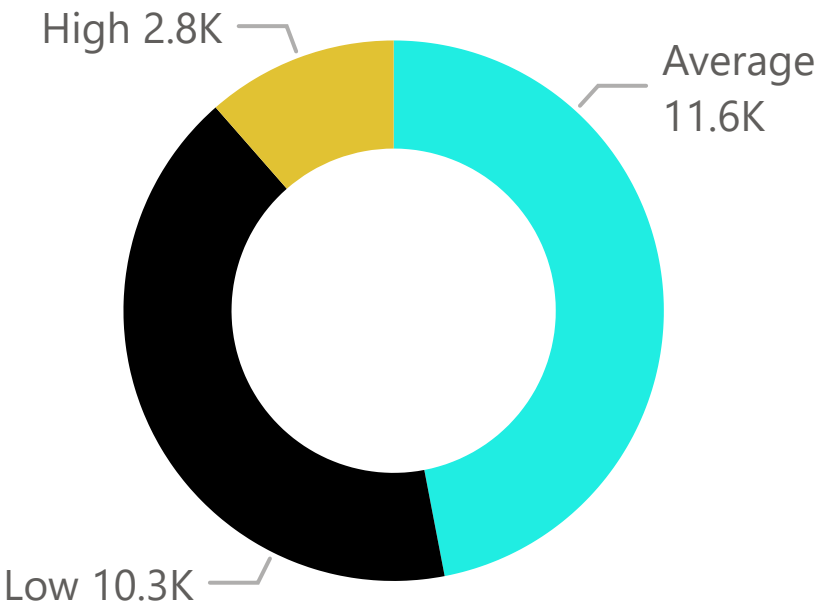
- ☐ Orders
- ☐ Revenues
- ☐ Profit
- ☒ Returns
- ☐ Return %



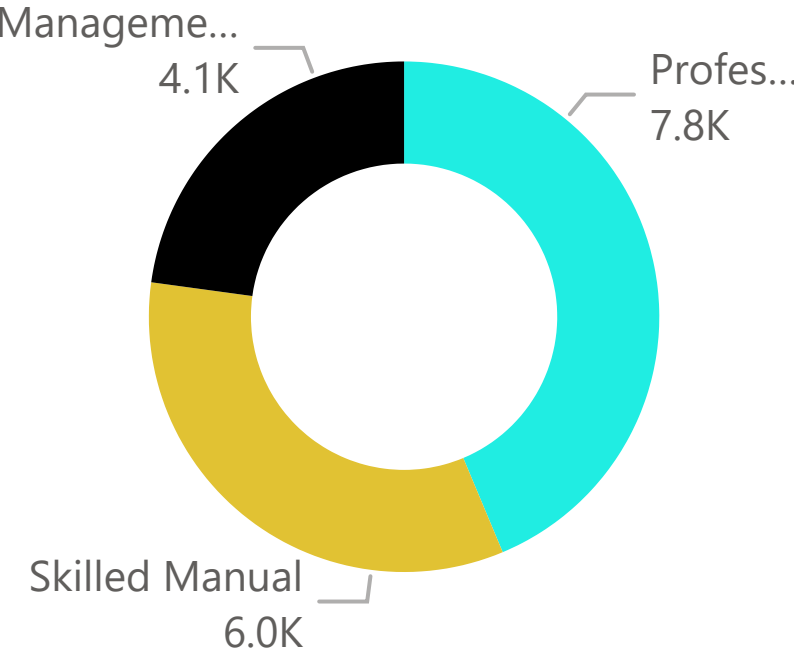


\$1,431
REVENUE PER CUSTOMER

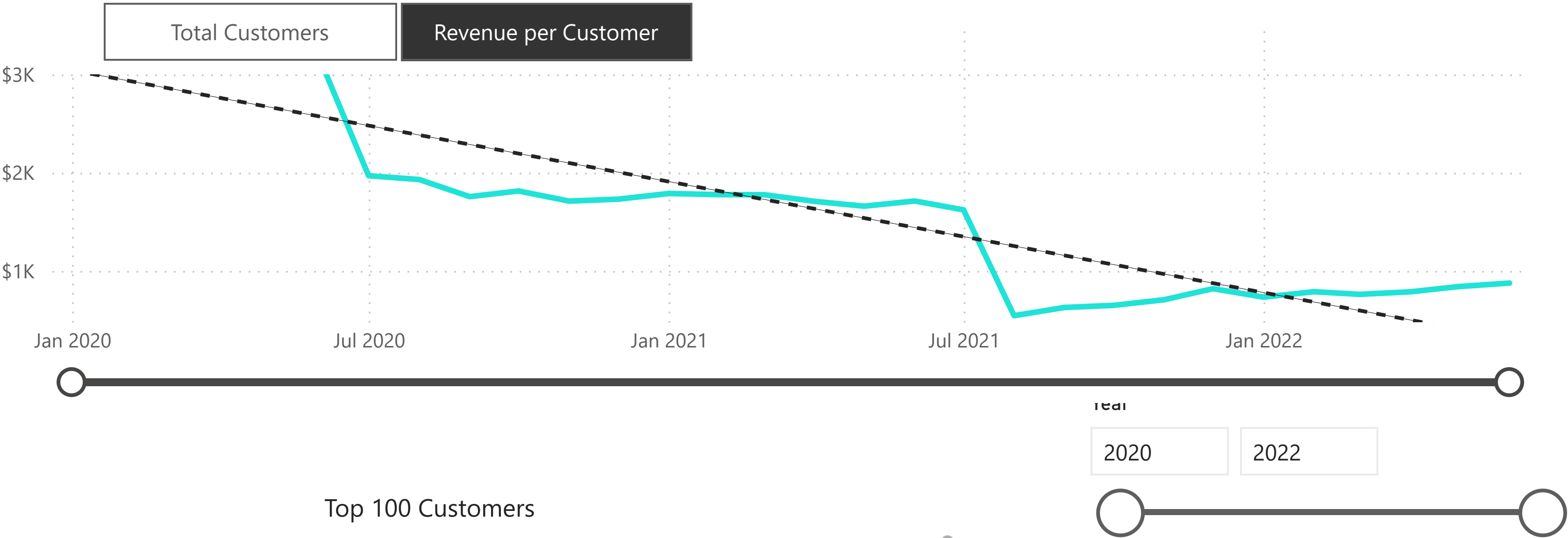
Orders by Income Levels



Orders by Occupation



Revenue per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenues
11019	MR. LUKE LAL	15	\$962
11078	MS. GINA MARTIN	16	\$991
11091	MR. DALTON PEREZ	26	\$1,513
11131	MS. AMANDA RIVERA	4	\$212
11142	MR. EDUARDO PATTERSON	15	\$1,117
11176	MR. MASON ROBERTS	24	\$1,526
11185	MRS. ASHLEY HENDERSON	25	\$1,717
11200	MR. JASON GRIFFIN	25	\$1,614
11203	MR. LUIS DIAZ	17	\$1,002
11211	MRS. SAMANTHA RUSSELL	16	\$948
11212	MRS. CHLOE CAMPBELL	15	\$970
11215	MRS. ANA PERRY	17	\$1,336
Total		1272	\$615,329

MR. MAURICE SHAN

Orders:

Revenue:

12

\$24.4K

i Among customers skilled manual roles in 2022 Ruben suarez drove the most revenue of 9360