



\$24.91M

REVENUE

\$10.46M

PROFIT

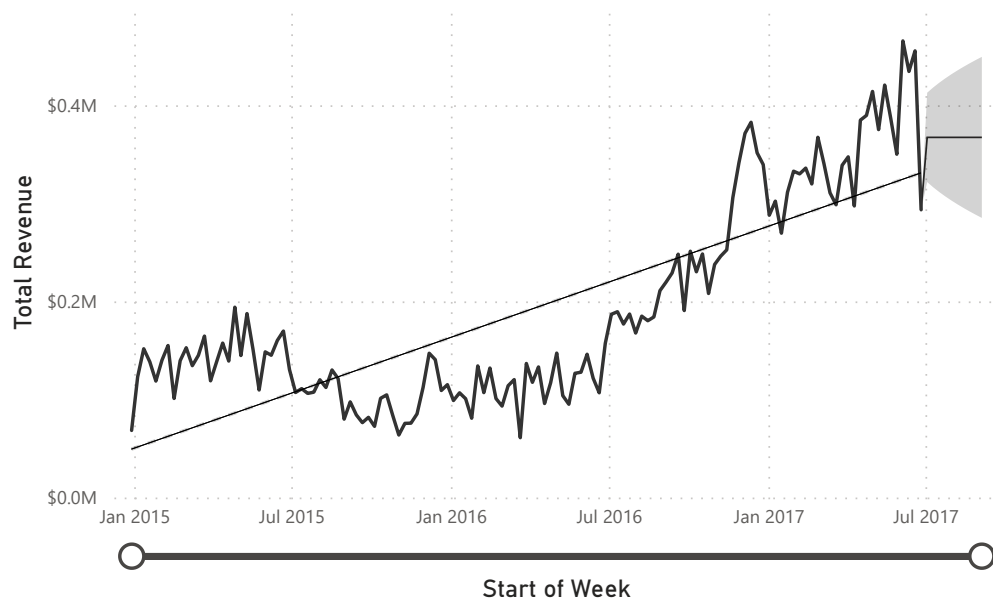
25.16K

ORDERS

2.17%

RETURN RATE

Weekly Revenue



Monthly Revenue

\$1.83M✓

Previous Month: 1.77M
(+3.31%)

Monthly Orders

2146!

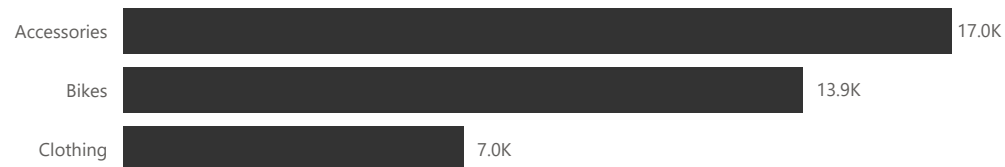
Previous Month: 2165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Orders by Product Category



ProductName	Total Orders	Total Revenue	% of All Returns
Water Bottle - 30 oz.	3983	\$39,755.33	8.24%
Patch Kit/8 Patches	2952	\$13,506.42	5.09%
Mountain Tire Tube	2846	\$28,333.22	5.03%
Mountain Bottle Cage	1896	\$38,061.90	4.09%
Sport-100 Helmet, Red	2099	\$73,444.01	3.87%
Road Tire Tube	2173	\$17,264.73	3.70%
Sport-100 Helmet, Blue	1995	\$67,111.80	3.65%
Road Bottle Cage	1668	\$29,927.71	3.04%
Fender Set - Mountain	1975	\$87,040.80	2.99%
Sport-100 Helmet, Black	1940	\$65,261.60	2.87%
HL Mountain Tire	1305	\$45,675.00	2.71%
AWC Logo Cap	2062	\$35,864.64	2.49%

Most ordered product type:

Tires and Tubes

Most returned product type:

Shorts

Build a visual



Visual types



☐ Off Suggest a type

Data

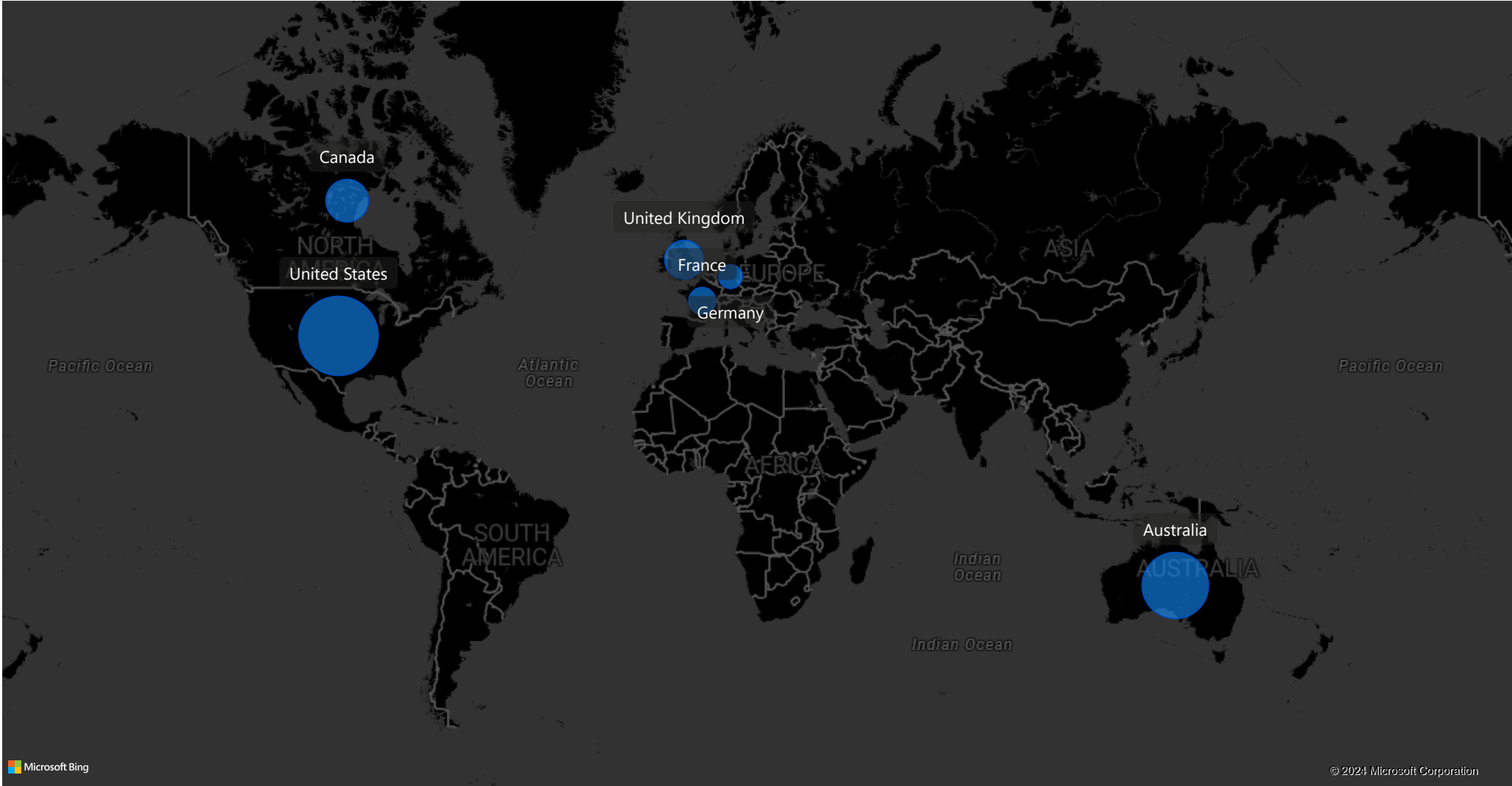
+ Add data

Select all

Europe

North America

Pacific



Build a visual



Visual types



☒ Off Suggest a type

Data

+Add data

- ProductName
- ☐ All-Purpose Bike S...
 - ☐ AWC Logo Cap
 - ☐ Bike Wash - Dissol...
 - ☐ Cable Lock
 - ☐ Chain
 - ☐ Classic Vest, L

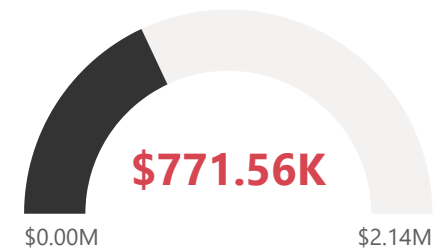
Monthly Orders vs. Target



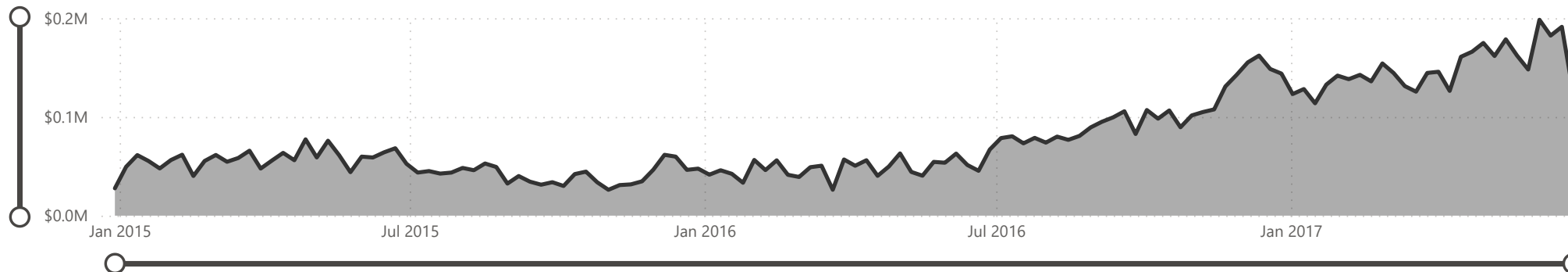
Monthly Revenue vs. Target



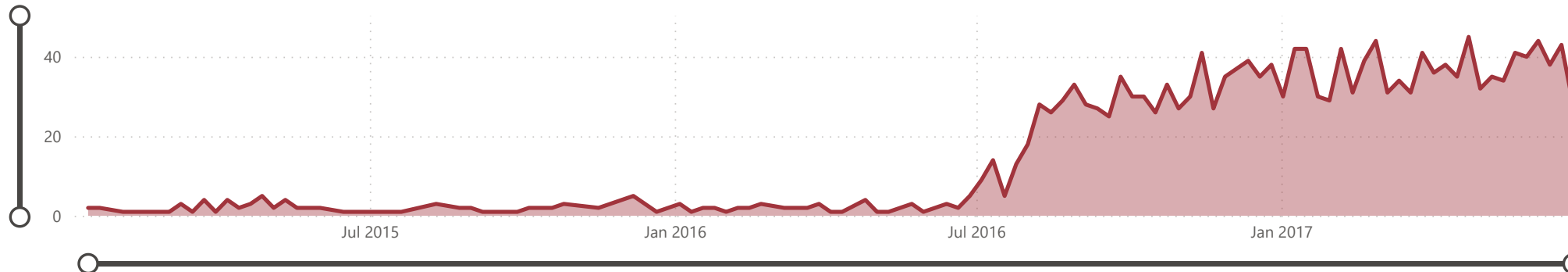
Monthly Profit vs. Target



Weekly Profit



Weekly Returns



Build a visual



Visual types



☐ Off Suggest a type

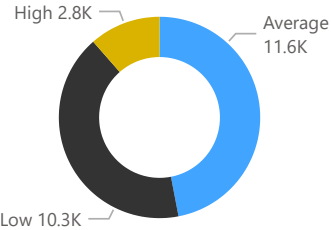
Data

+Add data

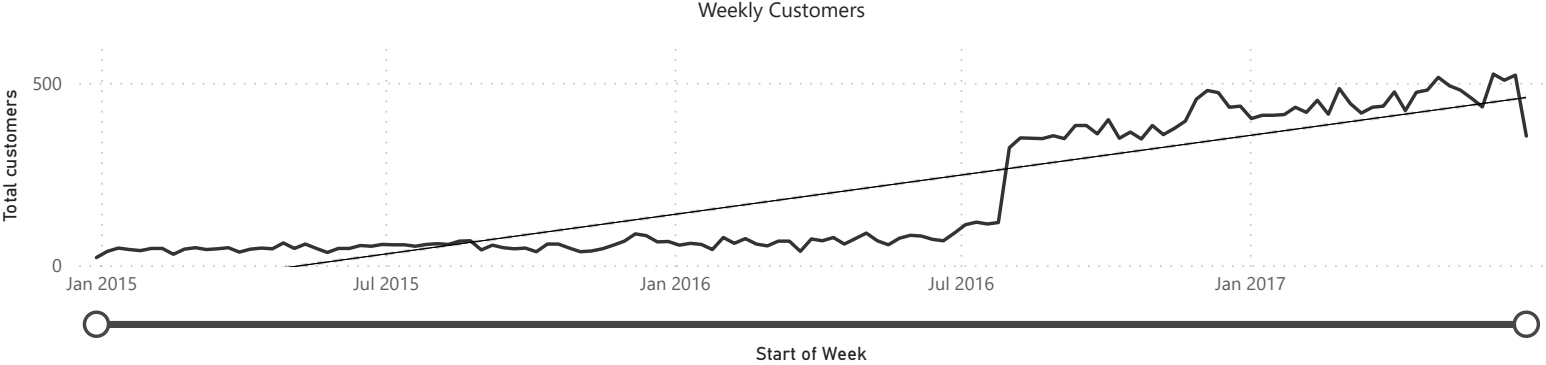
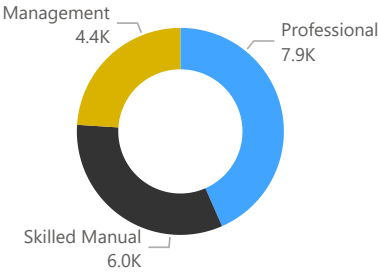
17.42K
Unique Customers

1.431K
Average Revenue per customer

Orders by Income Level



Orders by Income Level



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.39
11241	Mrs. Lisa Cai	7	\$11,330.44
11417	Mrs. Lacey Zheng	7	\$11,085.74
11420	Mr. Jordan Turner	7	\$11,022.38
11242	Mr. Larry Munoz	7	\$10,852.04
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.42
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.22
13405	Mr. Ethan Bryant	4	\$10,308.52
11429	Mr. Marco Lopez	6	\$10,289.68
12632	Mrs. Bonnie Nath	4	\$10,282.91
11245	Mr. Ricky Vazquez	4	\$10,165.92
11237	Mr. Clarence Anand	4	\$10,065.01
11428	Mrs. Deanna Perez	4	\$9,761.59
11427	Mrs. Desiree Dominguez	4	\$9,717.63
11423	Mrs. Jasmine Stewart	4	\$9,716.98
11412	Mrs. Sudeep Bhandari	4	\$9,706.89
Total Adriana Gonzalez		367	\$880,303.07

2015

2017

Top Customer (by Revenue):

Mr. Maurice Shan

Revenue:

\$12.41K

Orders:

6

Build a visual

... >>

Visual types



Off Suggest a type

Data

+Add data