



\$24.9M

REVENUE

\$10.5M

PROFIT

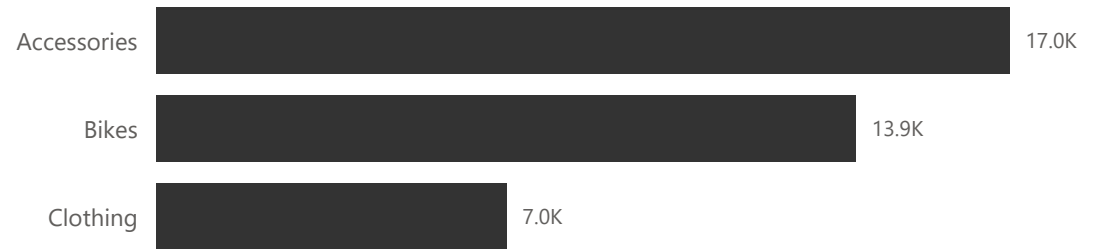
25.2K

ORDERS

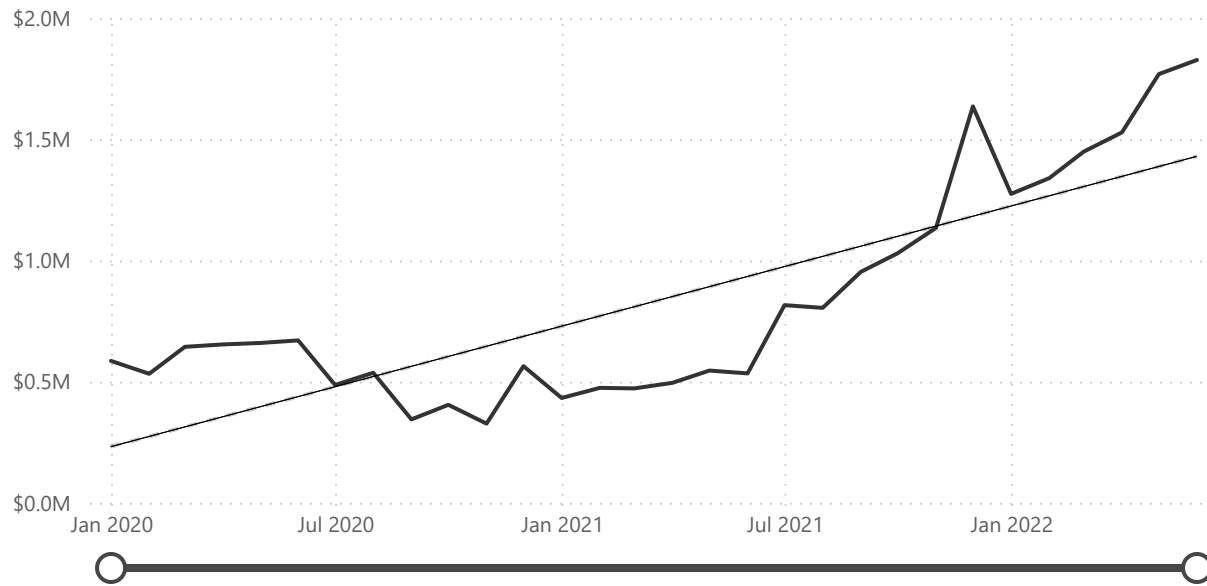
2.2%

RETURN RATE

Orders by Category



Revenue Trending



ProductName	Total Orders	Revenue	Return %
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Road Tire Tube	2173	\$17,264.73	1.55%
Mountain Tire Tube	2846	\$28,333.22	1.64%
AWC Logo Cap	2062	\$35,882.0742	1.11%
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
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%
Fender Set - Mountain	1975	\$87,040.8	1.36%

Monthly Revenue

\$1.83M✓
Prev Month: ₹ 1.77M
(+3.31%)

Monthly Orders

2146!
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓
Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

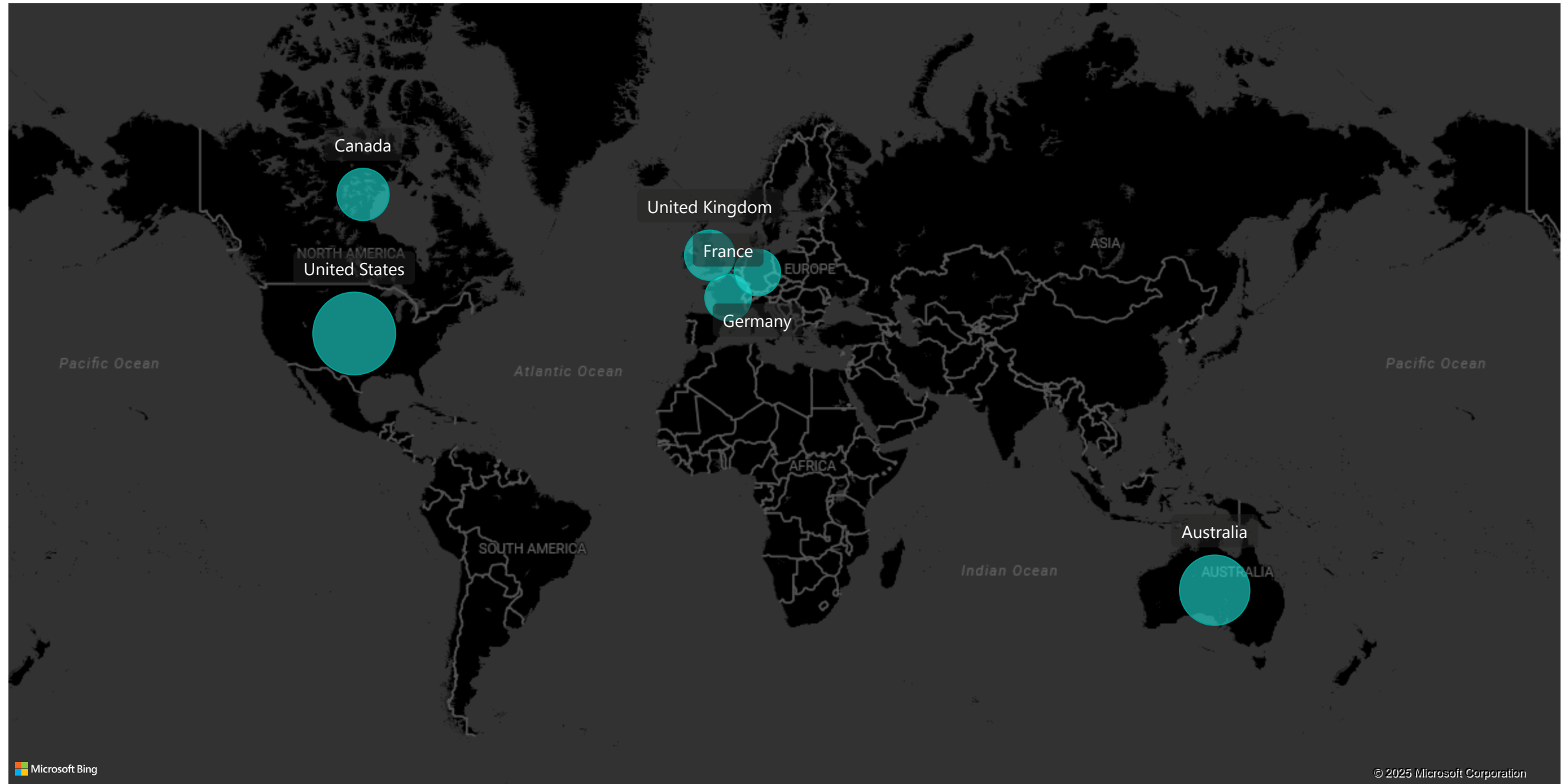
Shorts

Select all

Europe

North America

Pacific





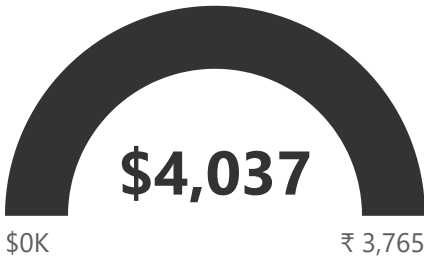
Selected Product:



Monthly Orders vs. Target



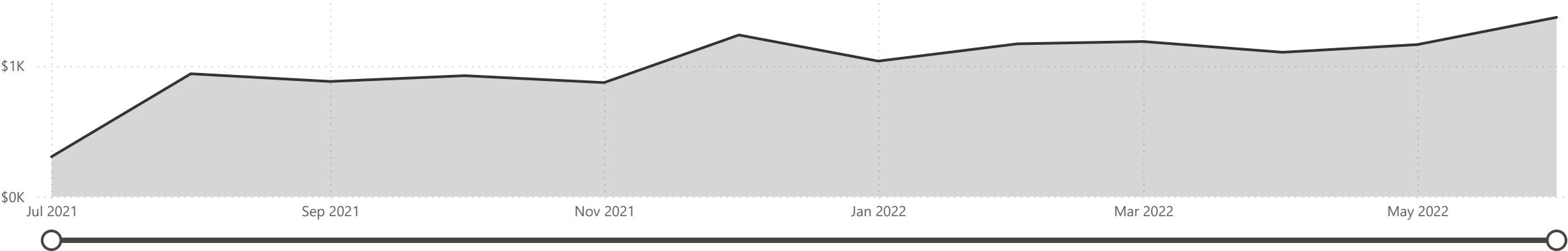
Monthly Revenue vs. Target



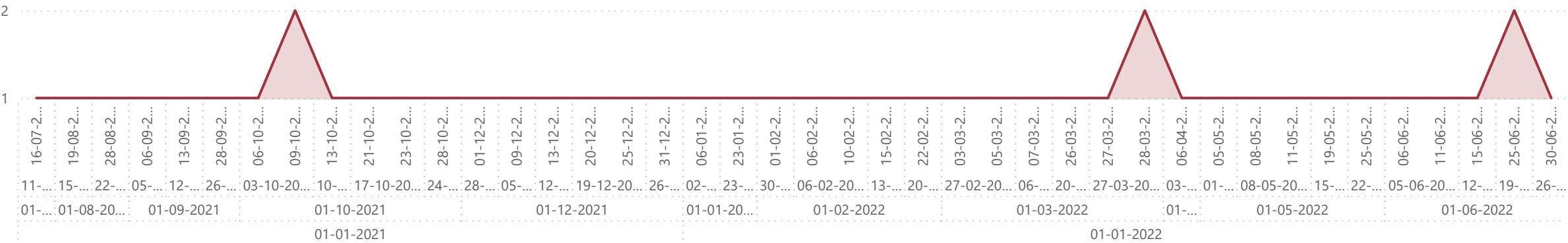
Monthly Profit vs. Target



Profit Trending



Return Trending





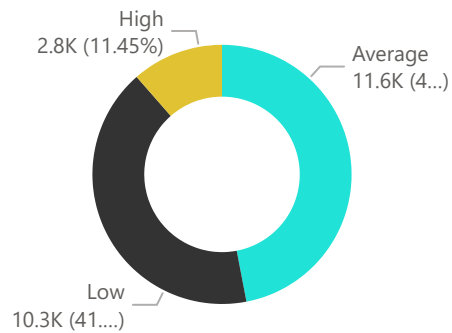
17.4K

UNIQUE CUSTOMERS

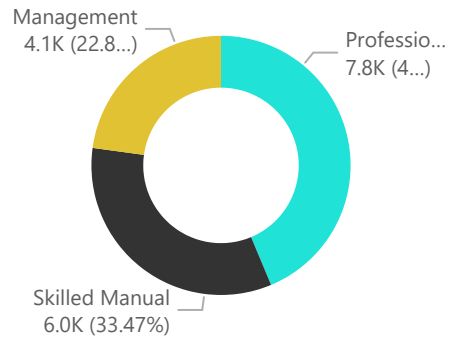
\$1.4K

REVENUE PER CUSTOMER

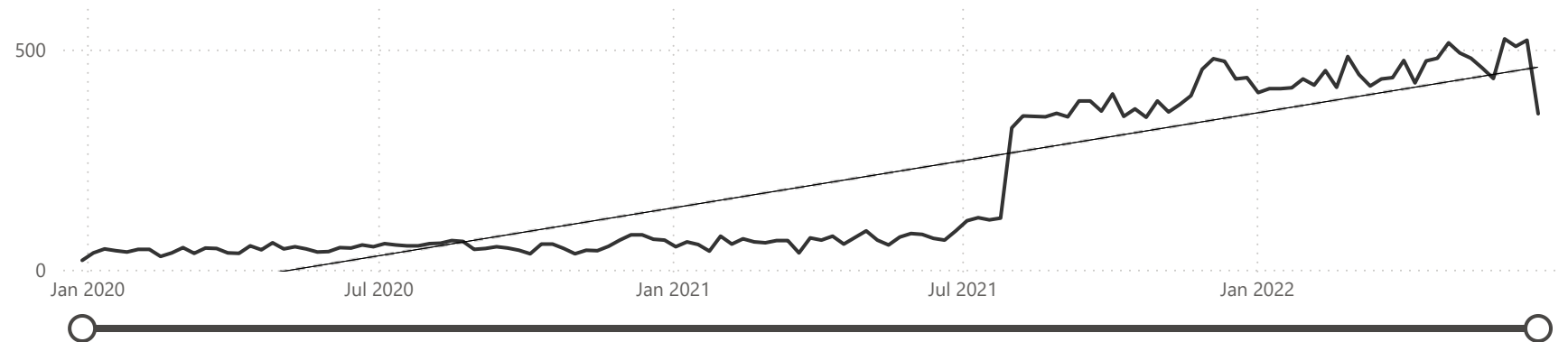
Orders by Income Level



Orders by Income Level



Total Customers



Top 100 Customers

Customer key	Full Name	Orders	Revenue
11433	MR. MAURICE SHAN	6	\$12,407.9549
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	\$10,852.0344
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	\$10,329.2297
13405	MR. ETHAN BRYANT	4	\$10,308.5249
11429	MR. MARCO LOPEZ	6	\$10,289.6862
12632	MRS. BONNIE NATH	4	\$10,282.9127
11245	MR. RICKY VAZQUEZ	4	\$10,165.9227
11237	MR. CLARENCE ANAND	4	\$10,065.0127
11428	MRS. DEANNA PEREZ	4	\$9,761.6022
Total		1272	\$6,15,328.637

2020

2022



Top Customer (by revenue):

MR. MAURICE SHAN

Orders:

6

Revenue:

\$12.4K



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