



\$24.9M

Revenue

\$10.5M

Total Profit

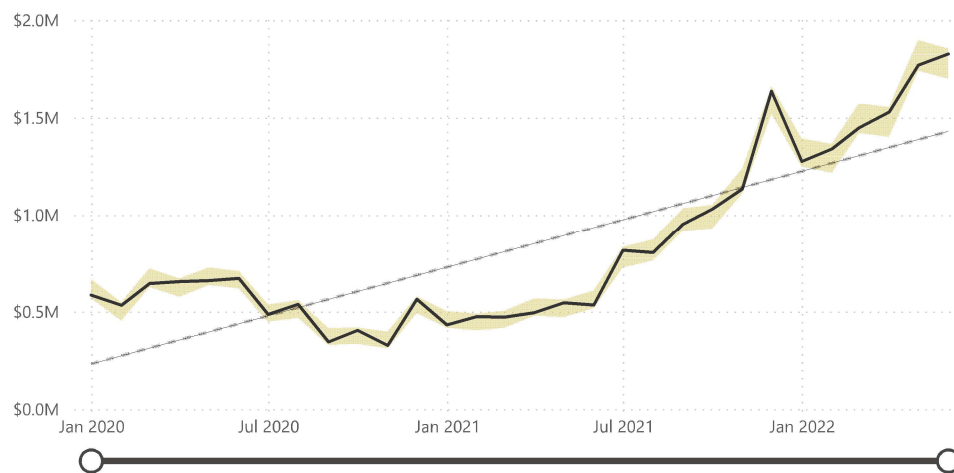
25.2K

Total Orders

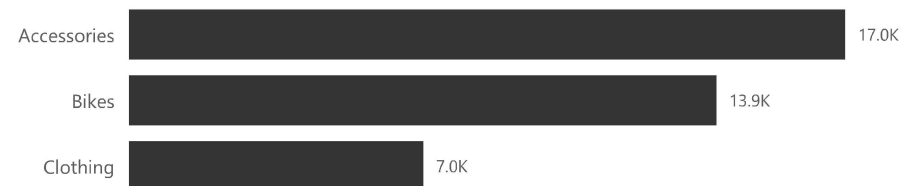
2.2%

Return Rate

Revenue Trending



Orders By Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%

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%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts



Select all

Europe

North America

Pacific



Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



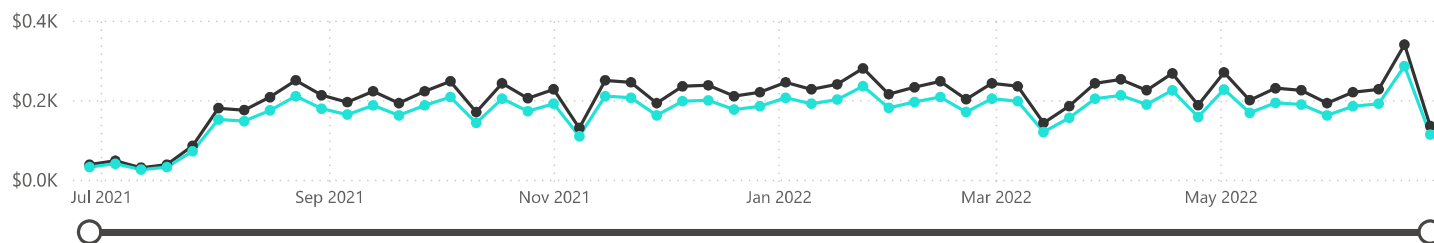
Monthly Profit vs Target



Price Adjustment(%)

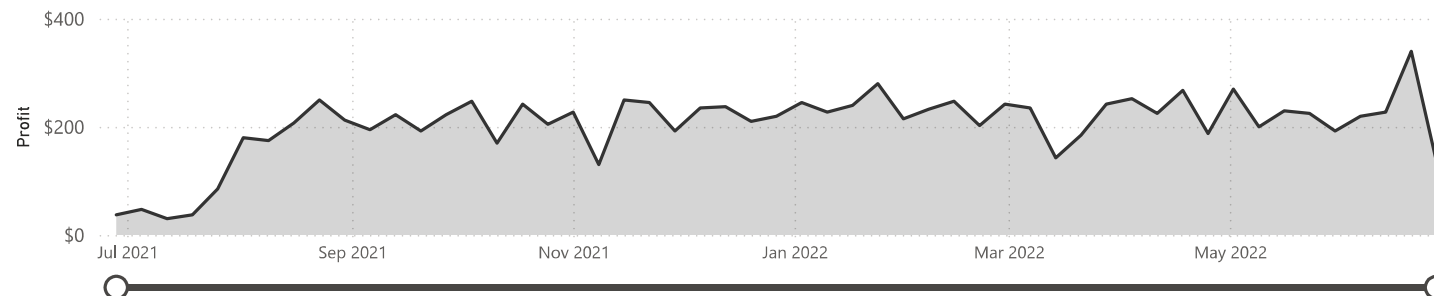
-0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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





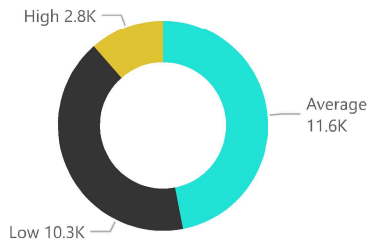
17.4K

UNIQUE CUSTOMERS

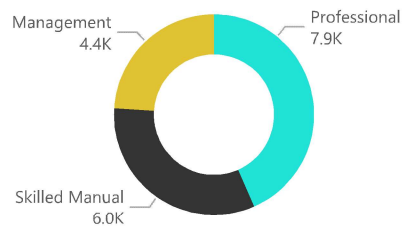
\$1,431

REVENUE PER CUSTOMER

Orders By Income Level



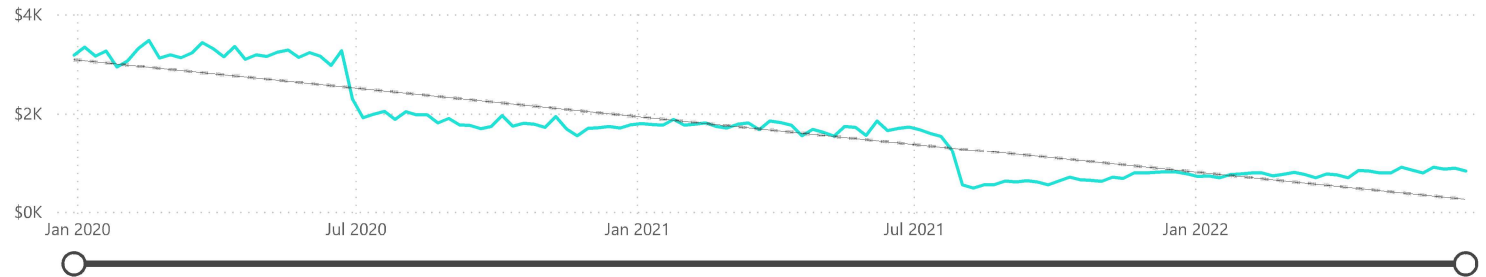
Orders By Occupation



Total Customer

Revenue per Customer

Revenue per Customer



Top 100 Customers

CustomerKey	Customer Full Name (CC)	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
Total		1,272	\$6,15,329

Year

2020

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K



Mrs. Kate Anand was the the top customer in 2021 from High Income Level group