



£24.9M

REVENUE

£10.5M

PROFIT

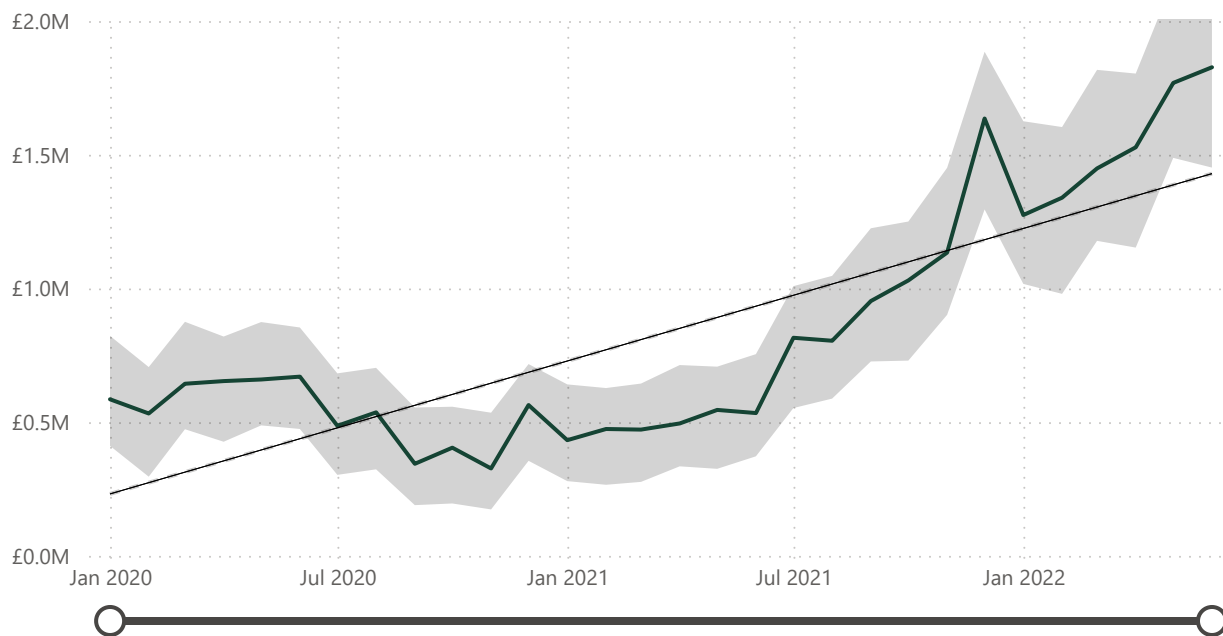
25.2K

ORDERS

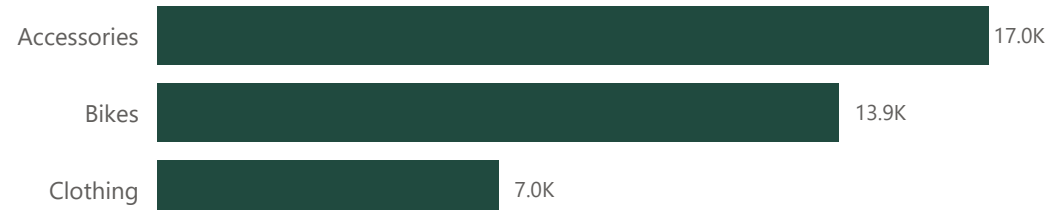
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Product Names	Orders	Revenue	Return Rate
AWC Logo Cap	2,062	£35,882	
Fender Set - Mountain	1,975	£87,041	
Mountain Bottle Cage	1,896	£38,062	
Mountain Tire Tube	2,846	£28,333	
Patch Kit/8 Patches	2,952	£13,506	
Road Tire Tube	2,173	£17,265	
Sport-100 Helmet, Black	1,940	£65,270	

Monthly Revenue

£1.83M✓

Previous Month: £1.77M  
(+3.31%)

Monthly Orders

2,146!

Previous Month: 2165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

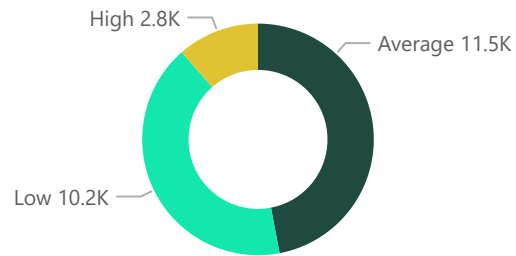




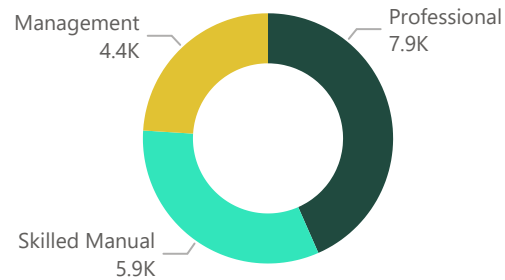
17.4K  
UNIQUE CUSTOMERS

\$1.4K  
REVENUE PER CUSTOMER

Orders by Income Level



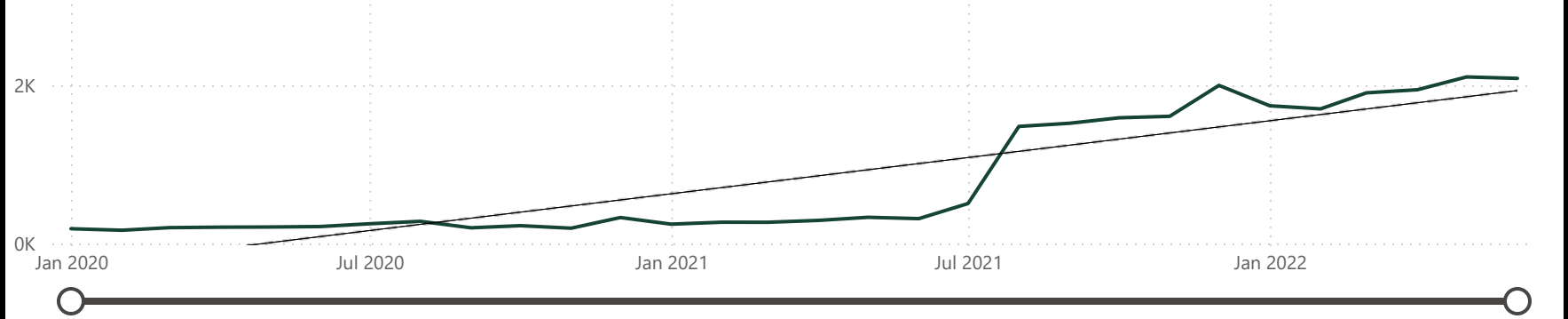
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



Top 100 Customers

Customer Key	Full Name	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
Total		1,264	£605,798

- ☐ 2020
- ☐ 2021
- ☐ 2022

Top Customers by Revenue

Mr. Maurice Shan

Orders

170

Revenue

155.9K

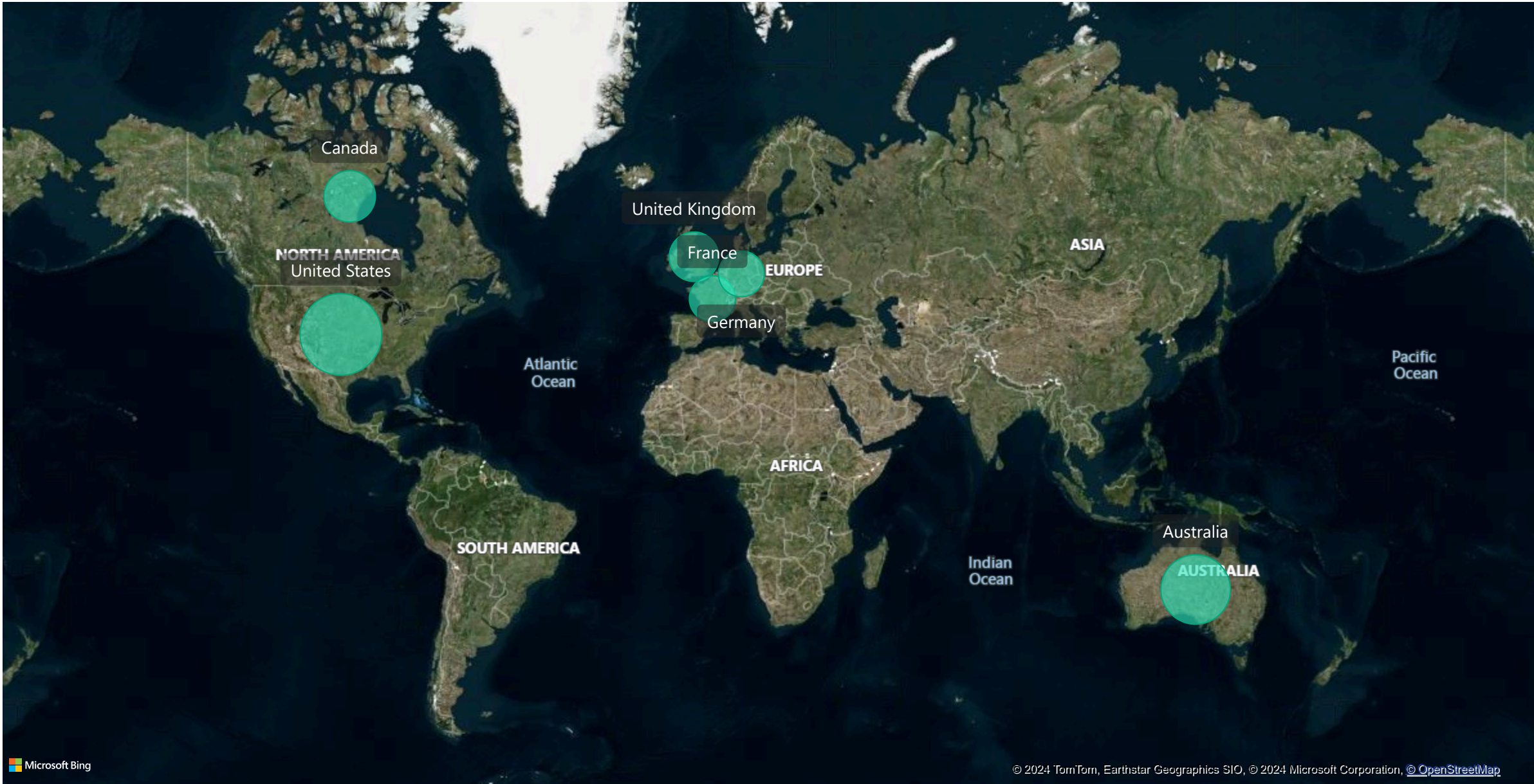


Select all

Europe

North America

Pacific



Selected Product

## Road Tire Tube

Monthly Orders Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target

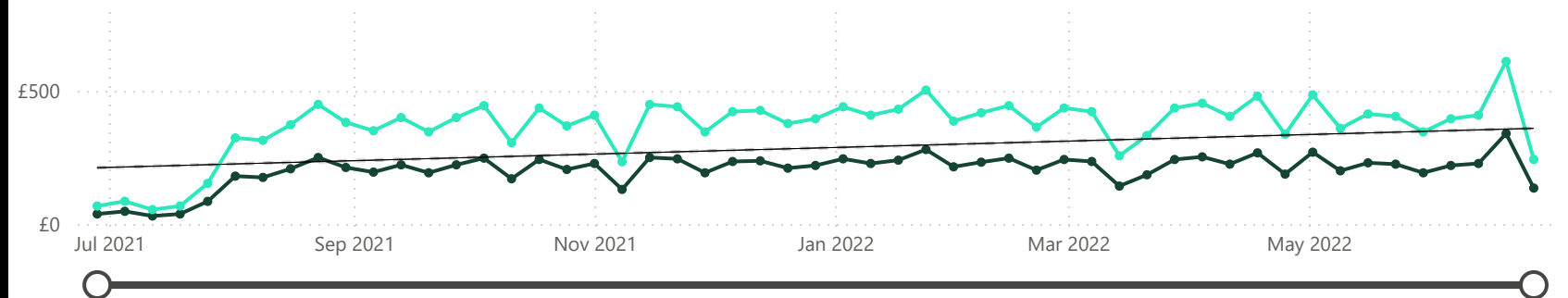


Price Adjustment (%)

0.50

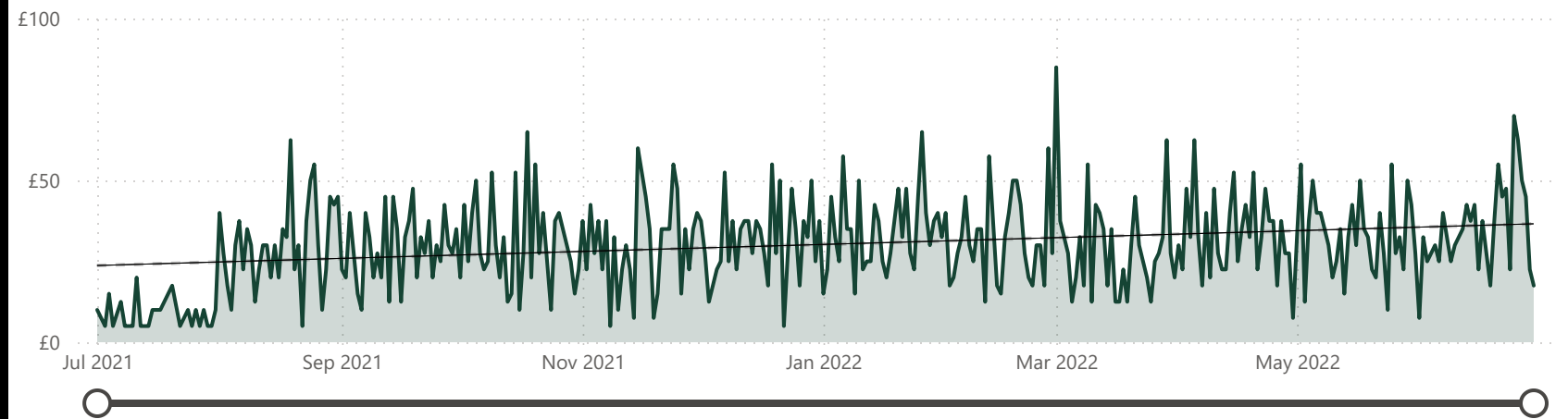


● Total\_profit ● Adjusted profit



Product Metric Selection

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



**£24,914,587**

Total Revenue

**£10,457,715**

Total profit

**25,164**

Total Orders

**1,809**

Total Returns

**2.2%**

Return Rate

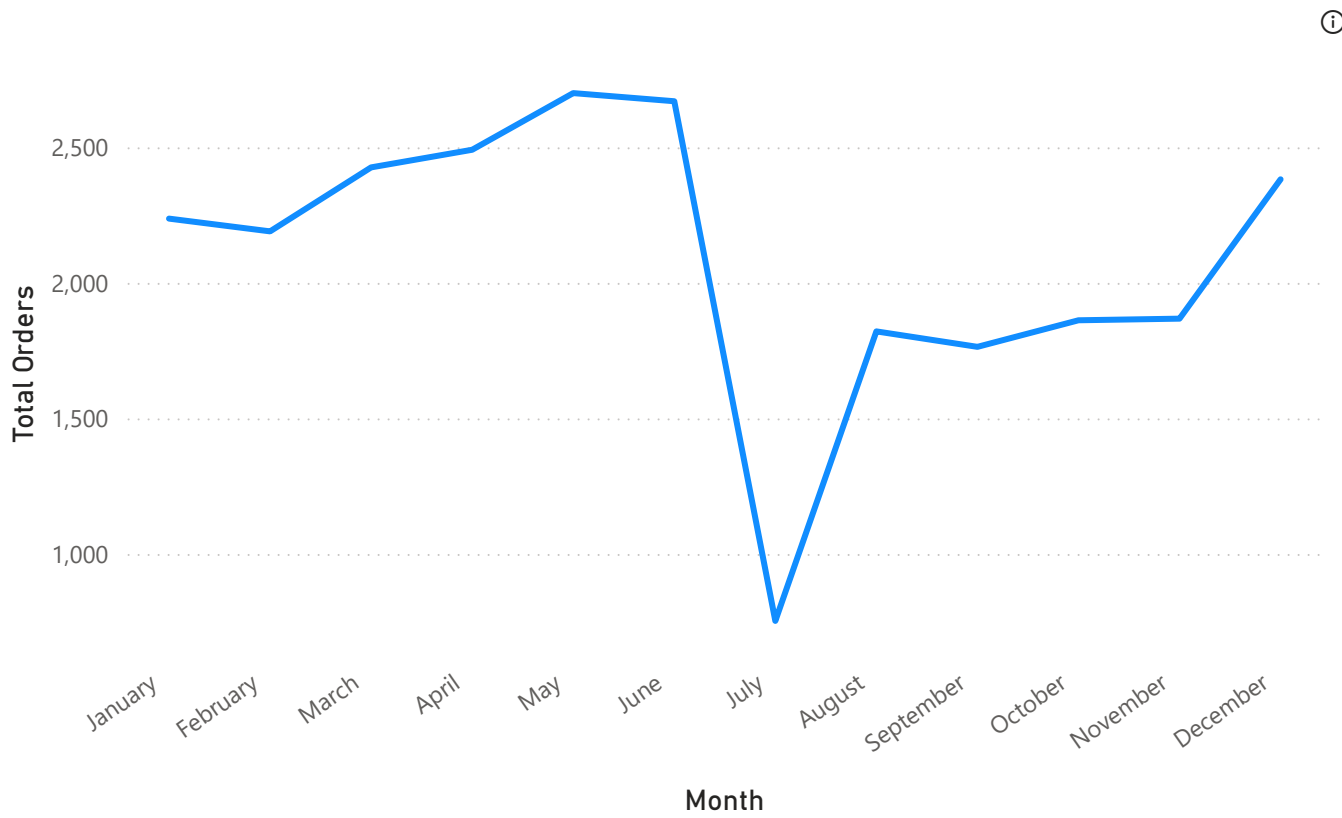
Weekly Orders



Help Q&A understand people better by adding synonyms. Add synonyms now

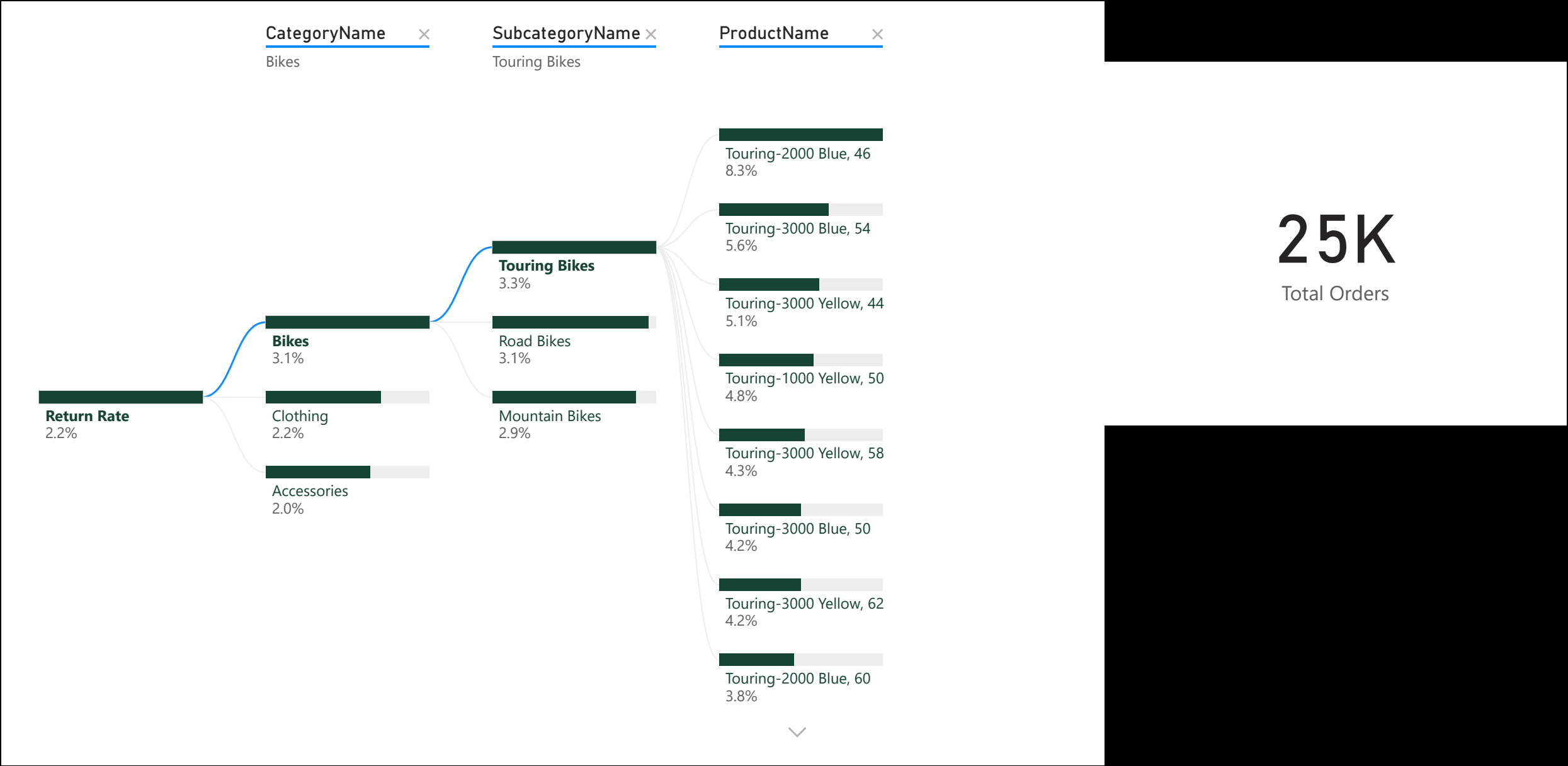
orders by date month

Showing results for Calendar lookup date month and total orders



CategoryName Total Orders

Accessories	16,983
Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
Clothing	6,976
Total	25,164



⌵

Key influencers Top segments



When is HomeOwner more likely to be  ?

90.2%

89.3%

84.3%

74.7%

73.2%

72.3%

Segment 3

EducationLevel is  
Partial College

MaritalStatus is M

Parent is yes

Sum of  
AnnualIncome is  
less than or equal  
to 10000 or is  
greater than 30000

In segment 3, 84.3% of HomeOwner is Y. This is 17 percentage points higher than average (67.6%).

Segment 3 84.3%

Overall 67.6%

Segment 3 contains 1,853 data points (10.3% of the data).



> [Learn more about this segment](#)

Key influencers Top segments



What influences Average Retail Price to  ?

Sum of ProductCost goes...

\$478.6

← On average when Sum of ProductCost increases, Average Retail Price also increases.

