

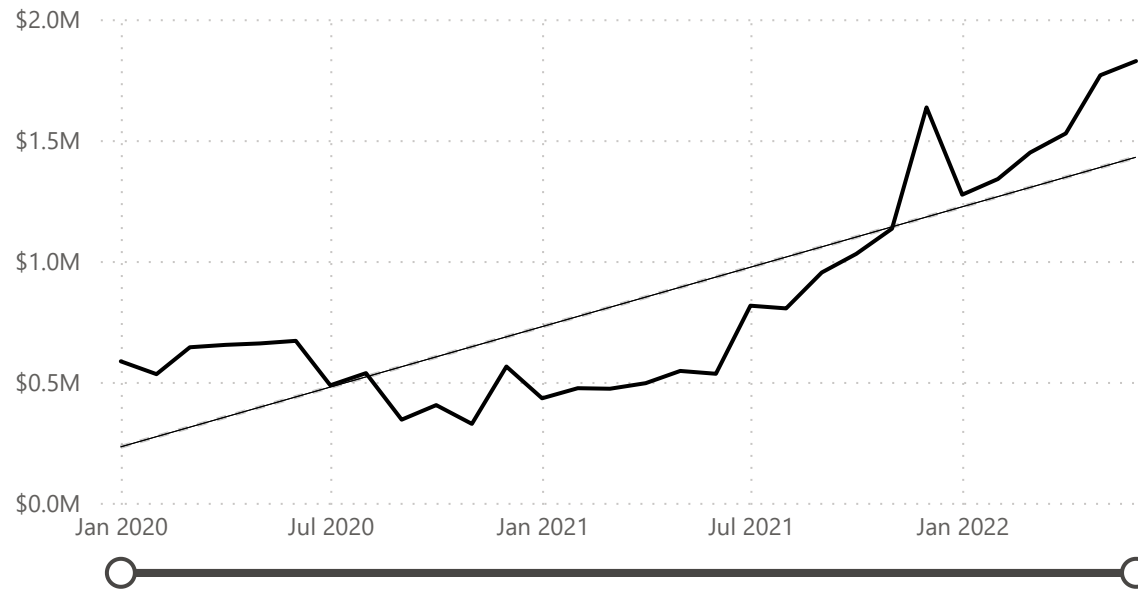


\$10.5M

25.2K

2.2%

Revenue Trending



Monthly Revenue

\$1.83M ✓

Previous Month: \$1.77M
(+3.31%)

Monthly Orders

2.15K!

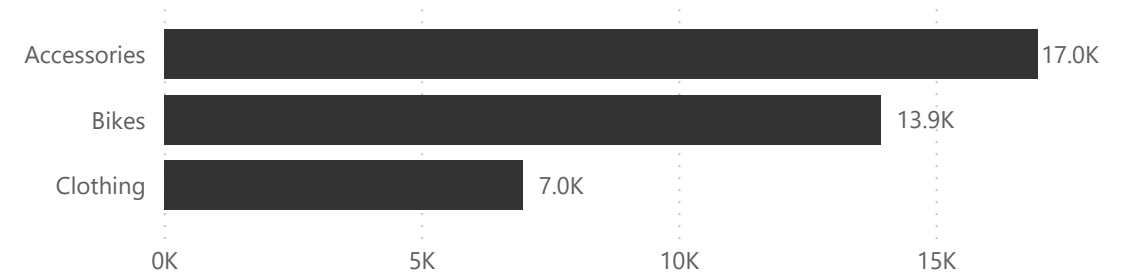
Previous Month: 2.17K
(-0.88%)

Monthly Returns

166✓

Previous Month: \$1,768,433
(+99.99%)

Orders By Category



Top 10 Products

Orders

Revenue

Return Rate

AWC Logo Cap	2062	\$35,882	1.11%
Fender Set - Mountain	1975	\$87,041	1.36%
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%
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Mountain Bottle Cage	1896	\$38,062	2.02%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

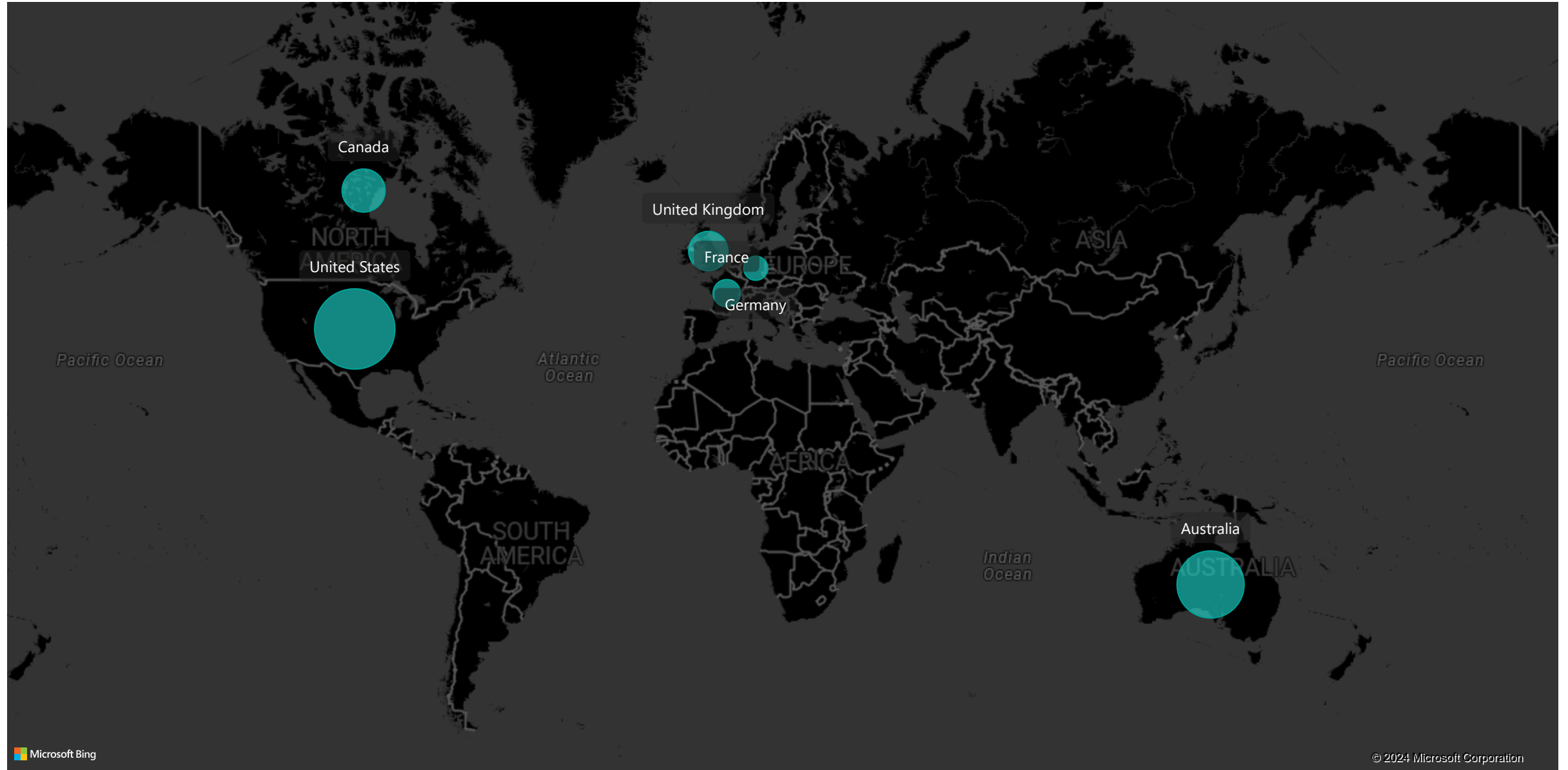
Shorts

Select all

Europe

North America

Pacific



Selected Product

Fender Set - Mountain

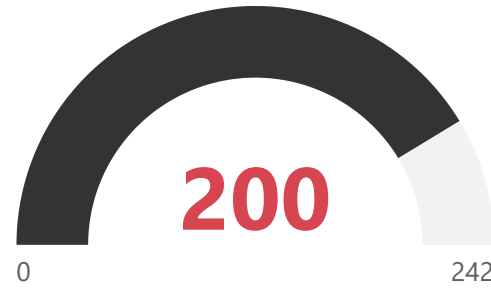
Price Adjustment %

-0.40

Product Metric Selection

- ☐ Total Orders
- ☒ Total Revenue
- ☐ Total Profit
- ☐ Total Return
- ☐ Return Rate

Monthly Orders Vs Target



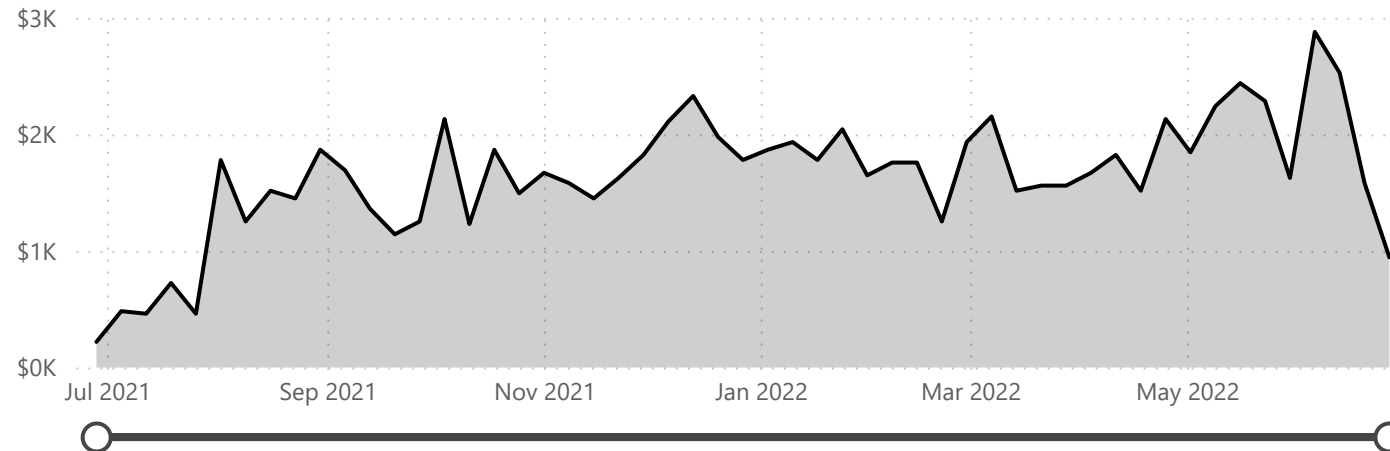
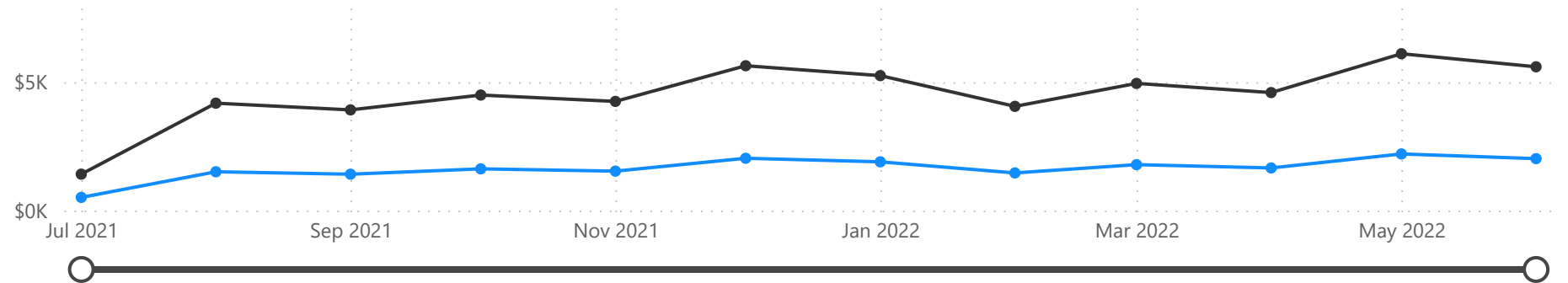
Monthly Revenue Vs Target



Monthly Profit Vs Target



● Total Profit ● Adjusted Profit



Report Summary

Total Profit (295.15% increase) and Adjusted Profit (295.15% increase) both trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

Total Profit jumped from 1,417.23 to 5,600.12 during its steepest incline between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

Total Revenue experienced the longest period of growth (+\$154) between Monday, August 2, 2021



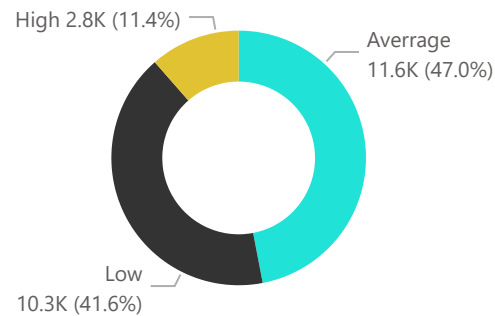
\$1.431K

Average Revenue Per Customer

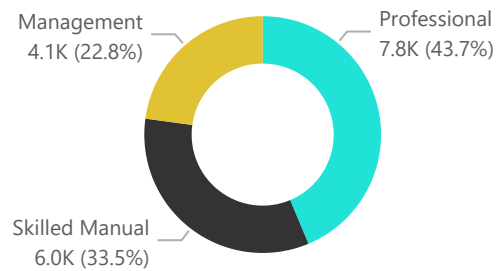
17.4K

UNIQUE CUSTOMERS

Orders by Income Level



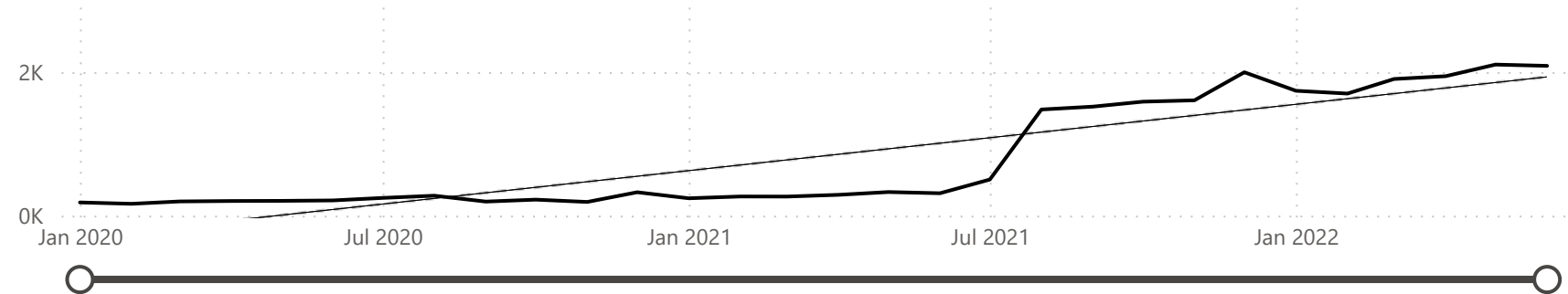
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Total 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
11428	Mrs. Deanna Perez	4	\$9,762
Total		1272	\$615,329

2020

2022

Top Customers (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12K



Among Customers from skilled manual occupation Mr. Ruben Suarez has the mos Revenue for 2022