ADVENTUREWORKS
BIKE SHOP

$9.2M REVENUE	**($3.9M)** PROFIT	**11.8K** ORDERS	**2.1%** RETURN RATE

Revenue Trending
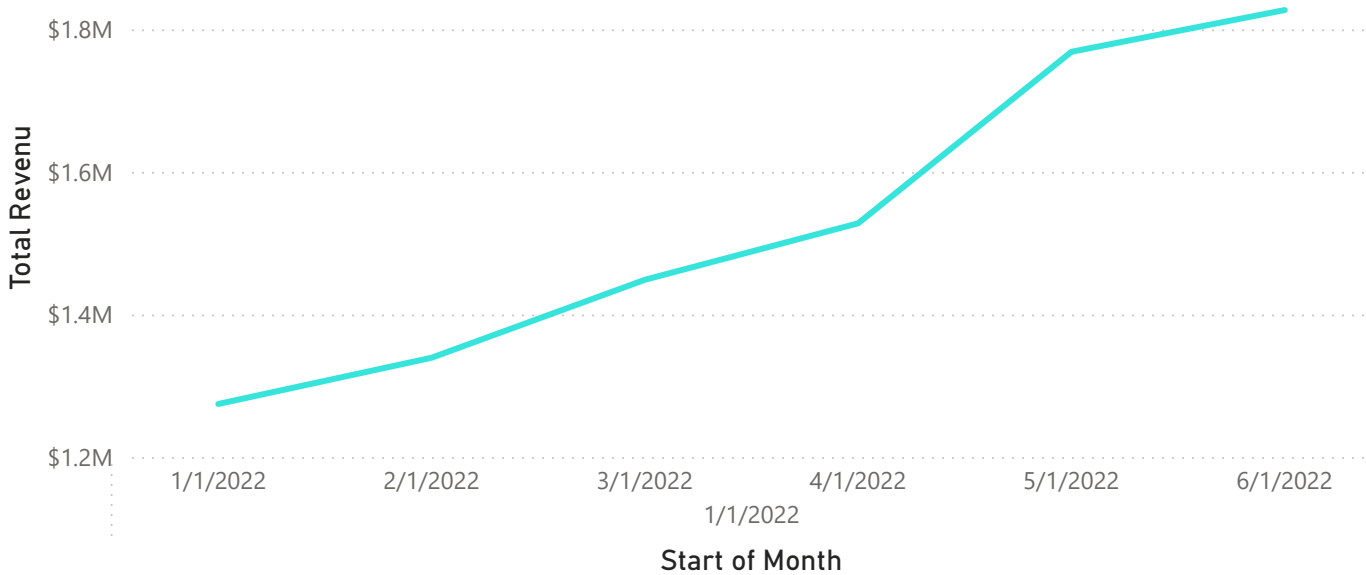
Total Revenu

- $1.8M
- $1.6M
- $1.4M
- $1.2M

1/1/2022 2/1/2022 3/1/2022 4/1/2022 5/1/2022 6/1/2022

1/1/2022
Start of Month

Orders By Category

Category	Orders
Accessories	9.6K
Bikes	5.7K
Clothing	4.0K

Top 10 Products	Orders	Revenu	Return %
Water Bottle - 30 oz.	2287	$22,779	1.88%
Patch Kit/8 Patches	1628	$7,454	1.69%
Mountain Tire Tube	1560	$15,574	1.67%
Sport-100 Helmet, Red	1218	$42,618	3.53%
Road Tire Tube	1199	$9,492	1.51%
AWC Logo Cap	1192	$20,694	1.13%
Sport-100 Helmet, Blue	1152	$38,758	3.13%
Fender Set - Mountain	1110	$48,840	1.62%
Mountain Bottle Cage	1091	$21,878	1.74%
Sport-100 Helmet, Black	1074	$36,134	2.70%

Monthly Revenue	**Monthly Orders**	**Monthly Returns**
$1.83M ✓	**2146** !	**166** ✓
Prev Month: $1.77M (+3.31%)	Prev Month: 2165 (-0.88%)	Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Most Returned Product Type:

Tires and Tubes	**Vests**
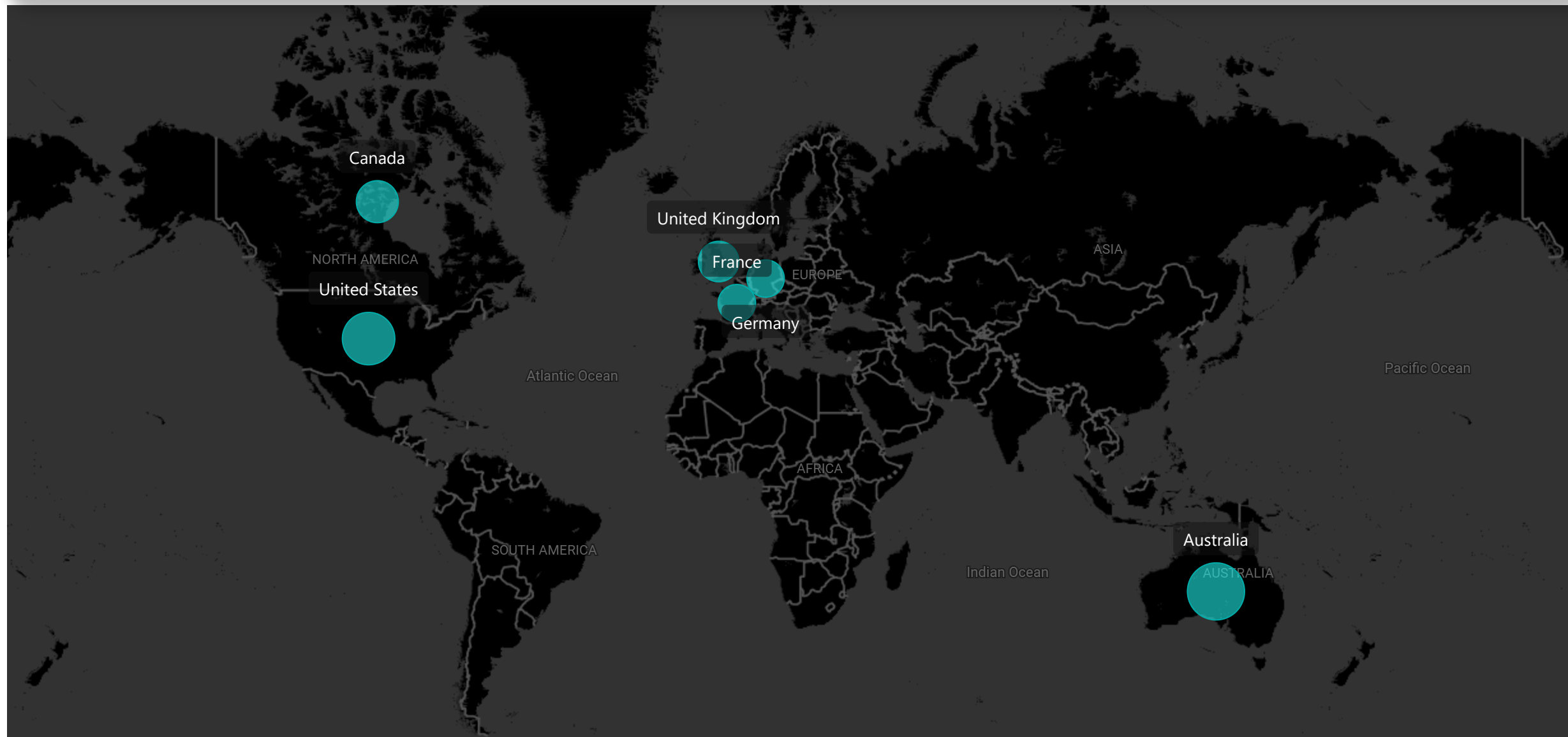
Selected Product

Road Tire Tube

Monthly Orders Vs Target

213

0   234
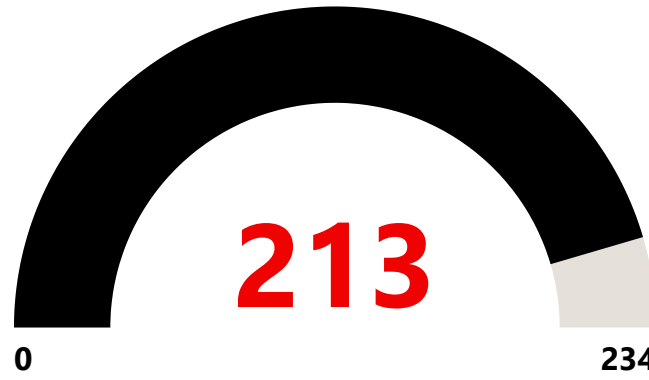
Monthly Revenue Vs Target

$1,668

$0 $1,804

Monthly Profit Vs Target

($1,044)

($2,088)   ($102.6555)
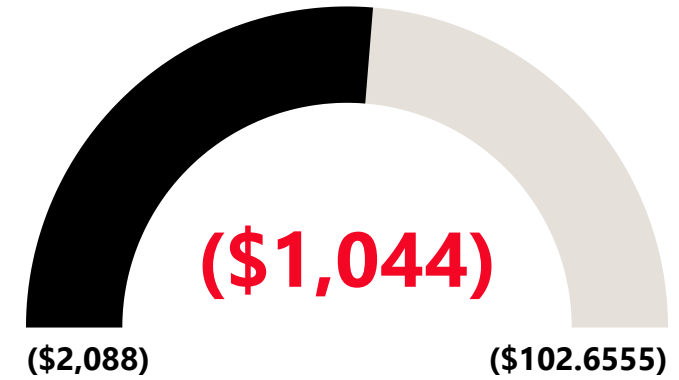
Price Adjustment(%) ⌄

0.70

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Product Metric Selection ⌄

- ⦿ Orders
- ◯ Profit
- ◯ Return
- ◯ Revenu
- ◯ Return (%)

Profit Trending

$1K

$0K

Total Profit and Adju...

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

○────────────────────────○

Start of Week

Return Trending

200

0

Orders

Jul 2021   Sep 2021   Nov 2021   Jan 2022   Mar 2022   May 2022

○────────────────────────○

Start of Month
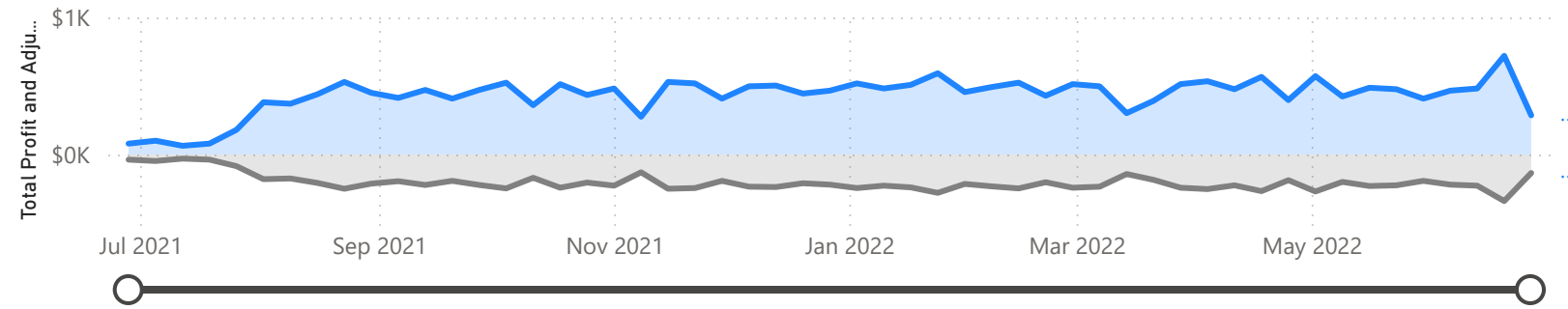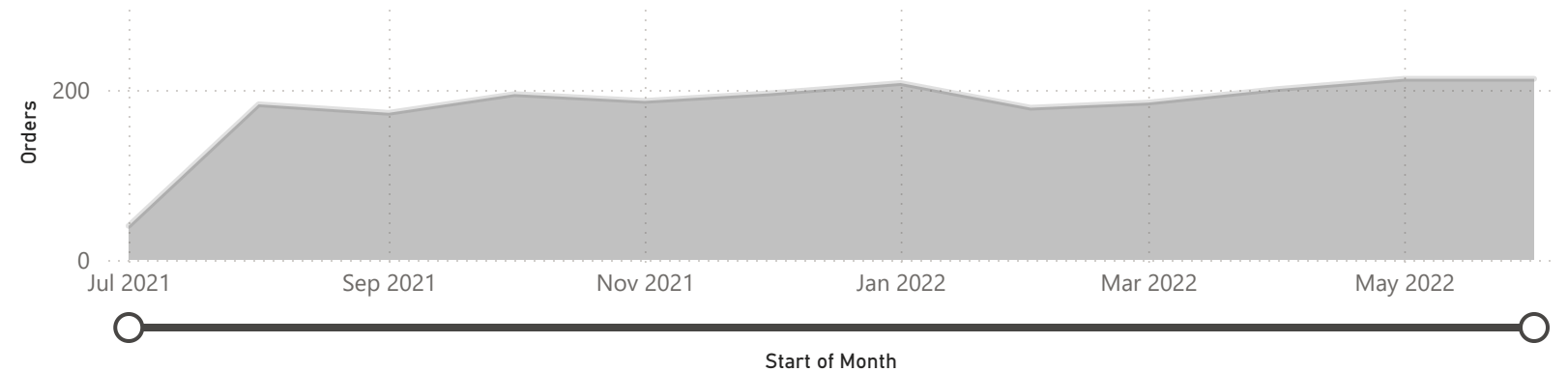
$1,431
REVENUE PER CUSTOMER

17.4K
UNIQUE CUSTOMERS
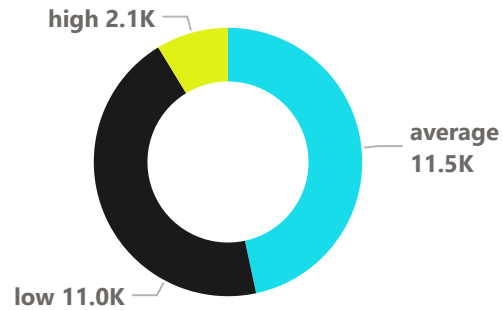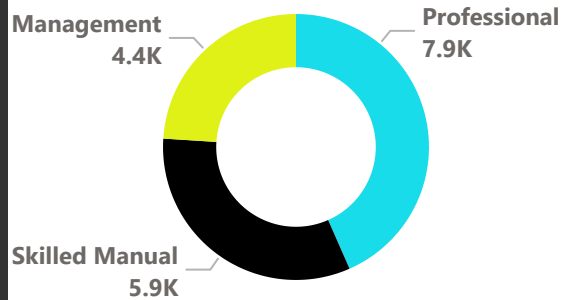
| Total customer | Revenue Per Person |

Orders BY Income

high 2.1K

average 11.5K

low 11.0K

Orders by occupation

Management 4.4K

Professional 7.9K

Skilled Manual 5.9K

Revenue Per Person

Revenue Per Person chart from Jan 2020 to Jan 2022, with y-axis from $0K to $4K.
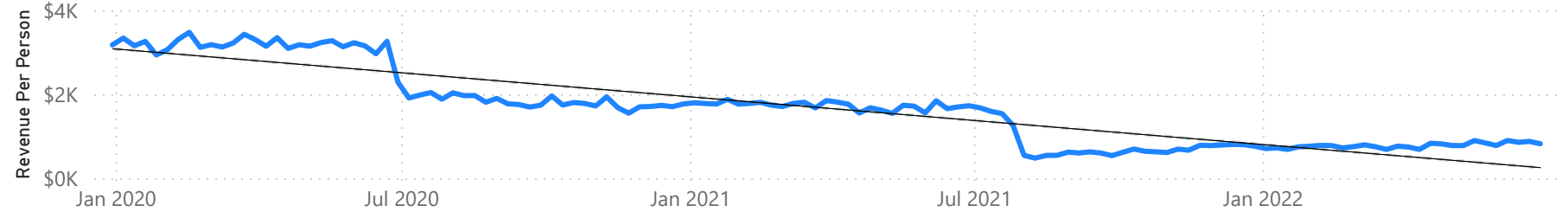
Top 100 Customers

Customer Key	Full Name	Orders	Revenu
11091	Mr. Dalton Perez	26	$1,513
11223	Mrs. Hailey Patterson	26	$1,616
11300	Mr. Fernando Barnes	26	$1,839
11330	Mr. Ryan Thompson	26	$1,597
11331	Mrs. Samantha Jenkins	26	$1,740
11185	Mrs. Ashley Henderson	25	$1,717
11200	Mr. Jason Griffin	25	$1,614
11176	Mr. Mason Roberts	24	$1,526
11262	Mrs. Jennifer Simmons	24	$1,465
11277	Mr. Charles Jackson	24	$1,777
11287	Mr. Henry Garcia	24	$1,443
11566	Ms. April Shan	24	$1,424
11711	Mr. Daniel Davis	24	$1,404
11276	Mrs. Nancy Chapman	23	$1,111
11203	Mr. Luis Diaz	17	$1,002
11215	Mrs. Ana Perry	17	$1,336
11078	Ms. Gina Martin	16	$991
11211	Mrs. Samantha Russell	16	$948
11253	Mr. José Hernandez	16	$905
11505	Ms. Jasmine Powell	16	$1,104
11619	Ms. Sierra Young	16	$813
11631	Mr. Antonio Bennett	16	$1,001
Total		**1264**	**$605,798**

Year

| 2020 | 2022 |

Multiple Customers

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

37
9084

Accessories
16983

31
6034

Total Orders
25164

Bikes
13929

28
4485

Clothing
6976