



£25M

Total Revenue

£10.46M

Profit

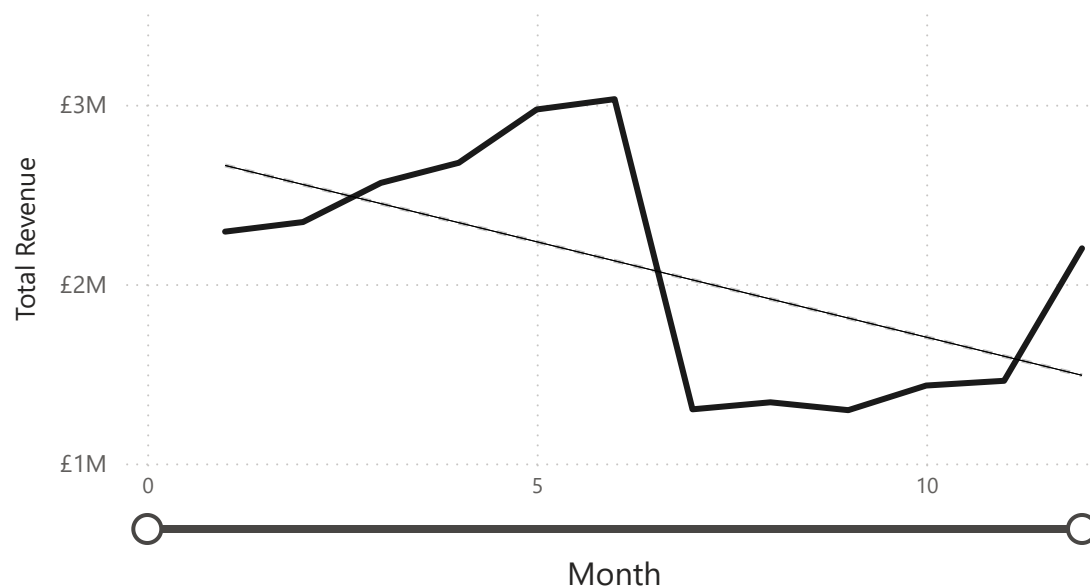
25K

All Orders

2.17%

Return Rate

Revenue Trend



Monthly Revenue

£1.83M✓

Previous Month:: £1.77M
(+3.31%)

Monthly Orders

2,146!

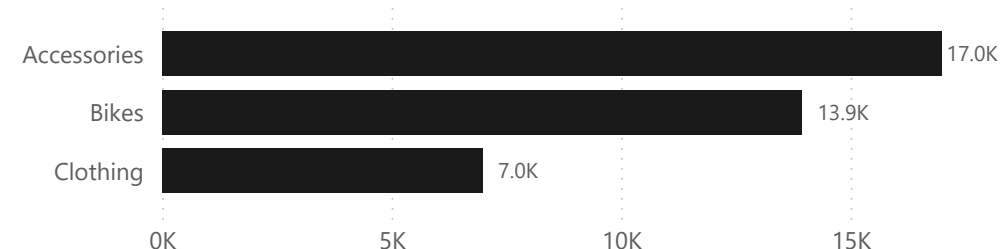
Previous Month: 2,165
(-0.88%)

Monthly Returns

166✓

Previous Month:: 169
(+1.78%)

Orders by Category



Top 10 Products

	Orders	Total 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	1,840	£65,370	2.68%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

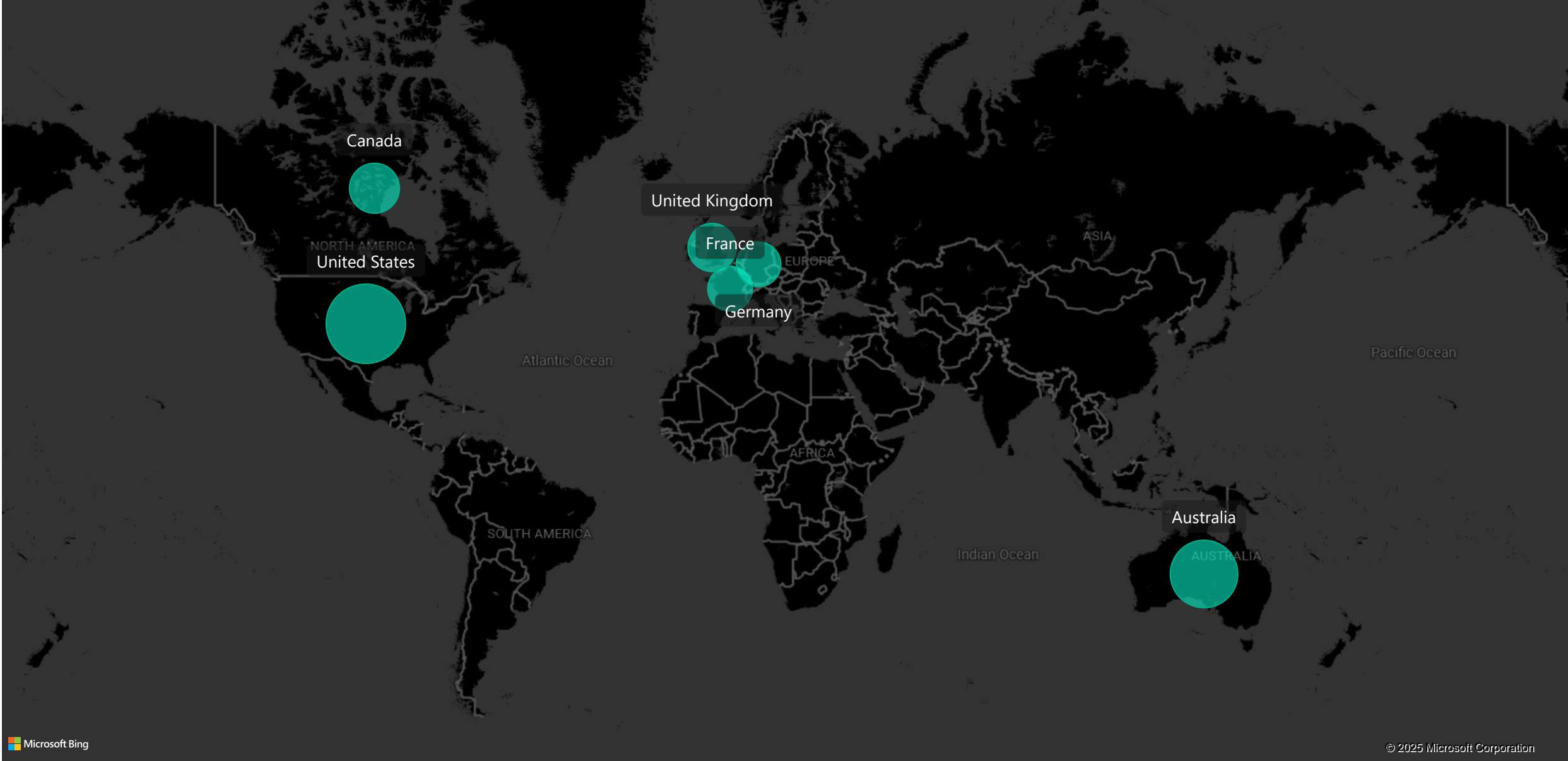
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Sport-100
Helmet, Blue**

Monthly Orders vs Target



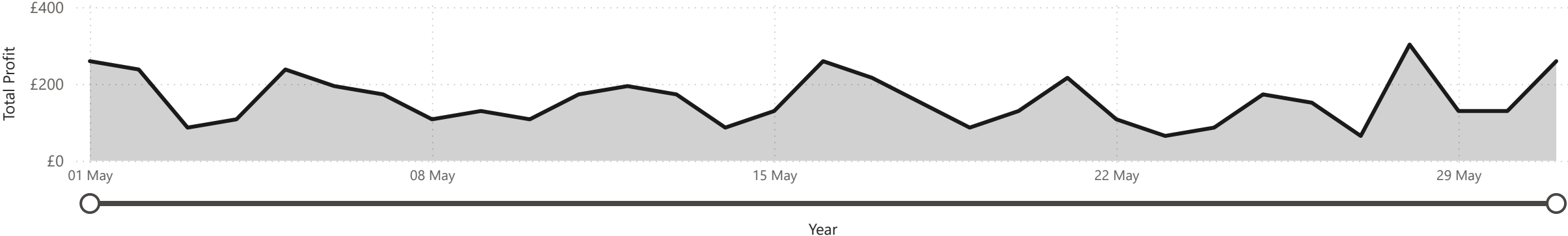
Monthly Revenue vs Target



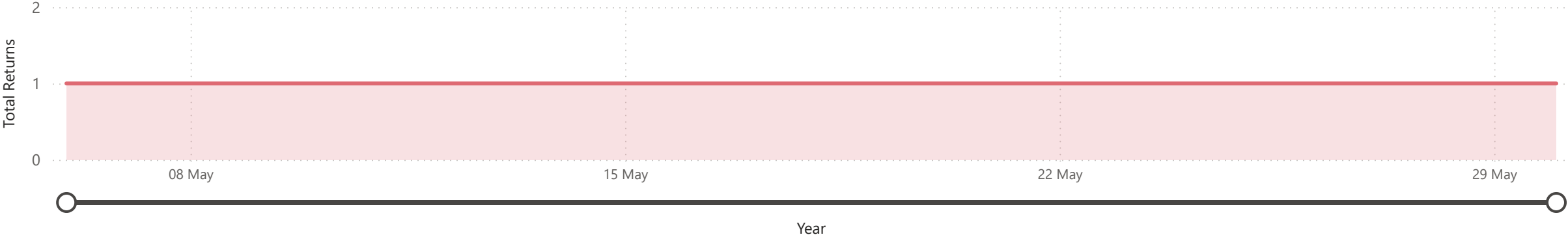
Monthly Profit vs Target



Profit Trend



Returns Trend





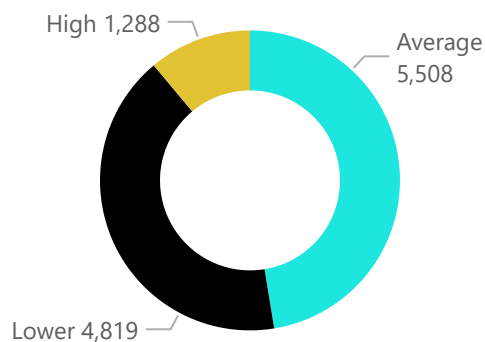
11K

Unique Customers

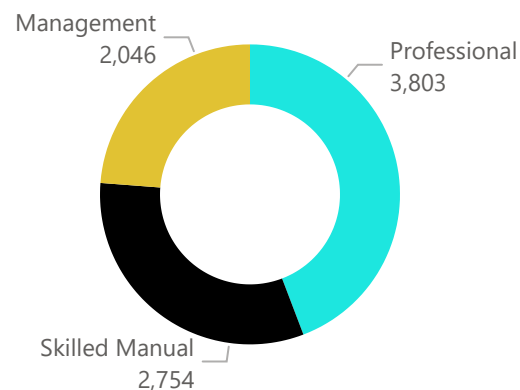
£875

Revenue per Customer

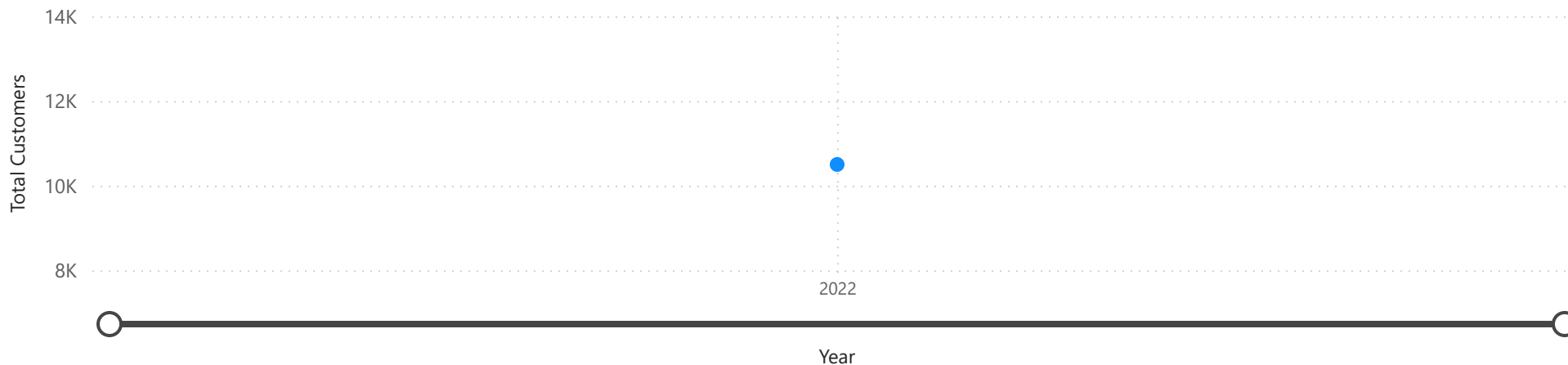
Orders by Income Level



Orders by Occupation



Monthly Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11420	Mr. Jordan Turner	5	£6,802
11417	Mrs. Lacey Zheng	4	£6,180
11429	Mr. Marco Lopez	4	£6,136
11425	Mrs. Ariana Gray	4	£6,035
11242	Mr. Larry Munoz	3	£5,607
11432	Mrs. Dominique Prasad	3	£3,678
11185	Mrs. Ashley Henderson	20	£1,260
11300	Mr. Fernando Barnes	17	£1,250
11223	Mrs. Hailey Patterson	15	£975
11277	Mr. Charles Jackson	13	£944
11262	Mrs. Jennifer Simmons	15	£896
11330	Mr. Ryan Thompson	15	£872
11711	Mr. Daniel Davis	13	£852
11091	Mr. Dalton Perez	13	£845
11276	Mrs. Nancy Chapman	17	£824
11142	Mr. Eduardo Patterson	10	£788
11287	Mr. Henry Garcia	12	£771
11288	Mr. James Smith	12	£682
Total		646	£76,869

2022

2022

Highest Spending Customer:

Mr. Jordan Turner

Total Orders:

5

Highest Spending Customer:

6.8K



Out of all the high income professional-level customers, Larry Munoz has spent the most at 5.6k