



\$15.2M

REVENUE

\$6.3M

Total Profit

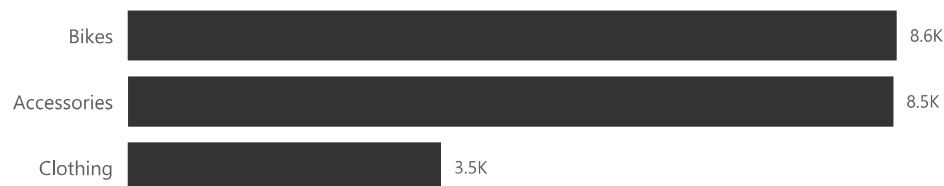
13.4K

Total Orders

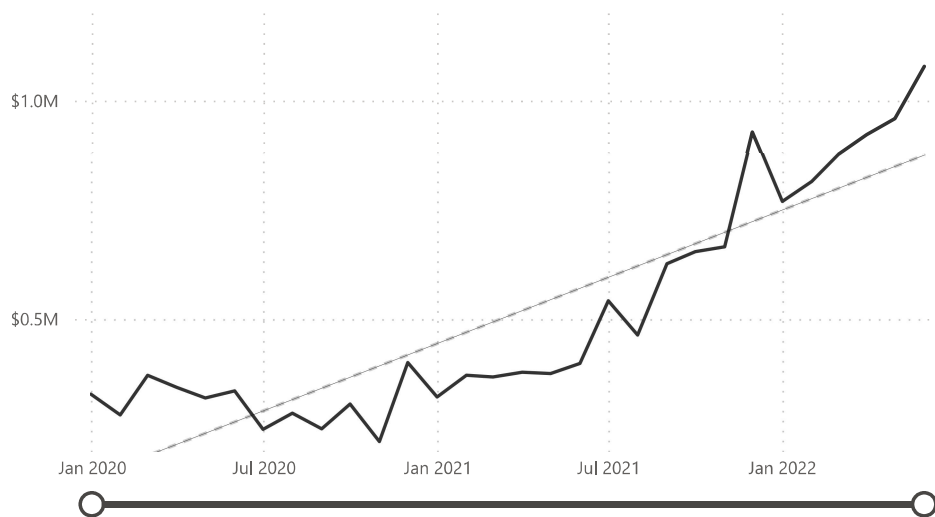
2.2%

Return Rate

Orders By Category



Revenue Trending



Top 10 Products

	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	1,916	\$19,062	2.15%
Patch Kit/8 Patches	1,425	\$6,545	1.64%
Road Tire Tube	1,304	\$10,386	1.46%
AWC Logo Cap	1,208	\$21,057	0.94%
Sport-100 Helmet, Red	1,183	\$41,393	3.30%
Sport-100 Helmet, Blue	1,071	\$36,033	2.89%
Road Bottle Cage	1,056	\$19,014	1.56%
Mountain Tire Tube	1,038	\$10,484	1.57%
Sport-100 Helmet, Black	1,020	\$34,317	2.84%
Touring Tire Tube	883	\$8,847	1.52%

Monthly Revenue

\$1.08M

Prev Month : ₹ 0.96M
(+12.48%)

Monthly Orders

1.12K

Prev Month : 1.09K
(+2.93%)

Monthly Returns

100!

Prev Month : 81 (-23.46%)

Most ordered Product Type

Road Bikes

Most returned Product Type

Vests

Selected Product

Road Tire Tube

Monthly Order vs. Target



Monthly Revenue vs. Target

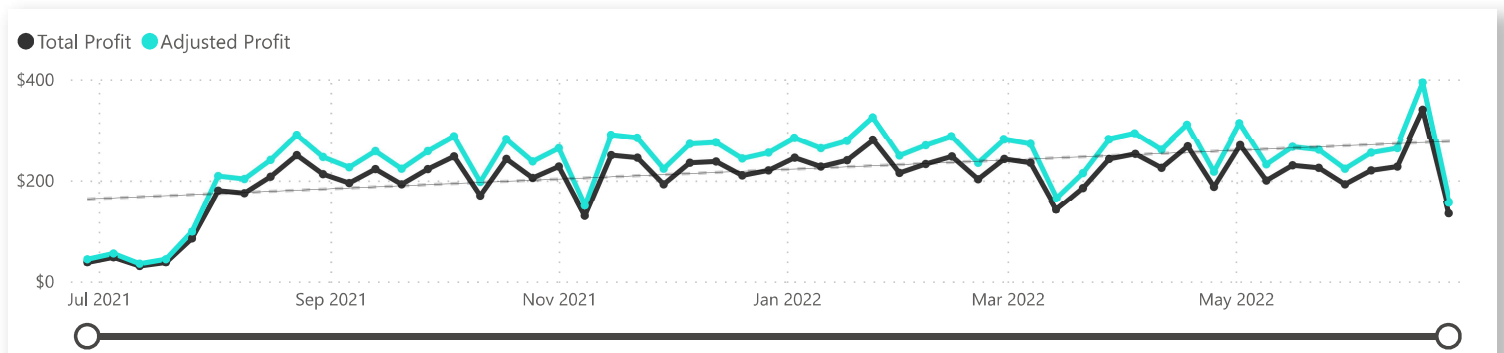


Monthly Profit vs. Target



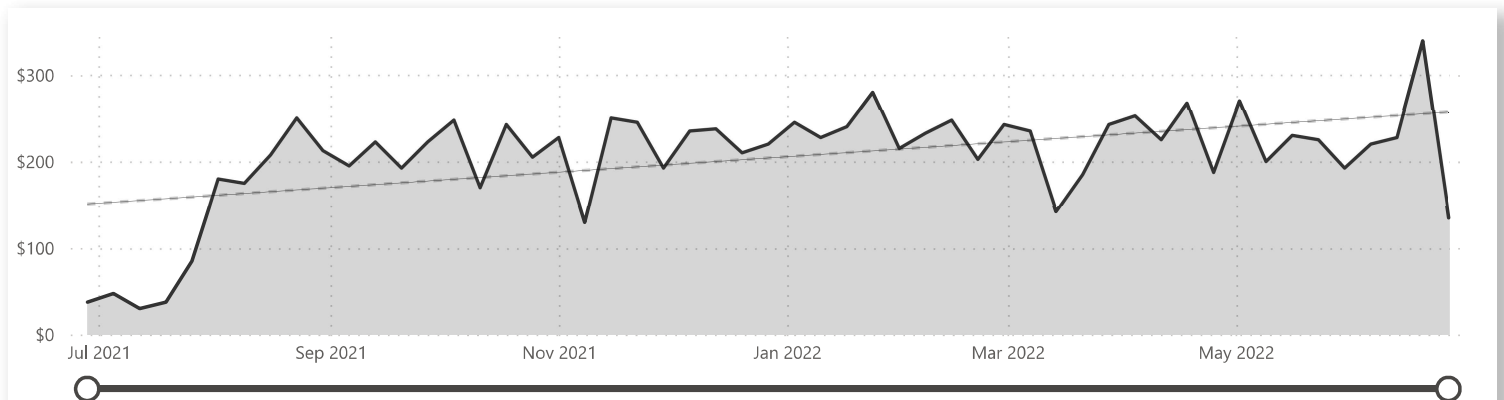
Price Adjustment(%)

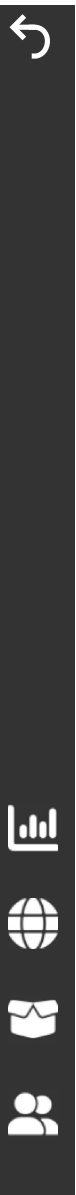
0.10



Product Metric Selection

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





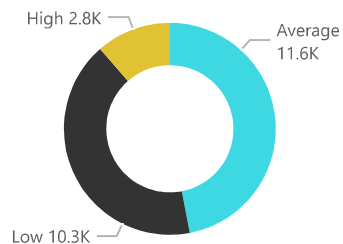
17.4K

UNIQUE CUSTOMERS

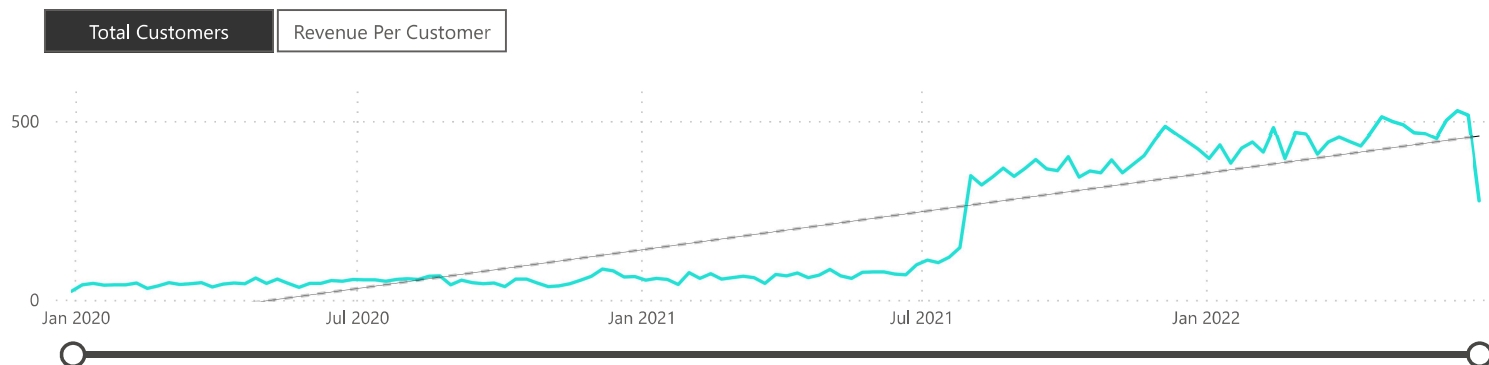
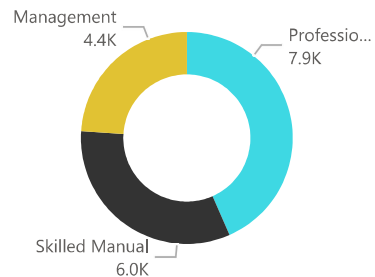
\$1,431

Average Revenue Per Customer

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	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
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
Total		1,272	\$615,329

2020

2022

Top Customer(by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K



Among customers in skilled manual in 2022 Mr. Ruben Suarez drove the most revenue at 4608\$