



\$24.9M

REVENUE

\$10.5M

PROFIT

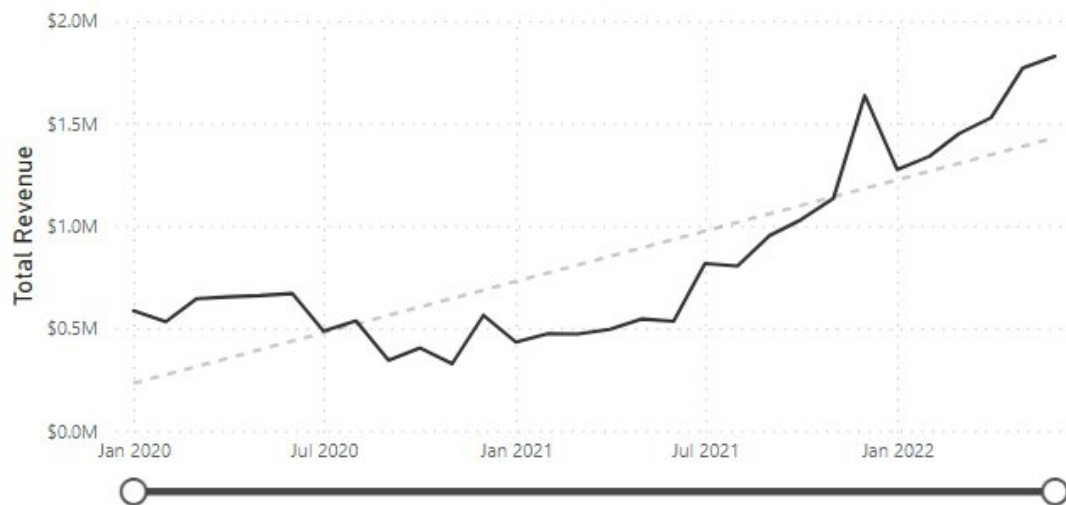
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts



\$24.9M

REVENUE

\$10.5M

PROFIT

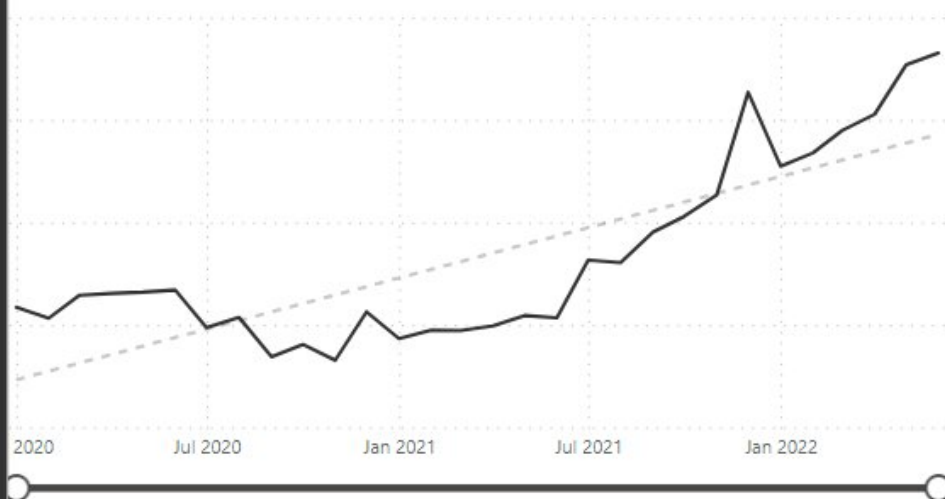
25.2K

ORDERS

2.2%

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Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Selected Product:

AWC Logo Cap

Price Adjustment (%)

0.20

Product Metric Selection

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

Monthly Orders vs Target



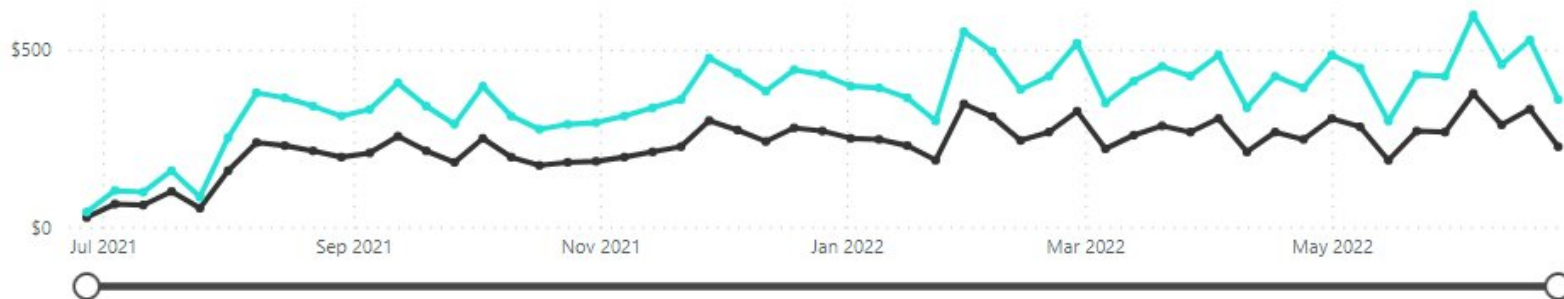
Monthly Revenue vs Target



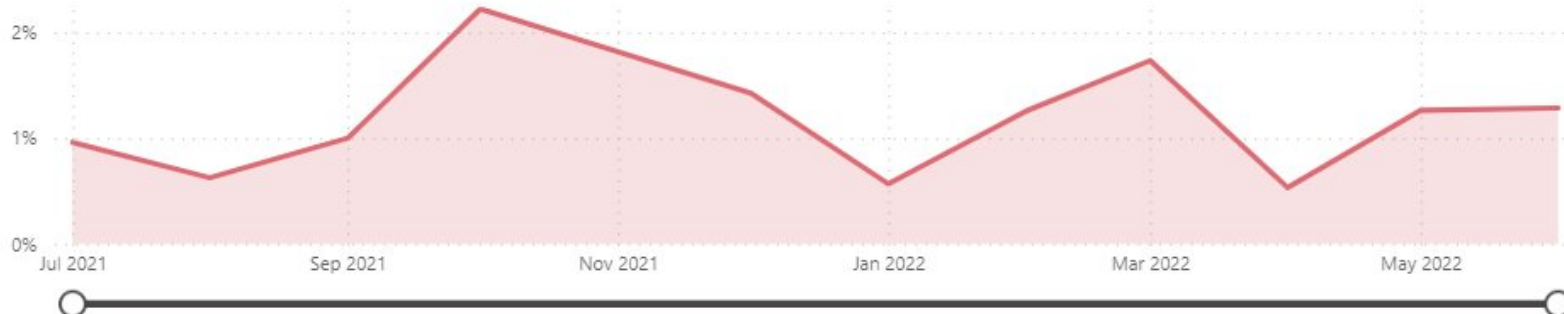
Monthly Profit vs Target



● Total Profit ● Adjusted Profit



Returns Trending

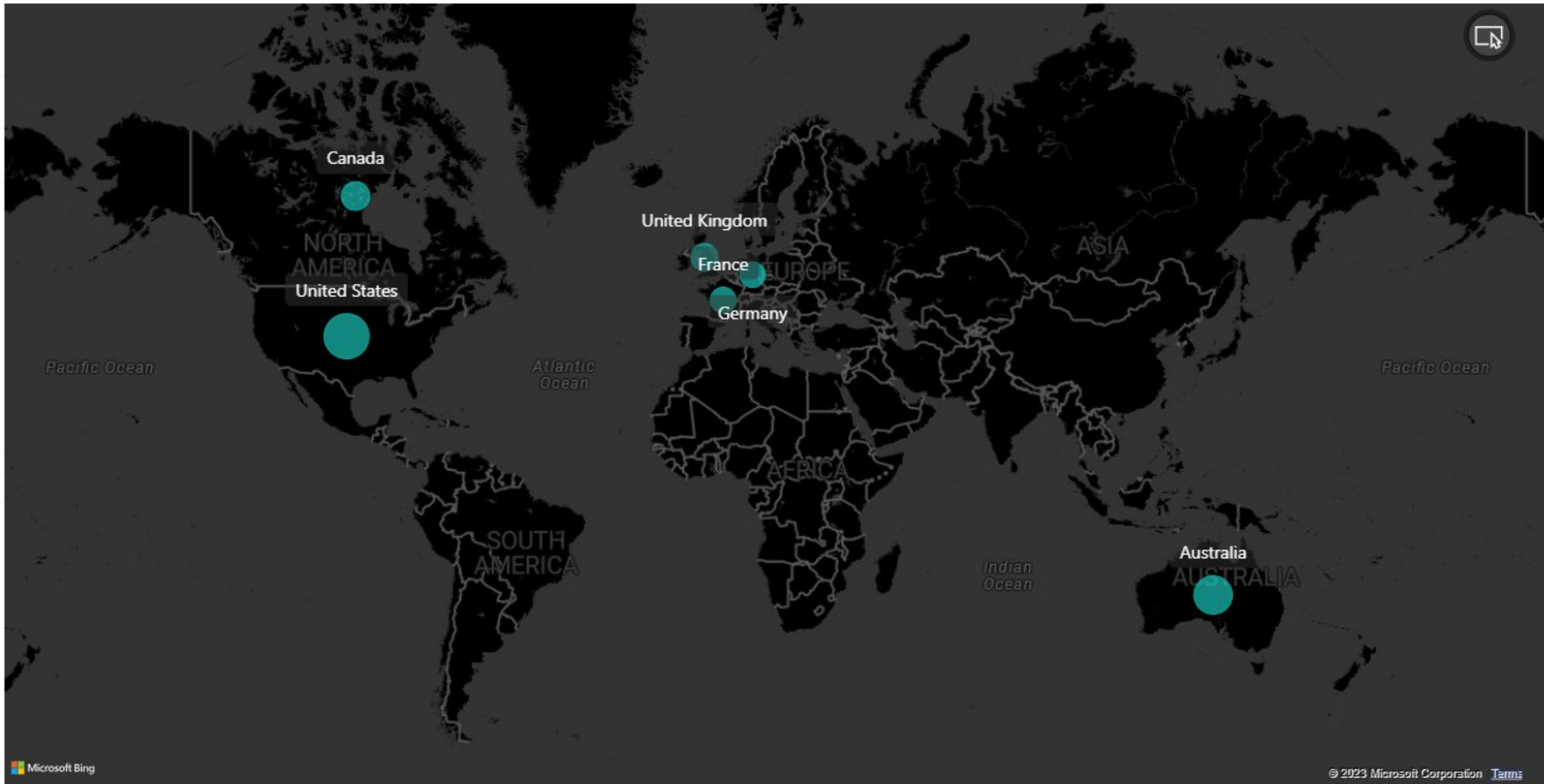


Select all

Europe

North America

Pacific



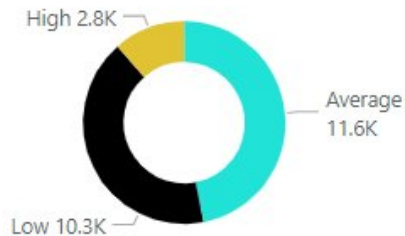
17.4K

UNIQUE CUSTOMERS

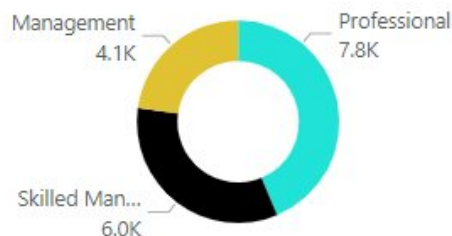
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



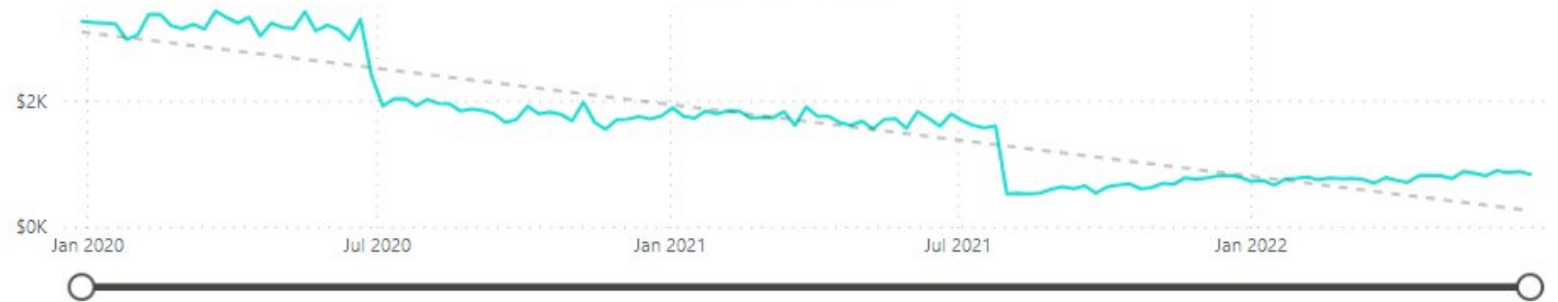
Orders by Occupation



Total Customers

Revenue per Customer

Revenue per Customer



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
11237	Mr. Clarence Anand	4	\$10,065
Total	Adriana Gonzalez	1,272	\$6,15,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers in skilled manual roles 2022, drove the most revenue

Total Orders