



Total Revenue

\$5.2M

Total Profit

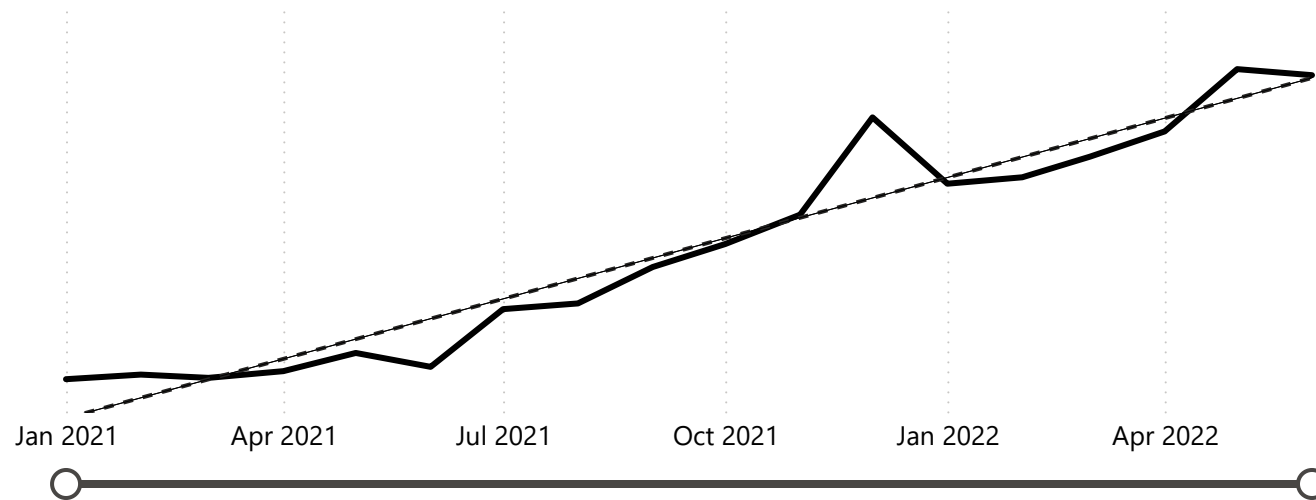
15.9K

Total Orders

2.1%

Return Rate

Orders by Product Type



Monthly Revenue Trend

\$1.20M!

Previous Month: \$1.22M (-1.48%)

Monthly Orders Trend

1502!

Previous Month: 1540 (-2.47%)

Monthly Orders Trend

109✓

Previous Month: 126 (+13.49%)

ProductName	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	2819	\$28,293	1.9%
Mountain Tire Tube	2292	\$22,695	1.6%
Patch Kit/8 Patches	2154	\$9,861	1.6%
Fender Set - Mountain	1597	\$70,094	1.3%
Mountain Bottle Cage	1357	\$27,203	2.3%
Sport-100 Helmet, Red	1346	\$47,097	3.6%
Road Tire Tube	1344	\$10,653	1.5%
Sport-100 Helmet, Blue	1329	\$44,713	3.4%
Sport-100 Helmet, Black	1314	\$44,208	2.2%
AWC Logo Cap	1259	\$21,913	1.2%



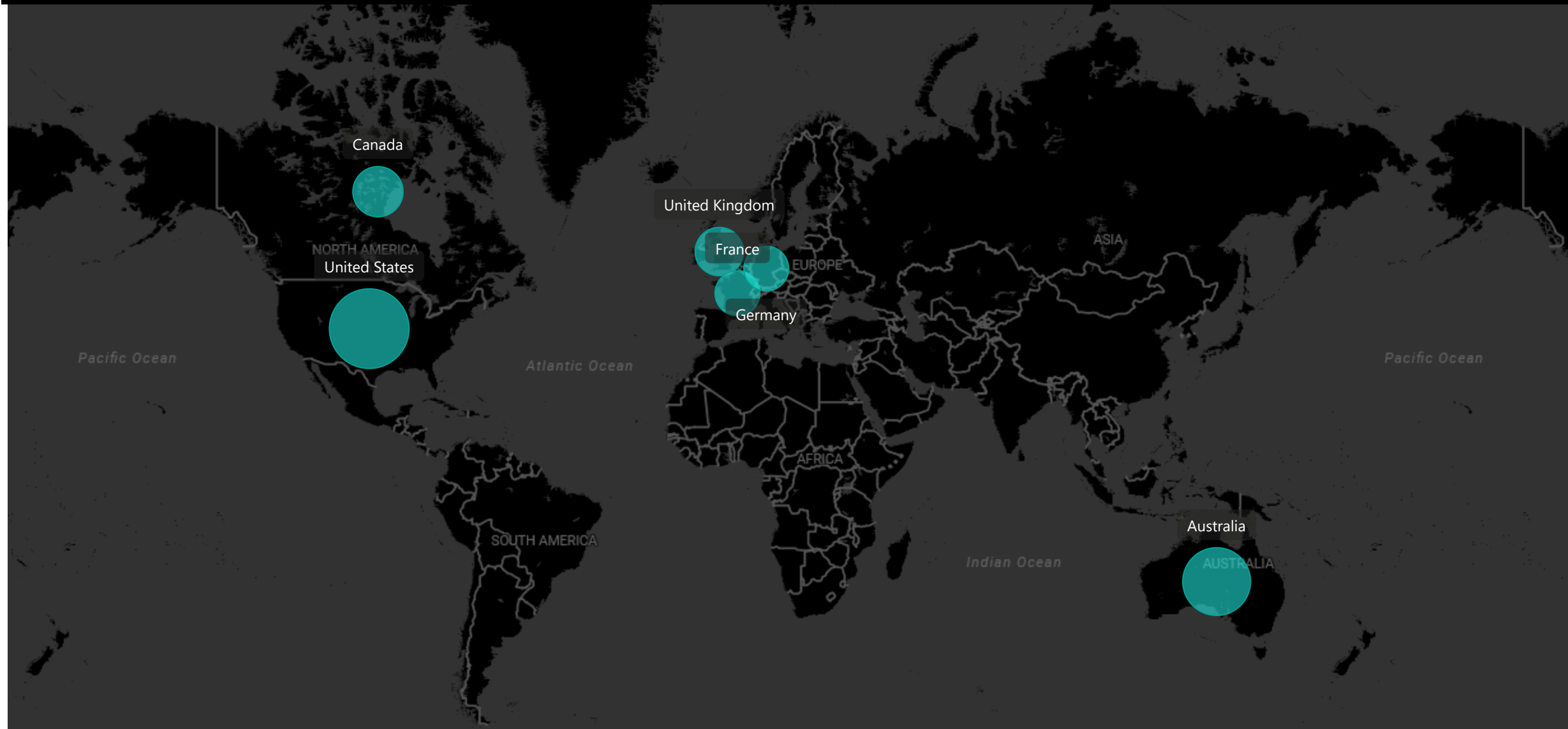
Select all

Europe

North America

Pacific

Total Orders by Country

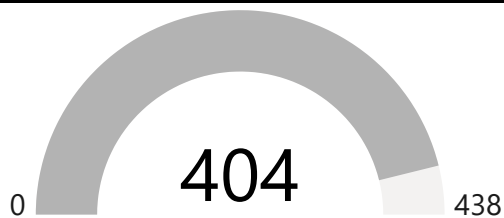




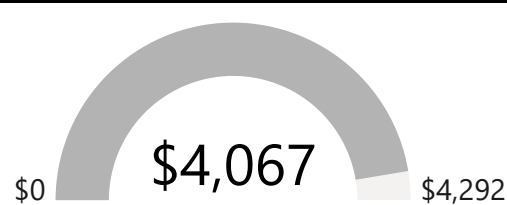
Product Name

Water Bottle
- 30 oz.

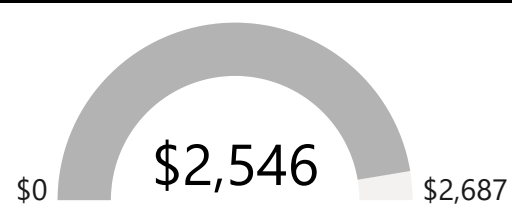
Latest Monthly Orders vs Target



Latest Monthly Revenue vs Target

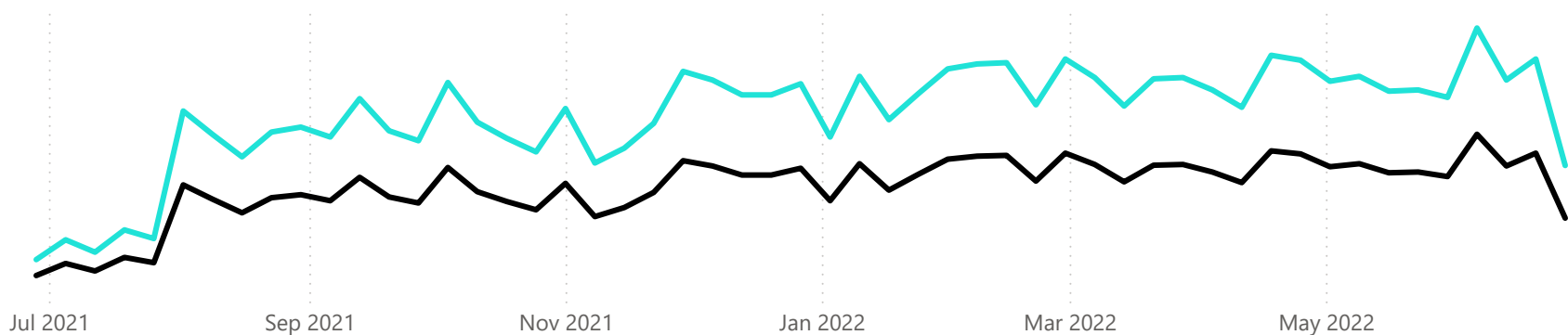


Latest Monthly Profit vs Target

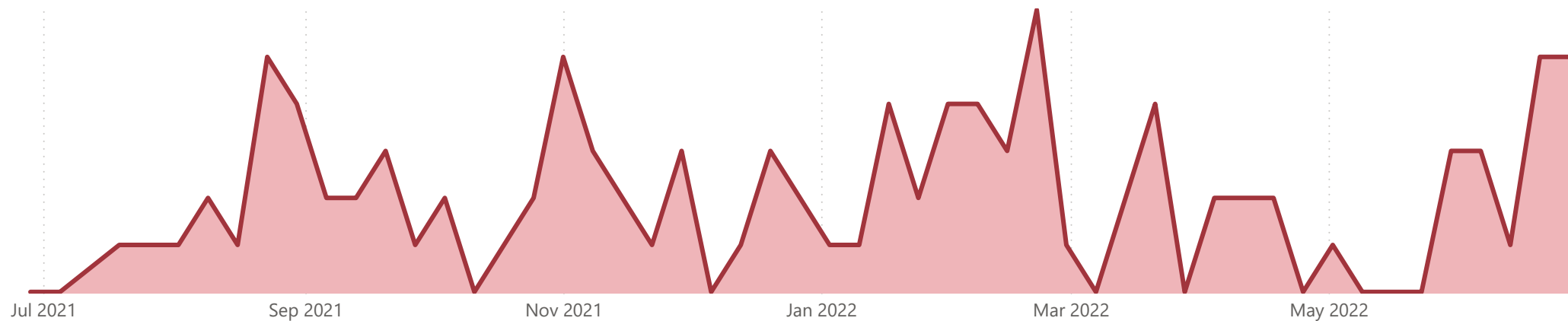


Profit Trend and Adjusted Profit by Start of Week

● Profit Trend ● Adjusted Profit



Return Trend by Start of Week



Price Adjustment

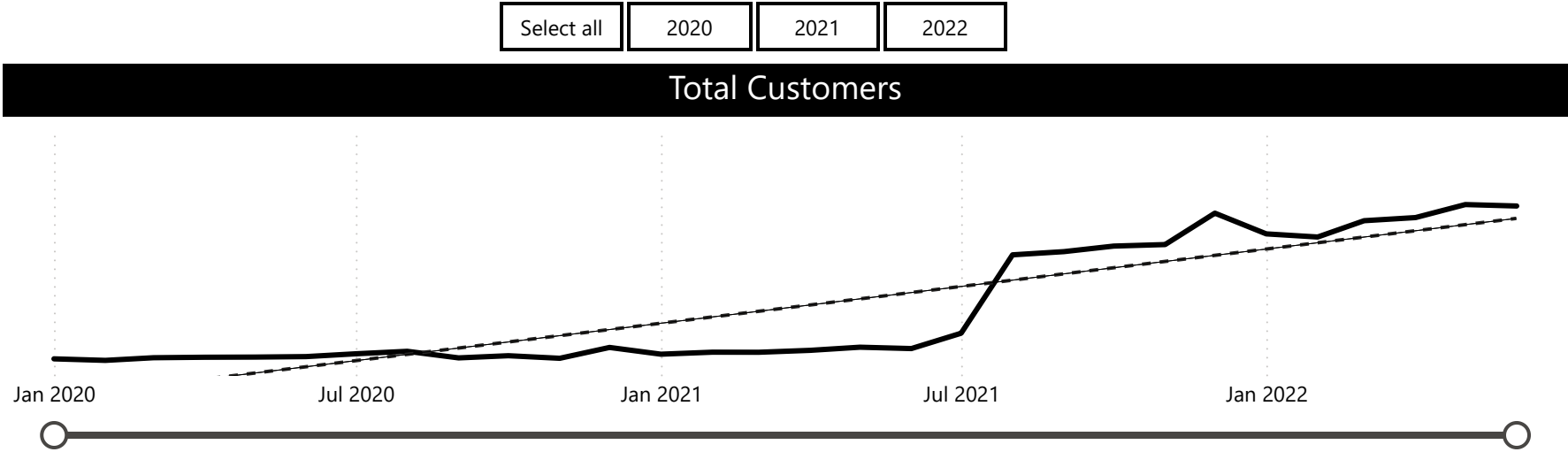
0.40



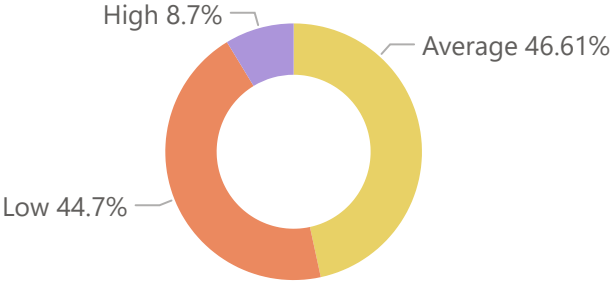


17.4K
Total Unique Customers

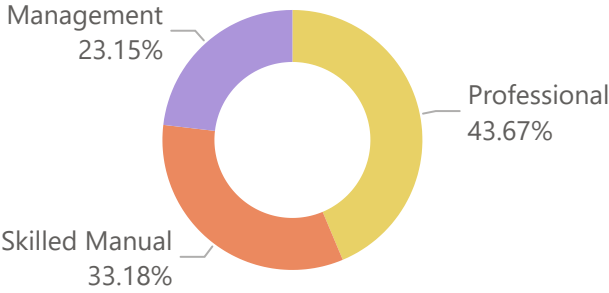
\$1.4K
Revenue per Customer



Total Orders by Income Level



Total Orders by Occupation



Top 100 Customers

CustomerKey	Customer Name	Total Orders	Total Revenue
11530	Mr. Andrew Martinez	15	\$758
11631	Mr. Antonio Bennett	16	\$1,001
11719	Mr. Blake Green	5	\$404
11748	Mr. Blake Hill	5	\$195
12307	Mr. Brad She	4	\$9,161
12892	Mr. Brian Peterson	4	\$496
14077	Mr. Bryan Townsend	4	\$271
11431	Mr. Bryant Garcia	4	\$9,687
12061	Mr. Bryce Brooks	4	\$210
12165	Mr. Caleb Flores	4	\$440
11277	Mr. Charles Jackson	24	\$1,777
11677	Mr. Charles Walker	5	\$373
11237	Mr. Clarence Anand	4	\$10,065
12631	Mr. Clarence Gao	4	\$10,332
13595	Mr. Cole Stewart	4	\$8,895
11091	Mr. Dalton Perez	26	\$1,513
11711	Mr. Daniel Davis	24	\$1,404

Top Customer Name

Mr. Maurice
Shan

Total Revenue
\$12.4K
Total Orders
6