



\$24.9M

REVENUE

\$10.5M

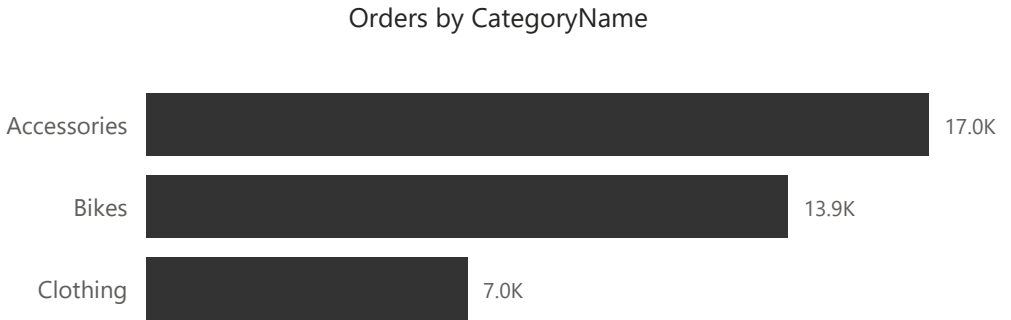
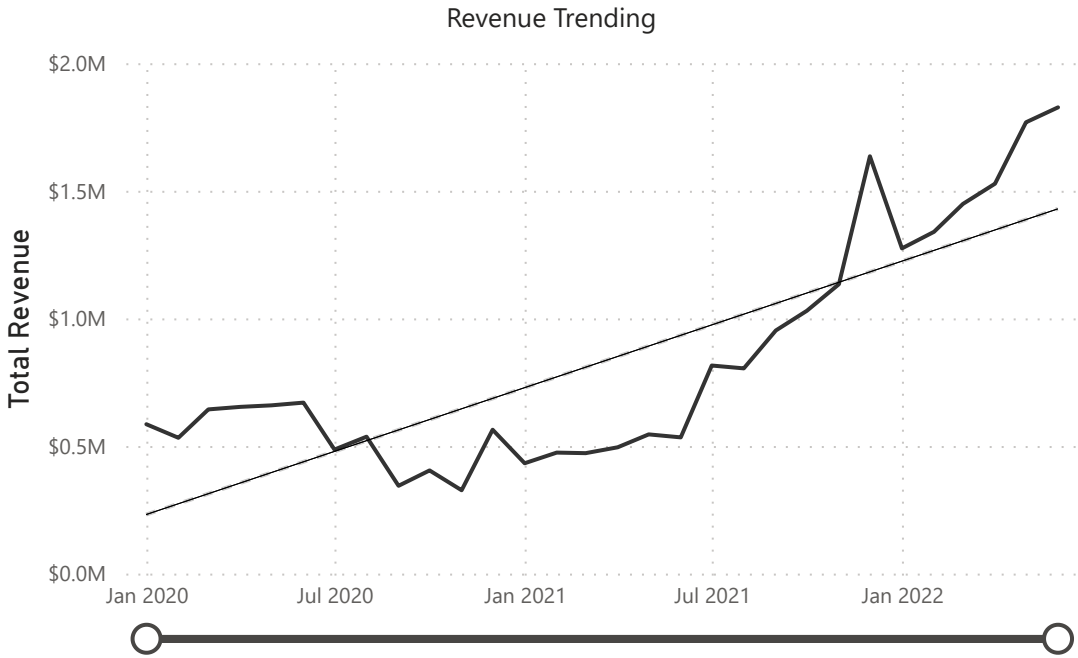
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



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%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Previous Month: 2165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Top Ordered Product Type:

Tires and Tubes

Top Returned Product Type:

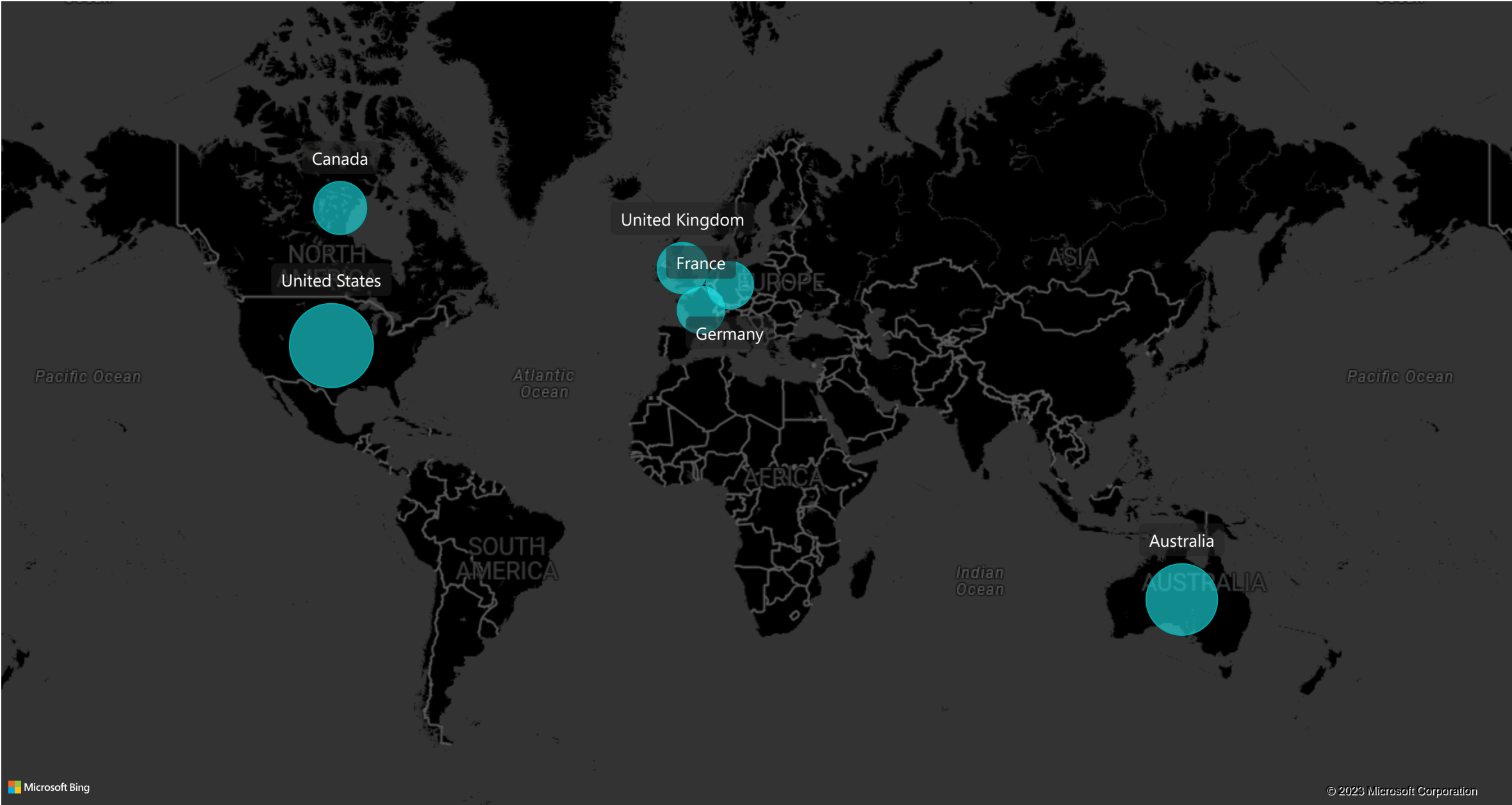
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Water Bottle -  
30 oz.**

Price Adjustment (%)

0.00



Product Metric Selection

- ☒ orders
- ☐ Revenue
- ☐ profit
- ☐ Returns
- ☐ Return Rate %

Monthly Orders vs Target



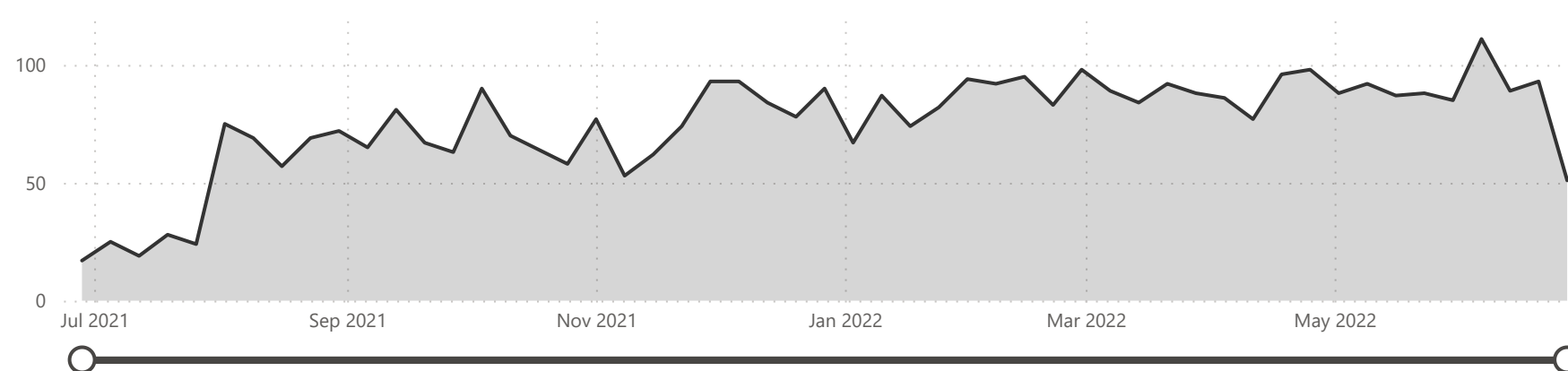
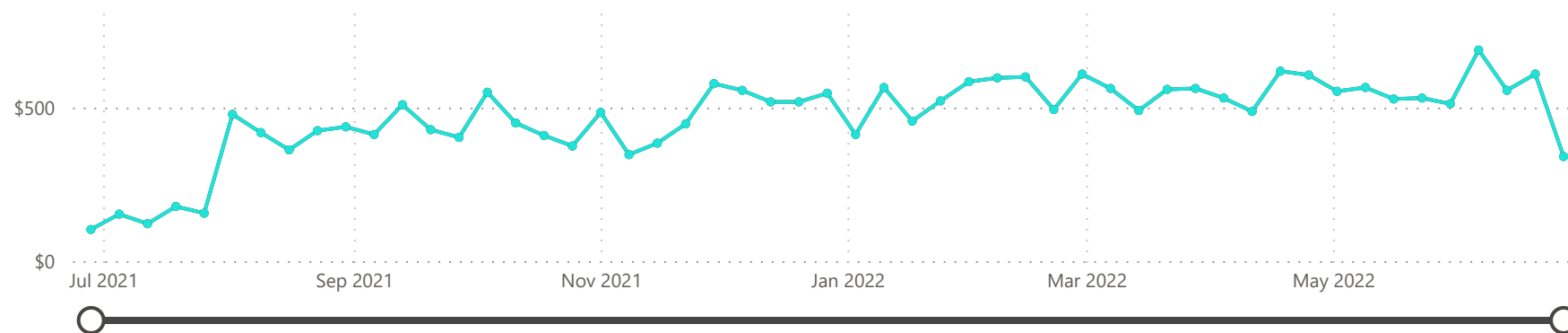
Monthly Revenue vs Target



Monthly Orders vs Target



● Total profit ● Adjusted Profit





17.4K

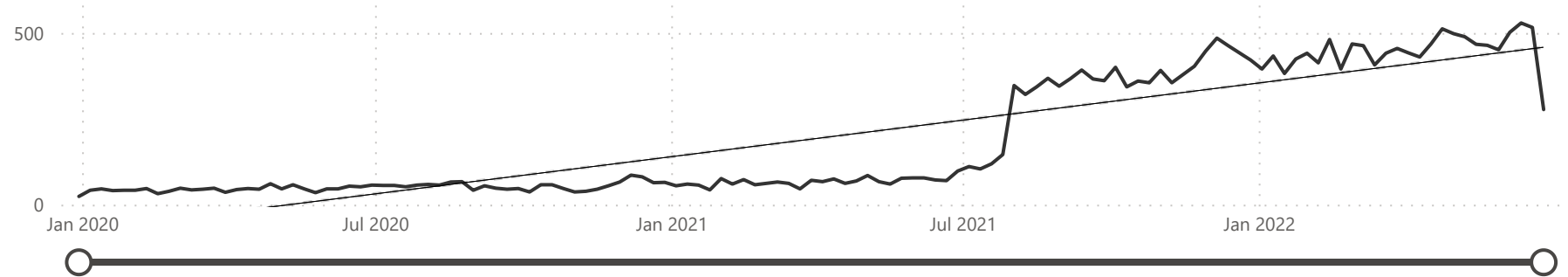
UNIQUE CUSTOMERS

1431

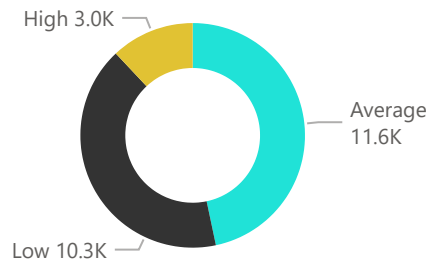
REVENUE PER CUSTOMER

Total customers

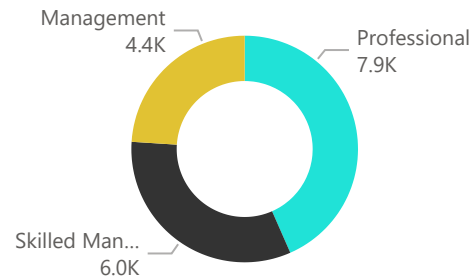
Revenue Per customer



orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,019
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	\$10,399
11425	Mrs. Ariana Gray	6	\$10,397
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	\$10,069
11428	Mrs. Deanna Perez	4	\$9,762
Total		25,164	\$2,49,14,587

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among Customers in skilled manual roles in 2022, Ruben Suarez drove the most Revenue at \$4683