



\$24.9M

REVENUE

\$10.5M

PROFIT

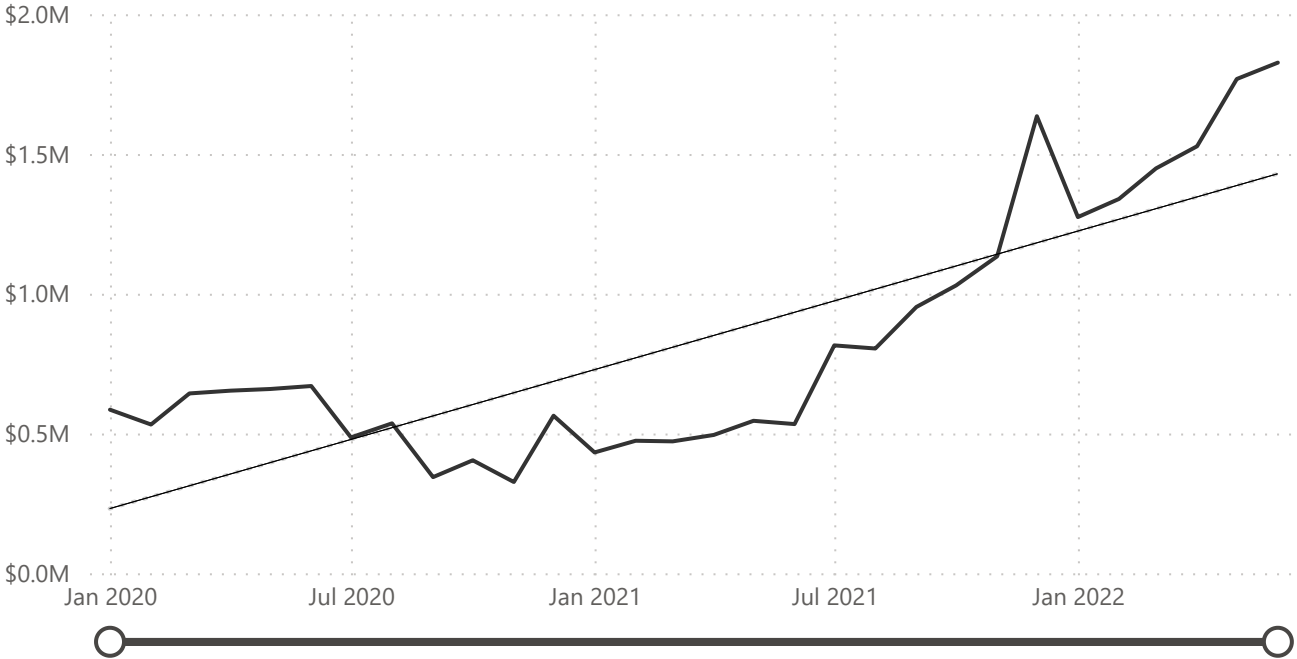
25.2K

ORDERS

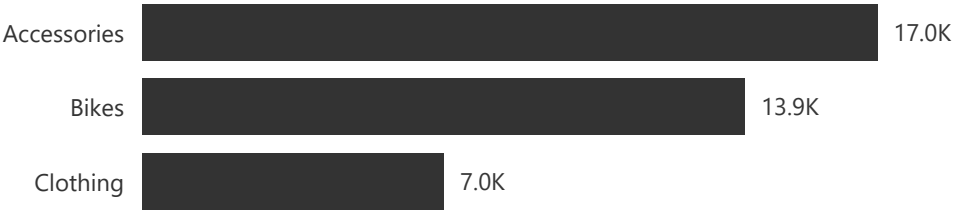
2.2%

RETURN RATE

Revenue Trends



Orders by Category



Product Name	Revenue	Orders	Return %	Profit
AWC Logo Cap	\$35,882	2,062	1.11%	\$12,200
Fender Set - Mountain	\$87,041	1,975	1.36%	\$54,488
Mountain Bottle Cage	\$38,062	1,896	2.02%	\$23,827
Mountain Tire Tube	\$28,333	2,846	1.64%	\$17,736
Patch Kit/8 Patches	\$13,506	2,952	1.61%	\$8,455
Road Tire Tube	\$17,265	2,173	1.55%	\$10,808
Sport-100 Helmet, Black	\$65,270	1,940	2.68%	\$41,936
Sport-100 Helmet, Blue	\$67,120	1,995	3.31%	\$43,125
Sport-100 Helmet, Red	\$73,444	2,099	3.33%	\$45,976
Water Bottle - 30 oz.	\$39,755	3,983	1.95%	\$24,887

Monthly Revenue

\$1.83M ✓

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

Monthly Orders

2,146 !

Last Month: 2,165 (-0.88%)

Monthly Returns

166 ✓

Last Month: 169 (+1.78%)

Most Ordered Product

Tires and Tubes

Most Returned Product

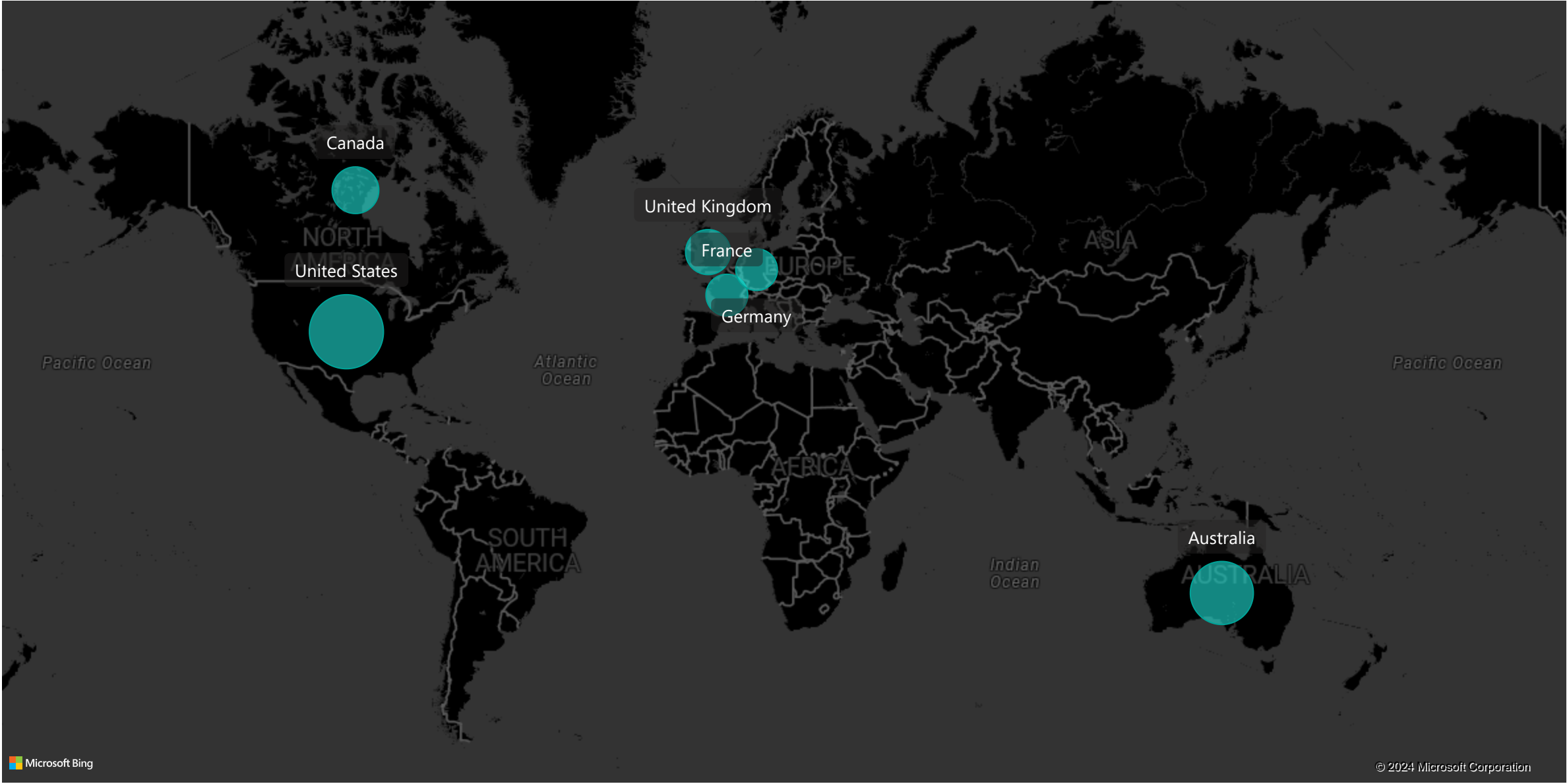
Shorts

Select all

Europe

North America

Pacific





Product Name

- ☐ All-Purpose Bike Stand
- ☐ AWC Logo Cap
- ☐ Bike Wash - Dissolver
- ☐ Cable Lock
- ☐ Chain
- ☐ Classic Vest, L

Price Adjustment (%)

0.20

Product Metric Selection

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

Monthly Orders vs. Targets



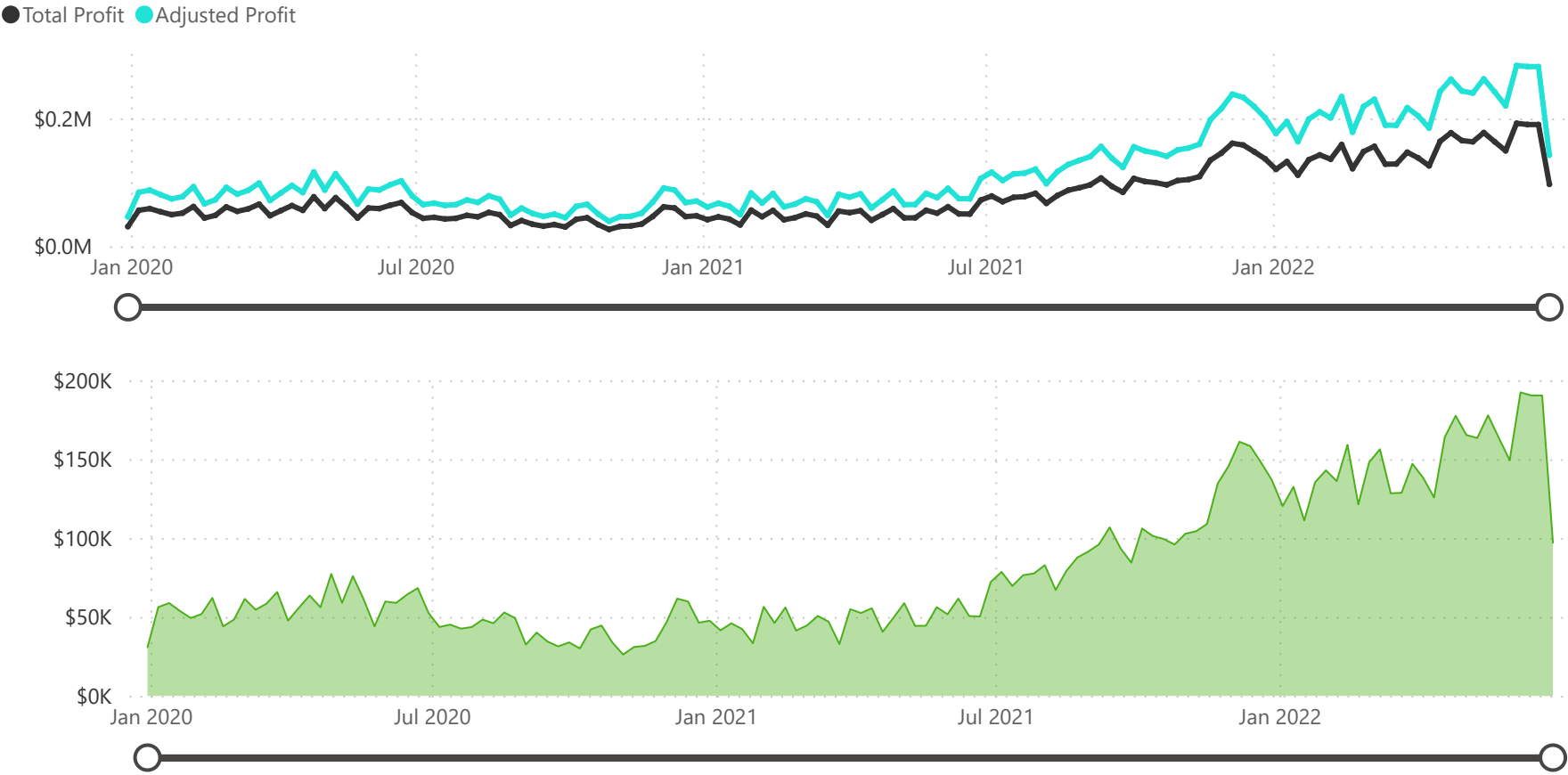
Monthly Revenue vs. Targets



Monthly Profit vs. Targets



Time Series - Profits





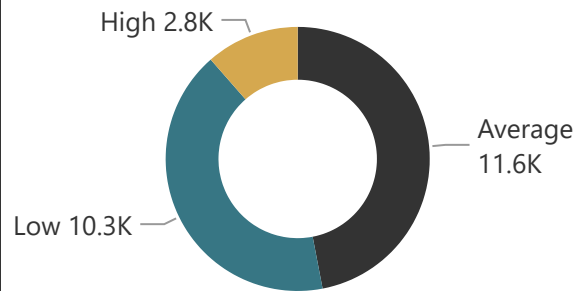
17.4K

UNIQUE CUSTOMERS

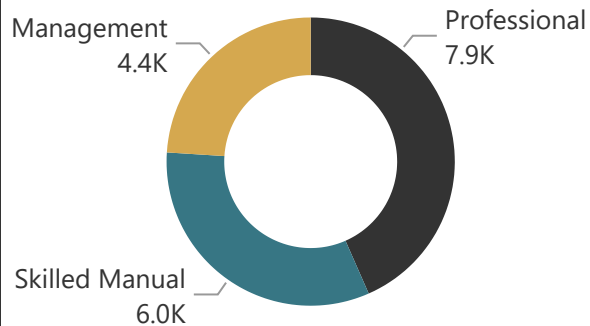
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



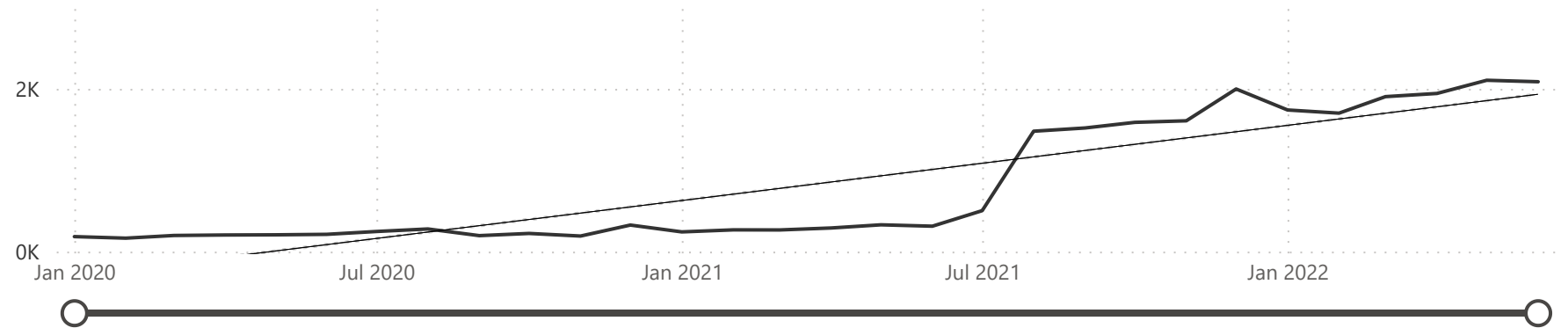
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



Top 100 Customers

Customer Key	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
Total		1,272	\$615,329

2020

2021

2022

Top Customer:

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



Among customers in Management, Mr. Jordan Turner drove the most revenue at \$11.0K with 7 orders.

