



\$24.9M

REVENUE

\$10.5M

PROFIT

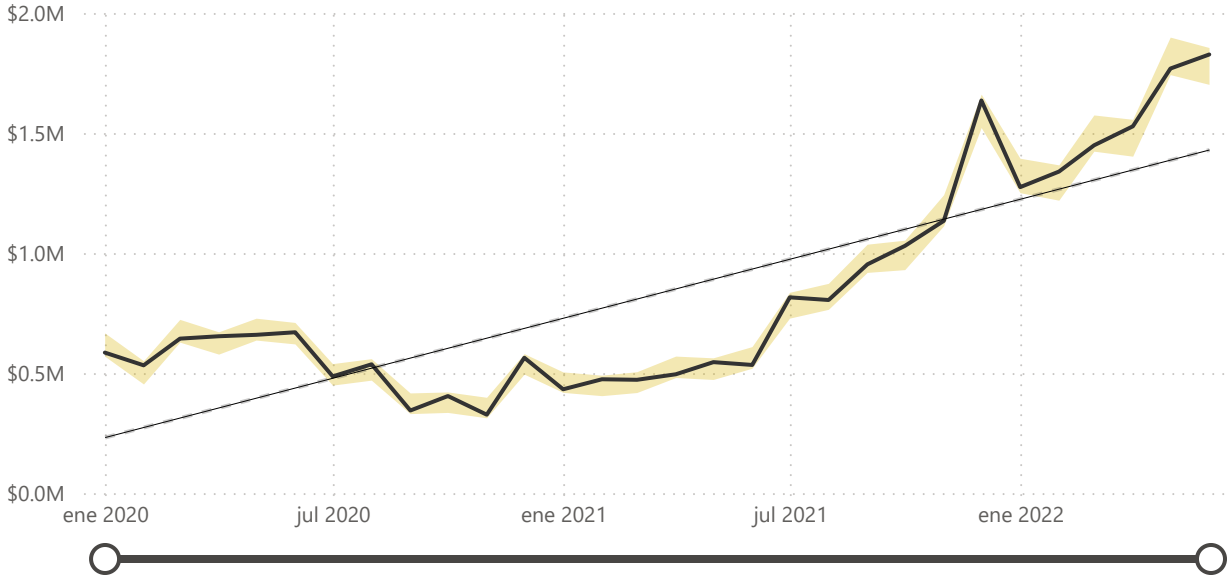
25.2K

ORDERS

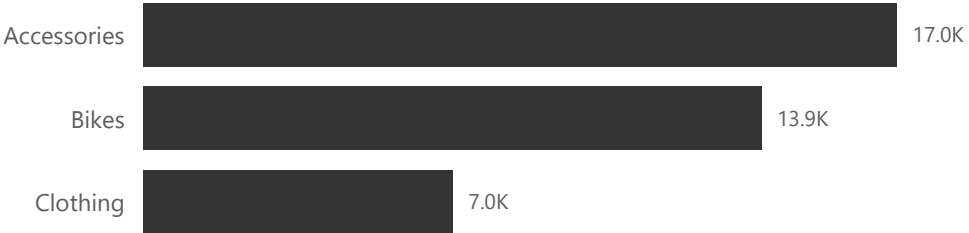
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,835	1.95%
Patch Kit/8 Patches	2,952	\$11,796	1.61%
Mountain Tire Tube	2,846	\$28,390	1.64%
Road Tire Tube	2,173	\$17,308	1.55%
Sport-100 Helmet, Red	2,099	\$73,465	3.33%
AWC Logo Cap	2,062	\$37,359	1.11%
Sport-100 Helmet, Blue	1,995	\$67,830	3.31%
Fender Set - Mountain	1,975	\$87,120	1.36%
Sport-100 Helmet, Black	1,940	\$65,960	2.68%
Mountain Bottle Cage	1,896	\$38,100	2.02%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Selected Product

Touring-2000
Blue, 46

Price Adjustment (%)

0.10

Product Metric Selection

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

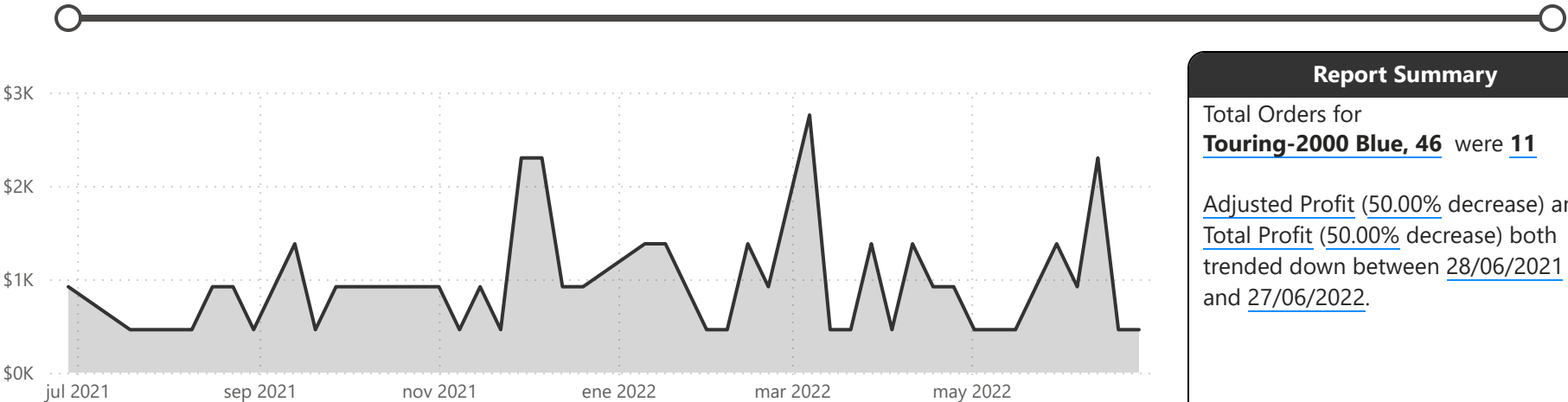
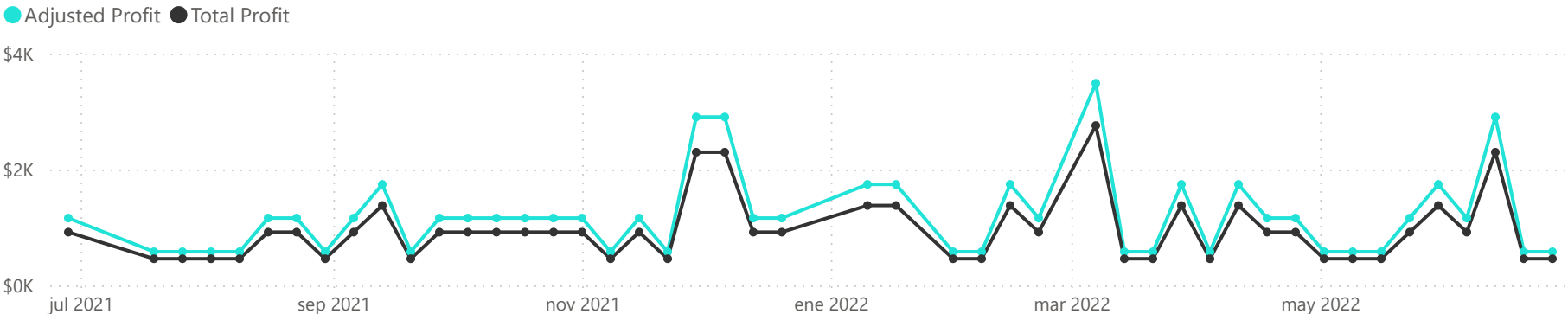
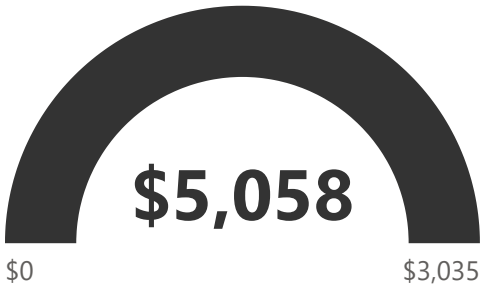
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Report Summary

Total Orders for **Touring-2000 Blue, 46** were **11**

Adjusted Profit (50.00% decrease) and Total Profit (50.00% decrease) both trended down between 28/06/2021 and 27/06/2022.



17.4K

UNIQUE CUSTOMERS

\$1,431

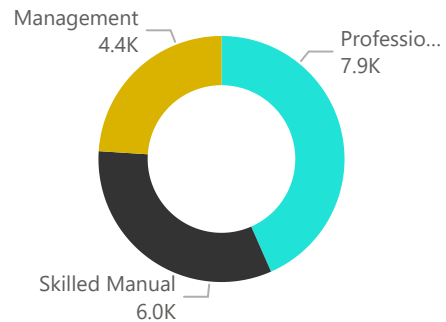
Average Revenue Per Customer



[See details](#)

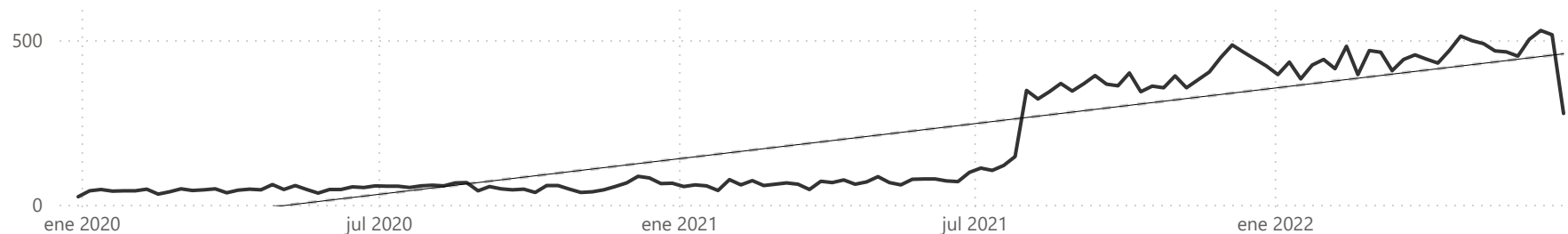
Fix this

Orders by Occupation



Total Customers

Revenue Per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,016
11241	Mrs. Lisa Cai	7	\$11,332
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,023
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,438
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	\$10,330
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
Total		1,272	\$615,425

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 \$4,682

 Help Q&A understand people better by adding synonyms.

Add synonyms now








Ask a question about your data

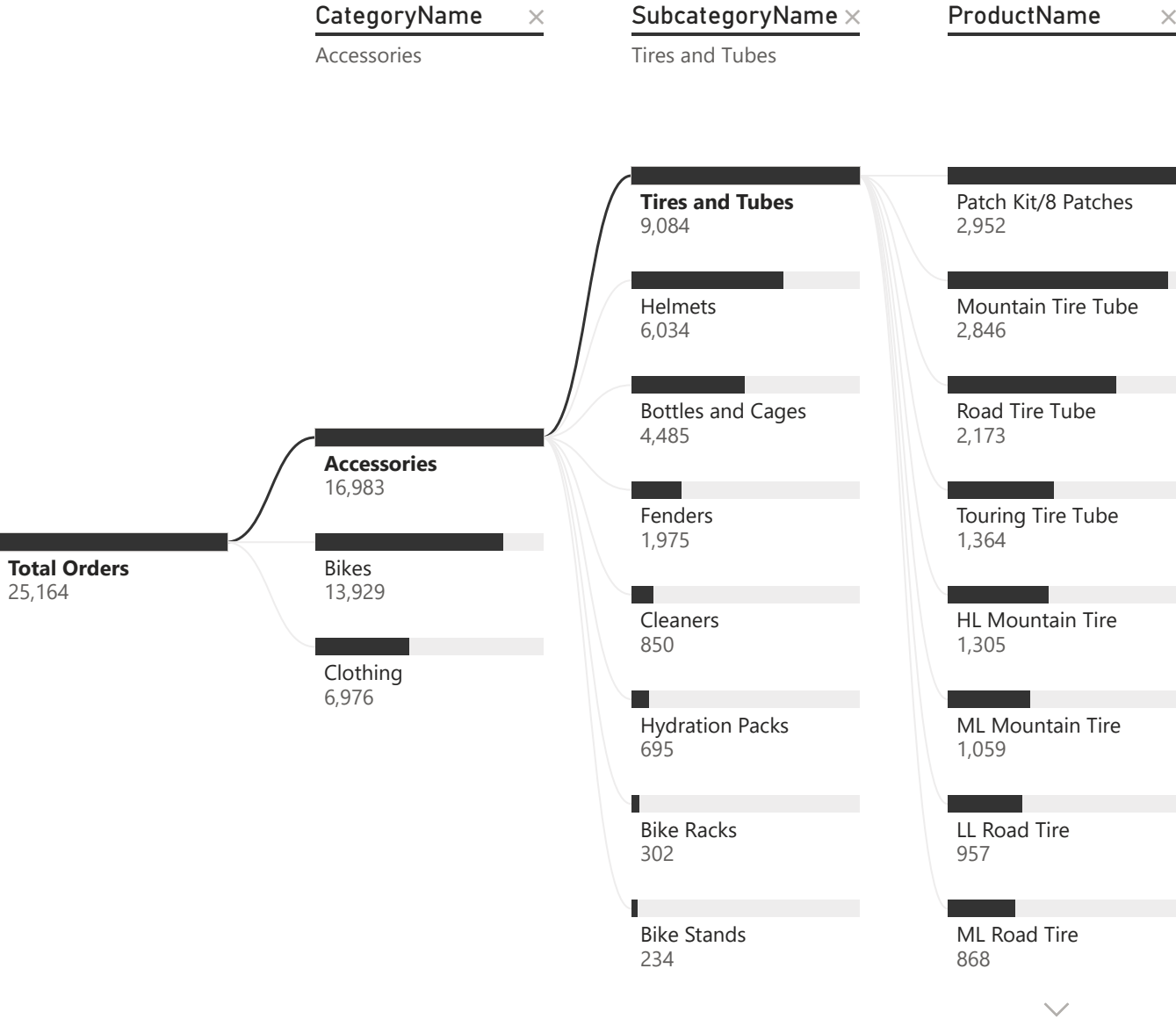


Try one of these to get started

- Return rate by category
- Orders by month

Show all suggestions

CategoryName	Total Orders
<div> Accessories</div>	16,983
<div> Bikes</div>	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
<div> Clothing</div>	6,976
Total	25,164

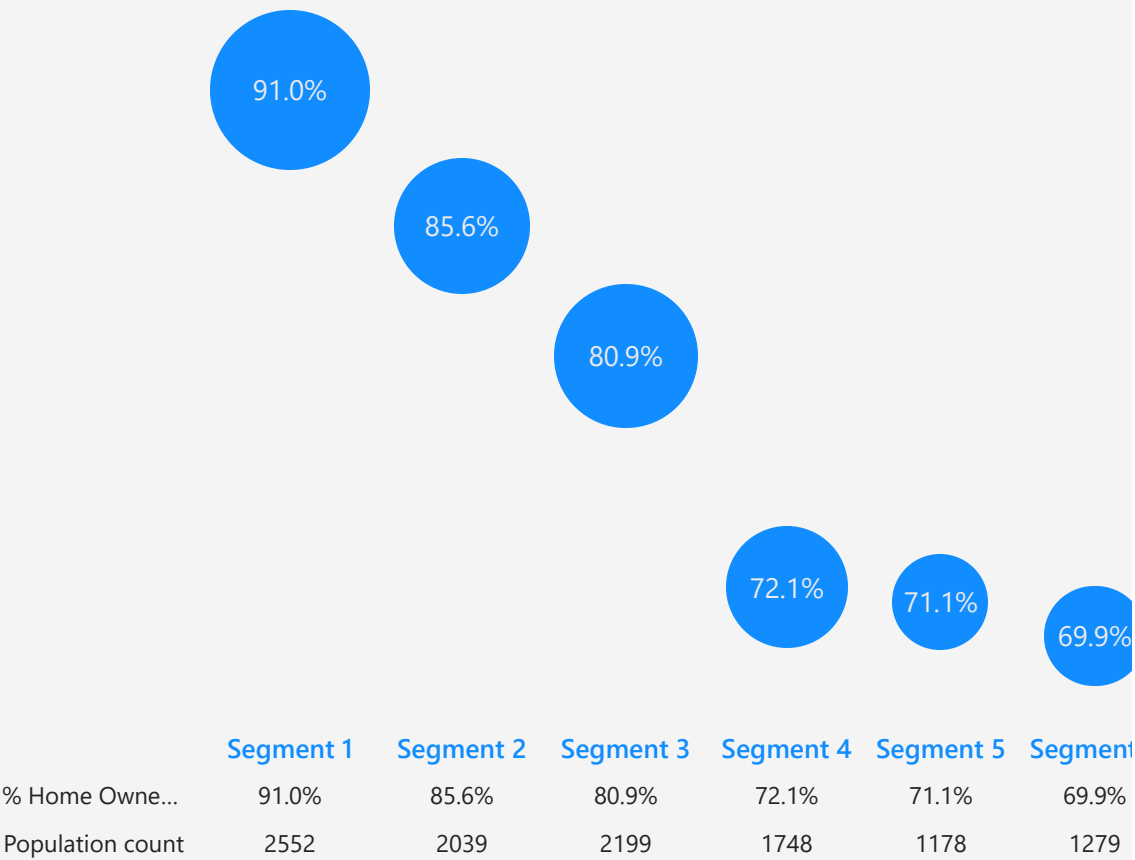


Key influencers Top segments



When is Home Owner more likely to be ?

We found 6 segments and ranked them by % Home Owner is Y and populati...



Key influencers Top segments



What influences Average Retail Price to ?

When...
Sum of Product Cost goes up 8570.61

....the average of Average Retail Price increases by

\$478.6

