



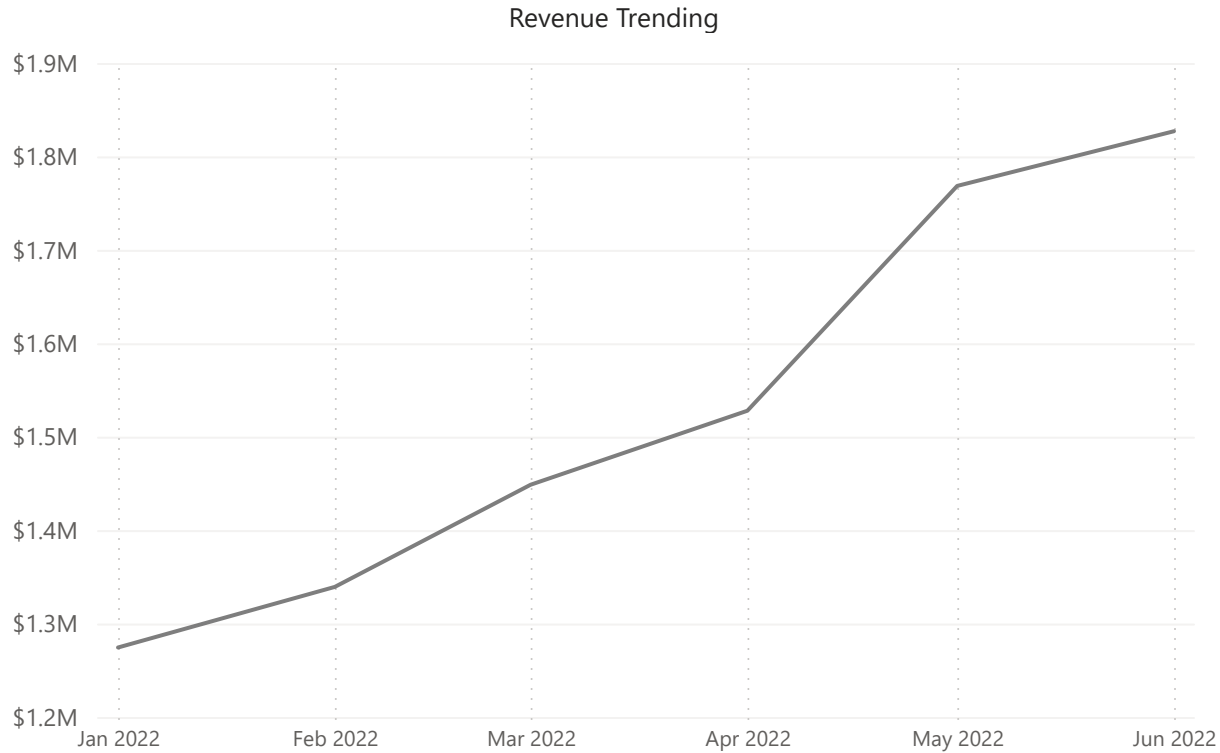
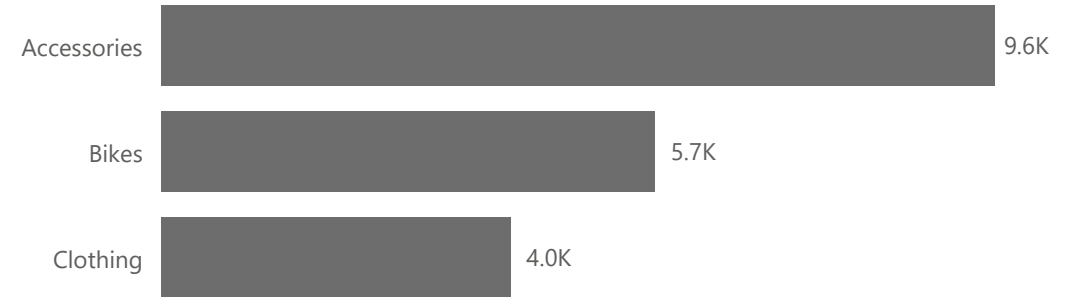
\$9M
REVENUE

\$4M
PROFIT

12K
ORDERS

4%
RETURN RATE

Orders by Category



Top 10 Products	Orders	Revenue	Return%
Sport-100 Helmet, Black	1074	\$36,134	4.84%
Mountain Bottle Cage	1091	\$21,878	3.52%
Fender Set - Mountain	1110	\$48,840	2.43%
Sport-100 Helmet, Blue	1152	\$38,758	5.73%
AWC Logo Cap	1192	\$20,694	1.92%
Road Tire Tube	1199	\$9,492	2.82%
Sport-100 Helmet, Red	1218	\$42,618	5.75%
Mountain Tire Tube	1560	\$15,574	2.98%
Patch Kit/8 Patches	1628	\$7,454	2.92%
Water Bottle - 30 oz.	2287	\$22,779	3.40%

Monthly Revenue

\$1.83M✓
Prev Month: \$1.77M (+3.31%)

Monthly Orders

2146!
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓
Prev Month: 169 (+1.78%)

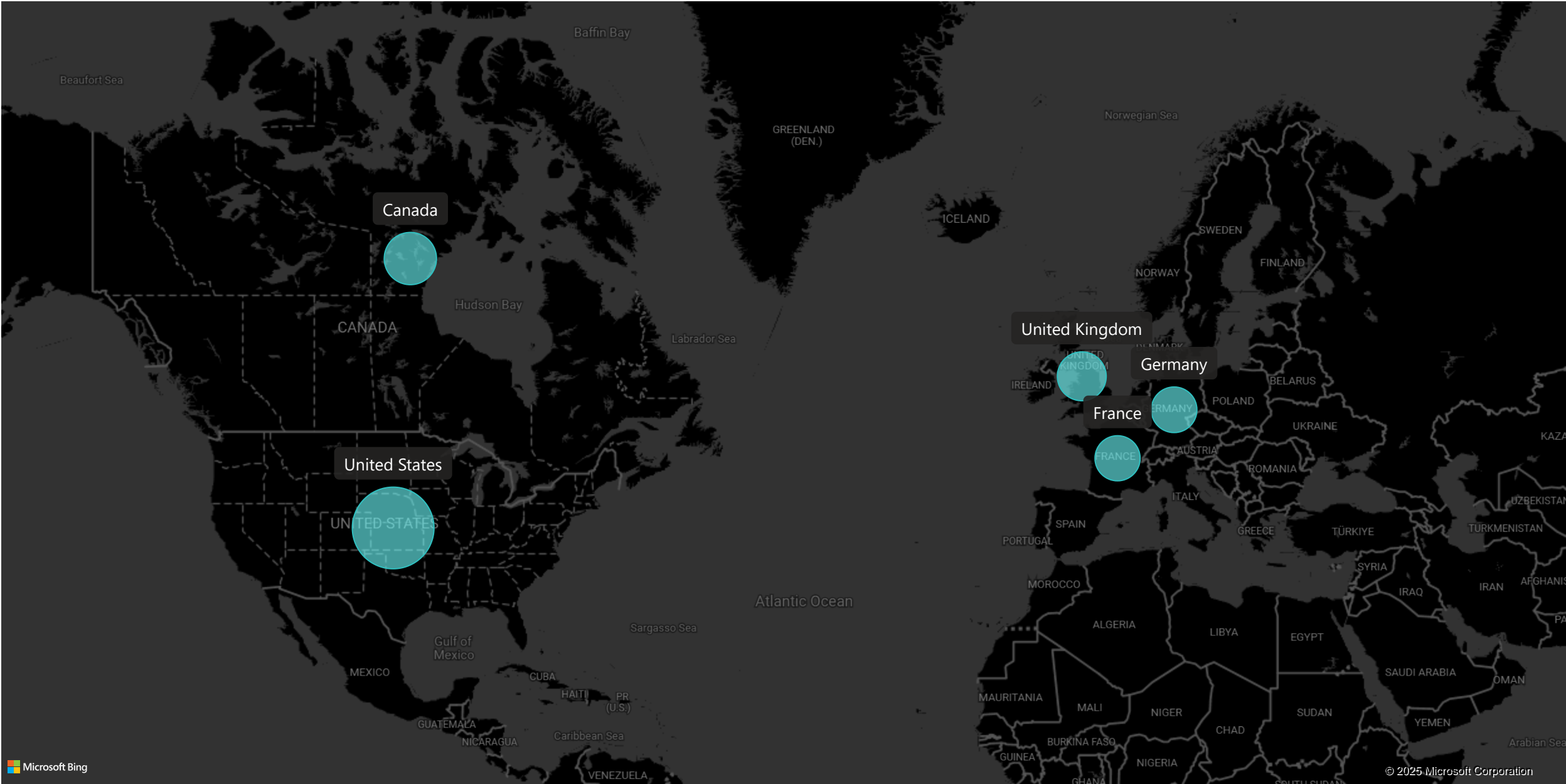
Most Ordered Product Type

Tires and Tubes

Most Return Product Type

Road Bikes

- Select all
- Europe
- North America
- Pacific

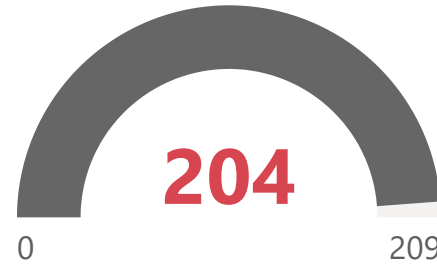




Selected Product:

**Mountain Bottle
Cage**

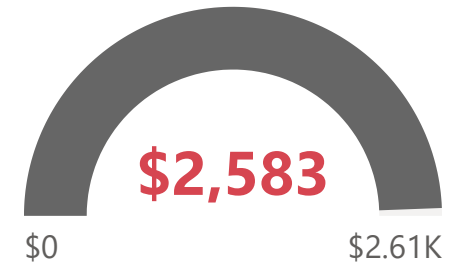
Monthly Order vs Target



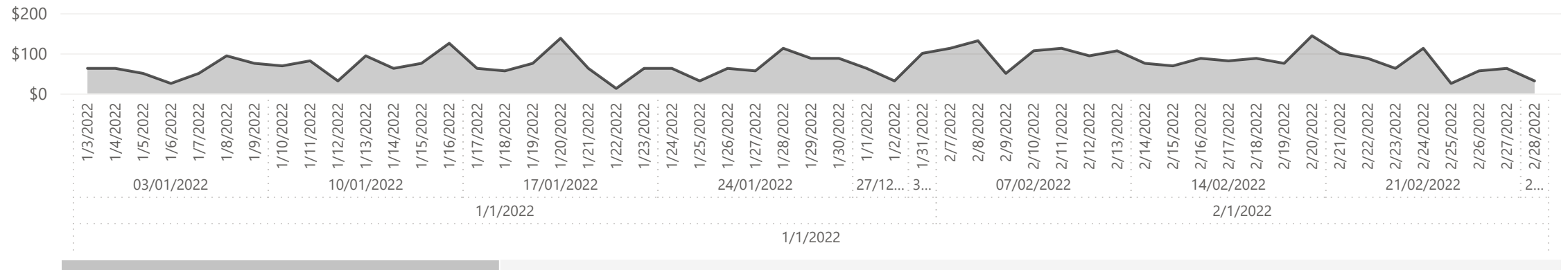
Monthly Revenue vs
Target



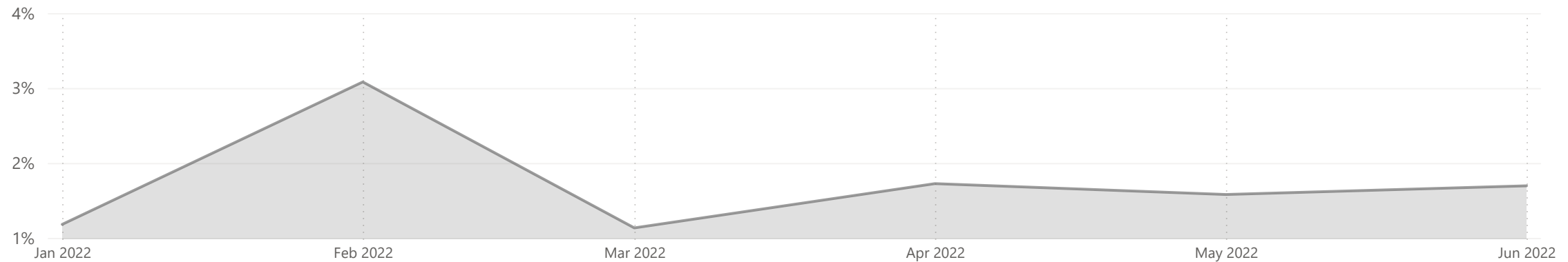
Monthly Profit vs Target



Profit Trending



Return Trending

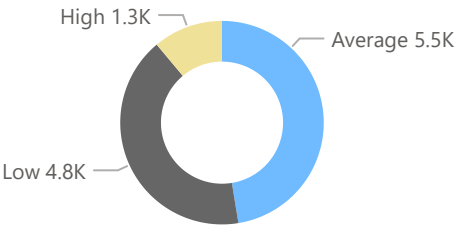




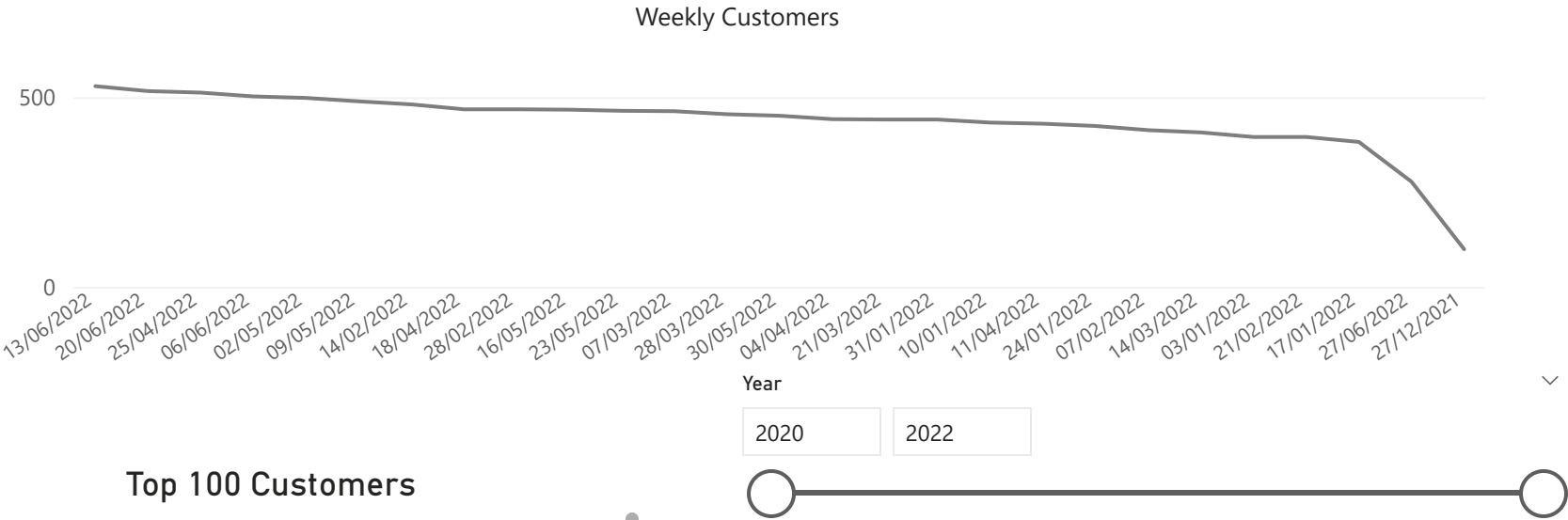
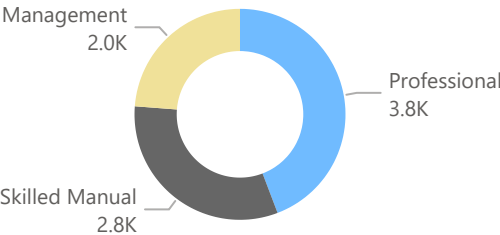
11K
UNIQUE CUSTOMERS

\$875
REVENUE PER CUSTOMER

Total Orders by Income Level



Total Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11619	Ms. Sierra Young	10	\$469
11500	Ms. Sarah Simmons	11	\$630
13621	Ms. Melody Ruiz	3	\$252
16213	Ms. Kaylee Turner	3	\$188
17371	Ms. Kaylee Reed	3	\$185
11869	Ms. Kaitlyn Adams	3	\$222
16497	Ms. Julia Peterson	3	\$173
11505	Ms. Jasmine Powell	7	\$475
11507	Ms. Isabella Russell	9	\$449
11769	Ms. Halev Hernandez	3	\$359
Total		659	\$94,513

Top Customer by (Revenue)

Mr. Jordan Turner

Orders

20

Revenue

6.80K



Among Customer in Skilled Manual Roles 2022, Reubem Suarez drive the most revenue at \$4.68k