



\$18.5M

REVENUE

22.5K

ORDERS

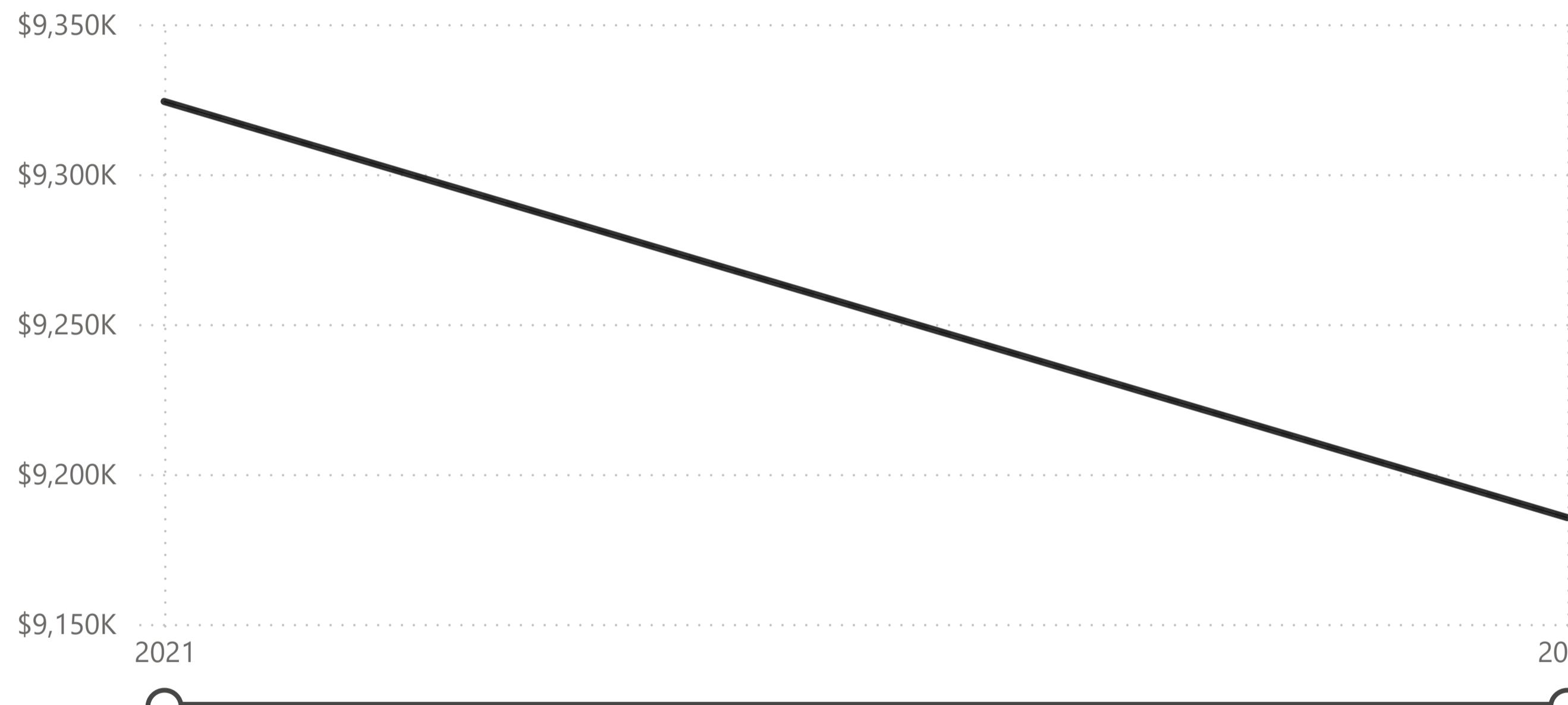
\$7.9M

PROFIT

2.1%

RETURN RATE

Revenue Trend



\$1.83M ✓

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

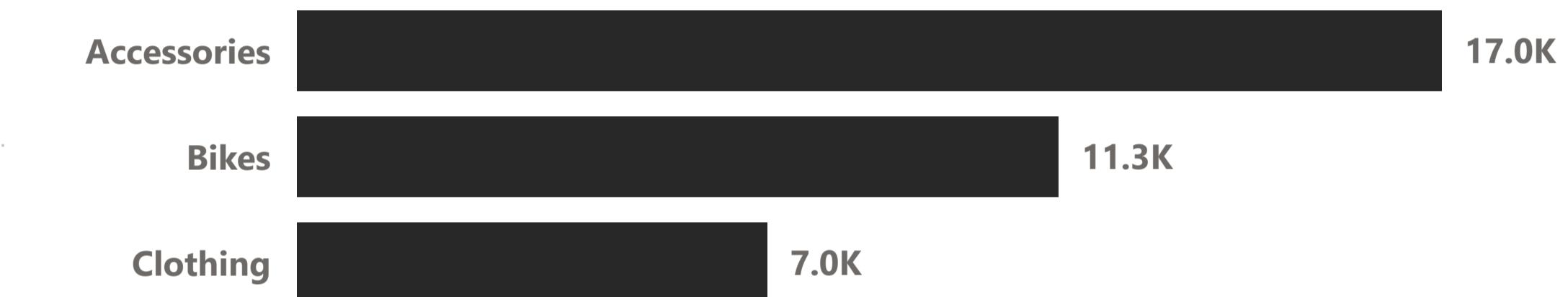
2146!

Prev Month: 2165 (-0.88%)

166 ✓

Prev Month: 169 (-1.78%)

Total Orders



Top 10 Products

PRODUCT	ORDERS	REVENUE	RETURNS
AWC Logo Cap	2062	\$35,882	1.11%
Fender Set - Mountain	1975	\$87,041	1.36%
Road Tire Tube	2173	\$17,265	1.55%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Mountain Bottle Cage	1896	\$38,062	2.02%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

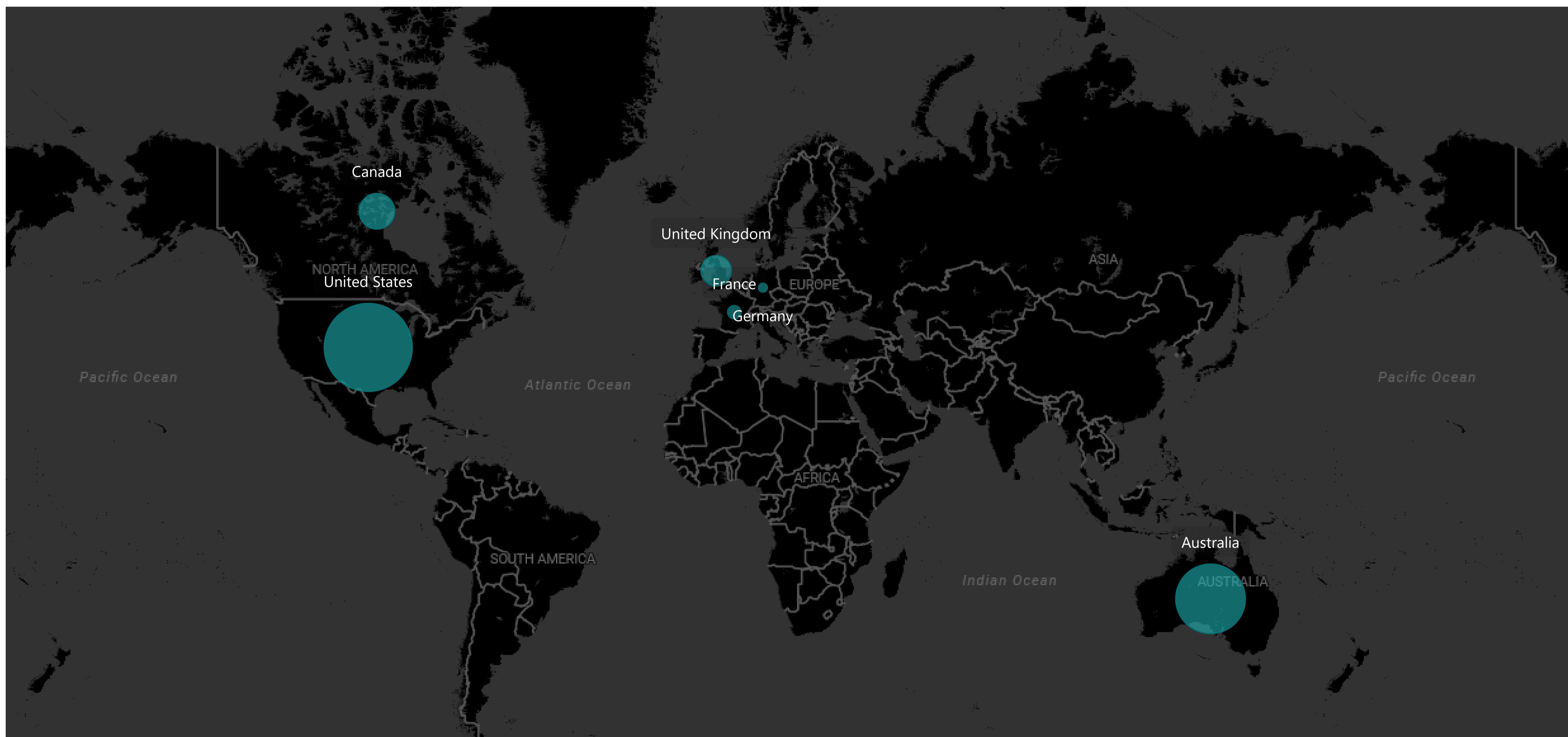
Shorts

Select all

Europe

North America

Pacific





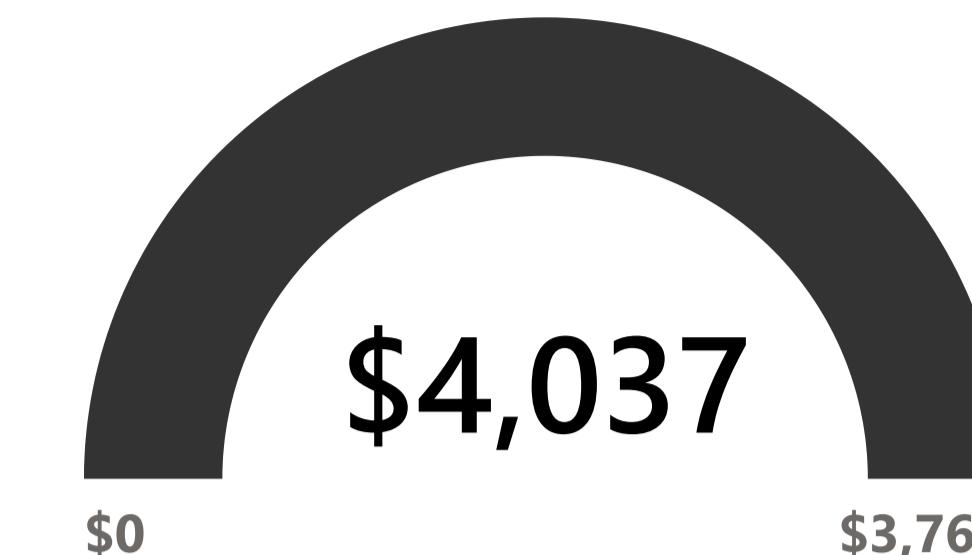
Selected Product Name:

AWC Logo Cap

Orders Vs Order Target



Revenue Vs Revenue Target



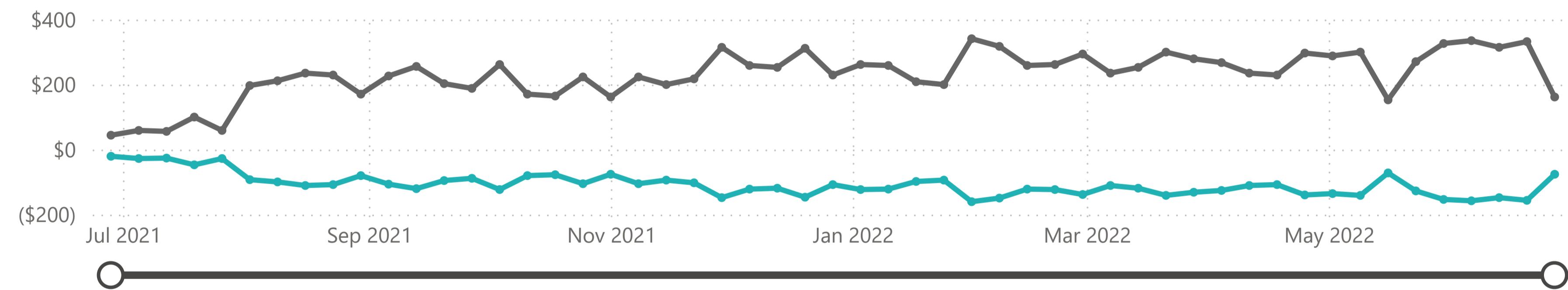
Profit Vs Profit Target



Price Adjustment %

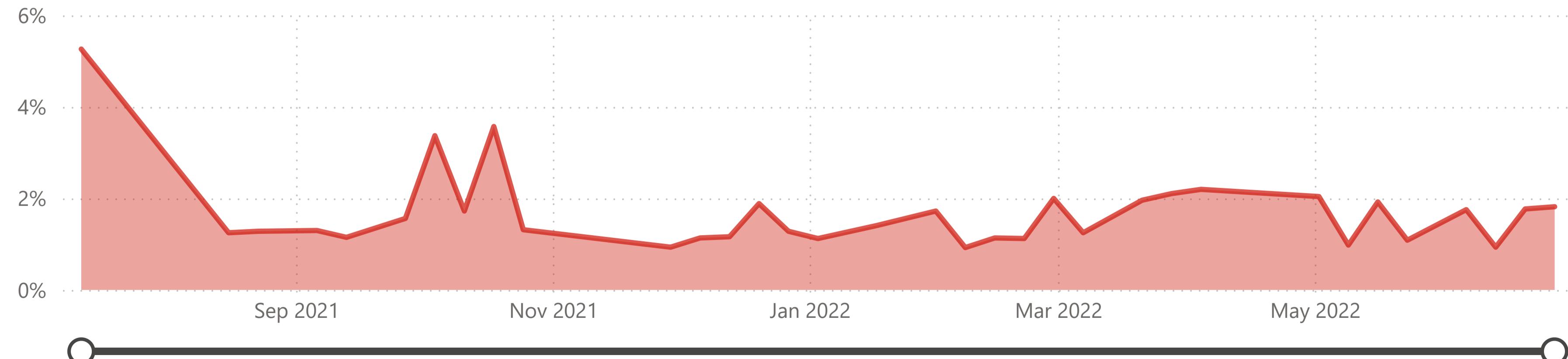


● Total Profit ● Adjusted Profit



Product Metric Selection

- Orders
- Profit
- Revenue
- Return
- Return %





Customer Metric Selection

Total Customers

Revenue per Customer

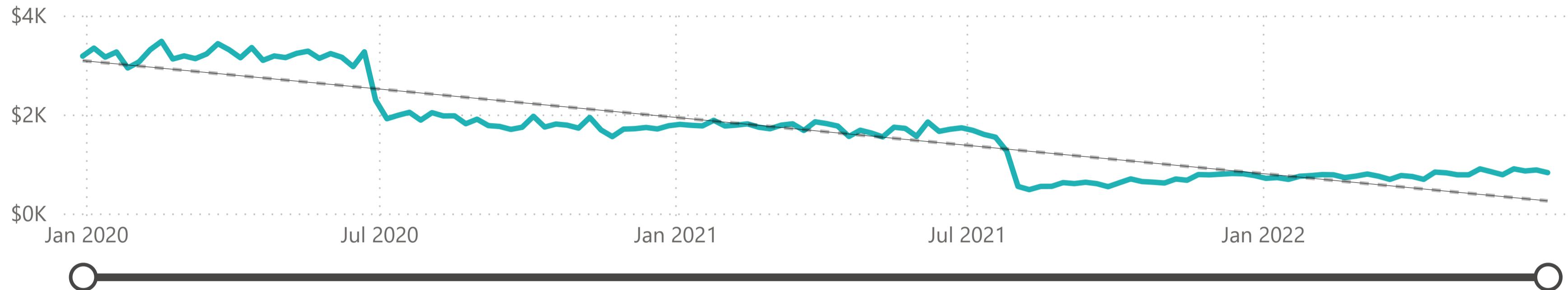
\$1,431

AVERAGE REVENUE

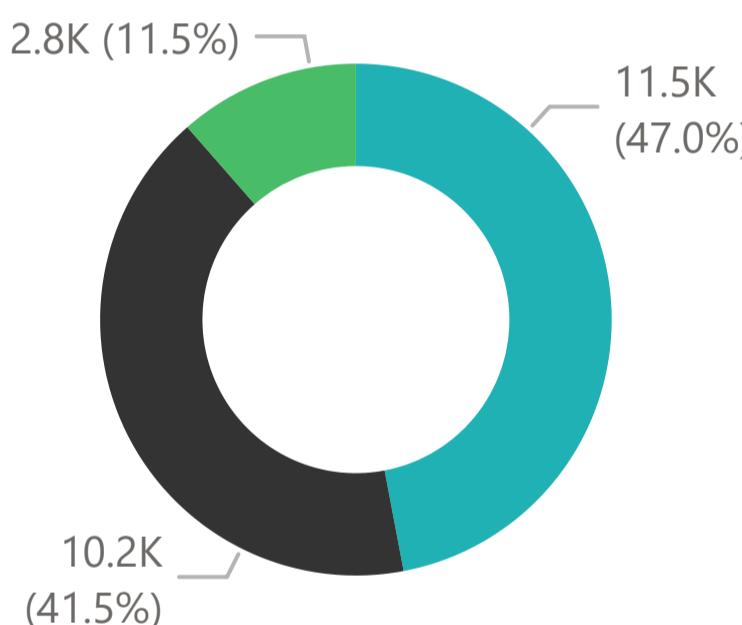
17.4K

CUSTOMERS

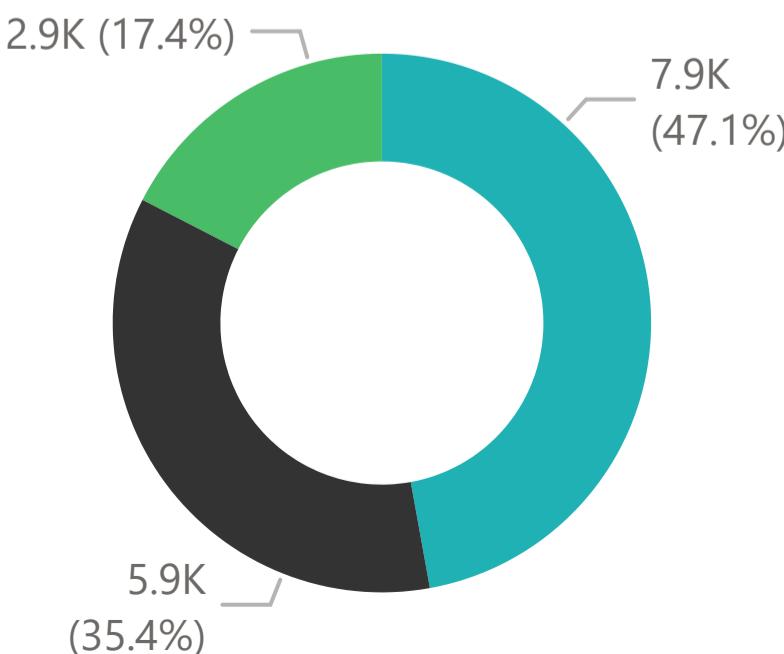
Revenue per Customer



Orders W.R.T Income Level



Orders W.R.T Occupation



CustomerKey	Full Name	Total Orders	Total 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
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
Total		1264	\$605,798

01/01/2020 30/06/2022

TOP CUSTOMER (REVENUE)

Mr. Maurice Shan

ORDERS

6.00

REVENUE

12.41K

This Represent the data from the first month of 2021 where nobody from manual occupation section with...

