



\$25M

revenue

10.46M

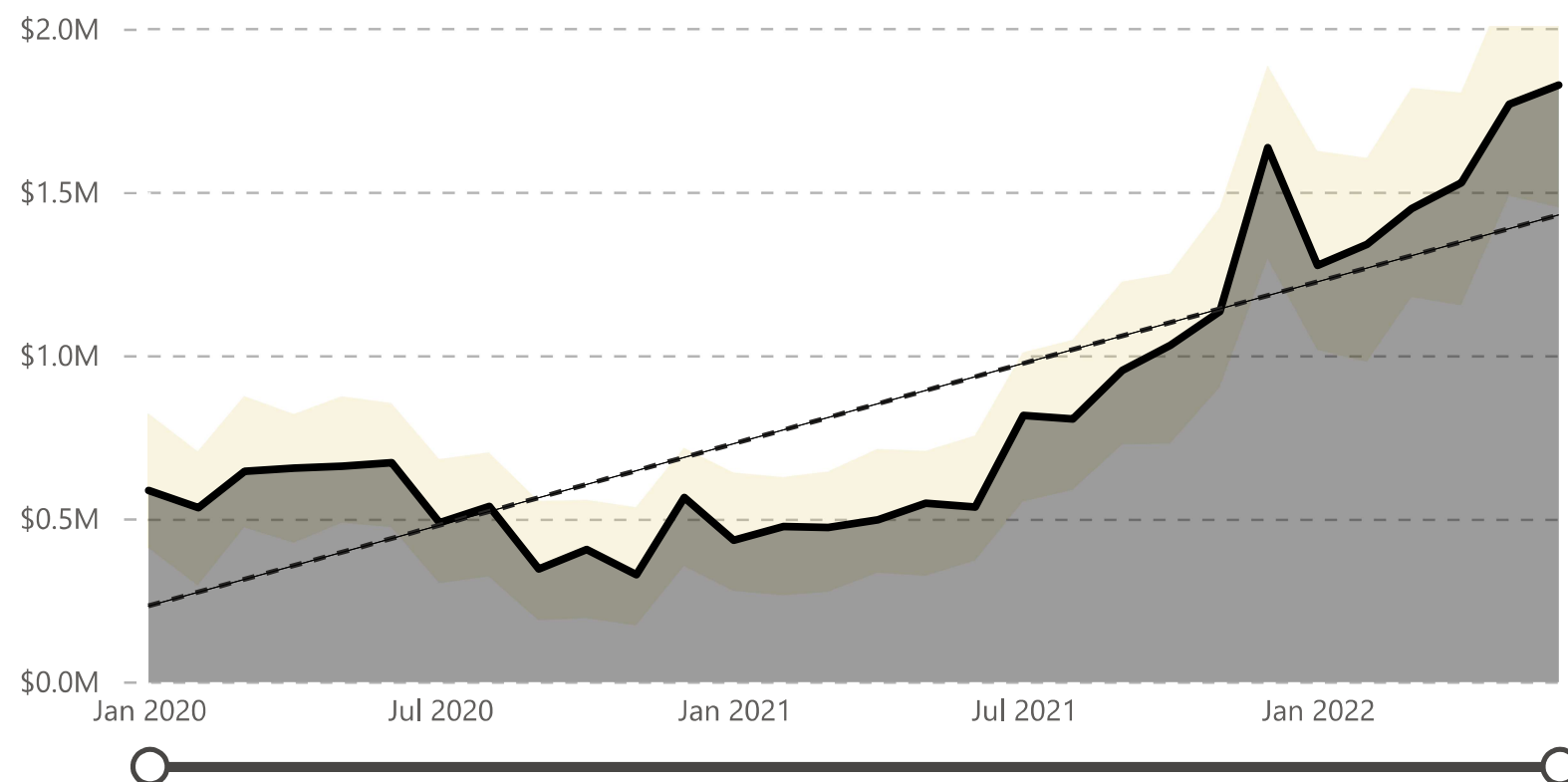
profit

25K

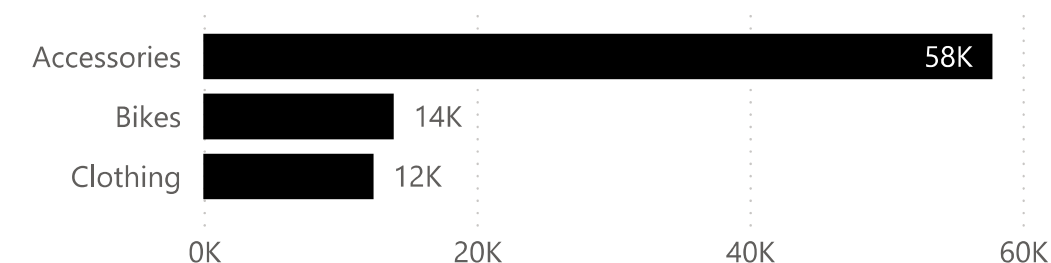
Total Orders

2.17%

Return rate



orderd by Category



Top 10 Product	Total Orders	Revenue	Return rate
AWC Logo Cap	2062	\$35,882	1.11%
Fender Set - Mountain	1975	\$87,041	1.36%
Mountain Bottle Cage	1896	\$38,062	2.02%
Mountain Tire Tube	2846	\$28,333	1.64%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Water Bottle - 30 oz.	3983	\$39,755	1.95%

Monthly Revenue

\$1.83M✓

Prev Month: 0M
(+84287.4%)

Monthly Order

2146!

Prev Month: 2165 (-0.88%)

Monthly returns

169✓

Prev Month: 166 (+1.81%)

Most Ordered Product Type

Tires and Tubes

Most Return Product Type

Shorts

insights

Revenue Growth: The company has experienced substantial revenue growth over the analyzed period, indicating successful sales strategies and product demand.

Order Volume: The total number of orders is significant, with a consistent volume across various categories, demonstrating a diverse product portfolio.

Return Rate: The overall return rate of 2.17% is relatively low, suggesting good customer satisfaction and product quality. However, some products, such as the Sport-100 Helmet (Blue and Red), have higher return rates, which may require further investigation to identify any issues.

Product Performance: The top-performing products include accessories and bike-related items, with the AWC Logo Cap and Fender Set - Mountain being notable contributors to revenue. High return rates for certain products may indicate areas for improvement in product quality or customer expectations management.

Category Insights: Accessories lead in order volume, followed by bikes and clothing. This distribution can help target marketing and inventory management efforts more effectively.