



\$24.9M

REVENUE

\$10.46M

PROFIT

25,164

ORDERS

2.17%

RETURN RATE

Revenue Trend



Monthly Revenue

\$1.83M ✓

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

Monthly Orders

2,146 !

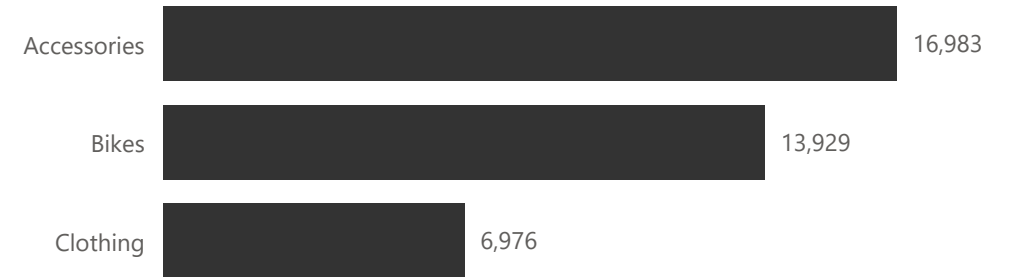
Prev Month: 2,165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 100 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,257	1.95%
Patch Kit/8 Patches	2,952	\$13,509	1.61%
Mountain Tire Tube	2,846	\$28,159	1.64%
Road Tire Tube	2,173	\$17,157	1.55%
Sport-100 Helmet, Red	2,099	\$72,860	3.33%
AWC Logo Cap	2,062	\$35,030	1.11%
Sport-100 Helmet, Blue	1,995	\$65,727	3.31%
Fender Set - Mountain	1,975	\$85,904	1.36%
Total	24,598	\$2,38,85,917	2.15%

Most Ordered Product Category

Tires and Tubes

Most Profitable Product Category

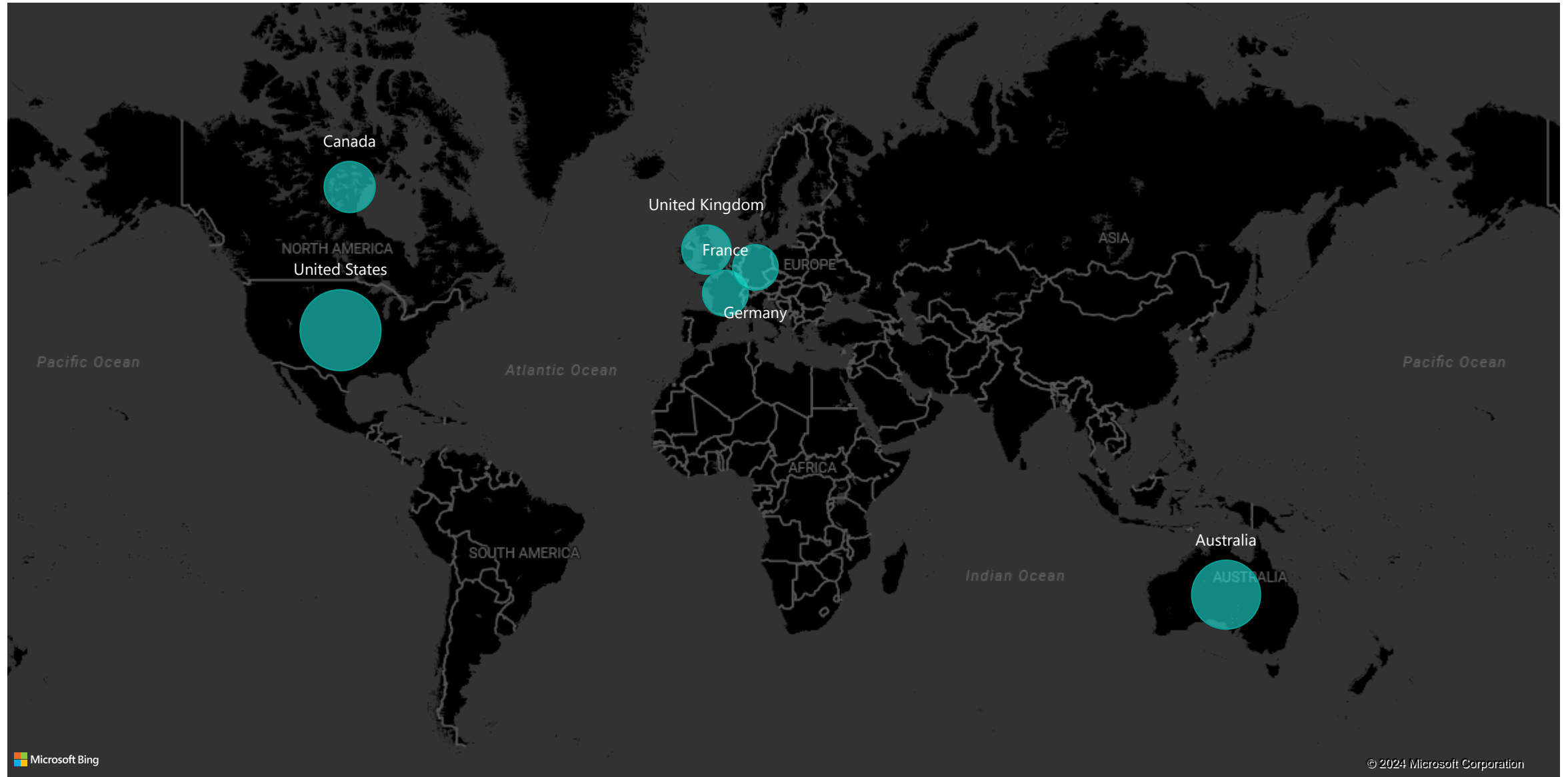
Road Bikes



Europe

North America

Pacific





Selected Product

Water Bottle -
30 oz.

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profits vs. Target



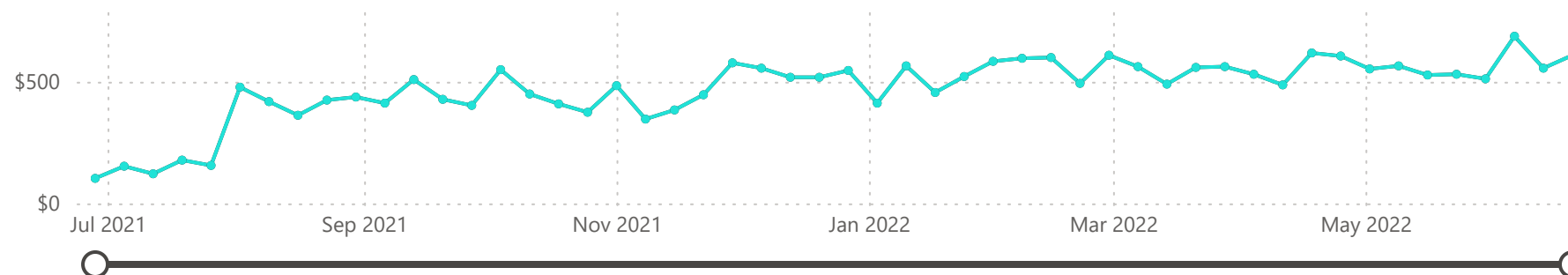
Price Adjustment %

0.00

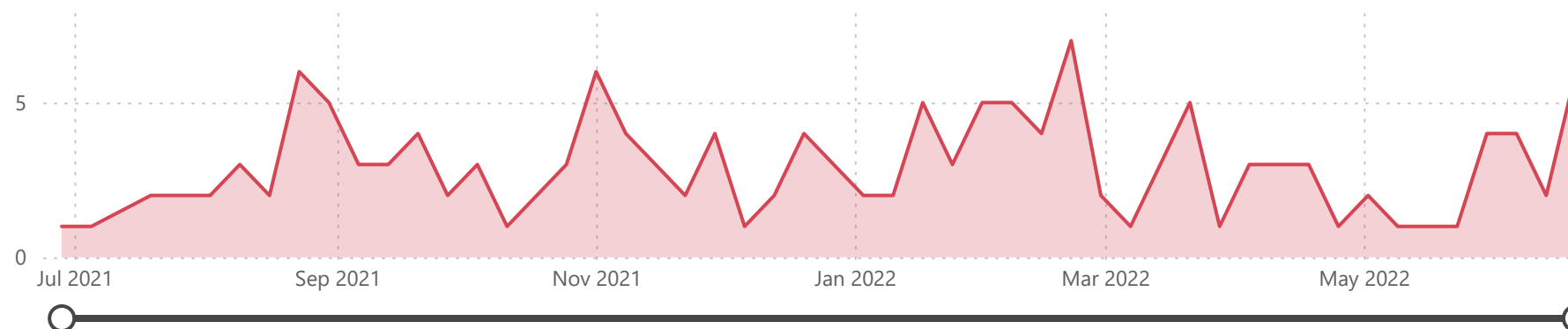


Profit Trend

● Total Profit ● Adjusted Profit



Trend



Product Metric Selection

- ☐ Orders
- ☒ Returns
- ☐ Return Rate





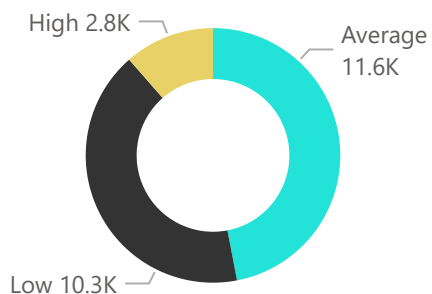
17,416

UNIQUE CUSTOMERS

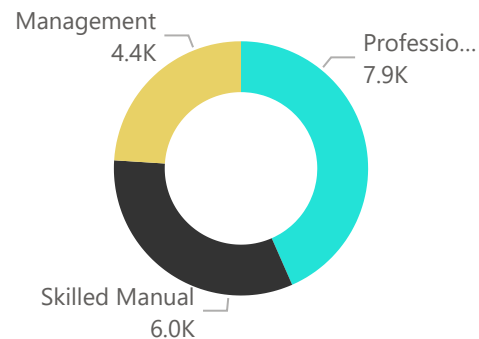
\$1,431

REVENUE PER CUSTOMER

Orders by IncomeLevel

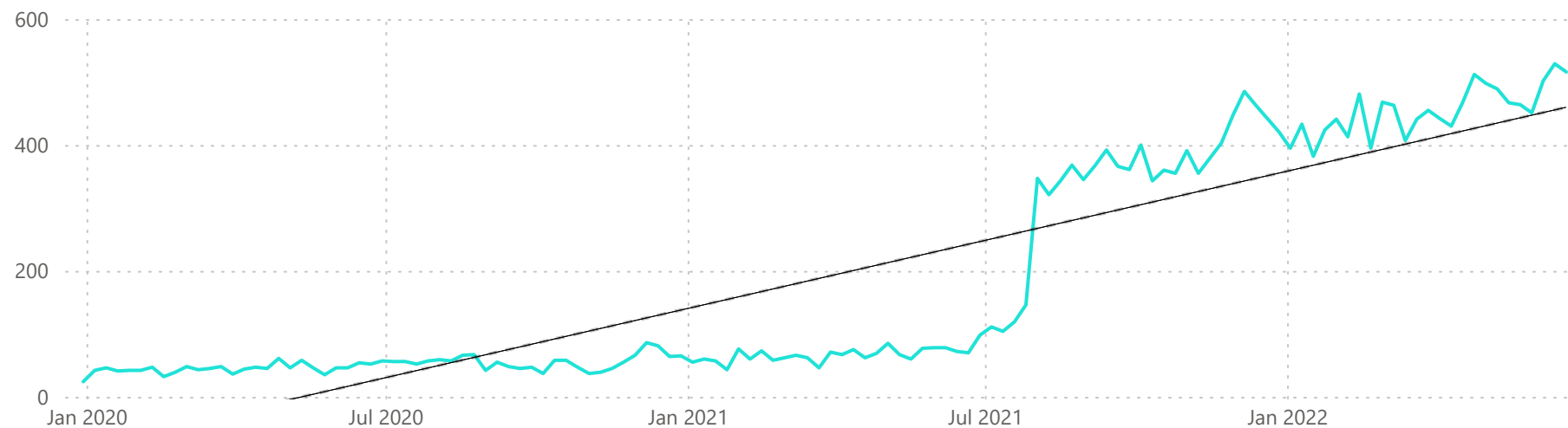


Orders by Occupation



Total Customers

Revenue Per Customer



2020

2022



Top Customer (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K

Top 100 Customers

	Full 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. Diego Vazquez	4	\$10,166
Total	Adriana Gonzalez	1,272	\$6,15,329