



\$24.9M

REVENUE

\$10.5M

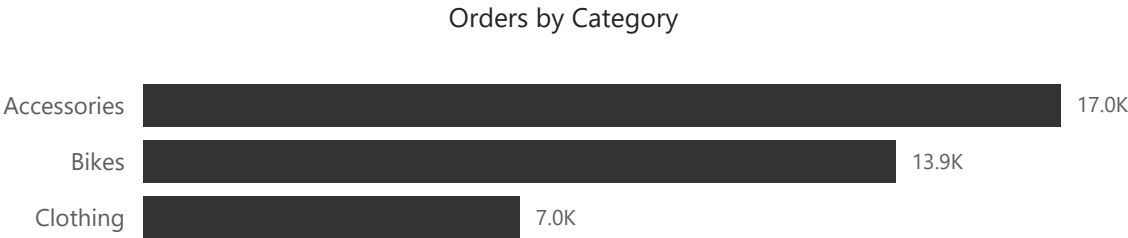
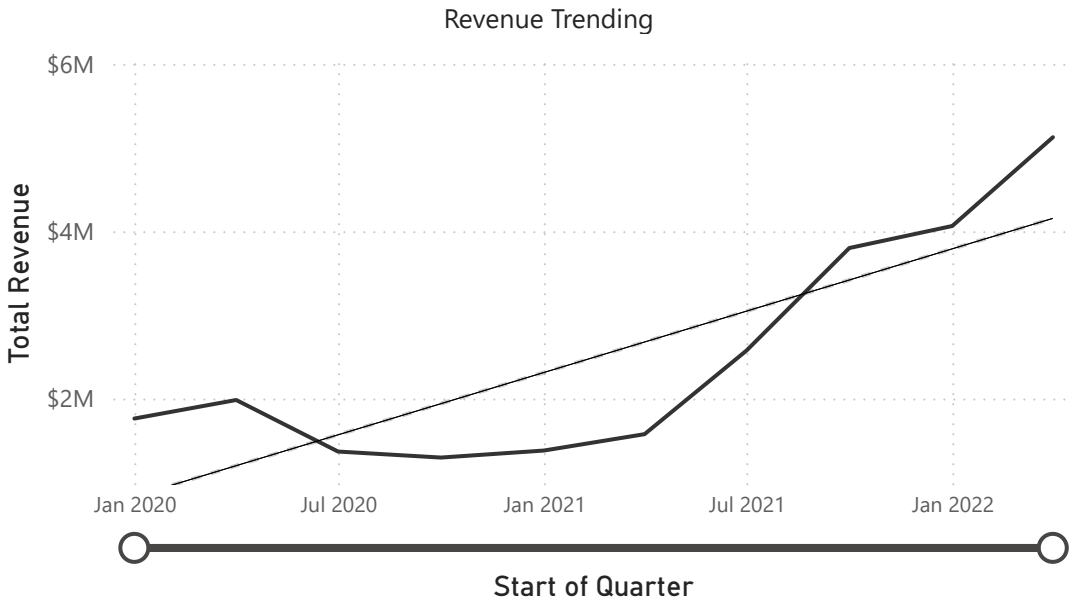
PROFIT

25.2K

ORDERS

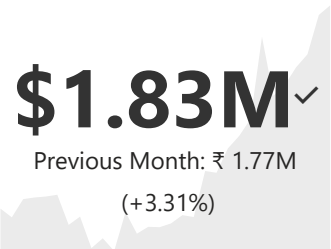
2.2%

RETURN RATE

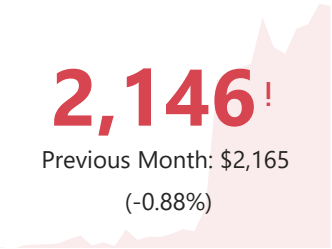


Product Name	Orders	Revenue	Return %
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%

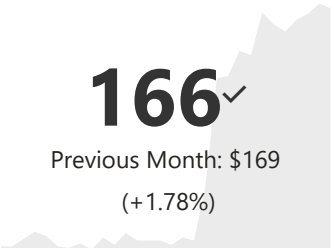
Monthly Revenue



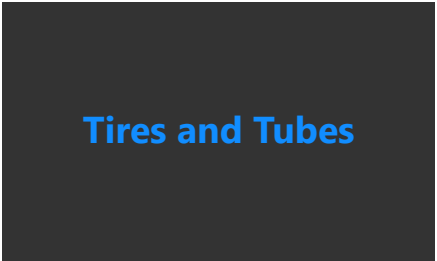
Monthly Orders



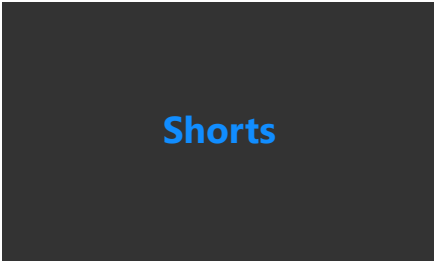
Monthly Returns



Most Ordered Product Type



Most Returned Product Type



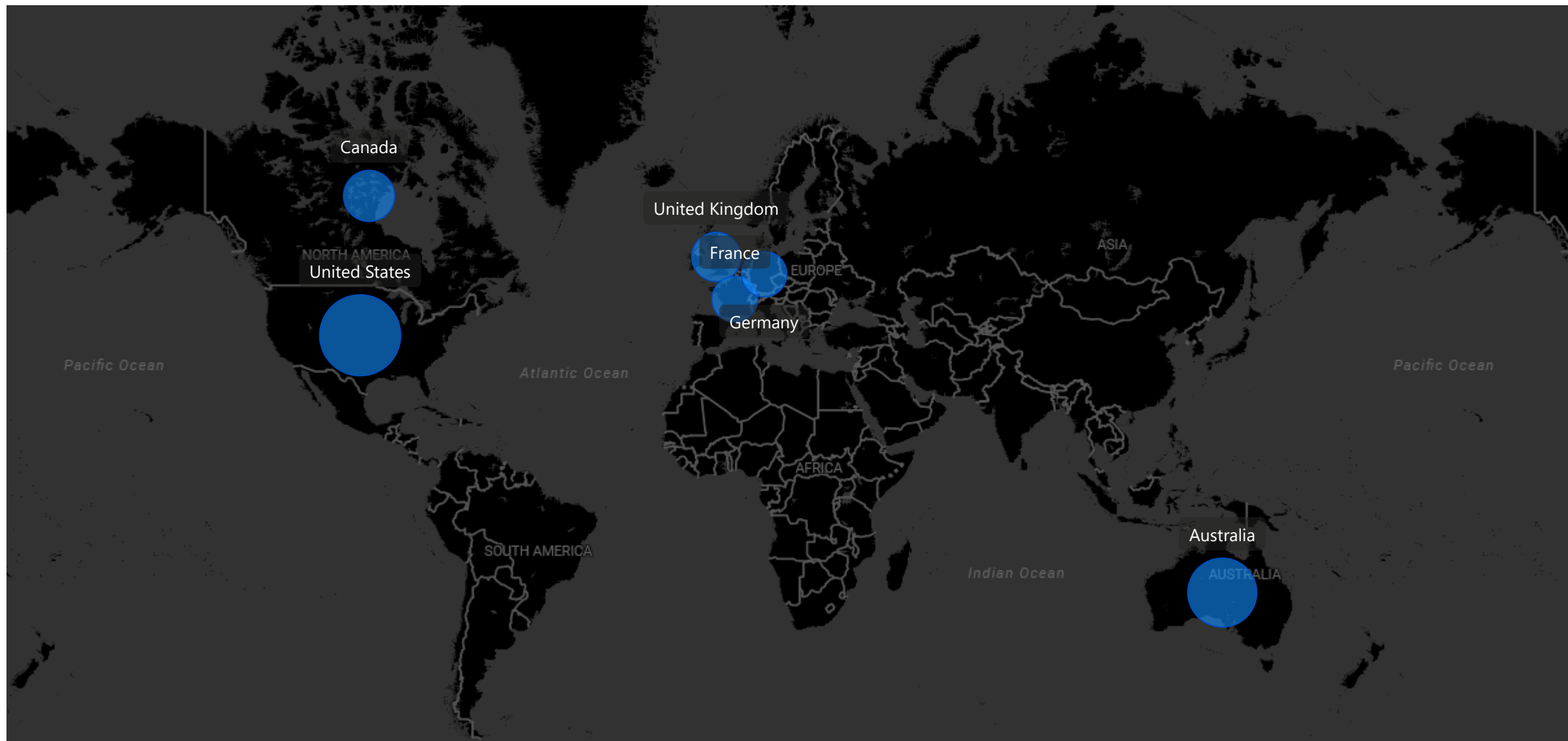


Select all

Europe

North America

Pacific





Selected Product:

Mountain Tire
Tube

Monthly Orders vs Target



Monthly Revenue vs Target

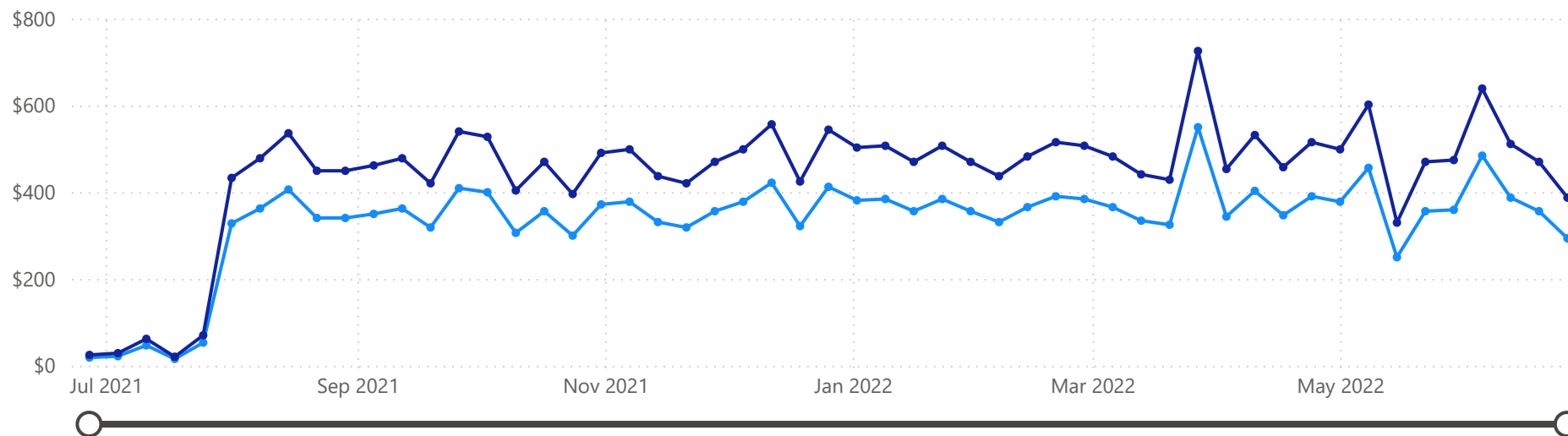


Monthly profit vs Target

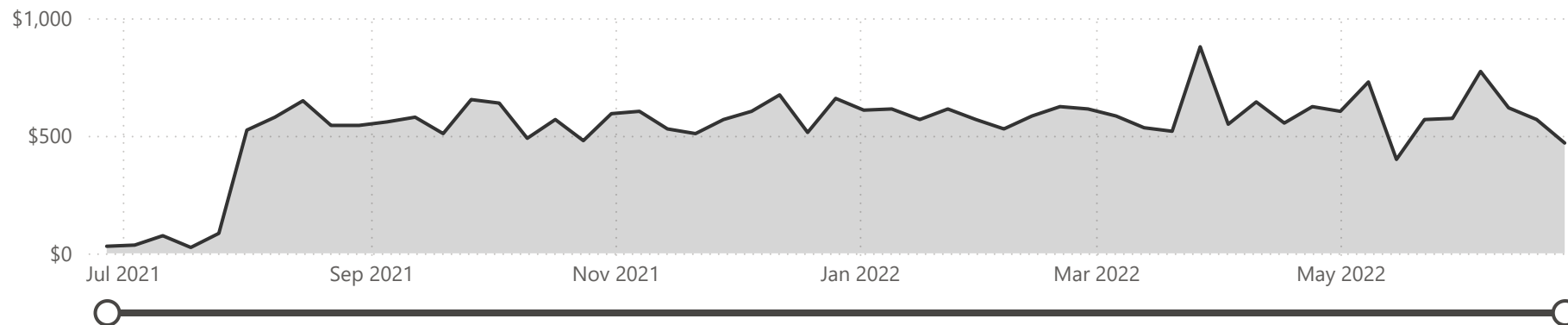


Price Adjustment(%)

0.20



Returns Trending



Product Metric Selection

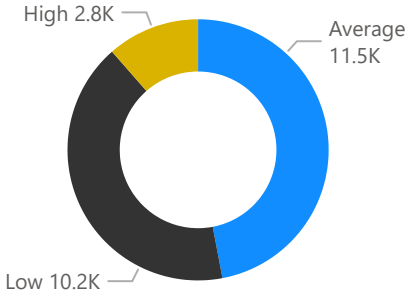
- ☐ Orders
- ☒ Revenue
- ☐ Profit
- ☐ Returns
- ☐ Return%



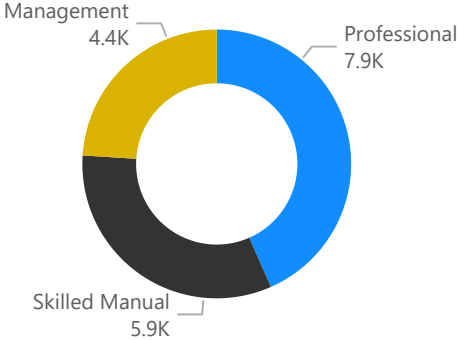
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

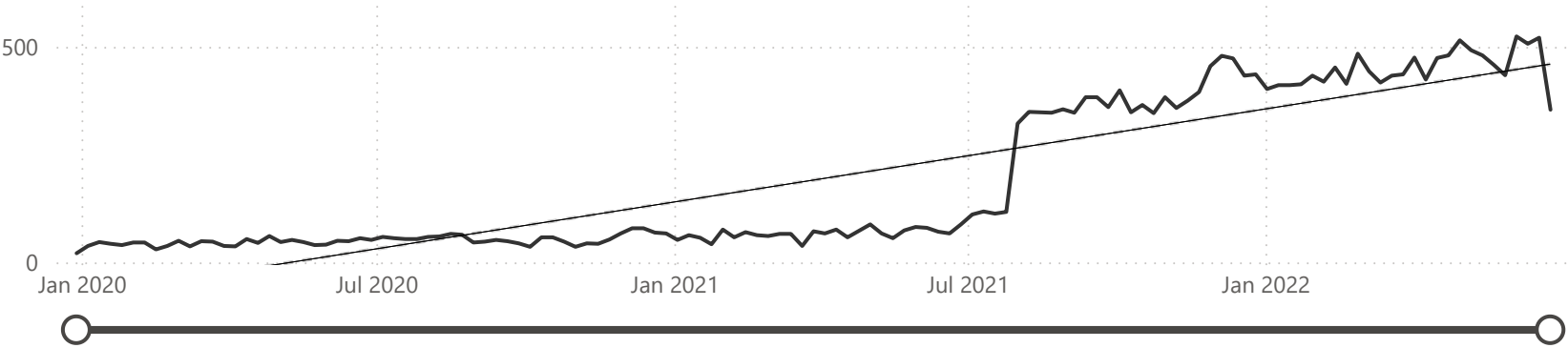
Orders by Income Level



Orders by Occupation



Total Customers Revenue per customer



Top 100Customers

Customer Key	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. Ricky Vazquez	4	\$10,166
11227	Mr. Clarence Anand	4	\$10,065
Total		1,264	\$6,05,798



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 4.7k