



\$24.9M

REVENUE

\$10.5M

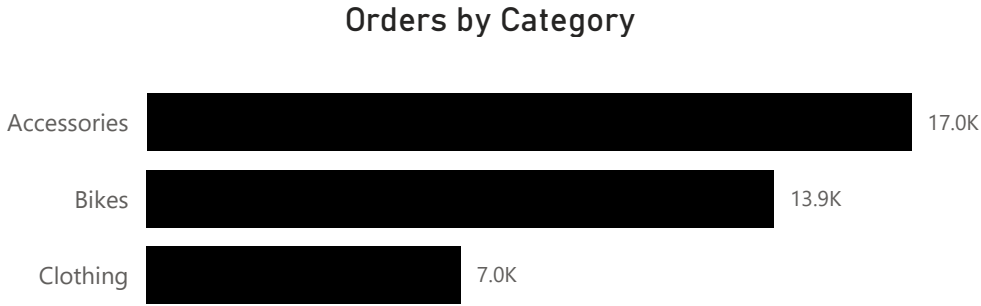
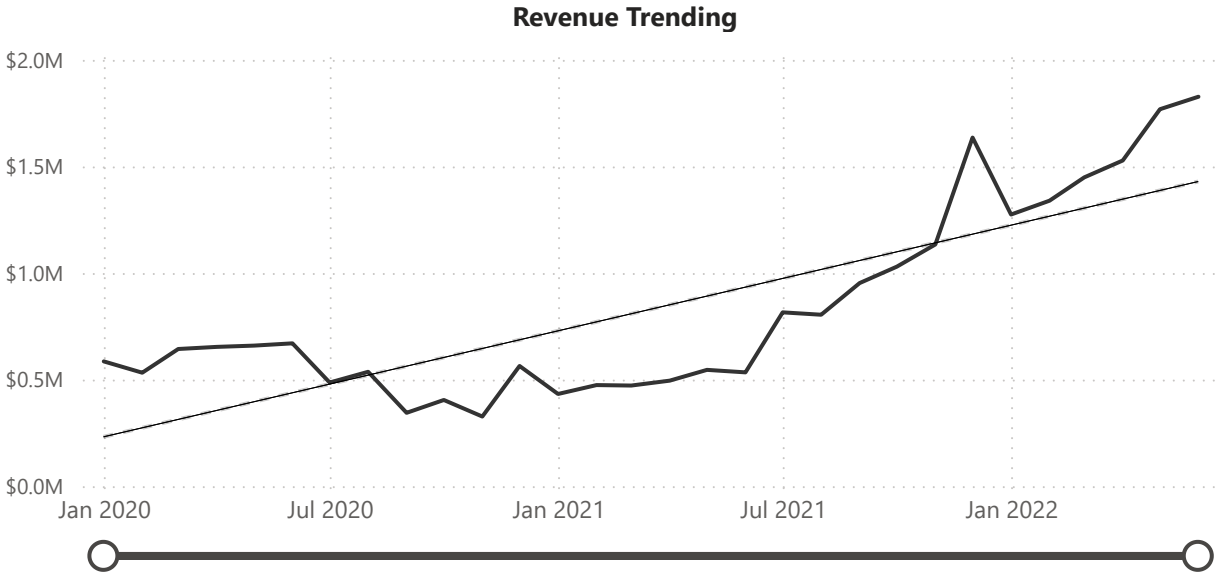
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
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%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product:

Tires and Tubes

Most Returned Product:

Shorts

Select all

Europe

North America

Pacific



Selected Product:

Mountain Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



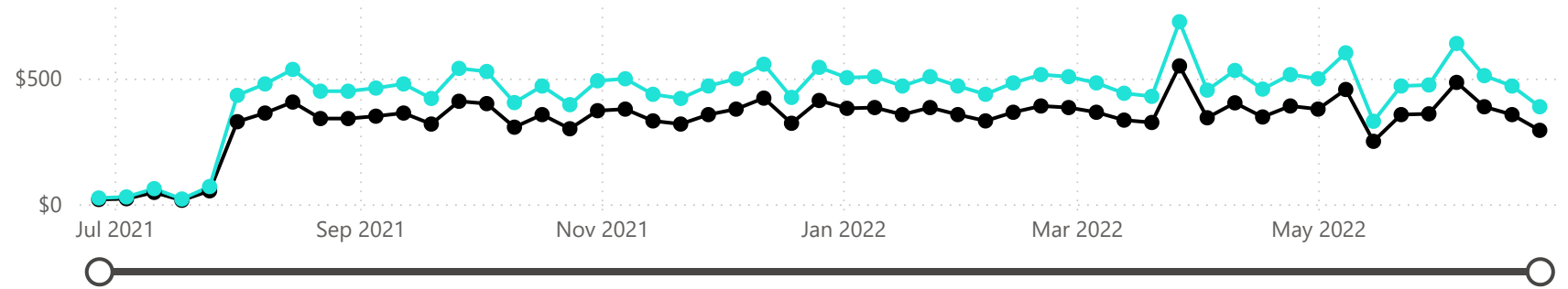
Adjusted Profit

0.20

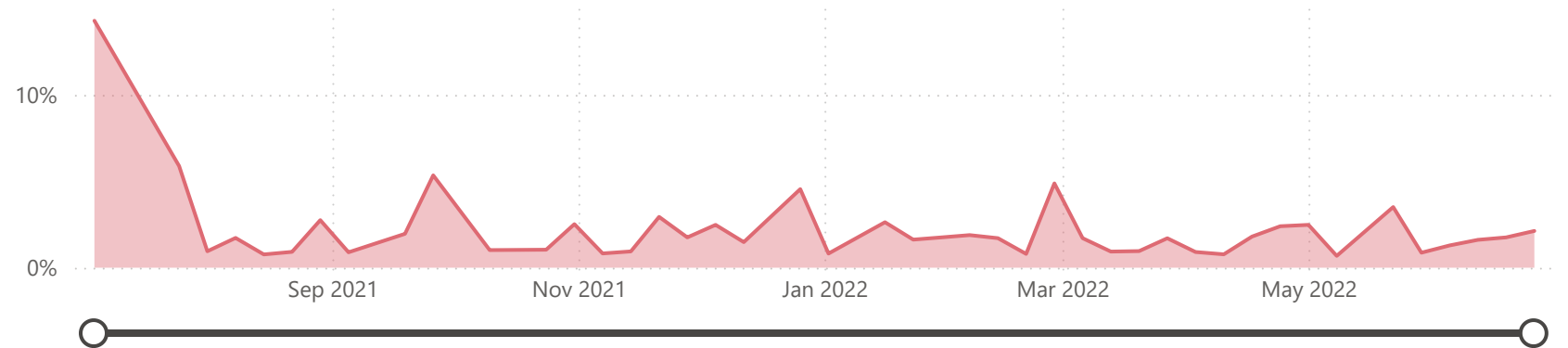


Profit Trending

● Total Profit ● Adjusted Profit



Return Trending



Product Matrix Selection



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





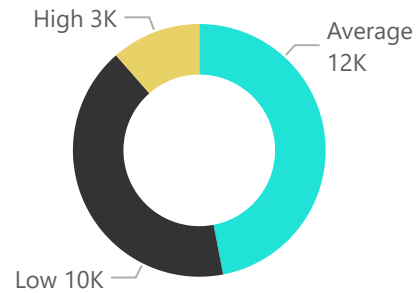
17.4K

UNIQUE CUSTOMERS

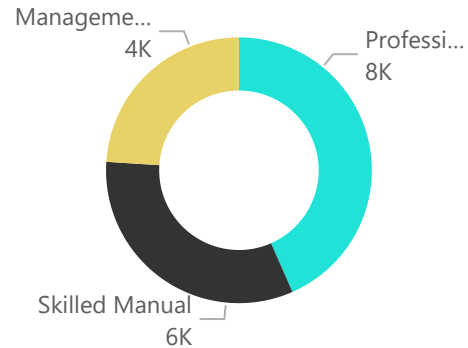
\$1,431

Average revenue Per customer

Orders by Income level

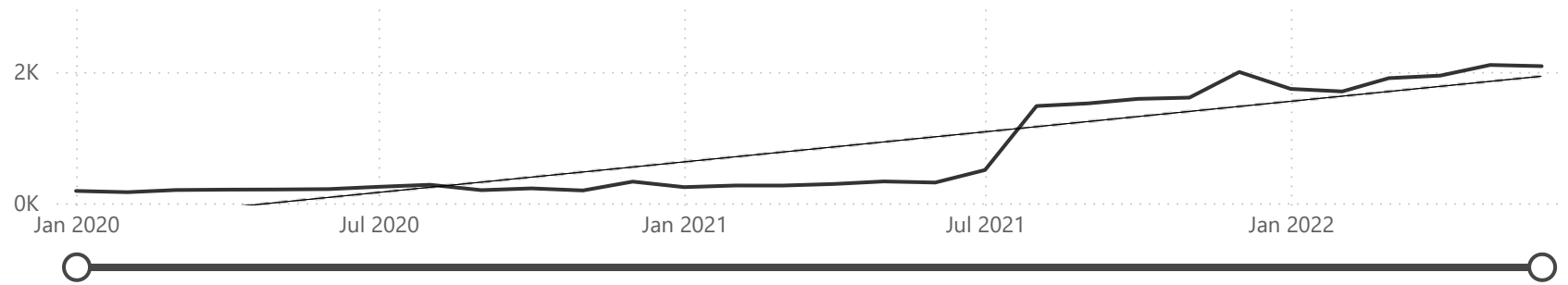


Orders by Occupation



Total Customer

Revenue per Customer



Top 100 Customer

Customer Keys	First Full Name CC	Orders	Revenue
11619	Ms. Sierra Young	16	\$813
11500	Ms. Sarah Simmons	15	\$849
12760	Ms. Krista Gomez	4	\$389
11820	Ms. Katelyn Lopez	5	\$348
11869	Ms. Kaitlyn Adams	4	\$328
16497	Ms. Julia Peterson	4	\$203
11868	Ms. Jessica Peterson	5	\$328
11505	Ms. Jasmine Powell	16	\$1,104
14332	Ms. Jade Rogers	4	\$130
11507	Ms. Isabella Russell	15	\$859
11769	Ms. Haley Hernandez	5	\$593
11078	Ms. Gina Martin	16	\$991
13144	Ms. Destiny Stewart	4	\$374
11581	Ms. Cindy Jordan	5	\$272
12972	Ms. Carolyn Suri	4	\$291
14282	Ms. Brianna Lewis	4	\$207
11566	Ms. April Shan	24	\$1,424
14328	Ms. Andrea Rogers	5	\$430
11131	Ms. Amanda Rivera	4	\$212
15244	Ms. Alexis Rodriguez	4	\$252
15172	Ms. Alexandra Hill	4	\$310
12120	Ms. Wendy Alvarez	4	\$8,385
Total	Adriana Gonzalez	1,272	\$615,329

Year

2020

2022

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 \$4,683