

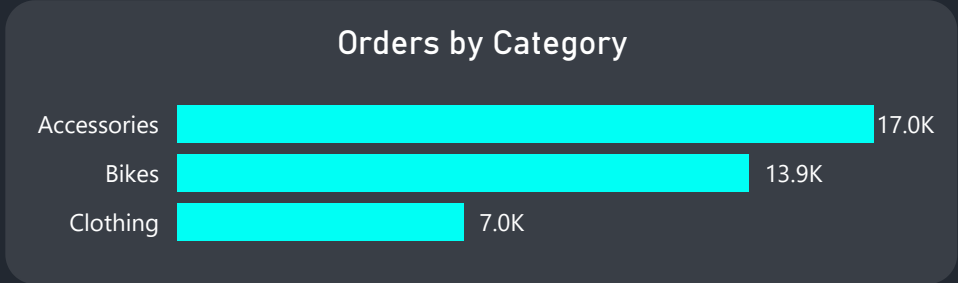
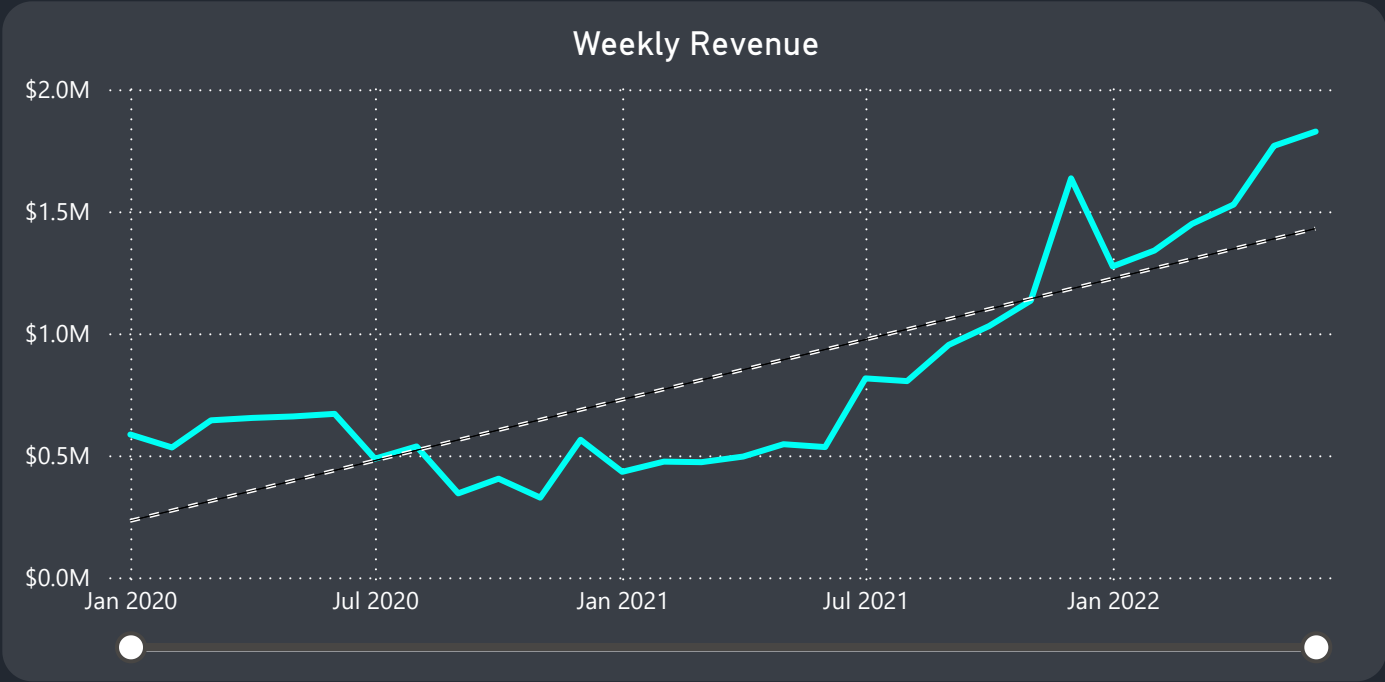


REVENUE  
**\$24.9M**

PROFIT  
**\$10.5M**

TOTAL ORDER  
**25.2K**

RETURN RATE  
**2.2%**



ProductName	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
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%
Mountain Bottle Cage	1896	\$38,062	2.02%
Fender Set - Mountain	1975	\$87,041	1.36%
AWC Logo Cap	2062	\$35,882	1.11%
Total	15587	\$465,678	1.85%



Monthly Revenue  
**\$1.83M** ✓  
Goal: \$1.77M (+3.31%)

Monthly Orders  
**2.15K** !  
Goal: 2.17K (-0.88%)

Monthly Revenue  
**166** ✓  
Goal: 169 (+1.78%)

Most Ordered Product :

**Tires and Tubes**

Most Returned Product :

**Shorts**

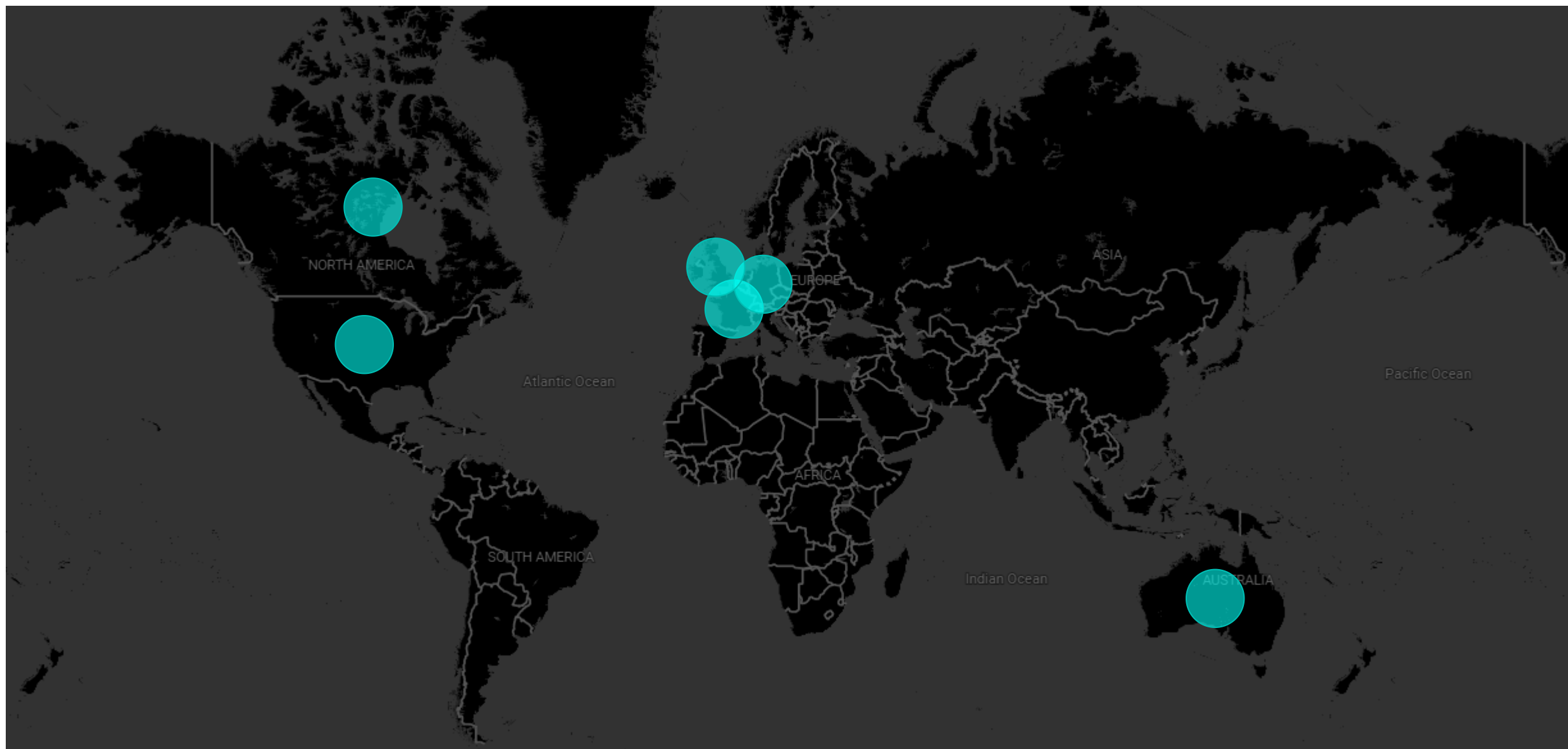


Select all

Europe

North America

Pacific



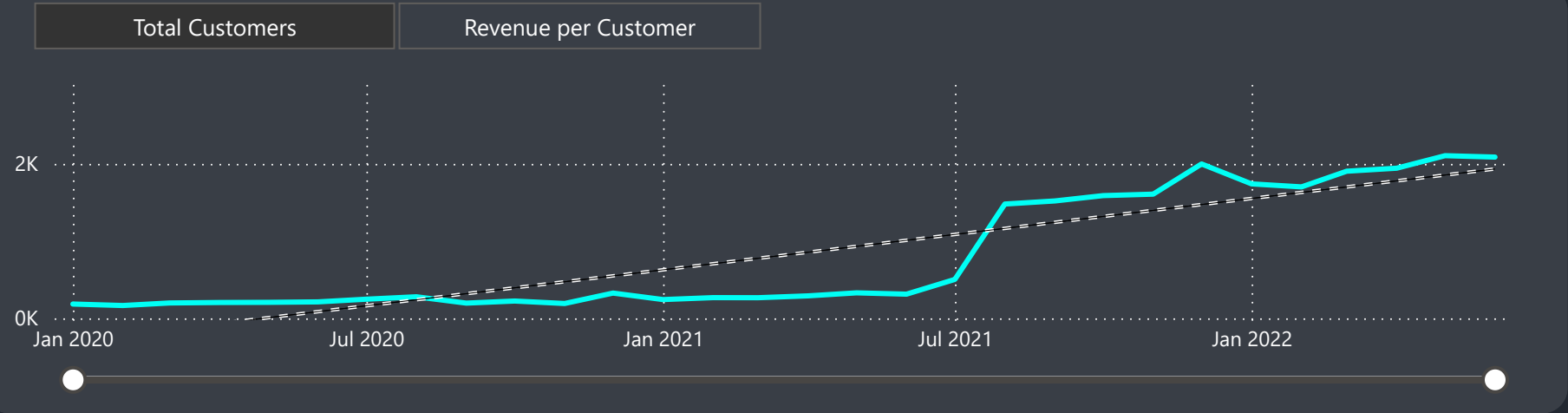


UNIQUE CUSTOMERS

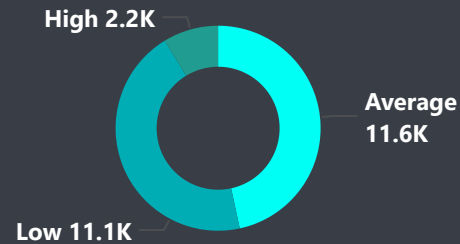
17.4K

Revenue Per Customer

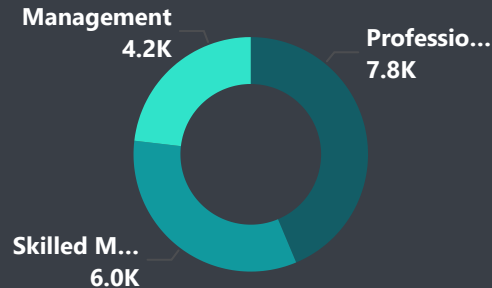
\$1,431



Total Orders by Income Level



Total Orders by Occupation



CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
11505	Ms. Jasmine Powell	16	\$1,104
Total	Adriana Gonzalez	1272	\$615,329

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



Selected Product :

**Sport-100  
Helmet, Red**

Price Adjustment (%)

0.50



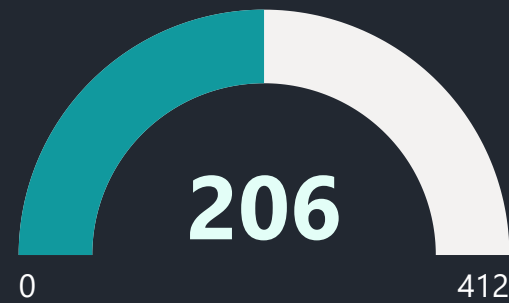
Product Metric Selection

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

Total Profit Vs. Target



Monthly Orders Vs. Target



Total Revenue Vs. Target



Weekly Profit

