

Date

1/1/2020

6/30/2022

Date	Total revenue	90 day Rolling Revenue
6/29/2022	\$58,908	\$5,079,889.1316
6/28/2022	\$71,443	\$5,069,834.8206
6/30/2022	\$43,344	\$5,065,040.3024
6/27/2022	\$54,250	\$5,049,552.2091
6/26/2022	\$65,469	\$5,026,896.5188
6/25/2022	\$73,433	\$5,004,321.4424
6/24/2022	\$61,809	\$4,986,552.8929
6/23/2022	\$48,498	\$4,967,601.0797
6/22/2022	\$60,674	\$4,952,285.6873
6/21/2022	\$78,446	\$4,937,786.5767
6/20/2022	\$64,305	\$4,909,083.5205
6/19/2022	\$68,297	\$4,877,238.7407
6/18/2022	\$53,495	\$4,851,400.663
6/17/2022	\$68,590	\$4,849,546.886
6/15/2022	\$62,647	\$4,833,284.6788
6/16/2022	\$54,070	\$4,832,184.2825
6/14/2022	\$91,920	\$4,815,543.1516
6/13/2022	\$54,158	\$4,750,597.5233
6/12/2022	\$49,598	\$4,732,768.8869
Total	\$24,914,587	\$5,065,040.3024

Start of Month	Previous Month Returns	Previous Month Revenue	Previous Month Profit	Profit Target	Order Target
2/1/2020	\$4	\$585,313	\$235,814	\$259,395.4333	\$202
3/1/2020	\$4	\$532,226	\$212,187	\$233,405.3582	\$182
4/1/2020	\$9	\$643,436	\$259,085	\$284,992.9749	\$218
5/1/2020	\$14	\$653,364	\$263,031	\$289,334.4760	\$224
6/1/2020	\$11	\$659,326	\$266,276	\$292,903.3274	\$227
7/1/2020	\$4	\$669,989	\$270,068	\$297,074.2632	\$233
8/1/2020	\$3	\$486,115	\$196,683	\$216,351.0738	\$272
9/1/2020	\$6	\$536,453	\$218,355	\$240,191.0151	\$306
10/1/2020	\$2	\$344,063	\$140,516	\$154,567.7612	\$216
11/1/2020	\$10	\$404,277	\$168,582	\$185,439.9413	\$245
12/1/2020	\$5	\$326,611	\$134,176	\$147,593.5794	\$210
1/1/2021	\$13	\$563,762	\$236,830	\$260,513.3618	\$359
2/1/2021	\$8	\$432,426	\$182,044	\$200,248.8176	\$266
3/1/2021	\$8	\$474,163	\$200,044	\$220,048.8100	\$294
4/1/2021	\$8	\$471,962	\$199,611	\$219,572.1454	\$293
5/1/2021	\$5	\$494,957	\$209,522	\$230,473.8673	\$319
6/1/2021	\$10	\$545,535	\$233,013	\$256,314.3833	\$362
7/1/2021	\$8	\$533,825	\$227,745	\$250,519.5409	\$343
8/1/2021	\$45	\$815,356	\$342,624	\$376,886.5423	\$557
9/1/2021	\$118	\$804,193	\$348,096	\$382,905.2924	\$1,697
10/1/2021	\$120	\$952,743	\$410,592	\$451,651.2558	\$1,725
11/1/2021	\$137	\$1,029,821	\$441,168	\$485,284.8283	\$1,803
12/1/2021	\$134	\$1,133,913	\$482,940	\$531,234.4028	\$1,845
1/1/2022	\$163	\$1,635,309	\$689,684	\$758,652.6537	\$2,262
2/1/2022	\$155	\$1,274,379	\$541,844	\$596,028.1558	\$1,992
3/1/2022	\$150	\$1,339,241	\$567,574	\$624,331.2786	\$1,934
4/1/2022	\$158	\$1,448,596	\$613,453	\$674,798.4335	\$2,158
5/1/2022	\$162	\$1,527,814	\$643,827	\$708,209.2148	\$2,197
6/1/2022	\$169	\$1,768,433	\$750,754	\$825,829.7687	\$2,382
Total	\$1,643	\$23,087,600	\$9,686,138	\$10,654,751.9568	\$25,320



LOGO

Revenue

\$24.9M

Profit

\$10.5M

Orders

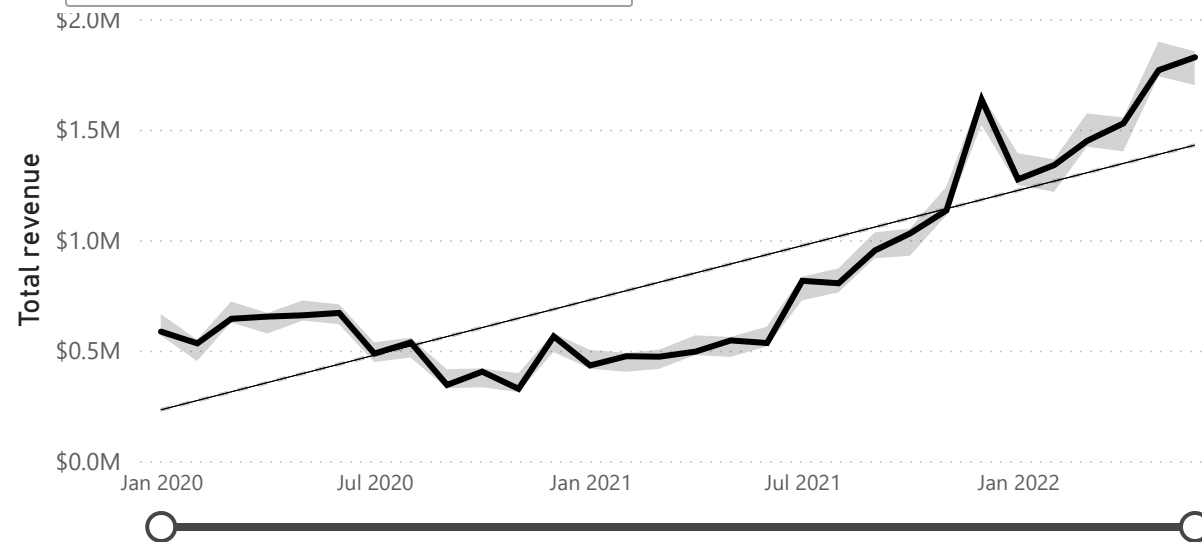
25.16K

Returns Rate

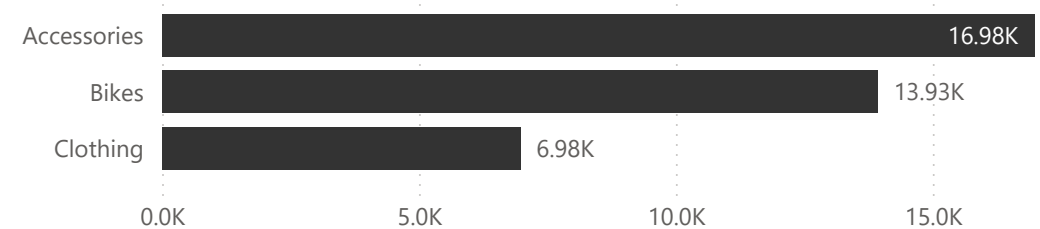
2.2%



Ask a question about your data



Orders by Category



Top 10 Products

	Orders	Revenue	Returns %
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%
Total	15587	\$465,678	1.85%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146!

previous Month: 2165  
(-0.88%)

Monthly Returns

166✓

previous Month: 169  
(+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

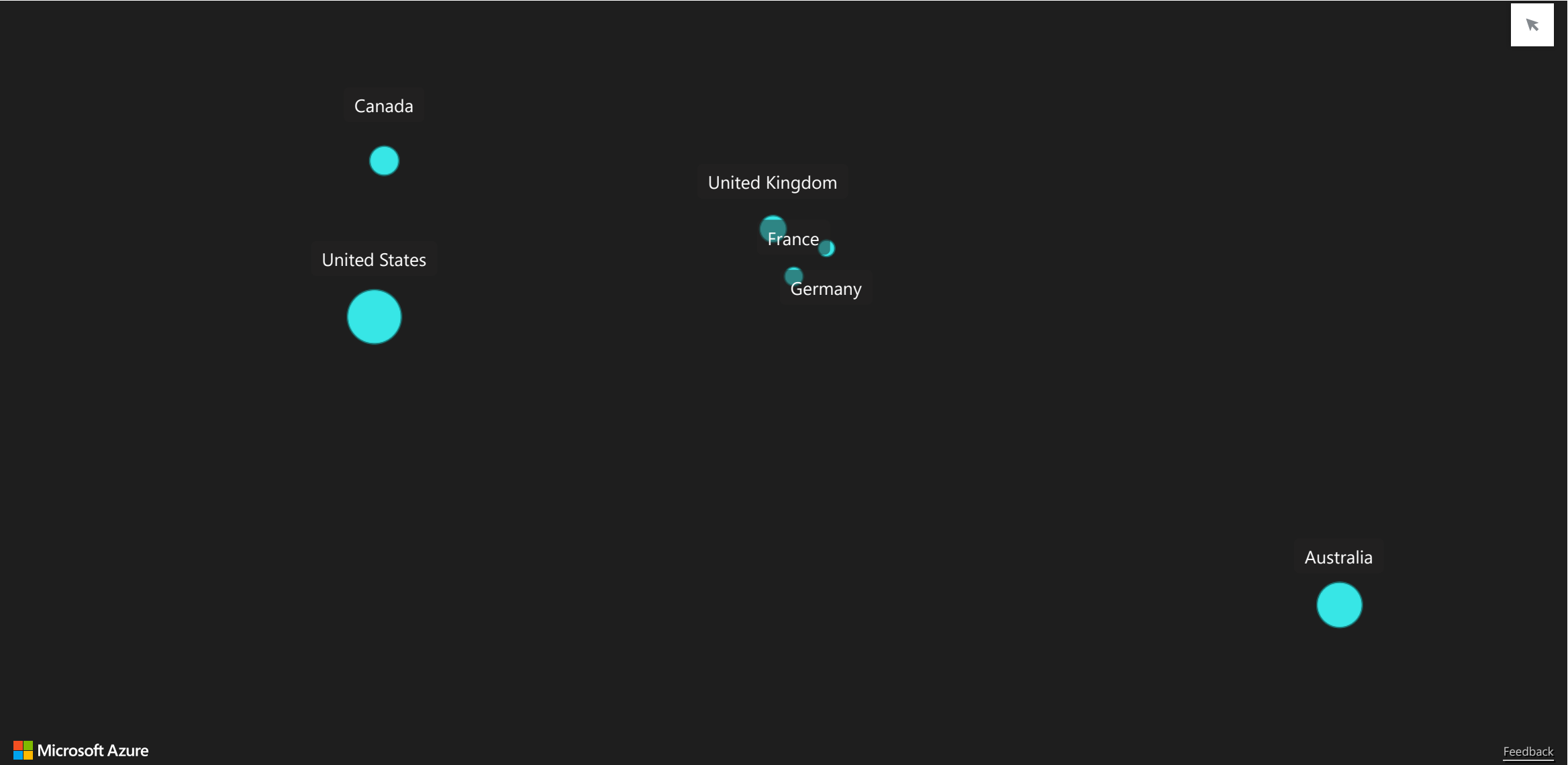


Select all

Europe

North America

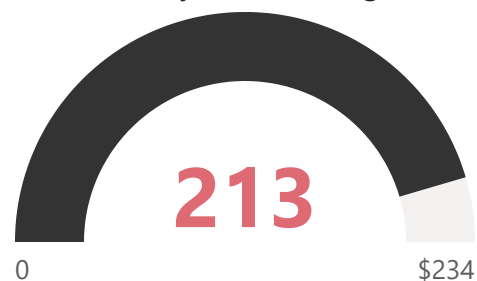
Pacific



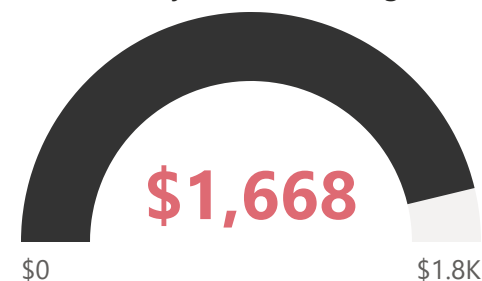
Selected Product

Road Tire  
Tube

Monthly Order vs Target



Monthly revenue vs Target



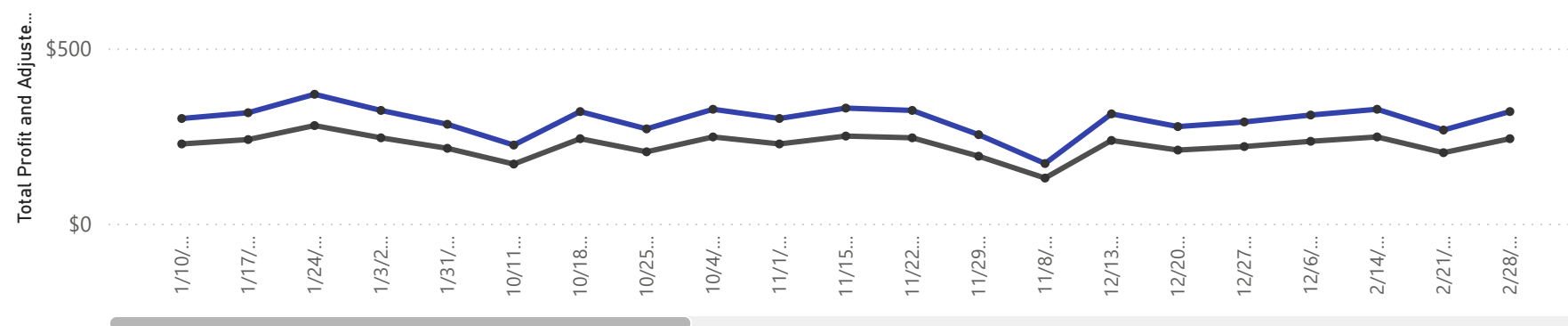
Monthly Profit vs Target



Price Adjustment (%)

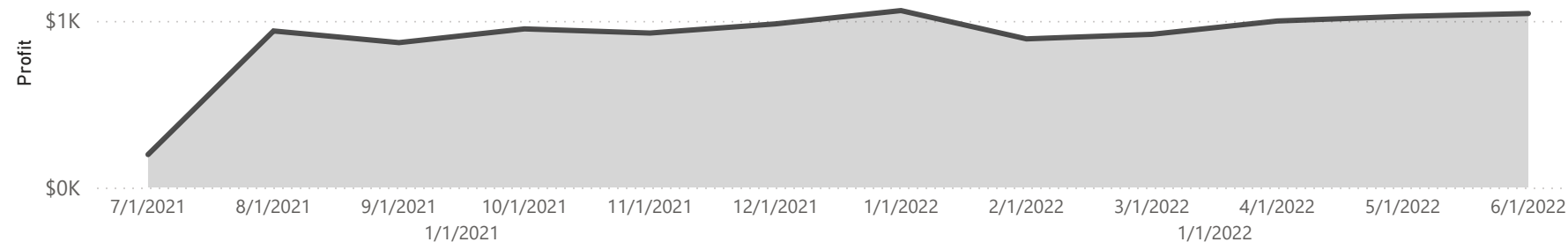
0.20

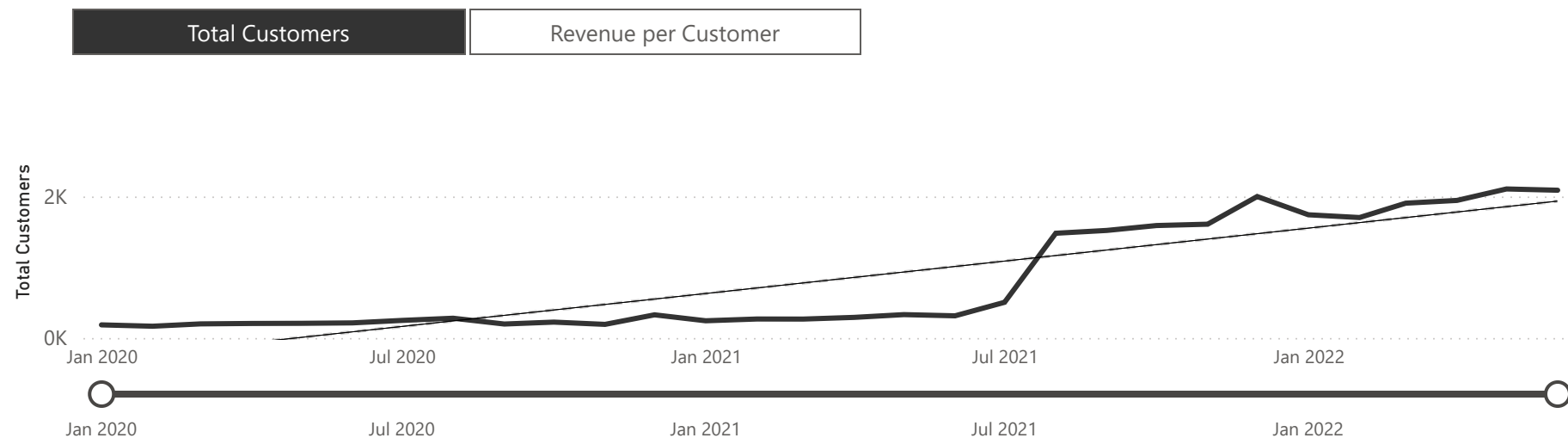
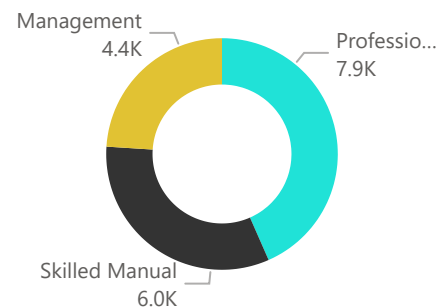
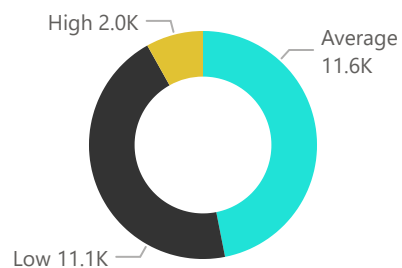
● Total Profit ● Adjusted Profit



Product Metric Selection

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





CustomerKey	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
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
Total		1272	\$615,329



# Mr. Maurice Shan

## Orders

6

## Revenue

**\$12.4K**



Among customers in skilled manual roles in 2022, Janet Munoz drove most revenue at \$9598

**\$24,914,587**

Total revenue

**\$10,457,715.4342**

Total Profit

**25164**

Total Orders

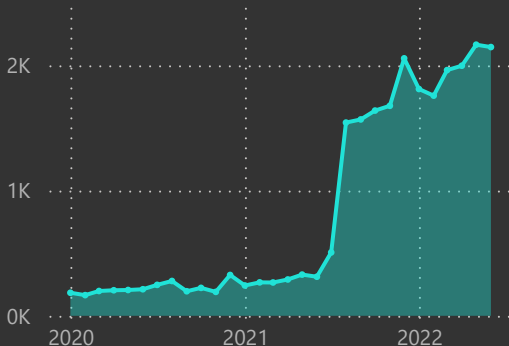
**1809**

Total returns

**2.17%**

Returns Rate

Weekly Orders



Ask a question about your data

Try one of these to get started

top first names by total orders

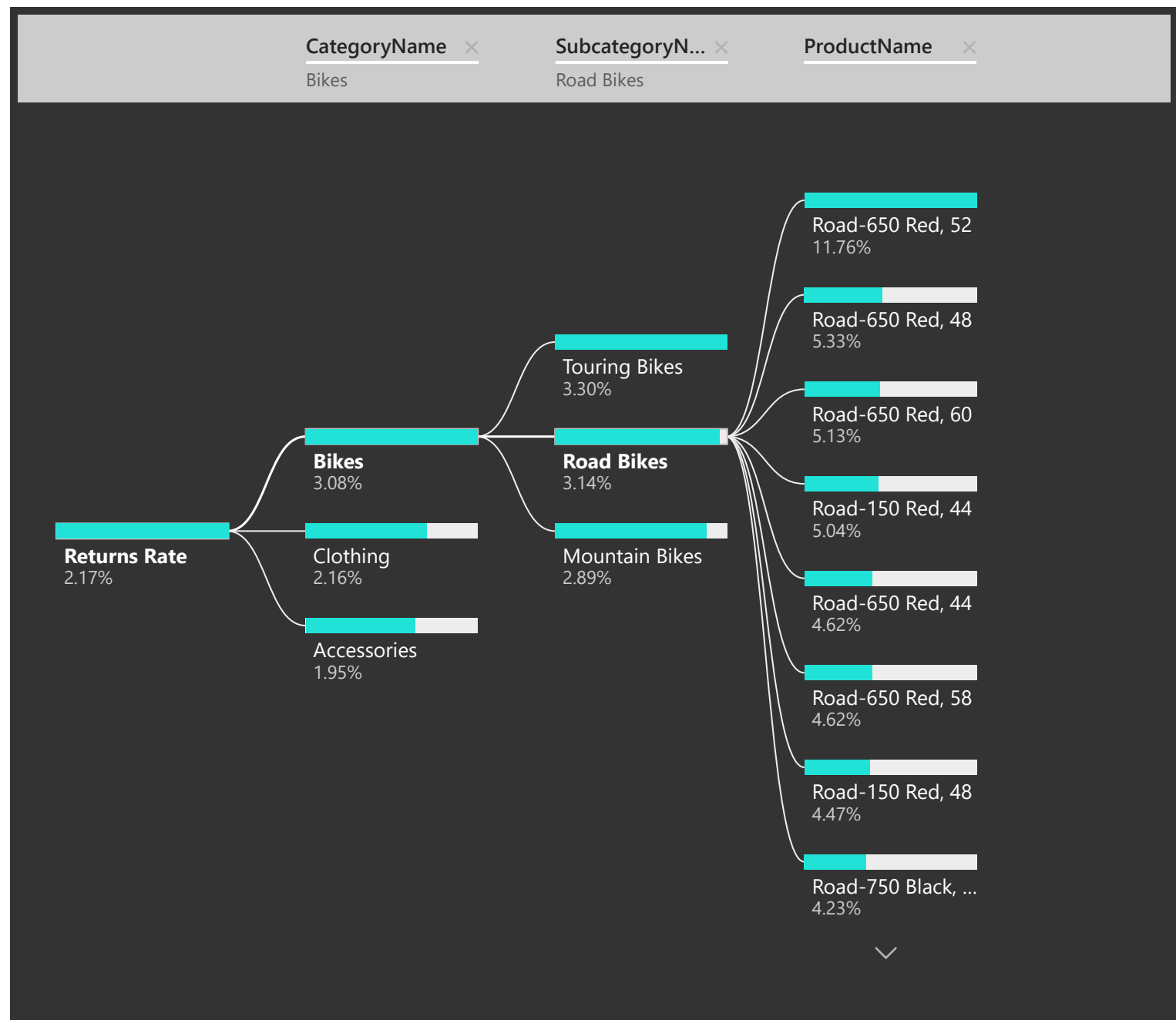
top product styles by total orders

top last names by order sold

top last names by bike sales

top prefixes by returns rate

CategoryName	Total Orders
Accessories	16983
Bikes	13929
Clothing	6976
Total	25164



## Key influencers Top segments



What influences HomeOwner to be  ?

When...

....the likelihood of HomeOwner being Y increases by

**MaritalStatus is M**

1.62x

Is Parent is Yes

1.59x

AnnualIncome is 30000 - 120000

1.23x

EducationLevel is Graduate Degree

1.19x

Occupation is Management

1.10x

Occupation is Skilled Manual

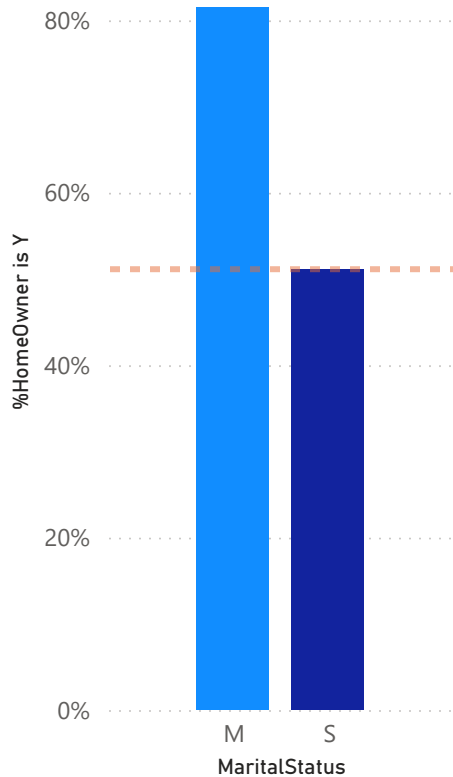
1.09x

EducationLevel is Bachelors

1.05x

Sort by: **Impact** Count

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



☐ Only show values that are influencers

## Key influencers Top segments



What influences Average Retails price to  ?

When...

....the average of Average Retails price decreases by

**Sum of ProductCost goes down 8570.61**

\$478.6

← On average when Sum of ProductCost decreases, Average Retails price also decreases.

