



\$24.9M

Revenue

\$10.5M

Profit

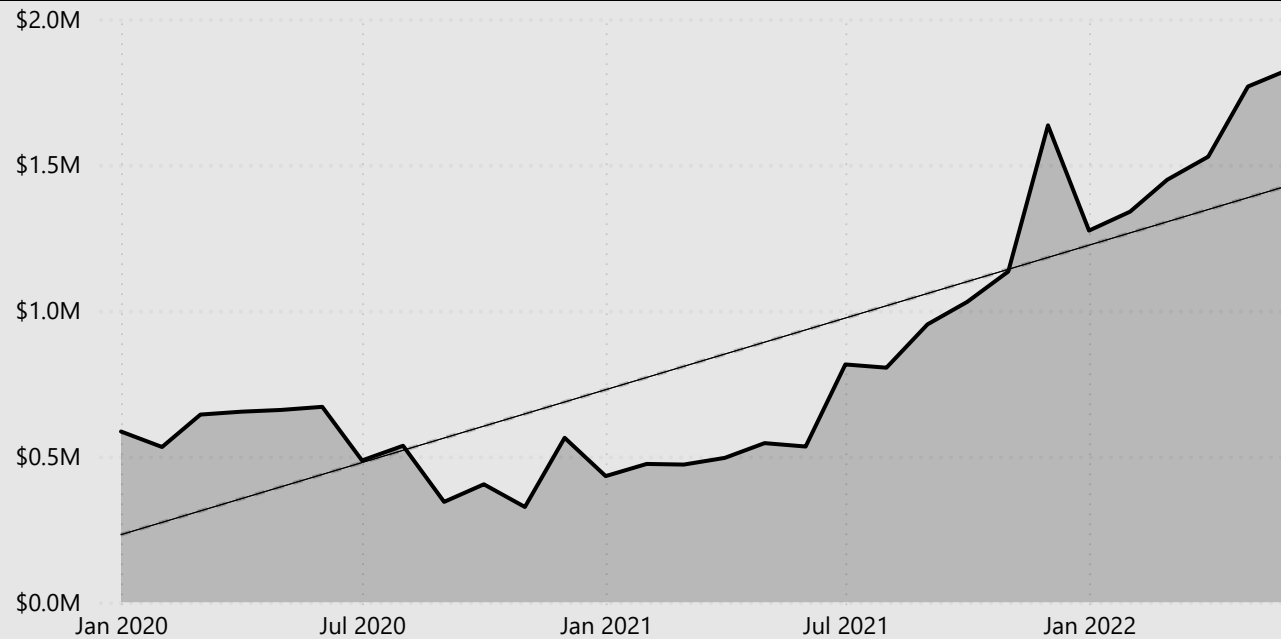
25.2K

Orders

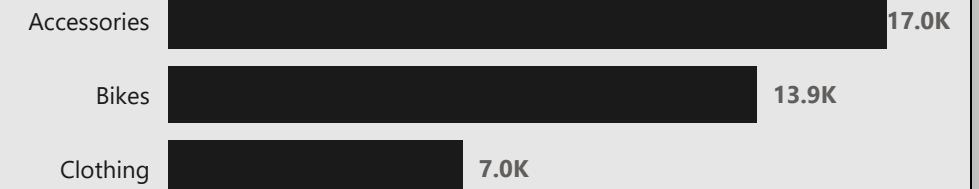
2.2%

Return Rate

Weekly Revenue



Orders by Category



Top 10 Products	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	1075	\$67,044	1.36%

Monthly Revenue

\$1.83M

Prev Month: \$1.95M (-6.08%)

Monthly Orders

2146

Prev Month: 169 (-1169.82%)

Monthly Returns

166

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tu...

Most Returned Product Type

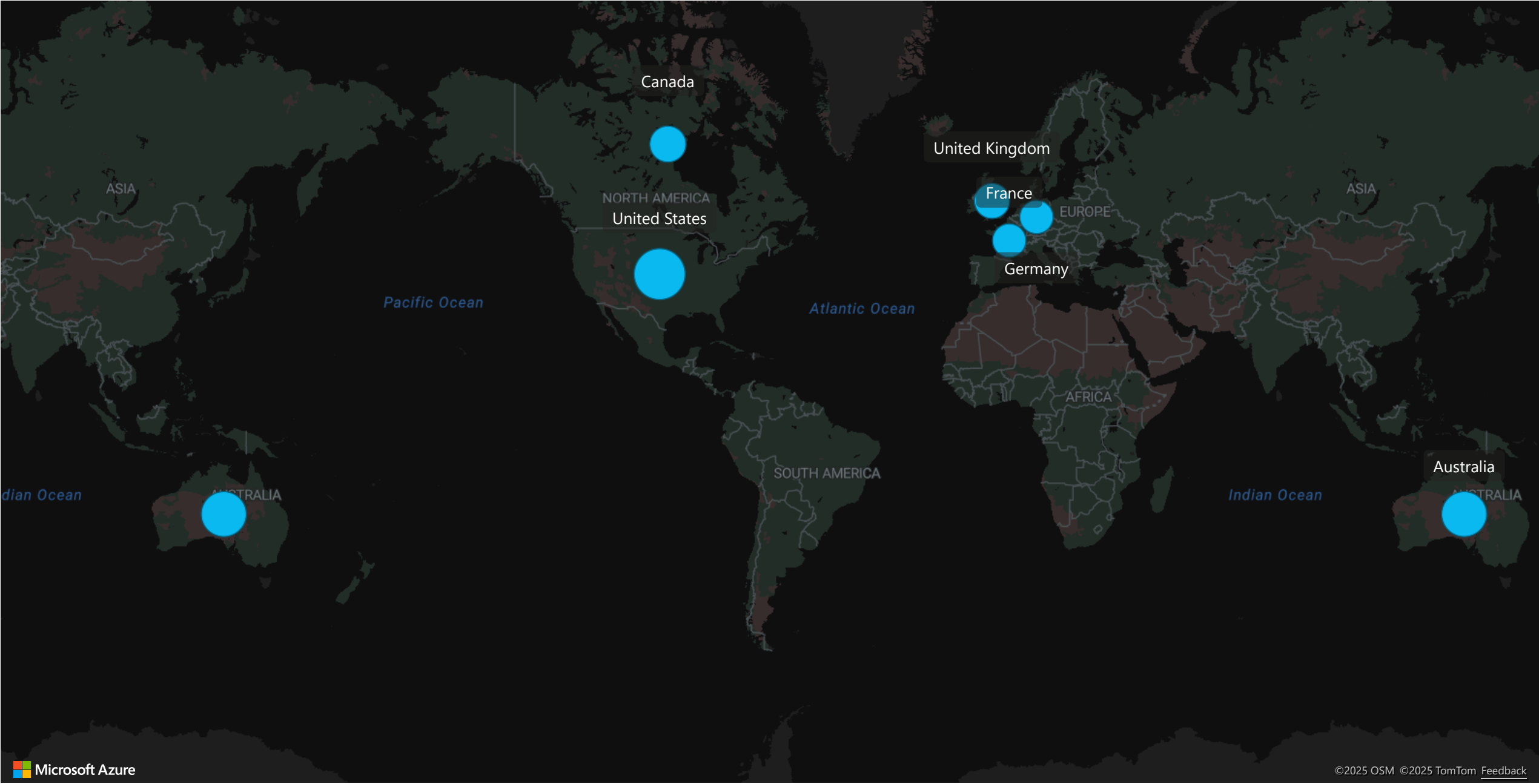
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**AWC Logo
Cap**

Monthly Revenue vs Target



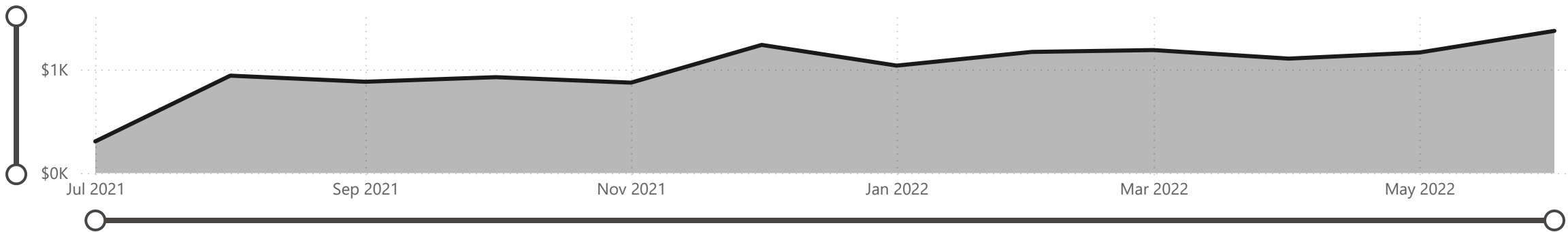
Monthly Orders vs Target



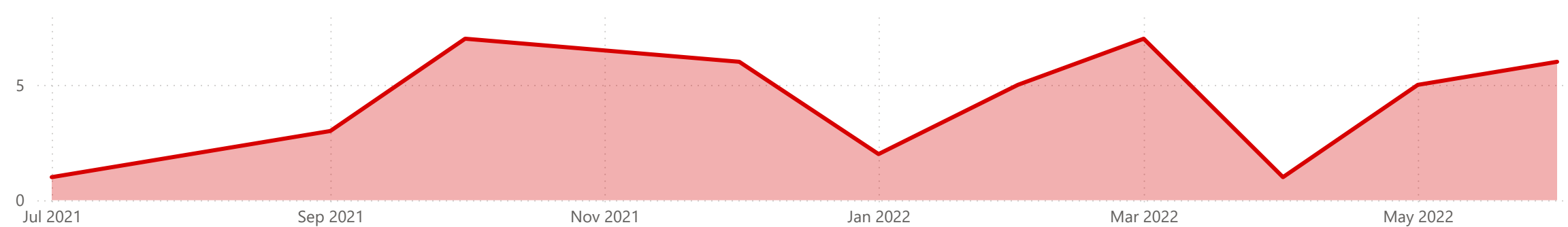
Monthly Profit vs Target



Weekly Profit



Weekly Profit



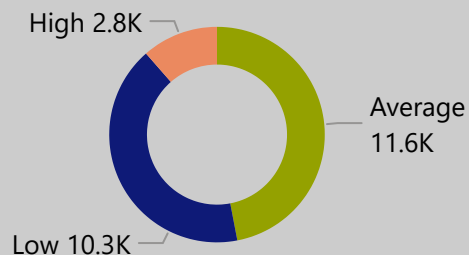
17.4K

Unique Customers

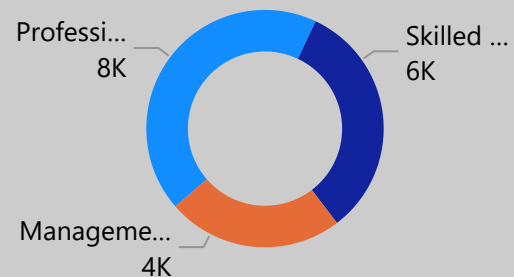
\$1,431

Average Per Customer

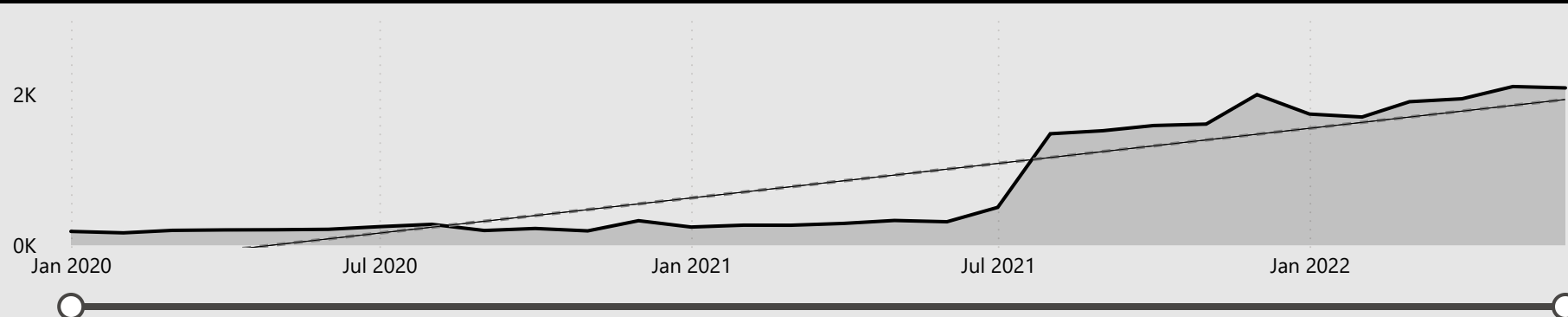
Orders by Income Level



Orders by Profession



Weekly Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,196
12650	Mr. Aaron Wright	4	\$10,329
11491	Mr. Andre Perez	3	\$7,952
12307	Mr. Brad She	4	\$9,161
15695	Mr. Bruce Gomez	3	\$8,109
11431	Mr. Bryant Garcia	4	\$9,687
11900	Mr. Byron Carlson	3	\$8,015
11237	Mr. Clarence Anand	4	\$10,065
12631	Mr. Clarence Gao	4	\$10,332
13595	Mr. Cole Stewart	4	\$8,895
15354	Mr. Corey Kumar	3	\$8,091
14939	Mr. Cory Kapoor	3	\$8,125
11952	Mr. Dorothy Robinson	3	\$7,978
11761	Mr. Edgar Mehta	3	\$7,971
12405	Mr. Ethan Bryant	4	\$10,300
Total		367	\$8,80,303

2020

2021

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12K

