



\$24.9M

REVENUE

\$10.5M

PROFIT

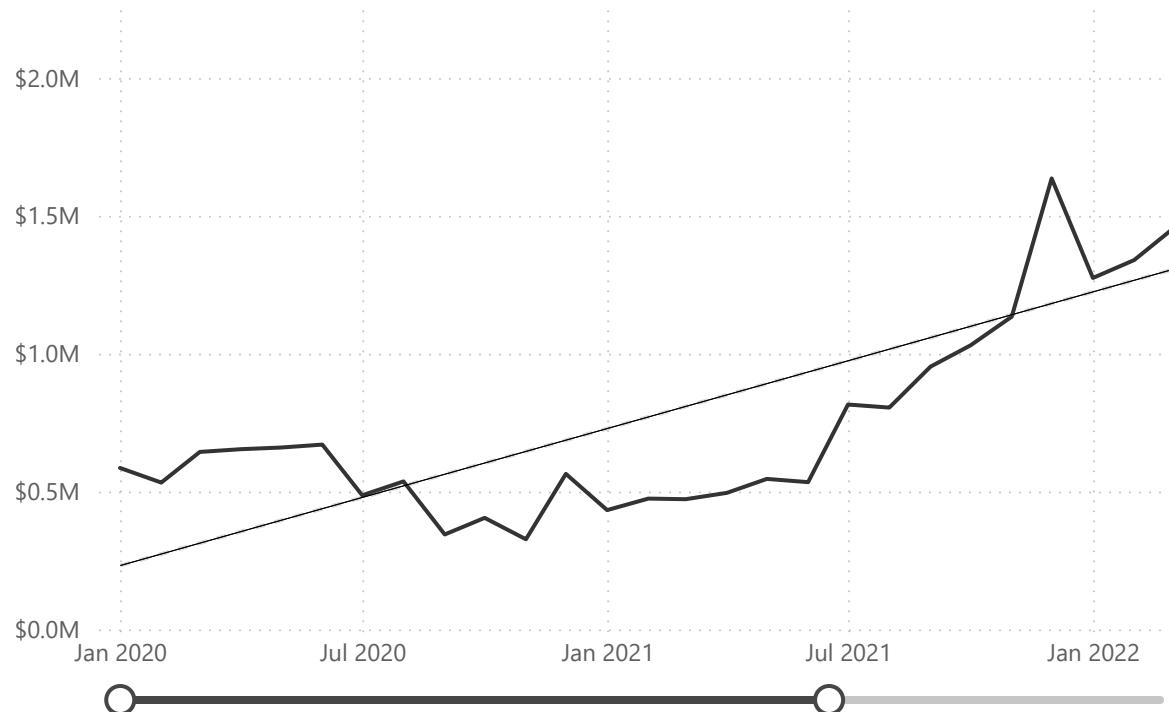
25.2K

ORDERS

2.2%

Return Rate

Revenue Trending



Monthly Revenue

\$1.83M

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

Monthly Orders

2,146!

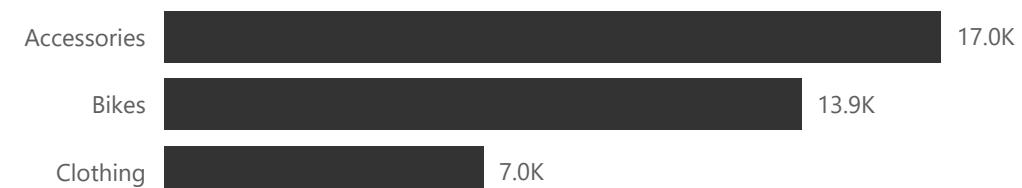
Previous Month: 2,165
(-0.88%)

Monthly Returns

166

Previous Month: 169 (+1.78%)

Orders by Category



Top 10 Products

| | Orders | Revenue | Return % |
|------------------------|--------|-------------|----------|
| Water Bottle - 30 oz. | 3,983 | \$39,755.33 | 1.95% |
| Patch Kit/8 Patches | 2,952 | \$13,506.42 | 1.61% |
| Mountain Tire Tube | 2,846 | \$28,333.22 | 1.64% |
| Road Tire Tube | 2,173 | \$17,264.73 | 1.55% |
| Sport-100 Helmet, Red | 2,099 | \$73,444.01 | 3.33% |
| AWC Logo Cap | 2,062 | \$35,882.07 | 1.11% |
| Sport-100 Helmet, Blue | 1,995 | \$67,120.18 | 3.31% |
| Fender Set - Mountain | 1,975 | \$87,040.80 | 1.36% |
| | | | |

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

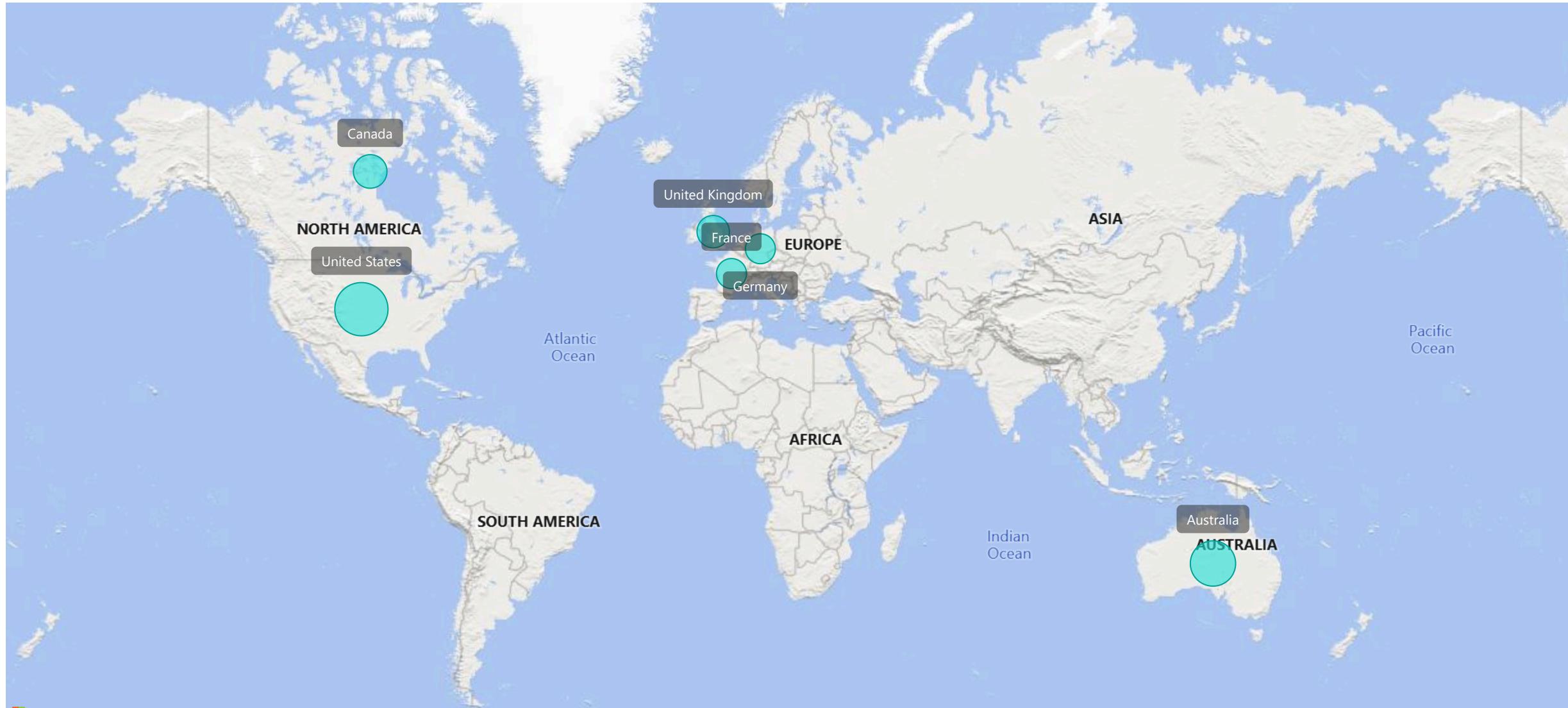
Europe

North America

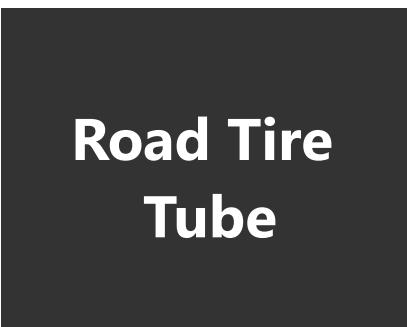
Pacific

⚠ This visual type is being retired soon. Upgrade now to avoid errors.

Upgrade map



Selected Product:



Monthly Orders vs. Target



Monthly Revenue vs. Target



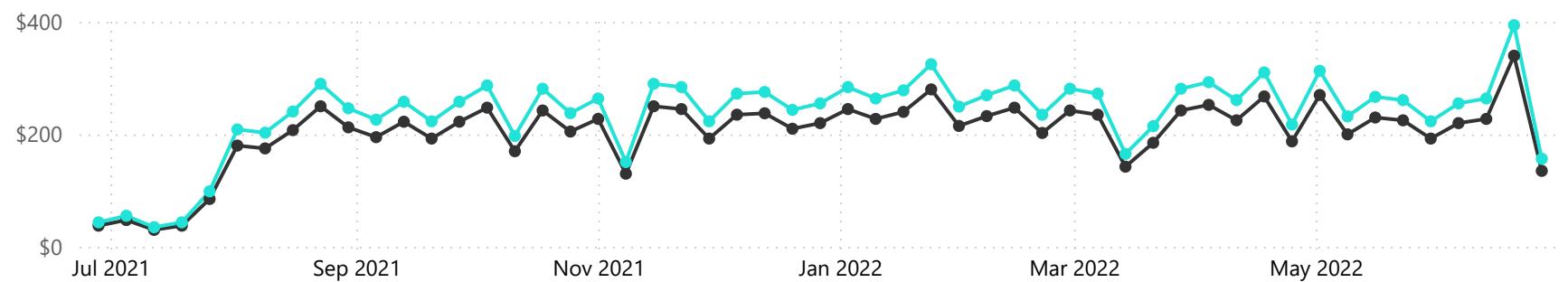
Monthly Profit vs. Target



Price Adjustment (%)

0.10

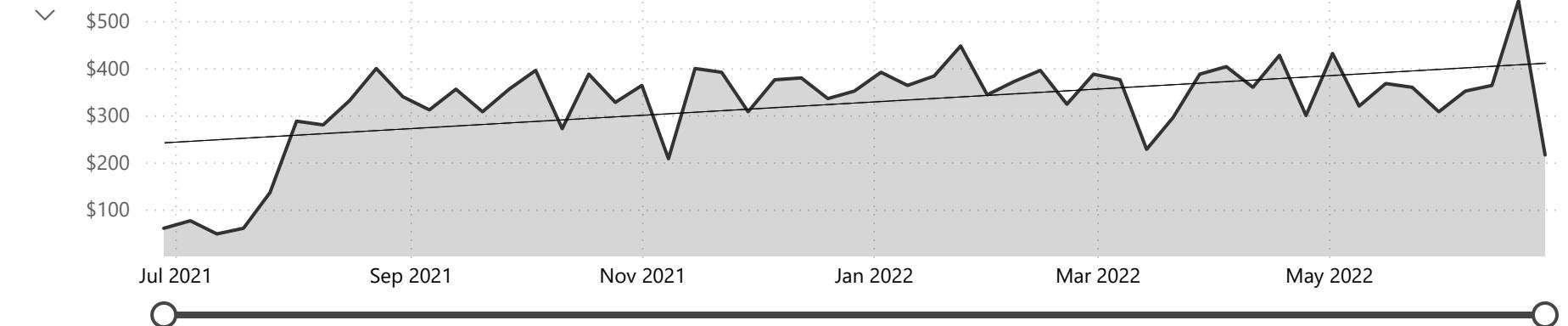
● Total Profit ● Adjusted Profit



Product Metric Selection

- Orders
- Revenue
- Profit
- Returns
- Return %

▼





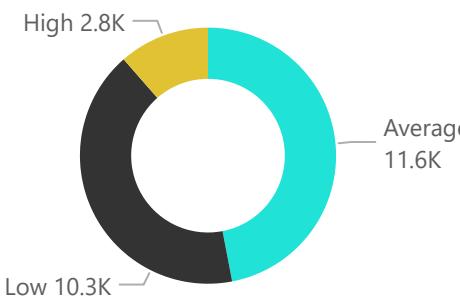
17.4K

UNIQUE CUSTOMERS

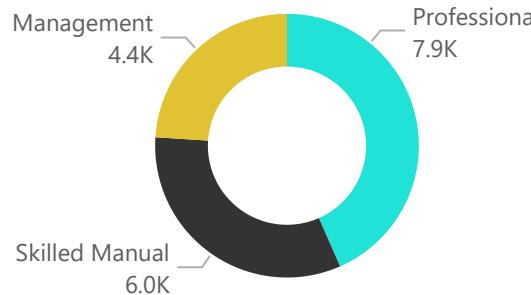
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



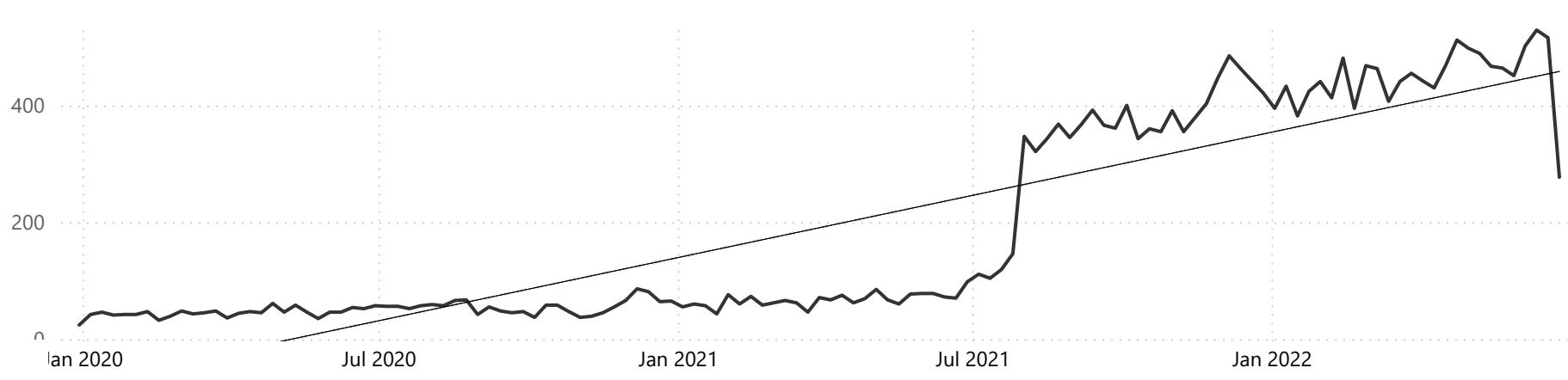
Orders by Occupation



Total Customers

Revenue per Customer

Total Customers



Top 100 Customers

| Customer Key | Full Name | Orders | Revenue |
|--------------|--------------------|--------|-------------|
| 11433 | Mr. Maurice Shan | 6 | \$12,407.95 |
| 11439 | Mrs. Janet Munoz | 6 | \$12,015.40 |
| 11241 | Mrs. Lisa Cai | 7 | \$11,330.45 |
| 11417 | Mrs. Lacey Zheng | 7 | \$11,085.75 |
| 11420 | Mr. Jordan Turner | 7 | \$11,022.40 |
| 11242 | Mr. Larry Munoz | 7 | \$10,852.03 |
| 13263 | Mrs. Kate Anand | 4 | \$10,436.51 |
| 12655 | Mr. Larry Vazquez | 4 | \$10,394.98 |
| 11425 | Mrs. Ariana Gray | 6 | \$10,391.43 |
| 12631 | Mr. Clarence Gao | 4 | \$10,331.73 |
| 12650 | Mr. Aaron Wright | 4 | \$10,329.23 |
| 13405 | Mr. Ethan Bryant | 4 | \$10,308.52 |
| 11429 | Mr. Marco Lopez | 6 | \$10,289.69 |
| 12632 | Mrs. Bonnie Nath | 4 | \$10,282.91 |
| 11245 | Mr. Ricky Vazquez | 4 | \$10,165.92 |
| 11237 | Mr. Clarence Anand | 1 | \$10,065.01 |

2020

2022

Top Customer by Revenue:

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.41K