



\$24.9M

REVENUE

\$10.5M

PROFIT

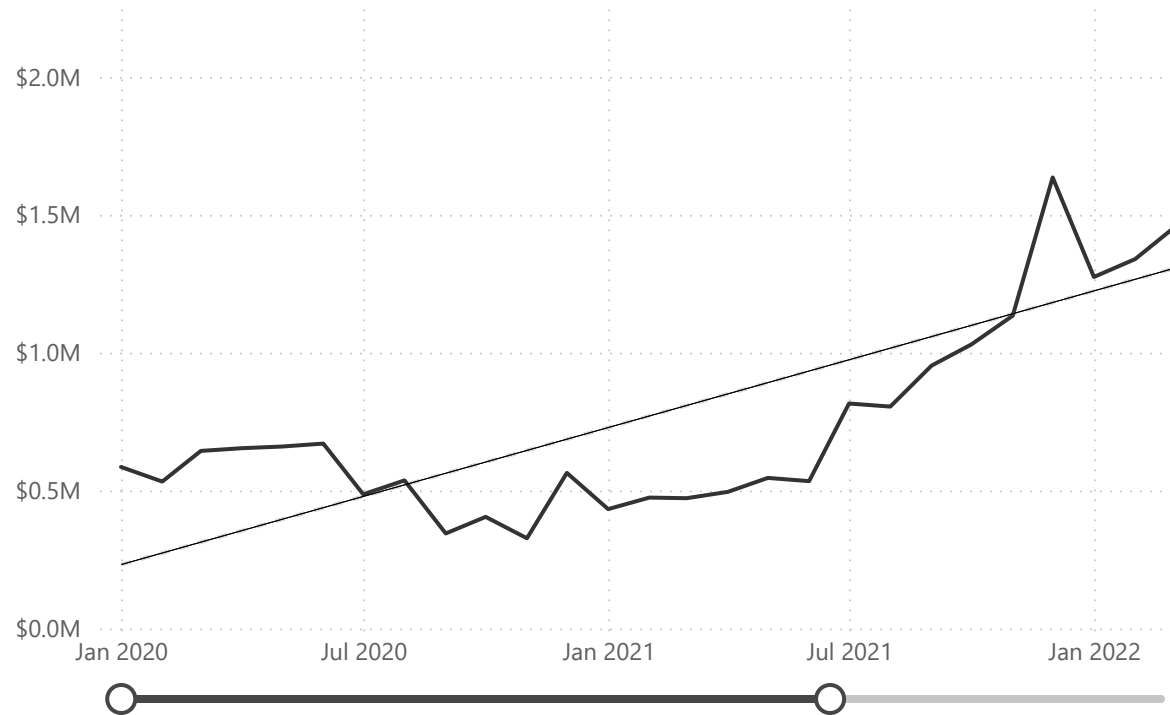
25.2K

ORDERS

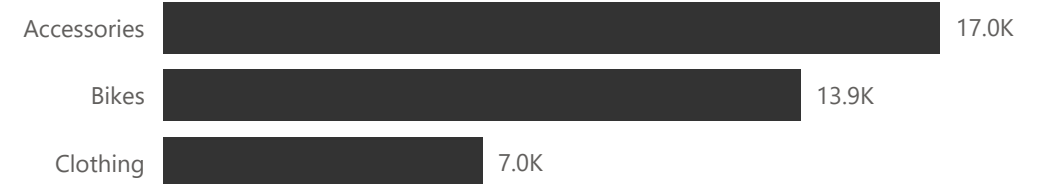
2.2%

Return Rate

### Revenue Trending



### 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%
Sport-100 Helmet, Black	1,912	\$55,662.55	2.68%

### 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%)

### Most Ordered Product Type:

Tires and Tubes

### Most Returned Product Type:

Shorts

Select all

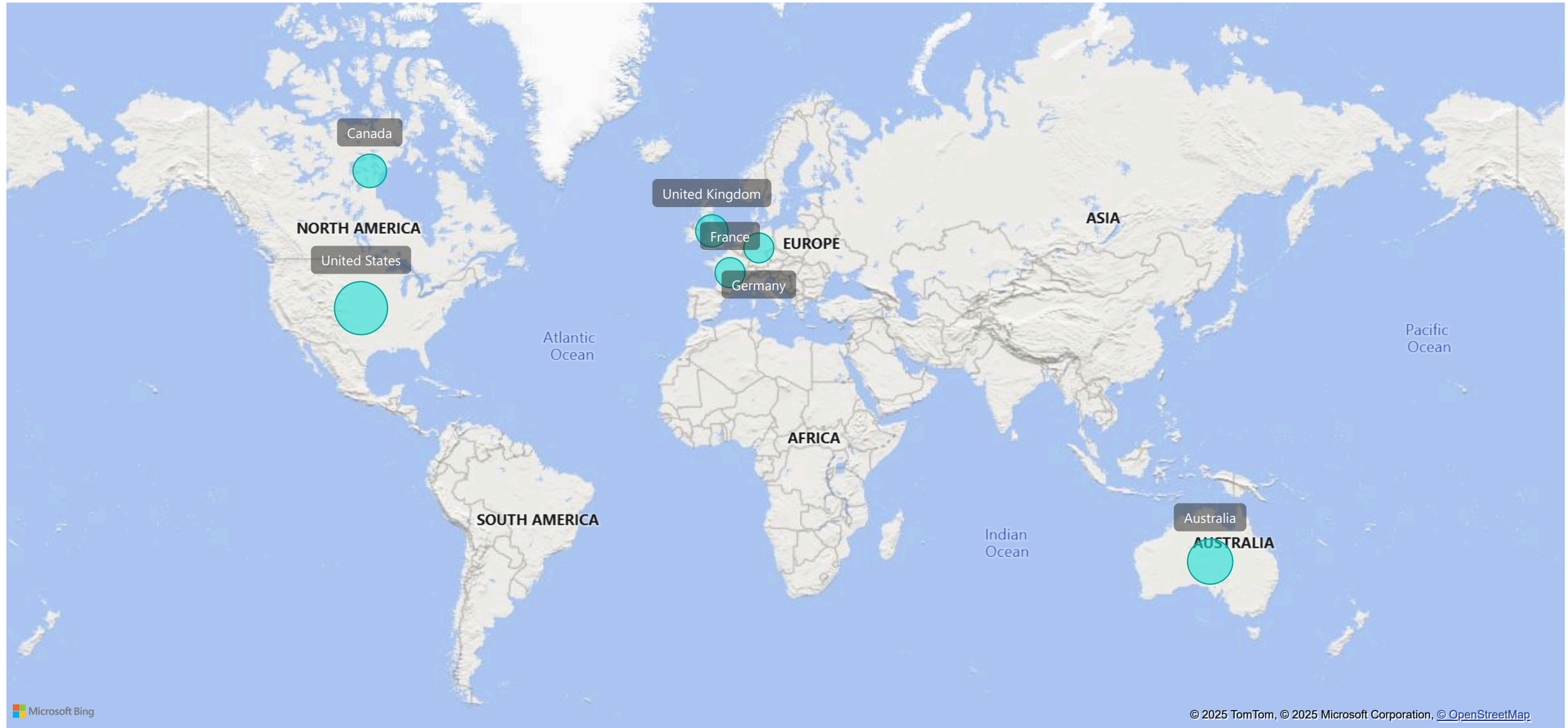
Europe

North America

Pacific

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

Upgrade map



Selected Product:

Road Tire  
Tube

Monthly Orders vs. Target

213

0

234

Monthly Revenue vs. Target

\$1.67K

\$0.00K

\$1,804

Monthly Profit vs. Target

\$1,044

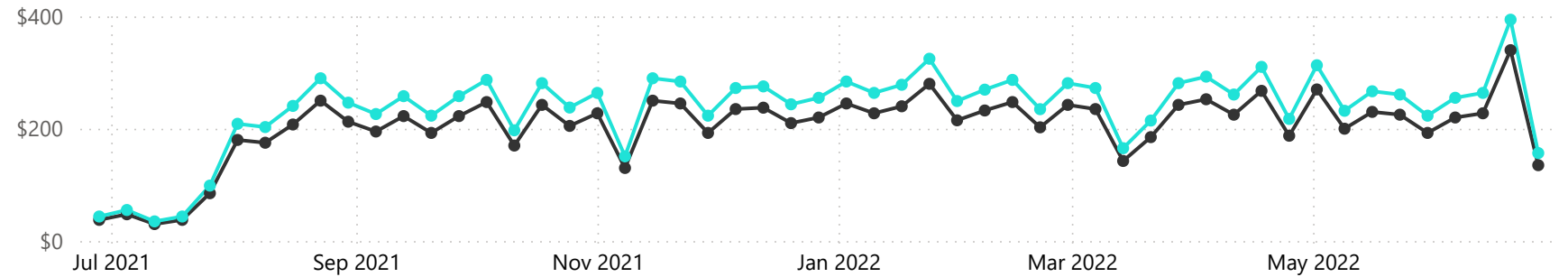
\$0

\$1,129

Price Adjustment (%)

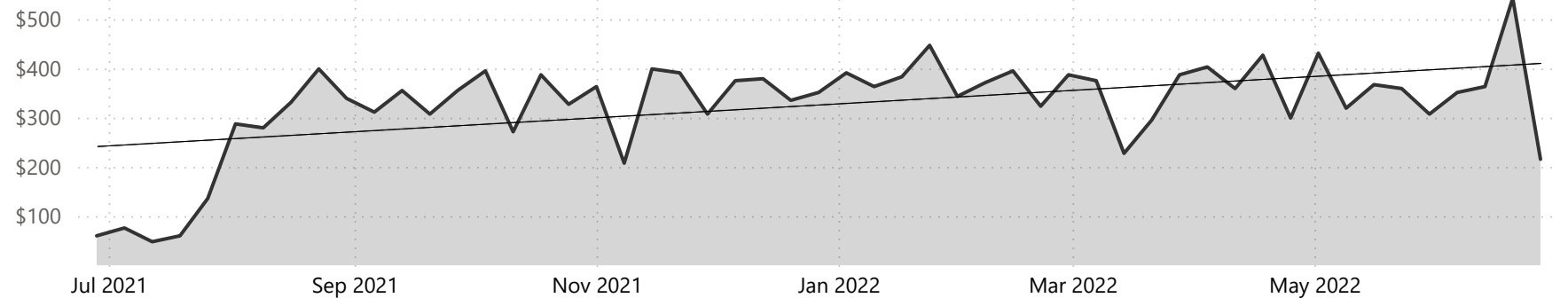
0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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





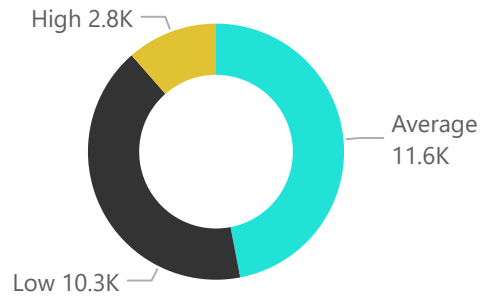
17.4K

UNIQUE CUSTOMERS

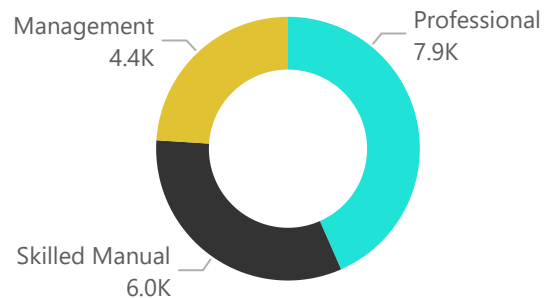
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



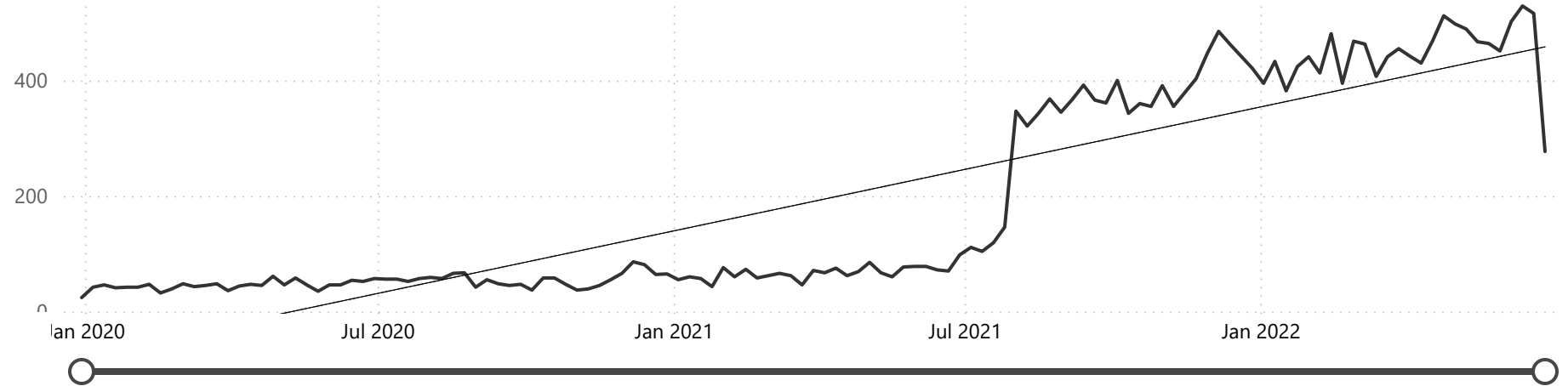
Orders by Occupation



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	4	\$10,065.01

2020

2022

Top Customer by Revenue:

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.41K