



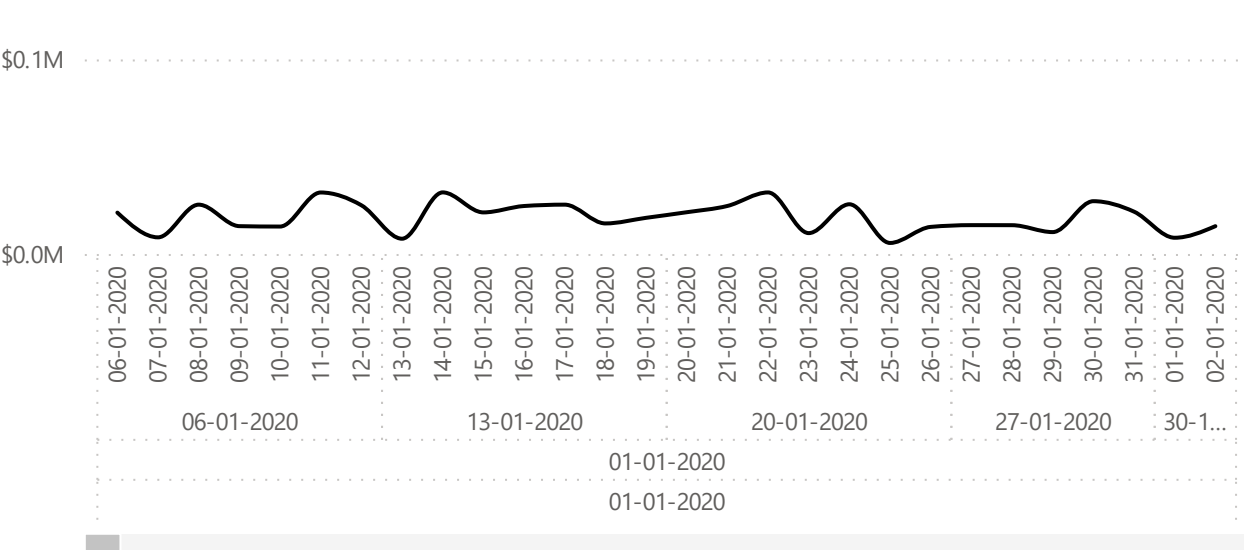
**\$24.9M**  
REVENUE

**\$10.5M**  
PROFIT

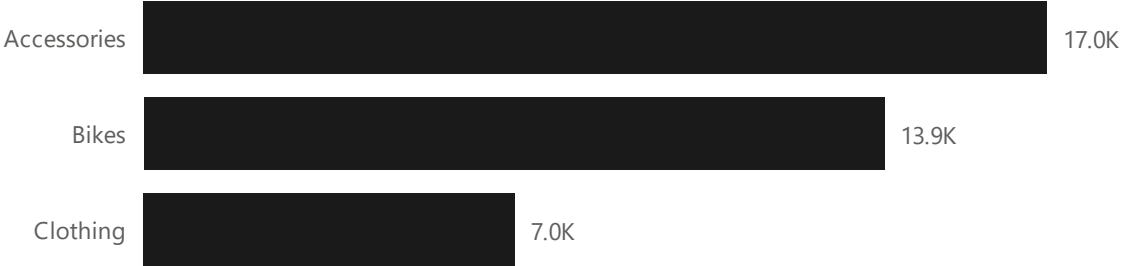
**25.2K**  
TOTAL ORDERS

**2.2%**  
RETURN RATE

Weekly Revenue



Orders by Category



Top 10 Products	Revenue	Orders	Return %
Water Bottle - 30 oz.	\$39,755.33	3983	1.95%
Sport-100 Helmet, Red	\$73,444.01	2099	3.33%
Sport-100 Helmet, Blue	\$67,120.18	1995	3.31%
Sport-100 Helmet, Black	\$65,269.75	1940	2.68%
Road Tire Tube	\$17,264.73	2173	1.55%
Patch Kit/8 Patches	\$13,506.42	2952	1.61%
Mountain Tire Tube	\$28,333.22	2846	1.64%
Mountain Bottle Cage	\$38,061.90	1896	2.02%
Fender Set - Mountain	\$87,040.80	1975	1.36%
AWC Logo Cap	\$35,882.07	2062	1.11%

Monthly Revenue

**\$1.83M** ✓  
Previous Month: \$1.77M  
(+3.31%)

Monthly Orders

**2.15K** !  
Previous Month: 2.17K  
(-0.88%)

Monthly Returns

**166** ✓  
Previous Month: 169  
(+1.78%)

Most Ordered Product Type

**Tires and Tubes**

Most Returned Product Type

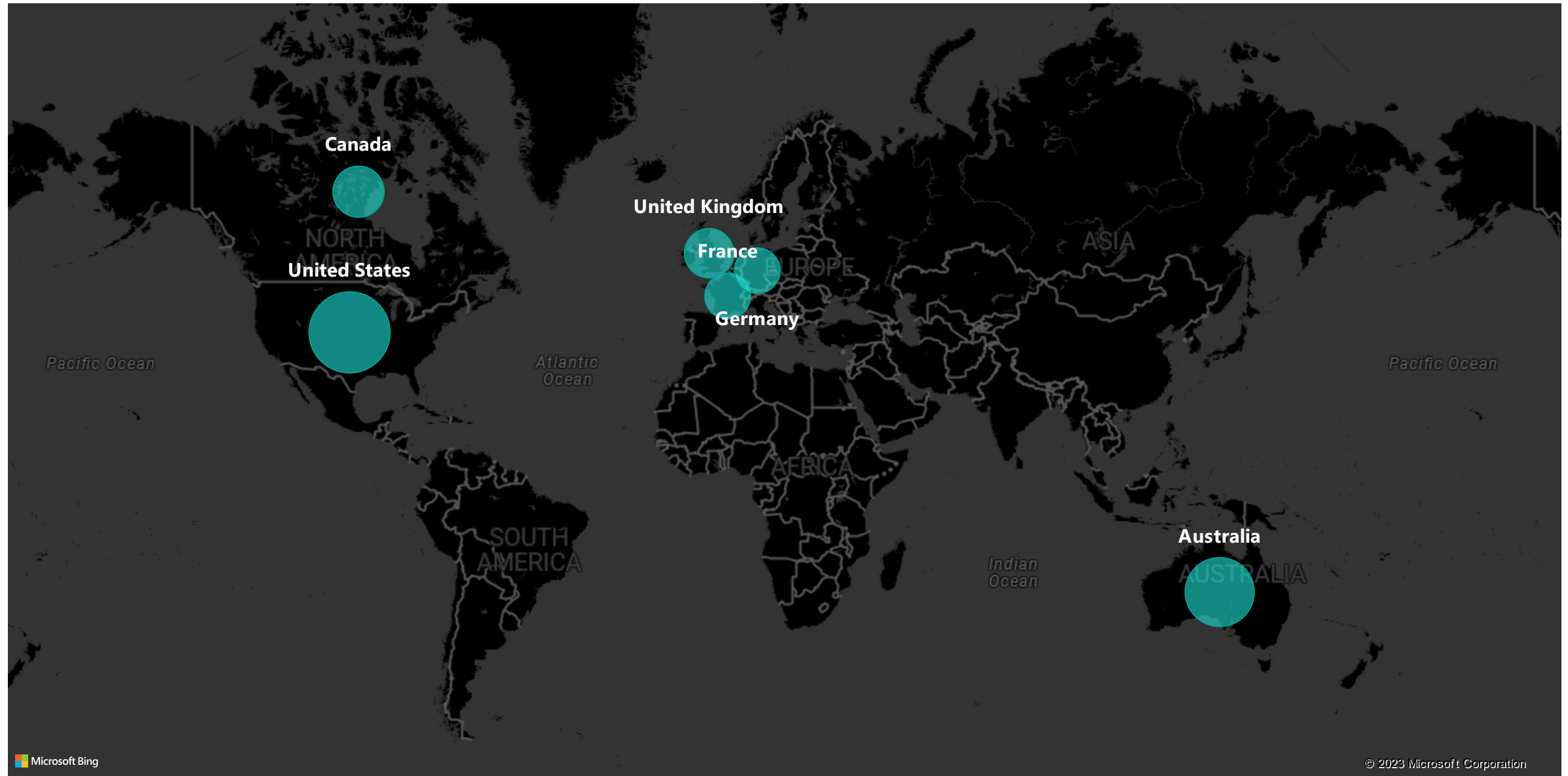
**Shorts**

Select all

Europe

North America

Pacific



Selected Product

**Sport-100  
Helmet, Blue**

Price Adjusted ( % )

0.20

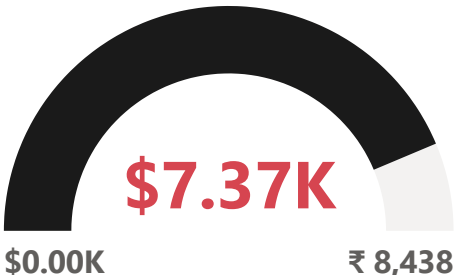
Product Metric Selection

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

Monthly Orders Vs Target



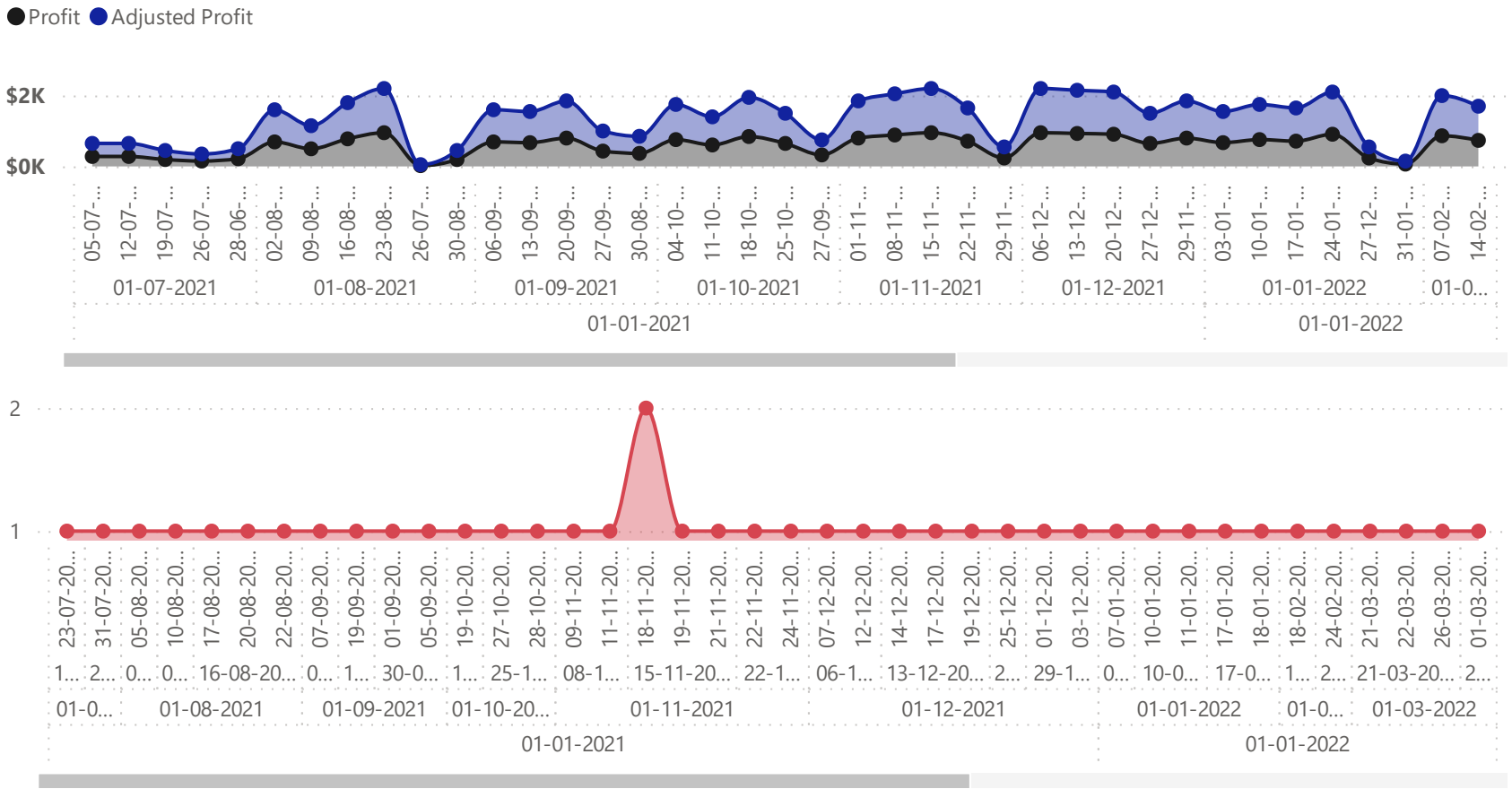
Monthly Revenue Vs Target



Monthly Profit Vs Target



Weekly Profit





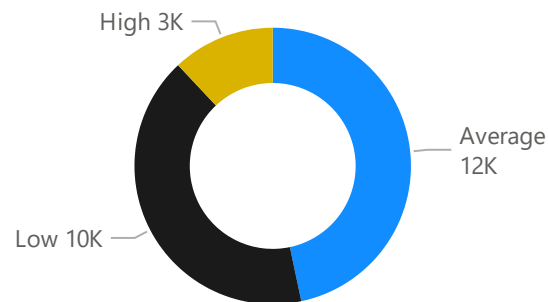
17.4K

Unique Customers

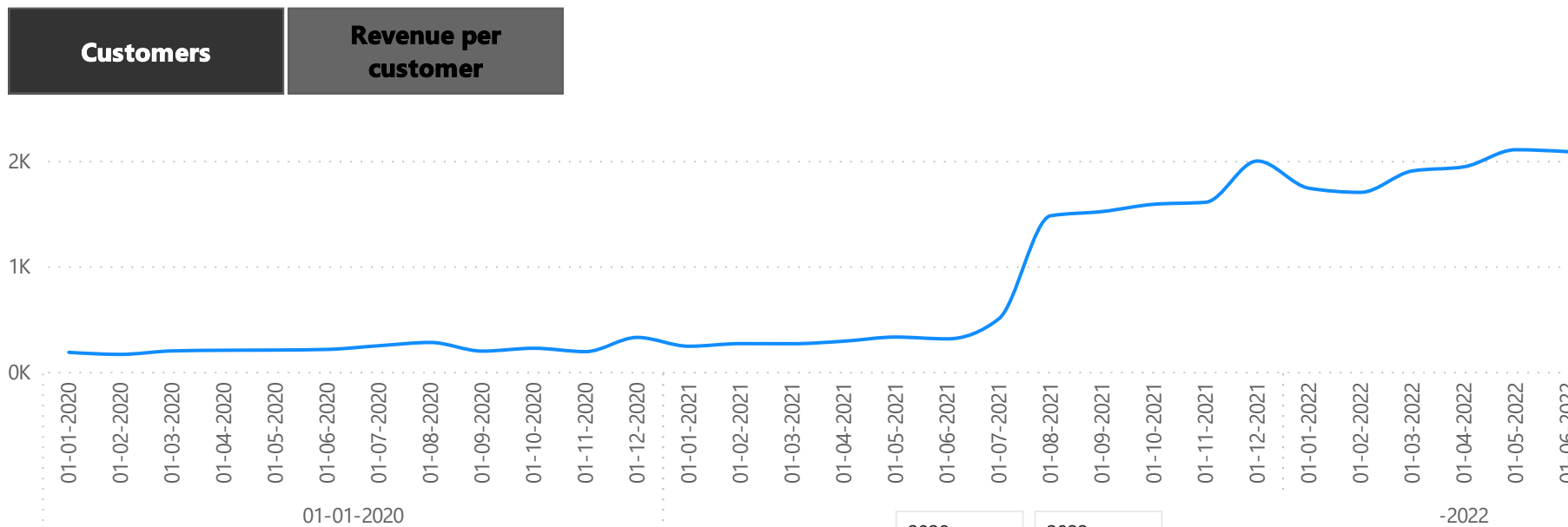
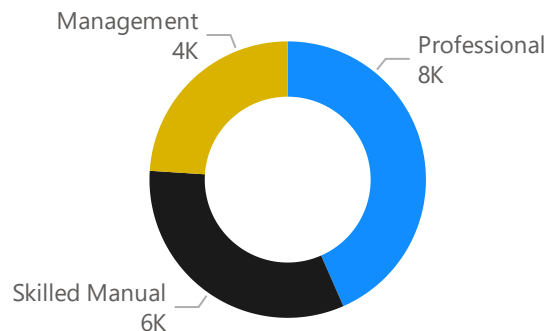
\$1,431

Revenue Per customer

Orders by Income Level



Orders by Occupation



CustomerKey	Full Name	Total Orders	Total Revenue
11619	Ms. Sierra Young	16	\$813.31
11500	Ms. Sarah Simmons	15	\$848.91
12760	Ms. Krista Gomez	4	\$389.46
11820	Ms. Katelyn Lopez	5	\$347.87
11869	Ms. Kaitlyn Adams	4	\$328.46
16497	Ms. Julia Peterson	4	\$202.93
11868	Ms. Jessica Peterson	5	\$327.58
11505	Ms. Jasmine Powell	16	\$1,103.52
14332	Ms. Jade Rogers	4	\$129.53
11507	Ms. Isabella Russell	15	\$859.46
11769	Ms. Haley Hernandez	5	\$593.23
11078	Ms. Gina Martin	16	\$991.27
13144	Ms. Destiny Stewart	4	\$373.89
11581	Ms. Cindy Jordan	5	\$271.69
12972	Ms. Carolyn Suri	4	\$291.37
14282	Ms. Brianna Lewis	4	\$207.15
11566	Ms. April Shan	24	\$1,424.49
14328	Ms. Andrea Rogers	5	\$428.52
Total		1272	\$6,15,328.64

Top Customer by Revenue

Mr. Maurice Shan

Total Orders

6.0

Total Revenue

\$12.41K