



\$24.91M

Total Revenue

\$10.46M

Total Profit

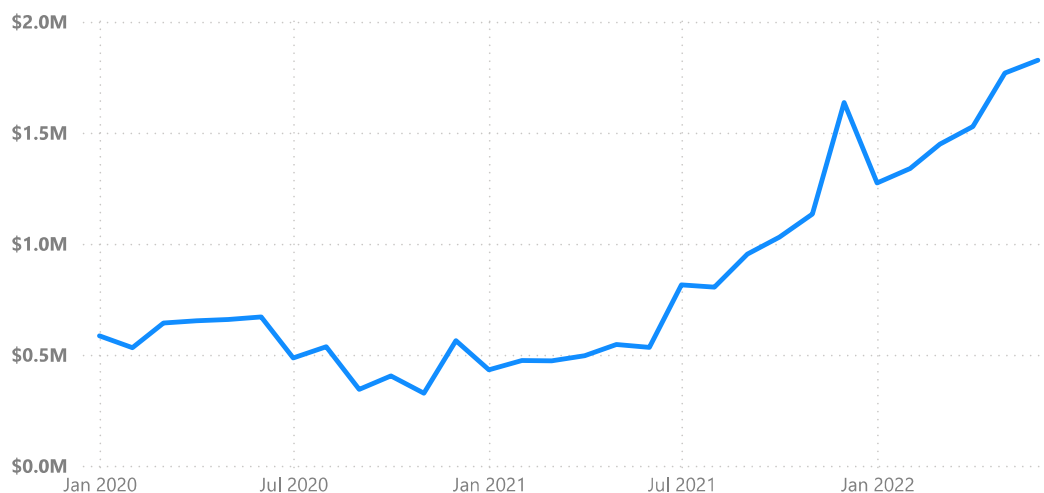
25K

Total Orders

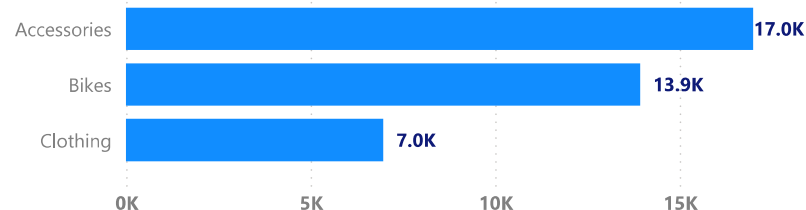
2.17%

Return Rate

### Revenue Trending



### Orders by Category



### Monthly Revenue

\$1.83M ✓

Goal: \$1.77M (+3.31%)

### Monthly Orders

2146 !

Goal: 2165 (-0.88%)

### Monthly Returns

166 ✓

Goal: 169.00 (+1.78%)

ProductName	Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Road Tire Tube	2173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
AWC Logo Cap	2062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31%
Total	15587	\$4,65,678.41	1.85%

### Most Ordered Product Type

Tires and Tubes

### Most Returned Product Type

Shorts



Europe

North America

Pacific



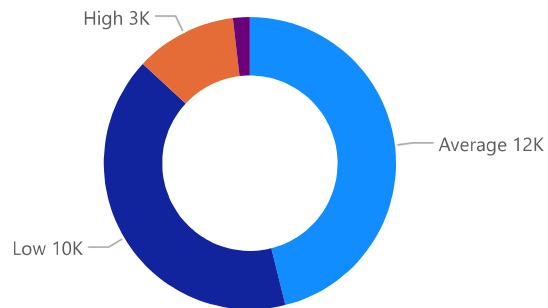
# 17.4K

Total Customer

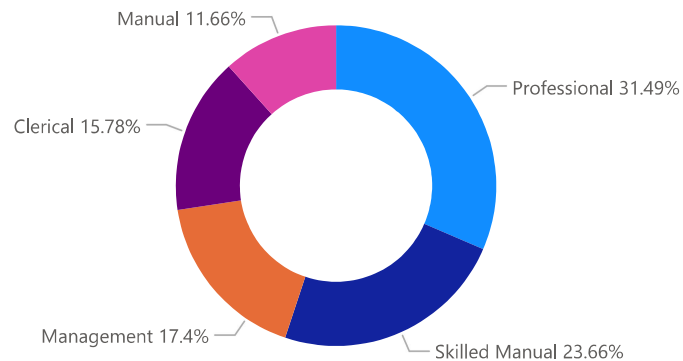
# \$1.43K

Revenue per customer

## Orders by Income Level

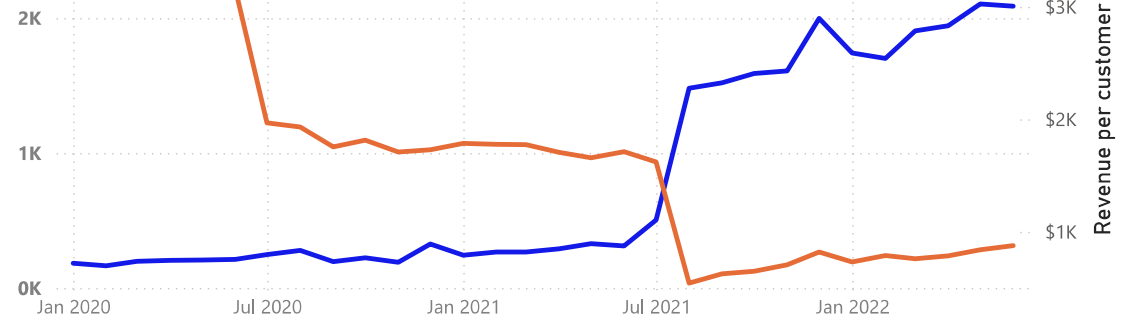


## Total Orders by Occupation



## Total Customer and Revenue per customer

— Total Customer — Revenue per customer



2020

2021

2022

## Top 10 Customers by Revenue

CustomerKey	FullName	Total Orders	Total Revenue
11433	MAURICE SHAN	6	\$12,407.95
11439	JANET MUNOZ	6	\$12,015.40
11241	LISA CAI	7	\$11,330.45
11417	LACEY ZHENG	7	\$11,085.75
11420	JORDAN TURNER	7	\$11,022.40
11242	LARRY MUNOZ	7	\$10,852.03
13263	KATE ANAND	4	\$10,436.51
12655	LARRY VAZQUEZ	4	\$10,394.98
11425	ARIANA GRAY	6	\$10,391.43
12631	CLARENCE GAO	4	\$10,331.73
Total		58	\$1,10,268.65

SubcategoryName

All

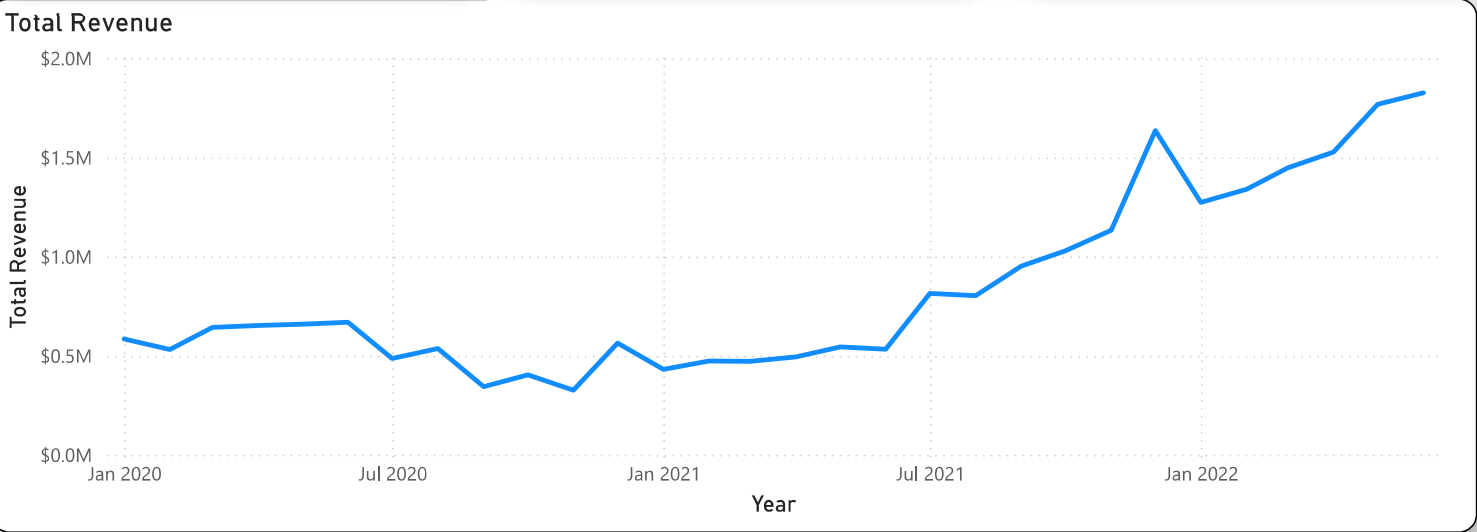
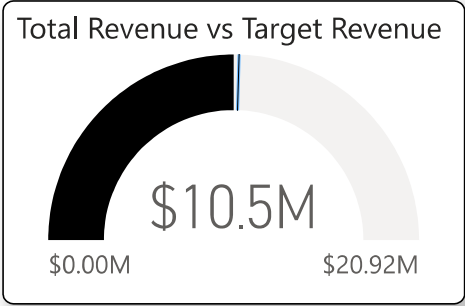
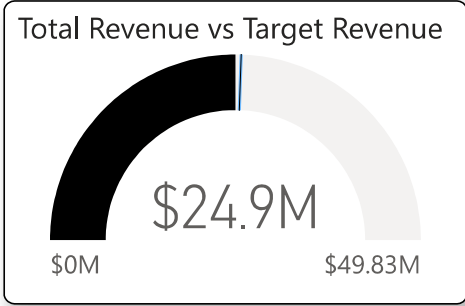
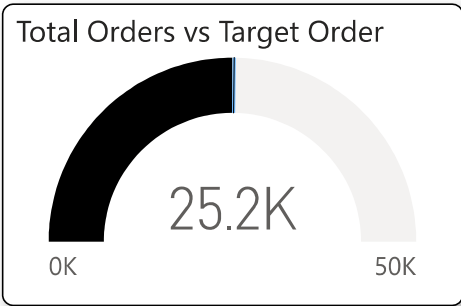
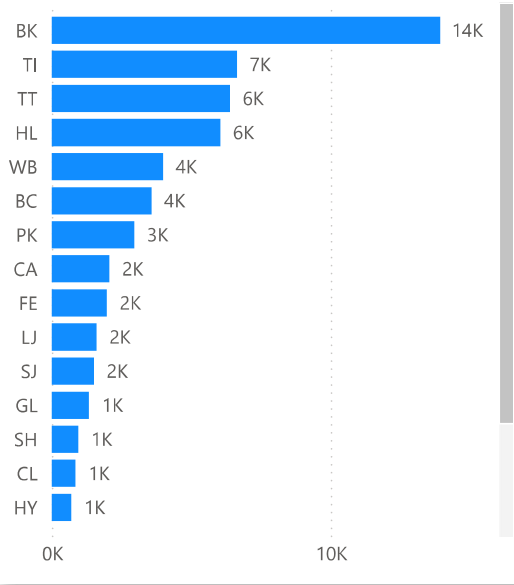
Year

202020212022

SubcategoryName

All

Orders by Product Category



Top 1 Product by Revenue

Mountain-200 Black, 46

Most Returned Product

Water Bottle - 30 oz.