



\$24.9M

REVENUE

\$10.5M

PROFIT

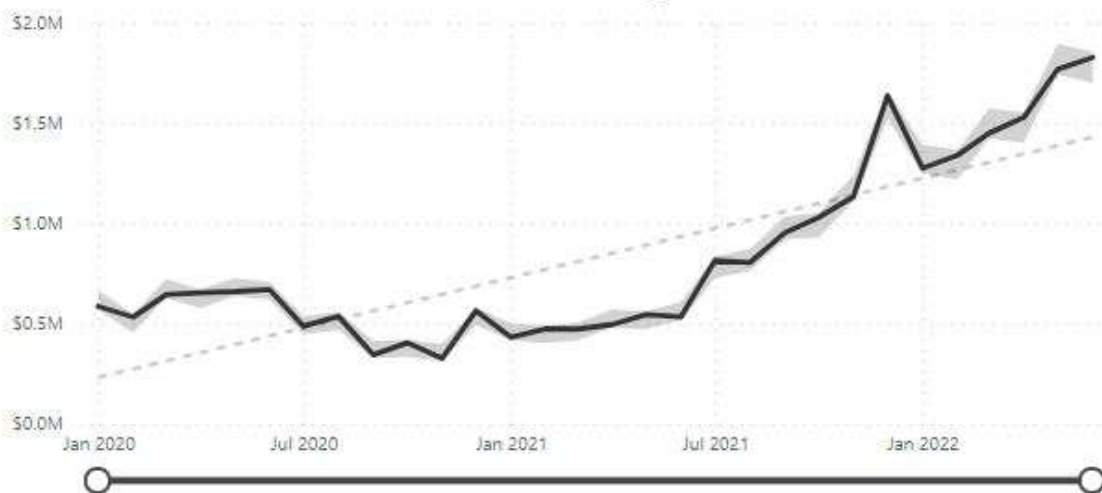
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M

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

Monthly Orders

2,146

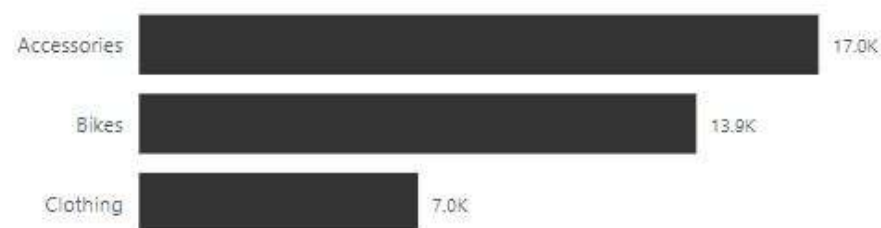
Prev Month: 2,165 (-0.88%)

Monthly Returns

166

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Continent

Select all

Europe

North America

Pacific



Selected Product

**Sport-100
Helmet, Red**

Price Adjustment (%)

0.10

Product Metric Selection

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

Monthly Order vs. Target



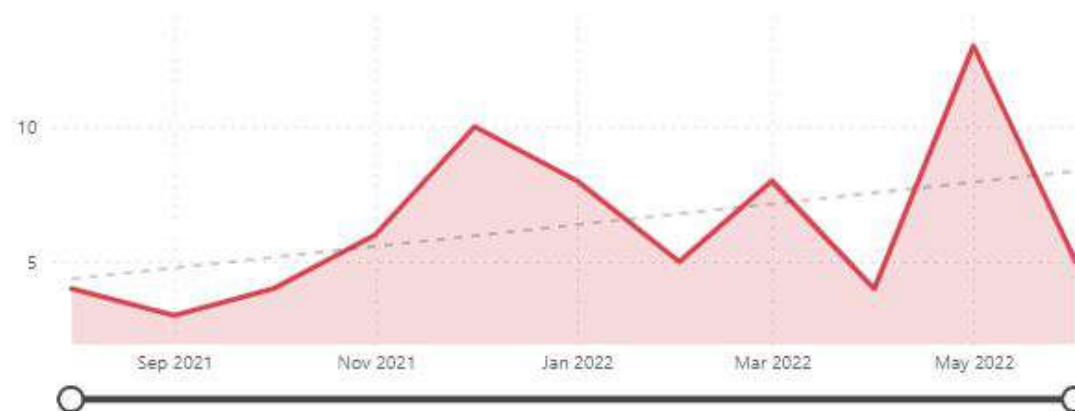
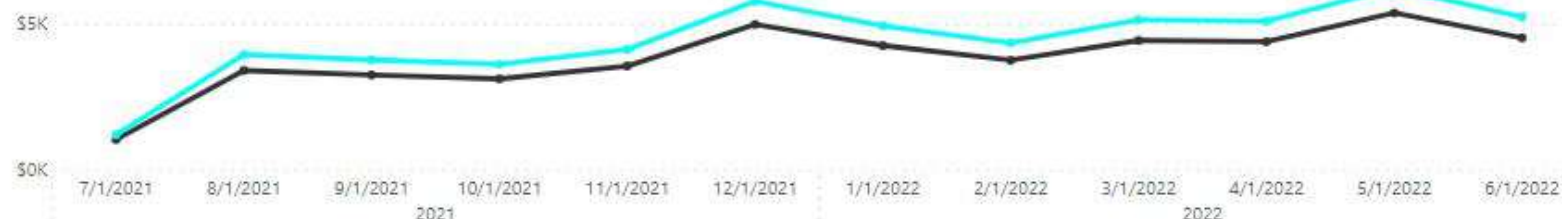
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Report Summary

Total orders for **Sport-100 Helmet, Red** were **206**

Total Profit for 2021 (382.98% increase) and 2022 (6.19% increase) both trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

Total Profit fell by \$854 in the last Day.

Between Thursday, July 1, 2021 and Wednesday, June 1, 2022, average Total Profit was higher for 2022 (\$4,446) than

17.4K

UNIQUE CUSTOMERS

\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

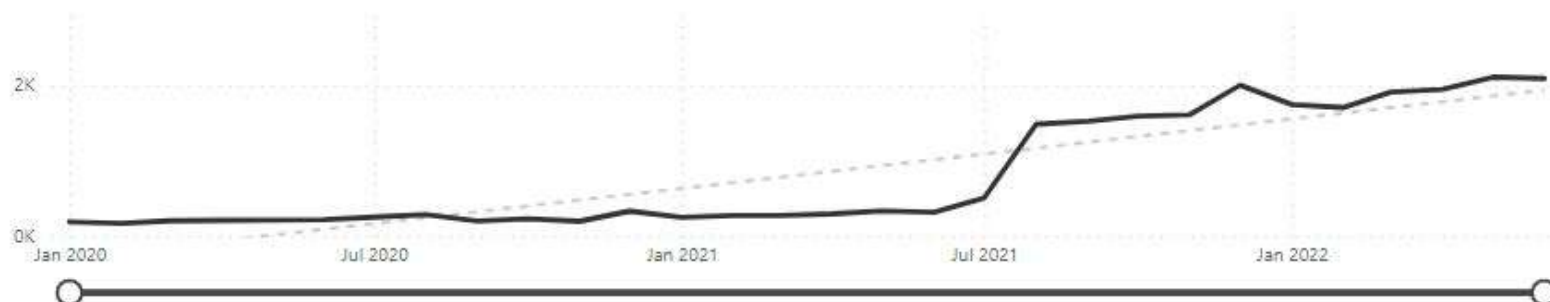


Orders by Occupation



Total Customers

Revenue Per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11019	MR. LUKE LAL	15	\$962
11078	MS. GINA MARTIN	16	\$991
11091	MR. DALTON PEREZ	26	\$1,513
11131	MS. AMANDA RIVERA	4	\$212
11142	MR. EDUARDO PATTERSON	15	\$1,117
11176	MR. MASON ROBERTS	24	\$1,526
11185	MRS. ASHLEY HENDERSON	25	\$1,717
11200	MR. JASON GRIFFIN	25	\$1,614
11203	MR. LUIS DIAZ	17	\$1,002
11211	MRS. SAMANTHA RUSSELL	16	\$948
11212	MRS. CHLOE CAMPBELL	15	\$970
11215	MRS. ANA PERRY	17	\$1,336
11223	MRS. HAILEY PATTERSON	26	\$1,616
11237	MR. CLARENCE ANAND	4	\$10,065
11241	MRS. LISA CAI	7	\$11,330
11242	MR. LARRY MUNOZ	7	\$10,852
11245	MR. RICKY VAZQUEZ	4	\$10,166
11249	MRS. CINDY BATEL	1	\$4,683
Total		1,272	\$615,329

Year

☐ 2020

☐ 2021

Top Customers by Revenue

MR. MAURICE SHAN

Revenue

\$12.4K

Orders

6



Among Customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 7 segments and ranked them by % HomeOwner is Y and population size. Select a ...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	91.0%	88.8%	83.5%	75.7%	72.1%	69.9%
Population count	2552	1304	1868	1066	1748	1279

Key influencers Top segments



What influences Average Retail Price to ?

When...

...the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

\$478.6