



SELECTED PRODUCT

Sport-100
Helmet, Black

Price Adjustment(%)

0.30

Product Metric Selection

- ☒ Orders
- ☐ Profit
- ☐ Revenue
- ☐ Return
- ☐ Return rate

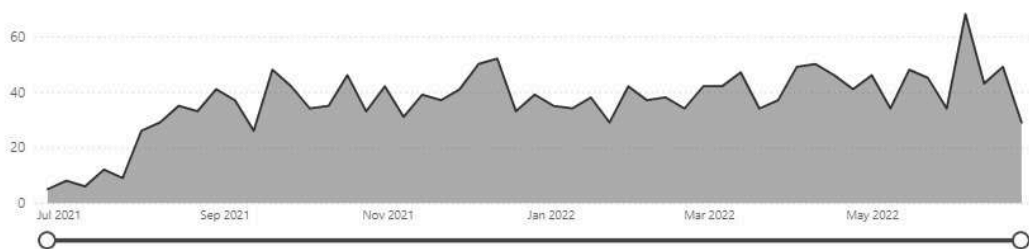
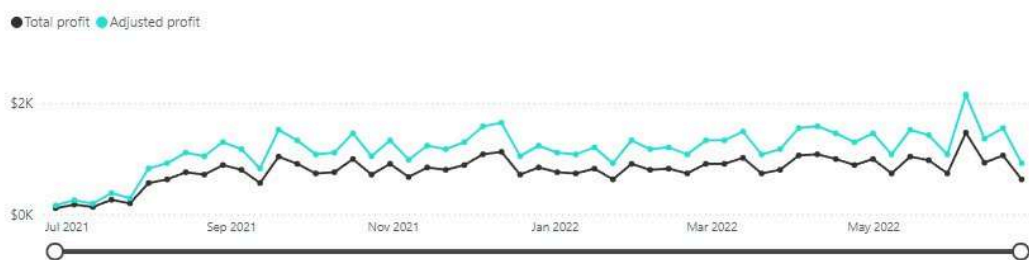
MONTHLY ORDERS VS TARGET



MONTHLY REVENUE VS TARGET



MONTHLY PROFITS VS TARGET



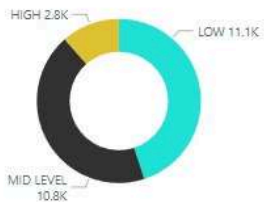
17.4K

TOTAL CUSTOMERS

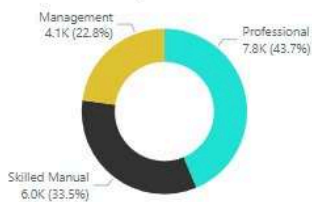
\$1,431

REVENUE PER CUSTOMER

Orders by Income levels



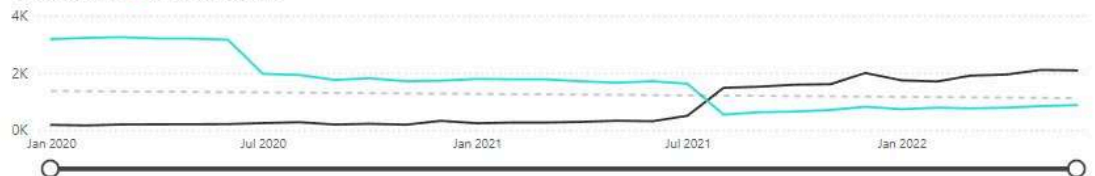
Orders by Income levels



Total Customers

Revenue per customer

● Total Customers ● Revenue per customer



TOP 100 CUSTOMERS

| Customer key | Customers name | Orders | Total Revenue |
|--------------|---------------------|--------|---------------|
| 12300 | ADRIANA GONZALEZ | 4 | \$9,195.70 |
| 12936 | RENEE MORENO | 4 | \$335.12 |
| 12650 | MR. AARON WRIGHT | 4 | \$10,329.23 |
| 12984 | MR. ADAM YOUNG | 4 | \$302.03 |
| 13179 | MR. ADRIAN SANCHEZ | 4 | \$259.00 |
| 11530 | MR. ANDREW MARTINEZ | 15 | \$757.59 |
| 11631 | MR. ANTONIO BENNETT | 16 | \$1,001.38 |
| 11719 | MR. BLAKE GREEN | 5 | \$403.83 |
| 11748 | MR. BLAKE HILL | 5 | \$194.79 |
| 12307 | MR. BRAD SHE | 4 | \$9,161.01 |
| 12892 | MR. BRIAN PETERSON | 4 | \$496.02 |
| 14077 | MR. BRYAN TOWNSEND | 4 | \$270.59 |
| 11431 | MR. BRYANT GARCIA | 4 | \$9,687.37 |
| 12061 | MR. BRYCE BROOKS | 4 | \$210.35 |
| 12165 | MR. CALEB FLORES | 4 | \$440.21 |
| 11277 | MR. CHARLES JACKSON | 24 | \$1,776.69 |
| 11677 | MR. CHARLES WALKER | 5 | \$372.65 |
| 11237 | MR. CLARENCE ANAND | 4 | \$10,065.01 |
| 12631 | MR. CLARENCE GAO | 4 | \$10,331.73 |
| 13505 | MR. COLE STEWART | 4 | \$9,805.10 |
| Total | | 1272 | \$6,15,328.64 |

Year

2020

2022

TOP CUSTOMER (BY REVENUE)

MR. MAURICE SHAN

ORDERS

REVENUE

6

12.41K

REPORT SUMMARY

Total Customers trended up (1,034.24% increase) while Revenue per customer (72.48% decrease) trended down between January 2020 and June 2022.

Total Customers started trending up on September 2021, rising by 37.39% (568) in 9 months.



PROFIT

ORDERS

RETURN RATE

ORDERS BY CATEGORY



| Product Name | Orders | Revenue | Return % |
|-------------------------|--------|-------------|----------|
| AWC Logo Cap | 2062 | \$35,882.07 | 1.11% |
| Fender Set - Mountain | 1975 | \$87,040.80 | 1.36% |
| Mountain Bottle Cage | 1896 | \$38,061.90 | 2.02% |
| Mountain Tire Tube | 2846 | \$28,333.22 | 1.64% |
| Patch Kit/8 Patches | 2952 | \$13,506.42 | 1.61% |
| Road Tire Tube | 2173 | \$17,264.73 | 1.55% |
| Sport-100 Helmet, Black | 1940 | \$65,269.75 | 2.68% |

MONTHLY RETURNS

153 ✓

PREVIOUS MONTH: 155 (+1.29%)

MOST ORDERED PRODUCT TYPE

MOST RETURNED PRODUCT TYPE

Tires and Tubes

Shorts

Select all

Europe

North America

Pacific

