



\$24.9M

REVENUE

\$10.5M

PROFIT

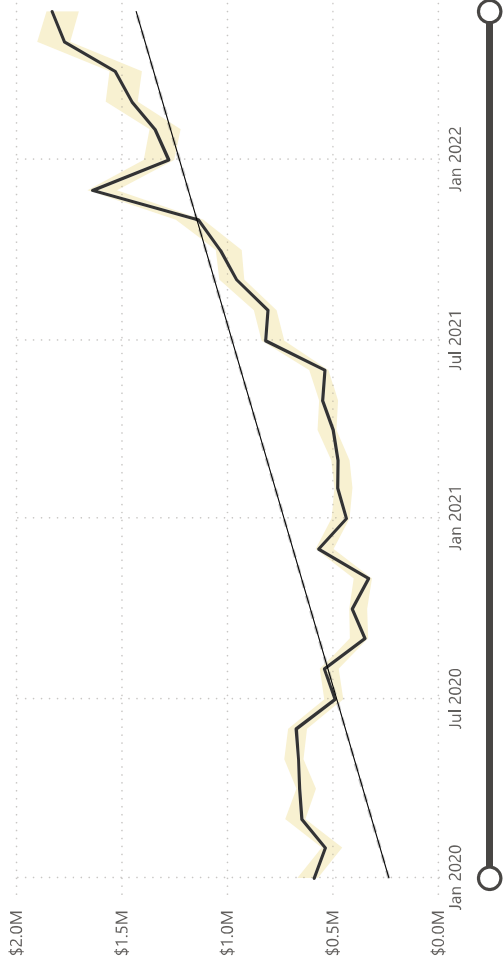
25.2K

ORDERS

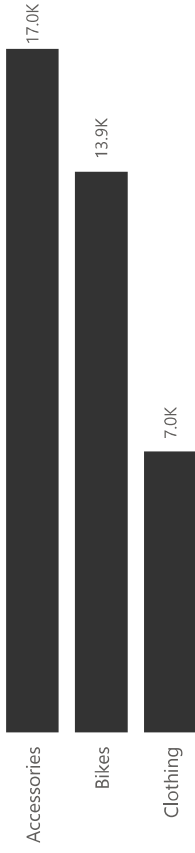
2.2%

RETURN RATE

Revenue Trending



Order By Category



Top 10 Products

	Order	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%

Monthly Revenue

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

Monthly Orders

2146 !
Prev Month: 2165 (-0.88%)

Monthly Return

166 ✓
Prev Month: 169 (+1.78%)

Most Ordered Product Type :

Tires and Tubes

Most Returned Product Type :

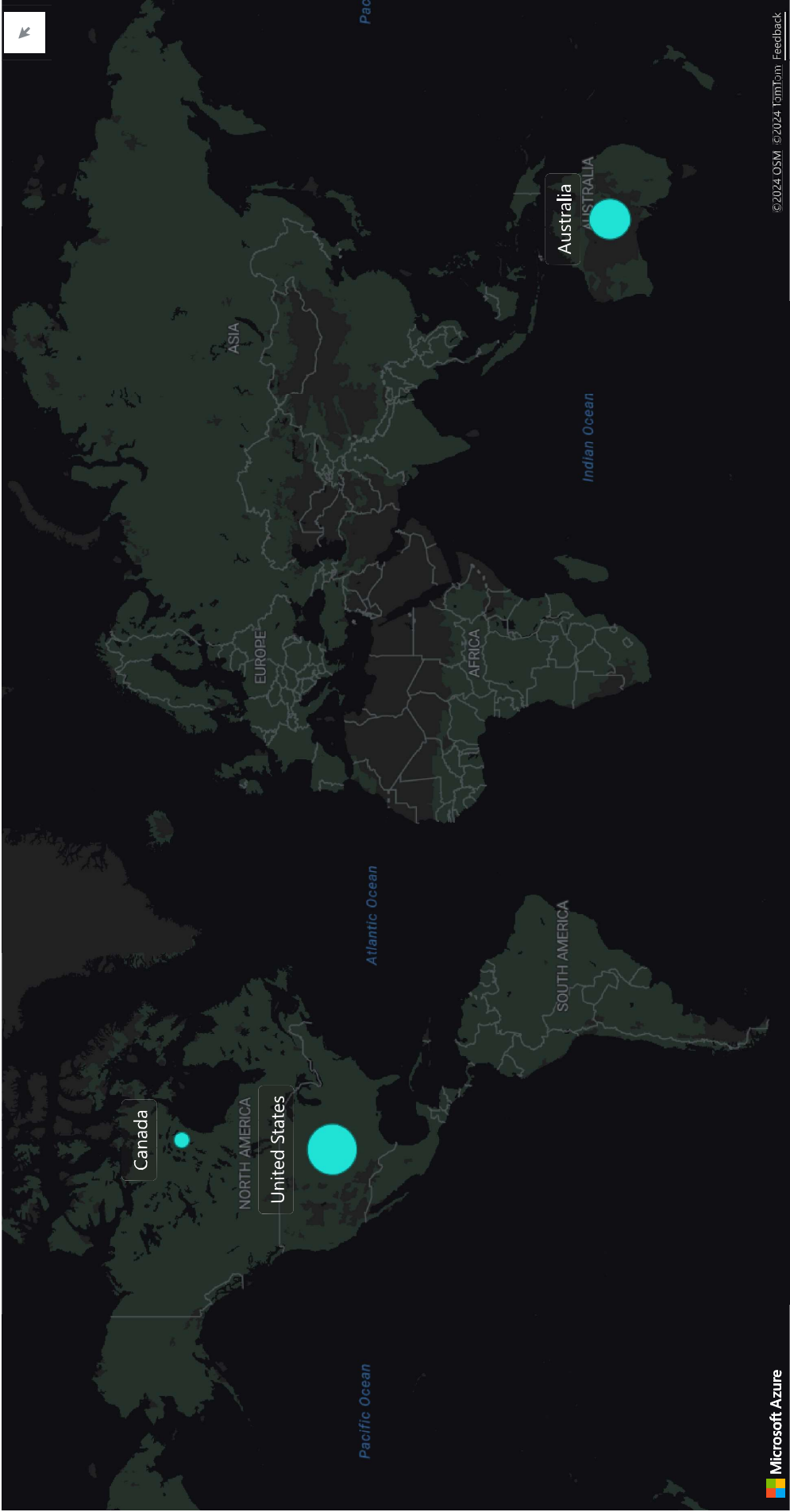
Shorts

Select all

Europe

North America

Pacific

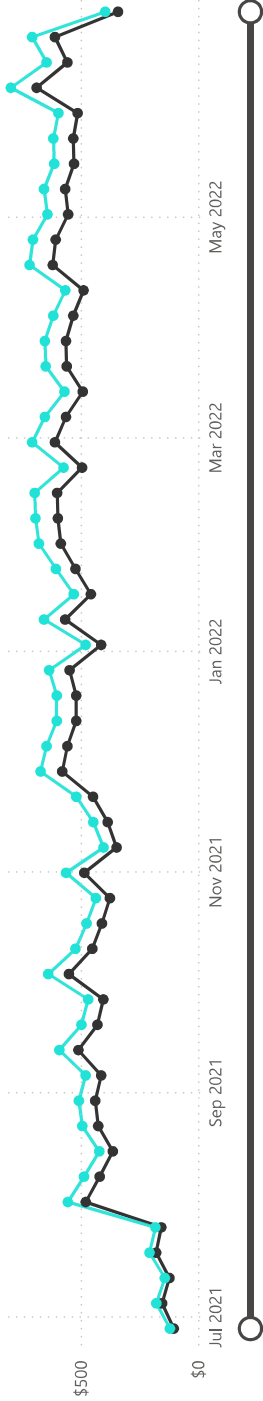


Water Bottle -
30 oz.



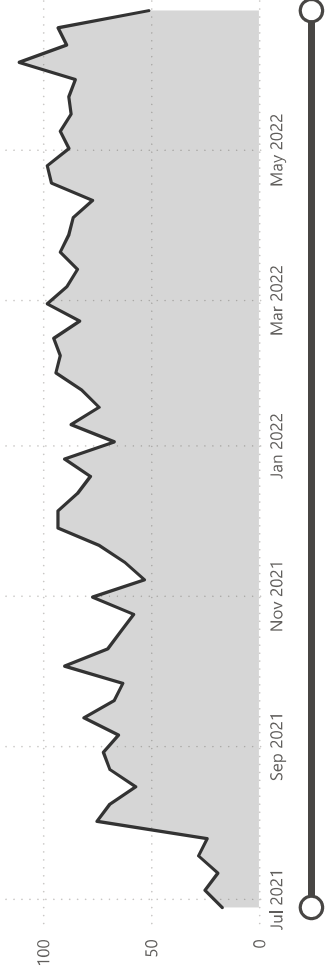
Price Adjustment %

● Total Profit ● Adjusted Profit



Product Metric Selection

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



Report Summary

Total Orders for **Water Bottle - 30 oz.** and Total Orders **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Across all metrics, Adjusted Profit had

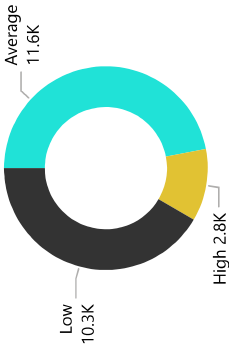
17.4K

UNIQUE CUSTOMERS

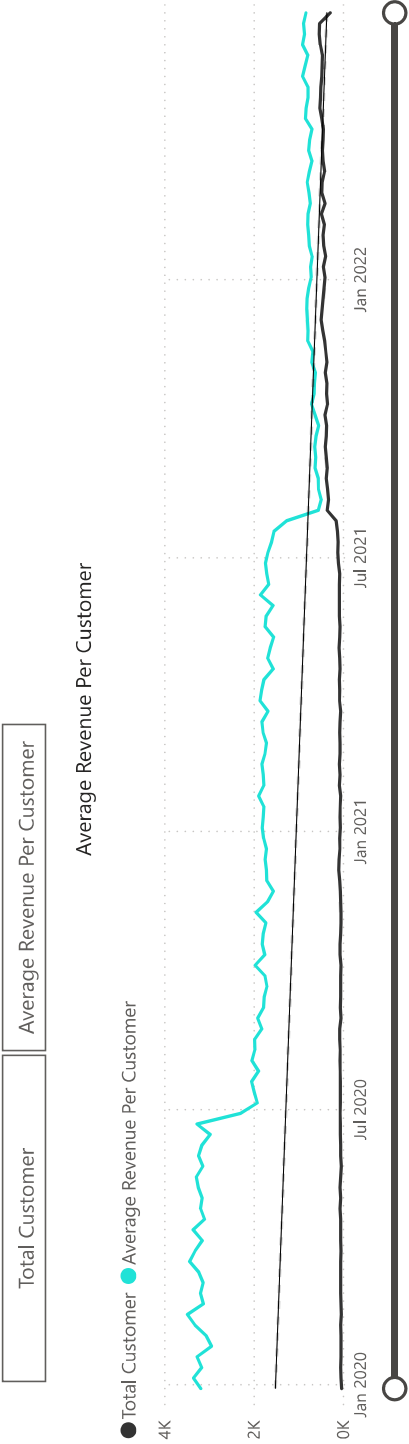
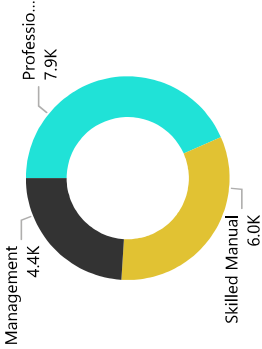
\$1,431

REVENUE PER CUSTOMER

Order by Income Level



Order by Occupation



Top 100 Customer by Order			
Customer Key	Full Name	Order	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002

20202022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders:6Revenue:\$12.4K

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Mrs. Isabella Ward is most revenue given customer between 2020 to 2021