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\$24.9M

REVENUE

10.5M

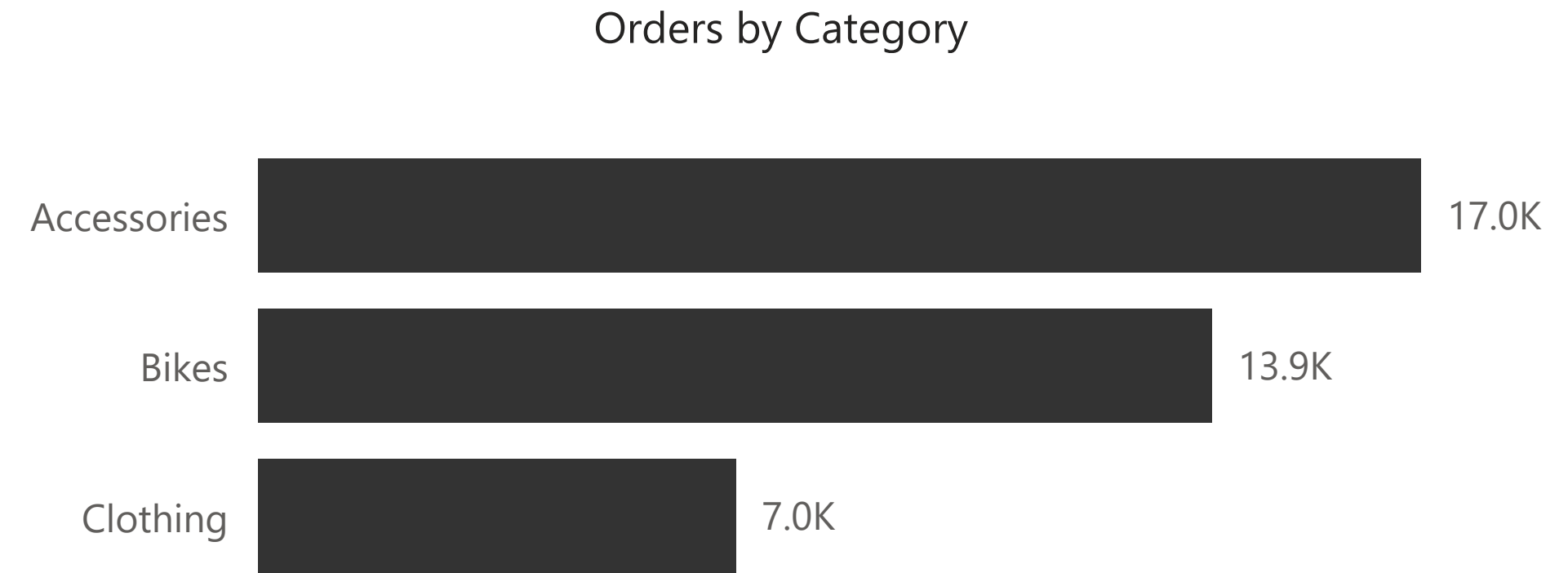
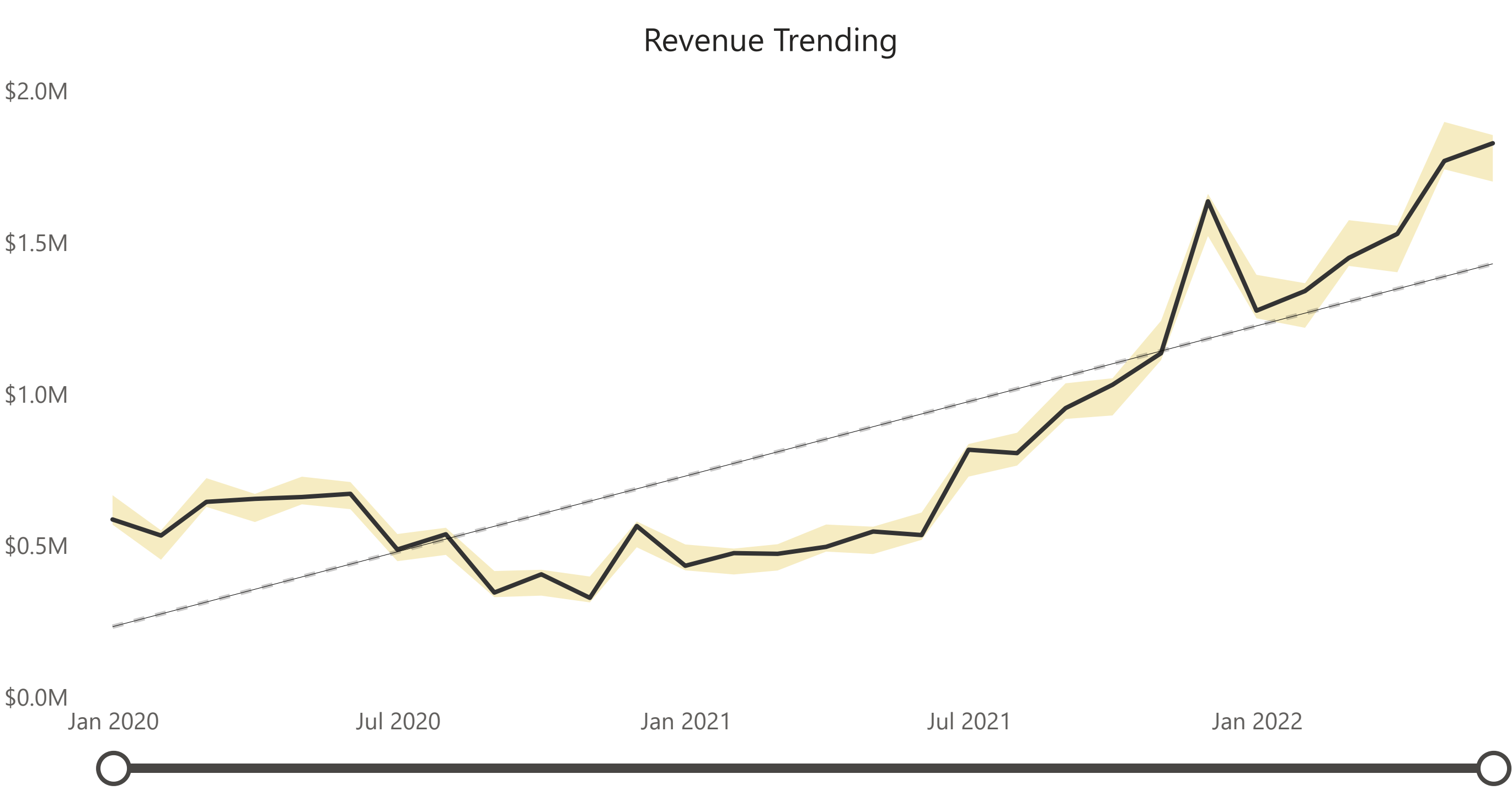
PROFIT

25.2K

ORDERS

2.2 %

RETURN RATE



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 %

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

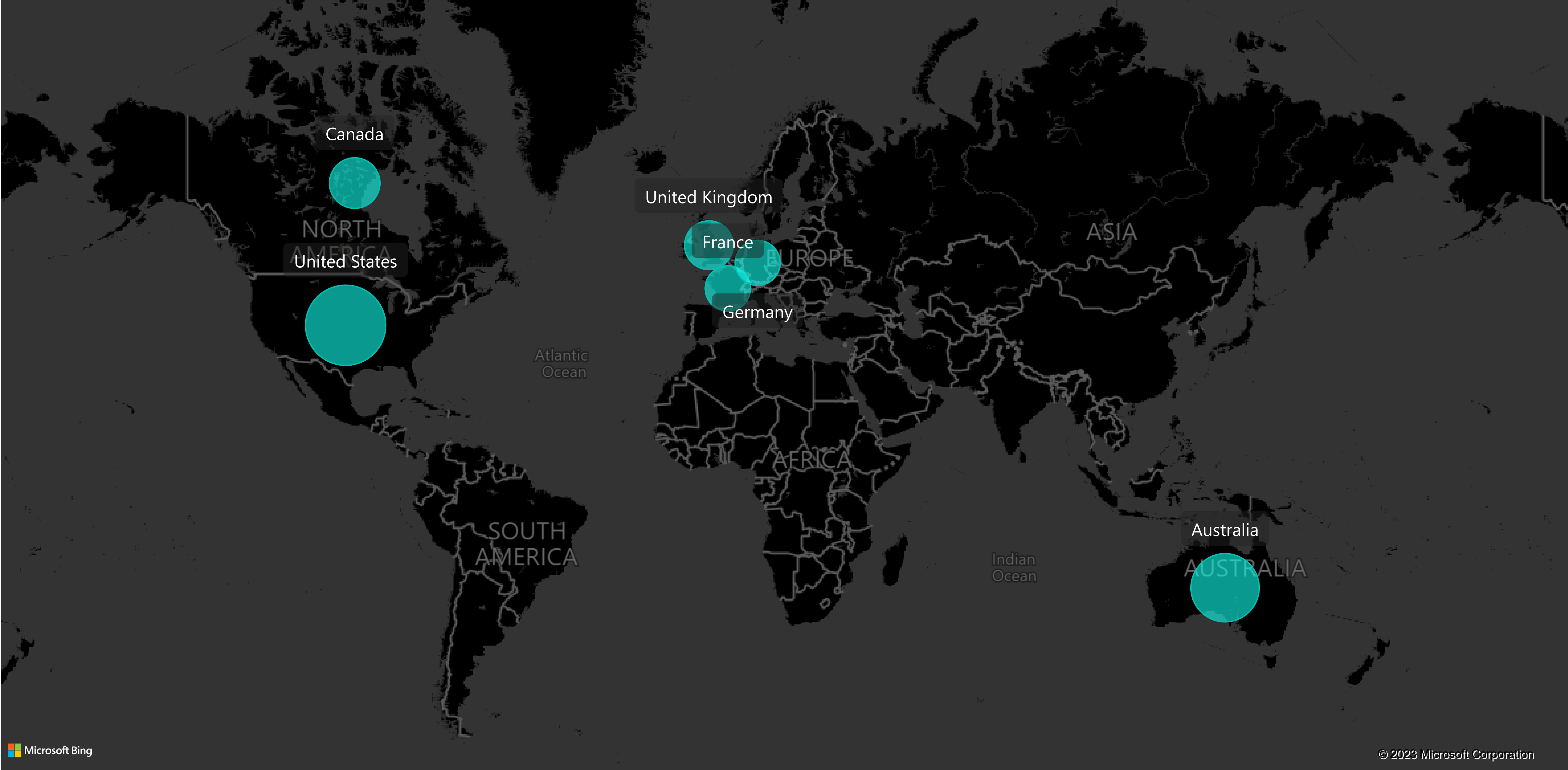
Shorts

Select all

Europe

North America

Pacific



Selected Product

Water Bottle -
30 oz.

Price Adjustment (%)

0.60

Product Metric Selection

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

Monthly Order vs Target



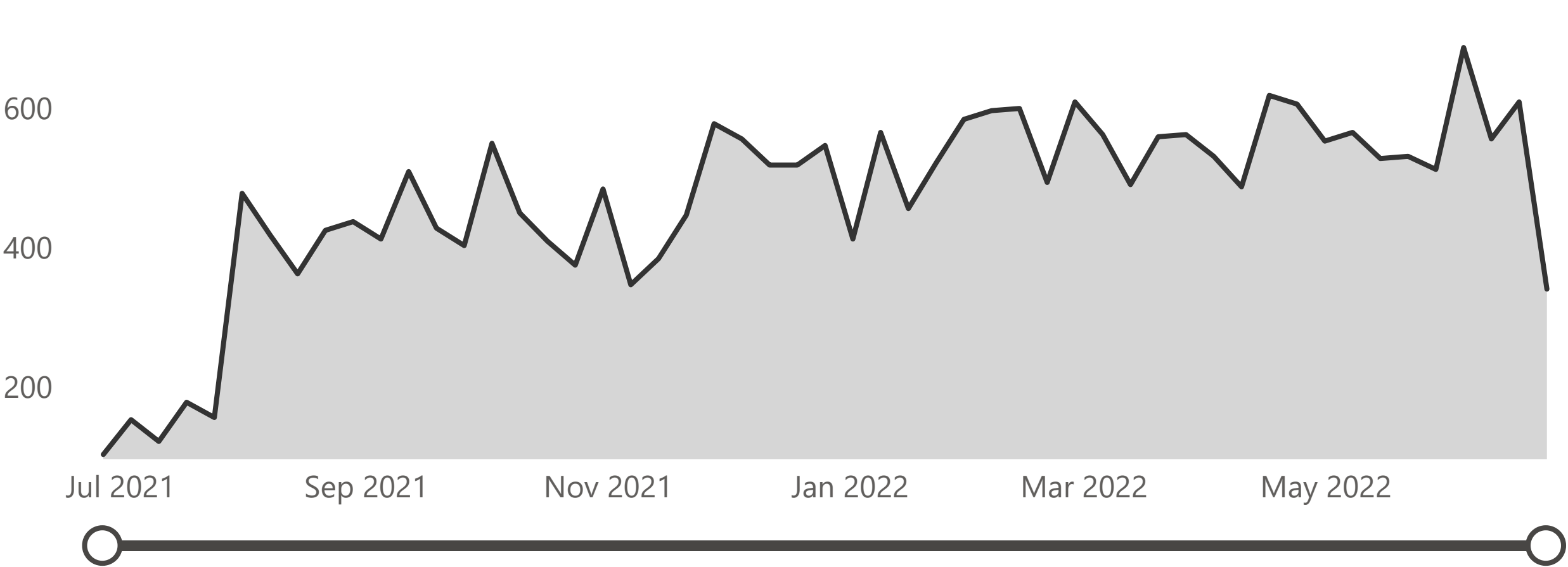
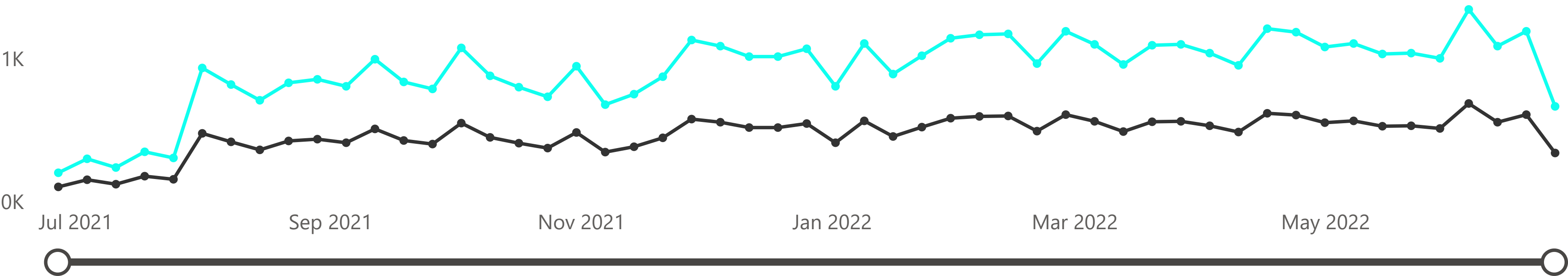
Monthly Revenue vs Target



Monthly Profit vs Target



● Total profit ● Adjusted profit



Report Summary

Total orders for **Water Bottle - 30 oz.** were **404**

Adjusted profit (230.30% increase) and Total profit (230.30% increase) both trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022.

Across all metrics, Adjusted profit had the most interesting recent trend and started trending up on Sunday,

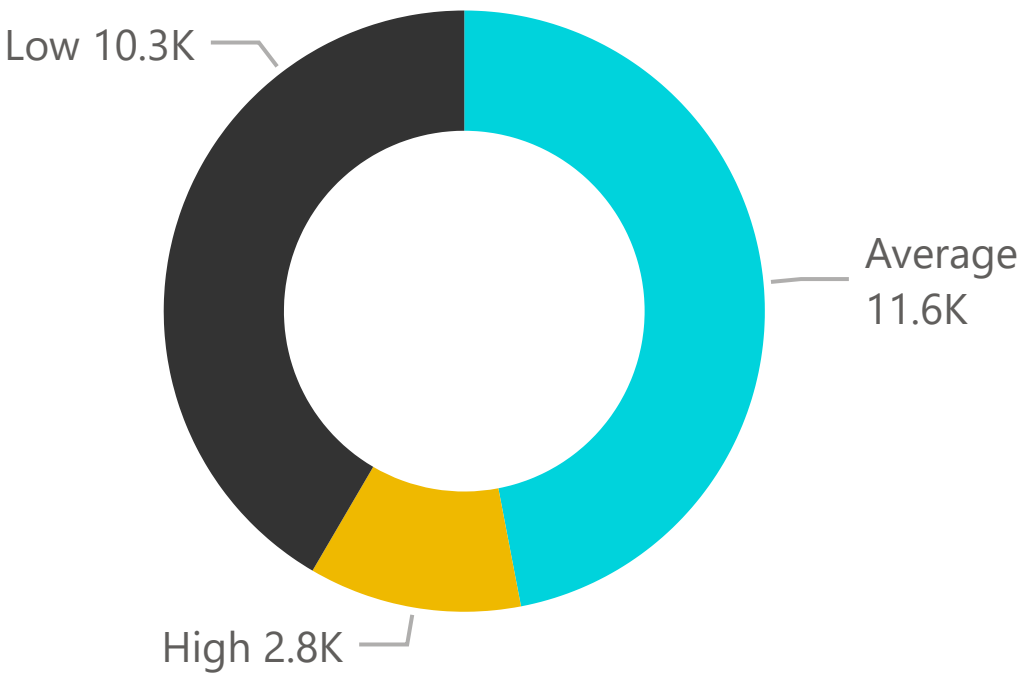
17.4K

UNIQUE CUSTOMERS

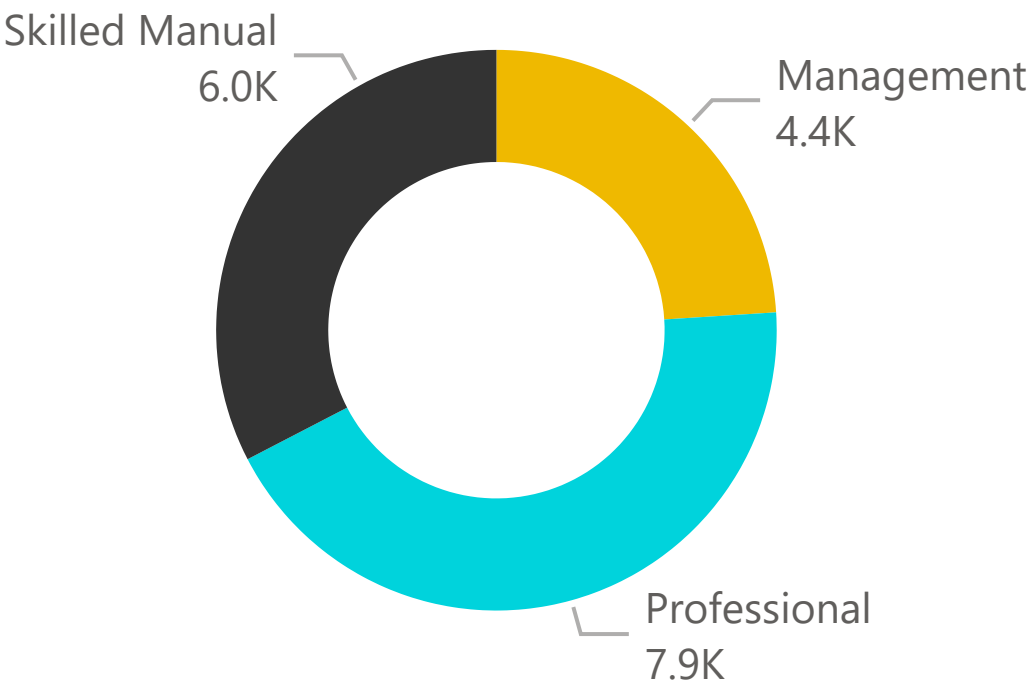
\$1,431

REVENUE PER CUSTOMER

Orders by Income level

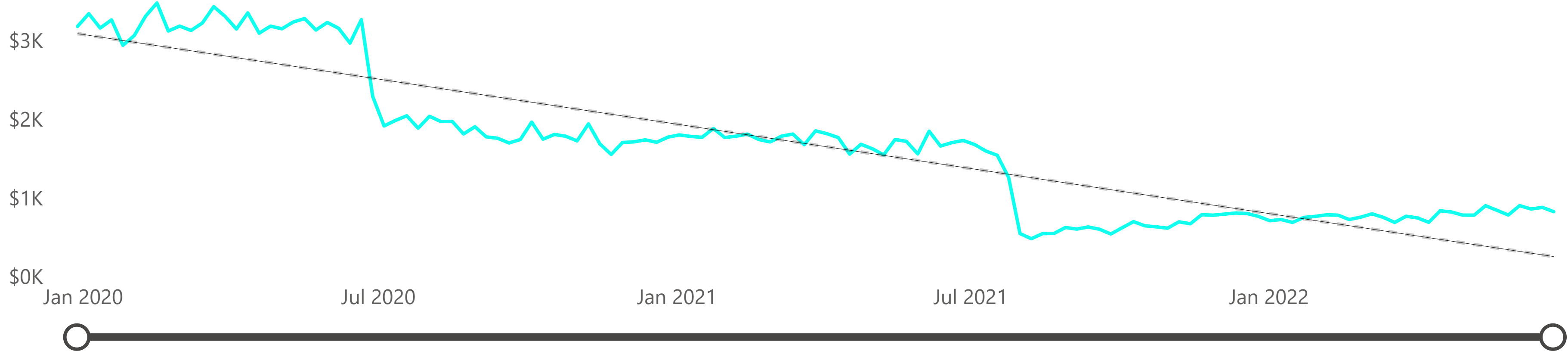


Orders by Occupation



Total Customer

Revenue per Customer



Customer Key	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,196
12936	Renee Moreno	4	\$335
12650	Mr. Aaron Wright	4	\$10,329
12984	Mr. Adam Young	4	\$302
13179	Mr. Adrian Sanchez	4	\$259
11530	Mr. Andrew Martinez	15	\$758
11631	Mr. Antonio Bennett	16	\$1,001
13619	Mr. Arturo Xu	3	\$6,606
16399	Mr. Arturo Xu	1	\$60
11719	Mr. Blake Green	5	\$404
11748	Mr. Blake Hill	5	\$195
12307	Mr. Brad She	4	\$9,161
12892	Mr. Brian Peterson	4	\$496
14077	Mr. Bryan Townsend	4	\$271
11431	Mr. Bryant Garcia	4	\$9,687
12061	Mr. Bryce Brooks	4	\$210
12165	Mr. Caleb Flores	4	\$440
11277	Mr. Charles Jackson	24	\$1,777
Total		1,307	\$663,986

2020

2022



Top Customer (by revenue):

Mr. Maurice Shan

Orders :

6

Revenue:

\$12.4K



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