



\$24.9M

REVENUE

\$10.5M

PROFIT

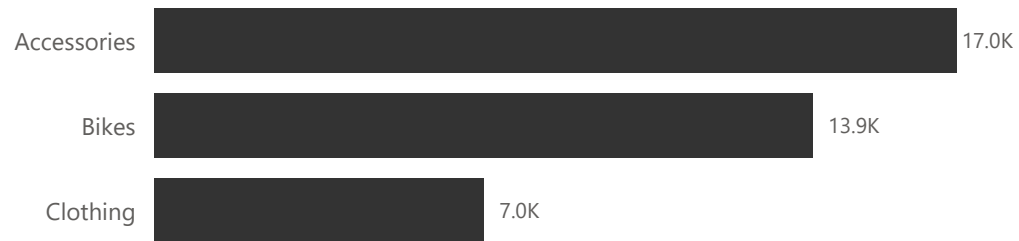
25.2K

ORDERS

2.2%

RETURN RATE

Orders by Category



Top 10 Products	Orders	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%
Mountain Bottle Cage	1896	\$38,062	2.02%

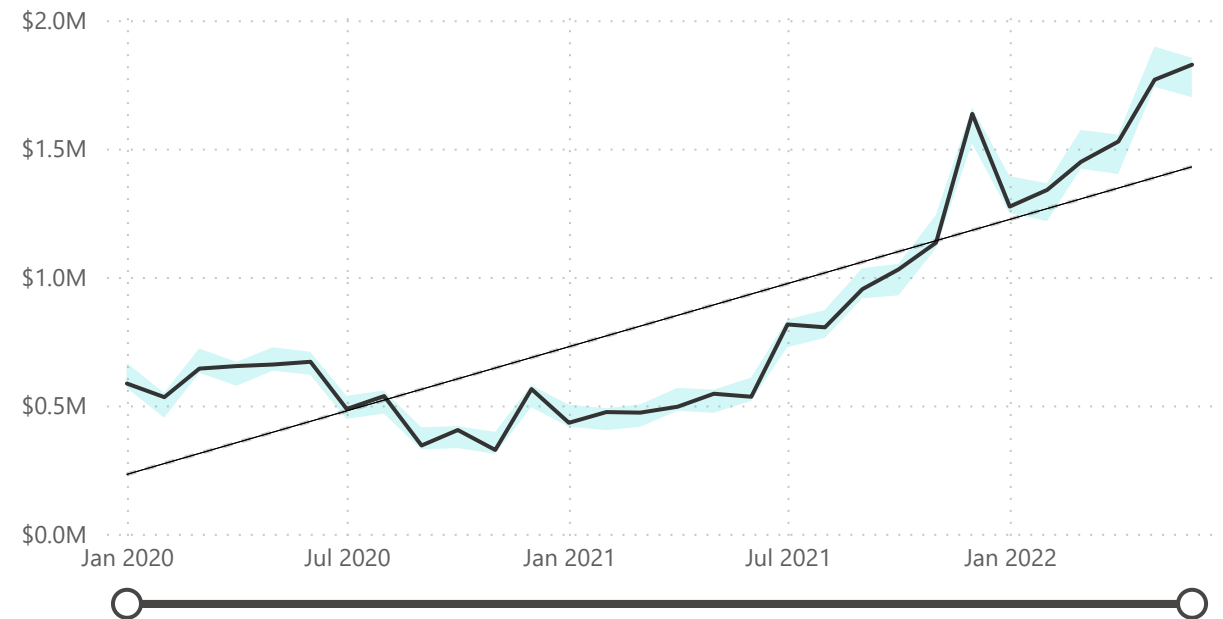
Most ordered product type:

Tires and Tubes

Most Returned product type:

Shorts

Revenue Trend



Monthly Revenue

\$1.83M ✓

Prev. Month: ₹ 1.77M (+3.31%)

Monthly Orders

2146!

Prev. Month: 2,165 (-0.88%)

Monthly Returns

166 ✓

Prev. Month: 169 (-1.78%)

Select all

Europe

North America

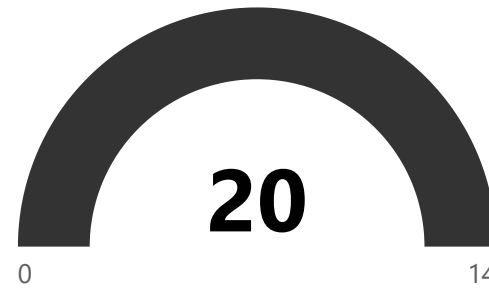
Pacific



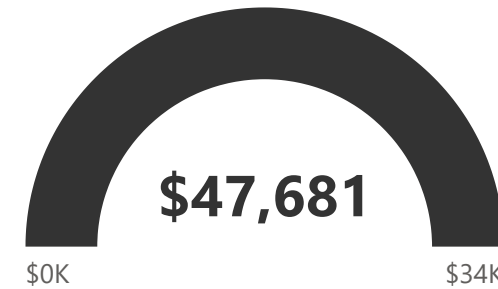
Selected Product:

**Touring-1000
Yellow, 50**

Monthly orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

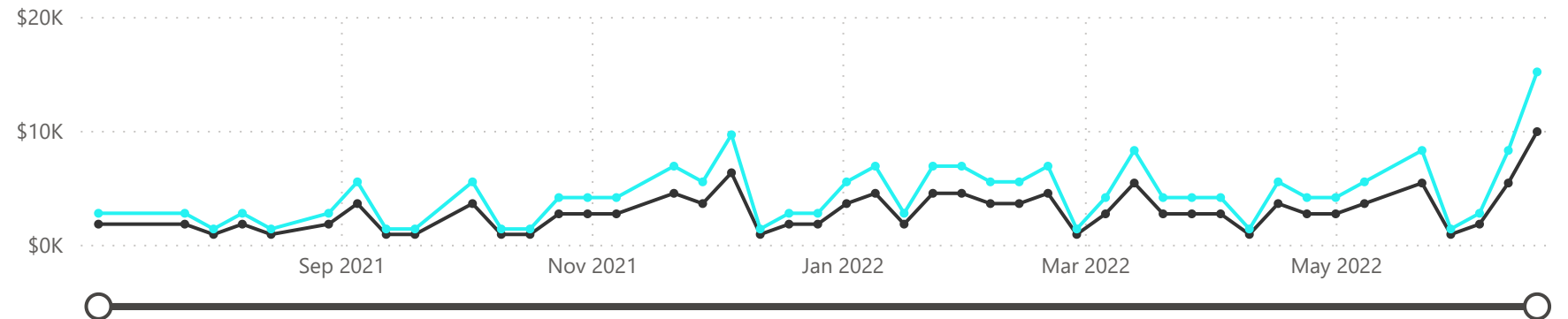


Price Adjustment %

0.20

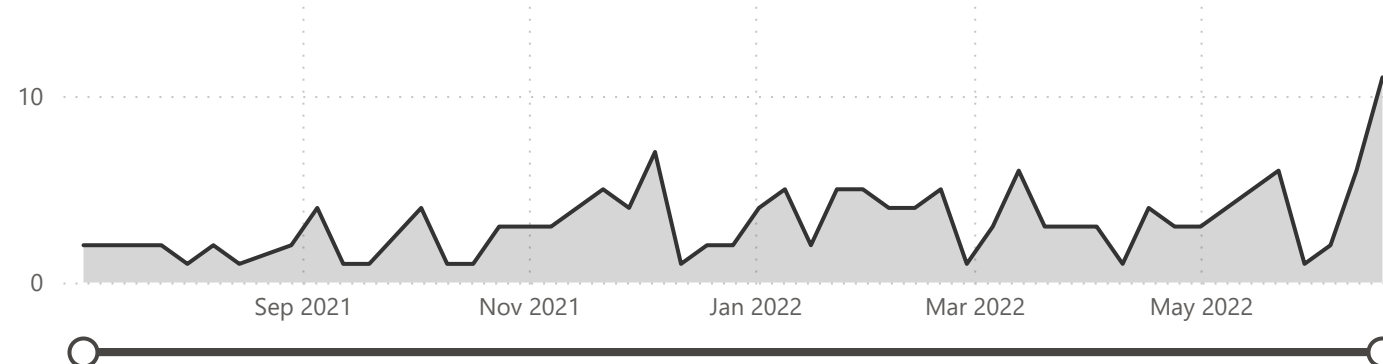


● Total profit ● Adjusted profit



Product Metric Selection

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



Report Summary

Total orders for **Touring-1000 Yellow, 50** were **20**

Adjusted profit (450.00% increase) and Total profit (450.00% increase) both trended up between Sunday, July 4, 2021 and Sunday, June 19, 2022.



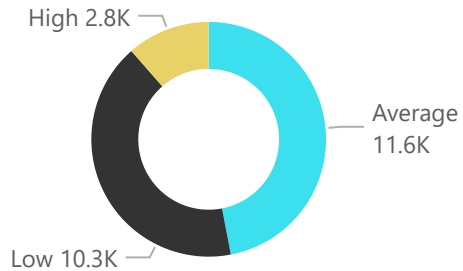
\$1,431

REVENUE PER CUSTOMER

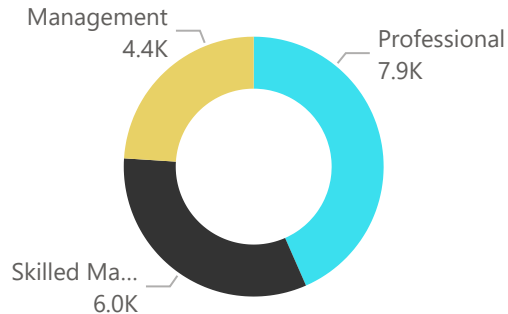
17.4K

UNIQUE CUSTOMERS

Orders by Income Level

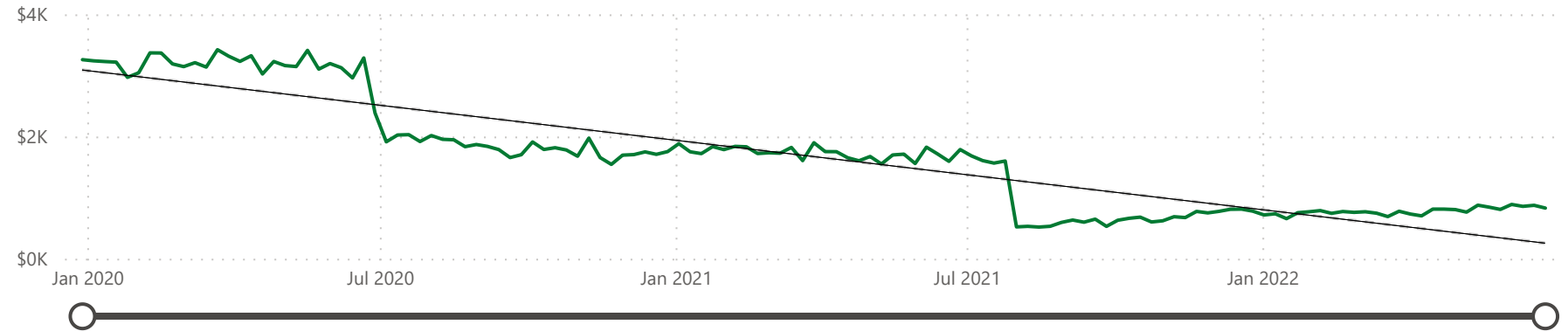


Orders by Occupation



Total Customers

Revenue per Customer



TOP 100 CUSTOMERS

Customer Key	Customer Full Name	Orders	Revenue
11433	MR. MAURICE SHAN	6	\$12,408
11439	MRS. JANET MUNOZ	6	\$12,015
11241	MRS. LISA CAI	7	\$11,330
11417	MRS. LACEY ZHENG	7	\$11,086
11420	MR. JORDAN TURNER	7	\$11,022
11242	MR. LARRY MUNOZ	7	\$10,852
13263	MRS. KATE ANAND	4	\$10,437
12655	MR. LARRY VAZQUEZ	4	\$10,395
11425	MRS. ARIANA GRAY	6	\$10,391
12631	MR. CLARENCE GAO	4	\$10,332
12650	MR. AARON WRIGHT	4	\$10,329
13405	MR. ETHAN BRYANT	4	\$10,309
11429	MR. MARCO LOPEZ	6	\$10,290
12632	MRS. BONNIE NATH	4	\$10,283
11245	MR. RICKY VAZQUEZ	4	\$10,166
11237	MR. CLARENCE ANAND	4	\$10,065
Total		1272	\$6,15,329

2020

2022



TOP CUSTOMER (BY REVENUE):

MR. MAURICE SHAN

ORDERS:

6

REVENUE:

\$12.4K



Top customer is from Avg income level and he is a professional by occupation