



\$24.9M

REVENUE

\$10.5M

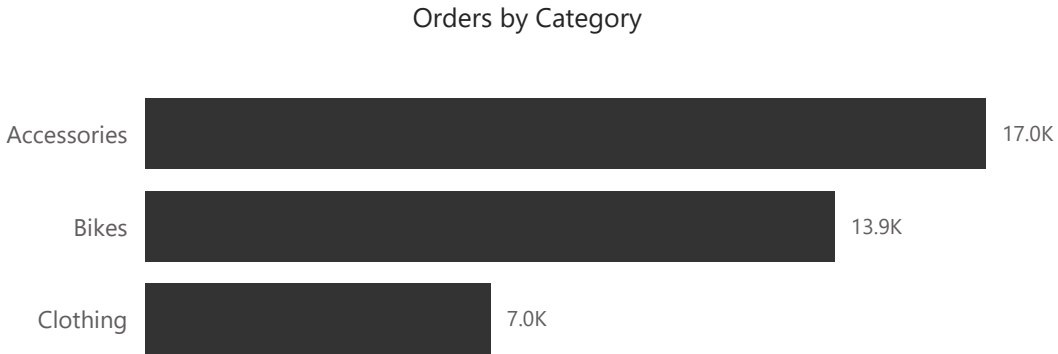
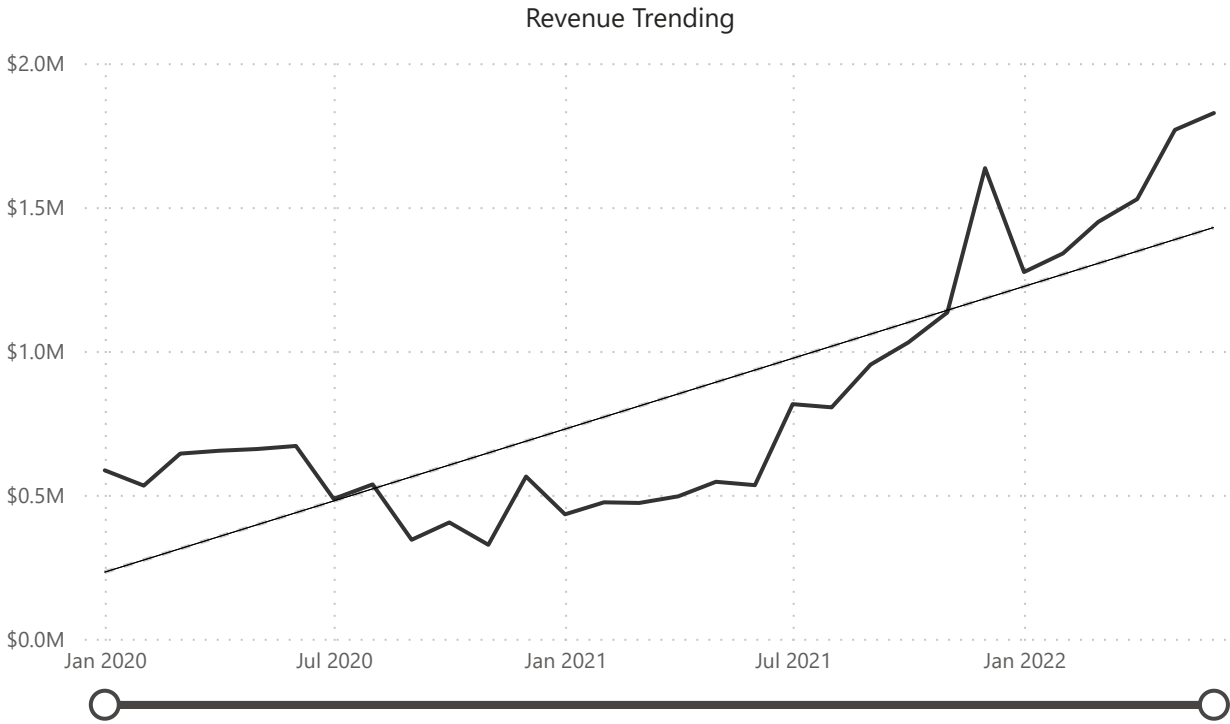
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.3	1.95%
Patch Kit/8 Patches	2,952	\$13,506.4	1.61%
Mountain Tire Tube	2,846	\$28,333.2	1.64%
Road Tire Tube	2,173	\$17,264.7	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.0	3.33%
AWC Logo Cap	2,062	\$35,882.1	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.2	3.31%
Fender Set - Mountain	1,975	\$87,040.8	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.7	2.68%
Mountain Bottle Cage	1,896	\$38,061.9	2.02%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Previous Month: 2,165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Most Orders Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Selected Product:

Mountain Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



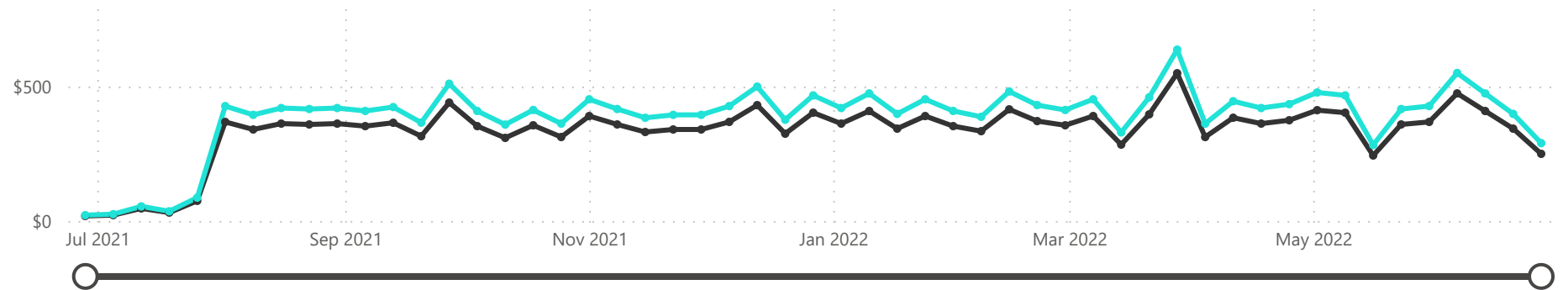
Monthly Profit vs. Target



Price Adjustment (%)

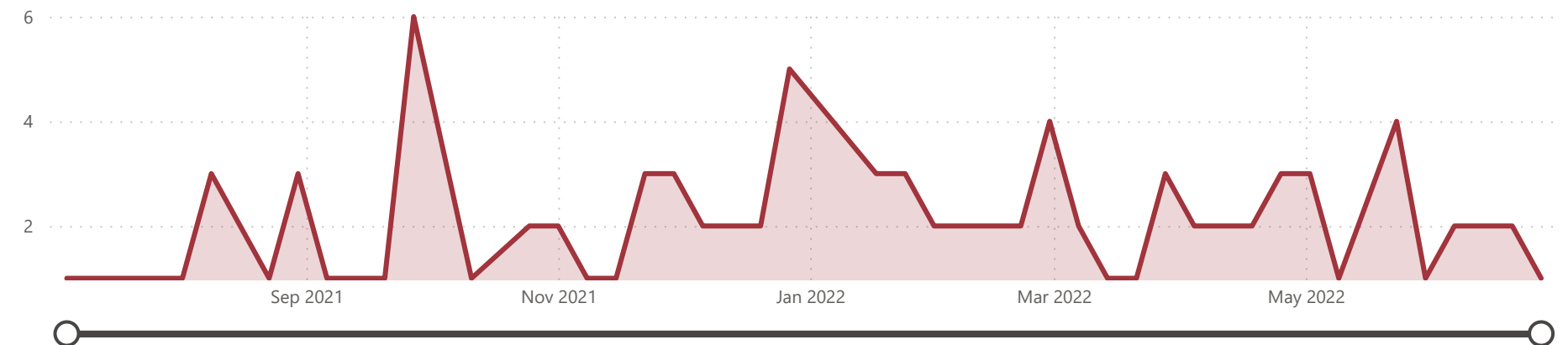
0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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





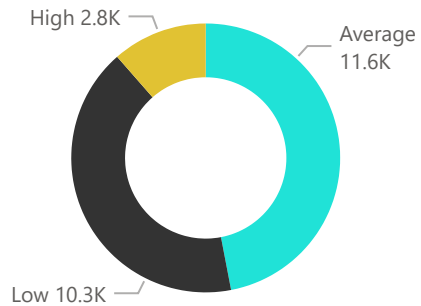
17.4K

UNIQUE CUSTOMERS

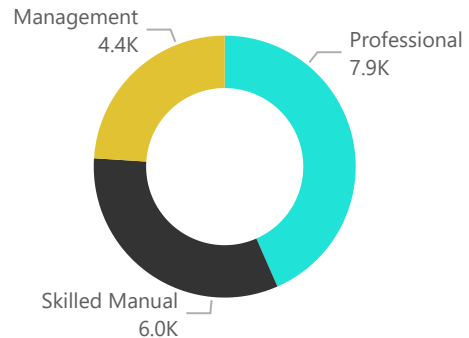
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



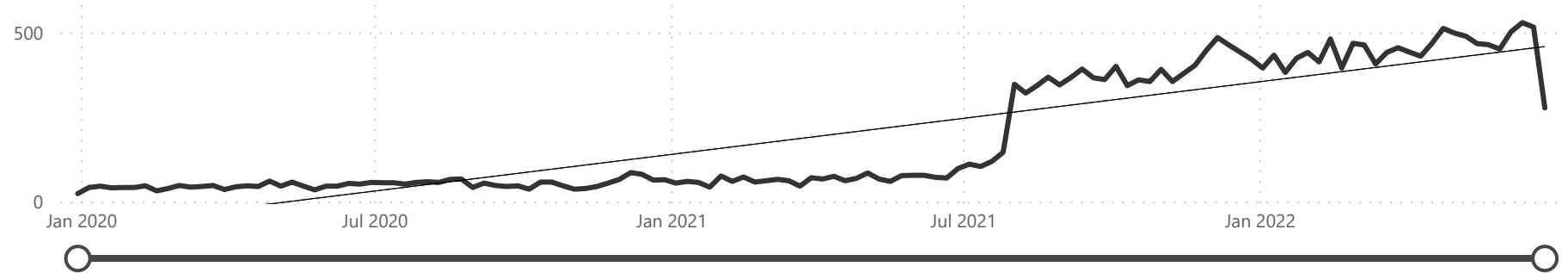
Orders by Occupation



Total Customers

Revenue per Customer

Total Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408.0
11439	Mrs. Janet Munoz	6	\$12,015.4
11241	Mrs. Lisa Cai	7	\$11,330.4
11417	Mrs. Lacey Zheng	7	\$11,085.8
11420	Mr. Jordan Turner	7	\$11,022.4
11242	Mr. Larry Munoz	7	\$10,852.0
13263	Mrs. Kate Anand	4	\$10,436.5
12655	Mr. Larry Vazquez	4	\$10,395.0
11425	Mrs. Ariana Gray	6	\$10,391.4
12631	Mr. Clarence Gao	4	\$10,331.7
12650	Mr. Aaron Wright	4	\$10,329.2
13405	Mr. Ethan Bryant	4	\$10,308.5
11429	Mr. Marco Lopez	6	\$10,289.7
12632	Mrs. Bonnie Nath	4	\$10,282.9
11245	Mr. Ricky Vazquez	4	\$10,165.9
11237	Mr. Clarence Anand	4	\$10,065.0
11428	Mrs. Deanna Perez	4	\$9,761.6
11427	Mrs. Desiree Dominguez	4	\$9,717.7
11423	Mrs. Jasmine Stewart	4	\$9,717.0
Total		1,272	\$6,15,328.6

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