



\$24.9M

REVENUE

\$10.5M

PROFIT

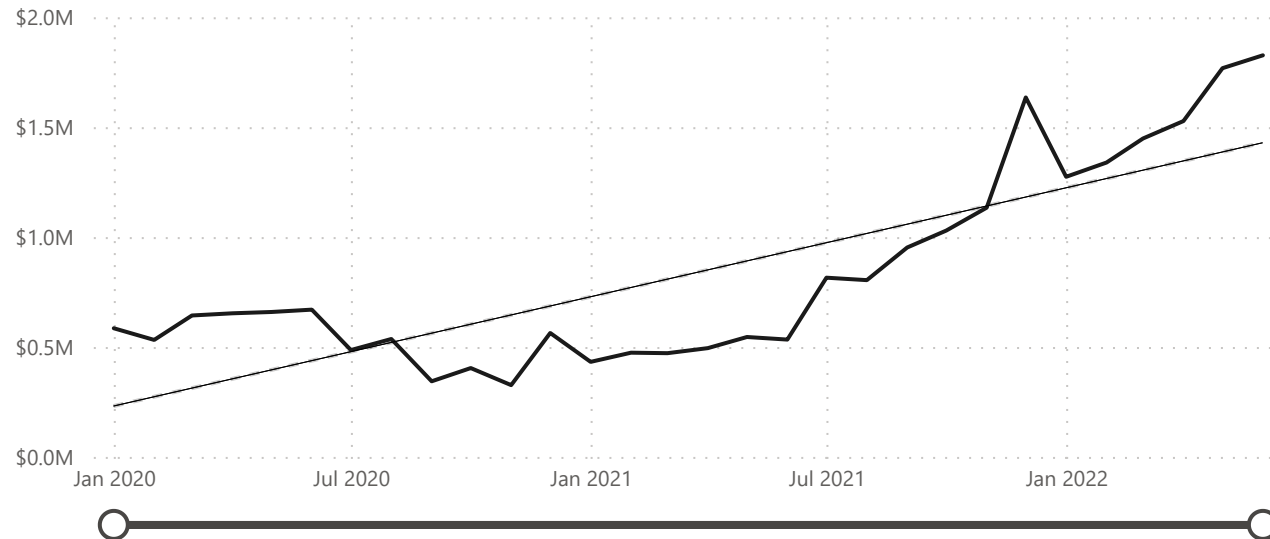
25.2K

ORDERS

2.2%

RETURN RATE

### Revenue Trending



### Monthly Revenue

\$1.83M ✓

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

### Monthly Orders

2,146!

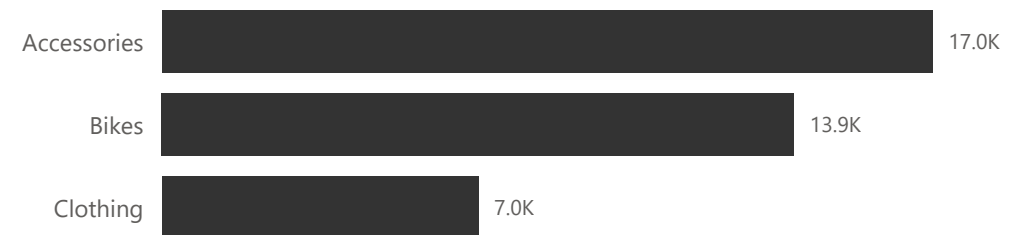
Prev Month: 2165 (-0.88%)

### Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

### Orders by Category



### Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

### Most Ordered Product Type

Tires and Tubes

### Most Returned Product Type

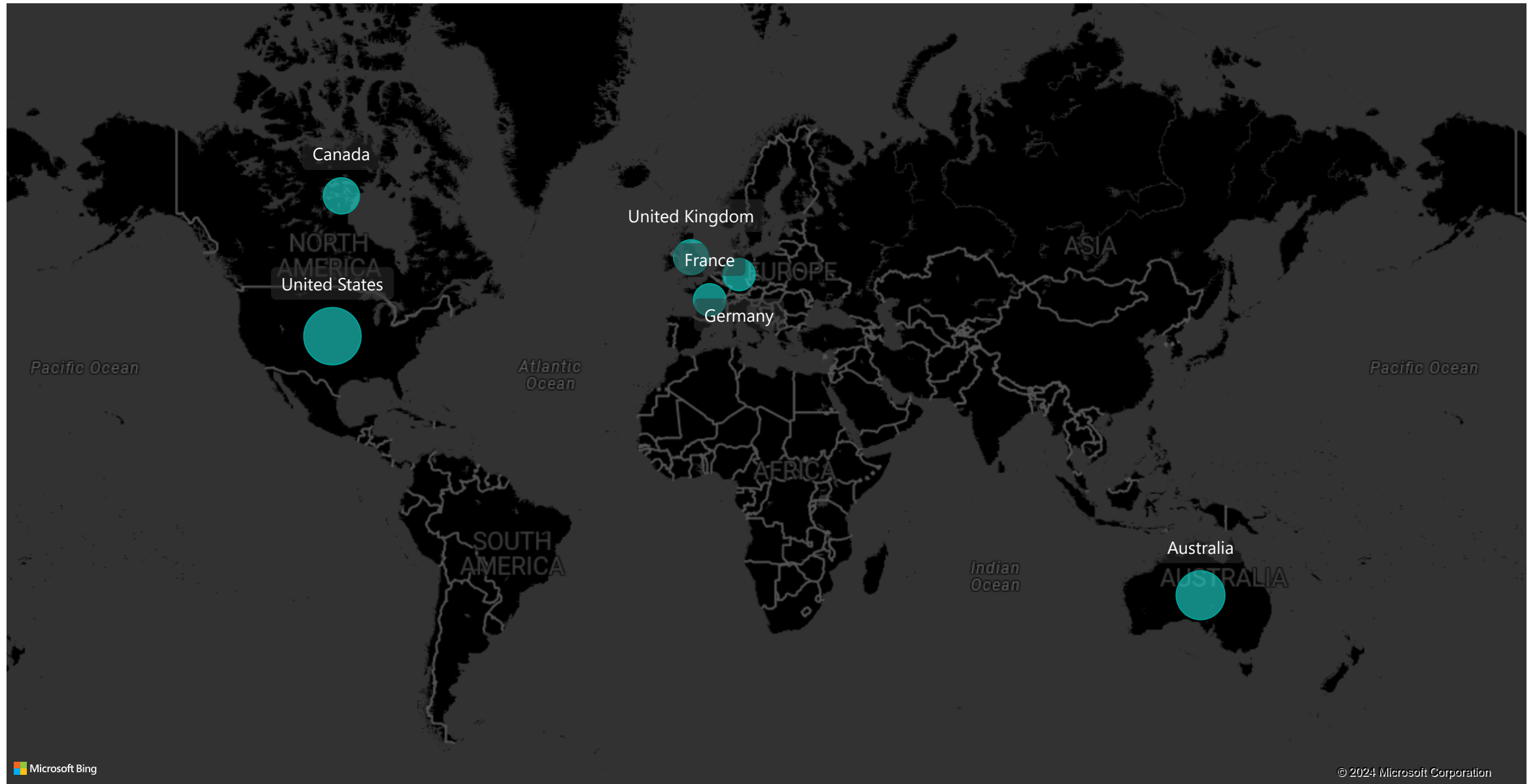
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Water Bottle**  
**- 30 oz.**

Monthly Orders vs Target



Monthly Revenue vs Target

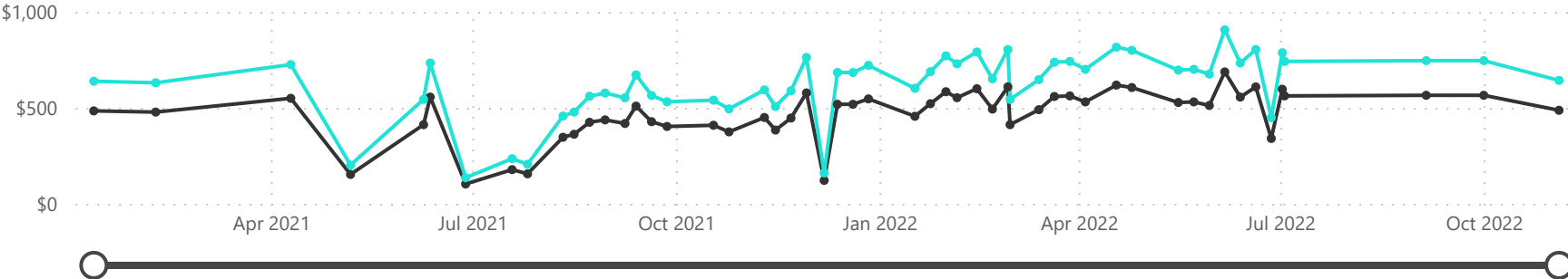


Monthly Profit vs Target



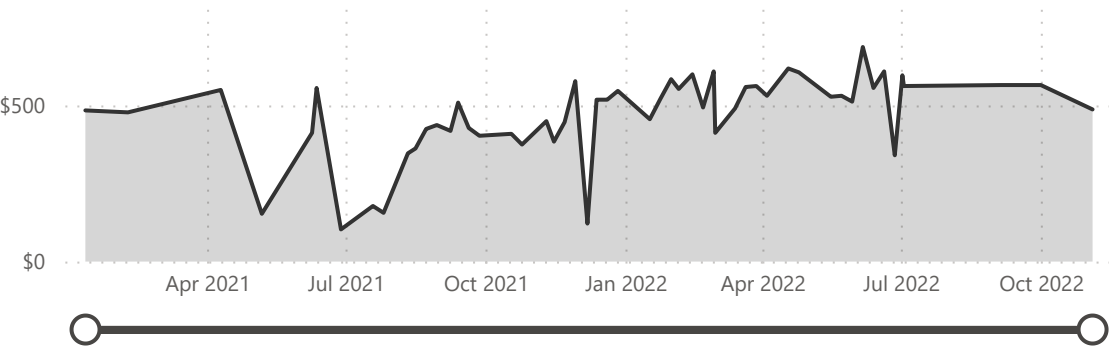
0.20

● Total Profit ● Adjusted Profit



Product Metric Selection

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



### Report Summary

Total Orders for **Water Bottle - 30 oz.** were **3,983**

Adjusted Profit (0.65% increase) and Total Profit (0.65% increase) both trended up between Monday, January 11, 2021 and Friday, November 4, 2022.

Profit experienced the longest period of



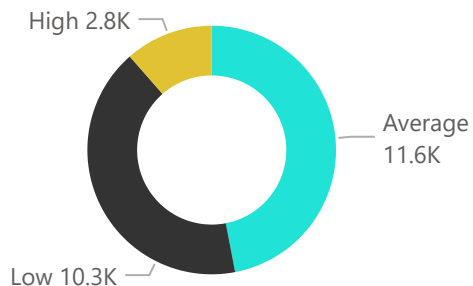
# 17.4K

UNIQUE CUSTOMERS

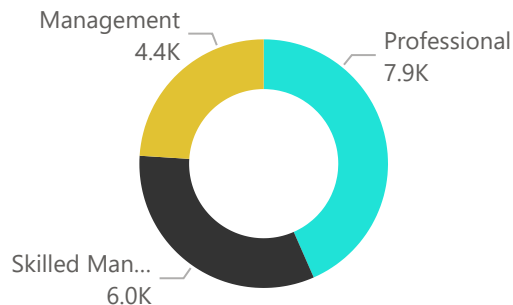
# \$1,431

REVENUE PER CUSTOMER

## Orders by Income Level



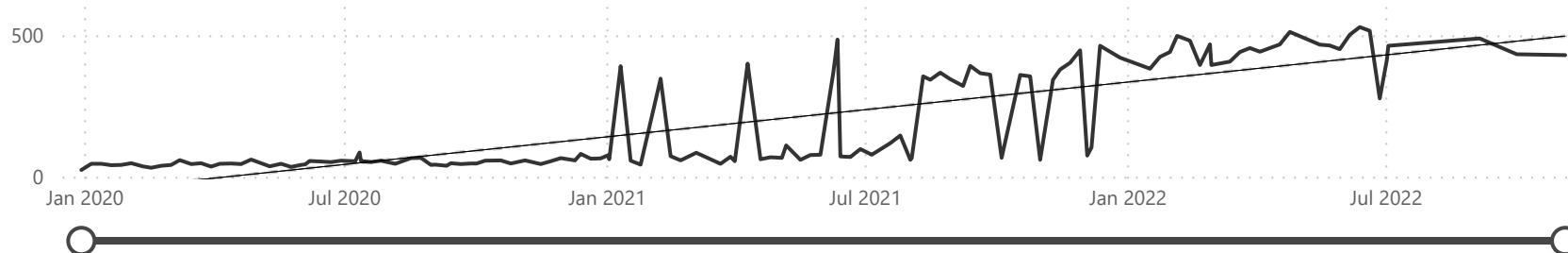
## Orders by Occupation



Total Customers

Revenue Per Customer

## Total Customers



## Top 100 Customers

Customer Key	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
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707
Total		1,272	\$6,15,329

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