



\$1.8M

REVENUE

\$757.8K

PROFIT

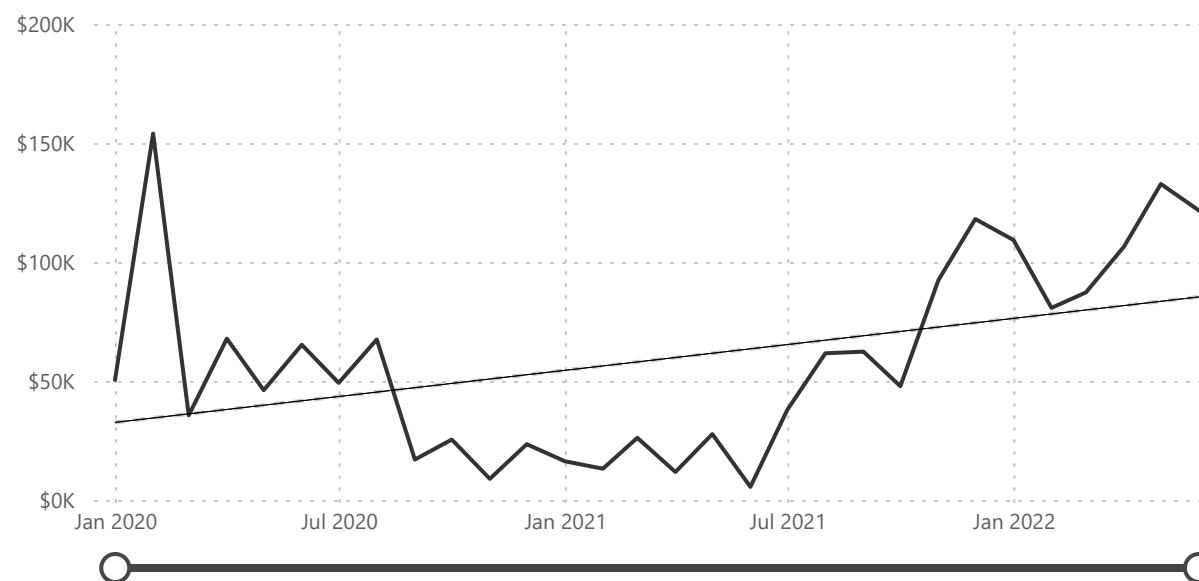
3,024

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$0.12M !

Prev Month: \$0.13M (-8.39%)

Monthly Orders

257 !

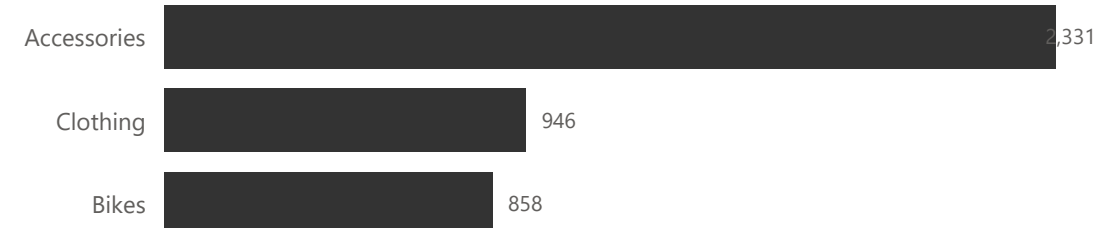
Prev Month: 265 (-3.02%)

Monthly Returns

18 ✓

Prev Month: 24 (+25%)

Orders by Category



Top 10 Product

	Orders	Revenue	Return %
Mountain Tire Tube	583	\$5,709	2.01%
Water Bottle - 30 oz.	550	\$5,514	1.99%
Patch Kit/8 Patches	451	\$2,079	1.32%
Fender Set - Mountain	363	\$15,914	1.38%
Mountain Bottle Cage	327	\$6,533	2.45%
Road Tire Tube	257	\$2,083	1.72%
HL Mountain Tire	253	\$8,855	4.35%
Sport-100 Helmet, Black	244	\$8,209	1.64%
Sport-100 Helmet, Red	240	\$8,398	3.33%
Sport-100 Helmet, Blue	235	\$7,906	4.26%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

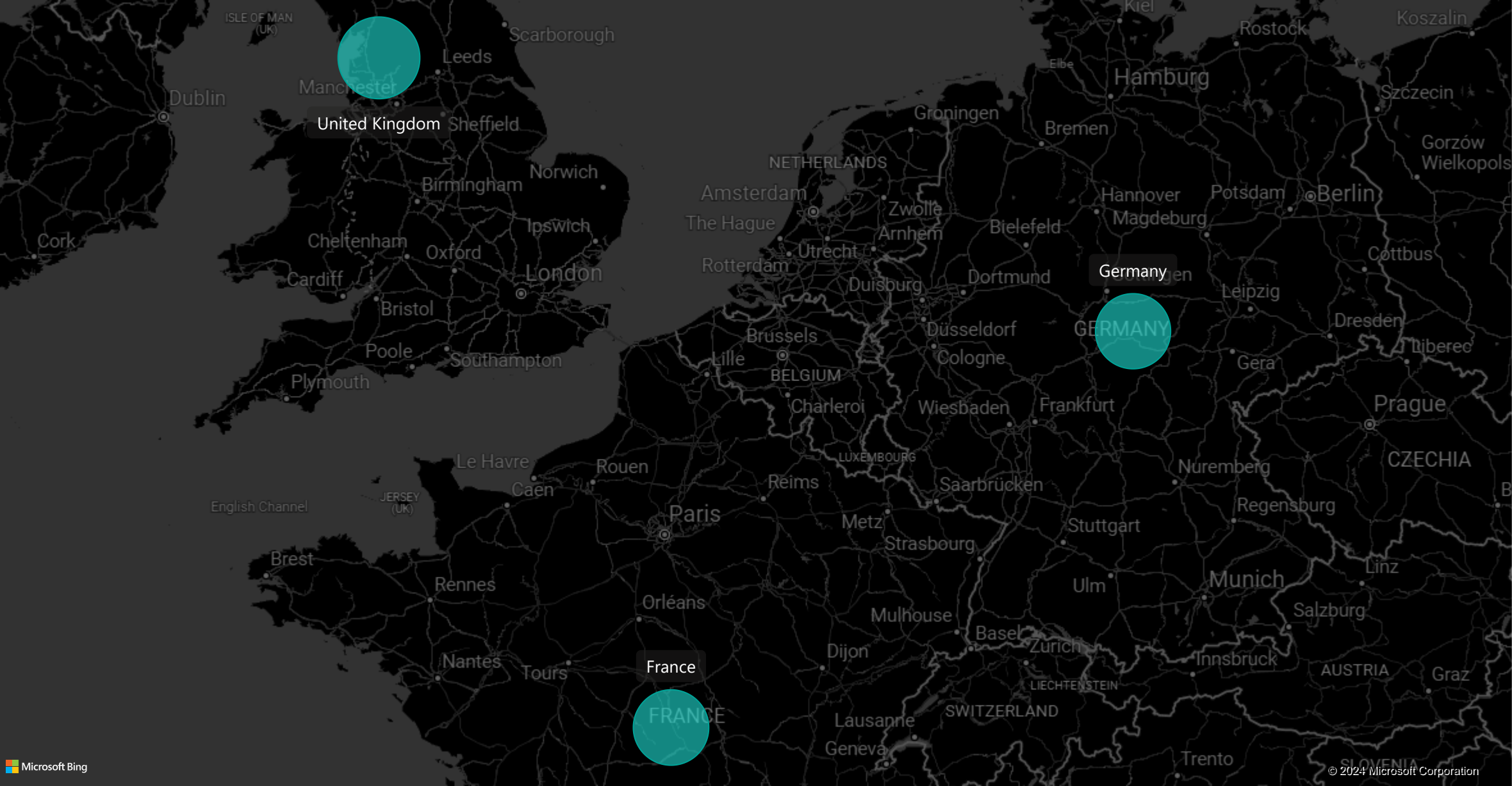
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Mountain Tire
Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

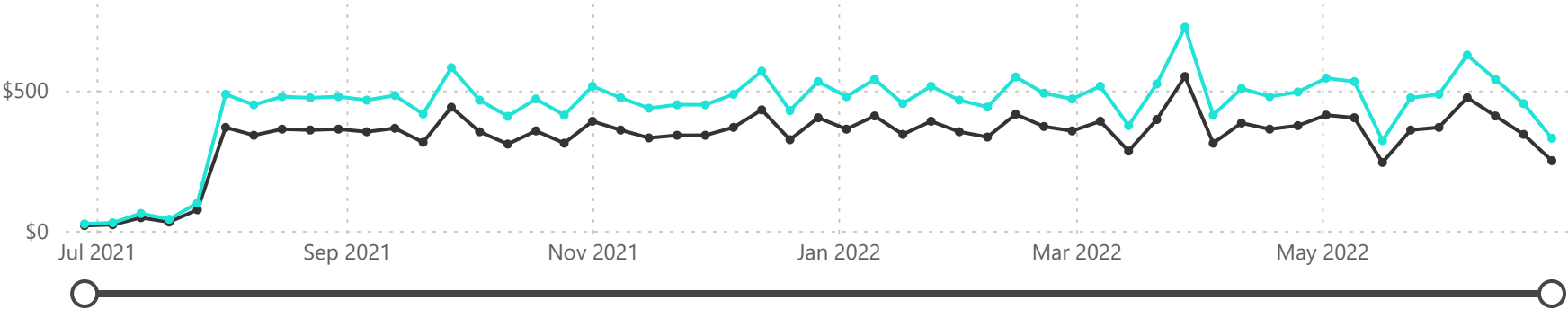


Price Adjustment (%)

0.20

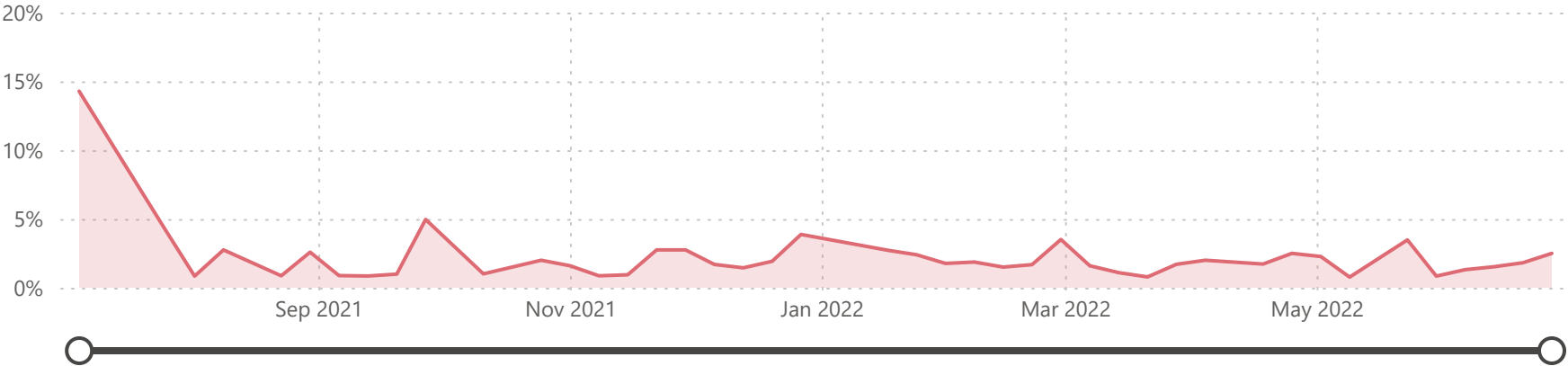


● Total Profit ● Adjusted Profit



Product Metric Selection

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





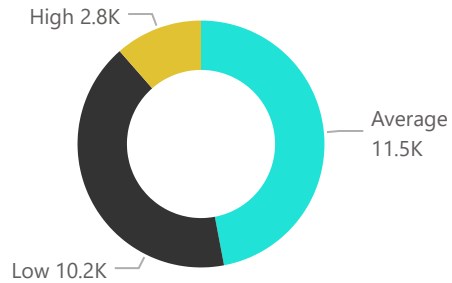
17.4K

UNIQUE CUSTOMERS

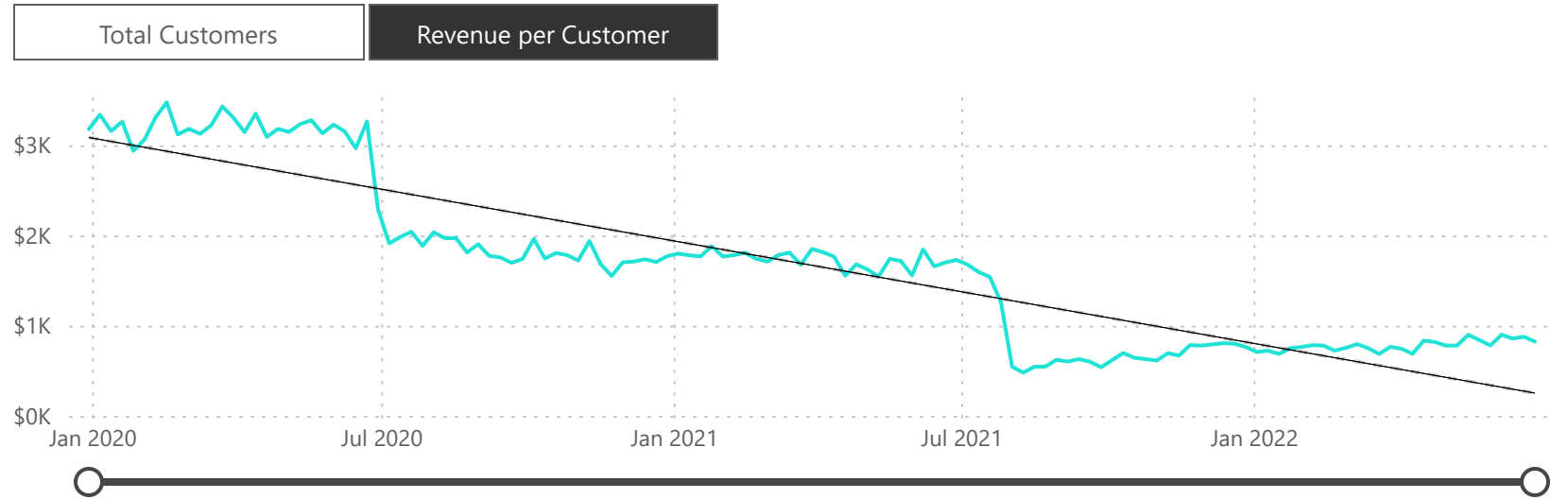
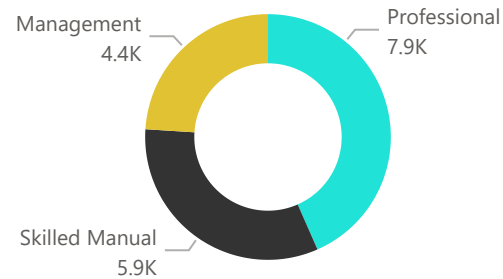
\$1,431

REVENUE PER CUSTOMER

Orders by Income



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	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
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
Total Mr. Aaron Wright		1,264	\$6,05,798

2020

2022

Top Customer by Revenue:

Mr. Maurice Shan

Order:

6

Revenue:

\$12,408



Among customers in professional roles in 2022, Lacey Zheng drove the most revenue at \$6,180