



\$24.9M

REVENUE

\$10.5M

PROFIT

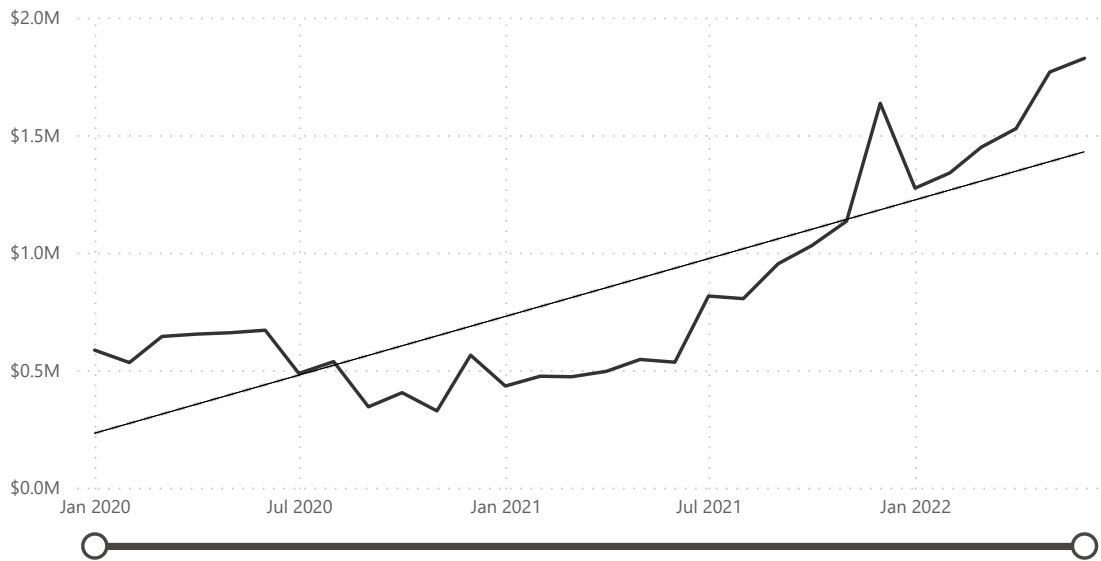
25.2K

ORDER

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M ✓

Previous Month: ₹ 1.77M
(+3.31%)

Monthly Order

2.15K!

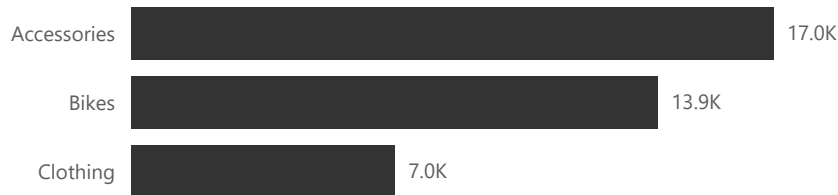
Previous Month: 2.17K
(-0.88%)

Monthly Return

166 ✓

Previous Month: 169
(+1.78%)

Order by Category



Top 10 Product

	Order	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

Tires and Tubes

Most Return Product Type

Shorts

Build a visual



Visual types



Off

Suggest a type

Data

+ Add data



- Select all
- Europe
- North America
- Pacific



Build a visual ... >>

Visual types



☐ Off Suggest a type

Data

+Add data



Selected Product

Water Bottle -
30 oz.

Price Adjustment (%)

0.10

Product Metric Selection

- ☐ Order
- ☐ Revenue
- ☐ profit
- ☒ Return
- ☐ Return %

Monthly Order Vs Target



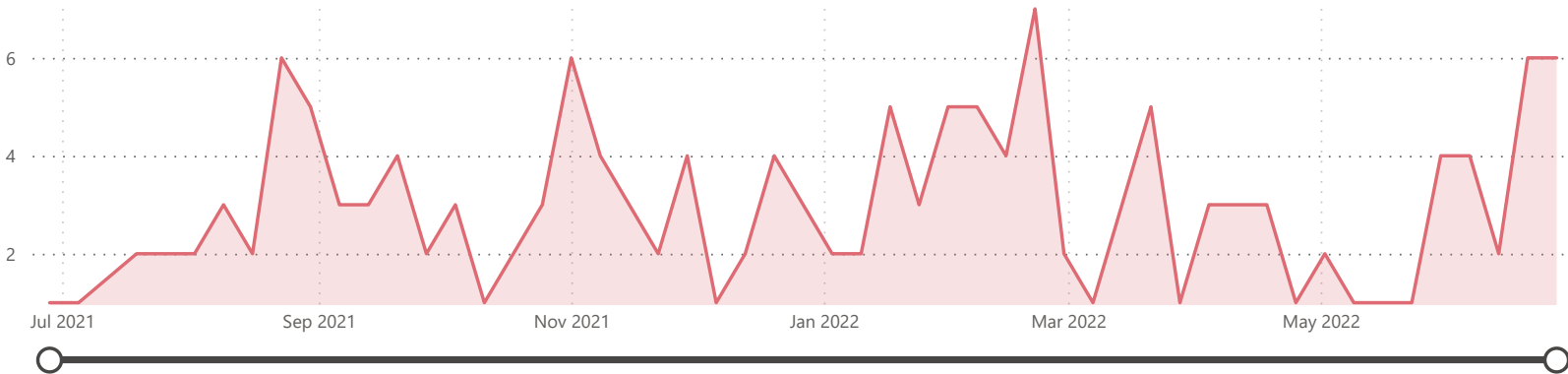
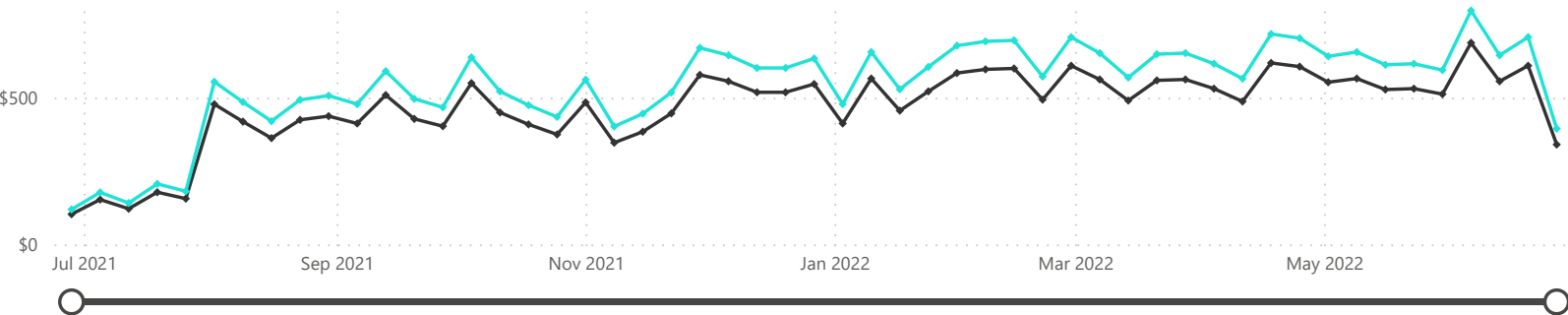
Monthly Revenue Vs Target



Monthly Profit Vs Target



◆ Total profit ◆ Adjusted Profit



Build a visual



Visual types



Off

Suggest a type

Data

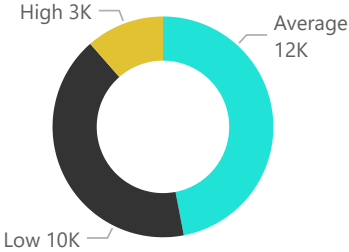
+Add data



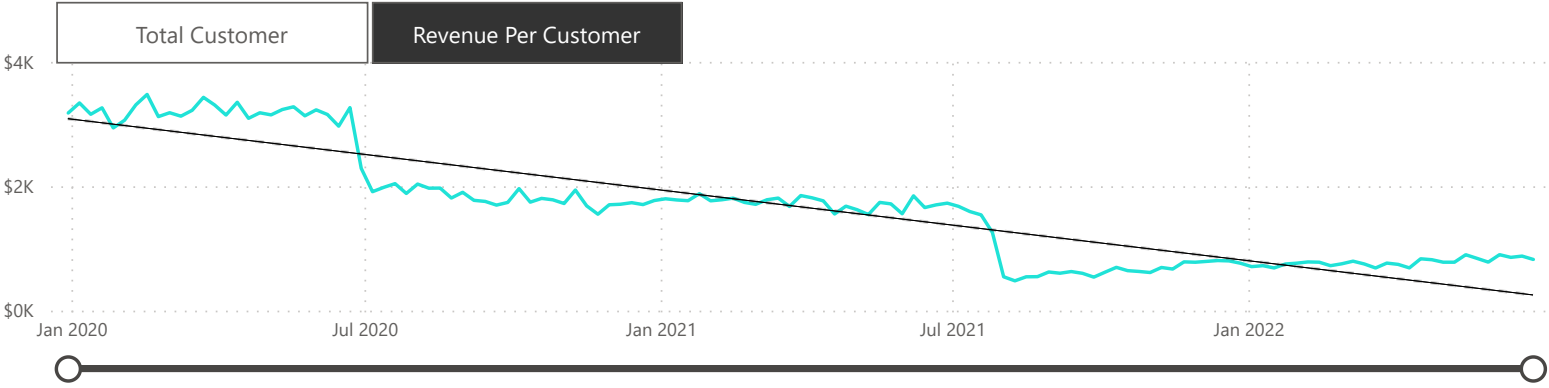
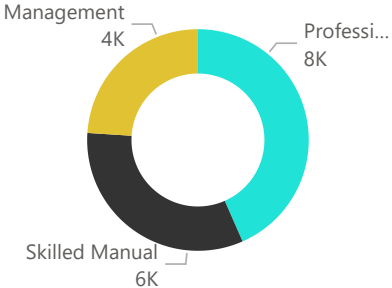
17.4K
UNIQUE CUSTOMER

\$1,431
REVENUE PER CUSTOMER

Order by Income Level



Order by Occupation



Top 100 Customer

Customer Key	Full Name	Total Order	Total 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
Total		1272	\$6,15,329

2020

2022

Top Customer (By revenue)

Mr. Maurice Shan

Order

6

Revenue

12.4K



Among customers in skilled manual roles in 2022 Mr. Ruben Suarez drove the most revenue \$4.7K

Build a visual



Visual types

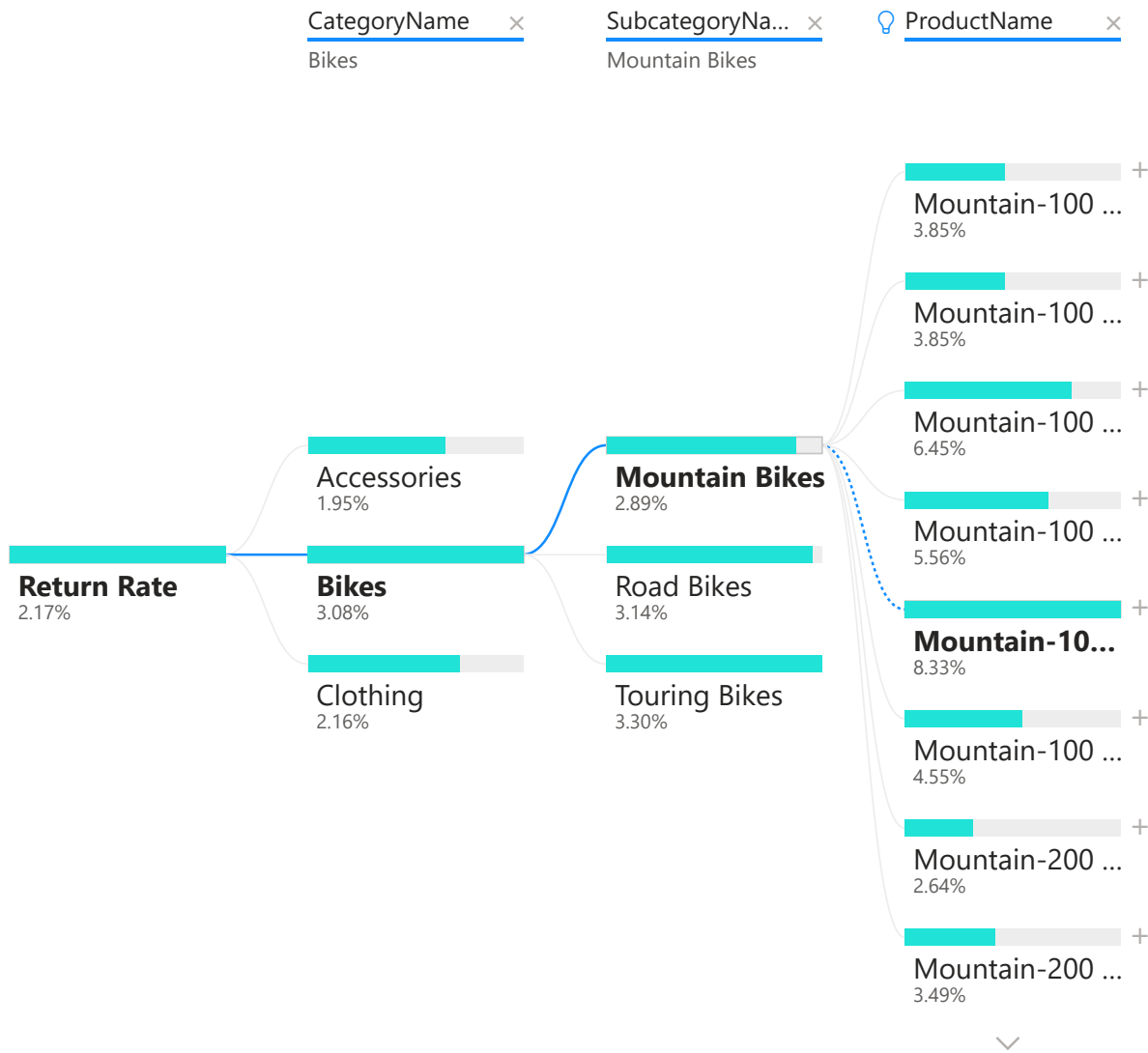


Off

Suggest a type

Data

+Add data



Build a visual ... >>

Visual types



☐ Off Suggest a type

Data

+ Add data