



\$24.9M

REVENUE

\$10.5M

Total profit

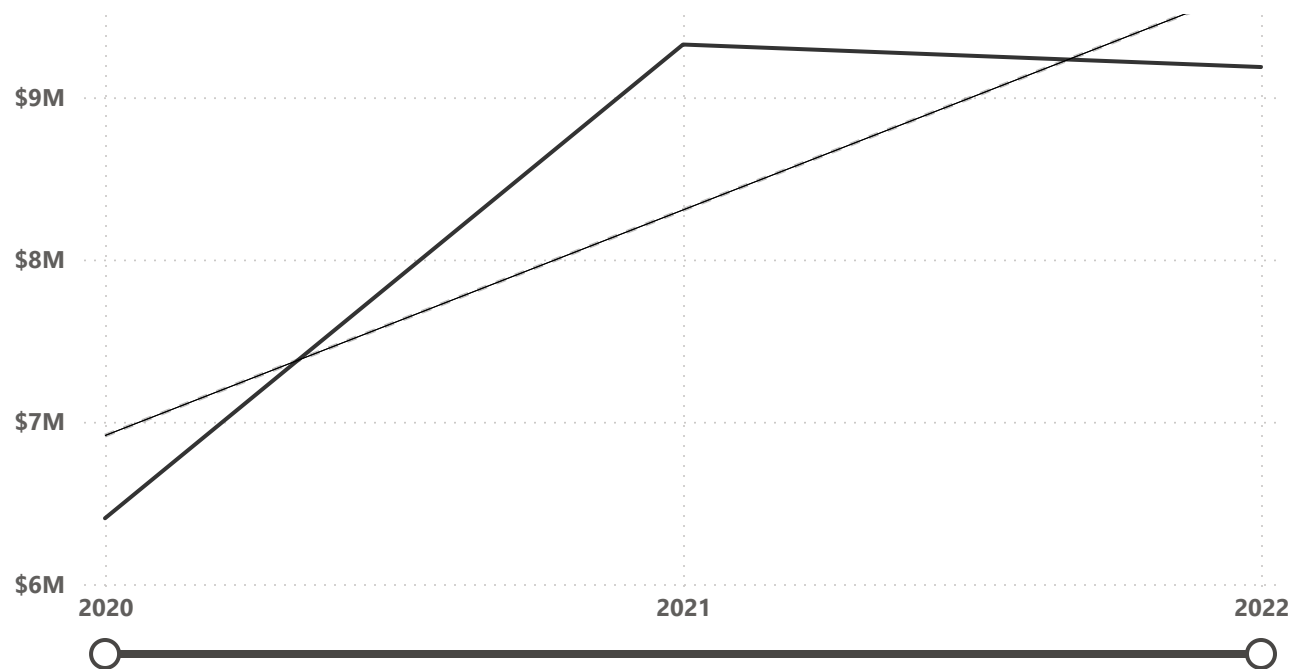
25.2K

TOTAL ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

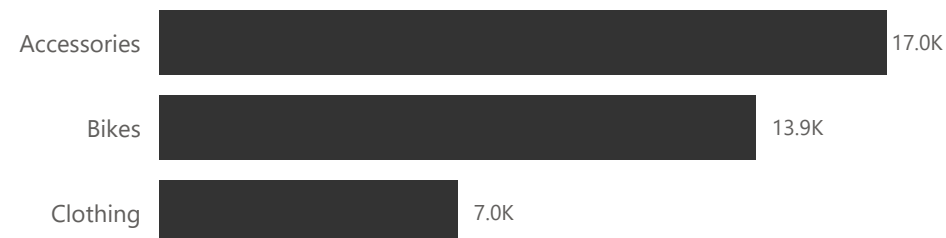
Prev Month: 2165 (-0.88%)

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

Most Ordered Product Type

Tires and Tubes

Most Returned Product

Shorts

Selected Product

Patch Kit/8
Patches

Monthly Orders and Target



Monthly Revenue and Target



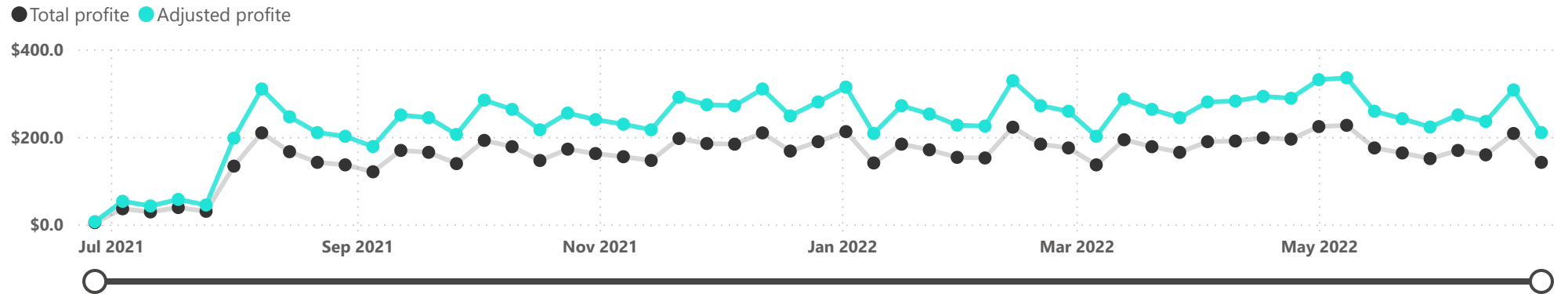
Monthly Profit and Target



Price Adjustment(%)

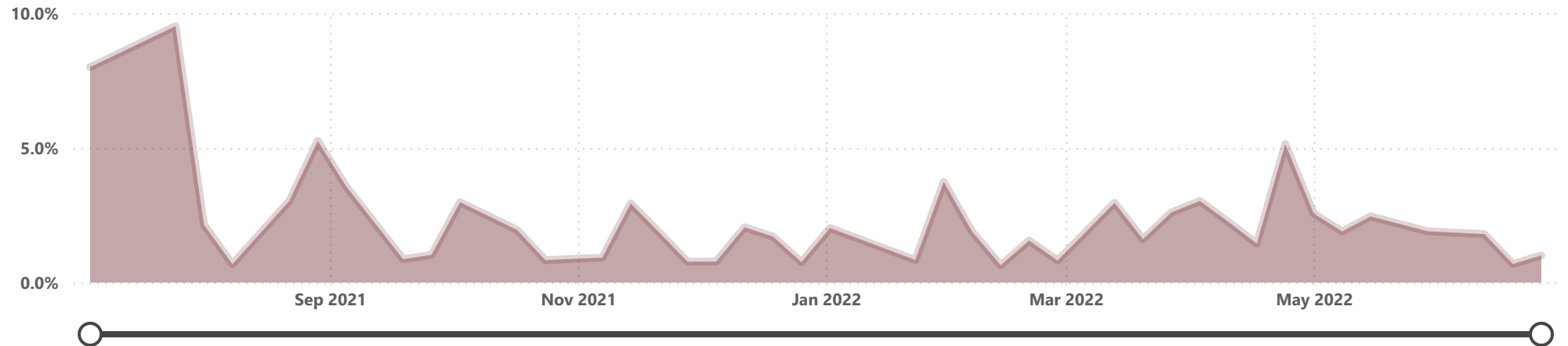
0.30

Profit Trending



Product Metric Selecti...

- ☐ TOTAL ORDERS
- ☐ Total Revenue
- ☐ Total profite
- ☐ TOTAL RETURNS
- ☒ RETURN RATE





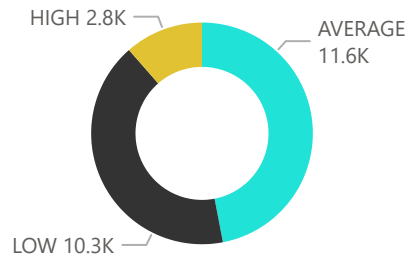
17.4K

UNIQUE CUSTOMERS

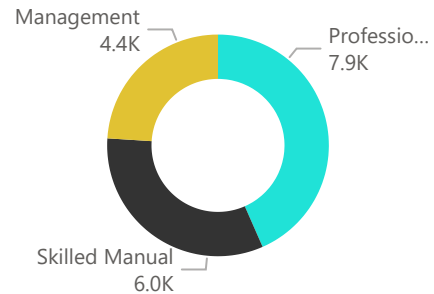
\$1.4K

REVENUE PER CUSTOMER

ORDERS by INCOME LEVEL



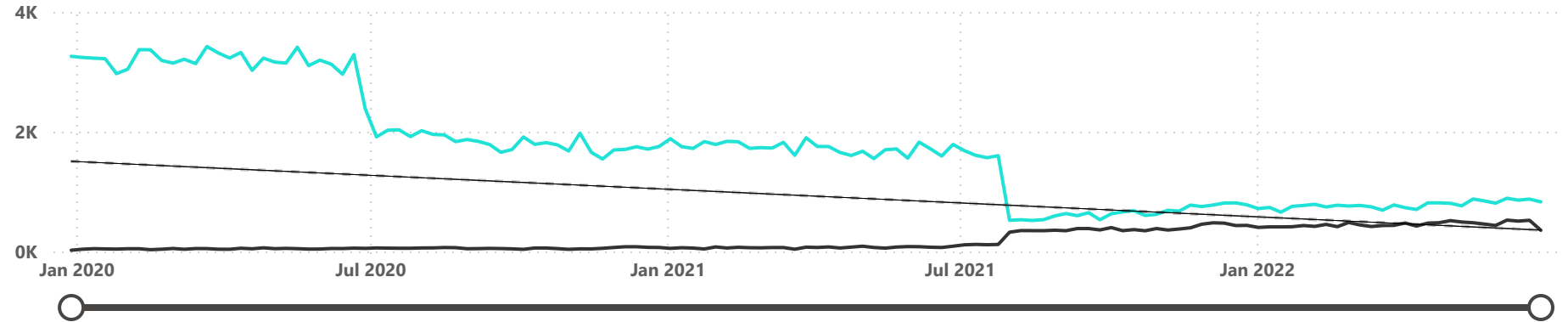
ORDERS by Occupation



TOTAL CUSTOMERS

Revenue per customer

● TOTAL CUSTOMERS ● Revenue per customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11619	Ms. Sierra Young	16	\$813
11500	Ms. Sarah Simmons	15	\$849
12760	Ms. Krista Gomez	4	\$389
11820	Ms. Katelyn Lopez	5	\$348
11869	Ms. Kaitlyn Adams	4	\$328
16497	Ms. Julia Peterson	4	\$203
11868	Ms. Jessica Peterson	5	\$328
11505	Ms. Jasmine Powell	16	\$1,104
14332	Ms. Jade Rogers	4	\$130
11507	Ms. Isabella Russell	15	\$859
11769	Ms. Haley Hernandez	5	\$593
11078	Ms. Gina Martin	16	\$991
13144	Ms. Destiny Stewart	4	\$374
11581	Ms. Cindy Jordan	5	\$272
12972	Ms. Carolyn Suri	4	\$291
14282	Ms. Brianna Lewis	4	\$207
11566	Ms. April Shan	24	\$1,424
14228	Ms. Andrea Rogers	5	\$420
Total		1,272	\$6,15,329

2020

2022

Top Customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

12.4K



In the Year 2022 Ruben Suarez has generated the most Revenue

\$2,49,14,587

Total Revenue

\$1,04,57,715

Total profite

25,164

TOTAL ORDERS

1,809

TOTAL RETURNS

2.17%

RETURN RATE

Weekly orders

