



\$24.9M

Total Revenue

\$10.5M

Total Profit

25.2K

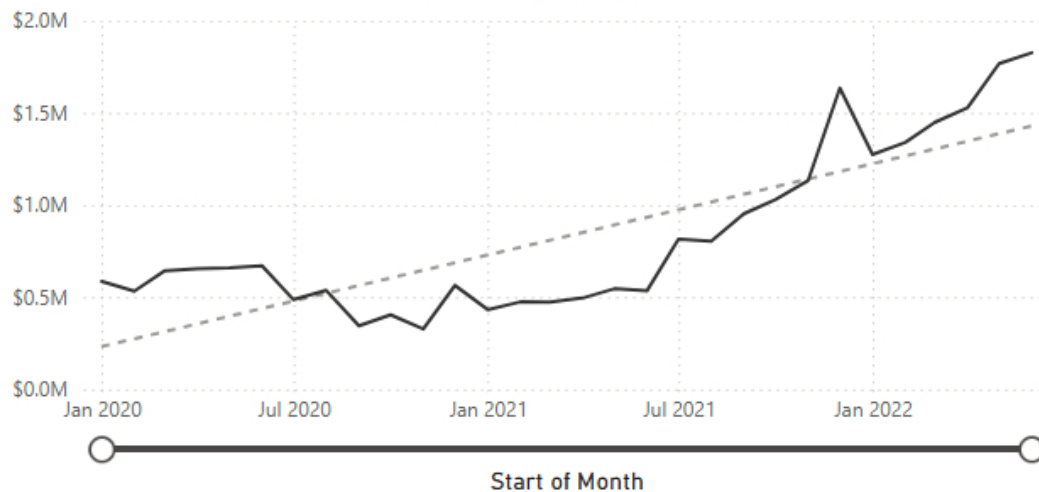
Total Orders

2.2%

Return Rate



Revenue Trending



Monthly Revenue

\$1.83M ✓

Prev Month: \$1,768,433 (+3.31%)

Monthly Orders

2,146!

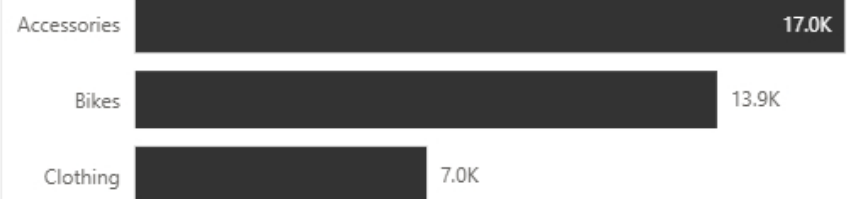
Prev Month: 2165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Orders By Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Road Tire Tube	2,173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
AWC Logo Cap	2,062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.18	3.31%
Fender Set - Mountain	1,975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.75	2.68%
Mountain Bottle Cage	1,896	\$38,061.90	2.02%
Total	15,587	\$465,678.41	1.85%

Most Ordered Product Category

Tires and Tubes

Most Returned Product Category

Tires and Tubes

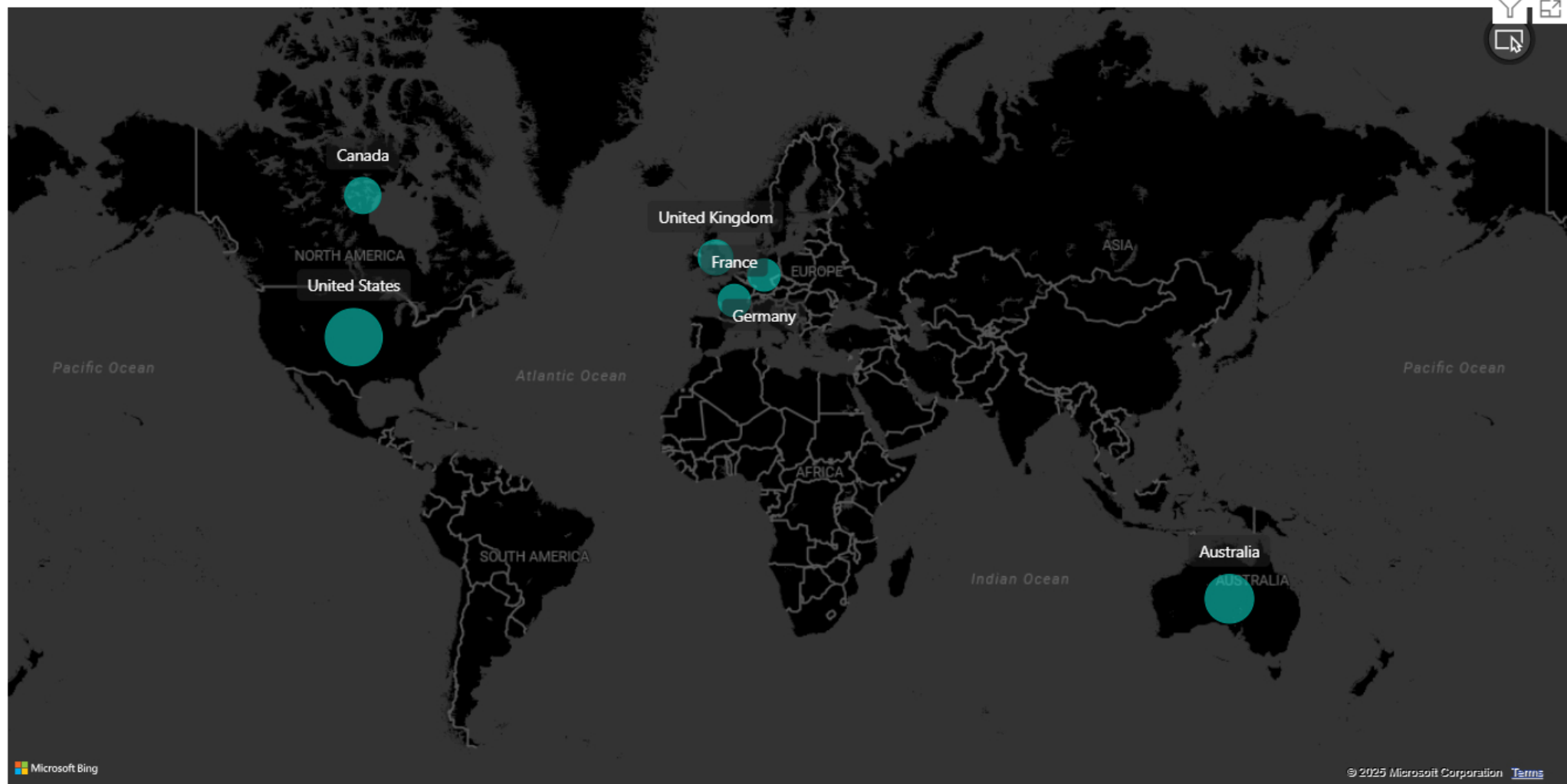


Select all

Europe

North America

Pacific



Select all

Europe

North America

Pacific





Selected Product :

**Water Bottle -
30 oz.**

Price Adjustments (%)

0.00



Selection Metric Parameter

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

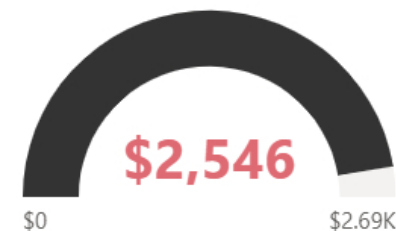
Monthly Orders vs Target



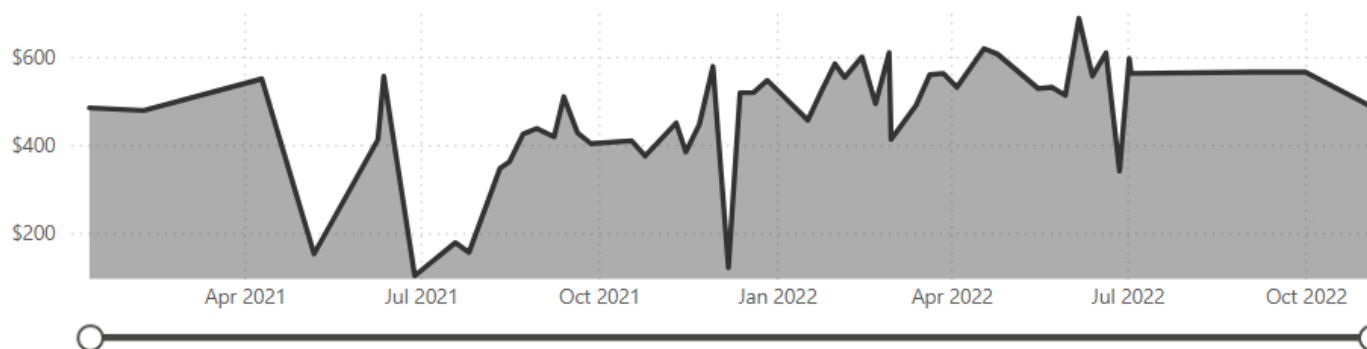
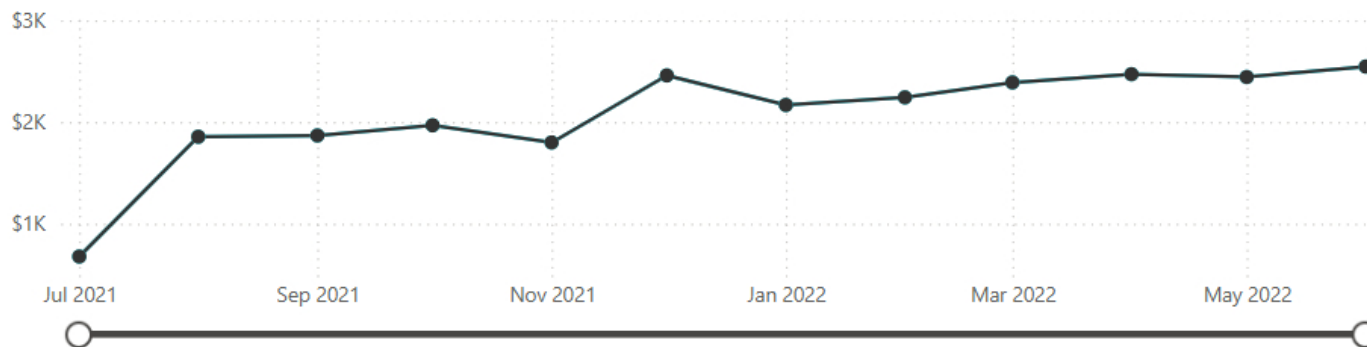
Monthly Revenue vs Target



Monthly Profit vs Target



● Total Profit ● Adjusted Profit



Exec Dashboard

Map

Product Details ^x

Customer Details

Category Tooltip



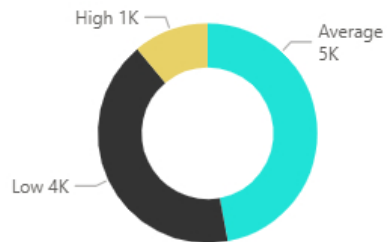
9133

Total Customers

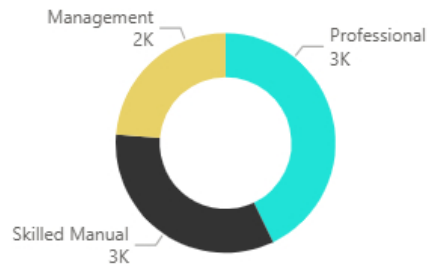
\$1,021

Revenue per Customers

Orders by Income Level

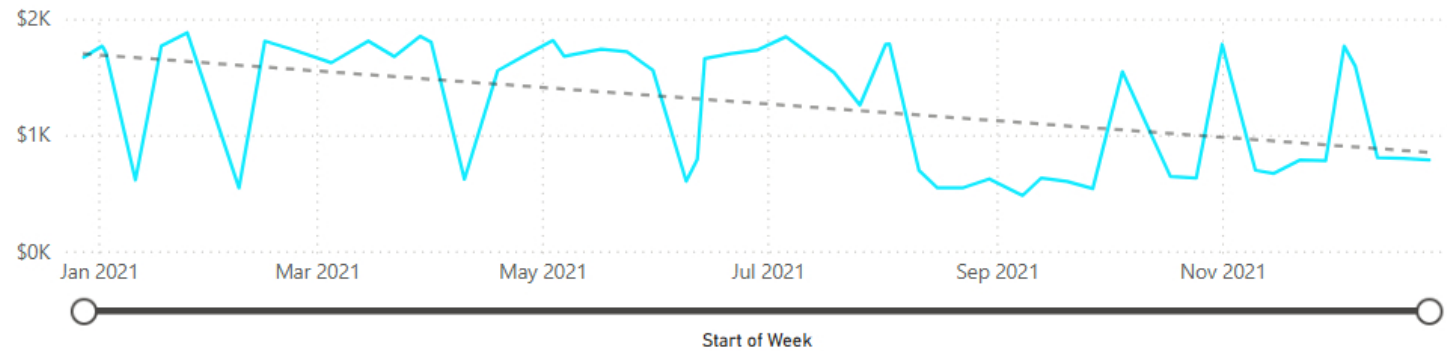


Orders by Occupation



Customers

Revenue Per Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11439	Mrs. Janet Munoz	5	\$9,597.69
11433	Mr. Maurice Shan	4	\$8,755.04
12132	Mrs. Kaitlyn Henderson	3	\$6,846.89
12308	Mrs. Margaret He	3	\$6,823.11
12323	Mr. Lawrence Alonso	3	\$6,822.46
12655	Mr. Larry Vazquez	3	\$6,816.71
12301	Mrs. Nichole Nara	3	\$6,815.60
12321	Mrs. Rosa Hu	3	\$6,780.20
12307	Mr. Brad She	3	\$6,776.94
12333	Mr. Terrance Rodriguez	3	\$6,774.50
12631	Mr. Clarence Gao	3	\$6,753.46
12650	Mr. Aaron Wright	3	\$6,750.96
12124	Mrs. Brandi Gill	3	\$6,745.18
12131	Mr. Randall Dominguez	3	\$6,744.58
12332	Mr. Andres Nara	3	\$6,723.49
12300	Adriana Gonzalez	3	\$6,710.02
12632	Mrs. Bonnie Nath	3	\$6,704.64
12647	Mrs. Colleen Anand	3	\$6,605.63
Total		661	\$425,567.33

Year

2021

2021

Top Customers (by Revenue):

Mrs. Janet Munoz

Orders:

5

Revenue:

9.60K



Janet drew the most revenue in 2021

Exec Dashboard

Map

Product Details

Customer Details ^x

Category Tooltip

+

\$10,457,715

Total Profit

1809

Total Returns

\$24,914,586.82

Total Revenue

2.17%

Return Rate

Weekly Order

