



\$24.9M

REVENUE

\$10.5M

PROFIT

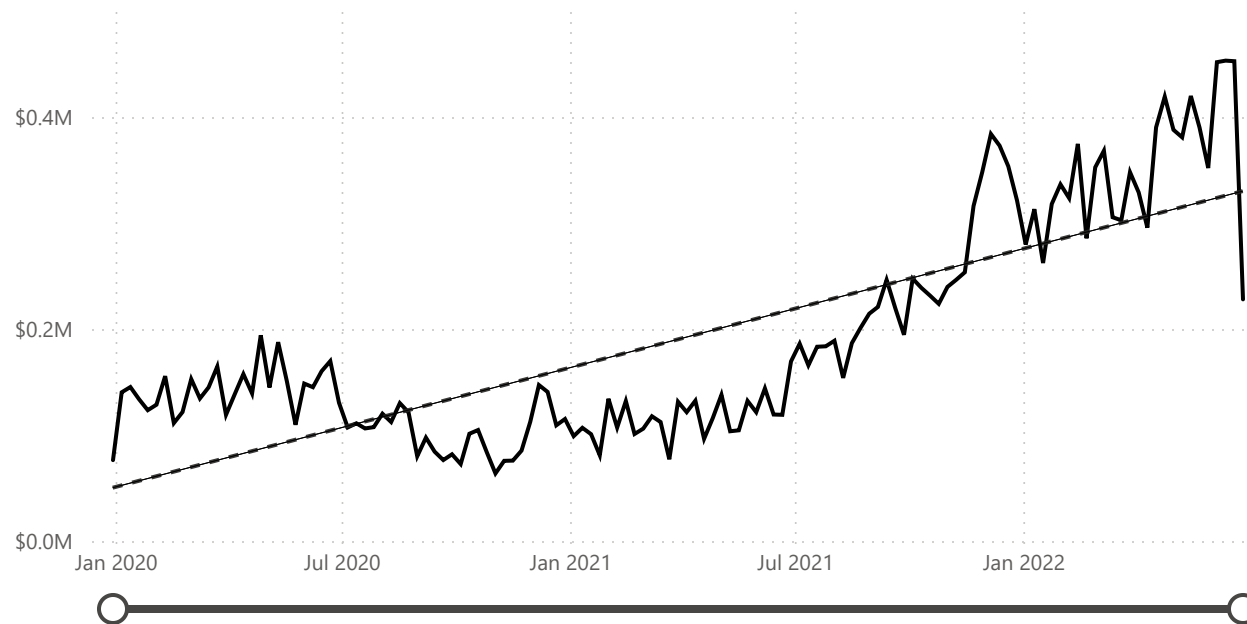
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Product

Top 10 Product	Orders	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%

Monthly Revenue

\$1.83M

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

Monthly Orders

2146

Previous Month: 2165 (-0.88%)

Monthly Returns

166

Previous Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

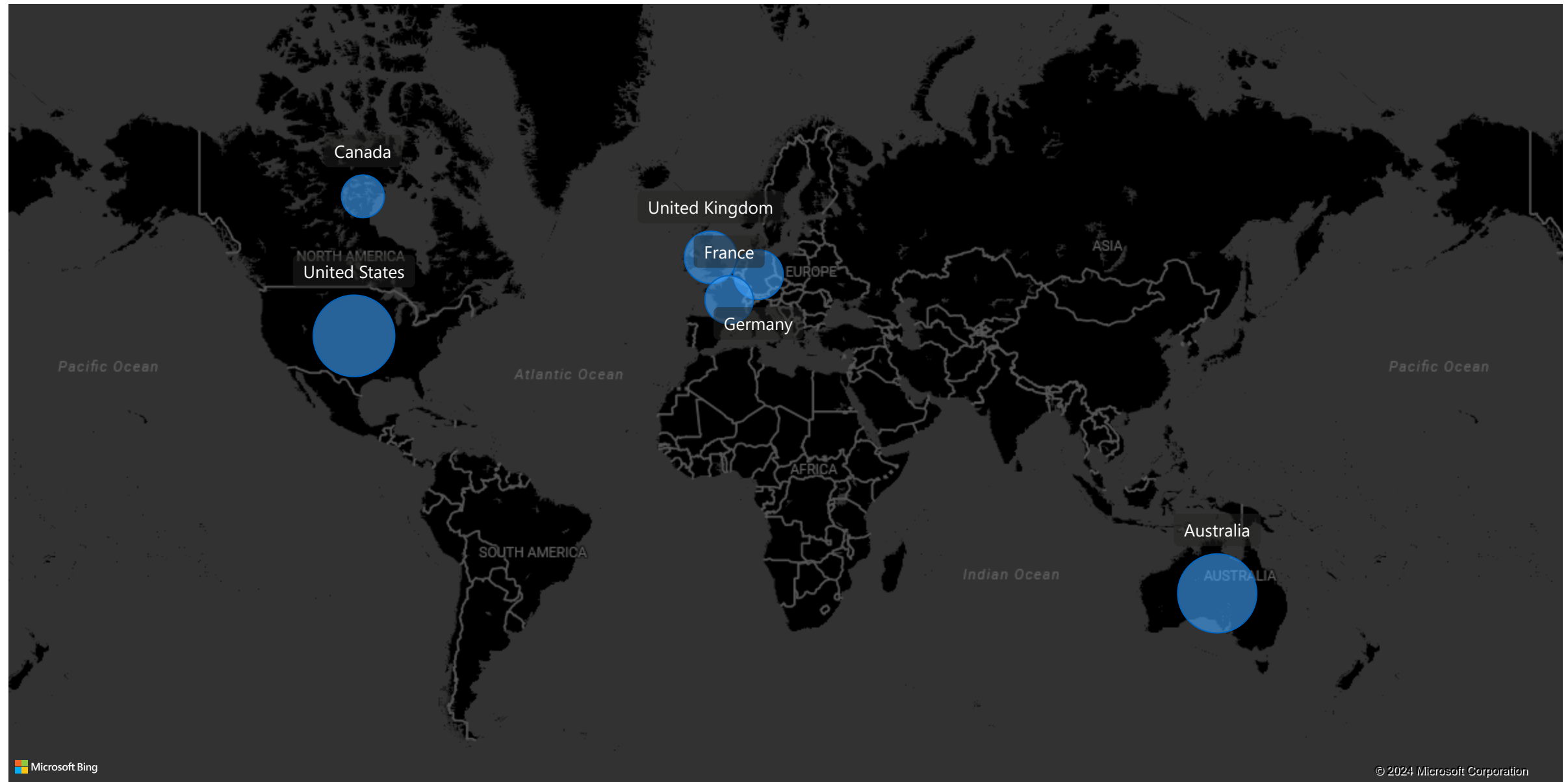
Shorts

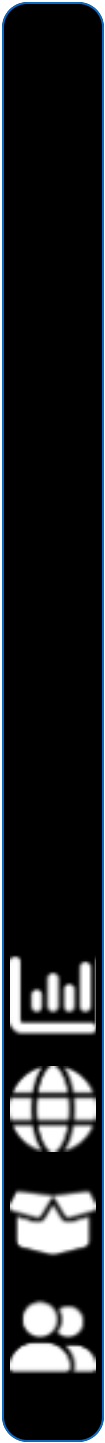
Select all

Europe

North America

Pacific





Selected Product :

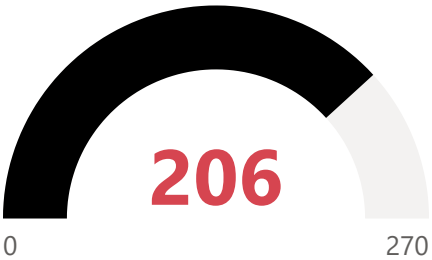
Sport-100
Helmet, Red

Price Adjustment

-0.20



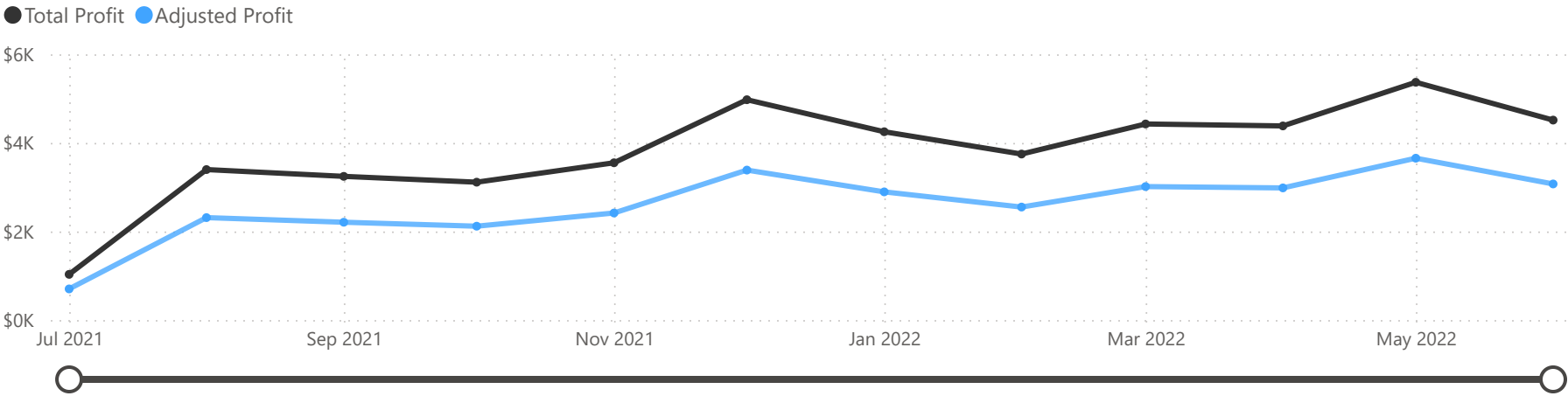
Monthly Orders with Target



Monthly Revenue with Target



Monthly Profit with Target



Product Metric Section

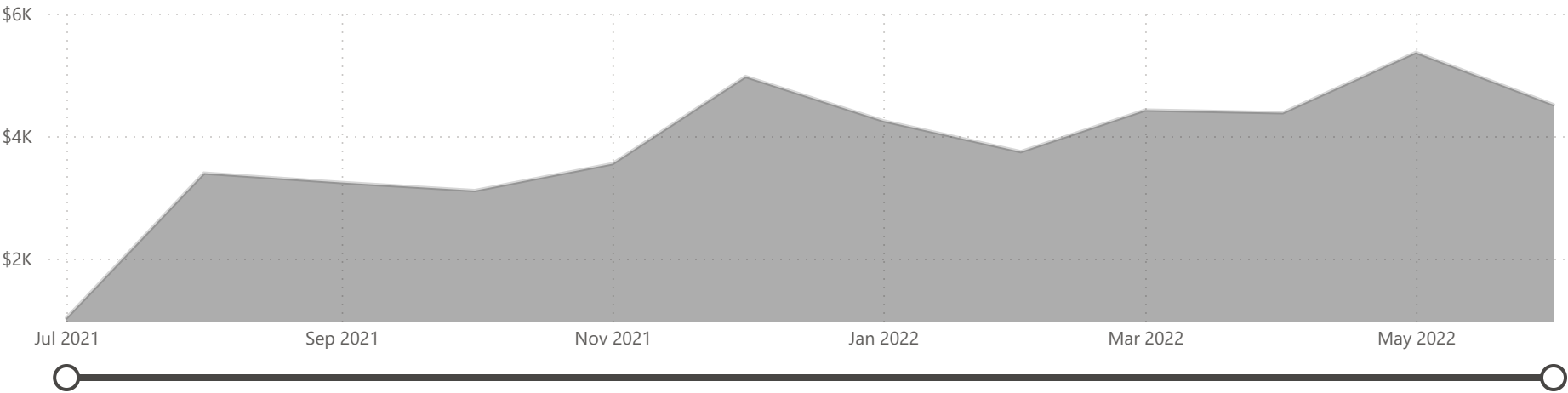
☐ Orders

☒ Profit

☐ Returns

☐ Revenue

☐ Return %



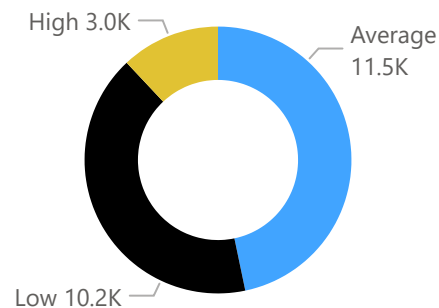
17.3K

TOTAL CUSTOMERS

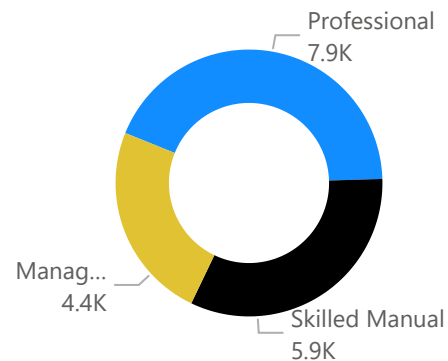
\$1.4K

AVERAGE REVENUE PER CUSTOMERS

Orders by Income Level



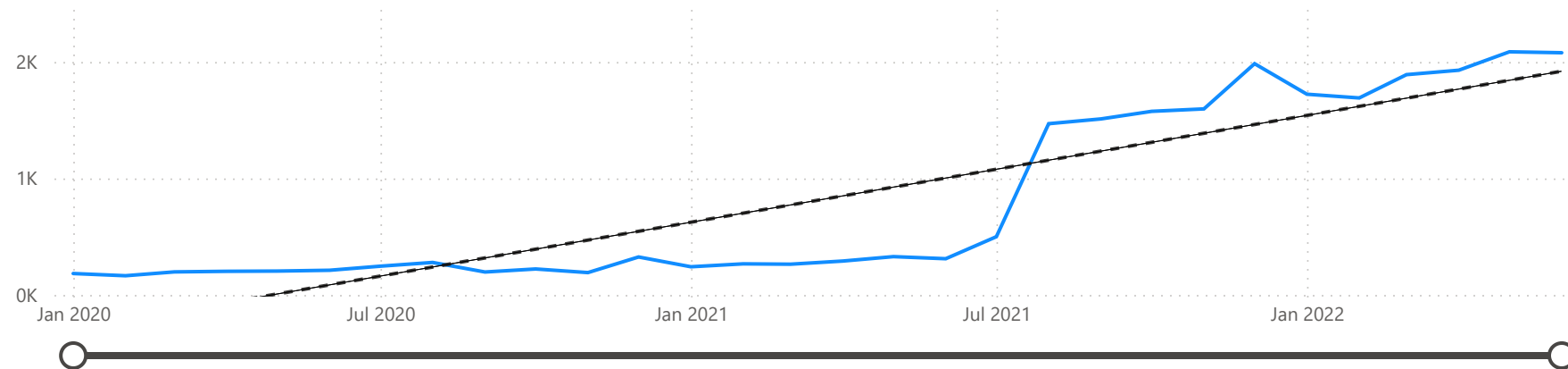
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



Top 100 Customers

CustomerKey	FullName	Orders	Revenue
11131	Ms. Amanda Rivera	4	\$212
11237	Mr. Clarence Anand	4	\$10,065
11245	Mr. Ricky Vazquez	4	\$10,166
11249	Mrs. Cindy Patel	4	\$9,668
11412	Mrs. Sydney Bryant	4	\$9,707
11413	Mrs. Megan Stewart	4	\$7,020
11414	Mr. Ian Richardson	4	\$6,963
11421	Mrs. Amy Sun	4	\$9,534
11422	Mr. Dustin Deng	4	\$6,874
11423	Mrs. Jasmine Stewart	4	\$9,717
11427	Mrs. Desiree Dominguez	4	\$9,718
11428	Mrs. Deanna Perez	4	\$9,762
11431	Mr. Bryant Garcia	4	\$9,687
11640	Mrs. Chloe Wilson	4	\$451
11642	Mrs. Morgan Hughes	4	\$480
11659	Mr. Miguel Adams	4	\$285
11698	Mr. Jackson Wright	4	\$293
11723	Mr. Luke Coleman	4	\$208
11740	Mrs. Jan Hall	4	\$389
Total		1264	\$6,05,798

Year

2020

2022

Top Customers (By Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K