



REVENUE

PROFIT

ORDER

RETURN

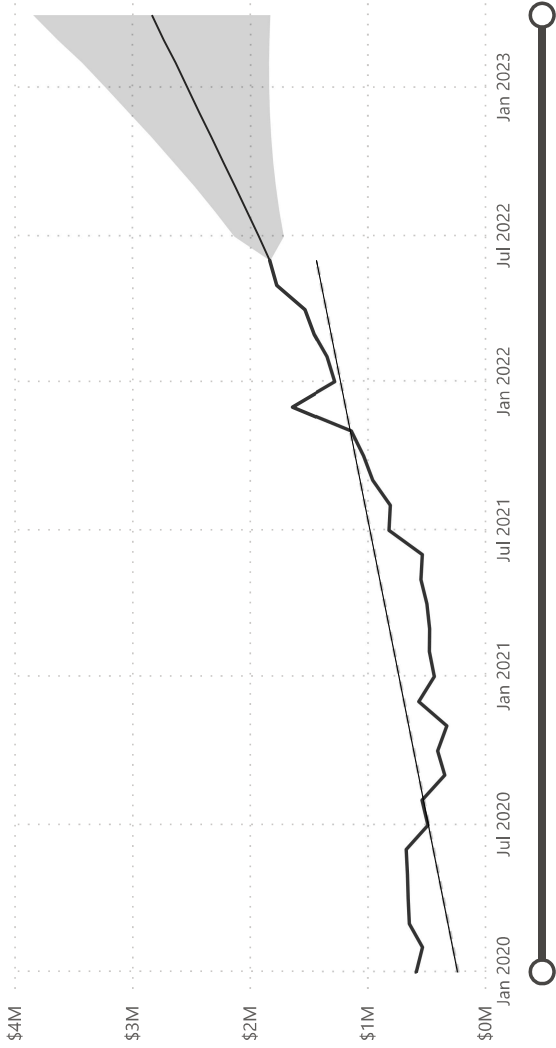
\$24.9M

\$10.5M

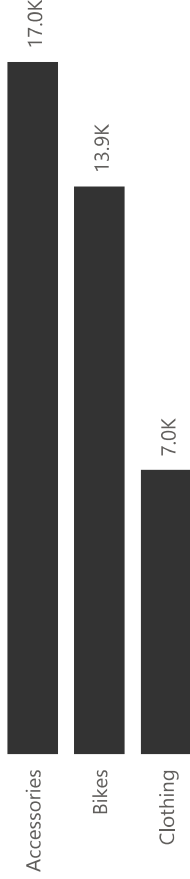
25.2K

2.2%

Revenue Trending



Orders by Category



Top 10 Product

	Order	Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755.330	1.95%
Patch Kit/8 Patches	2,952	\$13,506.420	1.61%
Mountain Tire Tube	2,846	\$28,333.220	1.64%
Road Tire Tube	2,173	\$17,264.730	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.010	3.33%
AWC Logo Cap	2,062	\$35,882.074	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.179	3.31%
Fender Set - Mountain	1,975	\$87,040.800	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.748	2.68%
Mountain Bottle Cage	1,896	\$38,061.900	2.02%

Monthly Revenue

\$1.83M[✓]

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

Monthly Order

2,146[!]

Previous Month: 2,165
(-0.88%)

Monthly Revenue

166[✓]

Previous Month: 169
(+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Map and filled map visuals are disabled. To enable them, go to File > Options and settings > Options > Global > Security. [See details](#)

Selected Product:

Water Bottle -
30 oz.

Monthly Order vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

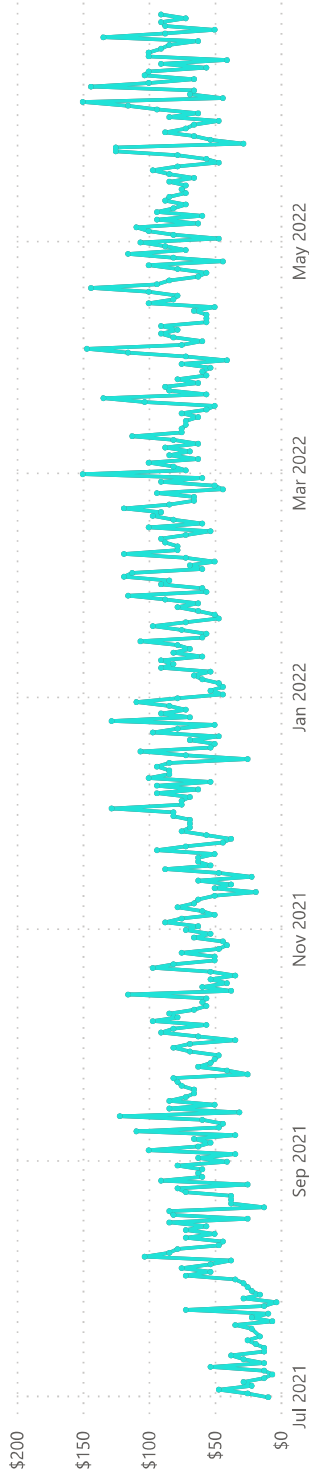


Price Adjustment (%)

0.00

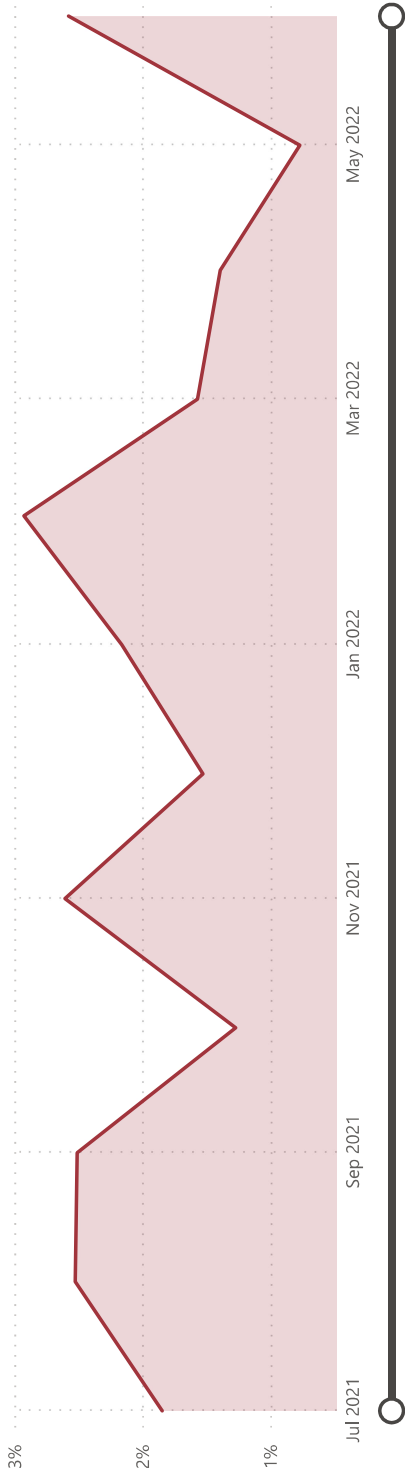


● Total Profit ● Adjusted Profit



Product Metric Selection

- ☐ Profit
- ☐ Order
- ☐ Revenue
- ☐ Return
- ☒ Return Rate

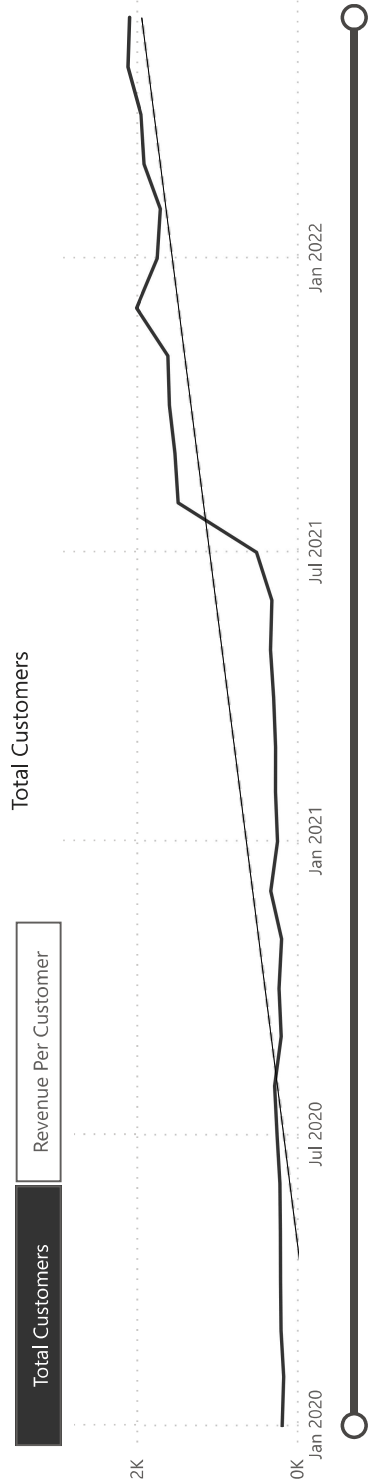


1.4K

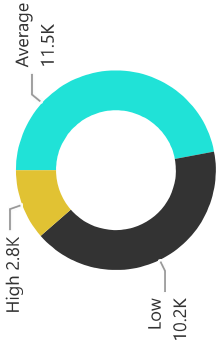
REVENUE PER CUSTOMER

17.4K

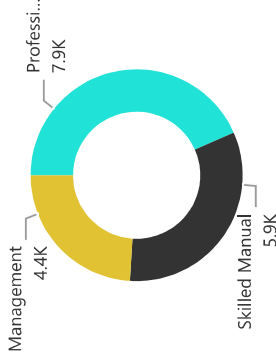
UNIQUE CUSTOMER



Order by Income Level



Order by Occupation



Top 100 Customers

Customer Key	Full Name	Order	Total Revenue
11433	MR. MAURICE SHAN	6	\$12,407.955
11439	MRS. JANET MUNOZ	6	\$12,015.403
11241	MRS. LISA CAI	7	\$11,330.449
11417	MRS. LACEY ZHENG	7	\$11,085.750
11420	MR. JORDAN TURNER	7	\$11,022.400
11242	MR. LARRY MUNOZ	7	\$10,852.034
13263	MRS. KATE ANAND	4	\$10,436.508
12655	MR. LARRY VAZQUEZ	4	\$10,394.984
11425	MRS. ARIANA GRAY	6	\$10,391.430
12631	MR. CLARENCE GAO	4	\$10,331.735
12650	MR. AARON WRIGHT	4	\$10,329.229
13405	MR. ETHAN BRYANT	4	\$10,308.525
11429	MR. MARCO LOPEZ	6	\$10,289.686
12632	MRS. BONNIE NATH	4	\$10,282.912
11245	MR. RICKY VAZQUEZ	4	\$10,165.922
11237	MR. CLARENCE ANAND	4	\$10,065.012
11428	MRS. DEANNA PEREZ	4	\$9,761.602
11427	MRS. DESIREE DOMINGUEZ	4	\$9,717.651
11423	MRS. JASMINE STEWART	4	\$9,716.991
11412	MRS. SYDNEY BRYANT	4	\$9,706.913
Total		1,264	\$6,05,797.817

MR. MAURICE SHAN

Among all customers in skilled manual roles in 2022, Mr. Ruben Suarez drove most revenue

25,164

Total Order

\$1,04,57,715.434

Total Profit

\$2,49,14,586.819

Total Revenue

1,809

Total Return

2.17%

Return Rate

Total Order by Start of Week

