



CategoryName	Average Retail Price	Total Customers	Return Rate	Total Orders	Total Returns	Order Distinct Count	All Orders	% of All Orders	Overall Average Price
Accessories	\$34.26	14287	1.95%	33607	1115	16983	56046	59.96%	\$714.44
Bikes	\$1,541.38	8793	3.08%	13929	427	13929	56046	24.85%	\$714.44
Clothing	\$50.68	6452	2.16%	8510	267	6976	56046	15.18%	\$714.44
Components	\$432.19						56046		\$714.44
Total	\$714.44	17416	2.17%	56046	1809	25164	56046	100.00%	\$714.44

CategoryName	All Returns	% Of Total Returns	High Order Ticket	Total Revenue	Average Revenue Per Customer	Total Cost
Accessories	1809	61.64%		\$9,06,673.11	\$63.46	\$3,36,913.05
Bikes	1809	23.60%	11312	\$2,36,42,495.10	\$2,688.79	\$1,39,16,326.82
Clothing	1809	14.76%		\$3,65,418.62	\$56.64	\$2,03,631.52
Components	1809					
Total	1809	100.00%	11312	\$2,49,14,586.82	\$1,430.56	\$1,44,56,871.39

Year	Total Revenue	Total Cost	Total Profit
2020	\$64,04,933.58	\$38,03,331.25	\$26,01,602.33
2021	\$93,24,203.79	\$53,57,119.66	\$39,67,084.13
2022	\$91,85,449.45	\$52,96,420.47	\$38,89,028.97
Total	\$2,49,14,586.82	\$1,44,56,871.39	\$1,04,57,715.43

Start of Month	YTD	Previous Month Revenue	Target Revenue	10 Days Rolling Period	Previous Month Return
01 January 2020	\$5,85,312.65			\$1,77,360.96	
01 February 2020	\$11,17,538.89	\$5,85,312.65	\$6,43,843.91	\$1,75,163.43	4
01 March 2020	\$17,60,975.00	\$5,32,226.25	\$5,85,448.87	\$2,13,755.04	4
01 April 2020	\$24,14,339.04	\$6,43,436.10	\$7,07,779.71	\$2,33,532.62	9
01 May 2020	\$30,73,664.93	\$6,53,364.04	\$7,18,700.44	\$1,74,108.01	14
01 June 2020	\$37,43,653.60	\$6,59,325.90	\$7,25,258.49	\$2,45,316.85	11
01 July 2020	\$42,29,768.61	\$6,69,988.67	\$7,36,987.54	\$1,46,074.88	4
01 August 2020	\$47,66,221.42	\$4,86,115.01	\$5,34,726.51	\$1,75,753.20	3
01 September 2020	\$51,10,284.30	\$5,36,452.82	\$5,90,098.10	\$1,05,428.61	6
01 October 2020	\$55,14,560.90	\$3,44,062.87	\$3,78,469.16	\$1,28,469.65	2
01 November 2020	\$58,41,172.05	\$4,04,276.60	\$4,44,704.26	\$1,18,100.66	10
01 December 2020	\$64,04,933.58	\$3,26,611.15	\$3,59,272.27	\$1,74,027.44	5
01 January 2021	\$4,32,425.74	\$5,63,761.53	\$6,20,137.68	\$1,32,009.86	13
01 February 2021	\$9,06,588.52	\$4,32,425.74	\$4,75,668.31	\$1,57,257.84	8
01 March 2021	\$13,78,550.40	\$4,74,162.79	\$5,21,579.07	\$1,36,087.52	8
01 April 2021	\$18,73,507.82	\$4,71,961.88	\$5,19,158.07	\$1,44,310.73	8
01 May 2021	\$24,19,042.56	\$4,94,957.42	\$5,44,453.16	\$1,97,836.61	5
01 June 2021	\$29,52,867.55	\$5,45,534.74	\$6,00,088.22	\$1,72,860.61	10
01 July 2021	\$37,68,224.01	\$5,33,824.98	\$5,87,207.48	\$2,82,882.70	8
01 August 2021	\$45,72,417.40	\$8,15,356.47	\$8,96,892.12	\$2,71,204.31	45
01 September 2021	\$55,25,160.89	\$8,04,193.39	\$8,84,612.73	\$2,82,792.36	118
01 October 2021	\$65,54,981.94	\$9,52,743.49	\$10,48,017.84	\$3,19,497.63	120
01 November 2021	\$76,88,894.99	\$10,29,821.05	\$11,32,803.16	\$4,31,039.39	137
01 December 2021	\$93,24,203.79	\$11,33,913.05	\$12,47,304.35	\$4,90,293.68	134
01 January 2022	\$12,74,378.67	\$16,35,308.80	\$17,98,839.68	\$4,31,060.59	163
01 February 2022	\$26,13,619.96	\$12,74,378.67	\$14,01,816.53	\$4,58,640.35	155
01 March 2022	\$40,62,216.08	\$13,39,241.29	\$14,73,165.42	\$4,34,584.23	150
01 April 2022	\$55,90,029.81	\$14,48,596.12	\$15,93,455.74	\$5,51,374.93	158
01 May 2022	\$73,58,462.31	\$15,27,813.72	\$16,80,595.09	\$5,58,615.86	162
01 June 2022	\$91,85,449.45	\$17,68,432.51	\$19,45,275.76	\$6,16,273.84	169
<b>Total</b>	<b>\$91,85,449.45</b>	<b>\$2,30,87,599.68</b>	<b>\$2,53,96,359.65</b>	<b>\$6,16,273.84</b>	<b>1643</b>

Start of Month	Previous Month Orders	Previous Month Profit	Previous Month Return	Order Target	Profit Target	90 Days Rolling Profit
01 January 2020						\$2,35,814.03
01 February 2020	184	\$2,35,814.03	4	202	\$2,59,395.43	\$4,48,000.72
01 March 2020	165	\$2,12,186.69	4	182	\$2,33,405.36	\$7,03,629.47
01 April 2020	198	\$2,59,084.52	9	218	\$2,84,992.97	\$7,34,302.55
01 May 2020	204	\$2,63,031.34	14	224	\$2,89,334.48	\$7,72,192.20
01 June 2020	206	\$2,66,275.75	11	227	\$2,92,903.33	\$7,94,581.77
01 July 2020	212	\$2,70,067.51	4	233	\$2,97,074.26	\$7,11,349.52
01 August 2020	247	\$1,96,682.79	3	272	\$2,16,351.07	\$6,63,634.33
01 September 2020	278	\$2,18,355.47	6	306	\$2,40,191.02	\$5,47,909.27
01 October 2020	196	\$1,40,516.15	2	216	\$1,54,567.76	\$5,15,402.27
01 November 2020	223	\$1,68,581.76	10	245	\$1,85,439.94	\$4,42,034.38
01 December 2020	191	\$1,34,175.98	5	210	\$1,47,593.58	\$5,28,612.75
01 January 2021	326	\$2,36,830.33	13	359	\$2,60,513.36	\$5,45,225.61
01 February 2021	242	\$1,82,044.38	8	266	\$2,00,248.82	\$6,18,919.08
01 March 2021	267	\$2,00,044.37	8	294	\$2,20,048.81	\$5,81,699.79
01 April 2021	266	\$1,99,611.04	8	293	\$2,19,572.15	\$6,16,531.42
01 May 2021	290	\$2,09,521.70	5	319	\$2,30,473.87	\$6,30,339.81
01 June 2021	329	\$2,33,013.08	10	362	\$2,56,314.38	\$6,62,780.96
01 July 2021	312	\$2,27,745.04	8	343	\$2,50,519.54	\$7,84,230.46
01 August 2021	1387	\$3,42,624.13	45	1,526	\$3,76,886.54	\$8,98,461.58
01 September 2021	3736	\$3,48,095.72	118	4,110	\$3,82,905.29	\$10,83,561.24
01 October 2021	3800	\$4,10,592.05	120	4,180	\$4,51,651.26	\$11,84,244.14
01 November 2021	4048	\$4,41,168.03	137	4,453	\$4,85,284.83	\$13,25,721.01
01 December 2021	4092	\$4,82,940.37	134	4,501	\$5,31,234.40	\$15,88,109.73
01 January 2022	5166	\$6,89,684.23	163	5,683	\$7,58,652.65	\$16,87,299.30
01 February 2022	4492	\$5,41,843.78	155	4,941	\$5,96,028.16	\$17,99,101.90
01 March 2022	4384	\$5,67,573.89	150	4,822	\$6,24,331.28	\$17,22,870.79
01 April 2022	4773	\$6,13,453.12	158	5,250	\$6,74,798.43	\$18,39,813.85
01 May 2022	4986	\$6,43,826.56	162	5,485	\$7,08,209.21	\$19,47,906.83
01 June 2022	5416	\$7,50,754.34	169	5,958	\$8,25,829.77	\$21,42,663.11
<b>Total</b>	<b>50616</b>	<b>\$96,86,138.14</b>	<b>1643</b>	<b>55,678</b>	<b>\$1,06,54,751.96</b>	<b>\$21,42,663.11</b>



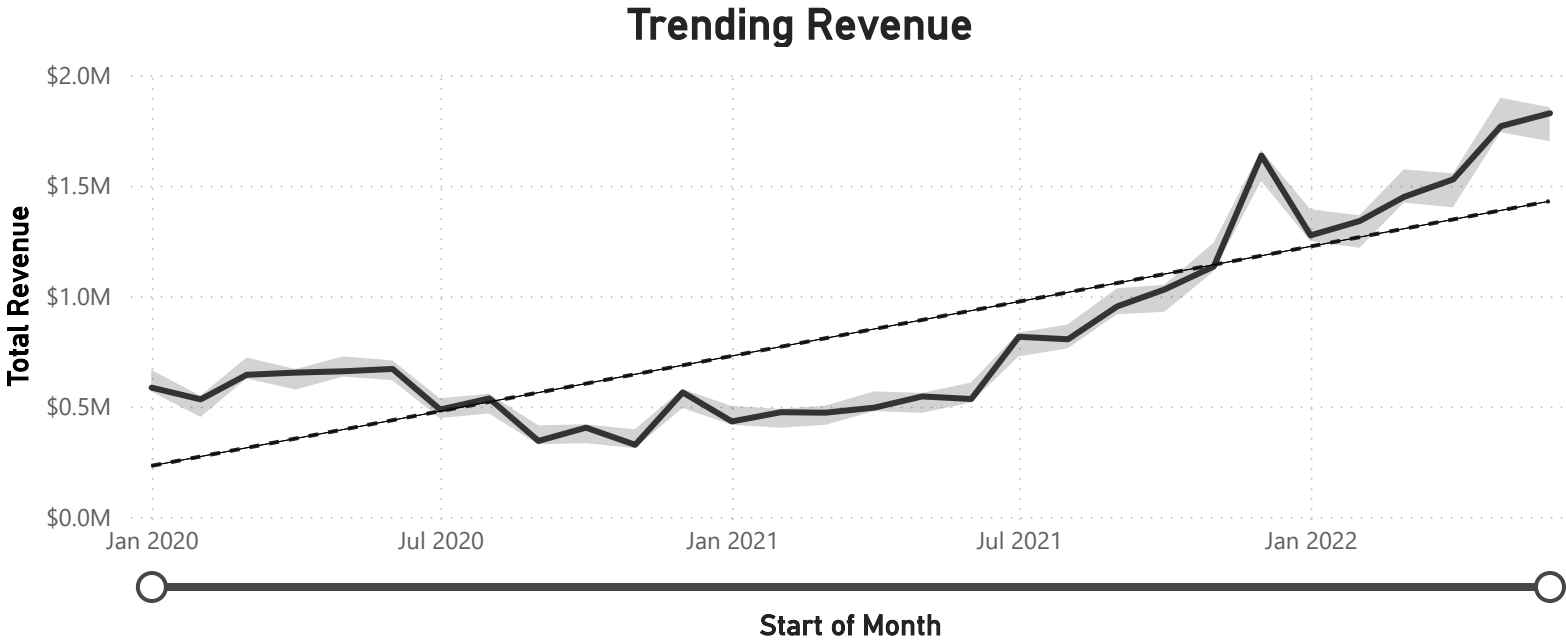
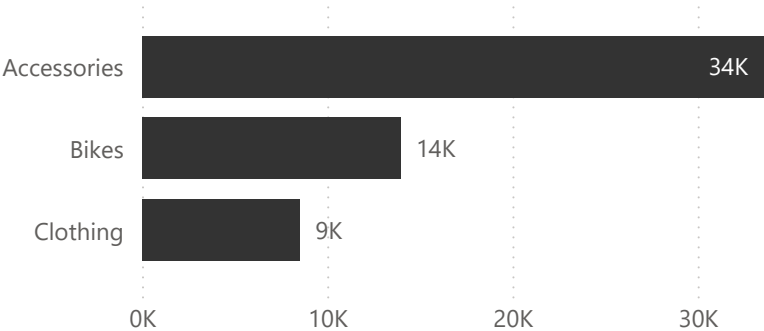
\$24.91M  
REVENUE

56K  
ORDERS

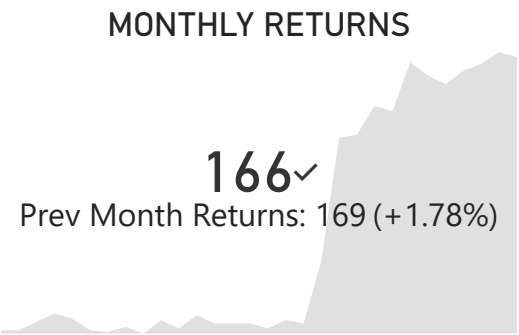
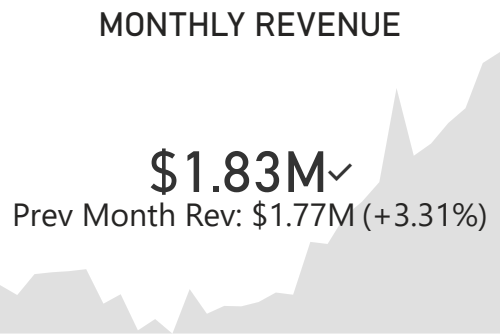
\$10.46M  
PROFIT

2.17%  
RETURN %

ORDERS BY CATEGORY



Top 10 Products	Total Revenue	Total Orders	Total Profit
Water Bottle - 30 oz.	\$39,755.33	3983	\$2,846.73
Patch Kit/8 Patches	\$13,506.42	2952	\$1,350.64
Mountain Tire Tube	\$28,333.22	2846	\$1,350.64
Road Tire Tube	\$17,264.73	2173	\$1,350.64
Sport-100 Helmet, Red	\$73,444.01	2099	\$4,656.78
AWC Logo Cap	\$35,882.07	2062	\$1,350.64
Total	\$4,65,678.41	23921	\$2,846.73



MOST ORDERED PRODUCT

Tires and Tubes

MOST RETURNED PRODUCT

Shorts

Europe

North America

Pacific

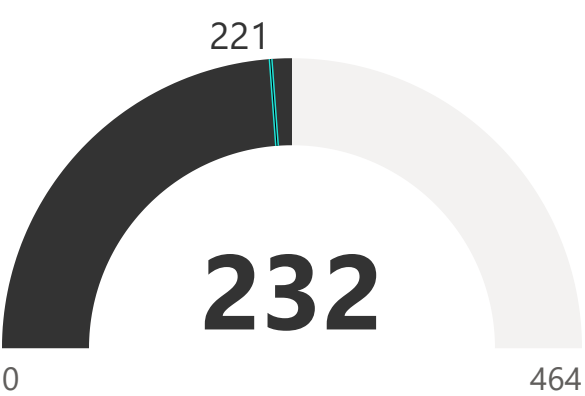
Total Orders by Country



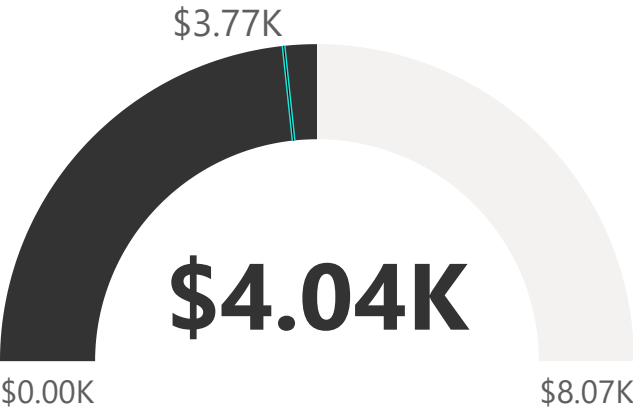
SELECTED PRODUCT

AWC Logo  
Cap

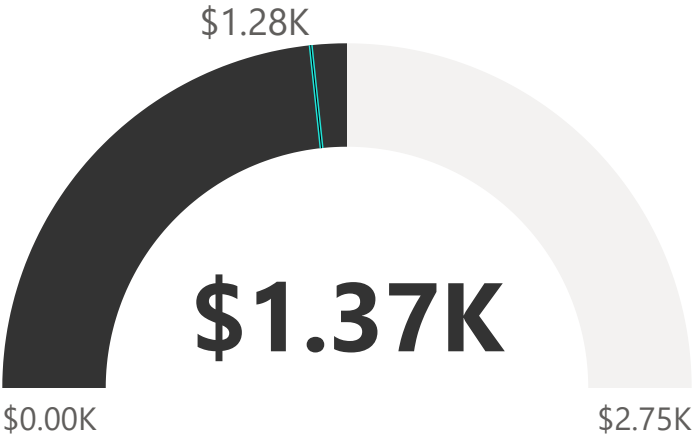
Monthly Orders VS Target



Total Revenue VS Target



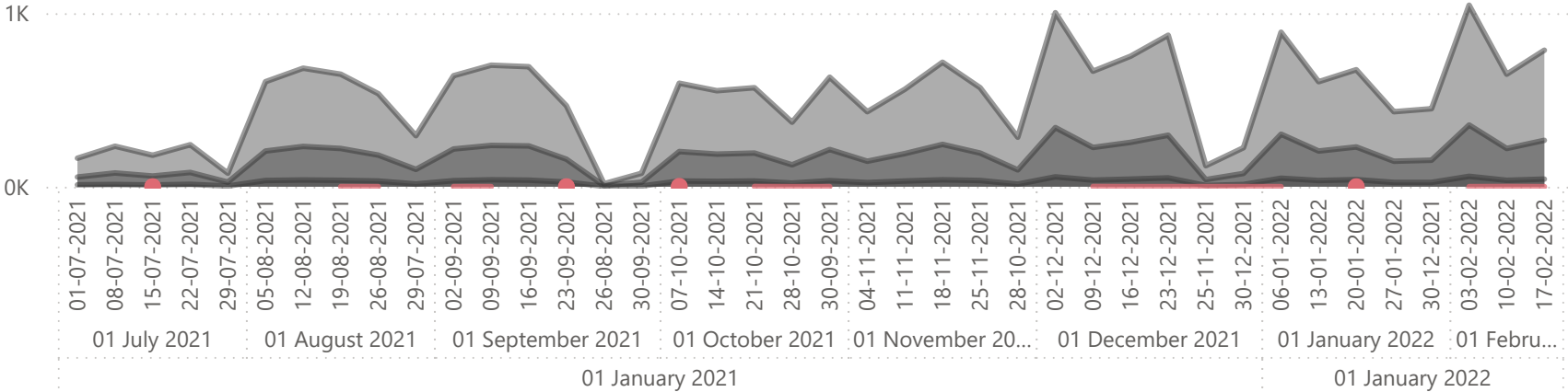
Monthly Profit VS Target



TRENDS

● Orders ● Revenue ● Profit ● Returns ● Return %

Orders, Revenue, ...



Start of Week



2020

2021

2022

17K

UNIQUE CUSTOMER

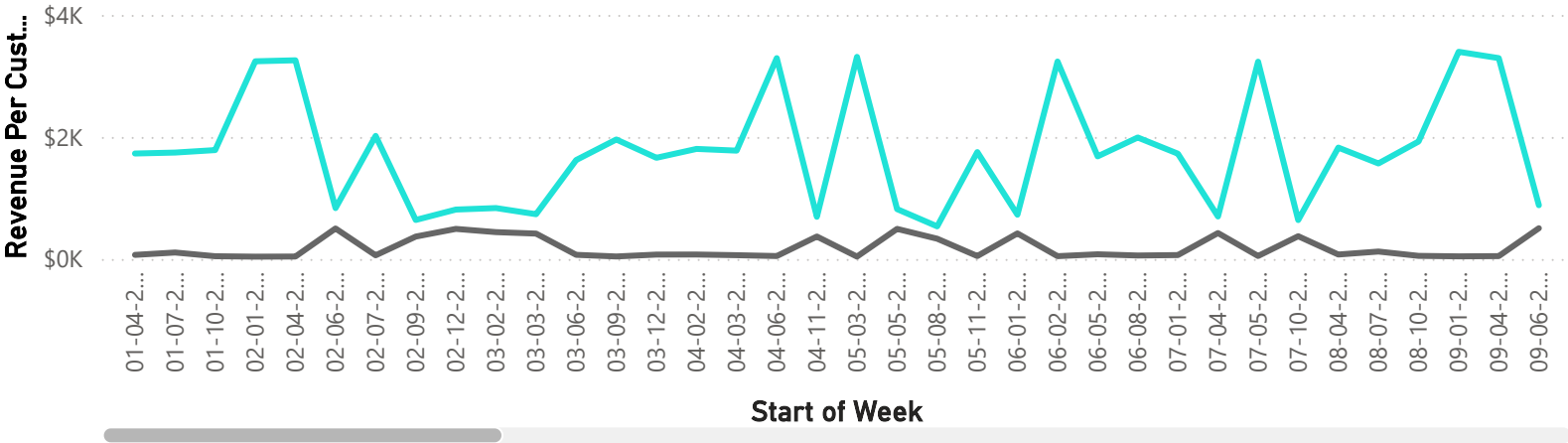
\$1.43K

REVENUE PER...

Revenue Per Customer

Total Customers

Revenue Per Customer   Total Customers



TOP CUSTOMER (BY REVENUE):

ORDERS:

12

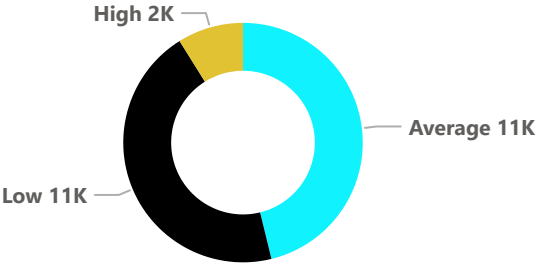
Mr. Maurice Shan

REVENUE:

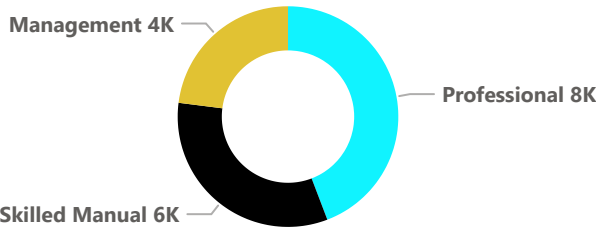
12.41K

Among customer in skilled manual role in Mrs. Colleen Goel drove the most revenue at 4.68K

Orders by Income Level

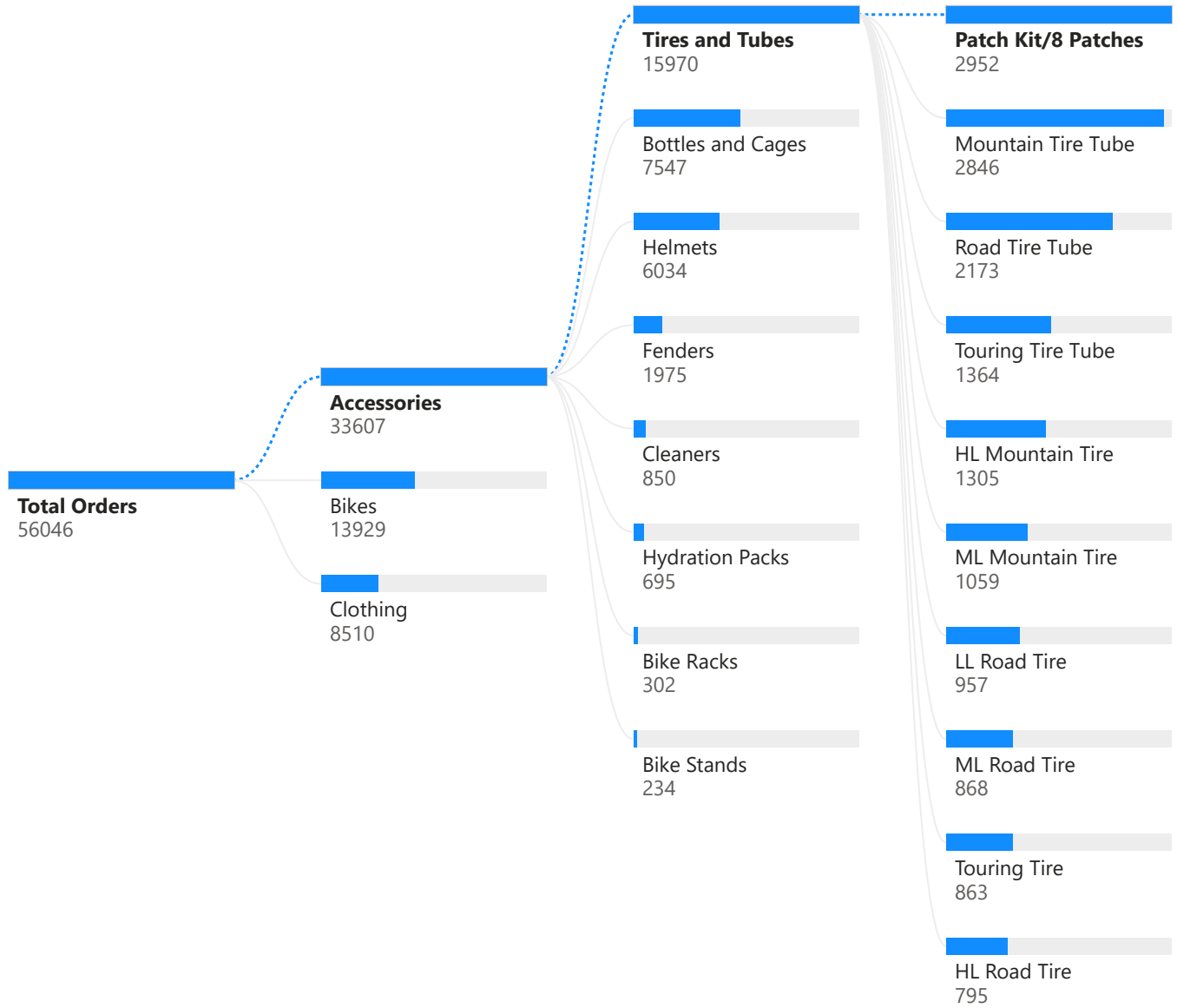


Orders by Occupation



TOP 100 CUSTOMERS

CUSTOMER KEY	FULL NAME	ORDERS	REVI
14582	Mr. Marcus Reed	9	
13944	Mr. Andrew Moore	9	
12061	Mr. Bryce Brooks	10	
12140	Mr. Oscar Russell	10	
15378	Mr. Devin Ward	9	
16479	Ms. Victoria Brooks	9	
13222	Mr. Arturo Liu	9	
14897	Mr. Hunter Moore	11	
Total		33710	\$1,40





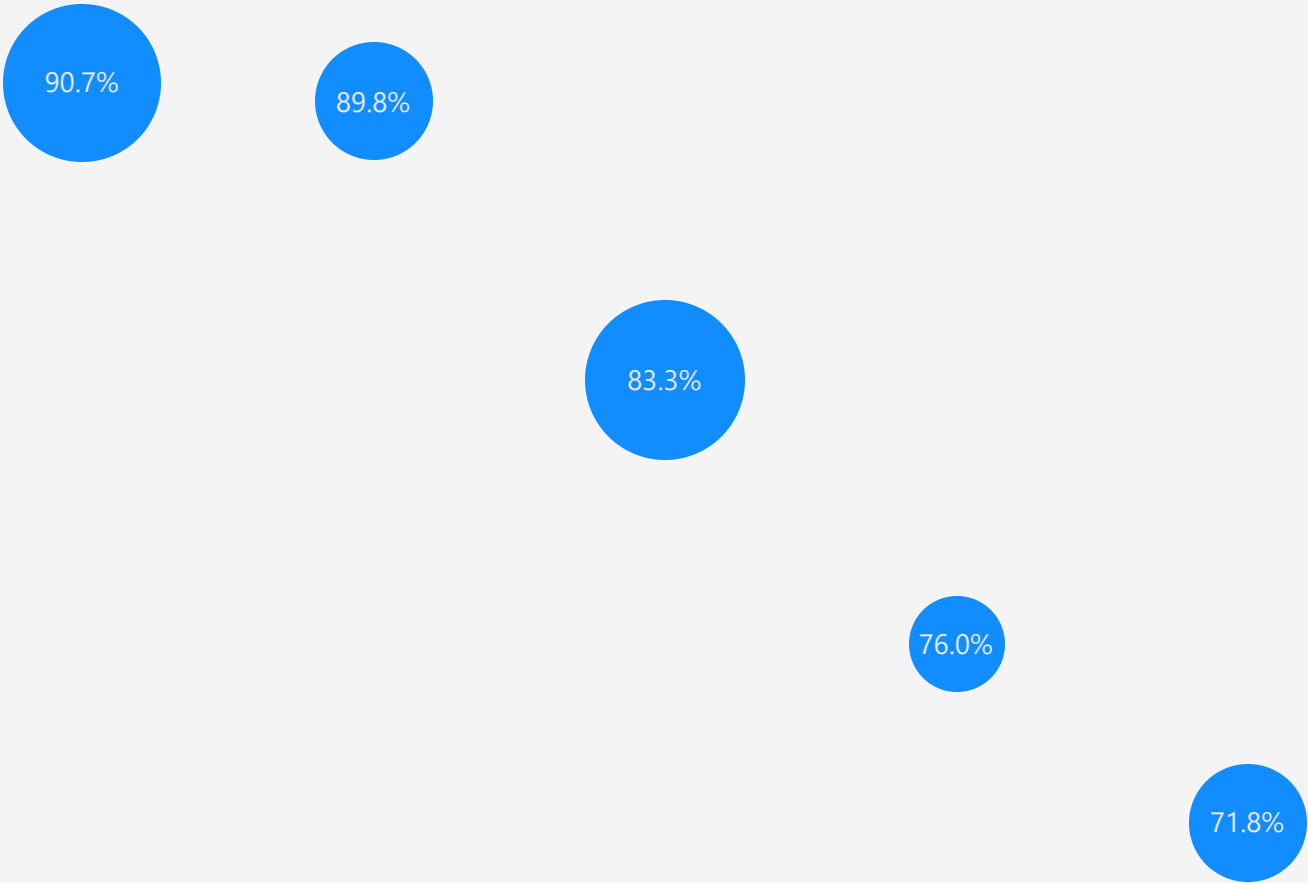


When is HomeOwner more likely to be 

Y

 ?

We found 5 segments and ranked them by % HomeOwner is Y and population size. Select a segment to see more details.



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
% HomeOwner is Y	90.7%	89.8%	83.3%	76.0%	71.8%
Population count	956	605	978	408	603



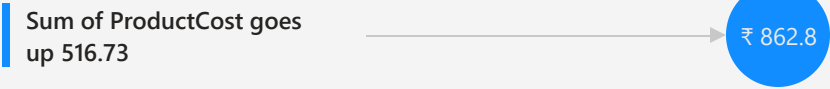
What influences ProductPrice to 

Increase

▼

 ?

When...  
...the average of ProductPrice increases by



← On average when Sum of ProductCost increases, ProductPrice also increases.

