



\$24.9M

Revenue

\$10.5M

Profit

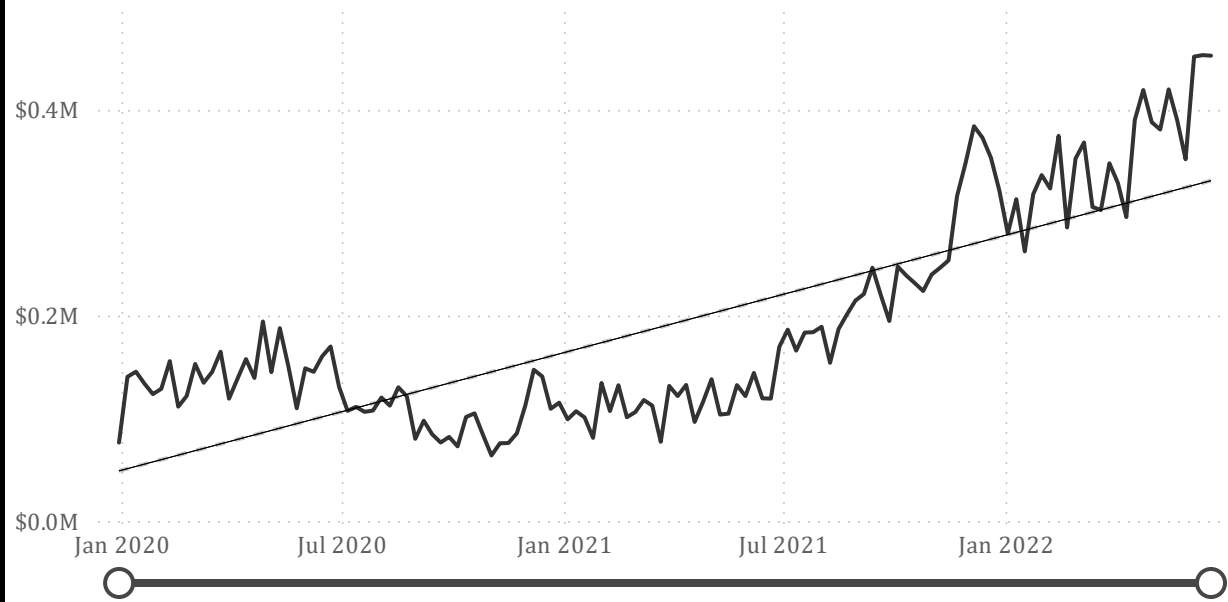
25K

Orders

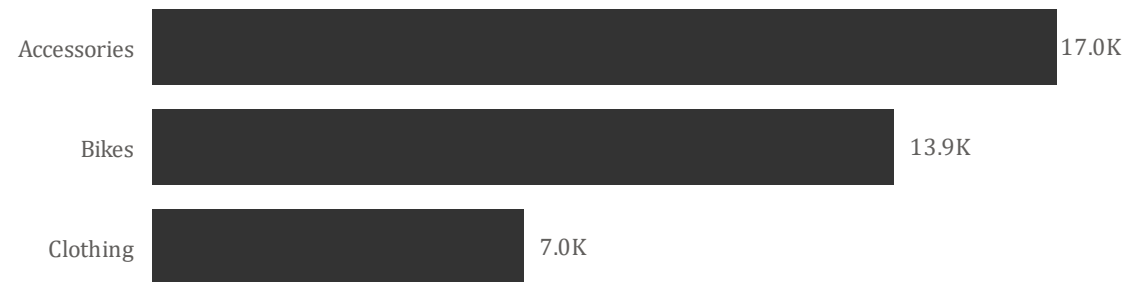
2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882.1	1.1%
Fender Set - Mountain	1,975	\$87,040.8	1.4%
Mountain Bottle Cage	1,896	\$38,061.9	2.0%
Mountain Tire Tube	2,846	\$28,333.2	1.6%
Patch Kit/8 Patches	2,952	\$13,506.4	1.6%
Road Tire Tube	2,173	\$17,264.7	1.5%
Sport-100 Helmet, Black	1,940	\$65,269.7	2.7%
Sport-100 Helmet, Blue	1,995	\$67,120.2	3.3%
Sport-100 Helmet, Red	2,099	\$73,444.0	3.3%
Water Bottle - 30 oz.	3,983	\$39,755.3	1.9%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Monthly Revenue

\$1.83M✓

Prev Month: 1.77M
(+\$0.06M)

Monthly Profit

\$0.77M✓

Prev Month: \$0.75M
(+\$0.02M)

Monthly Order

2.15K!

Prev Month: 2.17K
(-0.02K)

Monthly Return

166✓

Prev Month: 169
(+3)

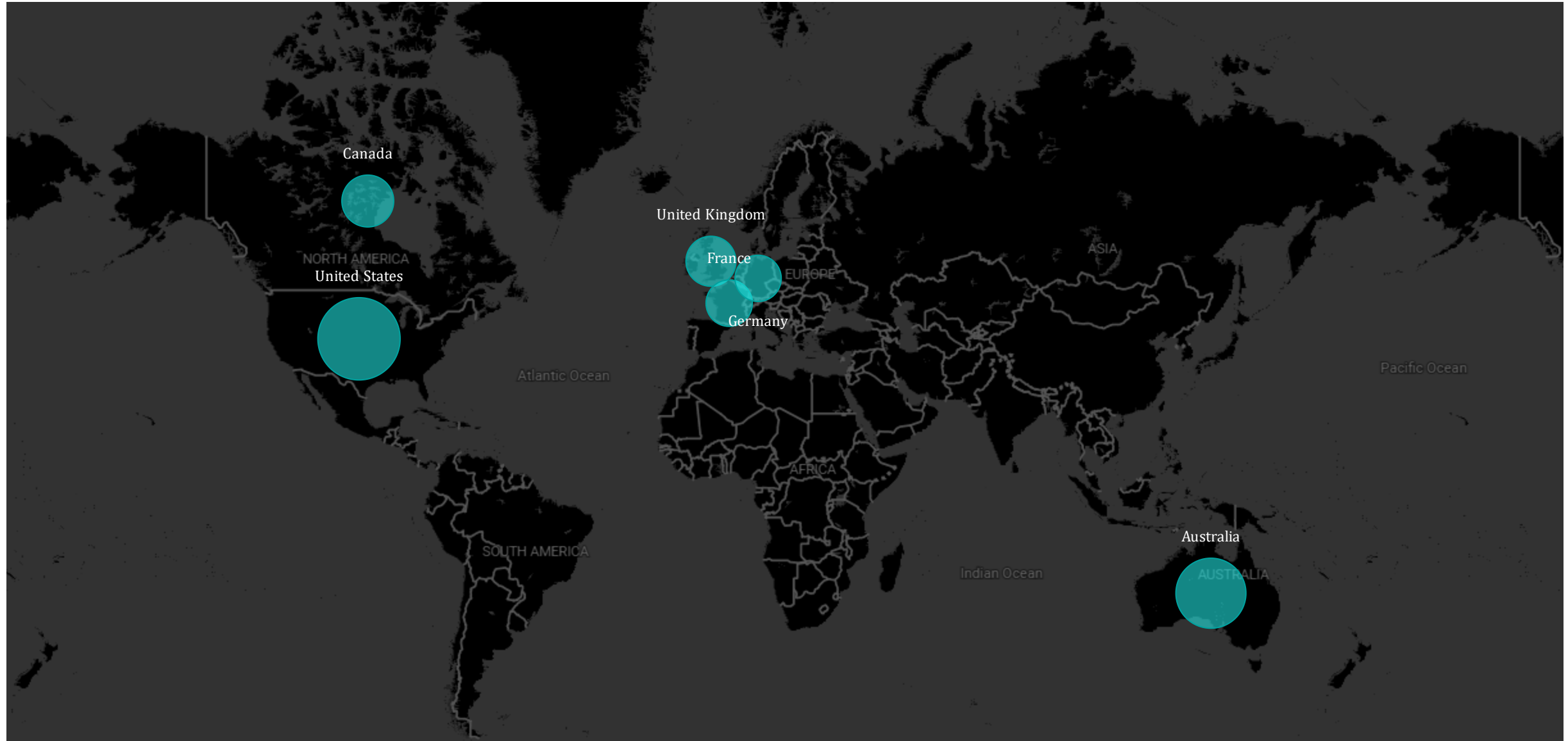


Select all

Europe

North America

Pacific





Selected Product:

Fender Set -
Mountain

Monthly Revenue vs Target



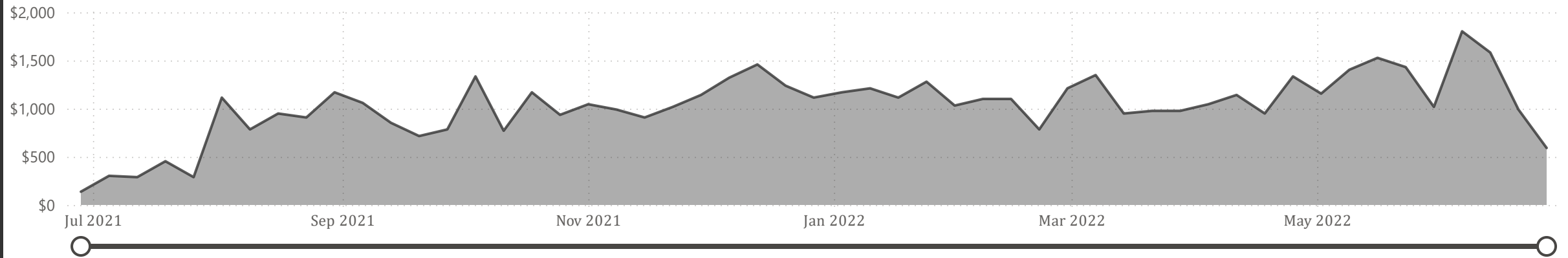
Monthly Revenue vs Target



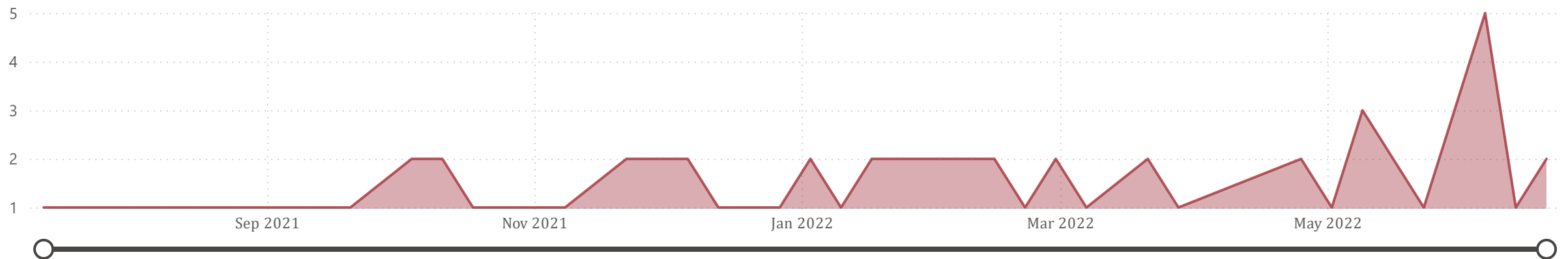
Monthly Revenue vs Target



Profit Trending



Returns Trending



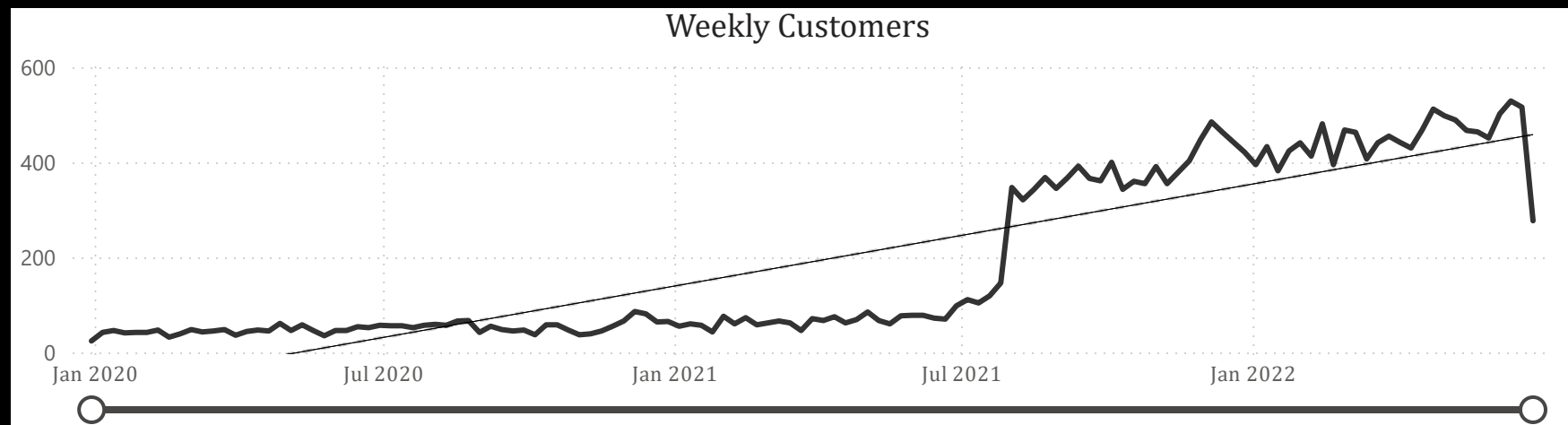


17.4K

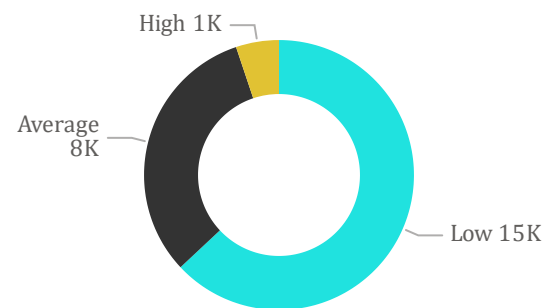
Unique Customers

\$1,431

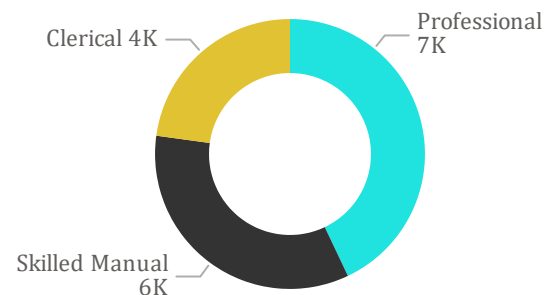
Revenue per Customer



Total orders by Income Level



Total orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Total orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408.0
11439	Mrs. Janet Munoz	6	\$12,015.4
11241	Mrs. Lisa Cai	7	\$11,330.4
11417	Mrs. Lacey Zheng	7	\$11,085.8
11420	Mr. Jordan Turner	7	\$11,022.4
11242	Mr. Larry Munoz	7	\$10,852.0
13263	Mrs. Kate Anand	4	\$10,436.5
12655	Mr. Larry Vazquez	4	\$10,395.0
11425	Mrs. Ariana Gray	6	\$10,391.4
12631	Mr. Clarence Gao	4	\$10,331.7
12650	Mr. Aaron Wright	4	\$10,329.2
13405	Mr. Ethan Bryant	4	\$10,308.5
11429	Mr. Marco Lopez	6	\$10,289.7
12632	Mrs. Bonnie Nath	4	\$10,282.9
11245	Mr. Ricky Vazquez	4	\$10,165.9
11237	Mr. Clarence Anand	4	\$10,065.0
11428	Mrs. Deanna Perez	4	\$9,761.6
Total		1,272	\$615,328.6

Start of Year

1/1/2020

1/1/2022

Top Customer by Revenue:

Mr. Maurice Shan

No of Orders:

6

Revenue:

\$12.41K