



\$9.2M

Revenue

\$3.9M

Profit

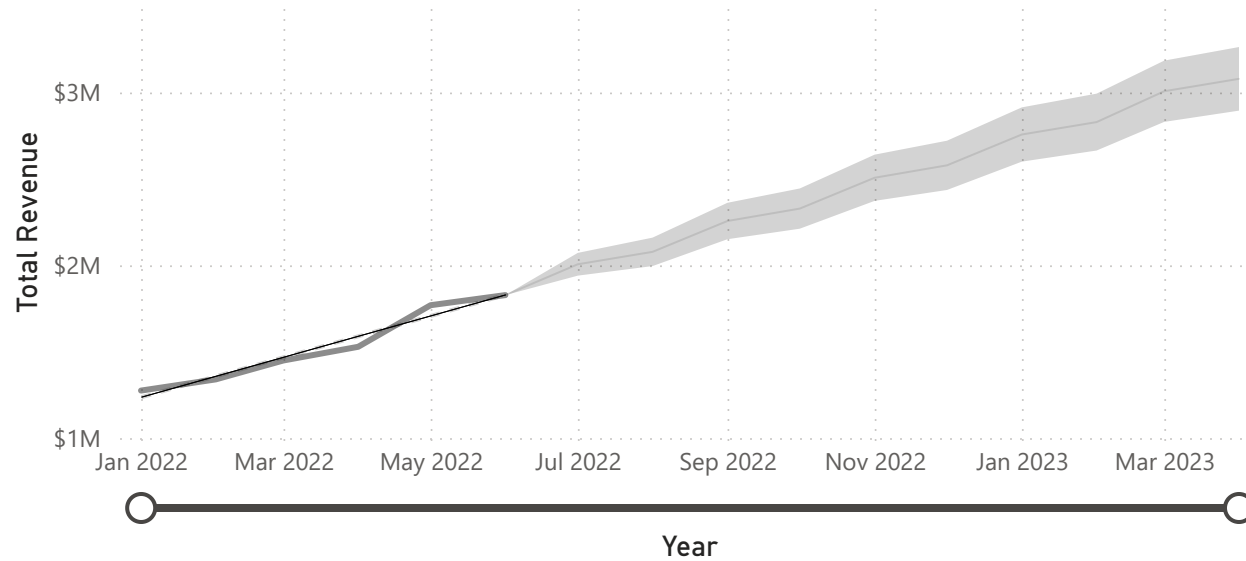
11.8K

Orders

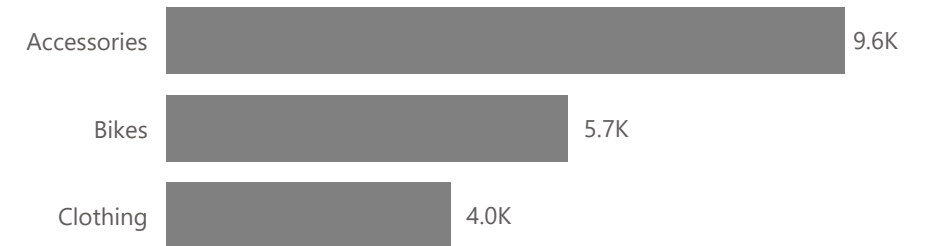
0.0

Return Rate

Weekly Revenue



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Fender Set - Mountain	1,110	\$48,839.56	0.02
Sport-100 Helmet, Red	1,218	\$42,617.82	0.06
Sport-100 Helmet, Blue	1,152	\$38,758.1184	0.06
Sport-100 Helmet, Black	1,074	\$36,133.8708	0.05
Water Bottle - 30 oz.	2,287	\$22,779.35	0.03
Mountain Bottle Cage	1,091	\$21,878.1	0.04
AWC Logo Cap	1,192	\$20,694.2148	0.02
Mountain Tire Tube	1,560	\$15,573.79	0.03
Road Tire Tube	1,100	\$0,402.21	0.02

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 1,768,432.5069  
(+99.99%)

Most Order Product Type

Tires and Tubes

Most Returned Product

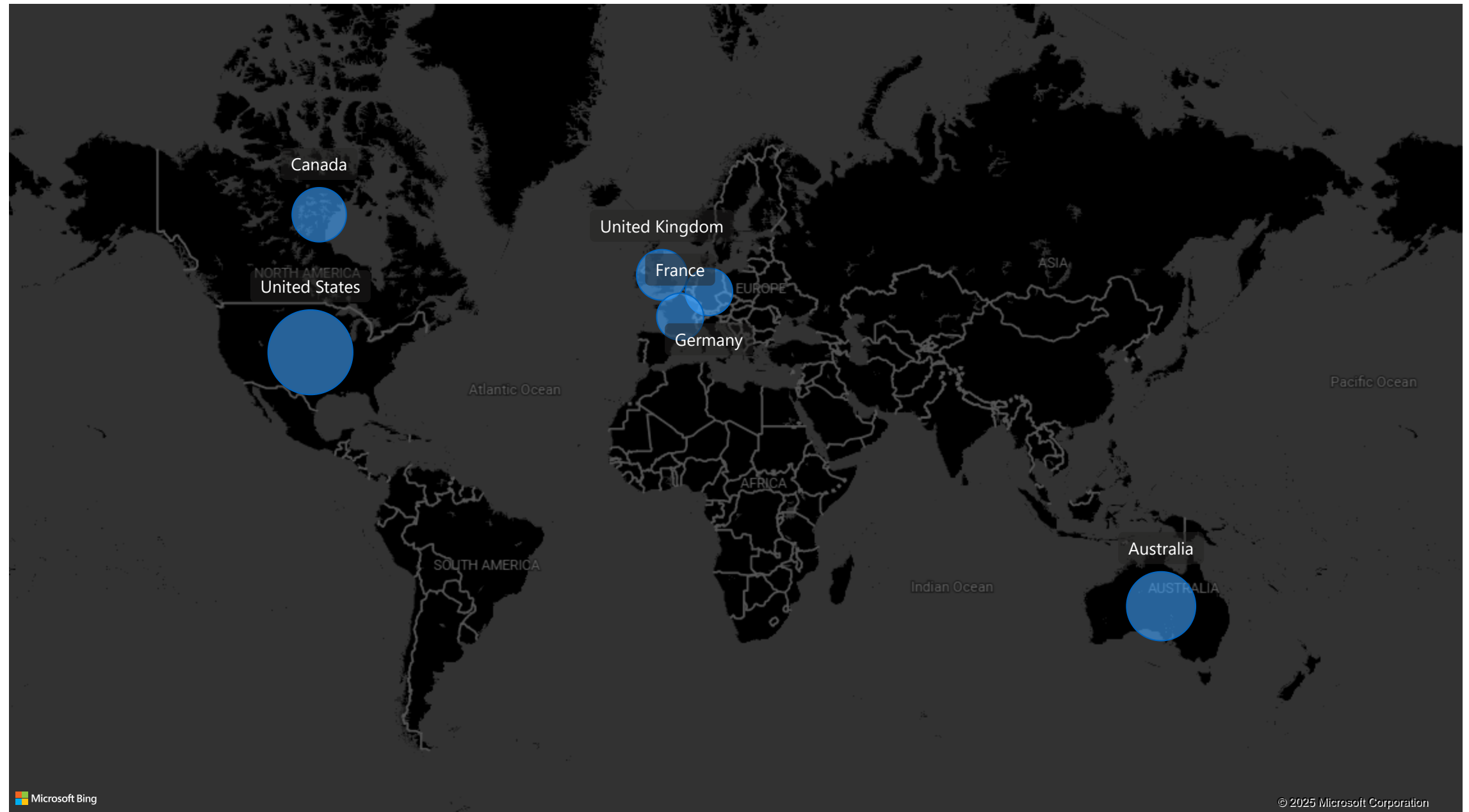
Road Bikes

Select all

Europe

North America

Pacific



Selected Product:

Sport-100 Helmet,  
Blue

Monthly Orders vs. Target



Monthly Revenue vs.  
Target



Monthly Profit vs. Target



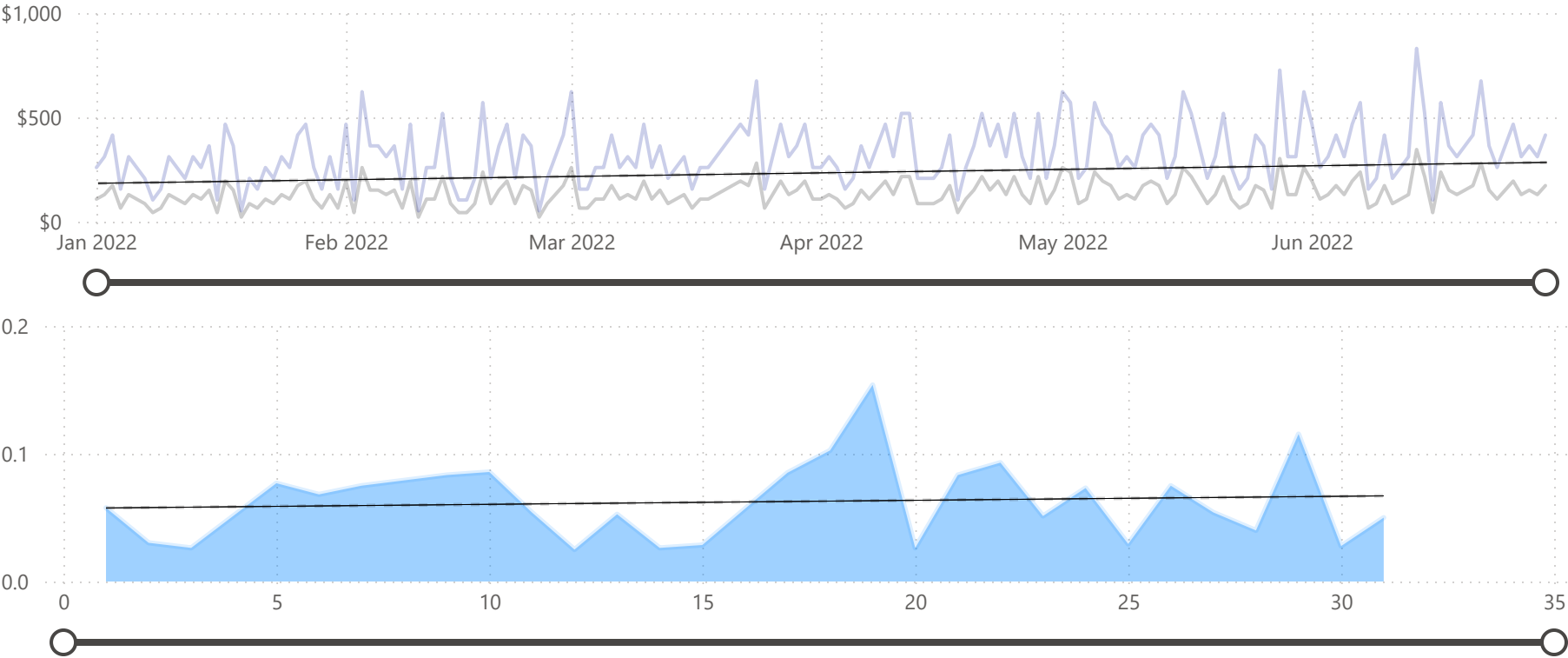
Price Adjustment

0.90

Product Metric Selection

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

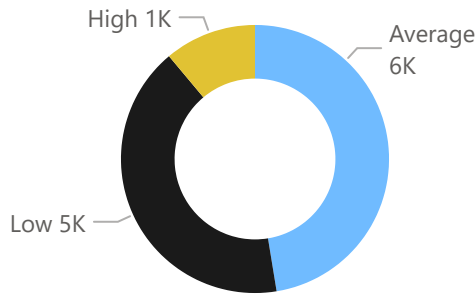
● Total Profit ● Adjusted Profit



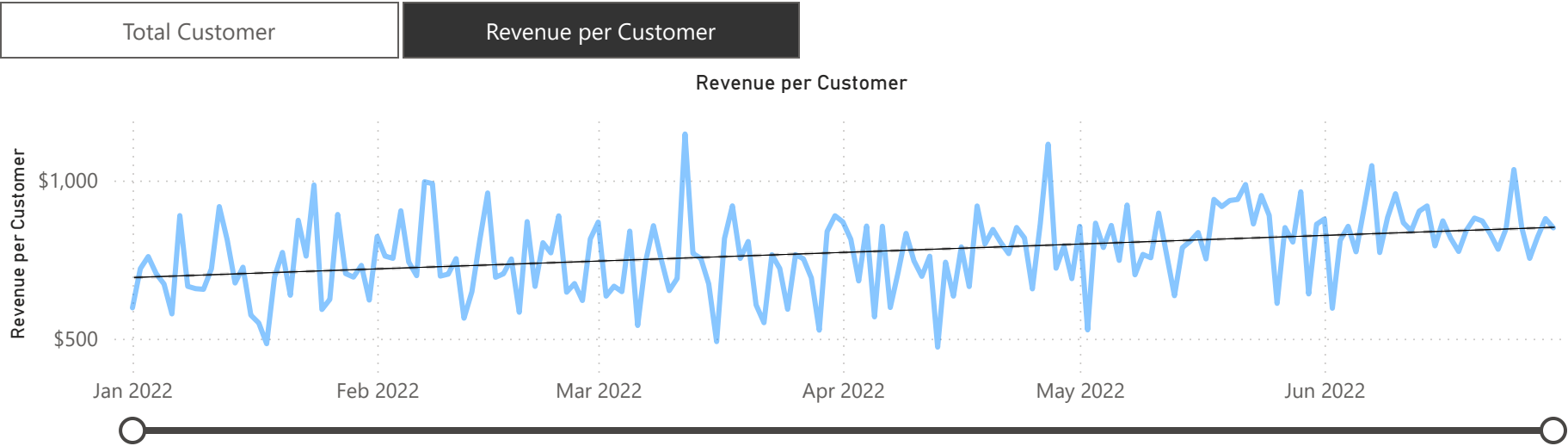
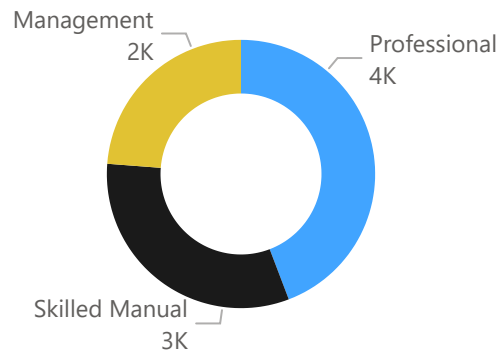
10.5K  
Total Customer

\$875  
Average Revenue per Customer

Total Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11420	Mr. Jordan Turner	5	\$6,801.9568
11417	Mrs. Lacey Zheng	4	\$6,180.38
11429	Mr. Marco Lopez	4	\$6,135.5242
11425	Mrs. Ariana Gray	4	\$6,035.0026
11242	Mr. Larry Munoz	3	\$5,606.5562
11432	Mrs. Dominique Prasad	3	\$3,677.6715
11185	Mrs. Ashley Henderson	20	\$1,260.4429
11300	Mr. Fernando Barnes	17	\$1,250.2608
11223	Mrs. Hailey Patterson	15	\$974.7954
11277	Mr. Charles Jackson	13	\$943.563
11262	Mrs. Jennifer Simmons	15	\$896.1919
11330	Mr. Ryan Thompson	15	\$872.1781
11711	Mr. Daniel Davis	13	\$852.2764
11091	Mr. Dalton Perez	13	\$845.1919
11276	Mrs. Nancy Chapman	17	\$823.5372
11142	Mr. Eduardo Patterson	10	\$788.34
11287	Mr. Harry Garcia	12	\$770.5760
Total		646	\$76,868.8948



Top Customer(by Revenue):

Mr. Jordan Turner

Orders: 5 Revenue: \$6.8K

**\$9,185,449.4473**

Total Revenue

**\$3,889,028.9748**

Total Profit

**11,839**

Total Orders

**1,809**

Total Returns

**0.04**

Return Rate

## Total Orders by Start of Week

