

ProductName	Total Customers	Total Returns
All-Purpose Bike Stand	227	8
AWC Logo Cap	1997	45
Bike Wash - Dissolver	816	25
Classic Vest, L	181	4
Classic Vest, M	179	7
Classic Vest, S	156	8
Fender Set - Mountain	1948	54
Half-Finger Gloves, L	405	18
Half-Finger Gloves, M	451	16
Half-Finger Gloves, S	442	15
Hitch Rack - 4-Bike	298	8
HL Mountain Tire	1298	49
HL Road Tire	752	28
Total	18019	1809

CategoryName	All Orders	Total orders	% of All Orders	Overall Average Price	High Ticket Orders
Accessories	25,164	16983.00	67.49%	\$714.4374	
Bikes	25,164	13929.00	55.35%	\$714.4374	11312
Clothing	25,164	6976.00	27.72%	\$714.4374	
Components	25,164			\$714.4374	
Total	25,164	25164.00	100.00%	\$714.4374	11312

CategoryName	Quantity Sold	Total Revenue	Average Revenue per Customer
Accessories	57809	\$9,06,673.1	\$64
Bikes	13929	\$2,36,42,495.1	\$2,705
Clothing	12436	\$3,65,418.6	\$57
Total	84174	\$2,49,14,586.8	\$1,383

CategoryName	All Returns	% of All Returns
Accessories	1809	61.64%
Bikes	1809	23.60%
Clothing	1809	14.76%
Components	1809	
Total	1809	100.00%

Year	Sum of OrderQuantity
2020	2630
2021	36230
Total	84174

Date	Total Profit	Total orders	Profit Target	90 Day Rolling Revenue
01 January 2020	\$3,455.7752000000001	4.00		8,351.46
02 January 2020	\$5,627.9032000000001	4.00		22,664.54
03 January 2020	\$11,476.5058	8.00		50,705.86
04 January 2020	\$7,115.7388000000001	5.00		68,418.93
05 January 2020	\$3,099.9035	3.00		76,274.56
06 January 2020	\$8,511.7745999999997	6.00		97,540.90
07 January 2020	\$3,385.8554	4.00		1,06,095.64
08 January 2020	\$10,285.5621	8.00		1,31,461.07
09 January 2020	\$5,627.9032000000001	4.00		1,45,774.15
10 January 2020	\$5,697.8230000000002	4.00		1,59,883.95
11 January 2020	\$12,883.481600000001	9.00		1,91,503.54
12 January 2020	\$9,848.8306	7.00		2,16,551.43
13 January 2020	\$3,099.9035	3.00		2,24,407.07
14 January 2020	\$12,905.3616	9.00		2,56,076.66
Total	\$1,04,57,715.43420003	25164.00	1,06,54,751.96	50,65,040.30

Start of Month	YTD Revenue	10 Day Revenue Target
01 January 2020	585313	1,77,360.96
01 February 2020	1117539	1,75,163.43
01 March 2020	1760975	2,13,755.04
01 April 2020	2414339	2,33,532.62
01 May 2020	3073665	1,74,108.01
01 June 2020	3743654	2,45,316.85
01 July 2020	4229769	1,46,074.88
01 August 2020	4766221	1,75,753.20
01 September 2020	5110284	1,05,428.61
01 October 2020	5514561	1,28,469.65
01 November 2020	5841172	1,18,100.66
01 December 2020	6404934	1,74,027.44
01 January 2021	432426	1,32,009.86
Total	9185449	6,16,273.84

Year	Total Profit
2020	\$26,01,602.332399
2021	\$39,67,084.127000
2022	\$38,89,028.974801
Total	\$1,04,57,715.43421



\$24.9M

REVENUE

\$10.46M

PROFIT

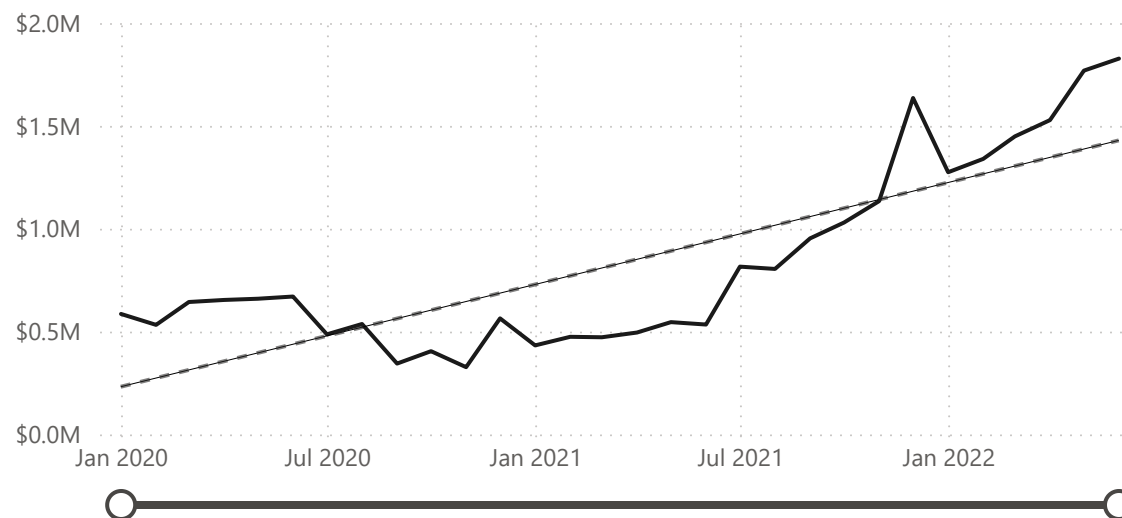
25.16K

ORDERS

2.15%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

Prev Month: 1.77M
(+3.31%)

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2062.00	\$35,882.1	1.08%
Fender Set - Mountain	1975.00	\$87,040.8	1.36%
Mountain Bottle Cage	1896.00	\$38,061.9	1.94%
Mountain Tire Tube	2846.00	\$28,333.2	1.60%
Patch Kit/8 Patches	2952.00	\$13,506.4	1.56%
Road Tire Tube	2173.00	\$17,264.7	1.55%
Sport-100 Helmet, Black	1940.00	\$65,269.7	2.68%
Sport-100 Helmet, Blue	1995.00	\$67,120.2	3.31%
Sport-100 Helmet, Red	2099.00	\$73,444.0	3.33%
Water Bottle - 30 oz.	3983.00	\$39,755.3	1.87%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

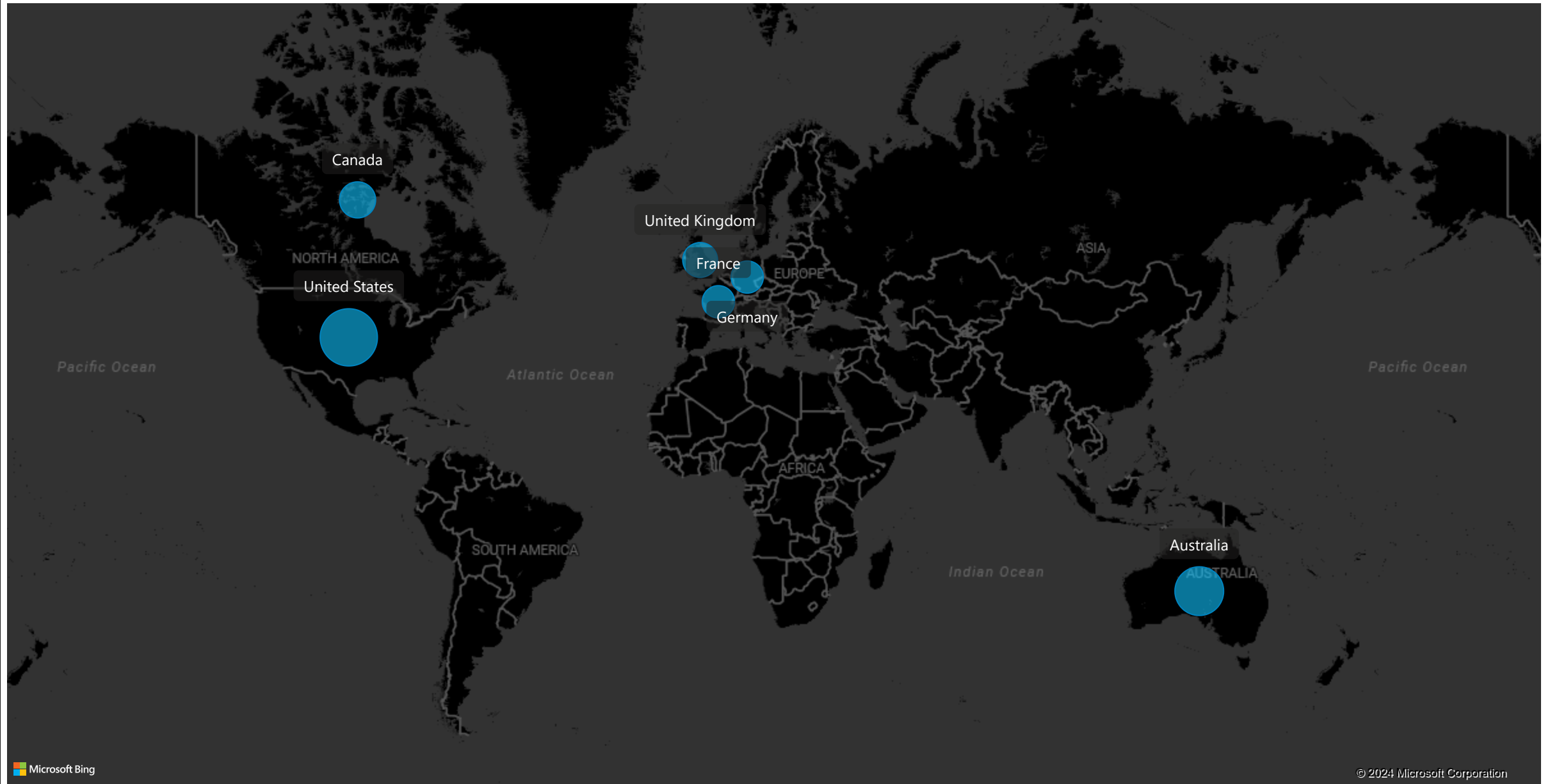
Shorts

Select all

Europe

North America

Pacific



Selected Product

Water Bottle - 30
oz.

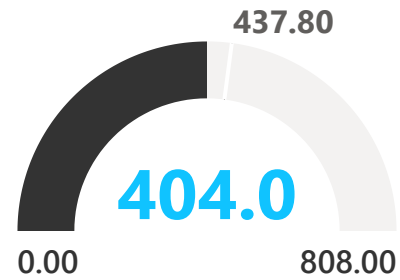
Price Adjustment(%)

0.40

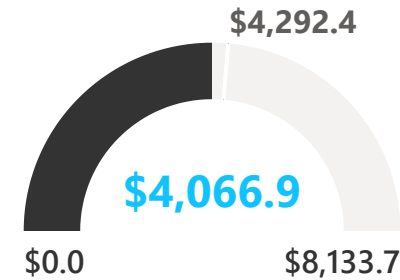
Product Metric Selection

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

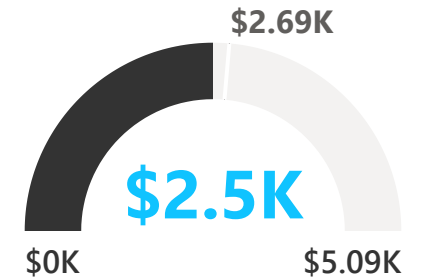
Monthly Orders vs. Target



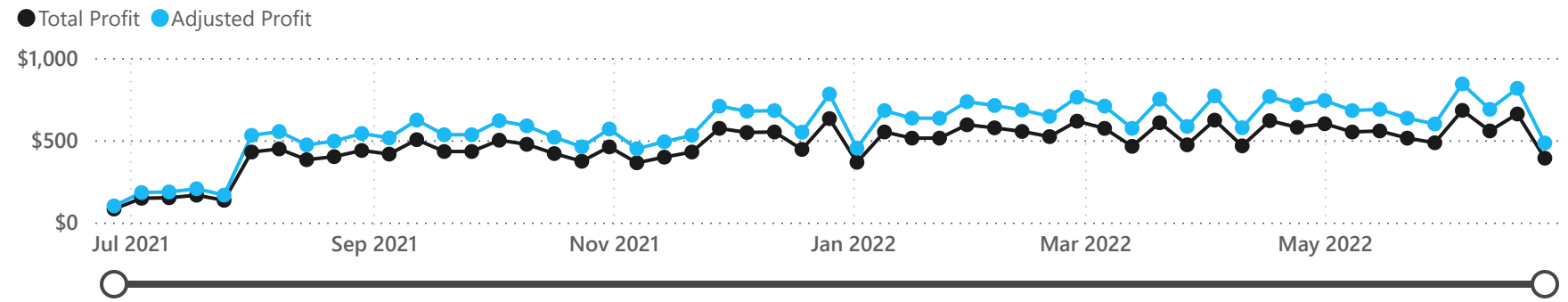
Monthly Revenue vs. Target



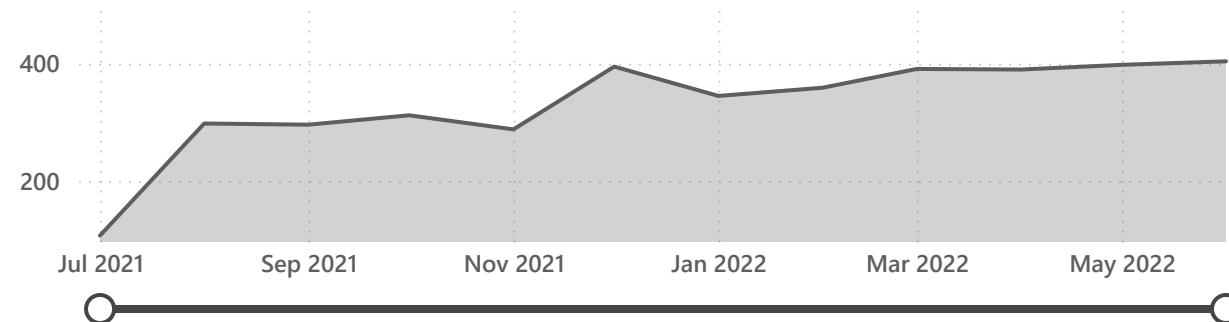
Monthly Profit vs. Target



Profit Trending



Returns Trending



Report Summary

Adjusted Profit (380.77% increase) and Total Profit (380.77% increase) both trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022.

Across all metrics, Total Profit had the most interesting recent trend and started trending up on Sunday, January 23, 2022, rising by



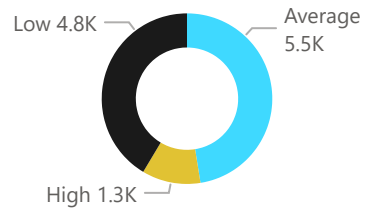
\$881

REVENUE PER CUSTOMER

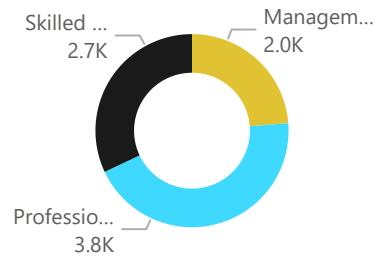
10K

UNIQUE CUSTOMERS

Orders by Income Level

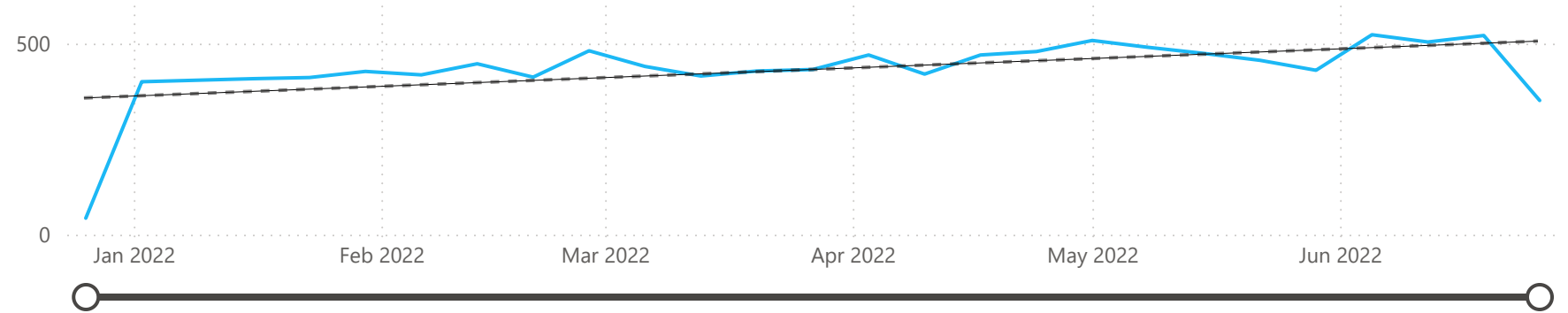


Orders by Occupation



Total Customers	Average Revenue per Customer
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Average Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Total orders	Total Revenue
11185	Mrs. Ashley Henderson	20.00	\$1,260.4
11276	Mrs. Nancy Chapman	17.00	\$823.5
11300	Mr. Fernando Barnes	17.00	\$1,250.3
11223	Mrs. Hailey Patterson	15.00	\$974.8
11262	Mrs. Jennifer Simmons	15.00	\$896.2
11330	Mr. Ryan Thompson	15.00	\$872.2
11091	Mr. Dalton Perez	13.00	\$845.2
11277	Mr. Charles Jackson	13.00	\$943.6
11711	Mr. Daniel Davis	13.00	\$852.3
11200	Mr. Jason Griffin	12.00	\$683.0
11287	Mr. Henry Garcia	12.00	\$770.6
11211	Mrs. Samantha Russell	11.00	\$648.0
11500	Ms. Sarah Simmons	11.00	\$629.9
Total		642.00	\$76,533.8

Year

2022

2022

Top Customer (by Revenue)

Mr. Jordan Turner

orders:

5

Revenue:

\$6,802.0



Customer in the year 2022 who has revenue of 4,682.7 \$ made 2 orders.

25164.00

Total orders

\$1,04,57,715.43420...

Total Profit

\$2,49,14,586.8

Total Revenue

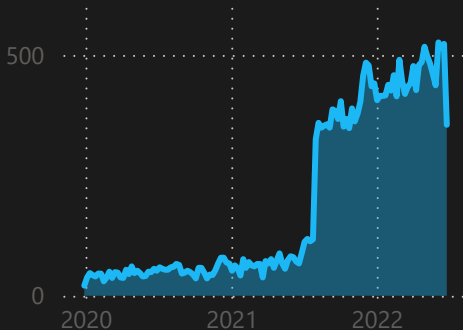
1809

Total Returns

2.15%

Return Rate

Weekly Orders





Sign in for enhanced options You'll have access to synonym suggestions that improve Q&A results.



Sign in

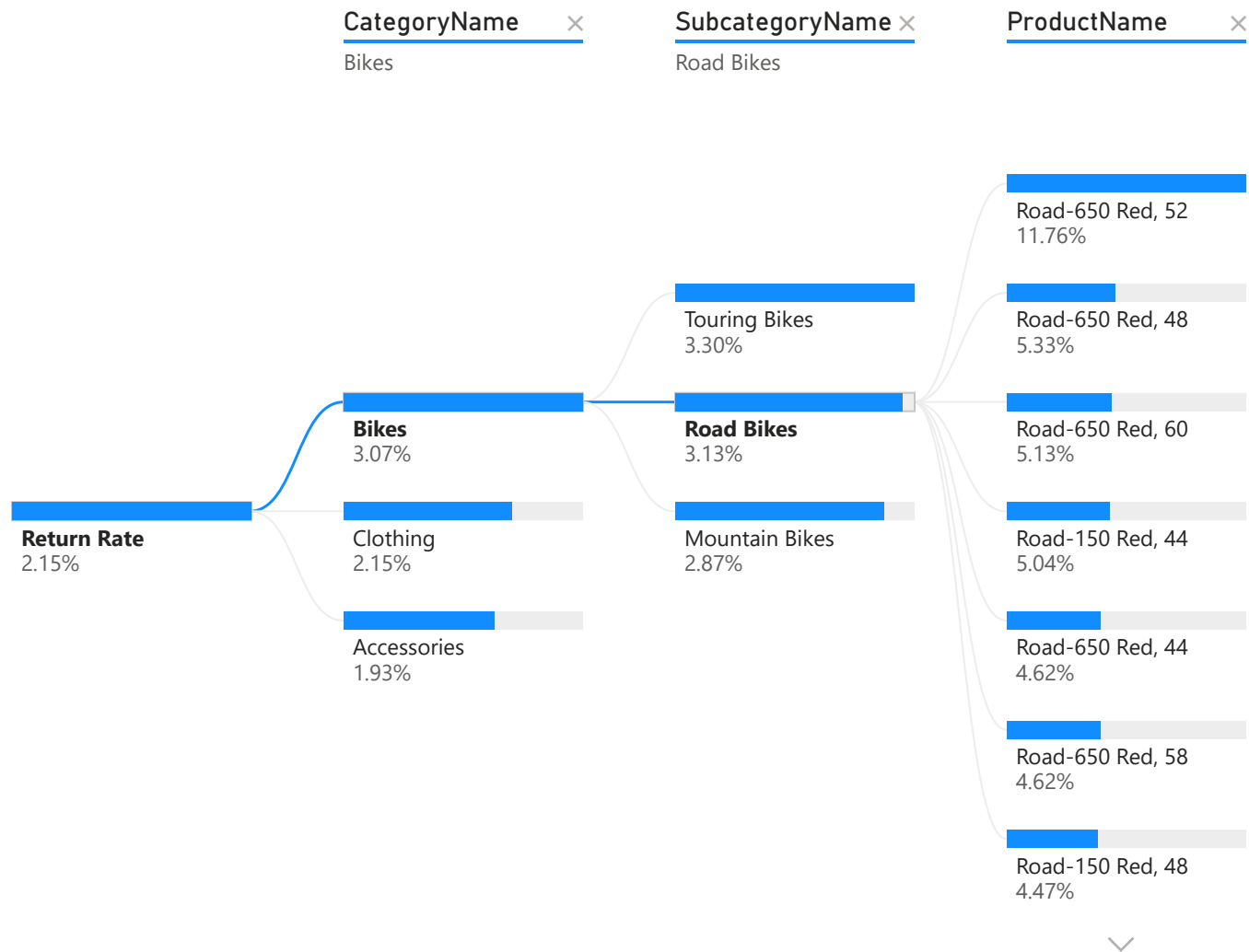
Add synonyms on your own



top occupations by total orders of bikes in blue



CategoryName	Total orders
+ Accessories	16983.00
+ Bikes	13929.00
+ Clothing	6976.00
Total	25164.00



25.16K

Total orders

Key influencers Top segments

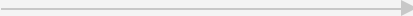


What influences CategoryName to be Bikes ?

When...

....the likelihood of
CategoryName being Bikes
increases by

Total Revenue goes up
10847594.96



10.25x

Profit Target goes up
4513490.02



1.19x