



\$24,9M

Revenue

\$10,5M

Profit

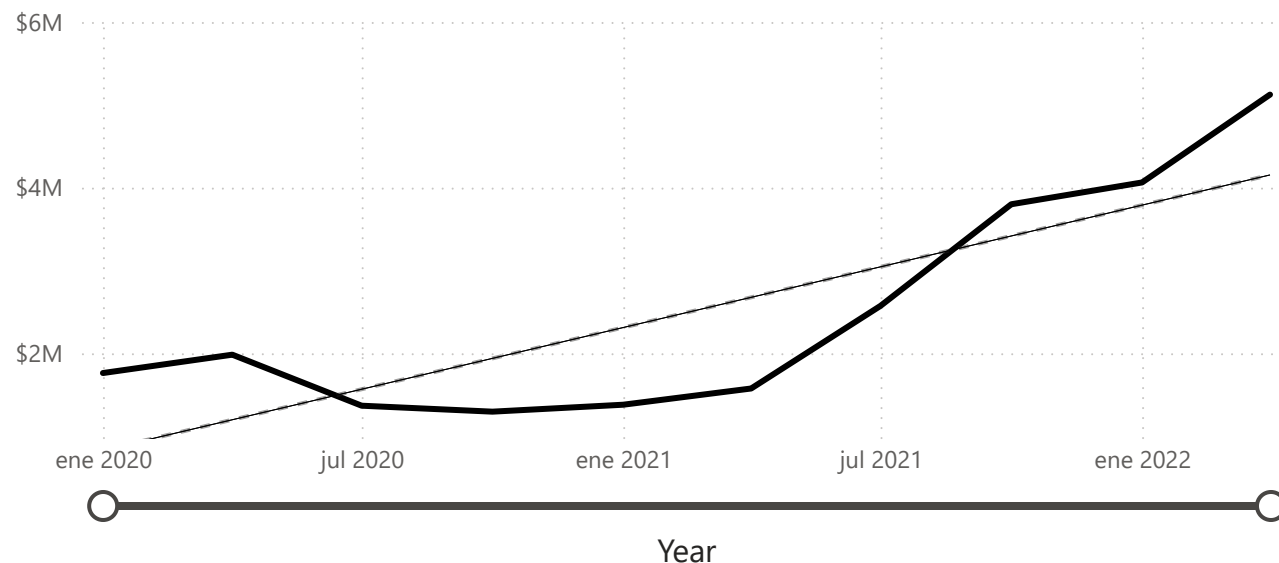
25,2K

Orders

2,17 %

Return

Revenue Trending



Monthly Revenue

\$1,83M ✓

Previous Month: \$1,77M
(+3,31%)

Monthly Revenue

2,15K !

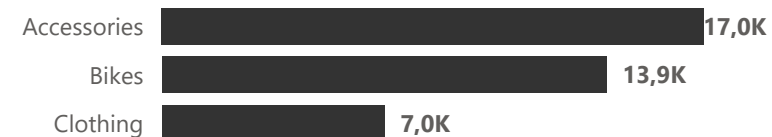
Previous Month: 2,17K
(-0,88%)

Monthly Revenue

166 !

Previous Month: 169
(-1,78%)

Orders by Categories



Top 10 Product	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39.755	22,94 %
Sport-100 Helmet, Red	2099	\$73.444	87,09 %
Sport-100 Helmet, Blue	1995	\$67.120	91,63 %
Sport-100 Helmet, Black	1940	\$65.270	94,18 %
Road Tire Tube	2173	\$17.265	42,22 %
Patch Kit/8 Patches	2952	\$13.506	30,99 %
Mountain Tire Tube	2846	\$28.333	32,19 %
Mountain Bottle Cage	1896	\$38.062	47,98 %
Fender Set - Mountain	1975	\$87.041	46,16 %

Most Ordered Product Type:

Tires and Tubes

Most Ordered Product Type:

Bike Stands

Europe

North America

Pacific



Selected Product:

Mountain Tire
Tube

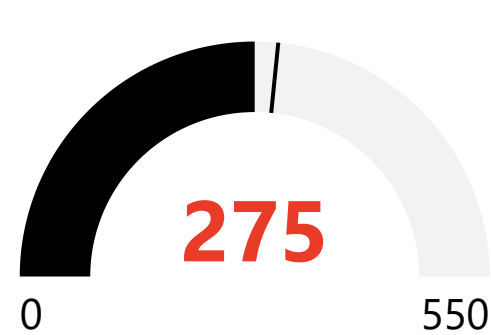
Price Adjustment (%)

\$0,1

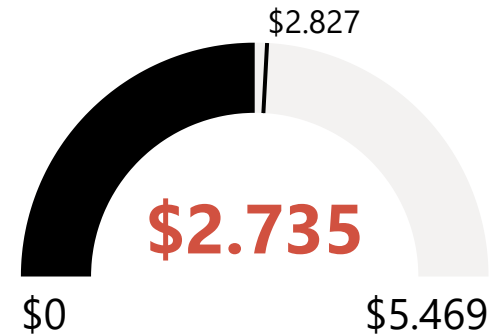
Product Metric Selecti...

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

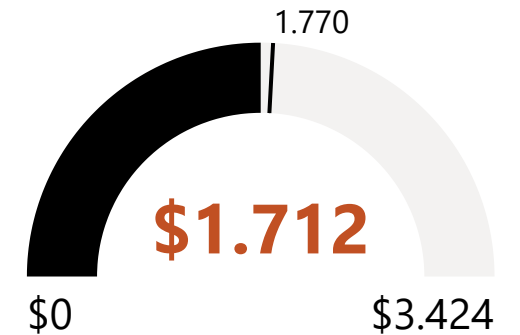
Monthly Orders vs. Target



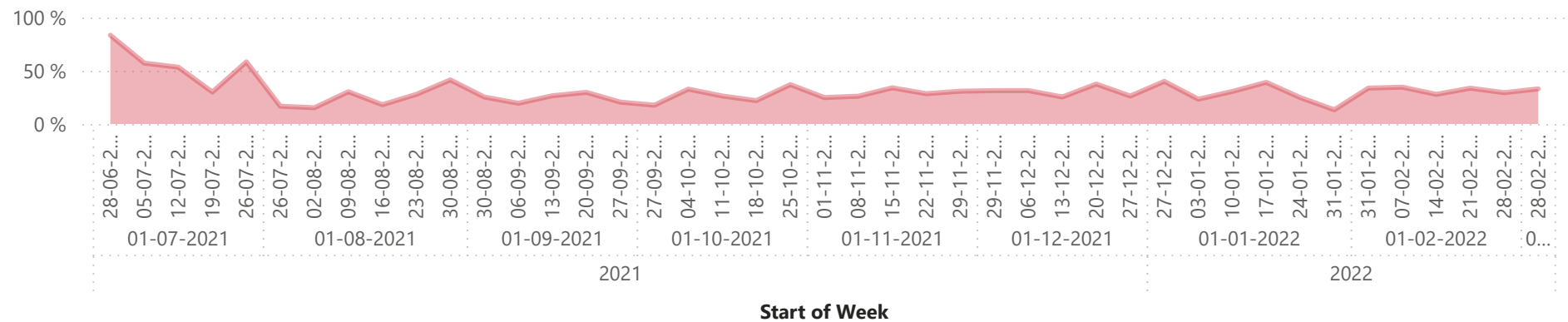
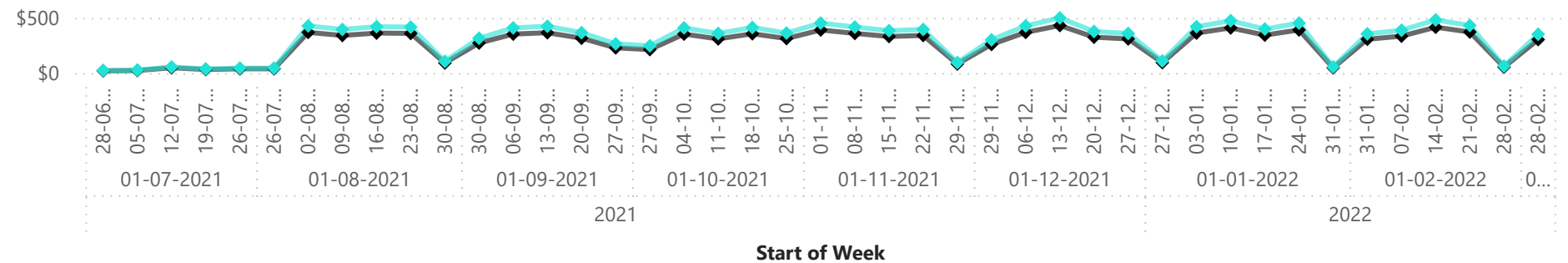
Monthly Revenue vs. Target



Monthly Profit vs. Target



◆ Total Profit ◆ Adjusted Profit



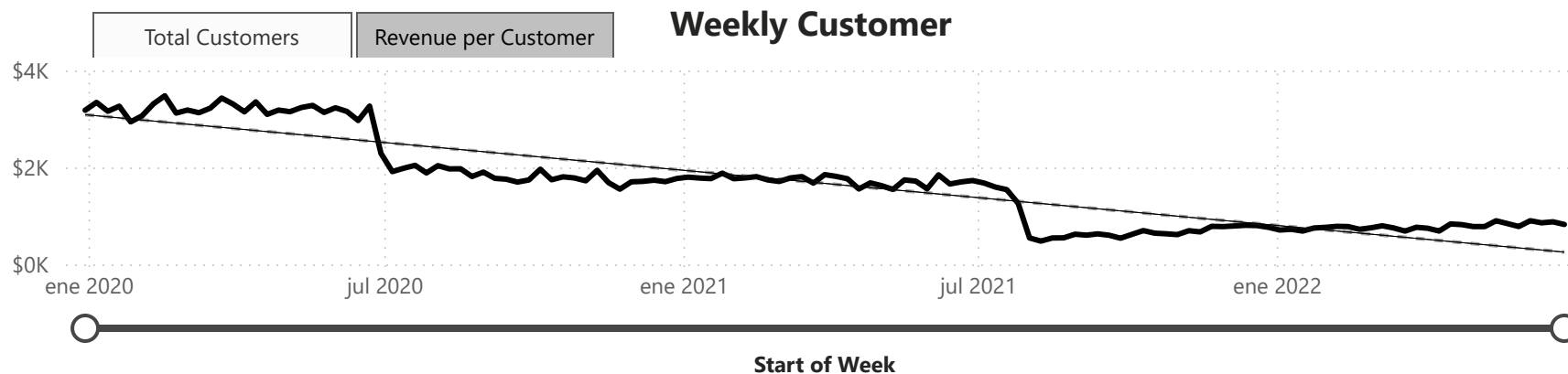


17,4K

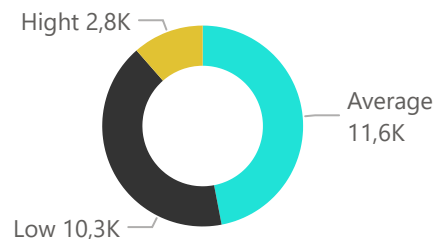
Unique Customers

\$1,4K

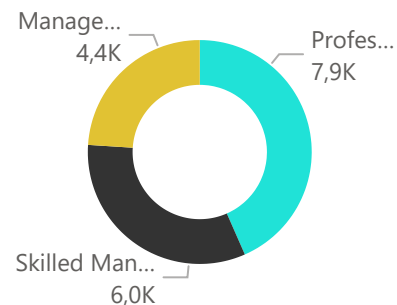
Revenue per Customer



Orders by Income Level



Orders by Occupation



Top 100 Customer

CustomerKey	Full Name (CC)	Orders	Revenue
11433	MR. MAURICE SHAN	6	\$12.408
11439	MRS. JANET MUNOZ	6	\$12.015
11241	MRS. LISA CAI	7	\$11.330
11417	MRS. LACEY ZHENG	7	\$11.086
11420	MR. JORDAN TURNER	7	\$11.022
11242	MR. LARRY MUNOZ	7	\$10.852
13263	MRS. KATE ANAND	4	\$10.437
12655	MR. LARRY VAZQUEZ	4	\$10.395
11425	MRS. ARIANA GRAY	6	\$10.391
12631	MR. CLARENCE GAO	4	\$10.332
12650	MR. AARON WRIGHT	4	\$10.329
13405	MR. ETHAN BRYANT	4	\$10.309
11429	MR. MARCO LOPEZ	6	\$10.290
12632	MRS. BONNIE NATH	4	\$10.283
11245	MR. RICKY VAZQUEZ	4	\$10.166
Total		25164	\$24.914.587

2020

2021

2022

Top Customer (by Revenue)

MR. MAURICE SHAN

Orders

6

Revenue

12,4K



Among customers in 2021, Mrs. Janet Muñoz drove the most revenue at \$ 9,6K