



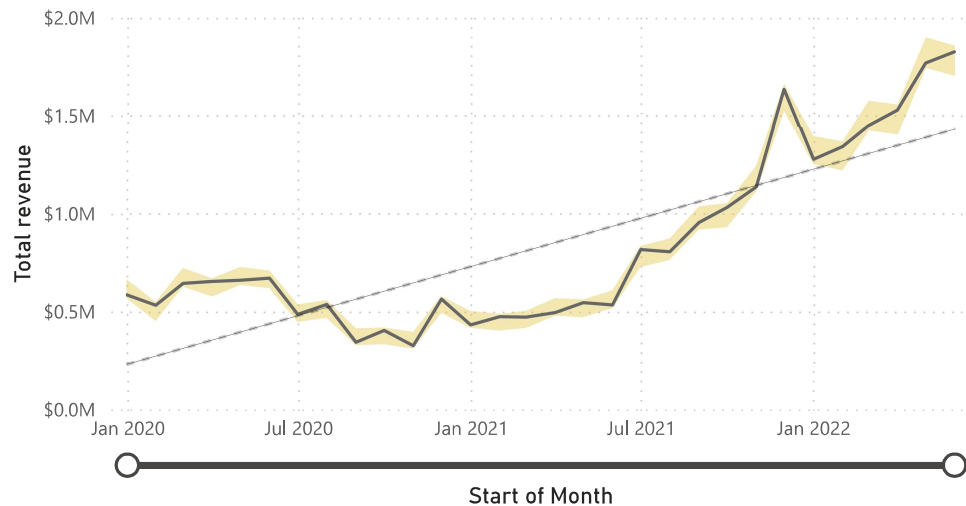
\$24.9M
REVENUE

\$10.5M
PROFIT

25.2K
ORDERS

2.2%
Return Rate

Revenue Trending



Monthly Revenue

\$1.83M ✓
Prev. Month: \$1.77M (+3.31%)

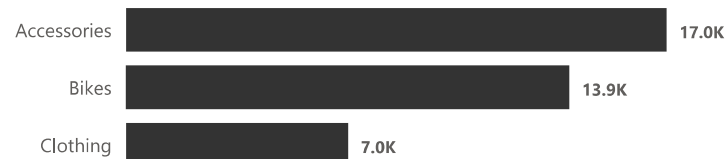
Monthly Orders

2146 !
Prev. Month: 2165 (-0.88%)

Monthly Returns

166 ✓
Prev. Month: 169 (+1.78%)

Orders by Category



Total Orders

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%

Most Ordered Product

Tires and Tubes

Most Returned Product Type

Shorts

Select all

Europe

North America

Pacific





Selected Product :

AWC Logo Cap

Price Adjustment (%)

0.10



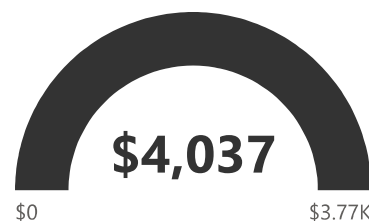
Product Metric Selection

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

Monthly Orders vs. Target



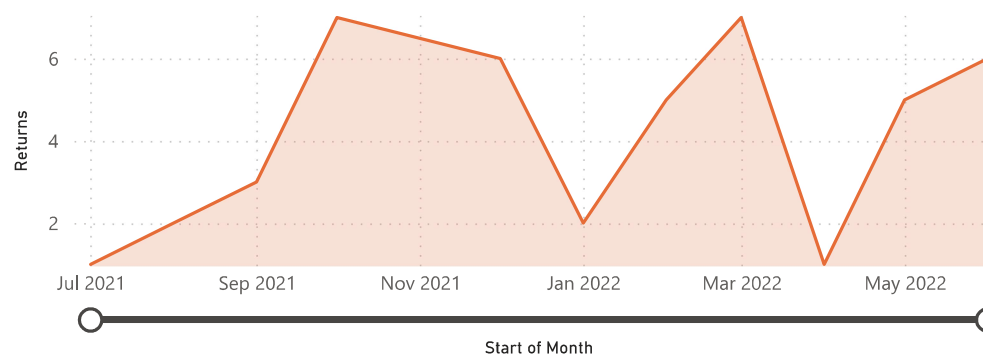
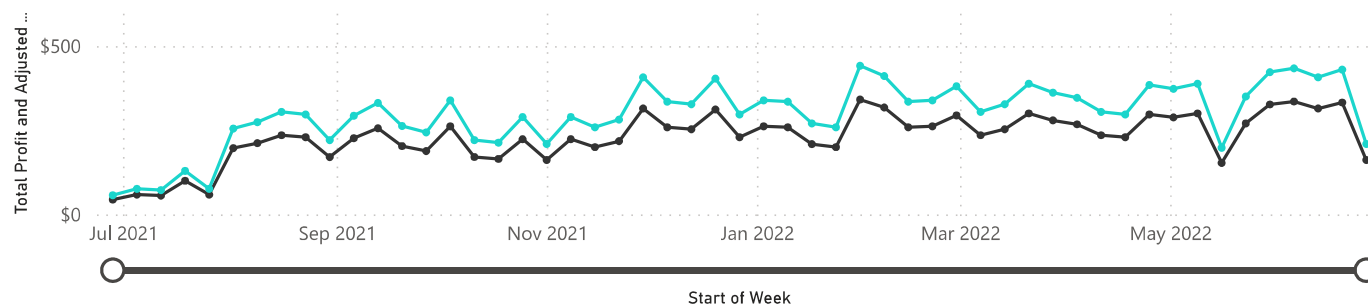
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Report Summary

Total orders for [AWC Logo Cap](#) were [2062](#).

[Adjusted Profit](#) (266.67% increase) and [Total Profit](#) (266.67% increase) both trended up between [Monday, June 28, 2021](#) and [Monday, June 27, 2022](#).

Across all metrics, [Adjusted Profit](#) had the most interesting recent trend and

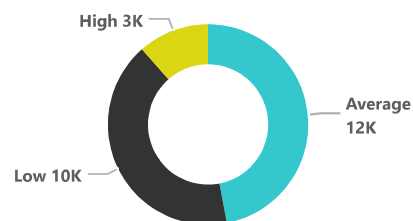
17.4K

UNIQUE CUSTOMERS

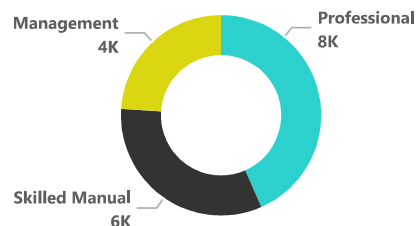
\$1,431

Average revenue per c...

Orders by Income Level



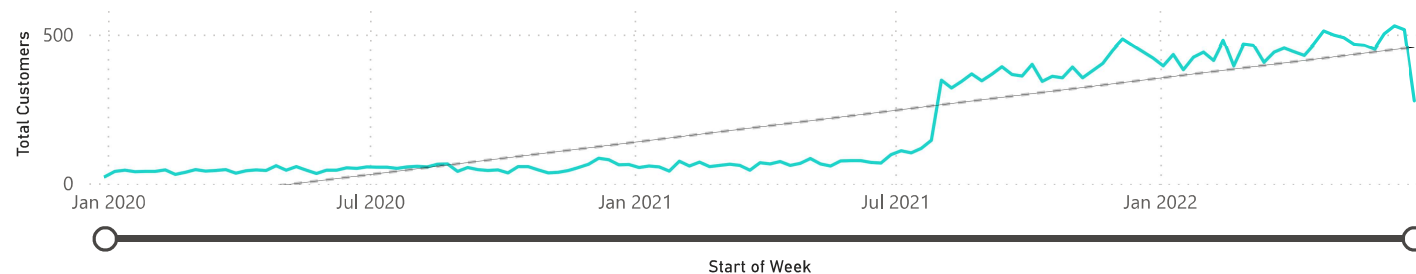
Orders by Occupation Level



Total Customers

Revenue per customer

Total Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336

Year

2020

2022

Top customer (by revenue)

Mr. Maurice Shan

Orders

6

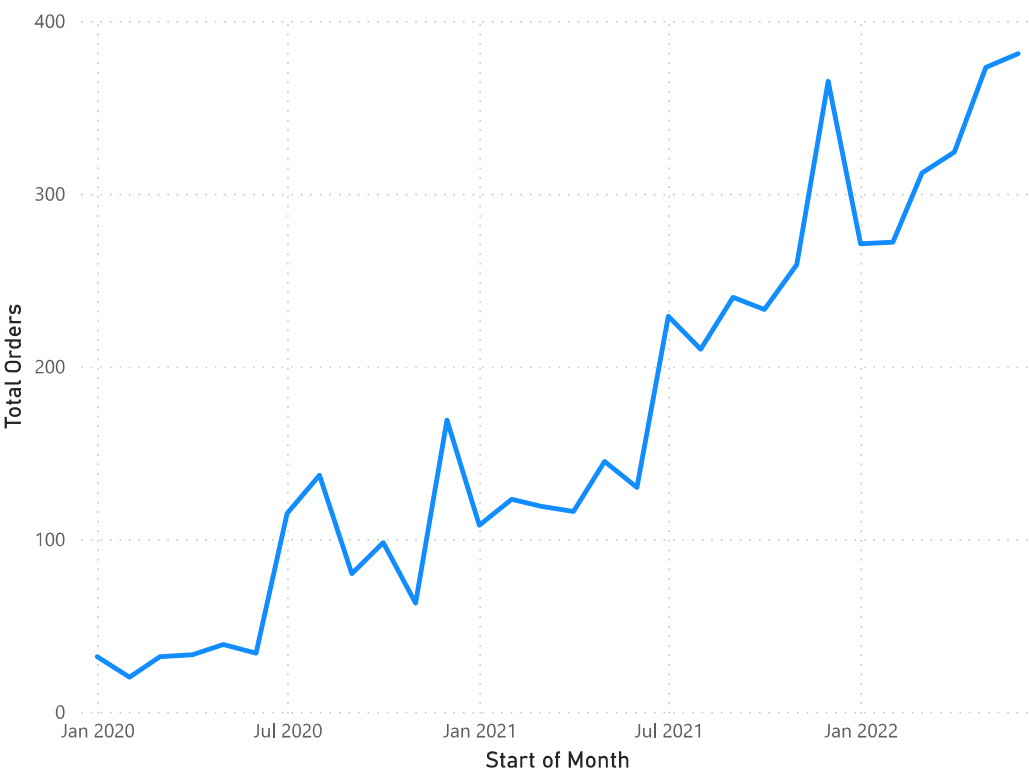
Revenue

\$12.4K



In 2022, among customers in Skilled manual roles
Mr. Roben drew the maximum revenue. at \$4683

Total Orders by Start of Month



CategoryName Total Orders

⊕ Accessories	16983
⊖ Bikes	13929
Black	5062
Blue	1263
Red	1912
Silver	2562
Yellow	3130
⊕ Clothing	6976
Total	25164