



\$24.9M

REVENUE

\$10.5M

Total Profit

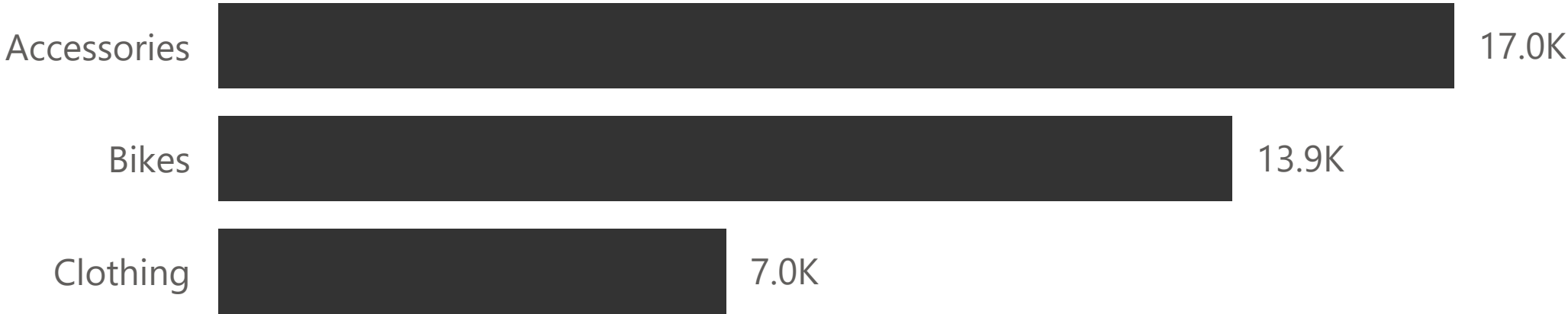
25.2K

Total Orders

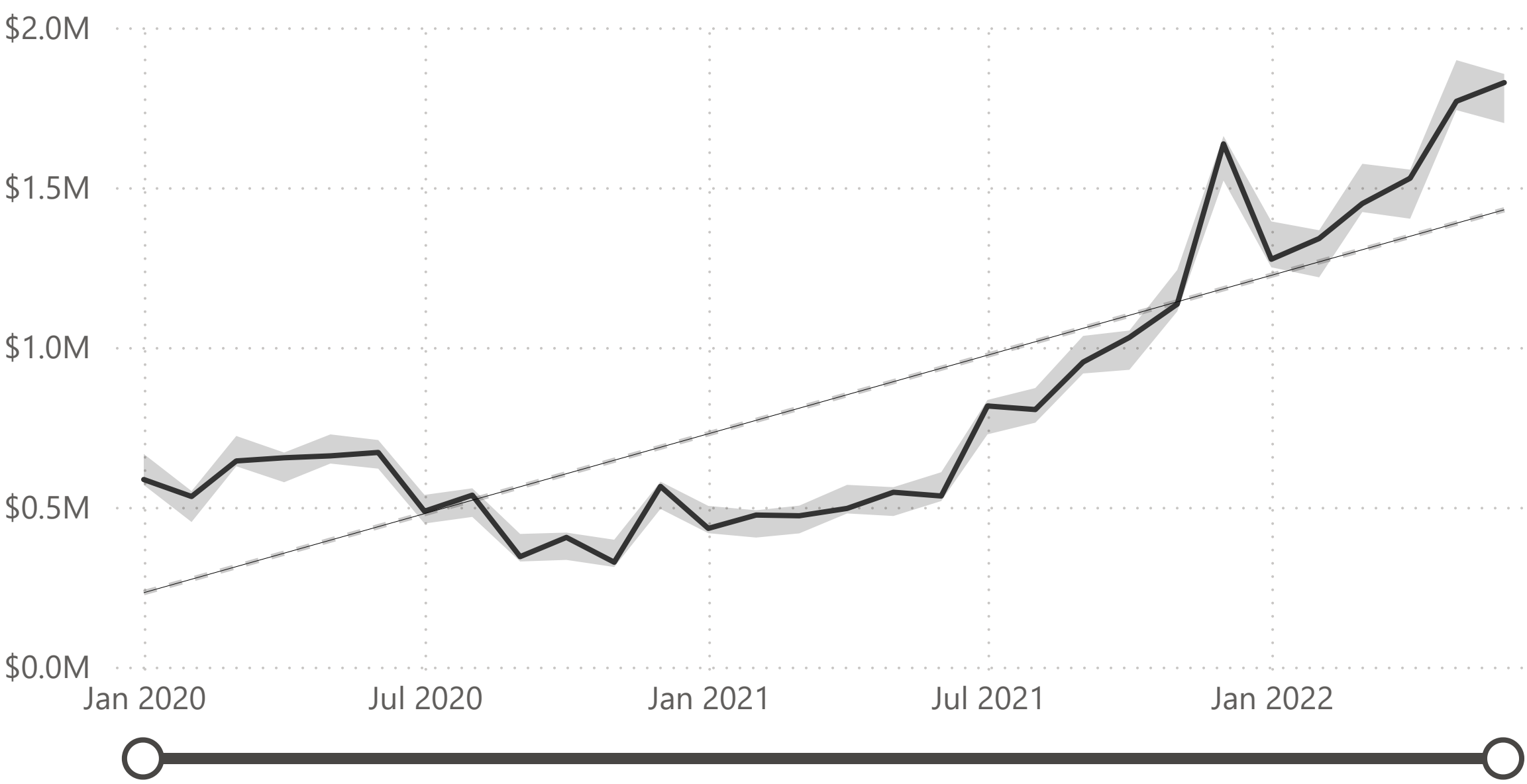
2.2%

RETURN RATE

Orders by Category



Revenue Trends



Product Name	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%

Monthly Revenue

\$1.83M

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

Monthly Orders

2,146!

Previous Month: 2165
(-0.88%)

Monthly Returns

166✓

Previous Month: 169
(+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type:

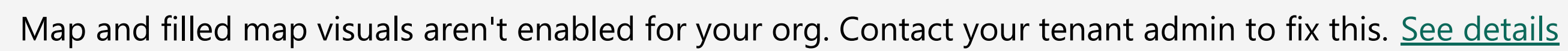
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Mountain Tire
Tube

Price Adjustment (%)

0.00

Product Metric Selection

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

Monthly Orders vs. Target



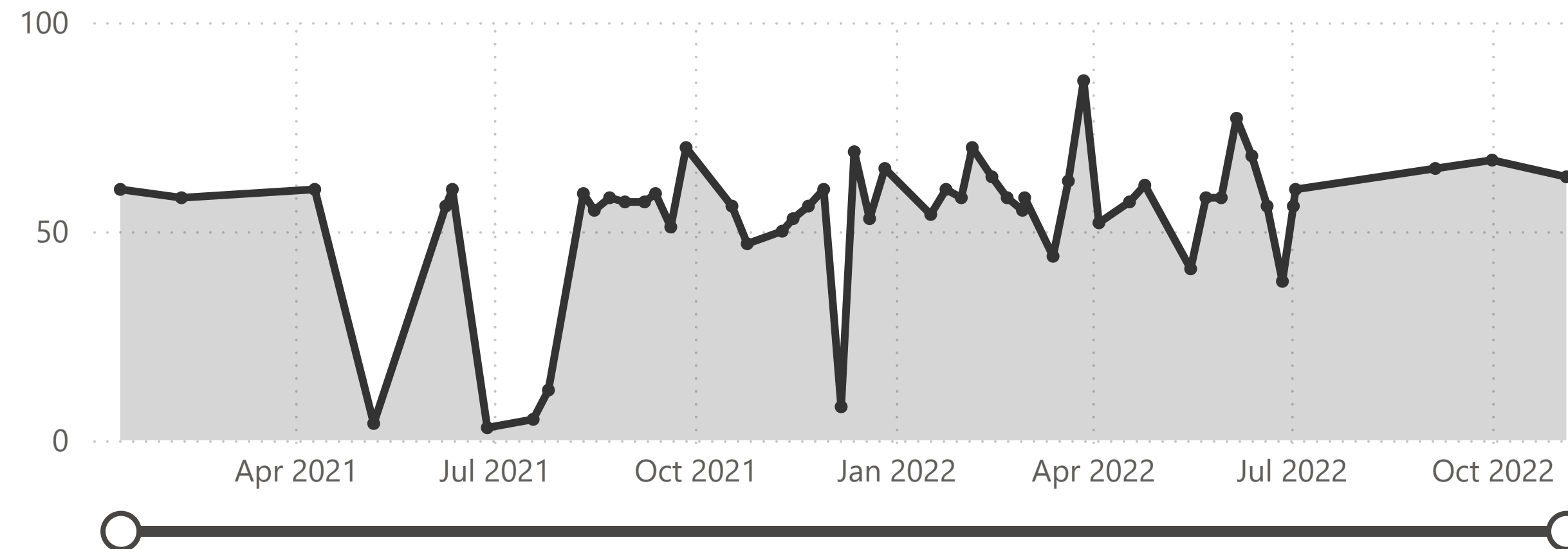
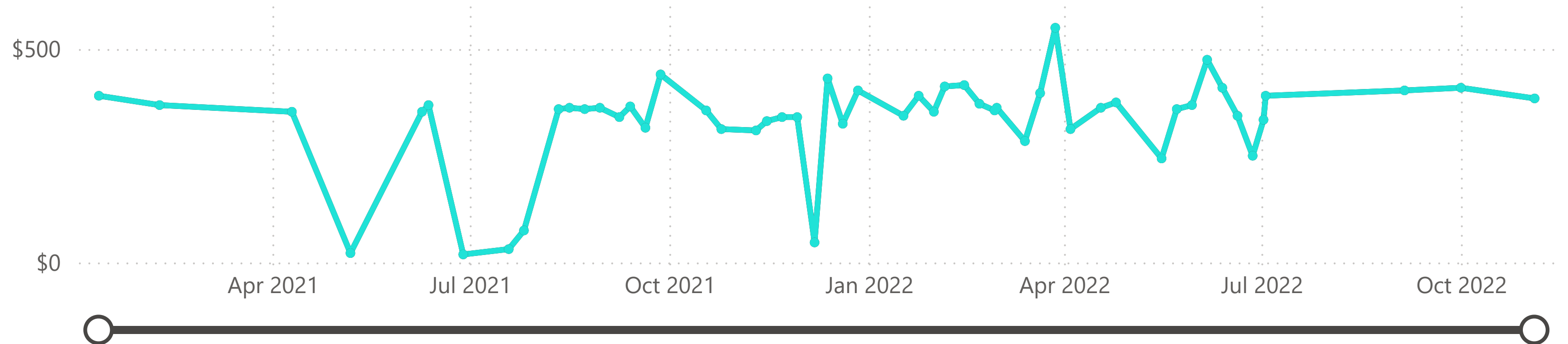
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Report Summary

Total Orders for **Mountain Tire Tube** were **275**

All metrics trended down between Monday, January 11, 2021 and Friday, November 4, 2022, each decreasing by 1.60%. Orders was unexpectedly low on Tuesday, December 7, 2021. It had a value of 8, which is outside the expected range of 19-52.

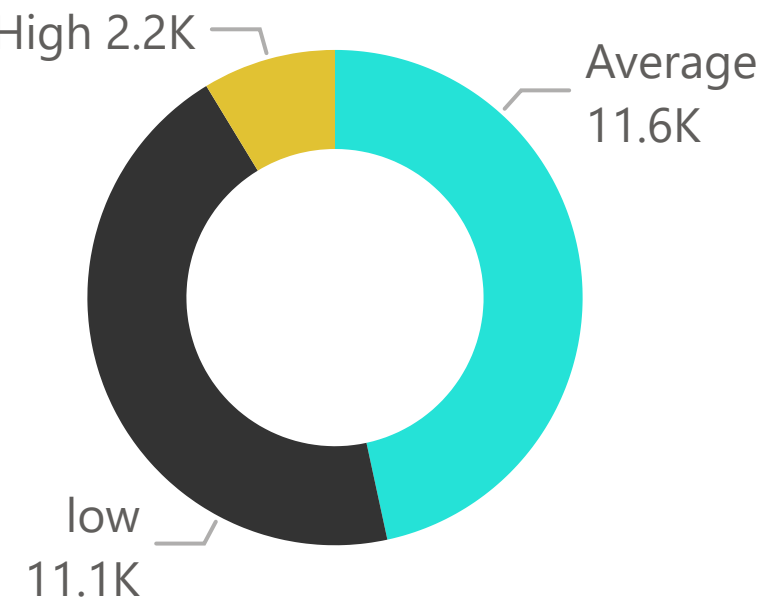
17.4K

UNIQUE CUSTOMERS

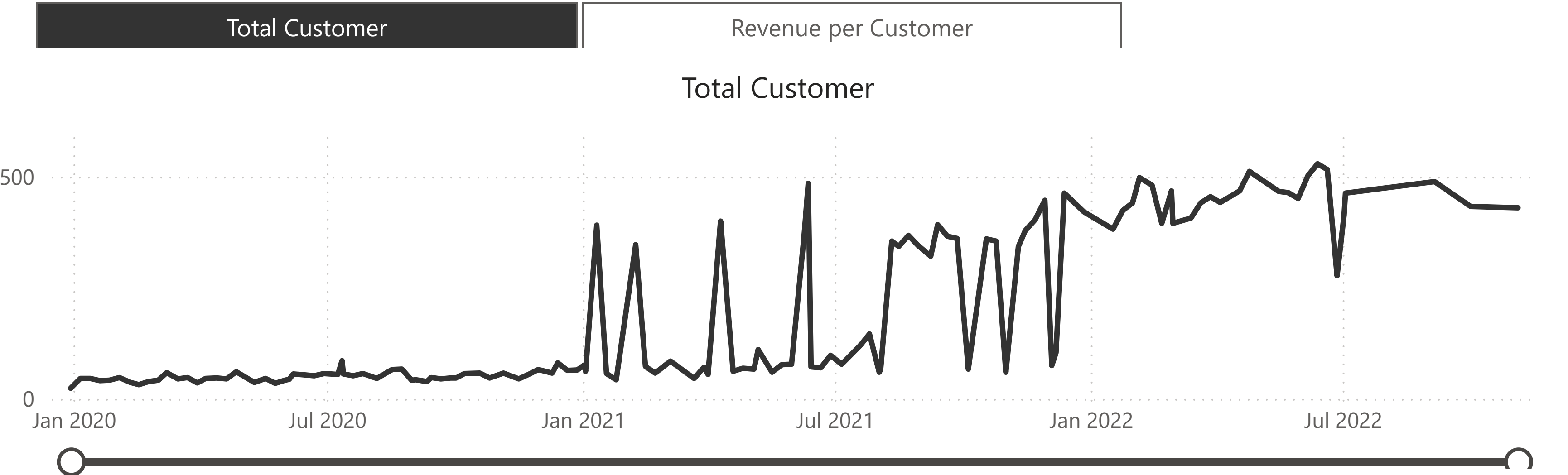
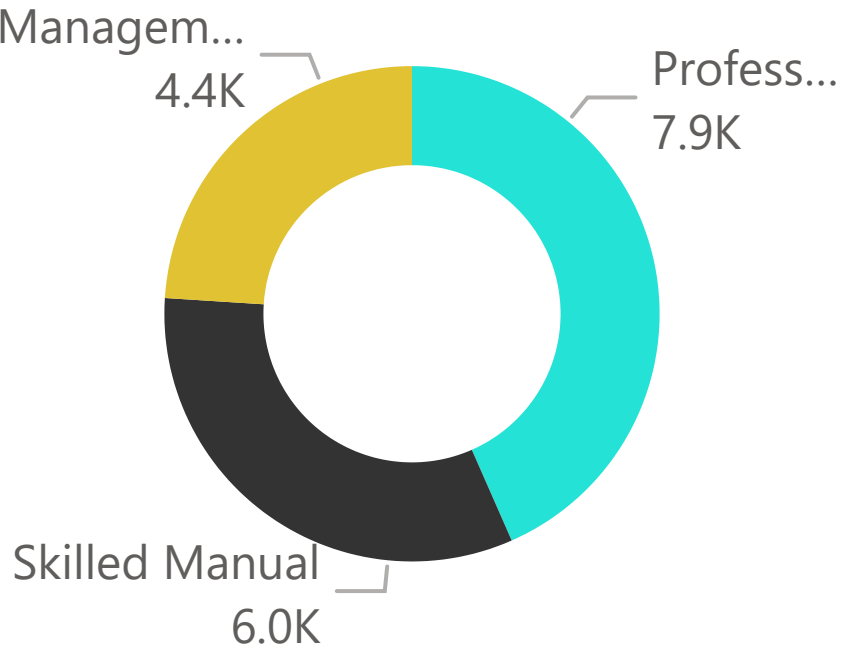
₹ 1.4K

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	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
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
Total		1,272	\$615,329

2020

2022

Top Customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

\$12.4K



Among Customers from Management roles, Mr. Jordan Turner drove the most revenue \$6,802 and...

\$24,914,587

Total Revenue

\$10,457,715.43

Total Profit

25,164

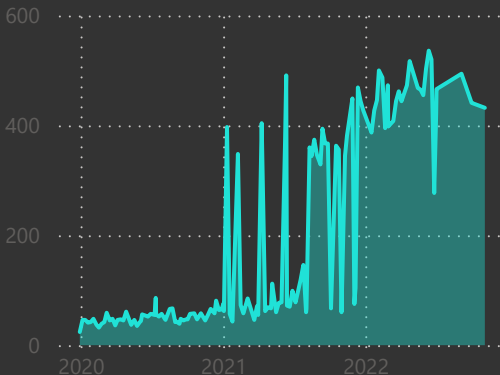
Total Orders

1,809

Total Returns

2.17%

Weekly Orders





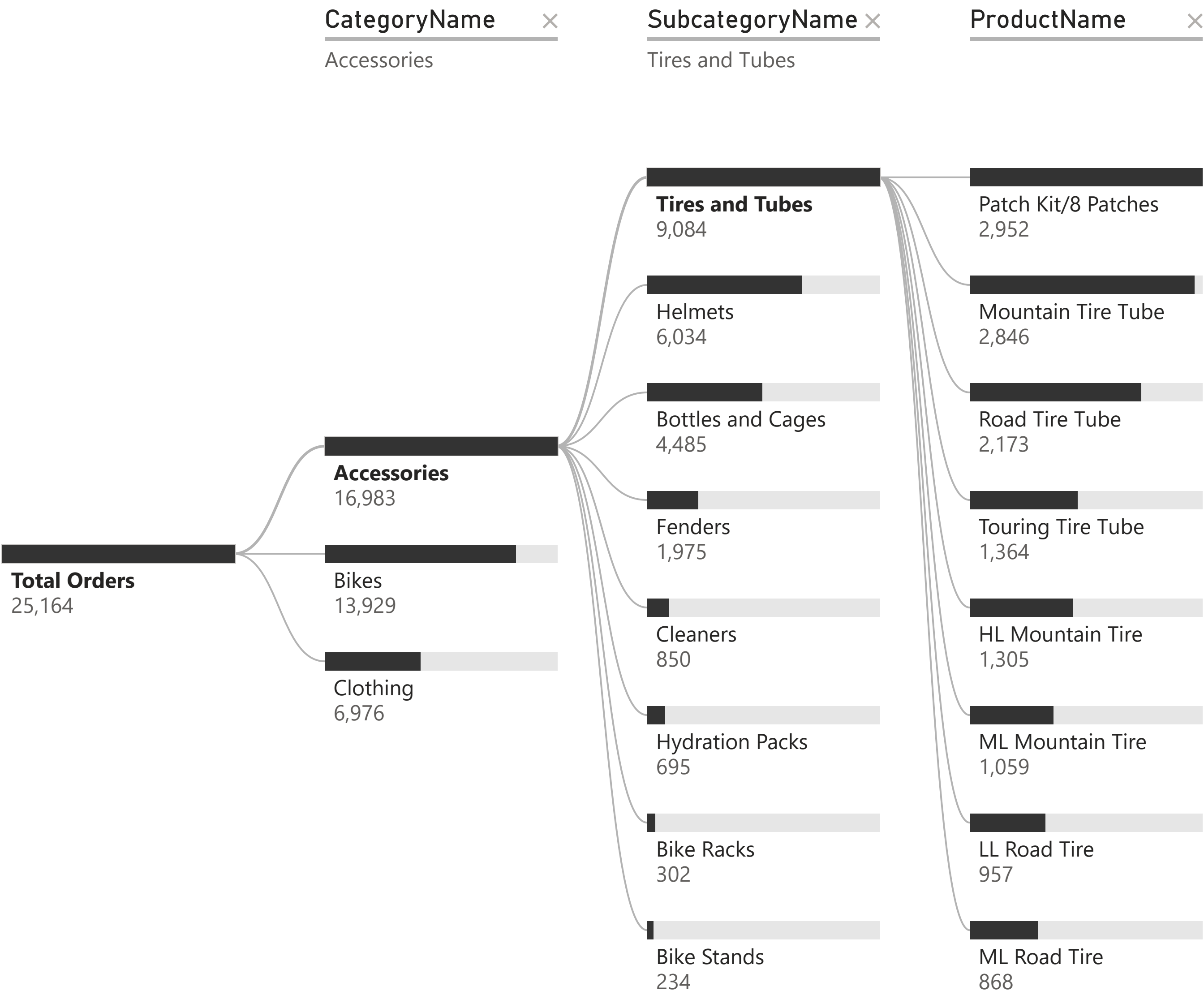
Ask a question about your data

Try one of these to get started

Revenue by category name

total orders by month

[Show all suggestions](#)



25K

Total Orders

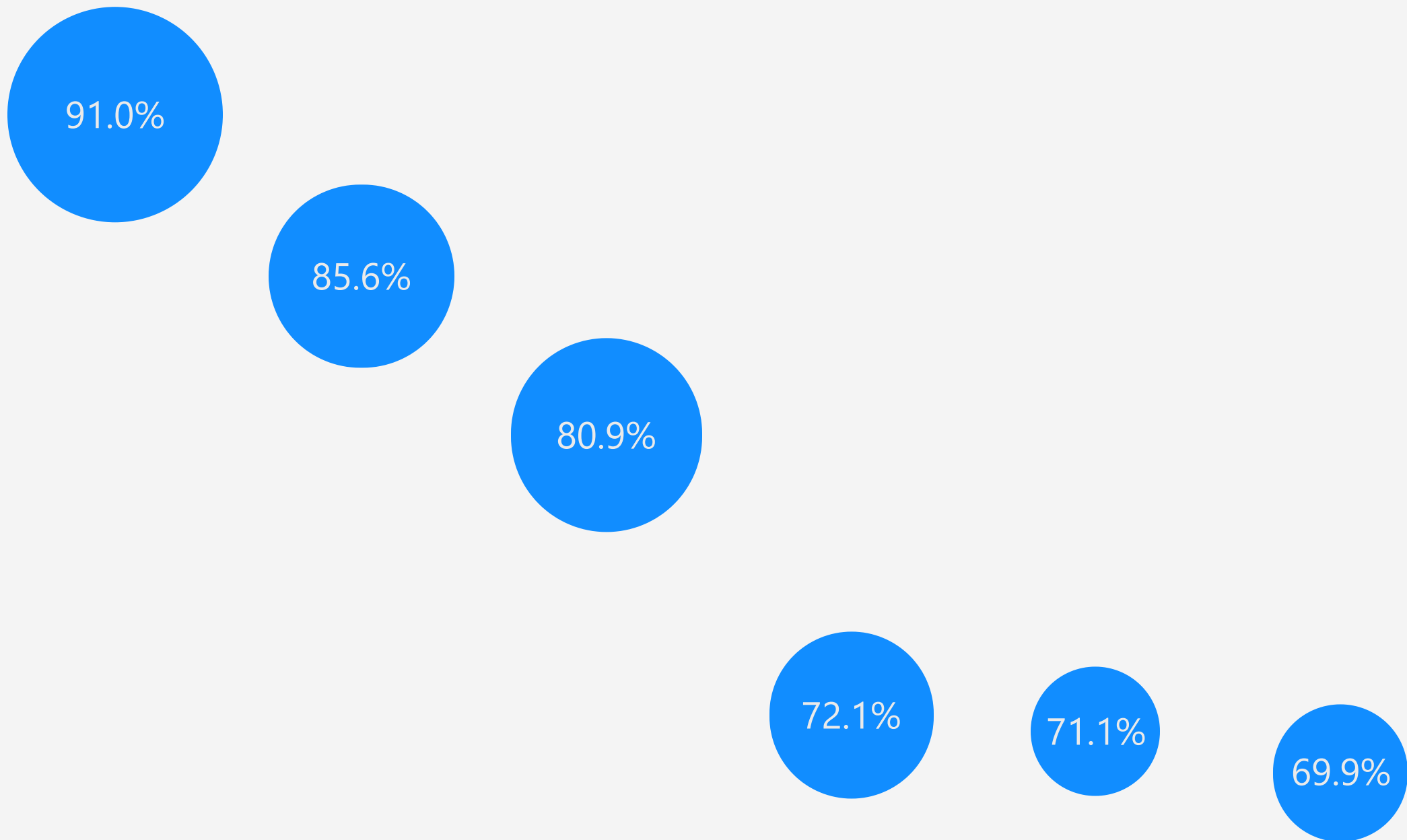


Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y and population size. Select ...

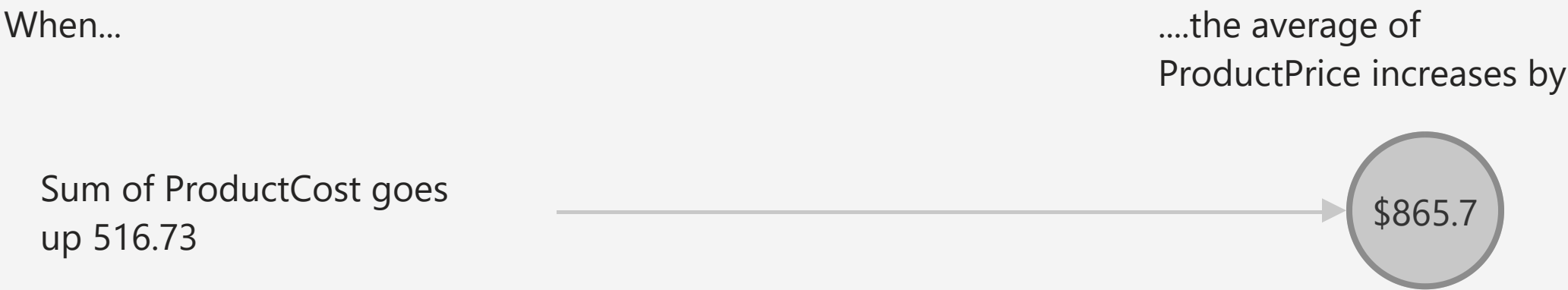


	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279

Key influencers Top segments



What influences ProductPrice to ?



Sort by: Impact Count



Total Revenue

\$24.9M



Total Profit

\$10.5M



Total Orders

25.2K



Return Rate

2.17%



Total Revenue

\$1.83M

Last Month: \$1,768,433

Target \$1,945,275.76 118.3K₹