



\$24.9M

REVENUE

\$10.5M

PROFIT

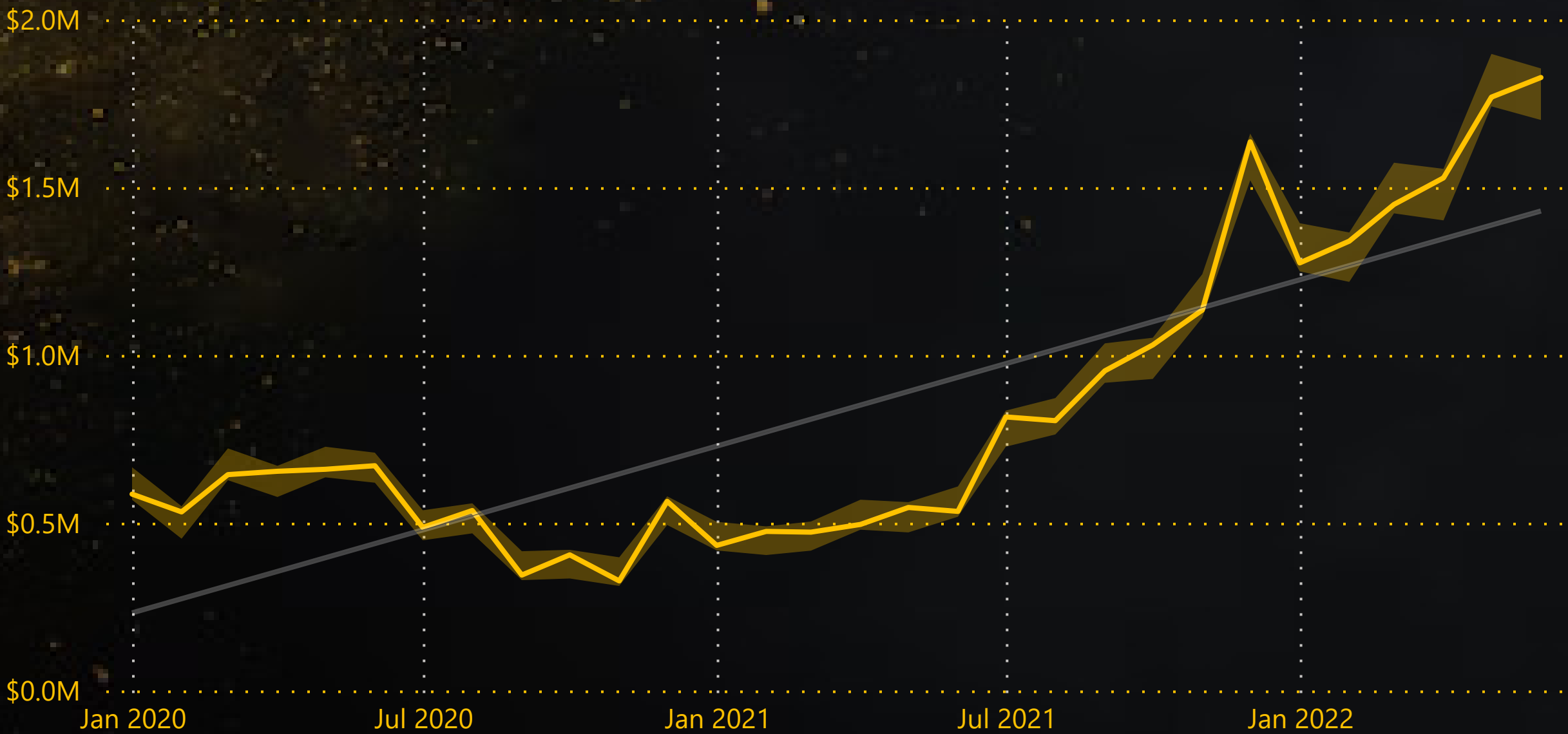
25.2K

ORDERS

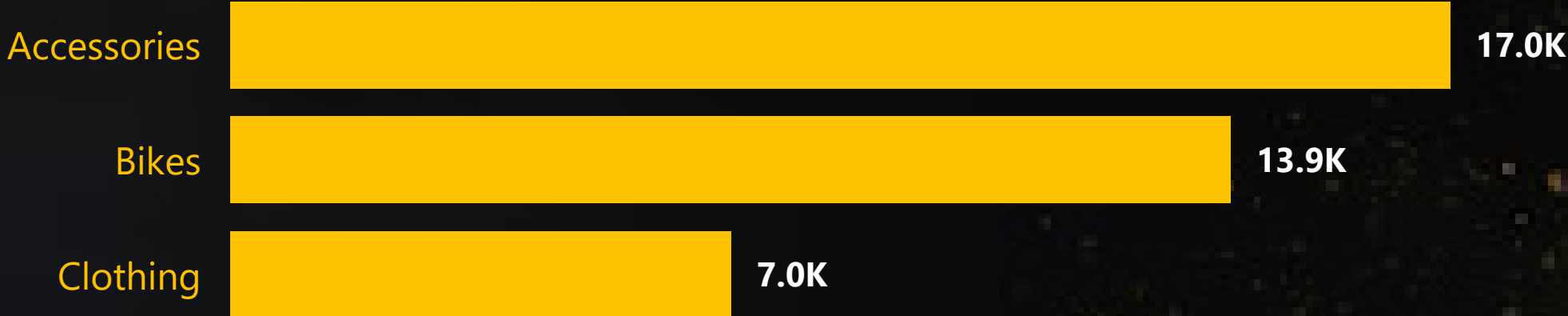
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

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

Monthly Revenue

\$1.83M !

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

Monthly Orders

2,146 ✓

Prev Month: 2165 (+0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

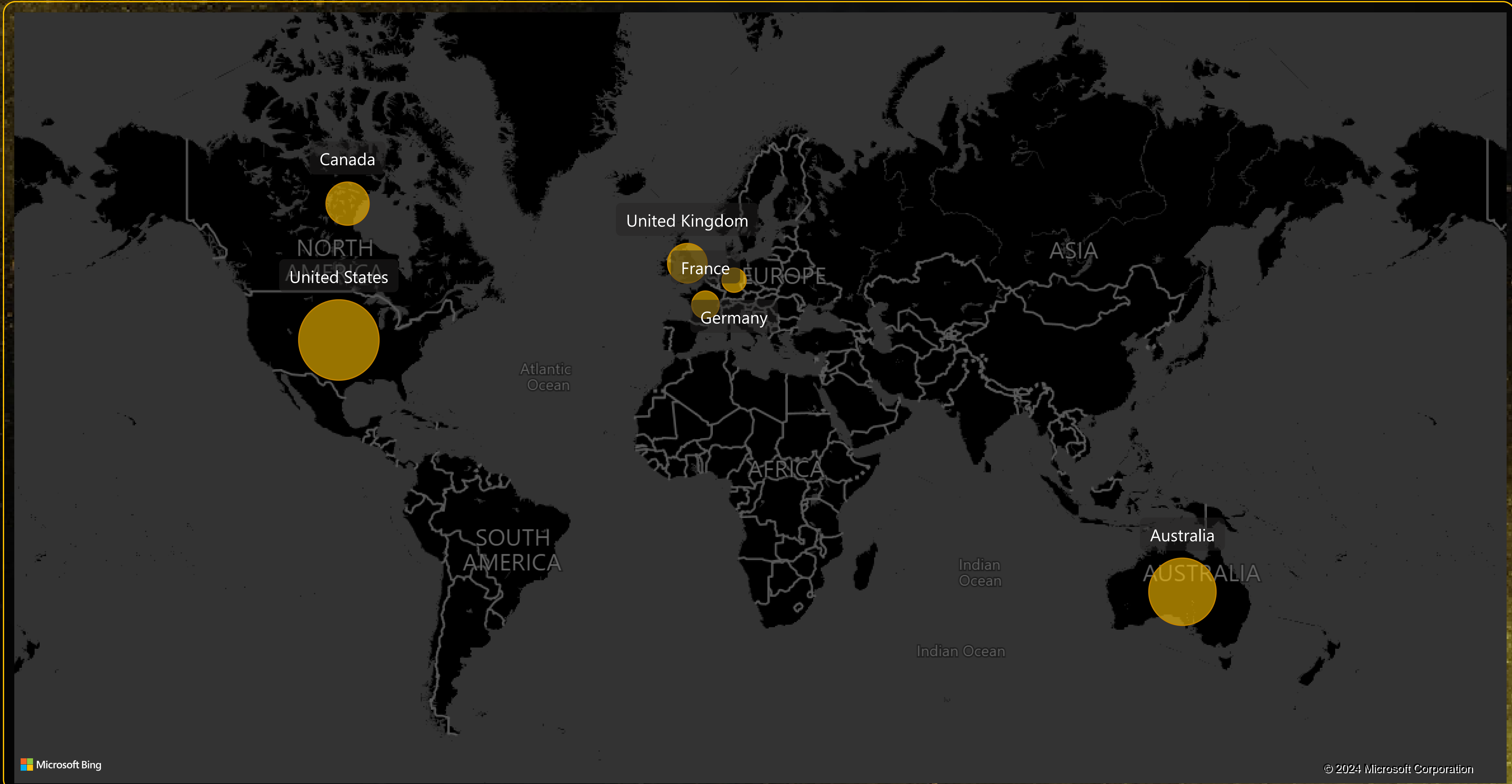
Shorts

Select all

Europe

North America

Pacific



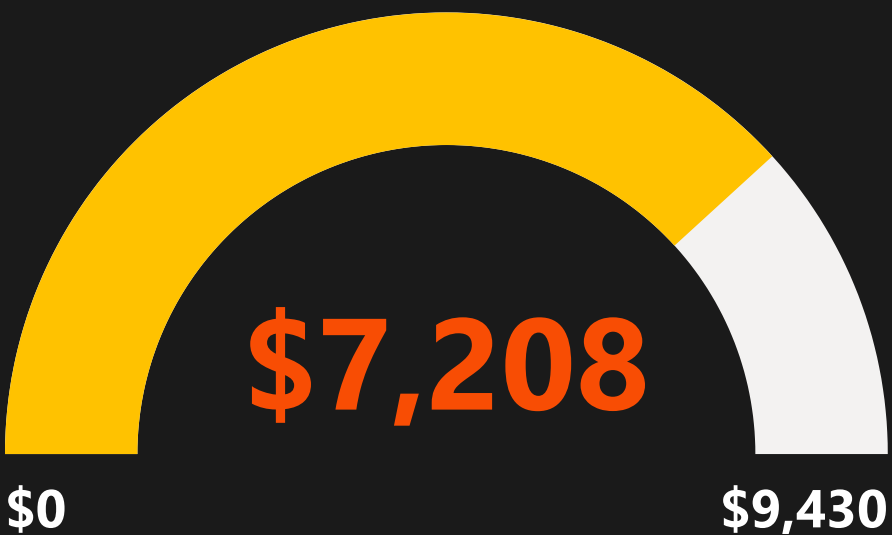
Selected Product:

Sport-100
Helmet, Red

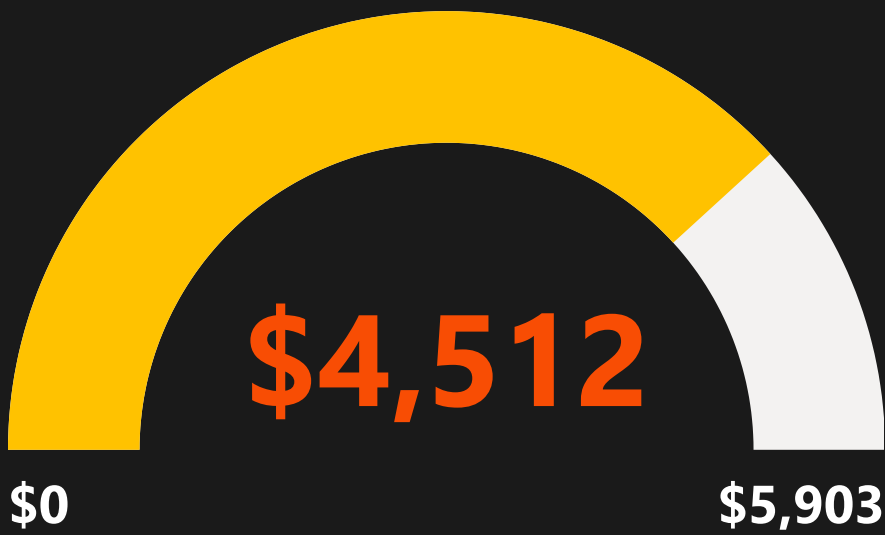
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



Price Adjustment (%)

0.10



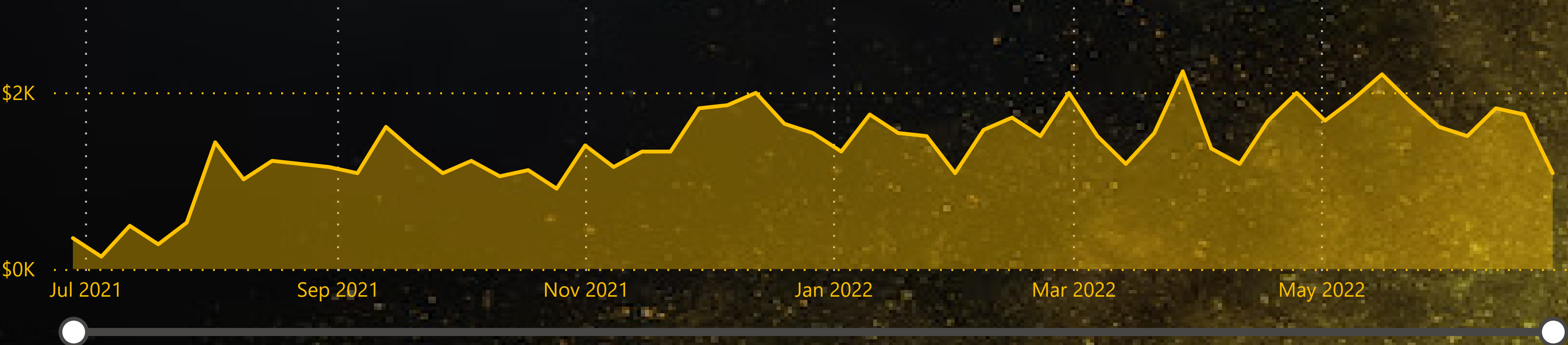
Product Metric Selection

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

Profit Trending



Return Trending



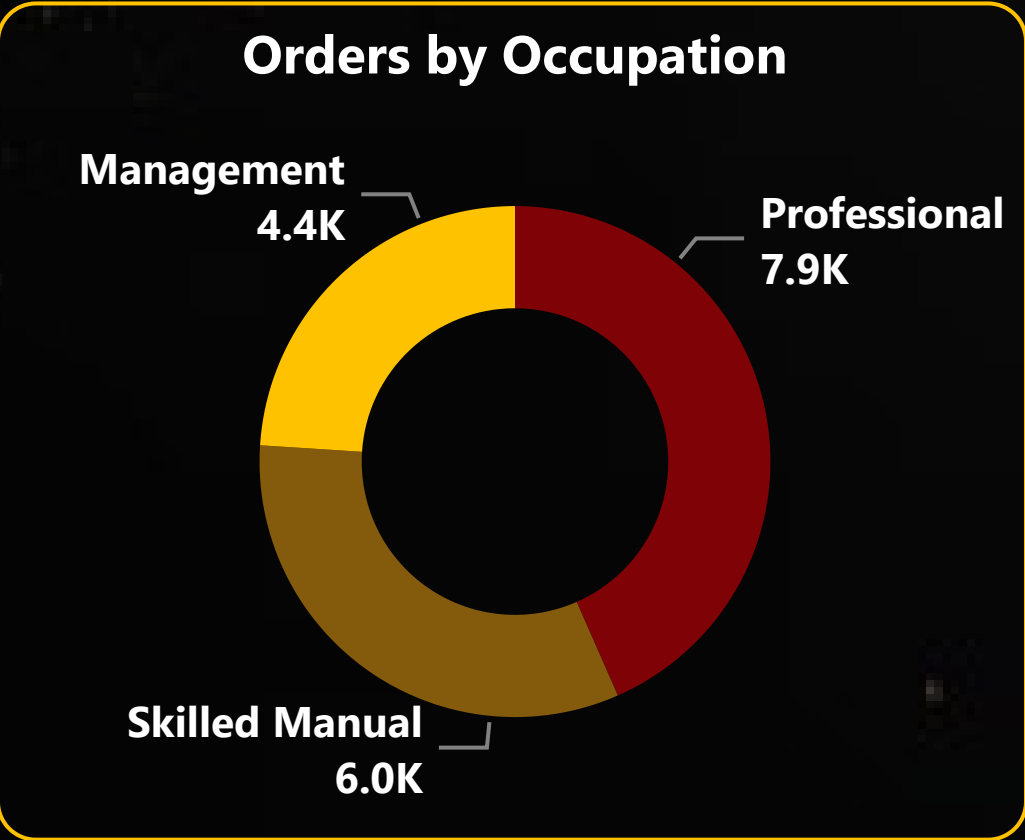
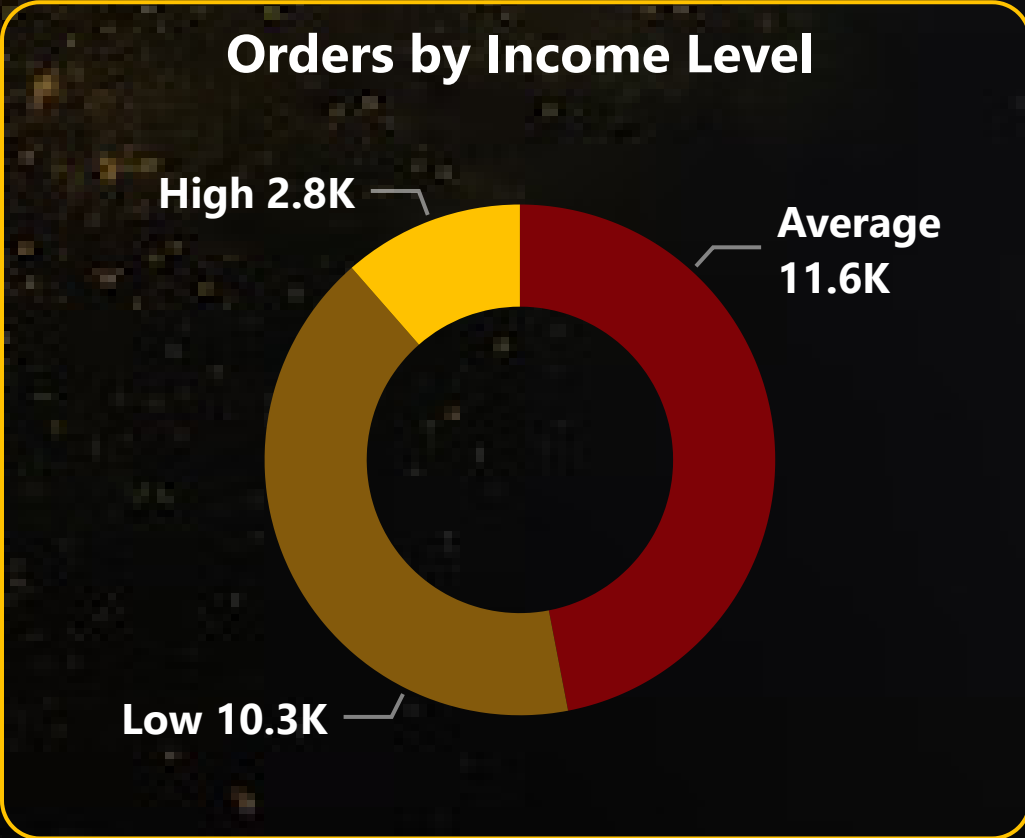


17.4K

UNIQUE CUSTOMERS

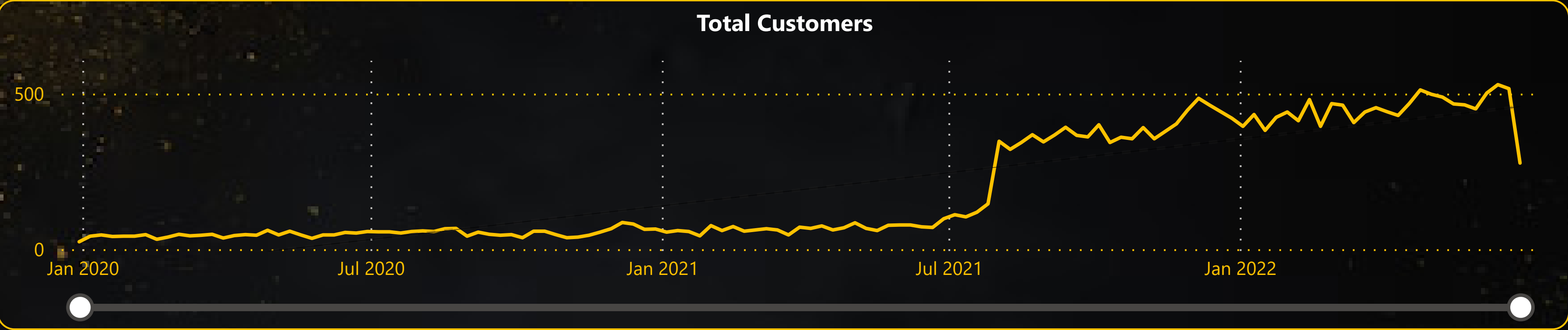
\$1,431

REVENUE PER CUSTOMER



Total Customers

Revenue per Customer



Top 100 Customers			
Customer Key	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
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
Total		1,272	\$615,329

20202022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12,408



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Analyzing Total Orders

CategoryName ×

SubcategoryName ×

ProductName ×

ProductCost ×

Accessories

Tires and Tubes

Patch Kit/8 Patches

Total Orders
25,164

Accessories
16,983

Bikes
13,929

Clothing
6,976

Tires and Tubes
9,084

Helmets
6,034

Bottles and Cages
4,485

Fenders
1,975

Cleaners
850

Hydration Packs
695

Bike Racks
302

Bike Stands
234

Patch Kit/8 Patches
2,952

Mountain Tire Tube
2,846

Road Tire Tube
2,173

Touring Tire Tube
1,364

HL Mountain Tire
1,305

ML Mountain Tire
1,059

LL Road Tire
957

ML Road Tire
868

Touring Tire
863

\$0.8565
2,952

