



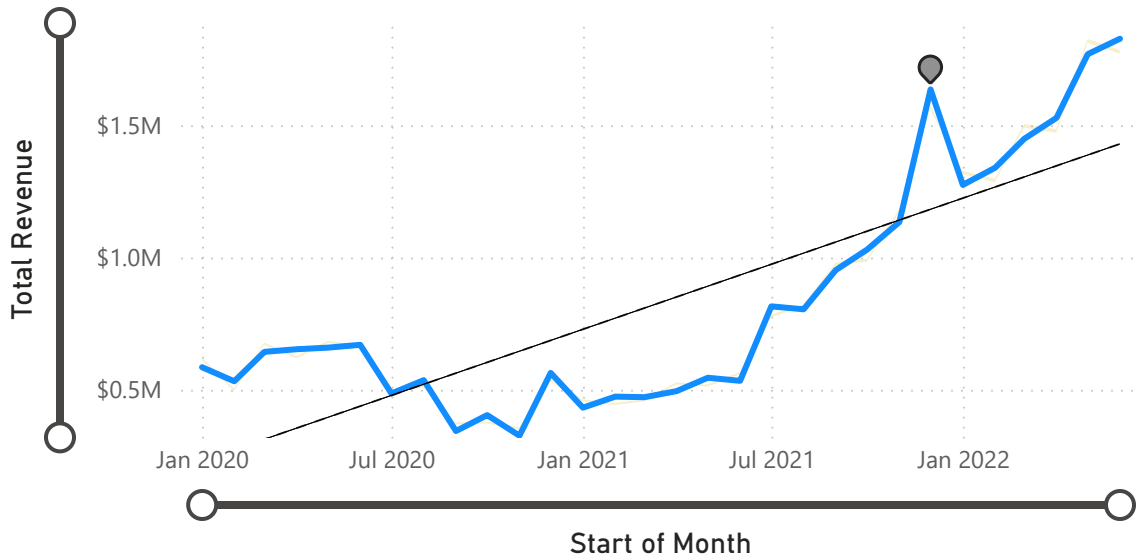
\$24.9M
REVENUE

\$10.5M
PROFIT

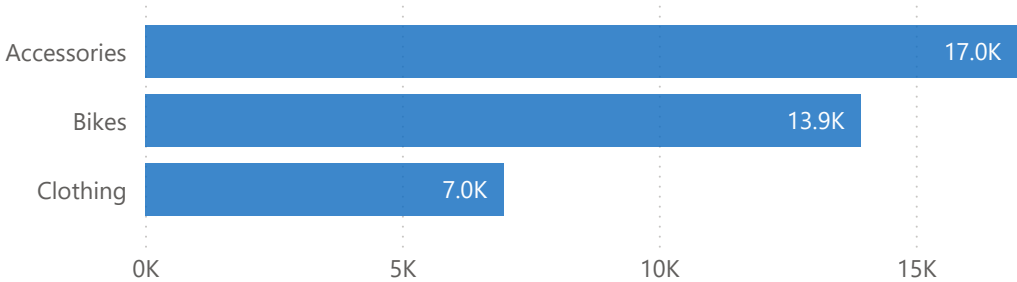
25.2K
ORDERS

2.2%
RETURN RATE

Revenue Trending



Orders by Category



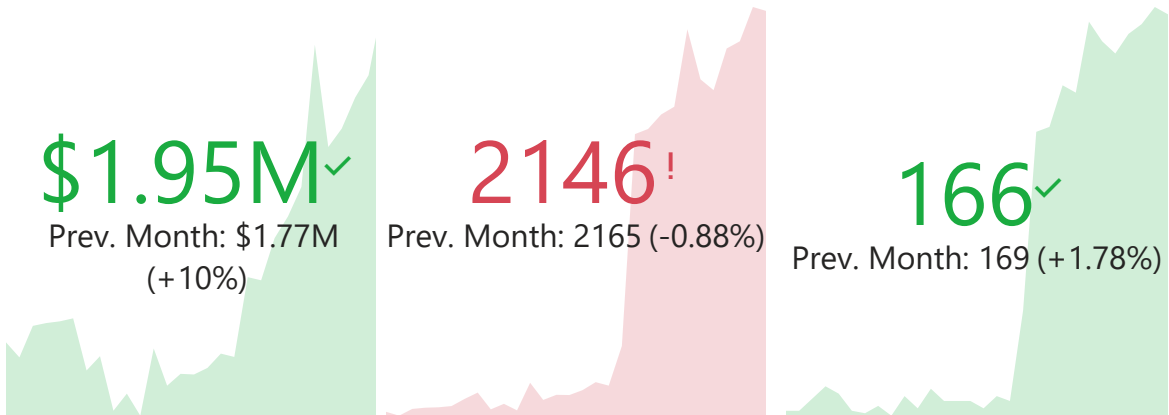
Top 10 Products

	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Road Tire Tube	2173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
AWC Logo Cap	2062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31%
Fender Set - Mountain	1975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1940	\$65,269.75	2.68%
Mountain Bottle Cage	1896	\$38,061.90	2.02%
Total	15587	\$4,65,678.41	1.85%

Monthly Revenue

Monthly Orders

Monthly Returns



Most Ordered Product Type :

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific





Selected Product :

**Mountain Tire
Tube**

Monthly Order Vs Target



Monthly Revenue Vs Target

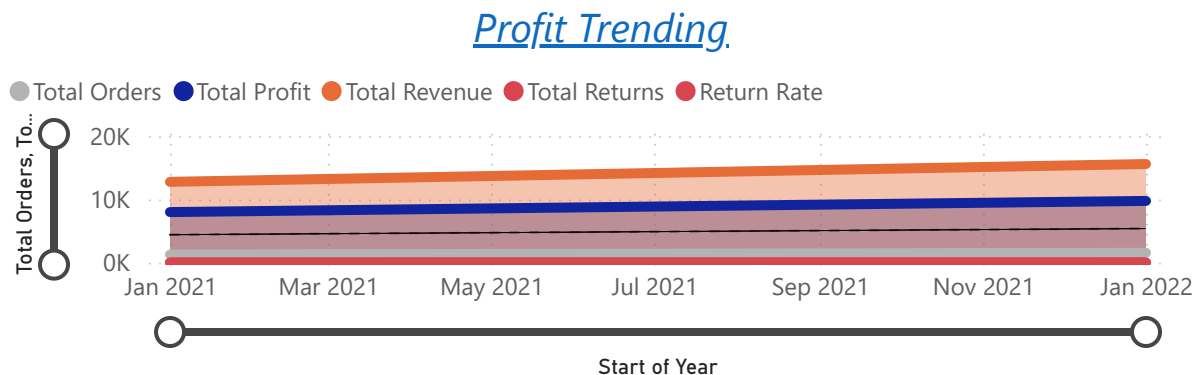
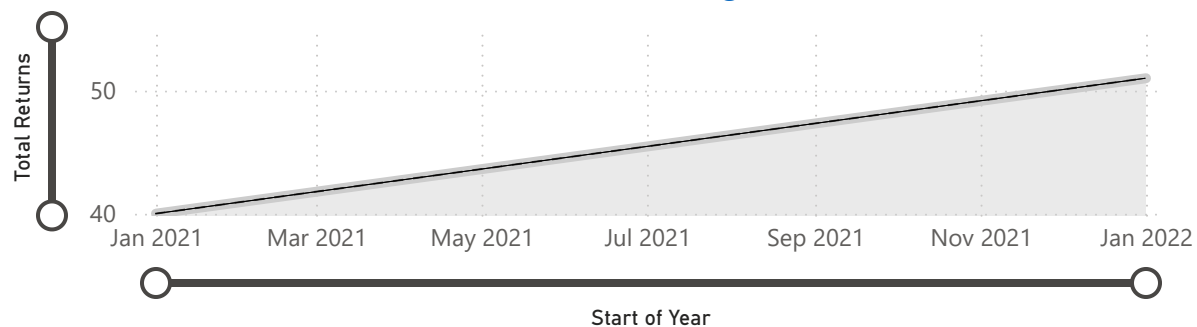


Monthly Profit Vs Target



Price Adjustment %

0.00



Product Metric Selection



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

Visual Summary

Return Rate trended up, resulting in a 3.91% increase between Friday, January 1, 2021 and Saturday, January 1, 2022.

Total orders for Mountain Tire Tube were 275.

17.4K

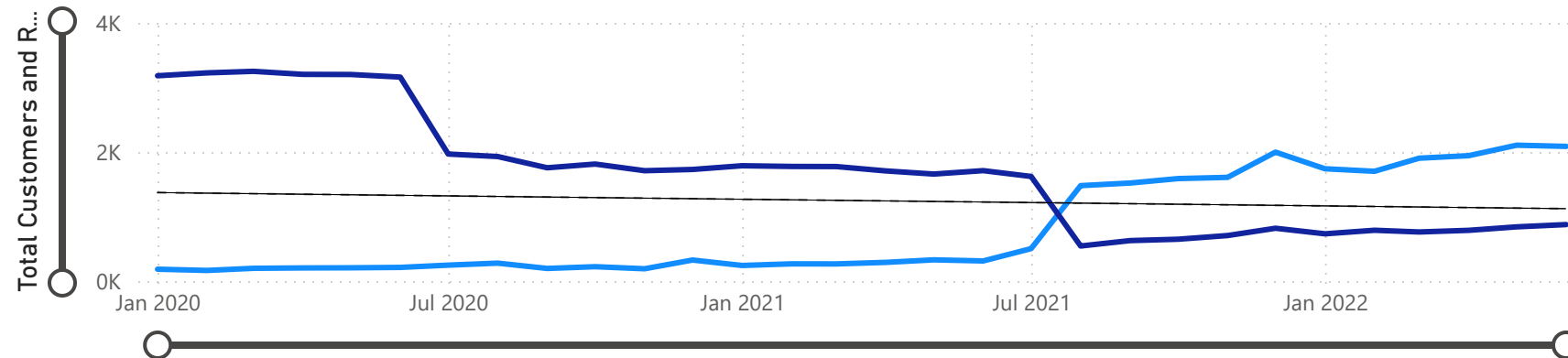
UNIQUE CUSTOMERS

\$1,431

REVENUE PER CUSTOMER

Revenue Per Customer

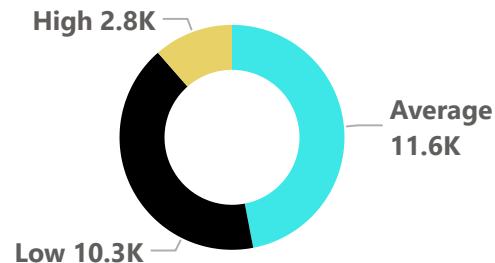
Total Customers Revenue Per Customer



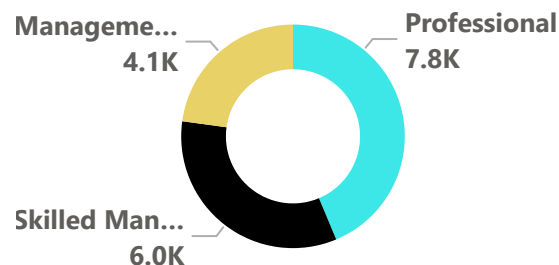
Total Custo...

Revenue Pe...

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.9
11439	Mrs. Janet Munoz	6	\$12,015.4
11241	Mrs. Lisa Cai	7	\$11,330.4
11417	Mrs. Lacey Zheng	7	\$11,085.7
11420	Mr. Jordan Turner	7	\$11,022.4
11242	Mr. Larry Munoz	7	\$10,852.0
13263	Mrs. Kate Anand	4	\$10,436.5
12655	Mr. Larry Vazquez	4	\$10,394.9
11425	Mrs. Ariana Gray	6	\$10,391.4
12631	Mr. Clarence Gao	4	\$10,331.7
12650	Mr. Aaron Wright	4	\$10,329.2
13405	Mr. Ethan Bryant	4	\$10,308.5
11429	Mr. Marco Lopez	6	\$10,289.6
12632	Mrs. Bonnie Nath	4	\$10,282.9
11345	Mr. Rick Vazquez	4	\$10,165.6
Total		1272	\$6,15,328.6

2020

2022

Top Customer by Revenue :

Mr. Maurice Shan

Orders :

130

Revenue :

\$12.4K



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