



\$24.9M

REVENUE

\$10.5M

PROFIT

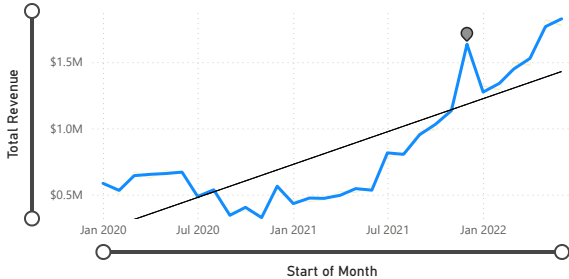
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.95M✓

Prev. Month: \$1.77M  
(+10%)

Monthly Orders

2146!

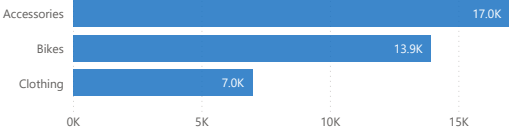
Prev. Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev. Month: 169 (+1.78%)

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%

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

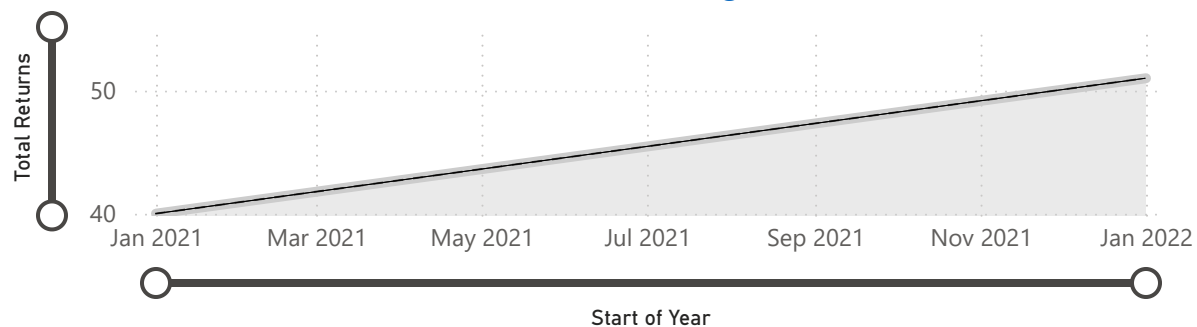


Monthly Profit Vs Target



Price Adjustment %

0.00

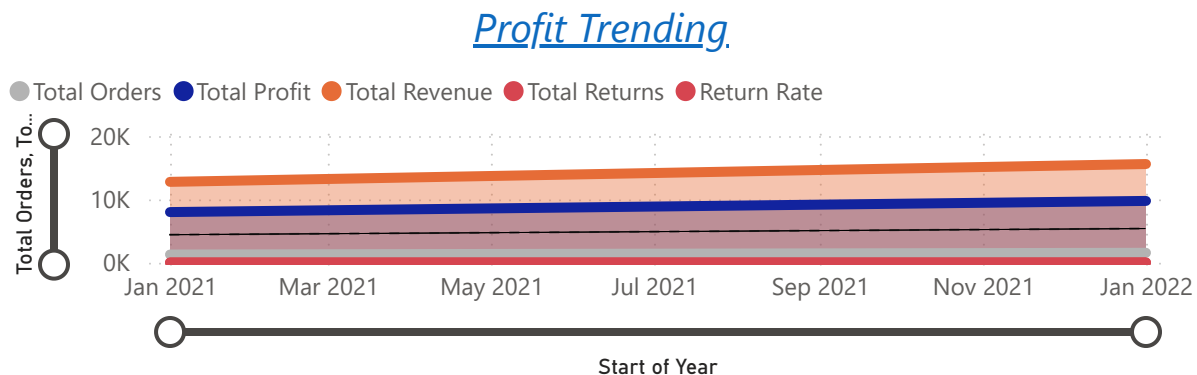


Returns Trending

Product Metric Selection



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



Profit Trending

## 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.

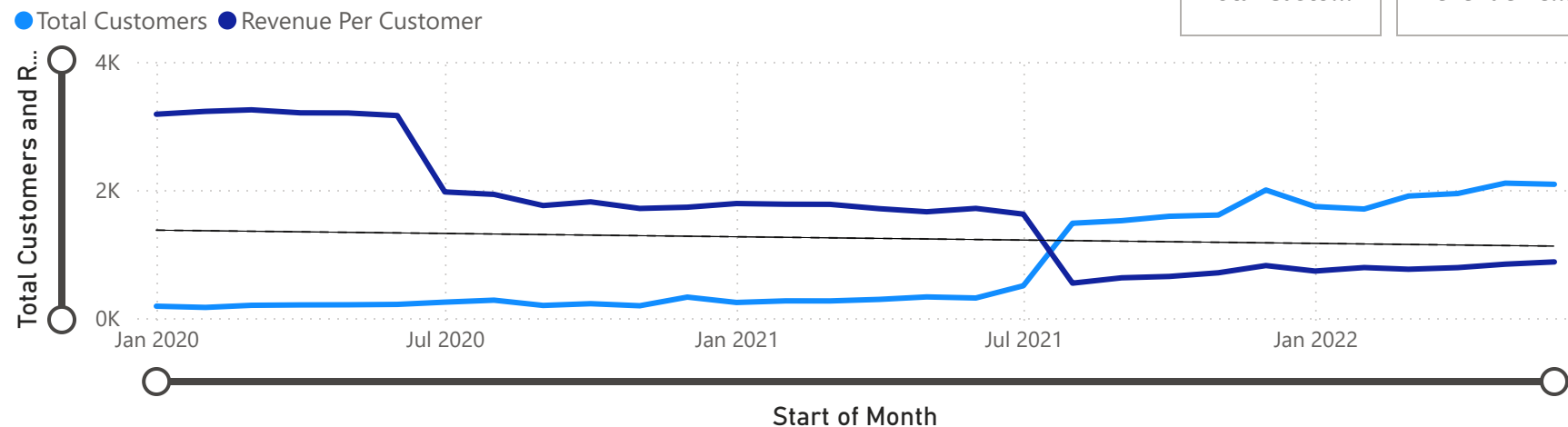
17.4K

UNIQUE CUSTOMERS

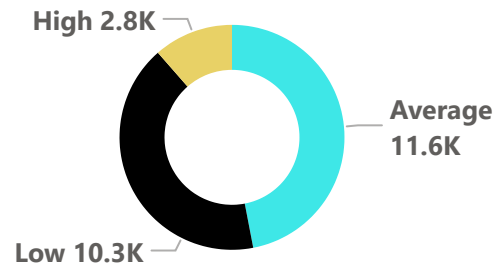
\$1,431

REVENUE PER CUSTOMER

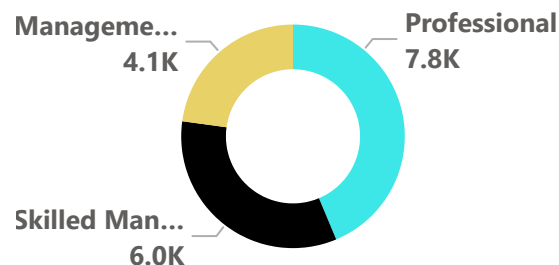
### Revenue Per Customer



### 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. Rishi 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