



\$24.9M

REVENUE

\$10.5M

PROFIT

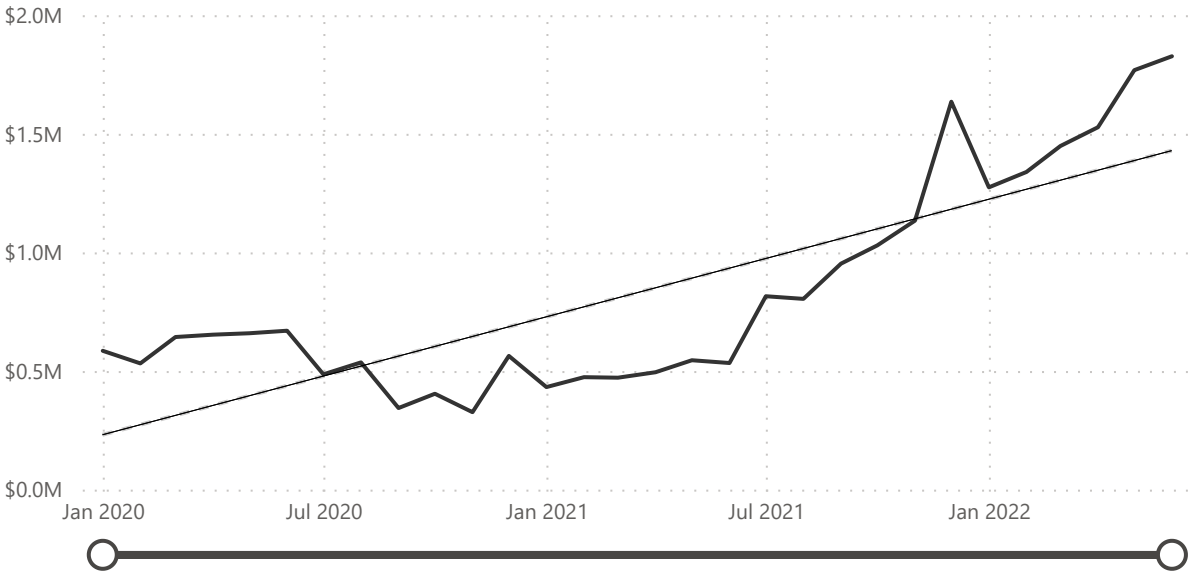
25.2K

ORDERS

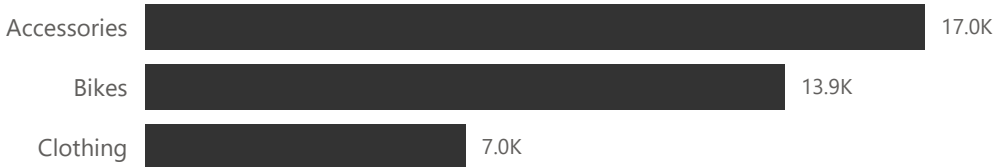
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983.00	\$39,755.33	1.95%
Patch Kit/8 Patches	2952.00	\$13,506.42	1.61%
Mountain Tire Tube	2846.00	\$28,333.22	1.64%
Road Tire Tube	2173.00	\$17,264.73	1.55%
Sport-100 Helmet, Red	2099.00	\$73,444.01	3.33%
AWC Logo Cap	2062.00	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1995.00	\$67,120.18	3.31%
Fender Set - Mountain	1975.00	\$87,040.80	1.36%
Sport-100 Helmet, Black	1940.00	\$65,269.75	2.68%
Mountain Bottle Cage	1896.00	\$38,061.90	2.02%

Monthly Revenue

\$1.83M✓

Prev Month: \$1.7684325069M  
(+3.31%)

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

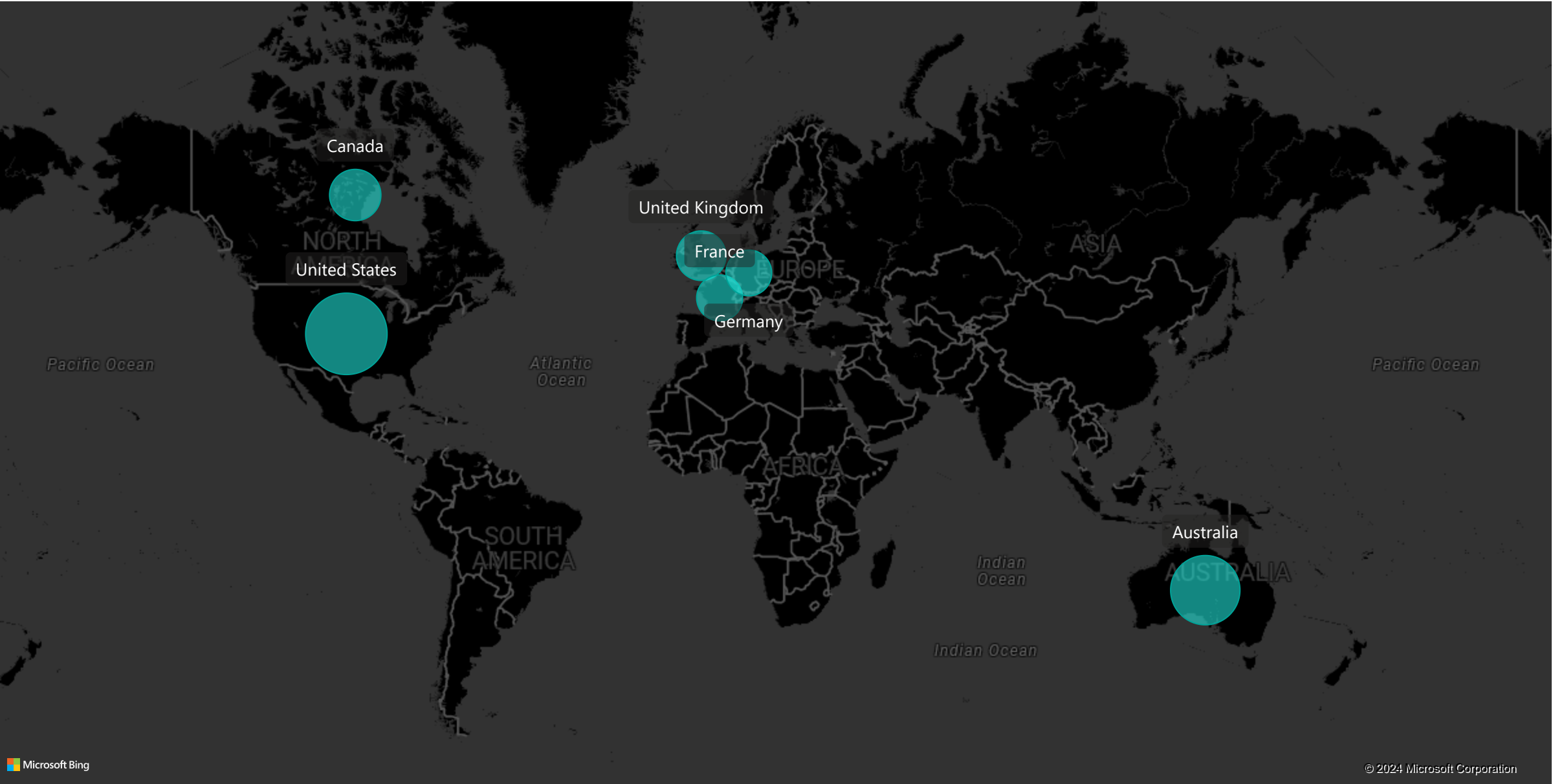
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Monthly orders vs. Target



Monthly revenue vs. Target



Monthly profit vs. Target

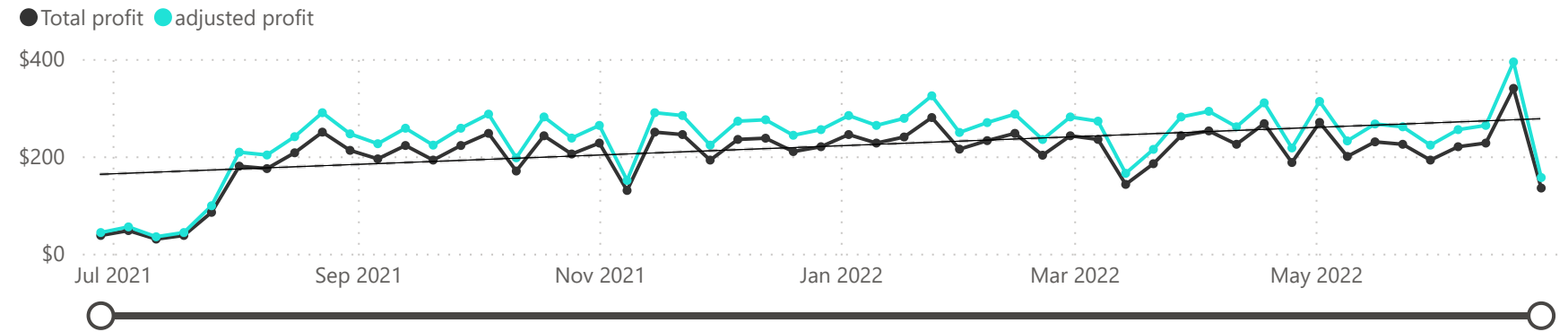


price adjustment(%)

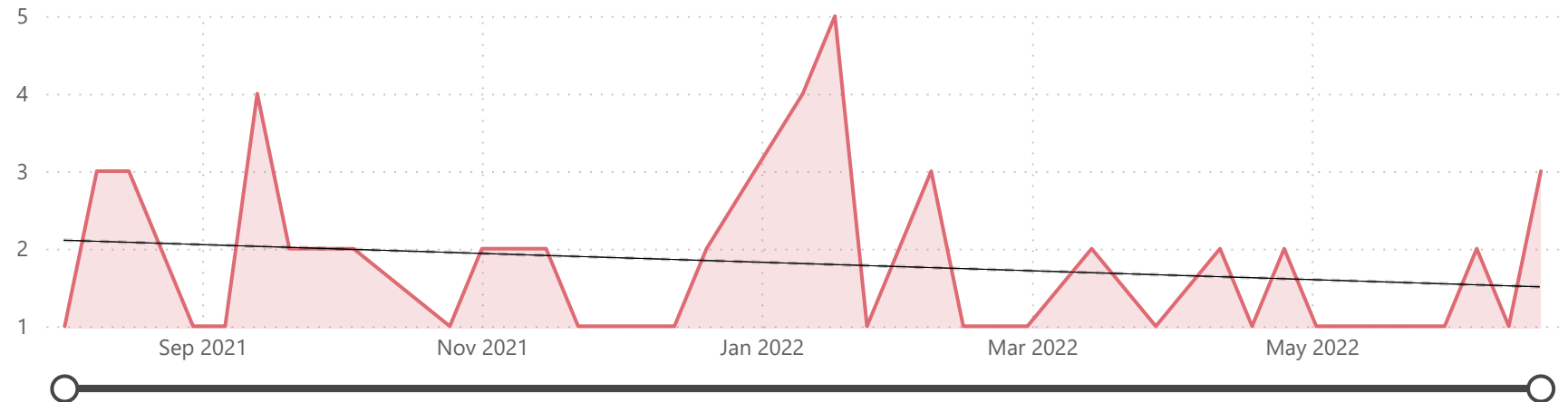
0.10



Profit Trending



Return Trending



Product metric select...

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



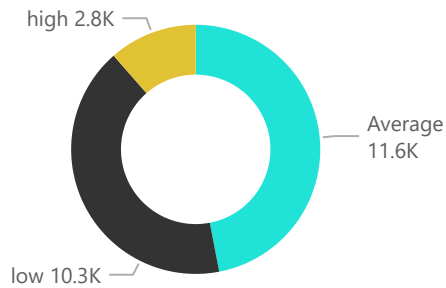
17.4K

UNIQUE CUSTOMERS

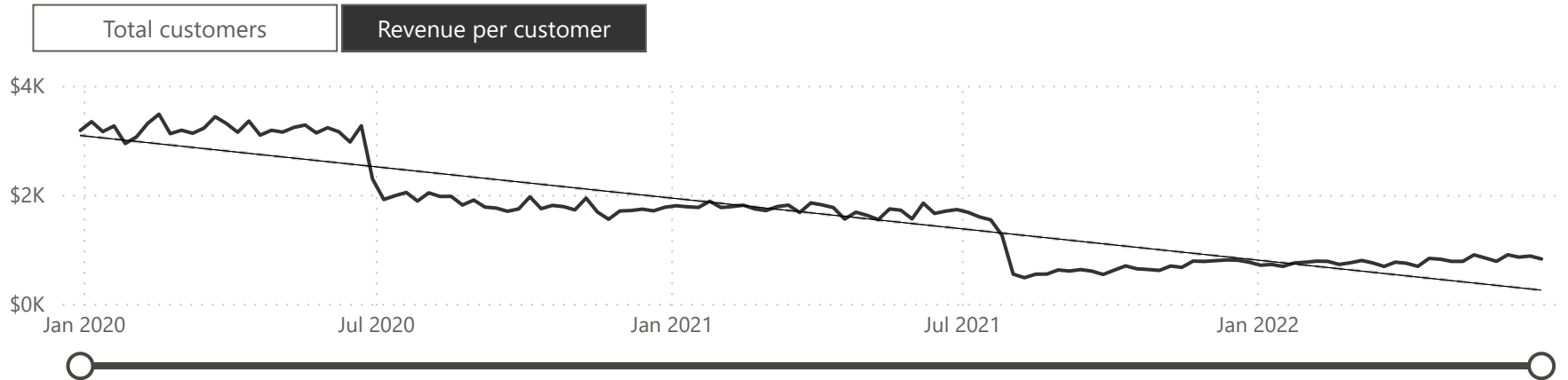
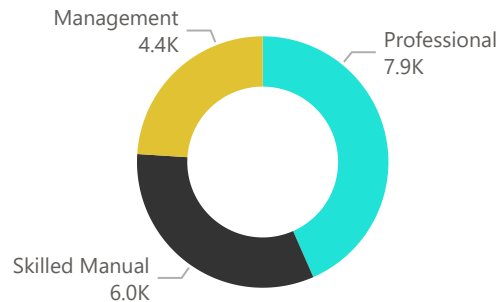
\$1.4K

REVENUE PER CUSTOMER

### Orders by Income level



### Orders by Occupation



### Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6.00	\$12,407.95
11439	Mrs. Janet Munoz	6.00	\$12,015.40
11241	Mrs. Lisa Cai	7.00	\$11,330.45
11417	Mrs. Lacey Zheng	7.00	\$11,085.75
11420	Mr. Jordan Turner	7.00	\$11,022.40
11242	Mr. Larry Munoz	7.00	\$10,852.03
13263	Mrs. Kate Anand	4.00	\$10,436.51
12655	Mr. Larry Vazquez	4.00	\$10,394.98
11425	Mrs. Ariana Gray	6.00	\$10,391.43
12631	Mr. Clarence Gao	4.00	\$10,331.73
12650	Mr. Aaron Wright	4.00	\$10,329.23
13405	Mr. Ethan Bryant	4.00	\$10,308.52
11429	Mr. Marco Lopez	6.00	\$10,289.69
12632	Mrs. Bonnie Nath	4.00	\$10,282.91
11245	Mr. Ricky Vazquez	4.00	\$10,165.92
11237	Mr. Clarence Anand	4.00	\$10,065.01
11428	Mrs. Deanna Perez	4.00	\$9,761.60
11427	Mrs. Desiree Dominguez	4.00	\$9,717.65
Total		1272.00	\$6,15,328.64

2020

2022

Top customer by revenue-:c

Mr. Maurice Shan

Orders-:

6

Revenue-:

\$12.4K



Among customers in skilled manual roles Mr. Ruben Suarez drove most revenue at \$4.7k.