



**\$24.9M**

REVENUE

**\$10.5M**

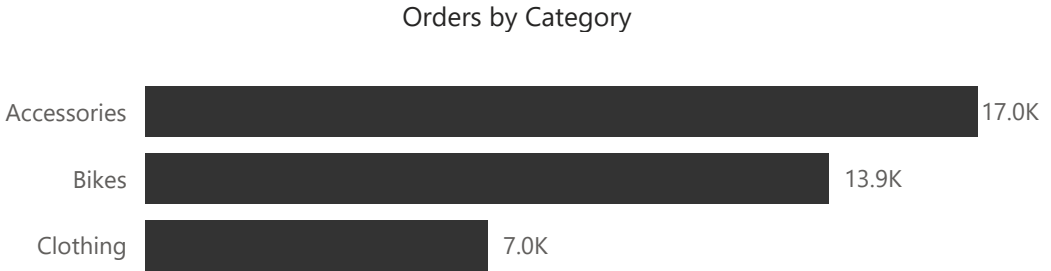
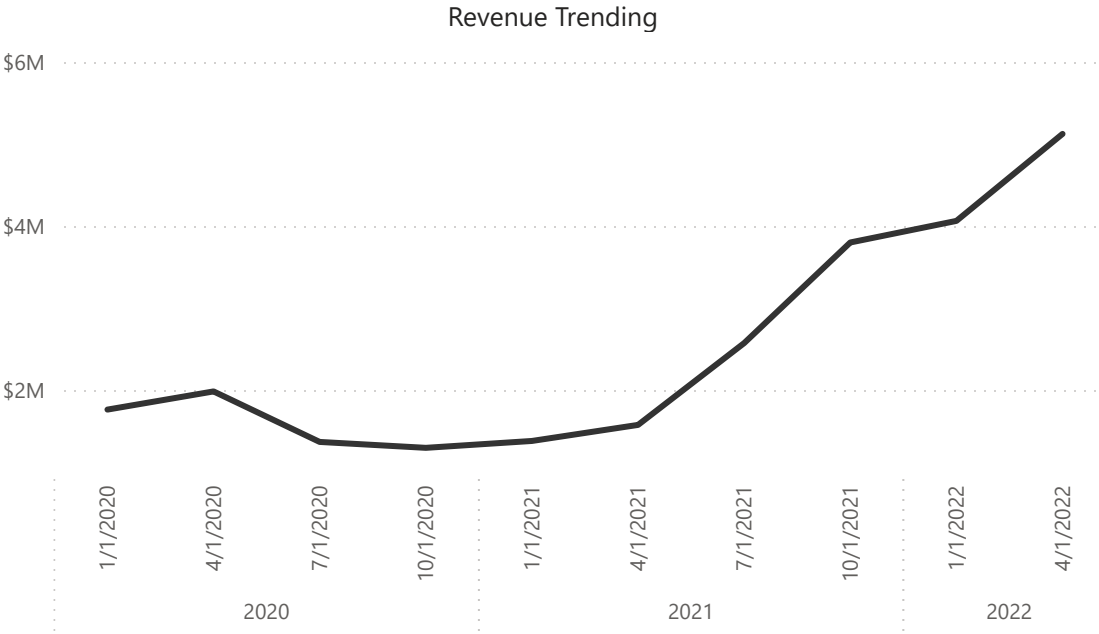
PORFIT

**25.2K**

ORDDERS

**2.2%**

RETURN RATE



Top 10 Products	Orders	Total Revenue	Return Rate
Fender Set - Mountain	1975	\$87,040.80	1.36%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31%
Sport-100 Helmet, Black	1940	\$65,269.75	2.68%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Mountain Bottle Cage	1896	\$38,061.90	2.02%
AWC Logo Cap	2062	\$35,882.07	1.11%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Road Tire Tube	2173	\$17,264.73	1.55%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%

Monthly Revenue

**\$1.83M** ✓

Previous Month: 1.77M  
(+3.31%)

Monthly Orders

**2146** !

Previous Month: 2165  
(-0.88%)

Monthly Returns

**167** ✓

Previous Month: 169  
(-1.18%)

Most Ordered Product Type

**Tires and Tubes**

Most Returned Product Type

**Shorts**

Select all

Europe

North America

Pacific

Canada

NORTH AMERICA

United States

United Kingdom

France

EUROPE

Germany

ASIA

Atlantic Ocean

Pacific Ocean

AFRICA

SOUTH AMERICA

Indian Ocean

Australia

AUSTRALIA





Selected Product

Road Tire Tube

Price Adjustment(%)

0.30

Product Metric Selection

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

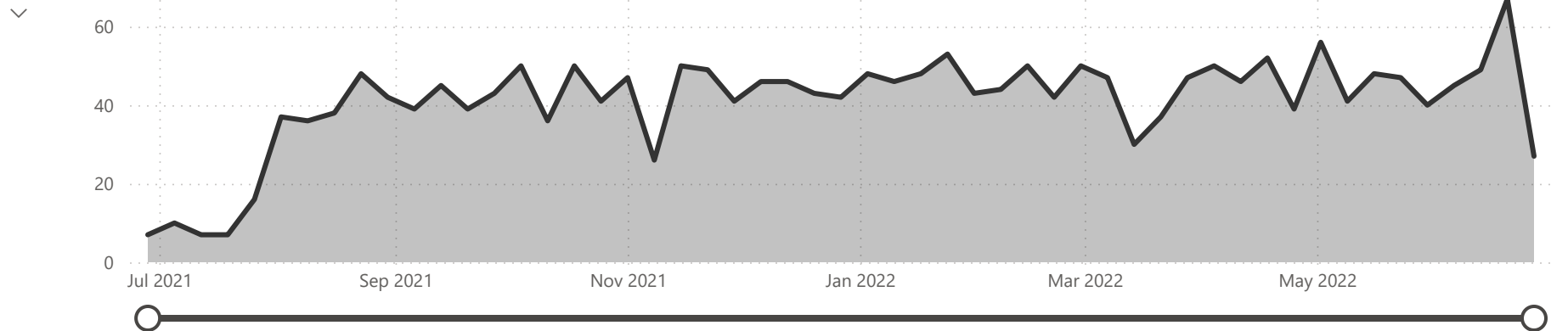
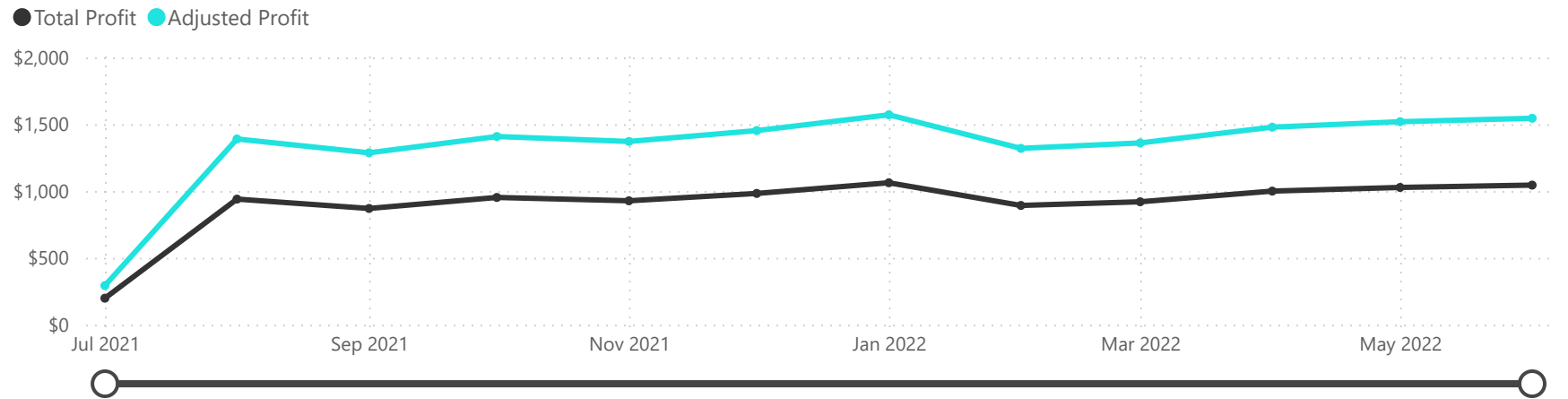
Monthly Order vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target





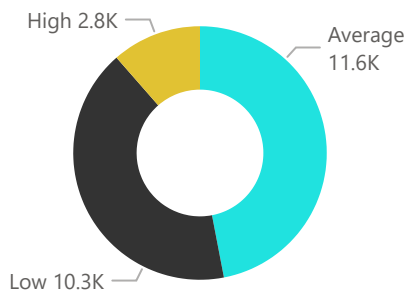
17.4K

UNIQUE CUSTOMERS

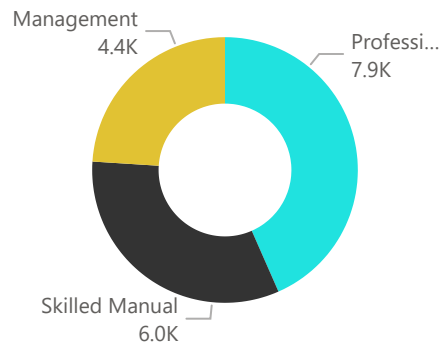
\$1.43K

UNIQUE CUSTOMER REVENUE

Orders by Income Level



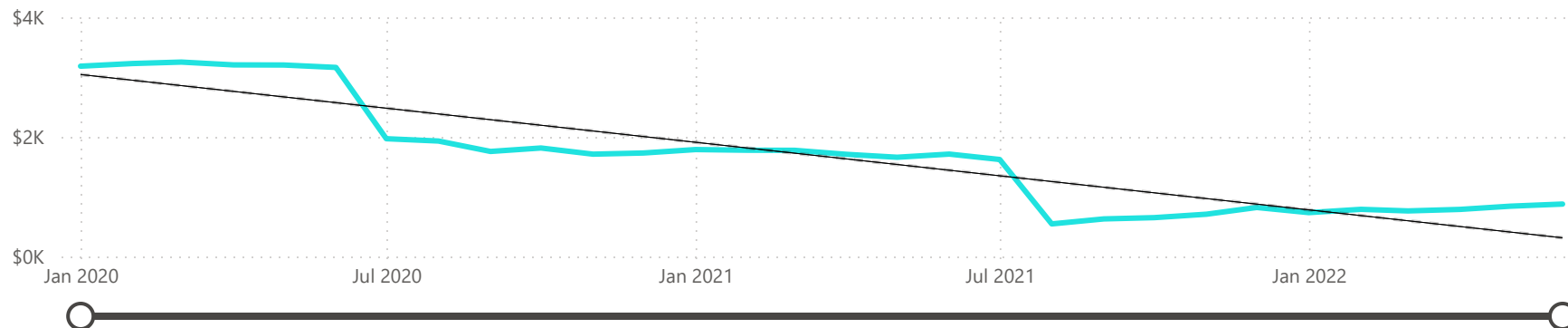
Orders by Top 3 Occupations



Total Customer

Revenue per Customer

Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.23
13405	Mr. Ethan Bryant	4	\$10,308.52
11429	Mr. Marco Lopez	6	\$10,289.69
12632	Mrs. Bonnie Nath	4	\$10,282.91
11245	Mr. Ricky Vazquez	4	\$10,165.92
11237	Mr. Clarence Anand	4	\$10,065.01
11428	Mrs. Deanna Perez	4	\$9,761.60
11427	Mrs. Desiree Dominguez	4	\$9,717.65
11423	Mrs. Jasmine Stewart	4	\$9,716.99

2020

2021

2022

Top Customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

\$12.41K



Customer Details of 2021