



£24.9M

REVENUE

£10.5M

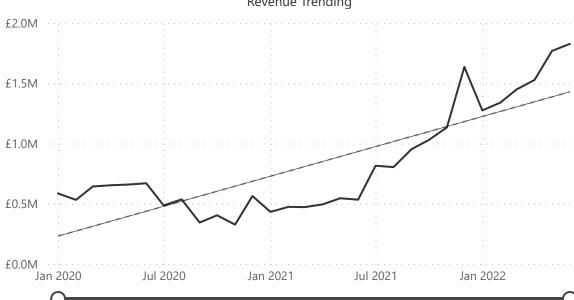
PROFIT

ORDERS

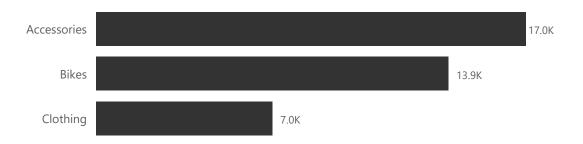
25.2K 2.2%

RETURN RATE

**Revenue Trending** 



Orders by Category



Top 10 Products	Orders	Ĺ	Revenue •	Return %
Fender Set - Mountain		1,975	£87,041	1.36%
Sport-100 Helmet, Red		2,099	£73,444	3.33%
Sport-100 Helmet, Blue		1,995	£67,120	3.31%
Sport-100 Helmet, Black		1,940	£65,270	2.68%
Water Bottle - 30 oz.		3,983	£39,755	1.95%
Mountain Bottle Cage		1,896	£38,062	2.02%
AWC Logo Cap		2,062	£35,882	1.11%
Mountain Tire Tube		2,846	£28,333	1.64%
Road Tire Tube		2,173	£17,265	1.55%
Patch Kit/8 Patches		2,952	£13,506	1.61%

Monthly Revenue

**Monthly Orders** 

Monthly Returns

£1.83M~ Prev Month: £1.77M (+3.31%)

2,146 Prev Month: £2,165 (-0.88%)

166 Prev Month: 169 (+1.78%)

**Tires and Tubes** 

Most Ordered Product Type:

Most Returned Product Type:

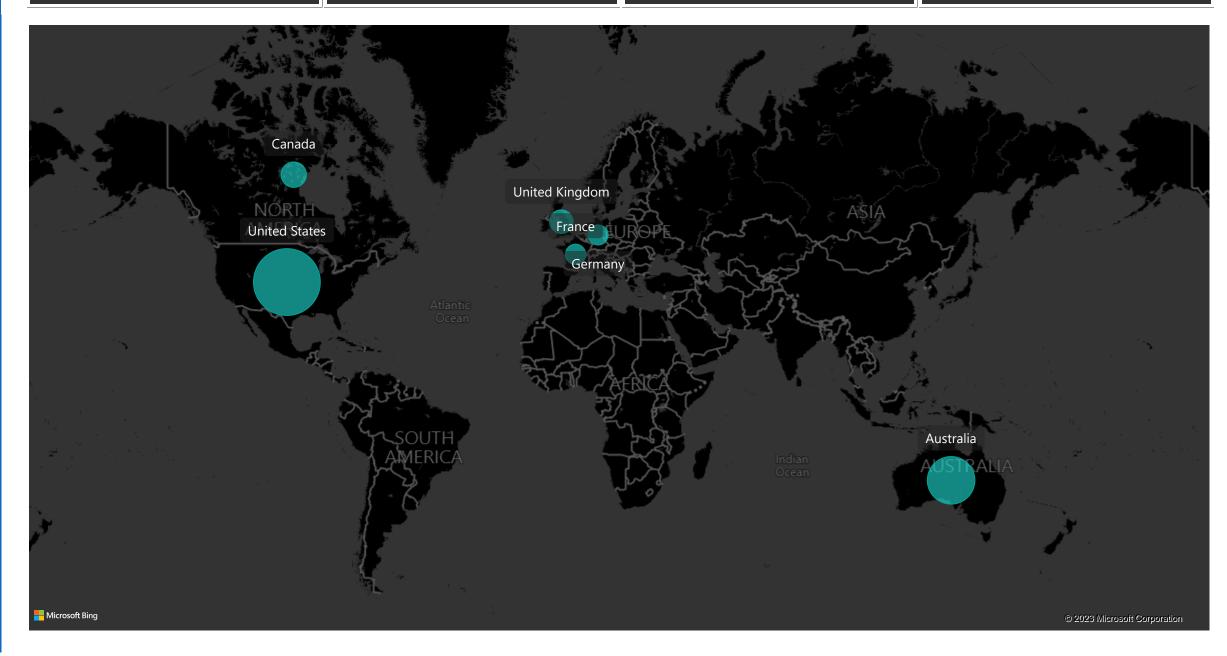
**Shorts** 







Select all Europe North America Pacific





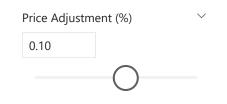






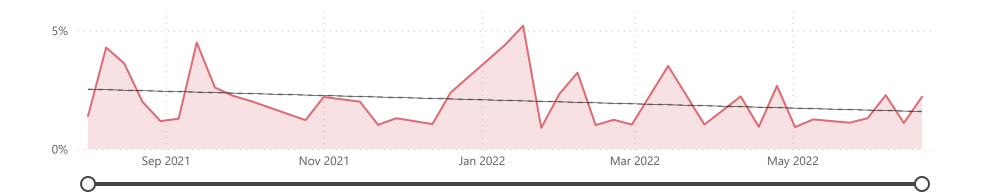
Road Tire Tube







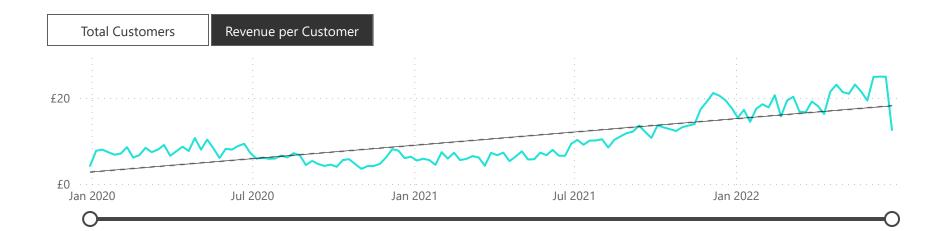




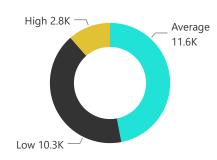


17.4K
UNIQUE CUSTOMERS

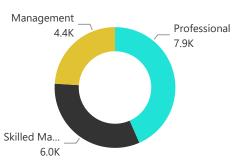
£1,373
Average Revenue per Customer



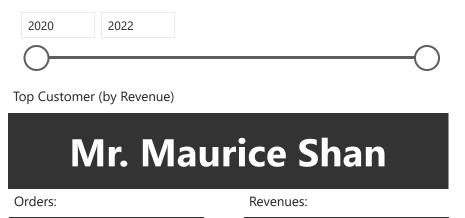
## Order by Income Level



## **Order by Occupation**



CustomerKey	Full Name	Orders	Revenue •	
11433	Mr. Maurice Shan	6	£12,408	
11439	Mrs. Janet Munoz	6	£12,015	
11241	Mrs. Lisa Cai	7	£11,330	
11417	Mrs. Lacey Zheng	7	£11,086	
11420	Mr. Jordan Turner	7	£11,022	
11242	Mr. Larry Munoz	7	£10,852	
13263	Mrs. Kate Anand	4	£10,437	
12655	Mr. Larry Vazquez	4	£10,395	
11425	Mrs. Ariana Gray	6	£10,391	
12631	Mr. Clarence Gao	4	£10,332	
12650	Mr. Aaron Wright	4	£10,329	
13405	Mr. Ethan Bryant	4	£10,309	
11429	Mr. Marco Lopez	6	£10,290	
12632	Mrs. Bonnie Nath	4	£10,283	
11245	Mr. Ricky Vazquez	4	£10,166	
11237	Mr. Clarence Anand	4	£10,065	
11428	Mrs. Deanna Perez	4	£9,762	
Total		1,272	£615,329	



6

12.4K

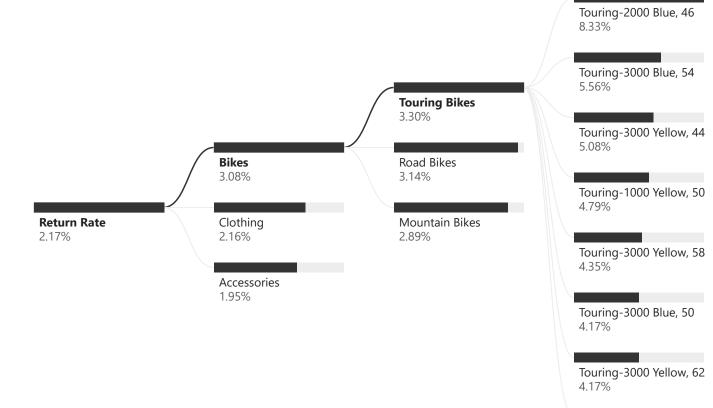


Among customers in Skilled Manual Role, Ruben Suarez drove the most revenue at £4,683

CategoryName × SubcategoryName × Touring Bikes

SubcategoryName × ProductName × Touring Bikes

Touring-2000 Blue, 60 3.80%



25K Total Order

up 8570.61

When is HomeOwner more likely to be Y

× ?

We found 7 segments and ranked them by % HomeOwner is Y and population...







	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner	90.2%	89.2%	84.2%	74.8%	73.2%	72.4%
Population count	2224	1395	1870	1407	1228	1693

What influences Average Retail Price to Increase

✓ ?



