



\$24.9M

REVENUE

\$10.5M

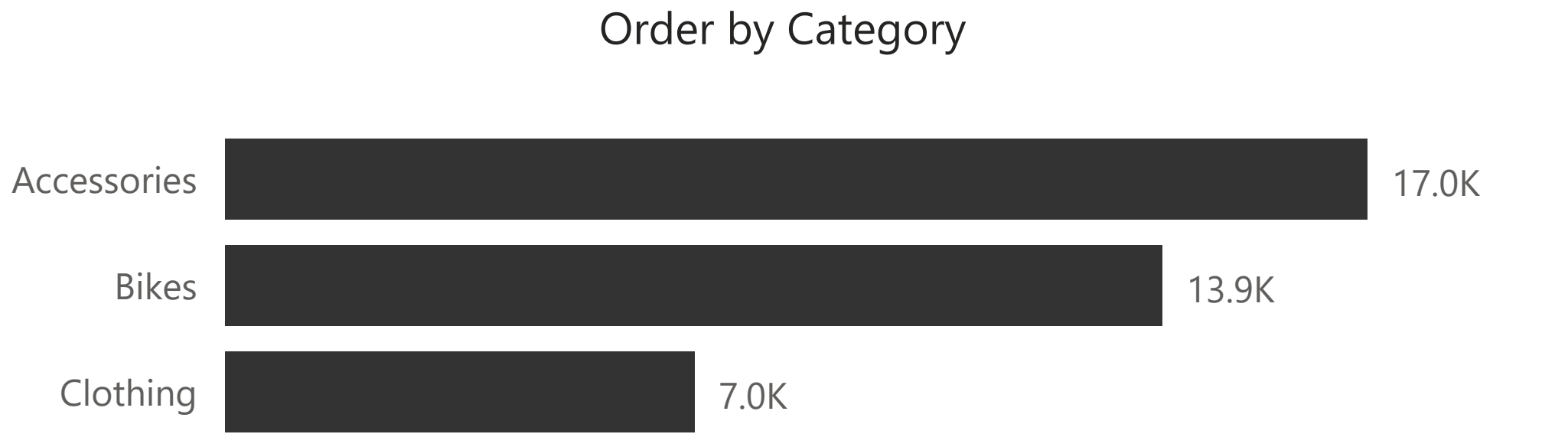
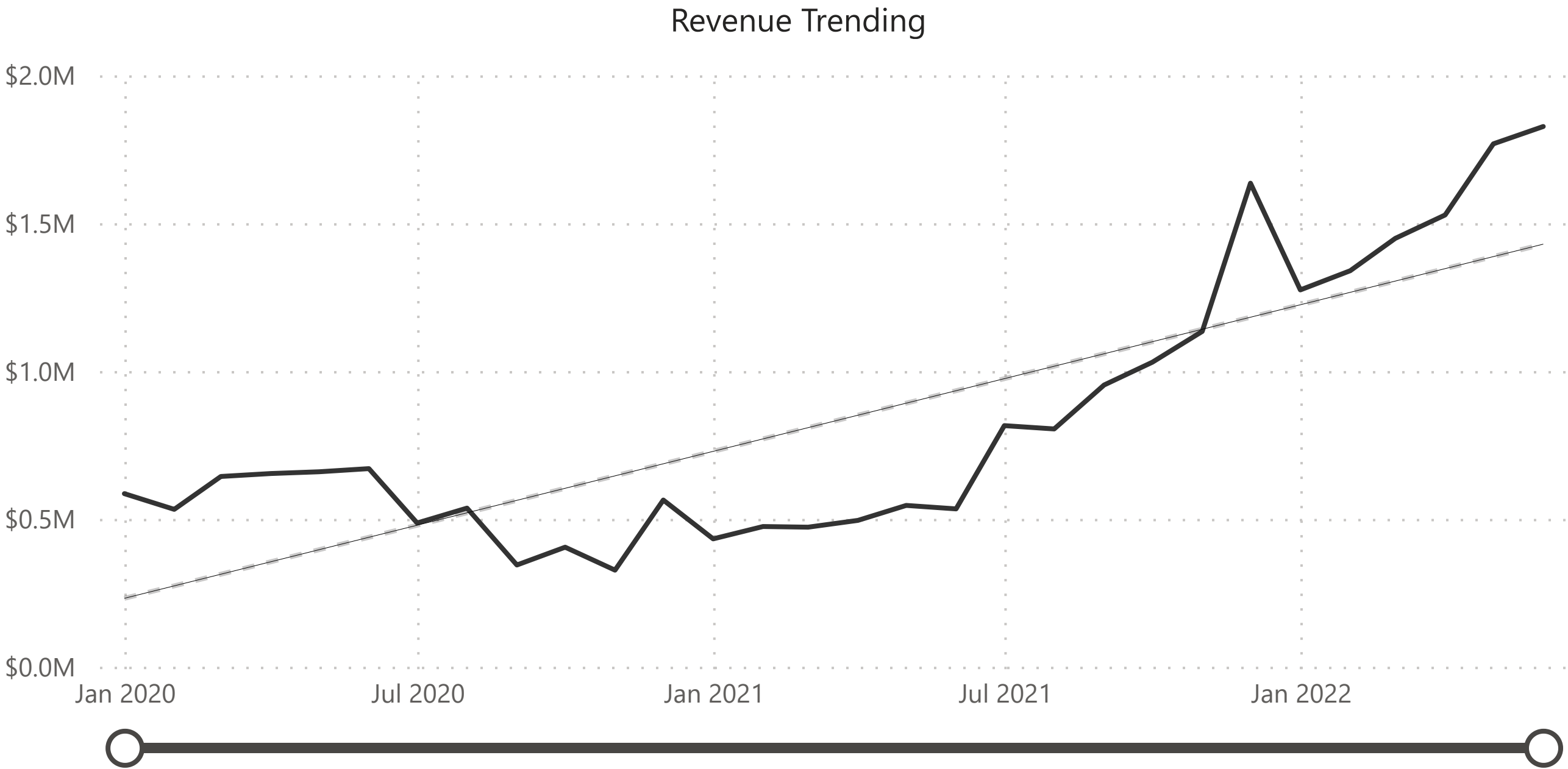
PROFIT

25.2K

ORDER

2.2%

RETURN RATE



Top 10 Products	Order	Revenue	Retrun %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Total	15,587	\$465,678	1.85%

Monthly Revenue

\$1.83M✓

Prev Month: \$1.77M (+3.31%)

Monthly Orders

2,146!

Prev Month: 2,165 (-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



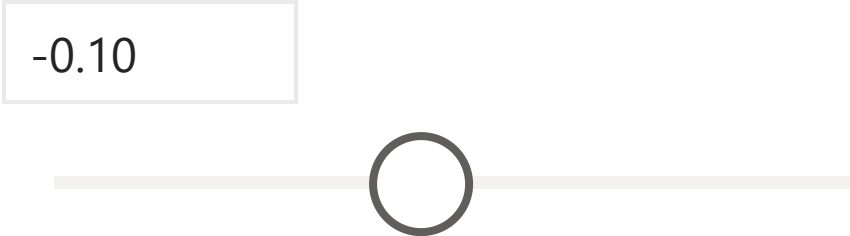
Monthly Revenue vs Target



Monthly Profit vs Target

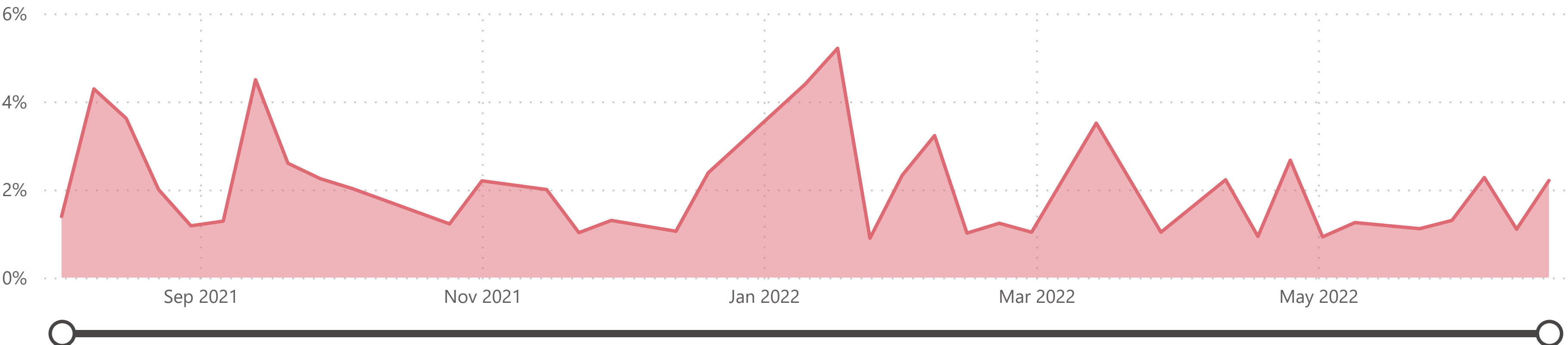
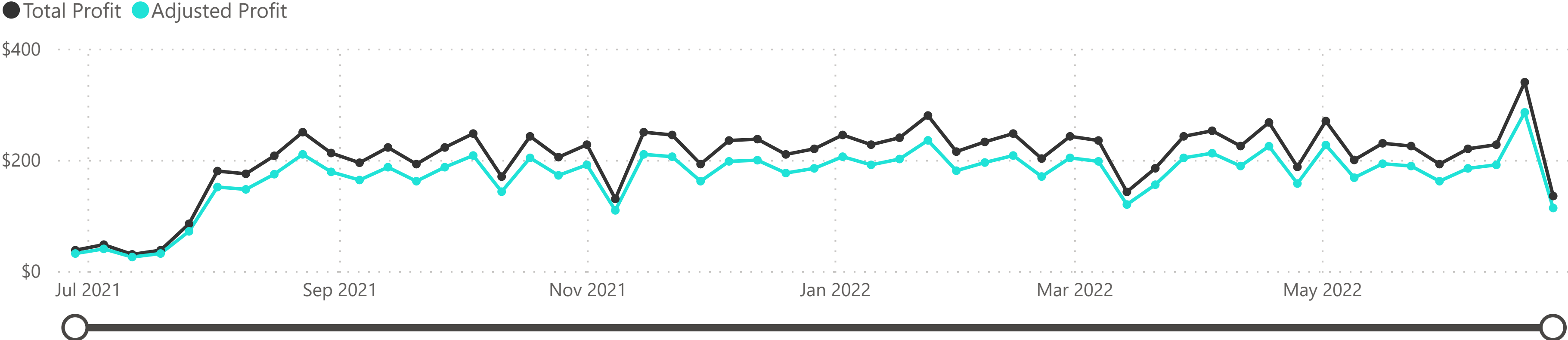


Price Adjustment (%)



Product Metric Selection

- ☐ Order
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☒ Retrun %





UNIQUE CUSTOMERS

REVENUE PER CUSTOMER

A donut chart illustrating the distribution of the number of people in the top 10% of the population. The chart is divided into three segments: a large cyan segment representing the 'Average' at 6.7K, a black segment representing the 'Low' at 5.9K, and a small yellow segment representing the 'High' at 1.7K. Each segment is labeled with its category and value, with a line pointing to the corresponding part of the chart.

Category	Value
Average	6.7K
Low	5.9K
High	1.7K

A donut chart illustrating the distribution of the workforce by skill level. The chart is divided into three segments: Professional (cyan, 4.6K), Skilled Manual (black, 3.4K), and Management (yellow, 2.5K). The segments are labeled with their respective skill levels and counts.

Skill Level	Count
Professional	4.6K
Skilled Manual	3.4K
Management	2.5K

Revenue per Customer

The chart displays the daily number of COVID-19 cases in the Netherlands from January 2020 to January 2022. The y-axis represents the number of cases, ranging from 0 to 600 in increments of 200. The x-axis shows the timeline with major ticks for Jan 2020, Jul 2020, Jan 2021, Jul 2021, and Jan 2022. A solid black line represents the daily case count, which remains relatively low (under 100) until early 2022, where it spikes sharply to nearly 500. A dashed grey line indicates the trend, showing a steady upward slope from late 2020 onwards. A thick black horizontal bar at the bottom of the chart contains two white circles, likely representing a zoom or pan control.

Customer Key	Full Name	Order	Revenue
15106	Mr. Shannon Navarro	3	\$8,186
15097	Mrs. Morgan Bennett	3	\$8,150
15692	Mr. Ryan Garcia	3	\$8,146
15695	Mr. Bruce Gomez	3	\$8,109
15691	Mr. Julian Henderson	3	\$8,107
15354	Mr. Corey Kumar	3	\$8,091
11245	Mr. Ricky Vazquez	3	\$8,065
15118	Mr. Nelson Ortega	3	\$8,064
11995	Mr. Kelvin Carson	3	\$8,045
11237	Mr. Clarence Anand	3	\$7,994
11992	Mrs. Tonya Chande	3	\$7,893
11991	Mr. Frederick Martinez	3	\$7,892
11993	Mrs. Rosa Wang	3	\$7,891
11427	Mrs. Desiree Dominguez	3	\$7,613
11428	Mrs. Desiree Dorsey	3	\$7,606
Total		1,000	\$833,414

2022

Mr. Shannon Navarro

3

8.2K



Customer Mr. Terrence Sharma categorized in low income and with management occupation scored the highest revenue in 1 Oct 2022.