



\$25M

REVENUE

\$10M

PROFIT

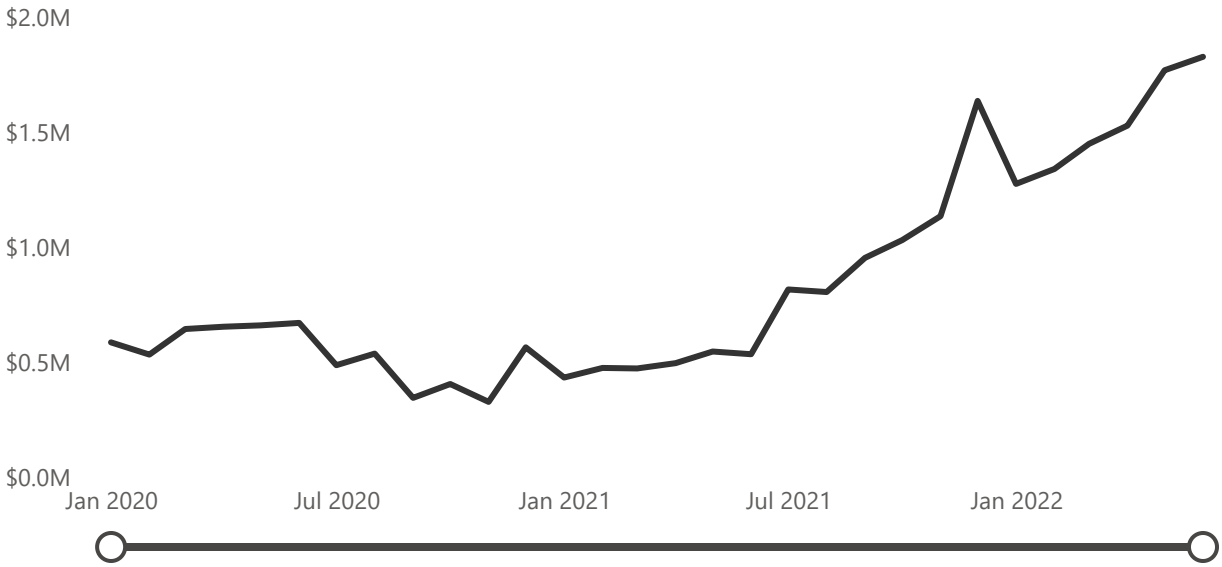
25K

Total orders

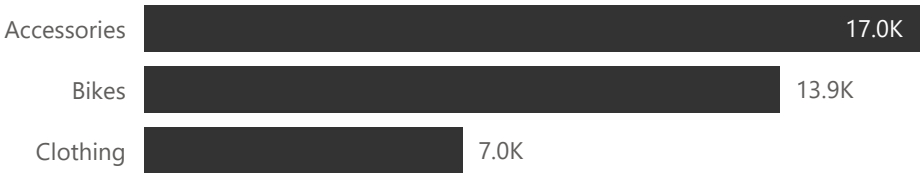
2.1%

RETURN RATE

Revenue Trending



Orders by Category



ProductName	Total orders	Total revenue	ReturnRa
Water Bottle - 30 oz.	3,983	\$39,755	1.9
Patch Kit/8 Patches	2,952	\$13,506	1.6
Mountain Tire Tube	2,846	\$28,333	1.6
Road Tire Tube	2,173	\$17,265	1.5
Sport-100 Helmet, Red	2,099	\$73,444	3.3
AWC Logo Cap	2,062	\$35,882	1.1
Sport-100 Helmet, Blue	1,995	\$67,120	3.3
Fender Set - Mountain	1,975	\$87,041	1.4
Sport-100 Helmet, Black	1,940	\$65,270	2.7
Mountain Bottle Cage	1,896	\$38,062	1.9

Monthly Revenue

\$1.83M✓  
Prev Month: \$1.77M  
(+3.31%)

Monthly orders

2,146!  
Prev Month: 2165 (-0.88%)

MonthlyReturns

166✓  
Prev Month: 169.00  
(+1.78%)

Monthly Ordered Product Type:

Tires and Tubes

Monthly Returned Product Type:

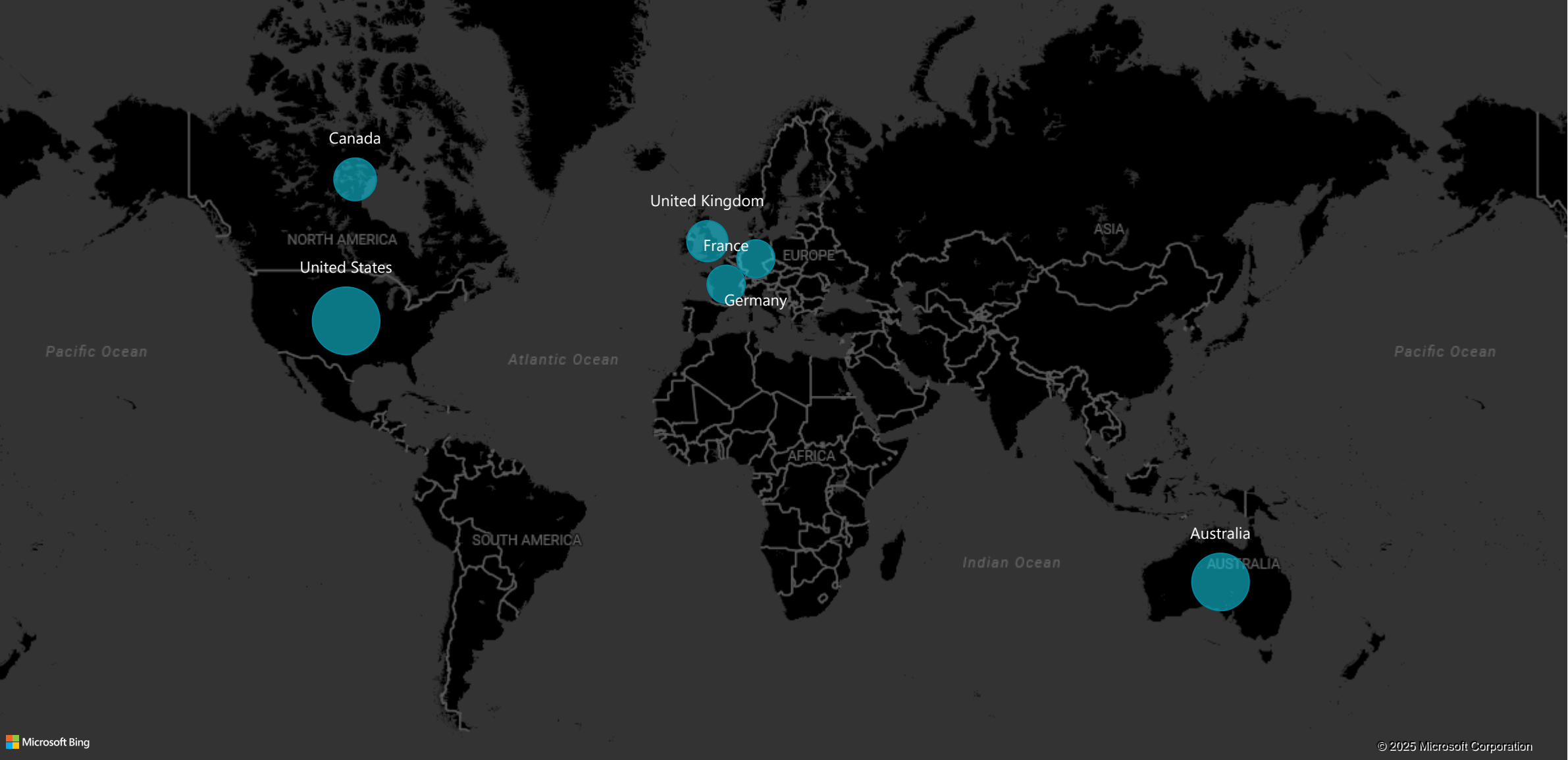
Shorts

Select all

Europe

North America

Pacific





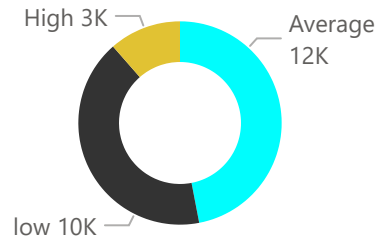
# 17.4K

UNIQUE CUSTOMERS

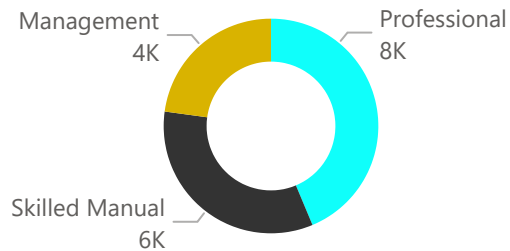
# \$1,431

REVENUE PER CUSTOMER

orders by Income Level



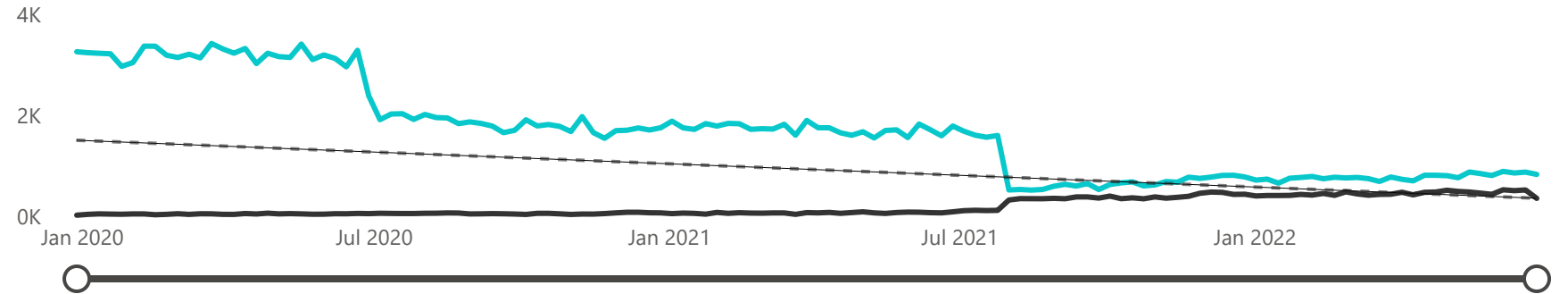
orders by occupation



Total Customers

Revenue per customer

● Total Customers ● Revenue per customer



Year

2020

2022

CustomerKey	Display Name	Orders	Total 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

Top Customer (by Revenue):

## Mr. Maurice Shan

Orders:

6

Revenue:

\$12K



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Selected Product:

Road Tire Tube

Price Adjustment(%)

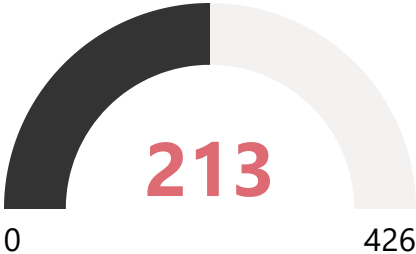
0.00



Product Metric Selection

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

Monthly Orders VS Target



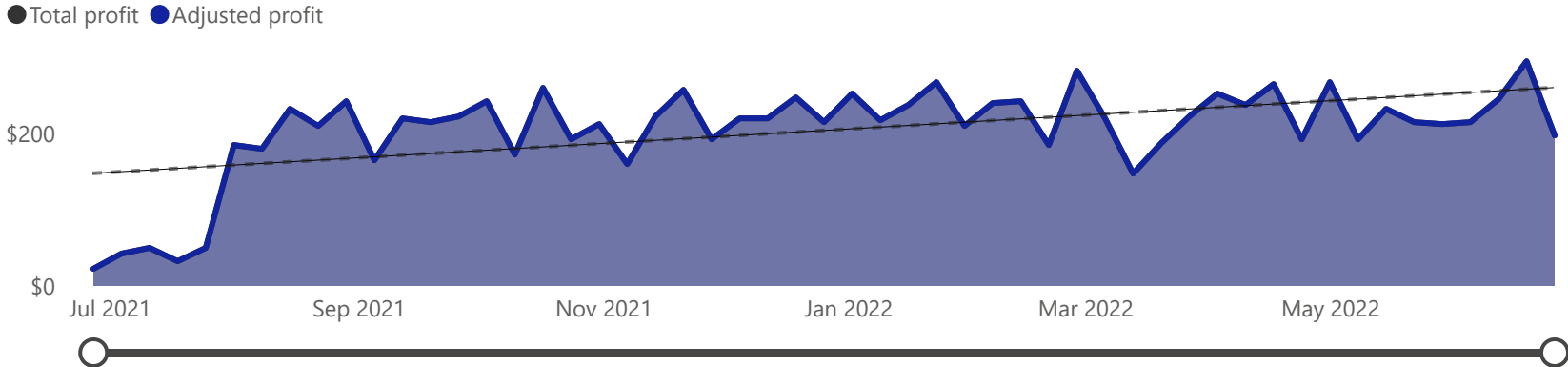
Monthly Revenue VS Target



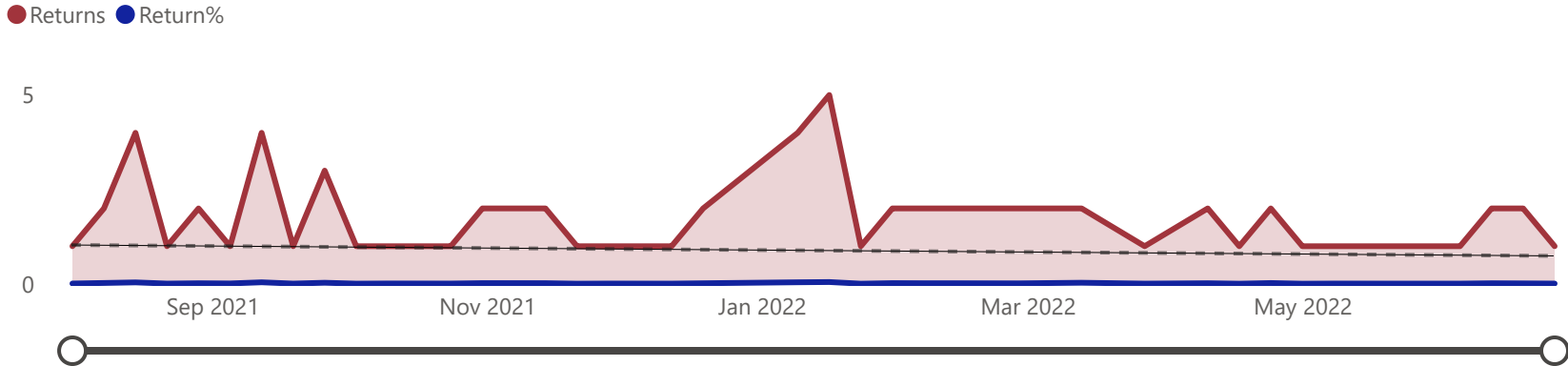
Monthly Profit VS Target



Profit Trending



Return Trending



**\$24,914,587**

Total revenue

**\$10,457,715**

Total profit

**25,164**

Total orders

**1809**

Total Returns

**2.1%**

Total orders by Start of Week

