



\$24.9M

REVENUE

\$10.5M

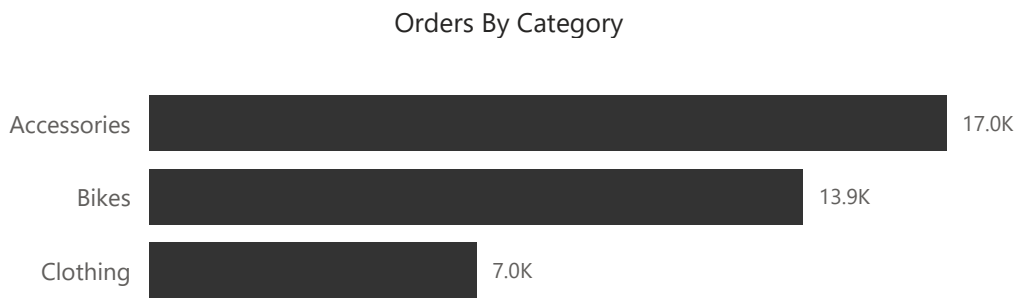
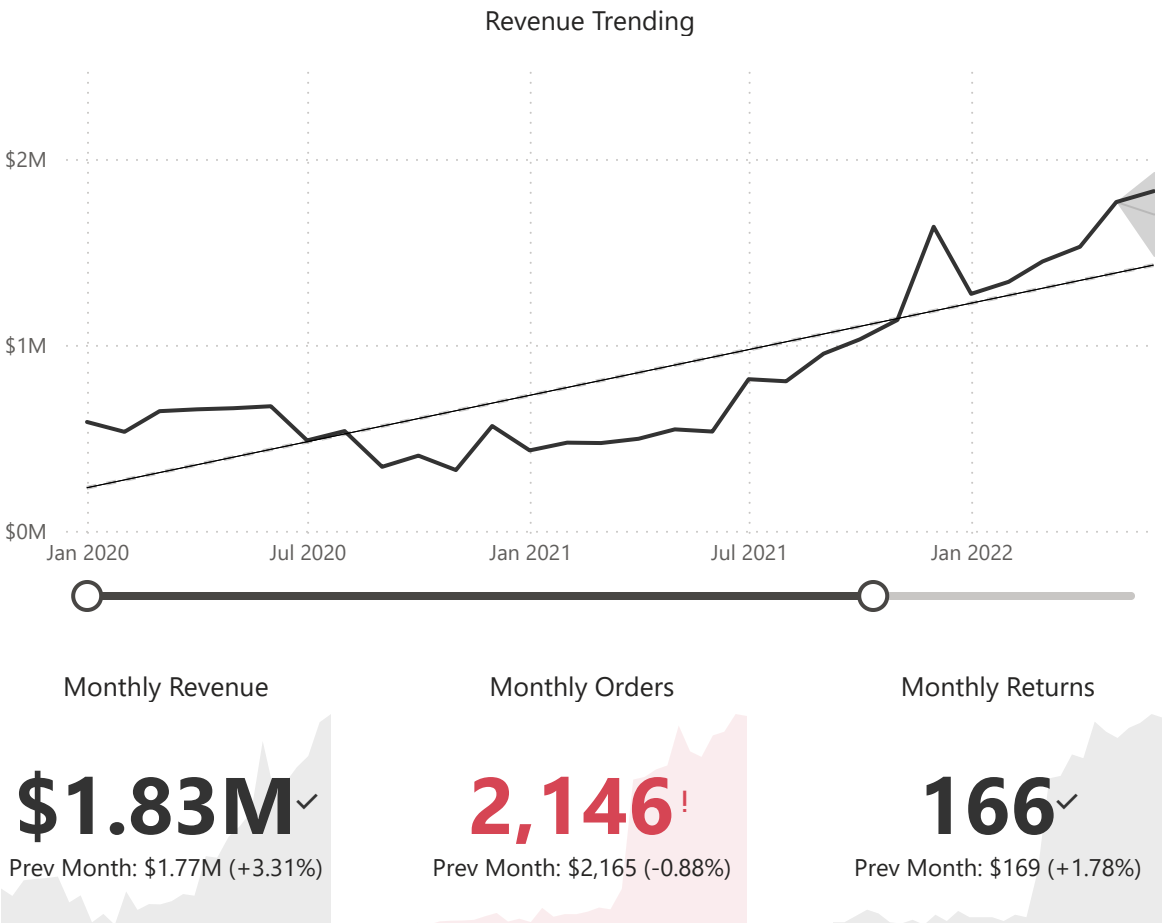
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Product Name	Orders	Revenue	Return Rate
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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



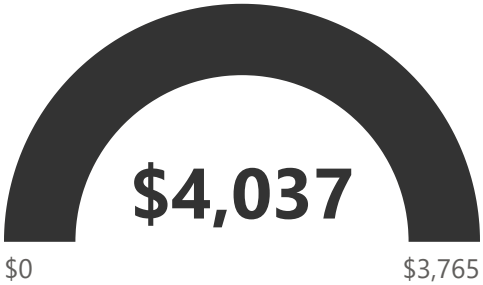
Selected Product:



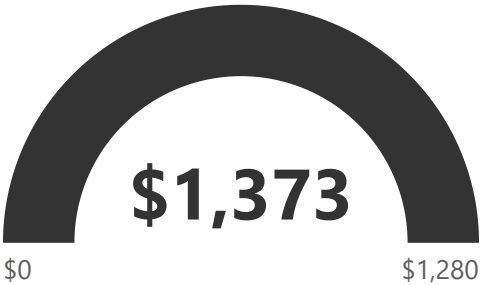
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

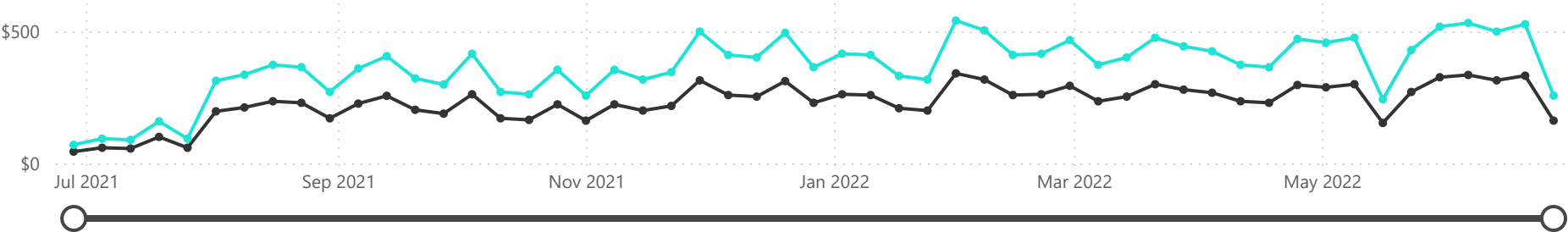


Price Adjustment (%)

0.20

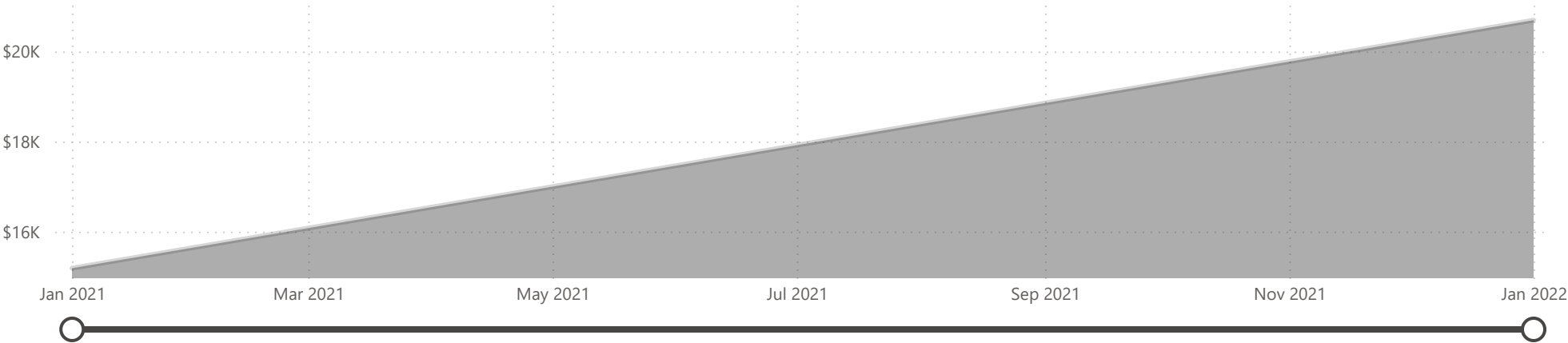
● Total Profit ● Adjusted Profit

Profit Trending



Product Metric Collection

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





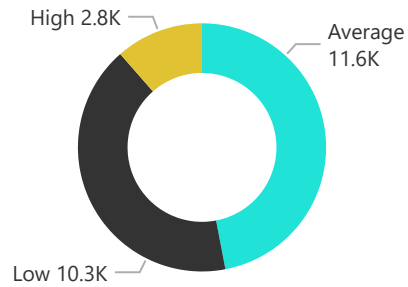
17.4K

UNIQUE CUSTOMERS

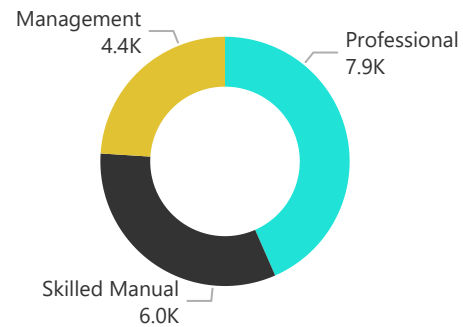
\$1,431

REVENUE PER CUSTOMER

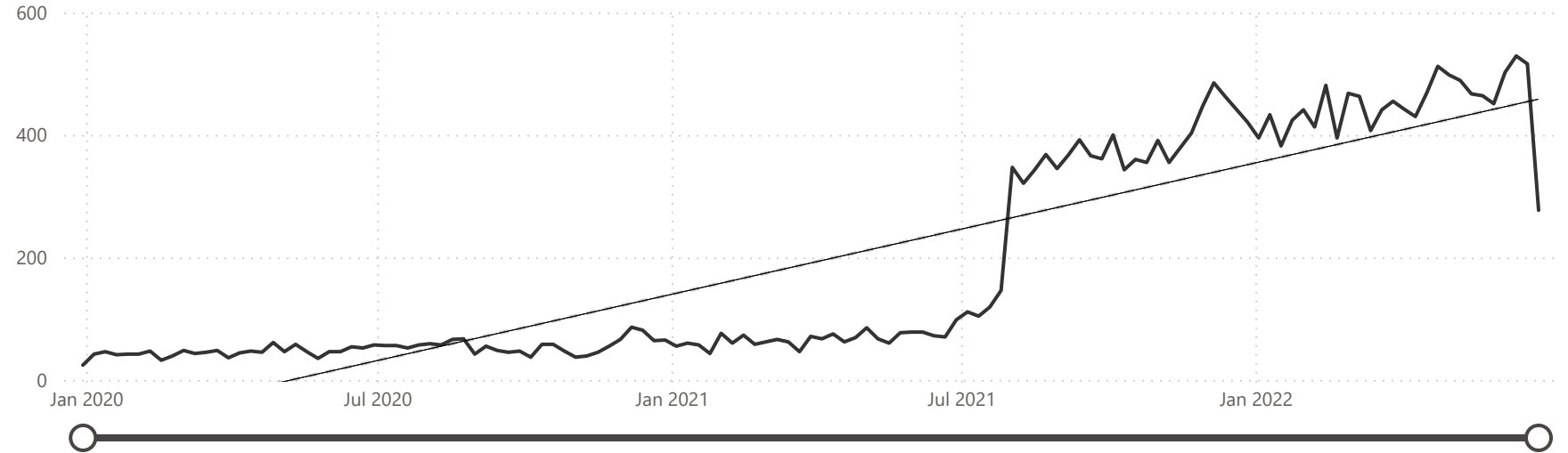
Orders by Income Level



Orders by Occupation



Customers Trending



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002

Year

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

\$6

Revenue:

\$12.4K

