

\$24.9M

REVENUE

\$10.5M

PROFIT

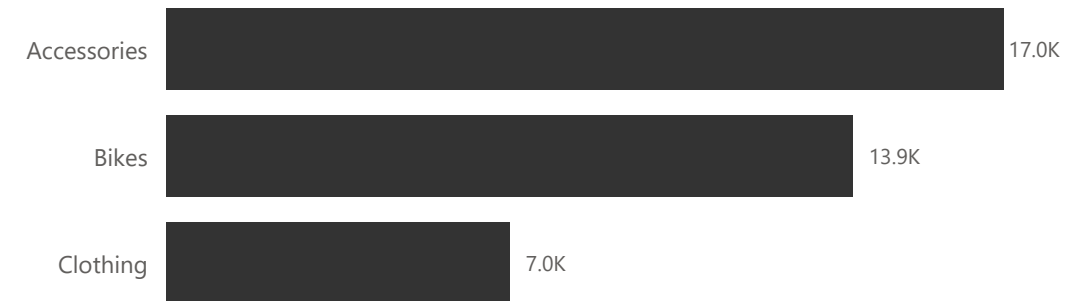
25.2K

ORDERS

2.2%

RETURN RATE

Orders by Category



Orders

Revenue

Return %

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 Returned Product Type

Tires and Tubes

Shorts

Monthly Revenue

Monthly Orders

Monthly Returns

\$1.83M✓

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

2,146!

Prev Month: \$1,768,433
(-99.88%)

166 ✓

Prev Month: \$1,768,433
(+99.99%)



Select all

Europe

North America

Pacific





Selected Product:

**Water Bottle -
30 oz.**

Price Adjustment(%)

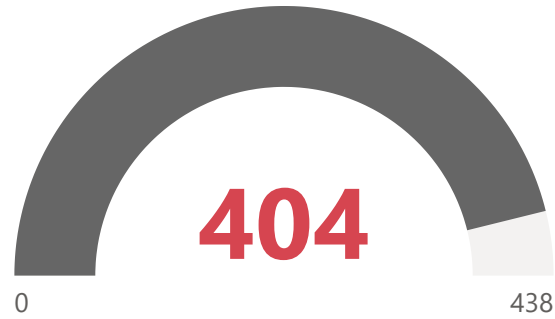
0.00



Product metric Selection

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

Monthly Orders vs Target



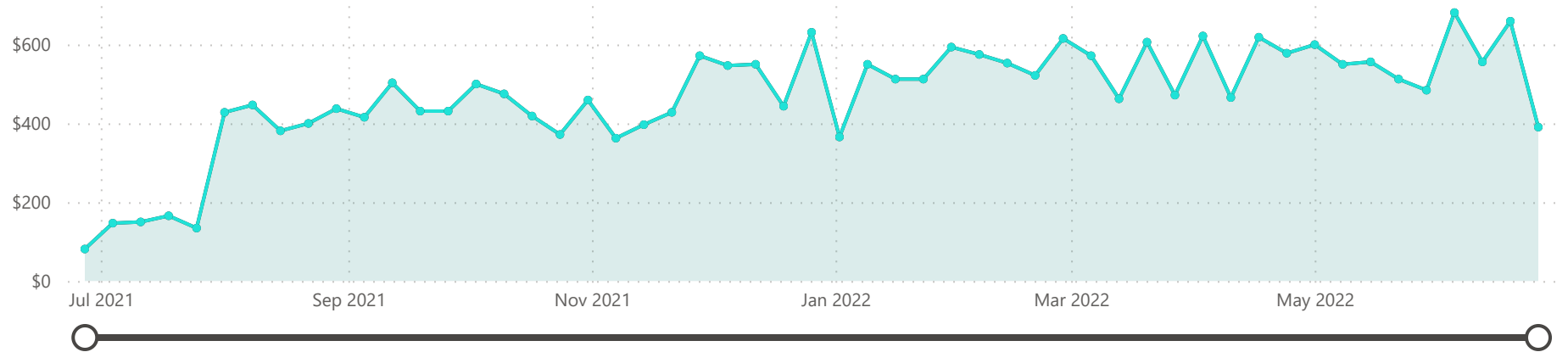
Monthly Revenue vs Target



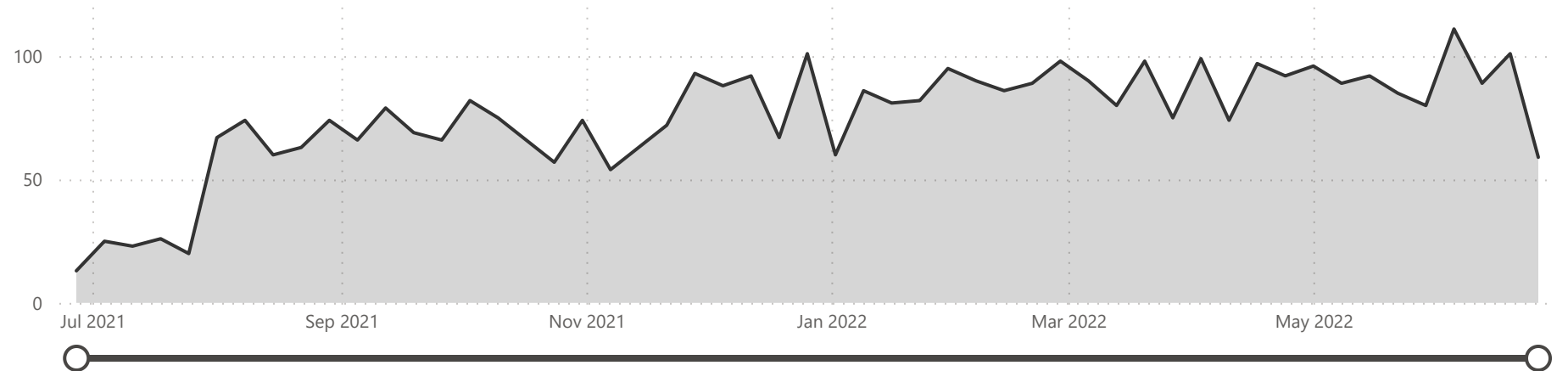
Monthly Profit vs Target



● Total Profit ● Adjusted Profit



Returns Trending





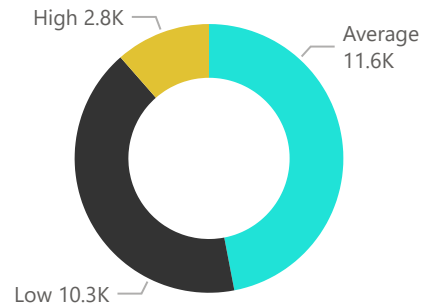
17.4K

UNIQUE CUSTOMERS

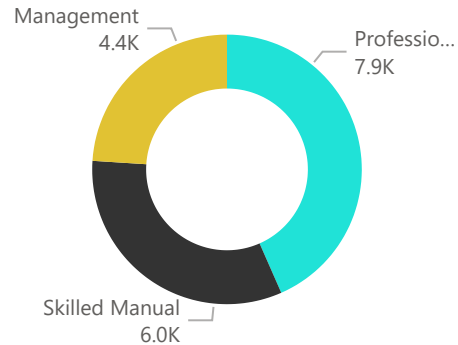
\$1,431

REVENUE PER CUSTOMER

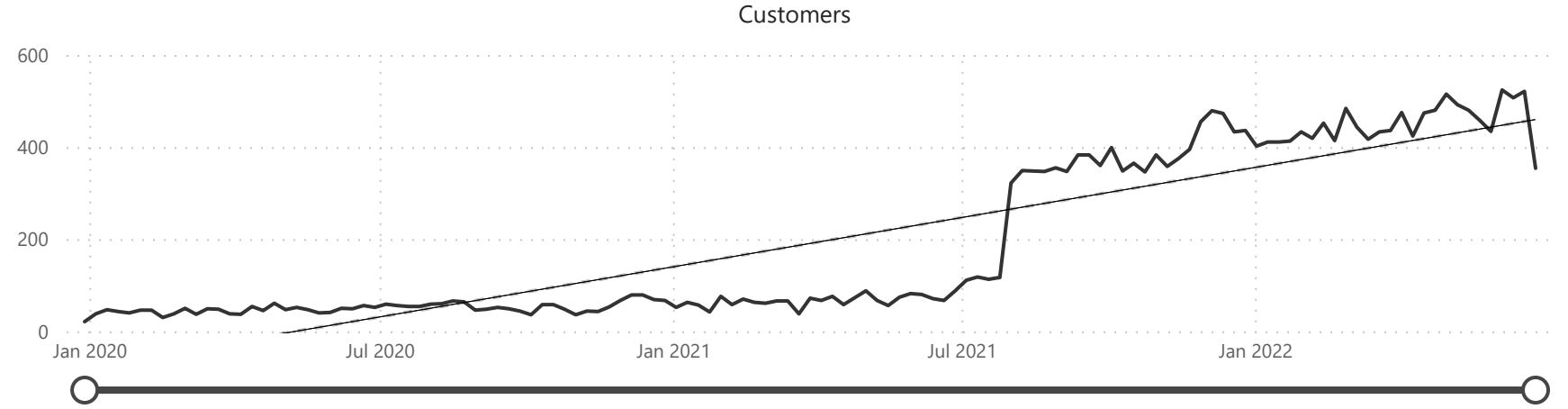
Orders by Income



Orders by Occupation



Customers Revenue Per Customer



Top 100 Customers

Customer Key	Full Name	Top 100 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
11427	MRS. Desiree Dominguez	4	\$9,718
Total		1,272	\$615,329

2020 2022

Top Customer by Revenue

MR. Maurice Shan

Orders

6

Revenue

12.41K