



\$24.9M

REVENUE

\$10.5M

PROFIT

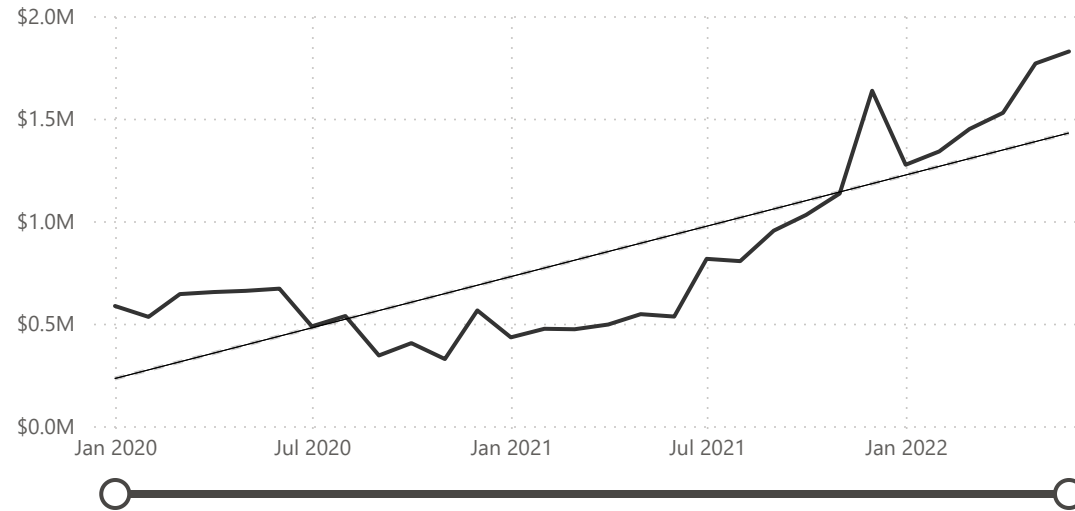
25.2K

ORDERS

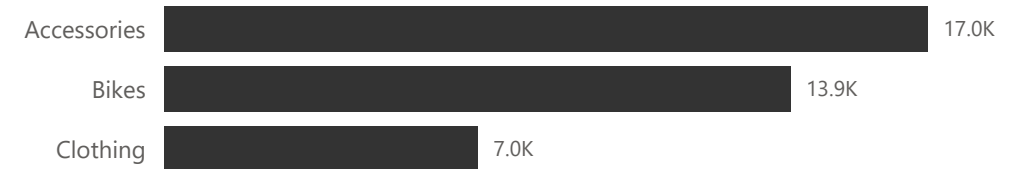
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Product

Top 10 Product	Orders	Revenue	Return %
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%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

Monthly Revenue

\$1.83M✓
Pre Month: \$1.77M (+3.31%)

Monthly Order

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

Monthly Revenue

166✓
Pre Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

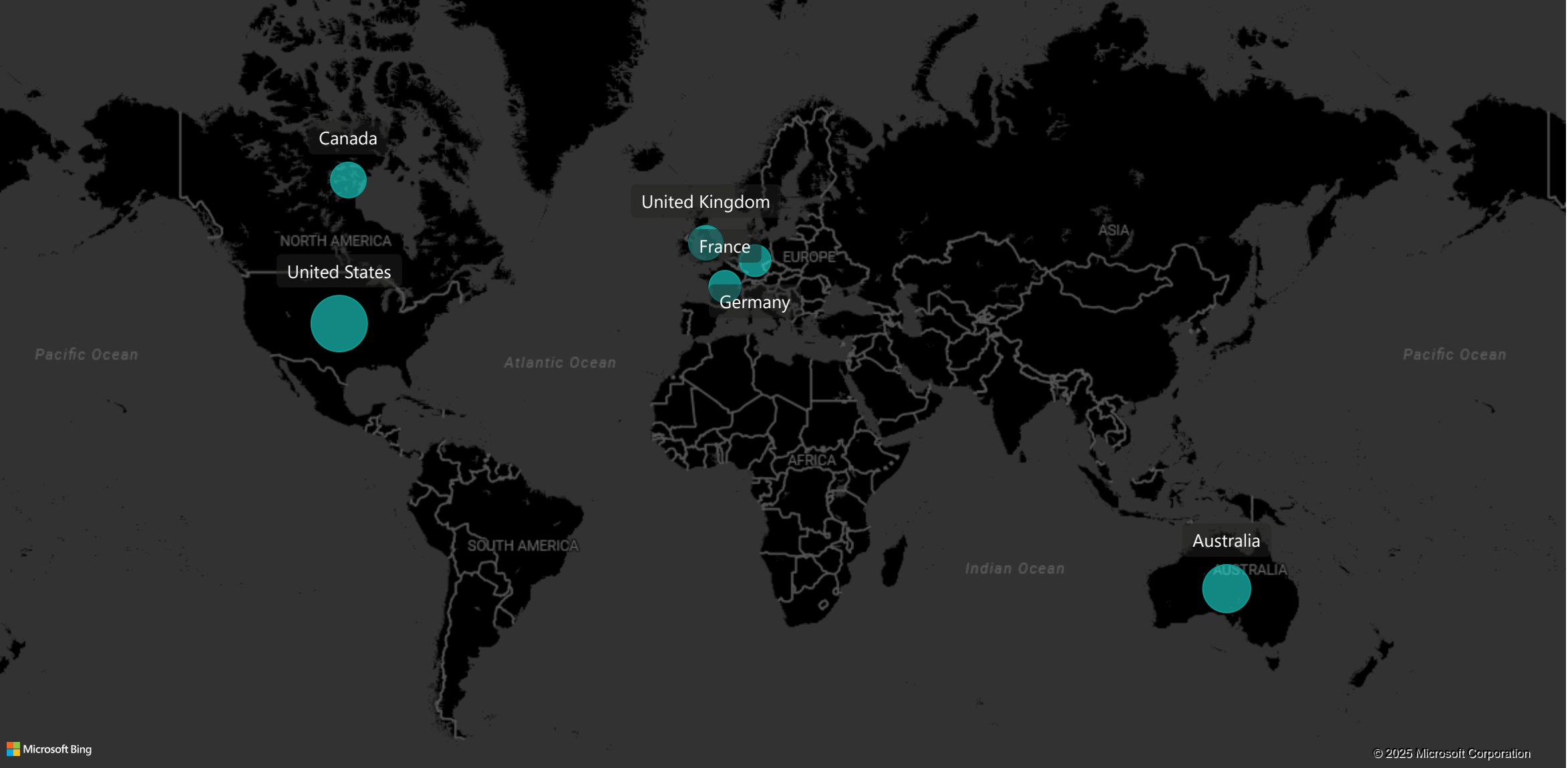
Created By: Advit Tiple

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Monthly Orders Vs. Target



Monthly Revenue Vs. Target



Monthly Profit Vs. Target

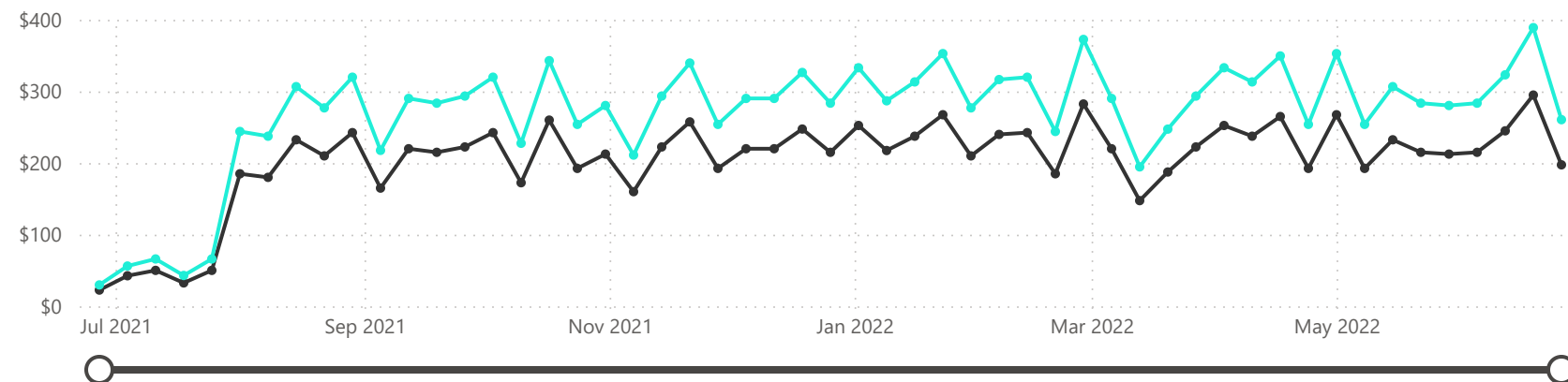


Price Adjustment (%)

0.20

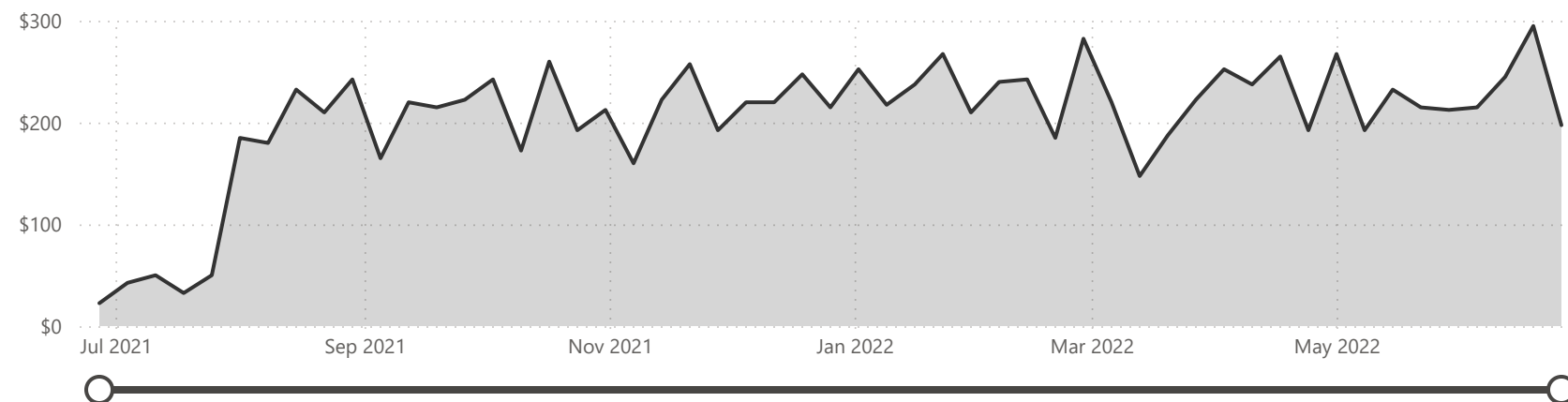


● Total Profit ● Adjusted Profit



Product Metric Selection

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





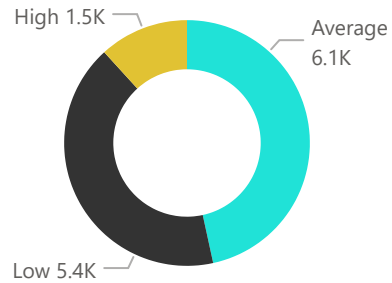
10.6K

UNIQUE CUSTOMER

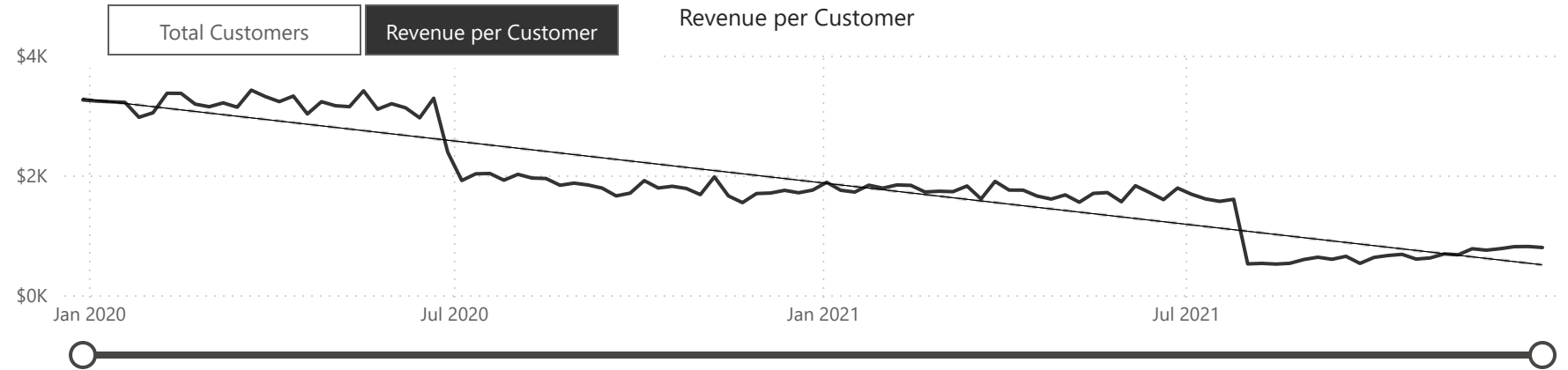
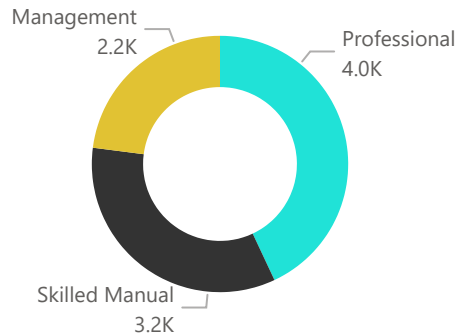
\$1,490

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
12655	Mr. Larry Vazquez	4	\$10,395
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
12632	Mrs. Bonnie Nath	4	\$10,283
11439	Mrs. Janet Munoz	5	\$9,598
11433	Mr. Maurice Shan	4	\$8,755
13263	Mrs. Kate Anand	3	\$8,239
14775	Ms. Bonnie Xie	3	\$8,182
14830	Mrs. Isabella Ward	3	\$8,125
14939	Mr. Cory Kapoor	3	\$8,125
14207	Mr. José Saraiva	3	\$8,120
14426	Mrs. Madison Hughes	3	\$8,100
13405	Mr. Ethan Bryant	3	\$8,094
14425	Mr. Victor Carlson	3	\$8,087
14181	Mrs. Adriana Chandra	3	\$8,086
14198	Mrs. Daisy Romero	3	\$8,070
14189	Mrs. Krista Martin	3	\$8,067
11456	Mr. Jon Gao	3	\$8,064
11451	Mr. Ruben Muñoz	3	\$8,044
11457	Ms. Jaime Gutierrez	3	\$7,983
Total		863	\$8,71,885

Year

2020

2021

Top Customer (by Revenue):

Mr. Larry Vazquez

Orders:

4

Revenue:

\$10.4K



Among Customers Skilled Manual Roles in 2022, Ruben Suarez drove the most revenue at \$4683