



\$24.9M

REVENUE

\$10.5M

PROFIT

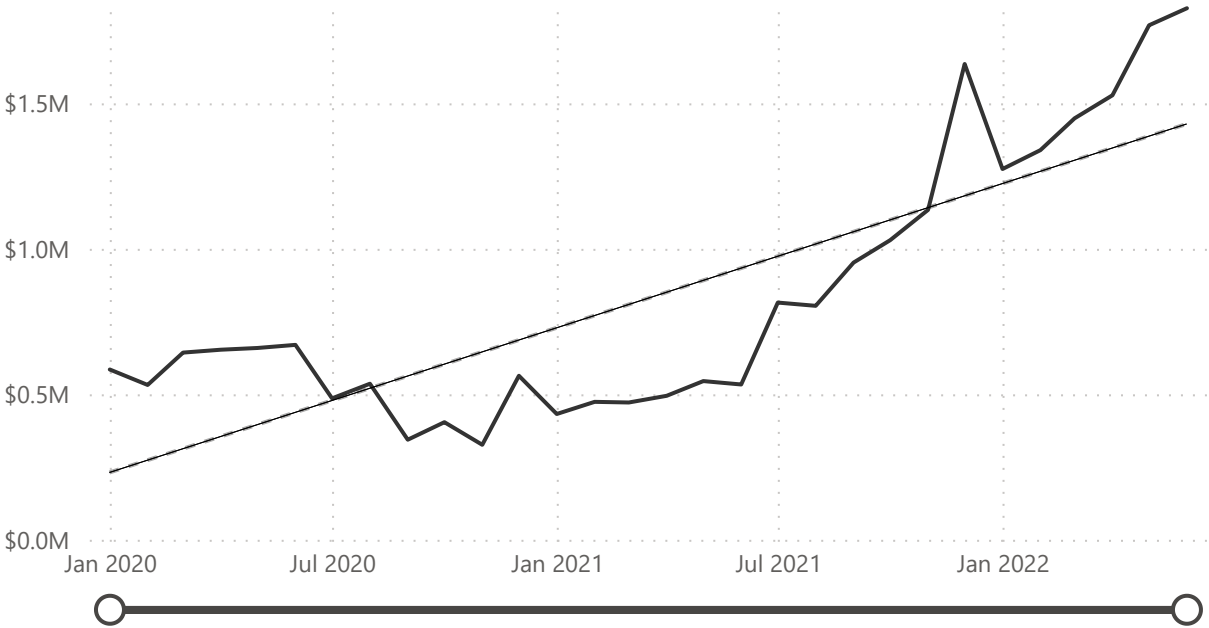
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146!

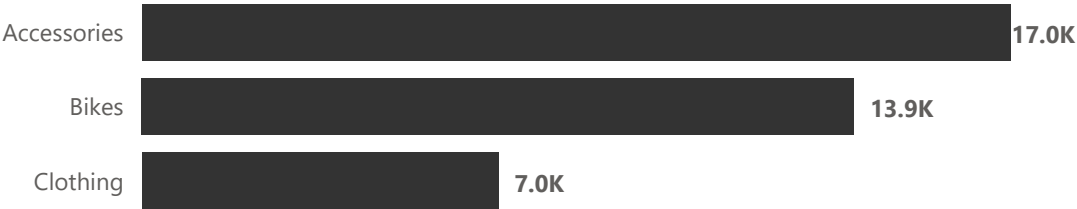
Previous Month: 2165
(-0.88%)

Monthly Returns

166✓

Previous Month: 169
(+1.78%)

Orders by Category



Total Orders

Top 10 Products

| | Orders | Revenue | Return % |
|-------------------------|--------|-------------|----------|
| Water Bottle - 30 oz. | 3983 | \$39,755.33 | 1.95% |
| Sport-100 Helmet, Red | 2099 | \$73,444.01 | 3.33% |
| Sport-100 Helmet, Blue | 1995 | \$67,120.18 | 3.31% |
| Sport-100 Helmet, Black | 1940 | \$65,269.75 | 2.68% |
| Road Tire Tube | 2173 | \$17,264.73 | 1.55% |
| Patch Kit/8 Patches | 2952 | \$13,506.42 | 1.61% |
| Mountain Tire Tube | 2846 | \$28,333.22 | 1.64% |
| Mountain Bottle Cage | 1896 | \$38,061.90 | 2.02% |
| Fender Set - Mountain | 1975 | \$87,040.80 | 1.36% |
| AWC Logo Cap | 2062 | \$35,882.07 | 1.11% |

Most Ordered Product

Tires and Tubes

Most Returned Product

Shorts

Select all

Europe

North America

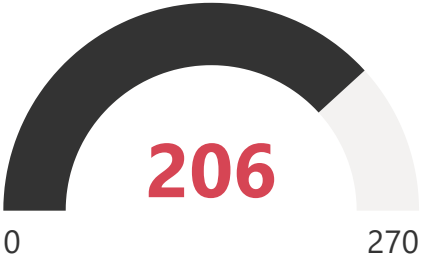
Pacific



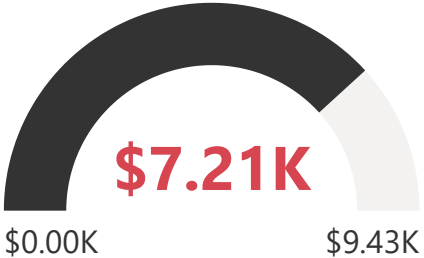
Selected Product

Sport-100
Helmet, Red

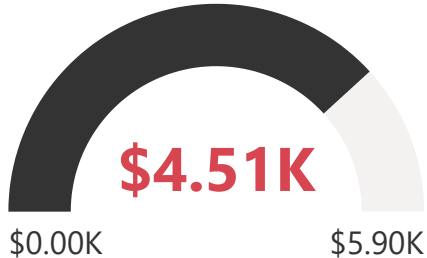
Monthly Orders vs Target



Monthly Revenue vs Target



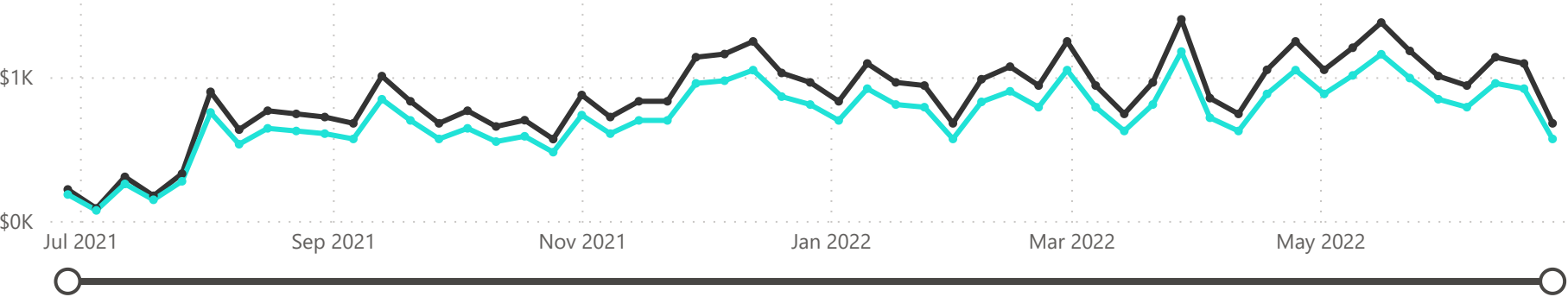
Monthly Profit vs Target



Price Adjustment(%)

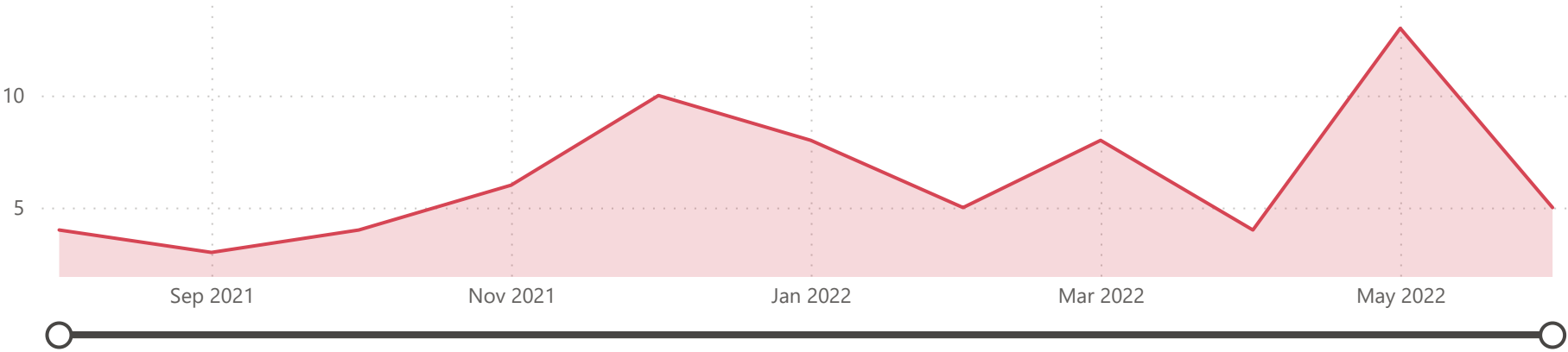
-0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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





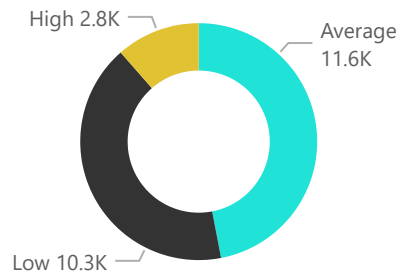
17.4K

UNIQUE CUSTOMERS

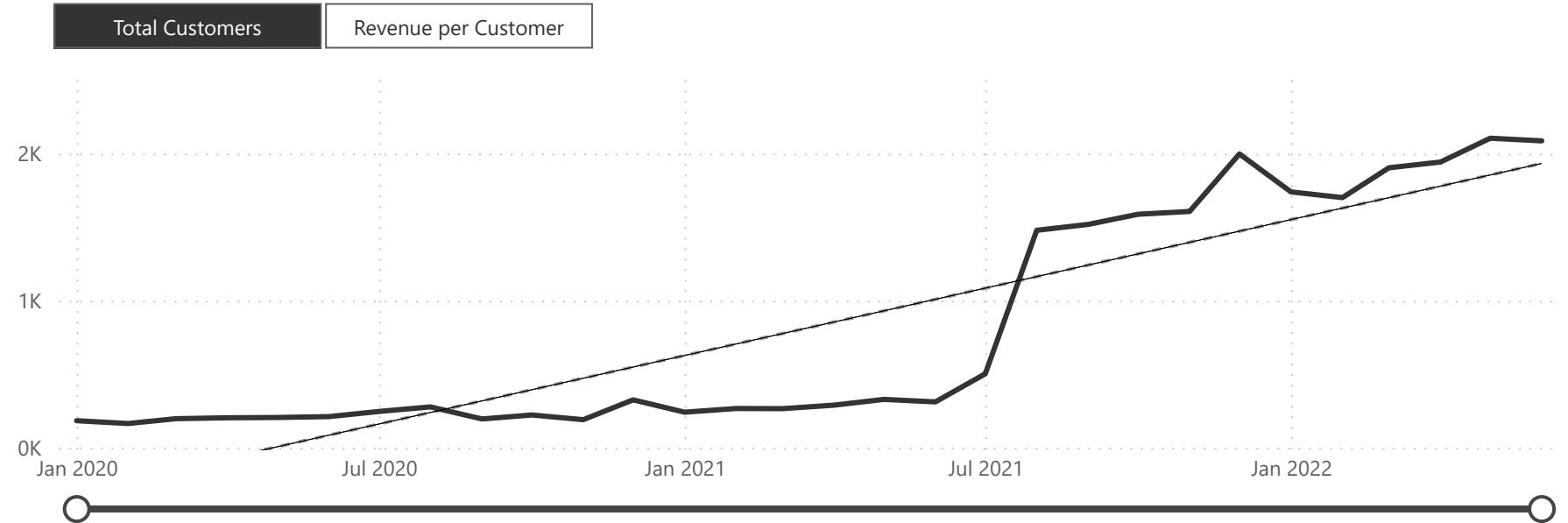
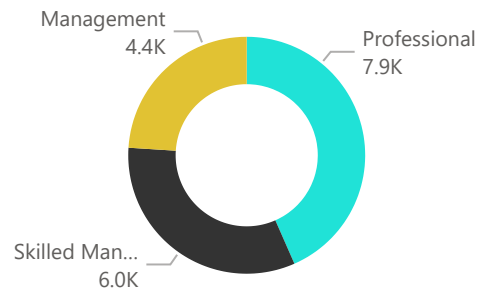
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

| Customer Key | Full Name | Orders | Revenue |
|--------------|-----------------------|--------|--------------|
| 11241 | Mrs. Lisa Cai | 7 | \$11,330.45 |
| 11242 | Mr. Larry Munoz | 7 | \$10,852.03 |
| 11417 | Mrs. Lacey Zheng | 7 | \$11,085.75 |
| 11420 | Mr. Jordan Turner | 7 | \$11,022.40 |
| 11425 | Mrs. Ariana Gray | 6 | \$10,391.43 |
| 11429 | Mr. Marco Lopez | 6 | \$10,289.69 |
| 11432 | Mrs. Dominique Prasad | 6 | \$9,180.93 |
| 11433 | Mr. Maurice Shan | 6 | \$12,407.95 |
| 11439 | Mrs. Janet Munoz | 6 | \$12,015.40 |
| 11237 | Mr. Clarence Anand | 4 | \$10,065.01 |
| 11245 | Mr. Ricky Vazquez | 4 | \$10,165.92 |
| 11249 | Mrs. Cindy Patel | 4 | \$9,668.02 |
| 11412 | Mrs. Sydney Bryant | 4 | \$9,706.91 |
| 11421 | Mrs. Amy Sun | 4 | \$9,534.15 |
| 11423 | Mrs. Jasmine Stewart | 4 | \$9,716.99 |
| Total | | 367 | \$880,303.50 |

Year

All

Top Customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

\$12.4K



Among customers in skilled manual roles in 2022, Ruben Suarez generated the most revenue