



\$24.9M

Total Revenue

\$10.5M

Total Profit

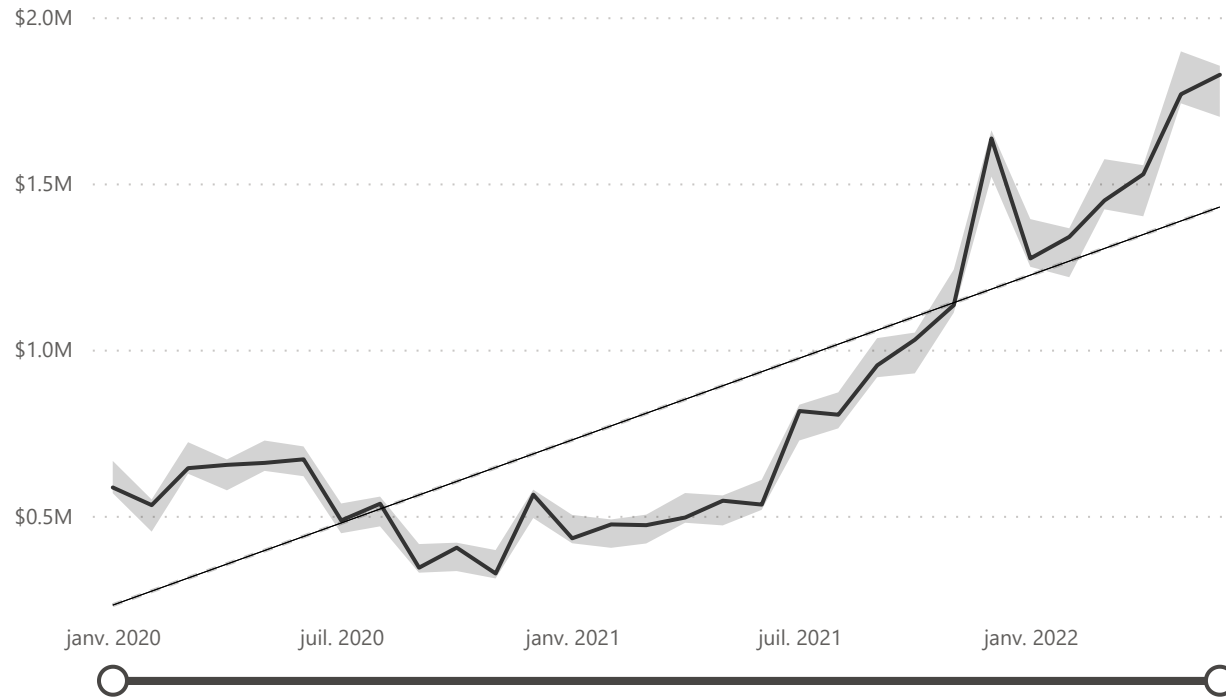
25.2K

Total Orders

2.2%

Return Rate

Revenue Trending



Monthly Revenue

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

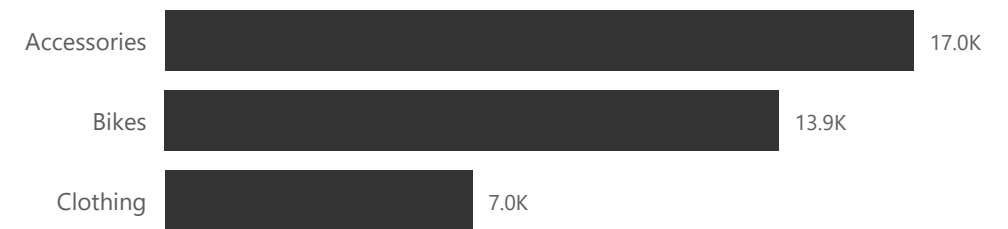
Monthly Orders

2146!
Prev. Month: 2165 (-0.88%)

Monthly Returns

166✓
Prev. Month: 169 (+1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39'755	1.95%
Sport-100 Helmet, Red	2099	\$73'444	3.33%
Sport-100 Helmet, Blue	1995	\$67'120	3.31%
Sport-100 Helmet, Black	1940	\$65'270	2.68%
Road Tire Tube	2173	\$17'265	1.55%
Patch Kit/8 Patches	2952	\$13'506	1.61%
Mountain Tire Tube	2846	\$28'333	1.64%
Mountain Bottle Cage	1896	\$38'062	2.02%
Fender Set - Mountain	1975	\$87'041	1.36%
AWC Logo Cap	2062	\$35'882	1.11%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

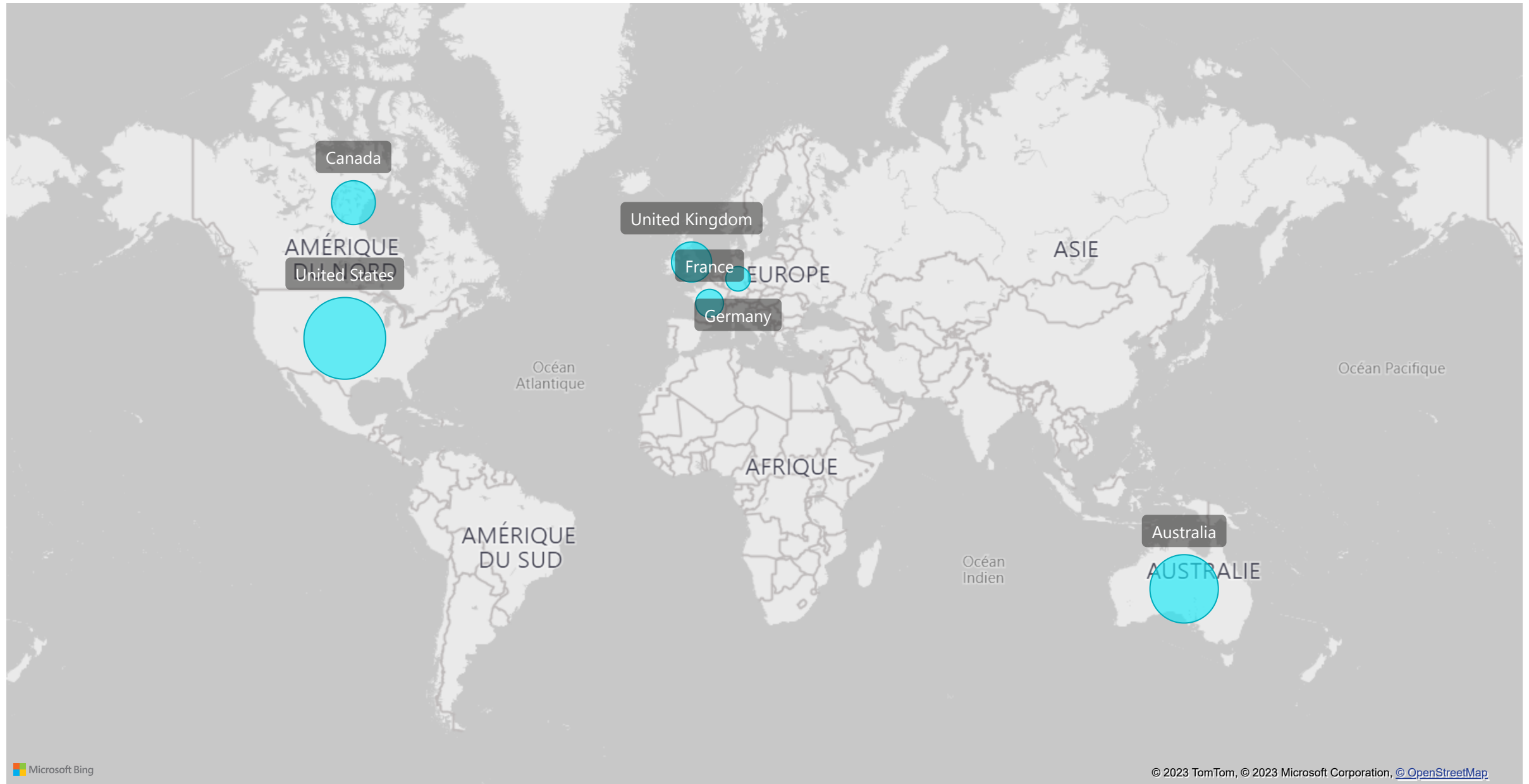
Shorts

Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

Price Adjustment (%)

0.00

Report Summary

Total orders for Road Tire Tube were 213

Product Metric Selection

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

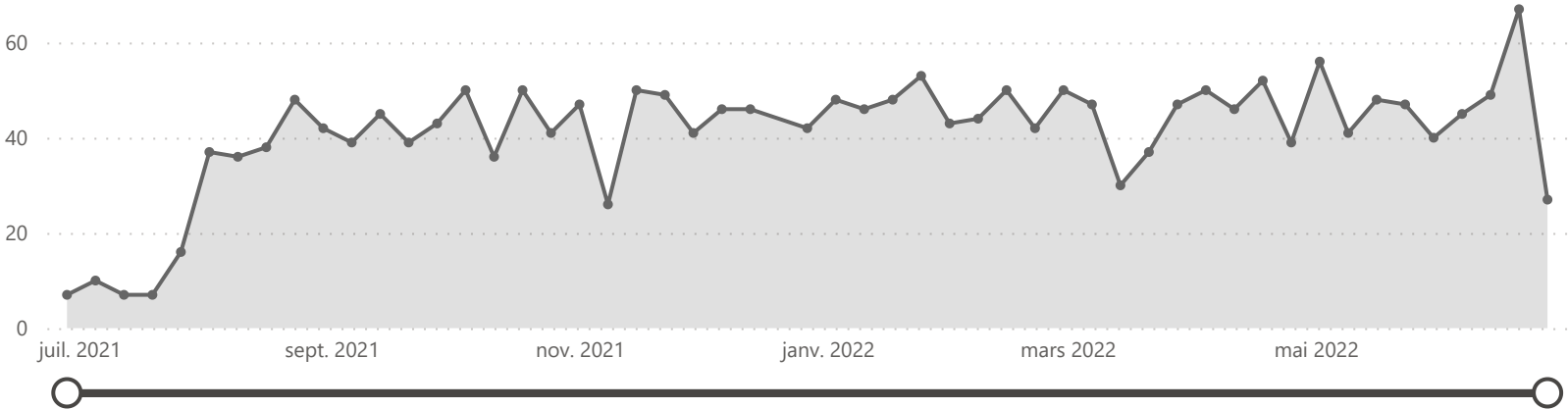
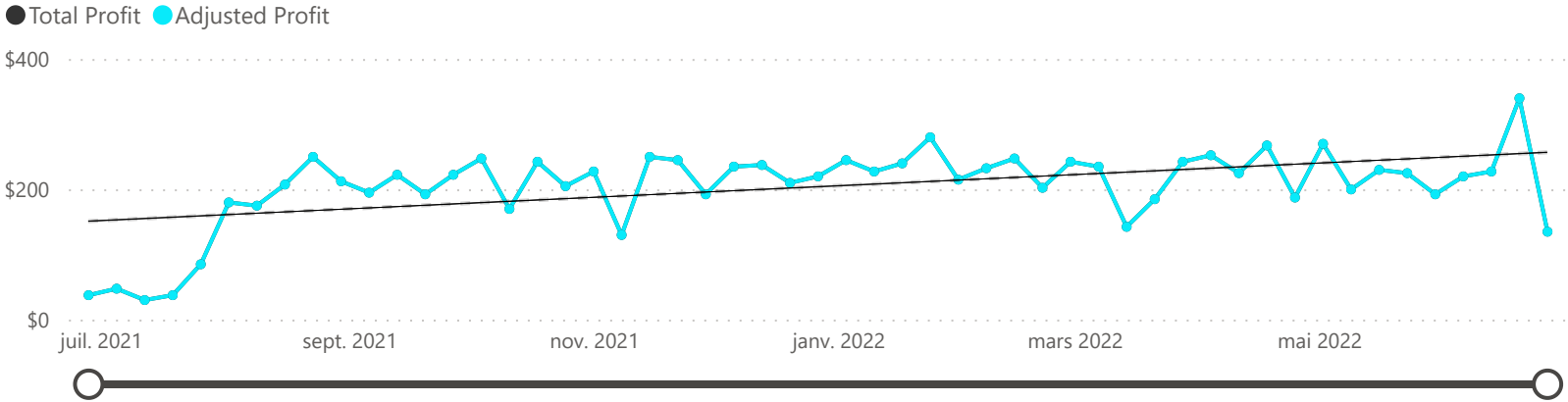
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



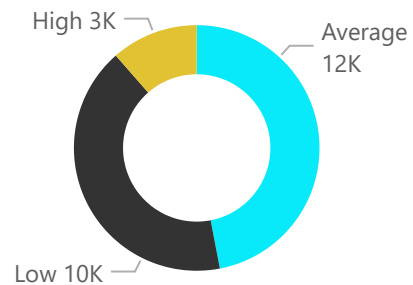
17.4K

Total Customers

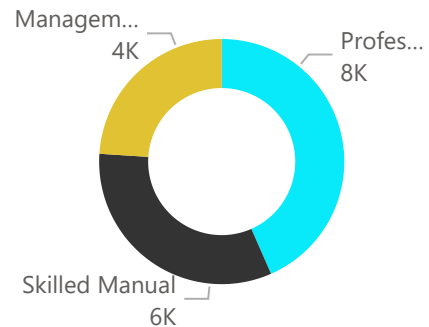
1.4K

Revenue per Customer

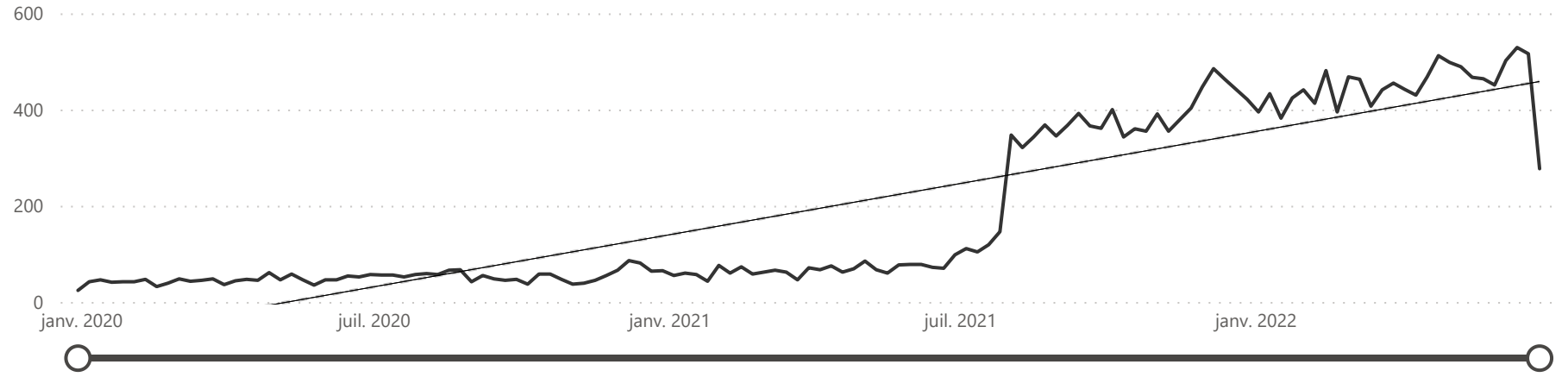
Orders by Income Level



Orders by Occupation



Total Customers



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
11215	Mrs. Ana Perry	17	\$1'336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
11505	Ms. Jasmine Powell	16	\$1'104

2020

2022

Top Revenue Customer

Mr. Maurice Shan

Orders :

6

Revenue:

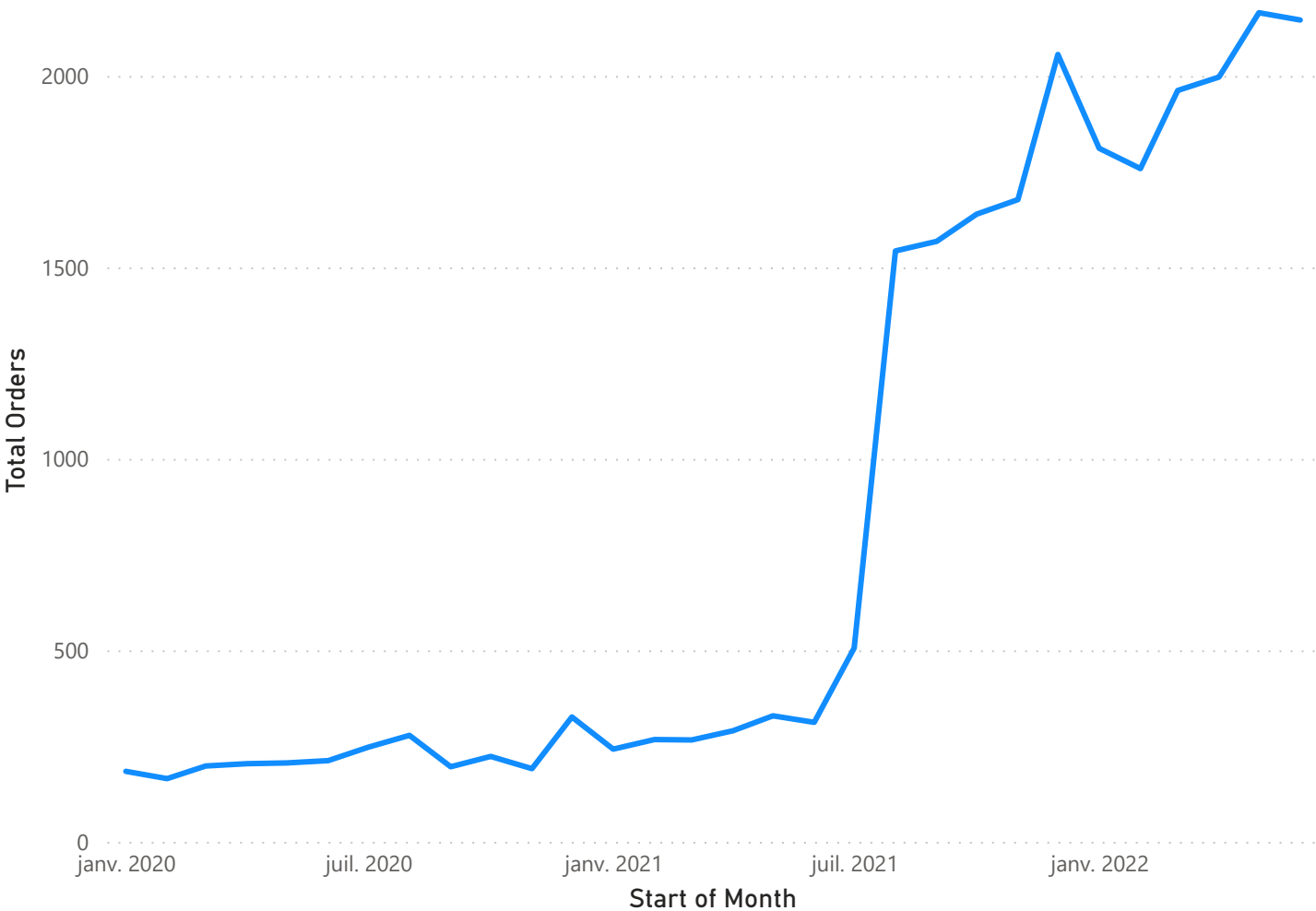
12.4K

Total Customer spike (138% increase) during first week of August...

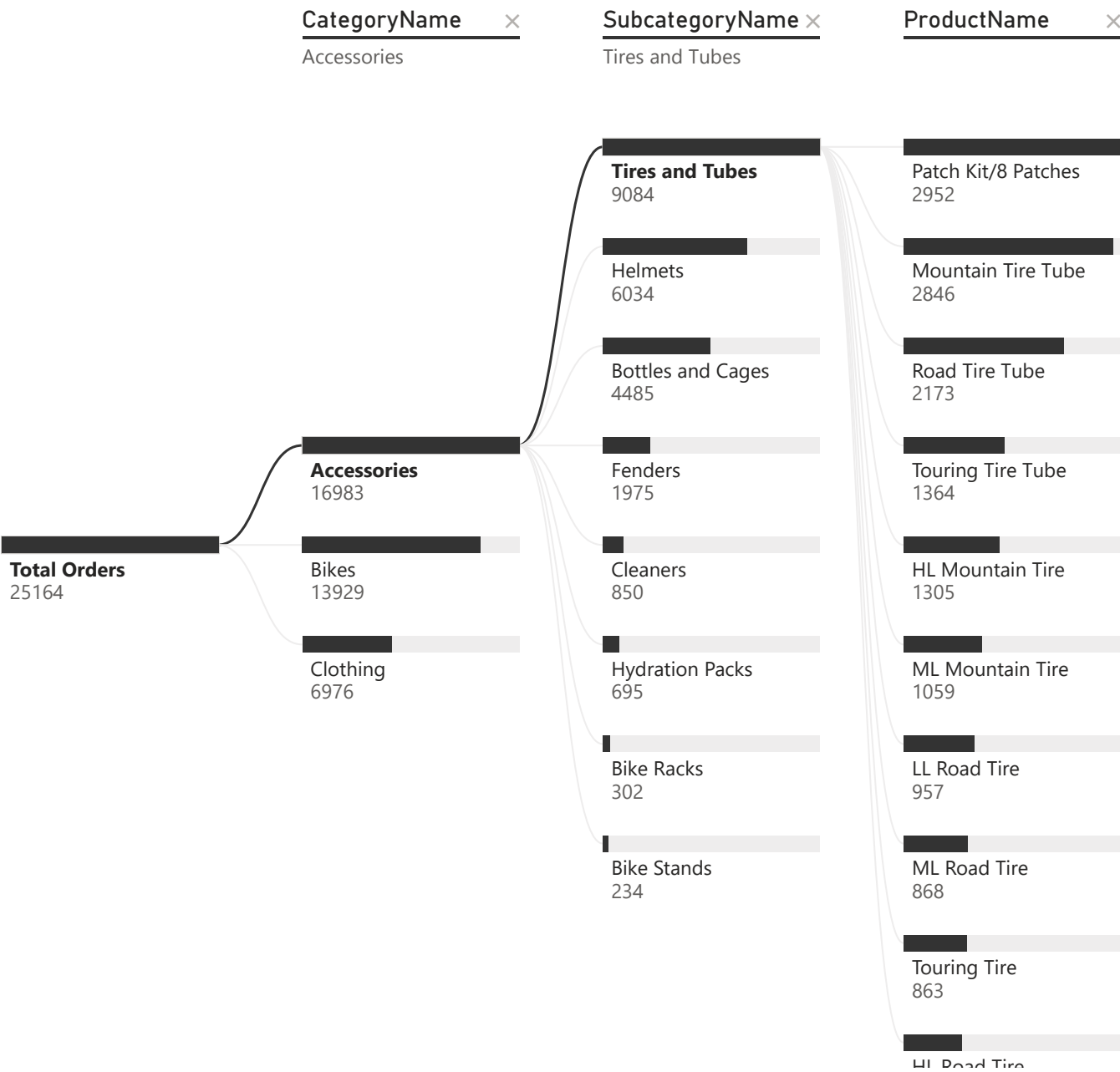
What are the orders by month ?



Showing results for *Total orders sorted by calendar lookup start of month*



CategoryName	Total Orders
<div><div></div>Accessories</div>	16983
Black	1940
Blue	1995
NA	14825
Red	2099
Silver	695
<div><div></div>Bikes</div>	13929
Black	5062
Blue	1263
Red	1912
Silver	2562
Yellow	3130
<div><div></div>Clothing</div>	6976
Black	2189
Blue	521
Multi	3413
White	538
Yellow	1508
Total	25164

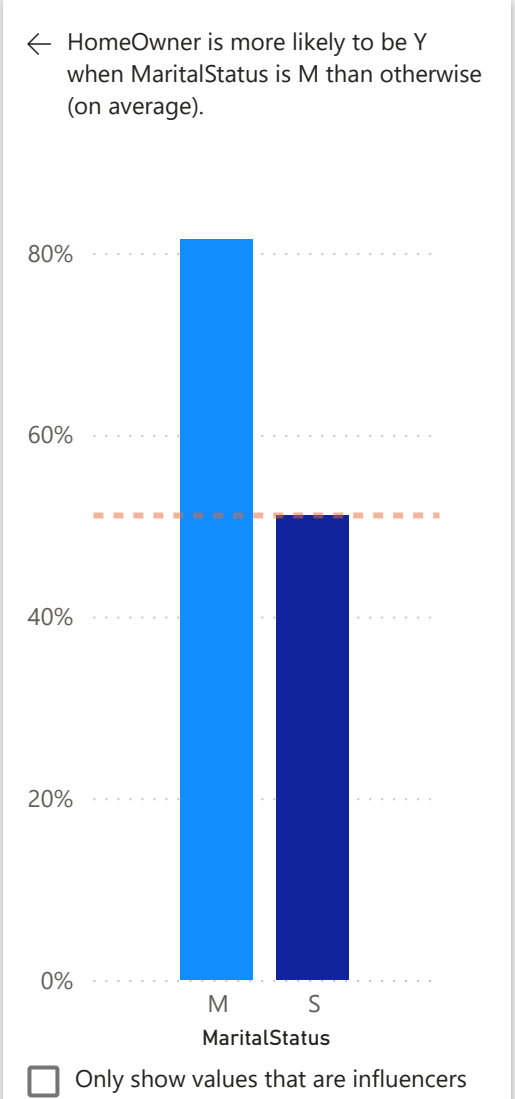
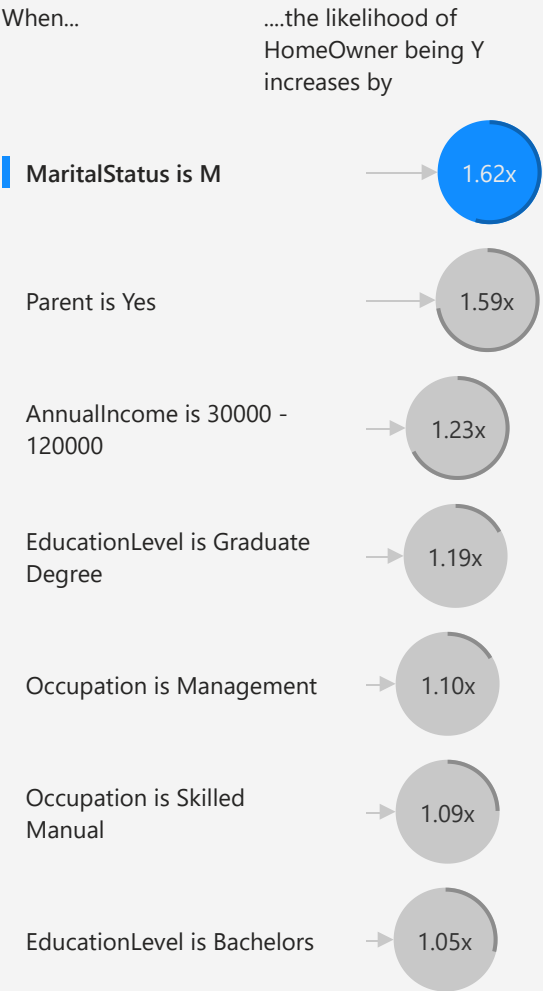


25K
Total Orders

Key influencers Top segments



What influences HomeOwner to be ?



Sort by: Impact Count

Key influencers Top segments



What influences ProductPrice to ?

