



\$24.9M

REVENUE

\$10.5M

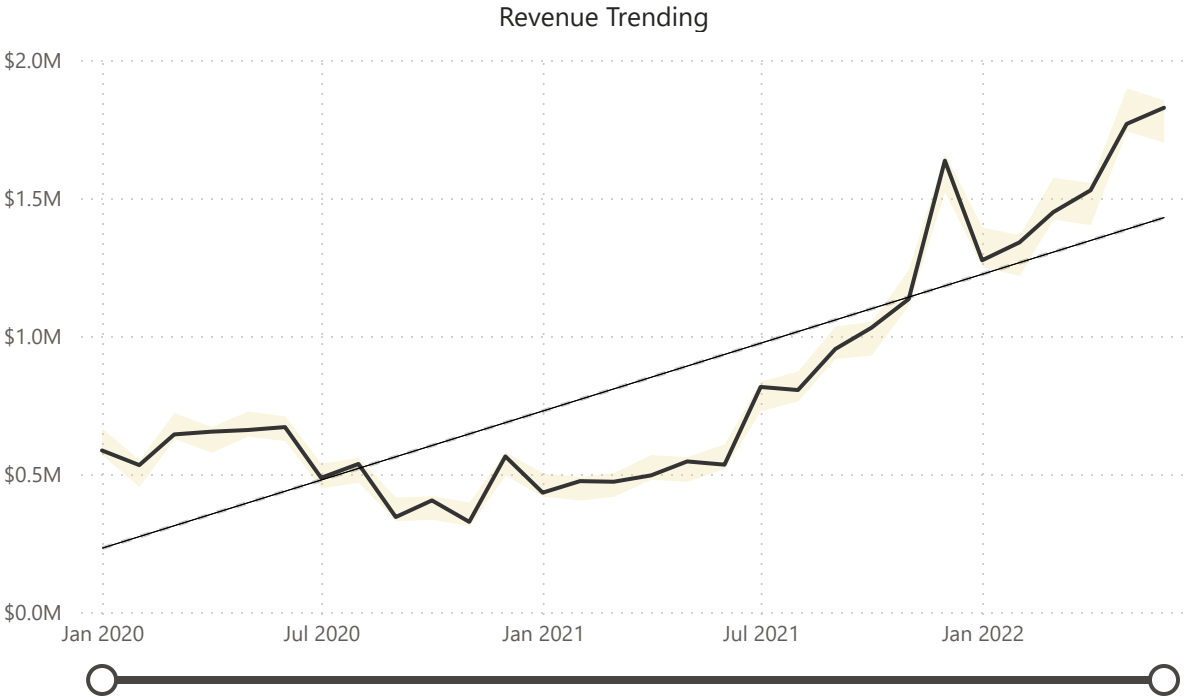
PROFIT

25.2K

ORDERS

2.2%

Return Rate



\$1.83M✓

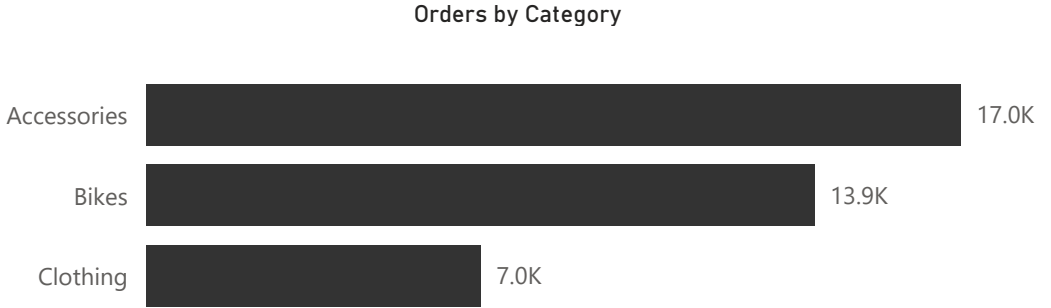
Prev Month: \$1.77M (+3.31%)

2146!

Prev Month: 2165 (-0.88%)

166✓

Prev Month: 169 (+1.78%)



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

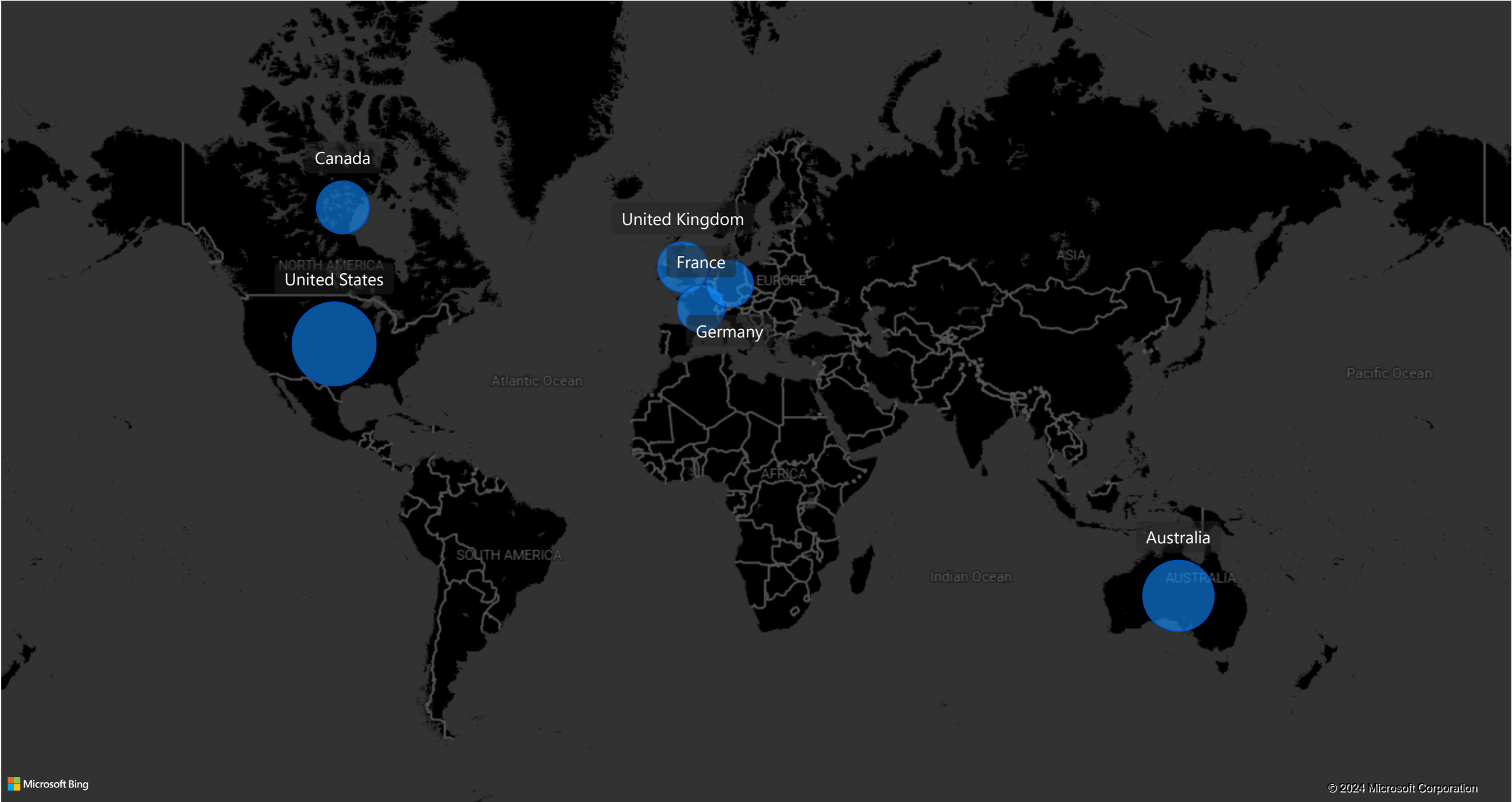
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Water Bottle
- 30 oz.

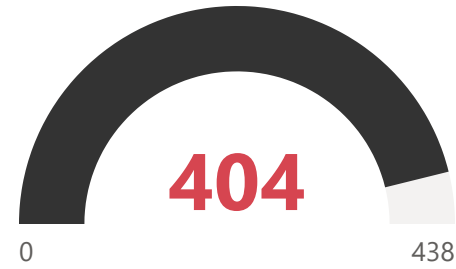
Price Adjustment (%)

0.20

Metric Selection

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

Monthly Orders vs. Target



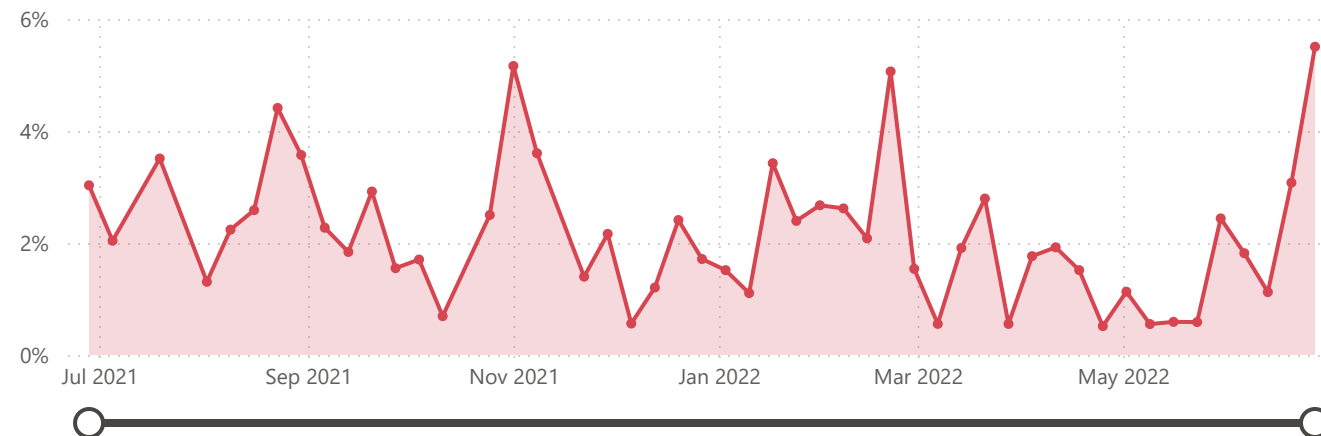
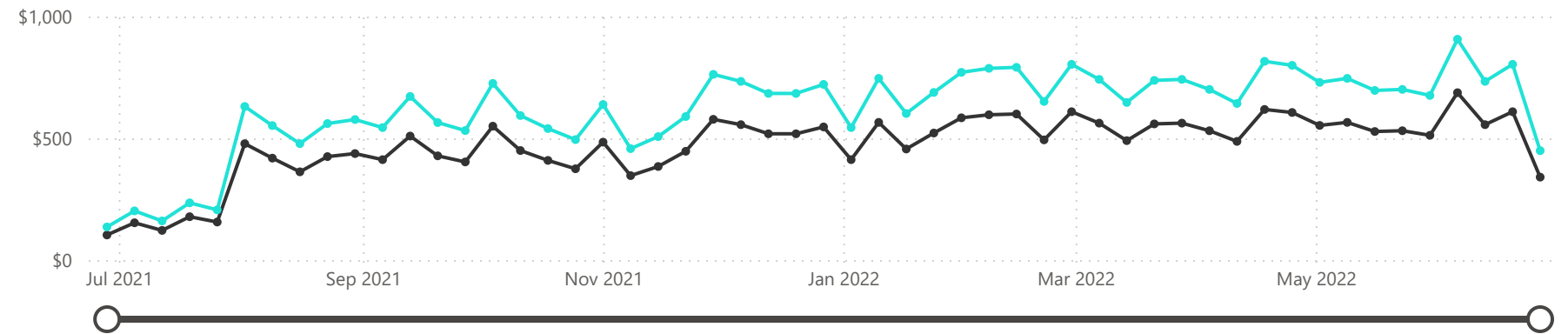
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Profit ● Adjusted Profit



Report Summary

Adjusted Profit (230.30% increase) and Profit (230.30% increase) both trended up between [Monday, June 28, 2021](#) and [Monday, June 27, 2022](#).

Adjusted Profit started trending up on [Monday, December 6, 2021](#), rising by [1.69% \(12.37\)](#) in [1.13 months](#).



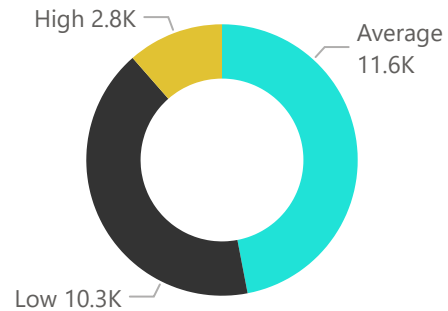
17.4K

UNIQUE CUSTOMERS

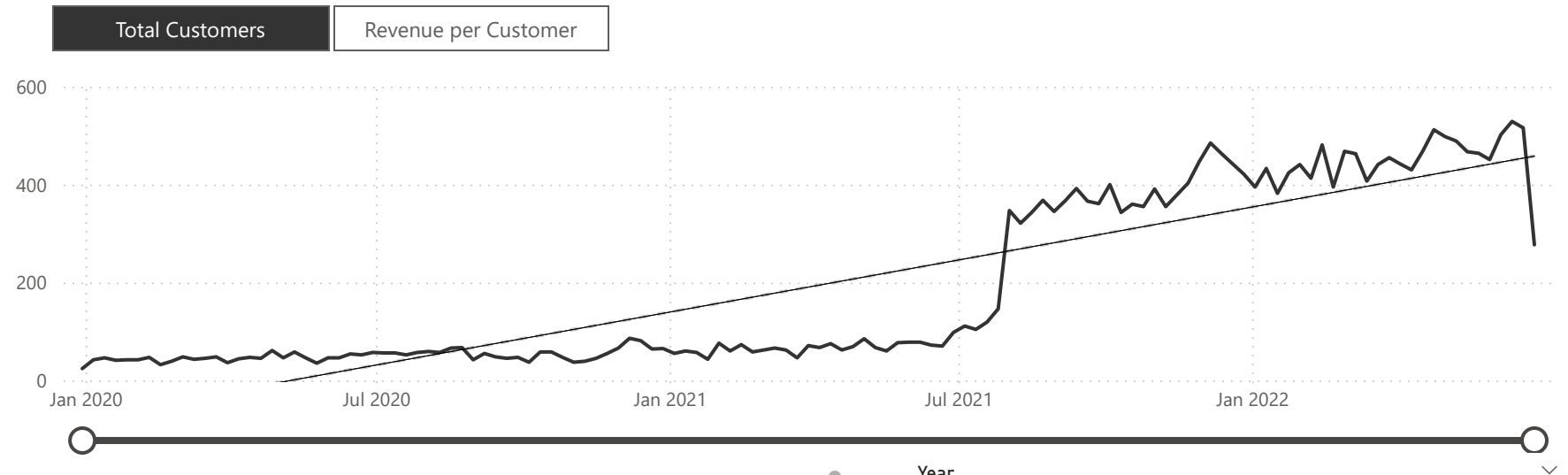
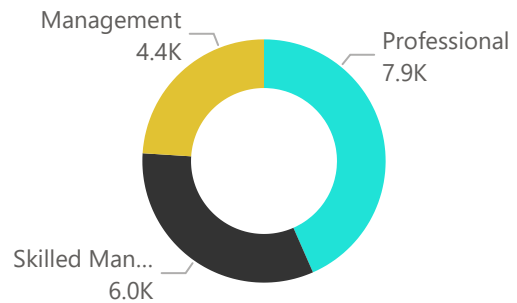
\$1,431

REVENUE PER CUSTOMER

Orders by Income



Orders by Occupation



Customer Key	Full Name	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
11423	Mrs. Jasmine Stewart	4	\$9,717

Year

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among the customers with Professional roles in 2022, Mrs. Lacy Zheng drove the most revenue at 6,180.

CategoryName

X

SubcategoryName

X

ProductName

X

Return Rate

2.17%

Bikes

3.08%

Touring Bikes

3.30%

Road Bikes

3.14%

Mountain Bikes

2.89%

Touring-2000 Blue, 46

8.33%

Touring-3000 Blue, 54

5.56%

Touring-3000 Yellow, 44

5.08%

Touring-1000 Yellow, 50

4.79%

Touring-3000 Yellow, 58

4.35%

Touring-3000 Blue, 50

4.17%

Touring-3000 Yellow, 62

4.17%

Touring-2000 Blue, 60

3.80%