



**\$24.9M**

REVENUE

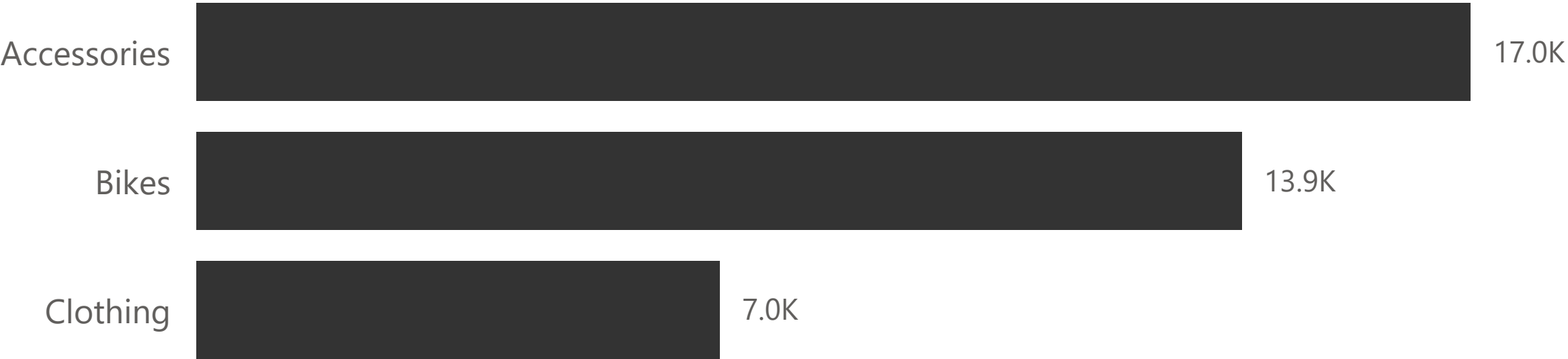
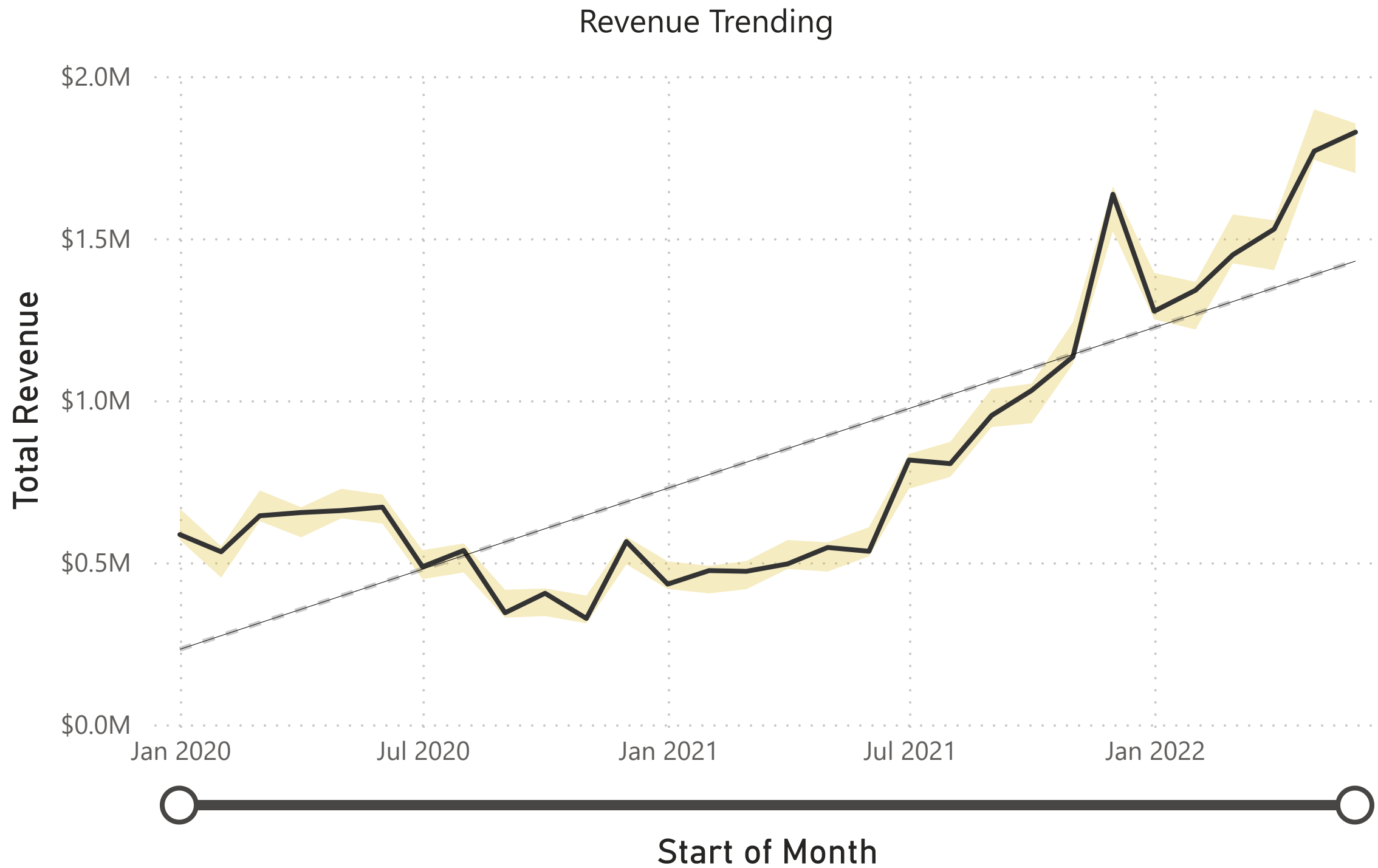
₹ 10.5M

PROFIT

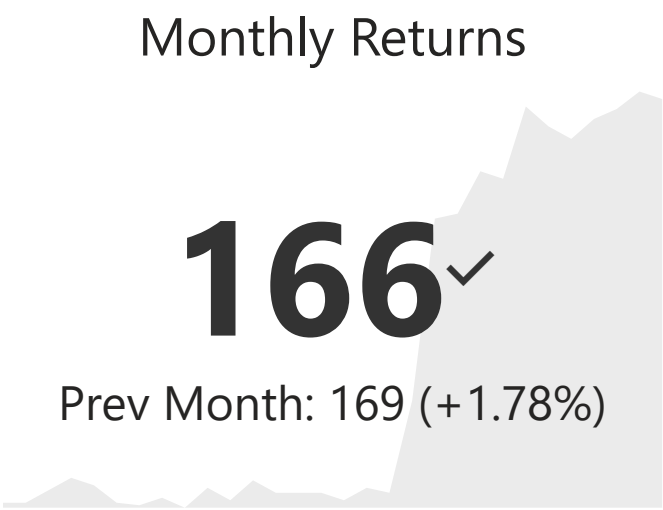
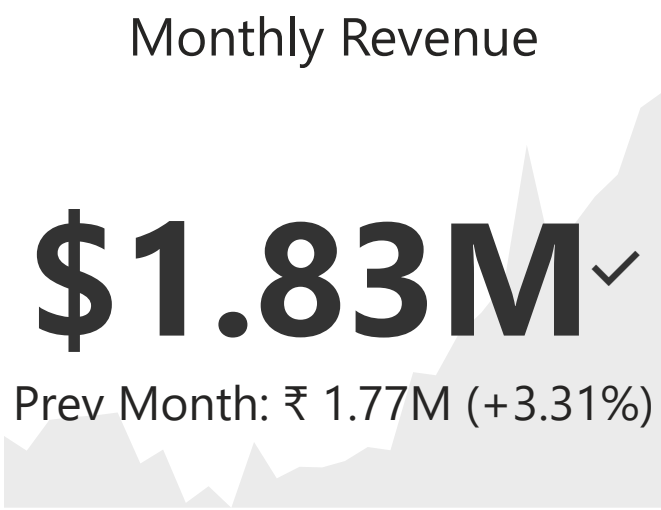
25.2K  
ORDERS

2.2%

Return Rate



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

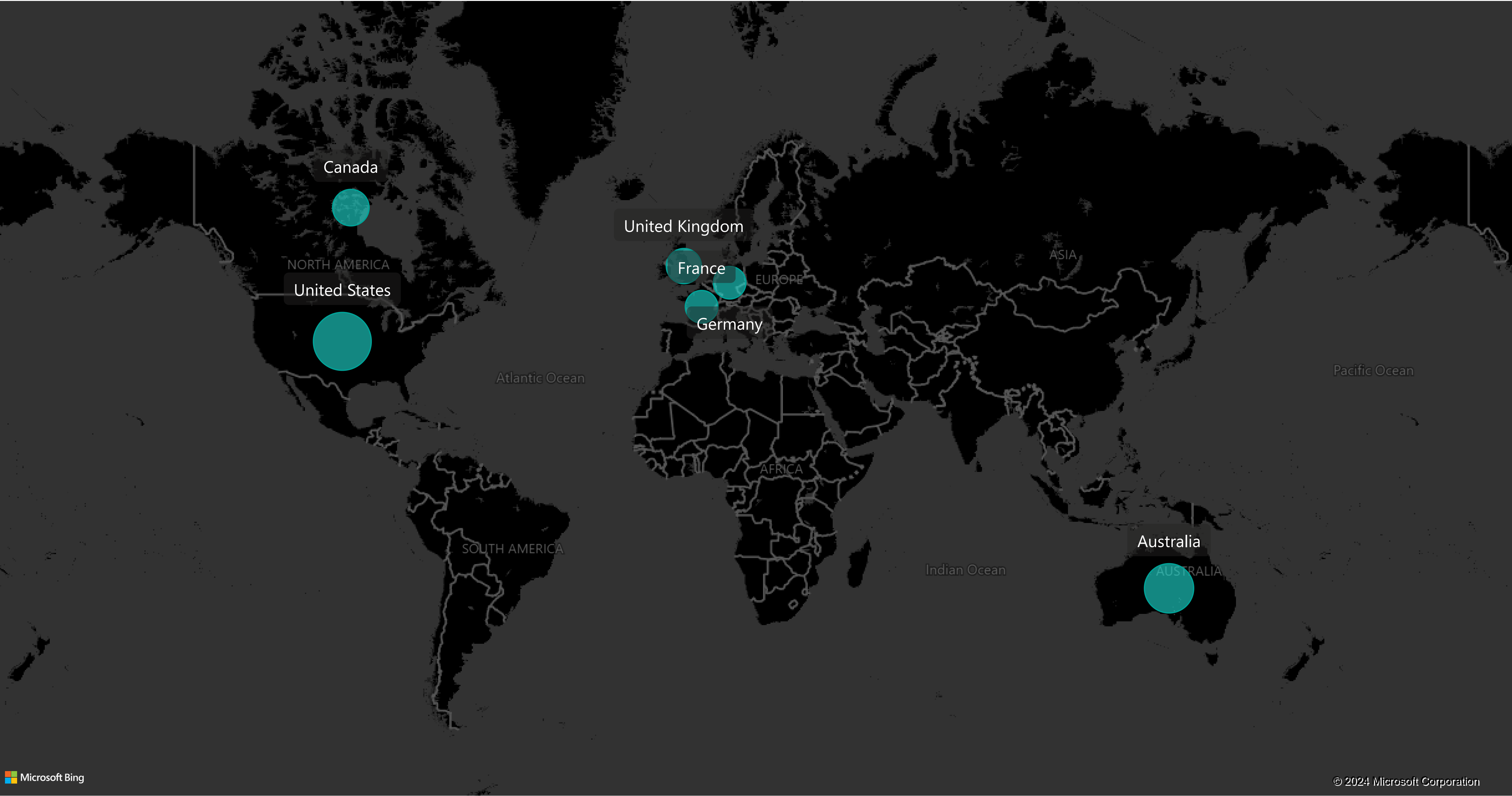
## Most Returned Product Type

Select all

Europe

North America

Pacific



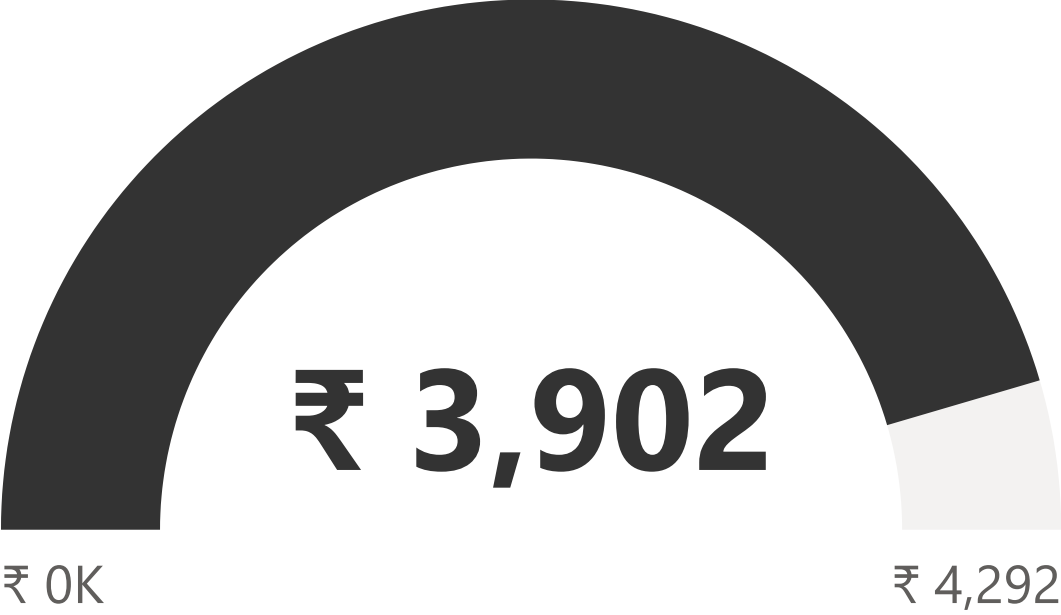
Selected Product:

Water Bottle -  
30 oz.

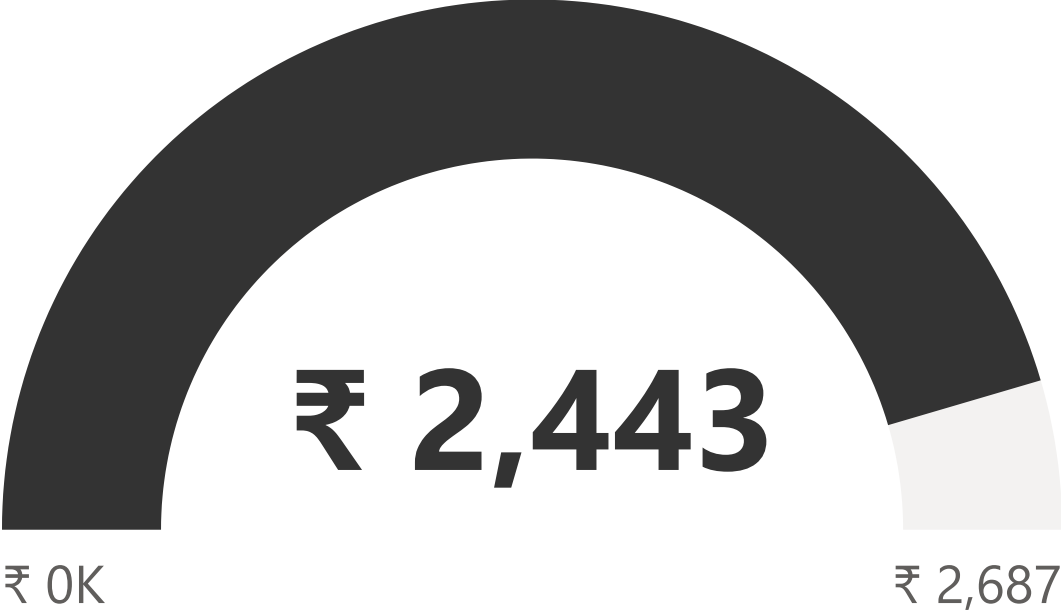
Monthly Orders vs Target



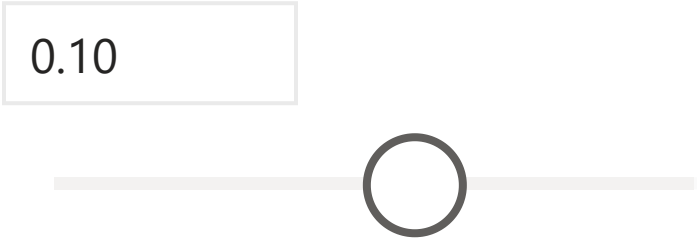
Monthly Revenue vs Target



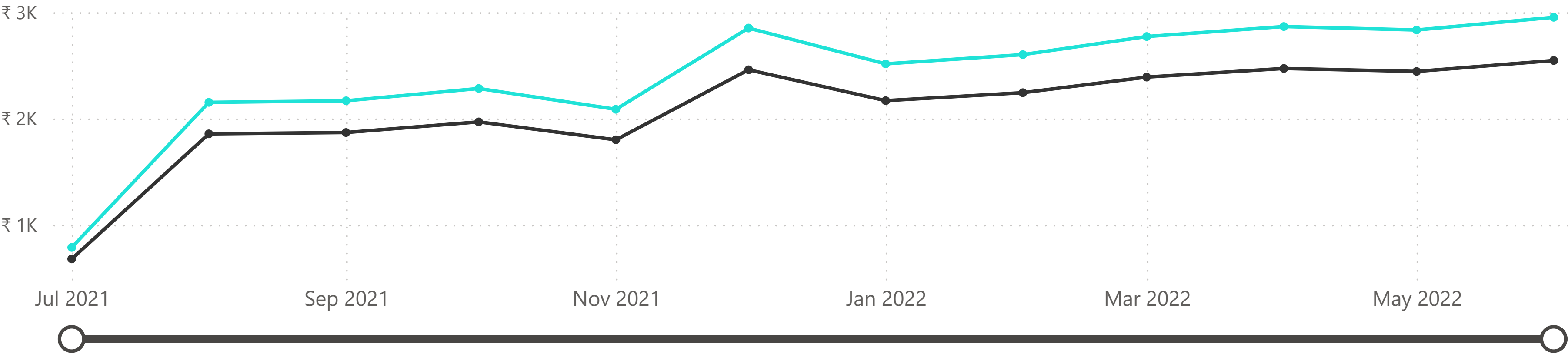
Monthly Profits vs Target



Price Adjustment



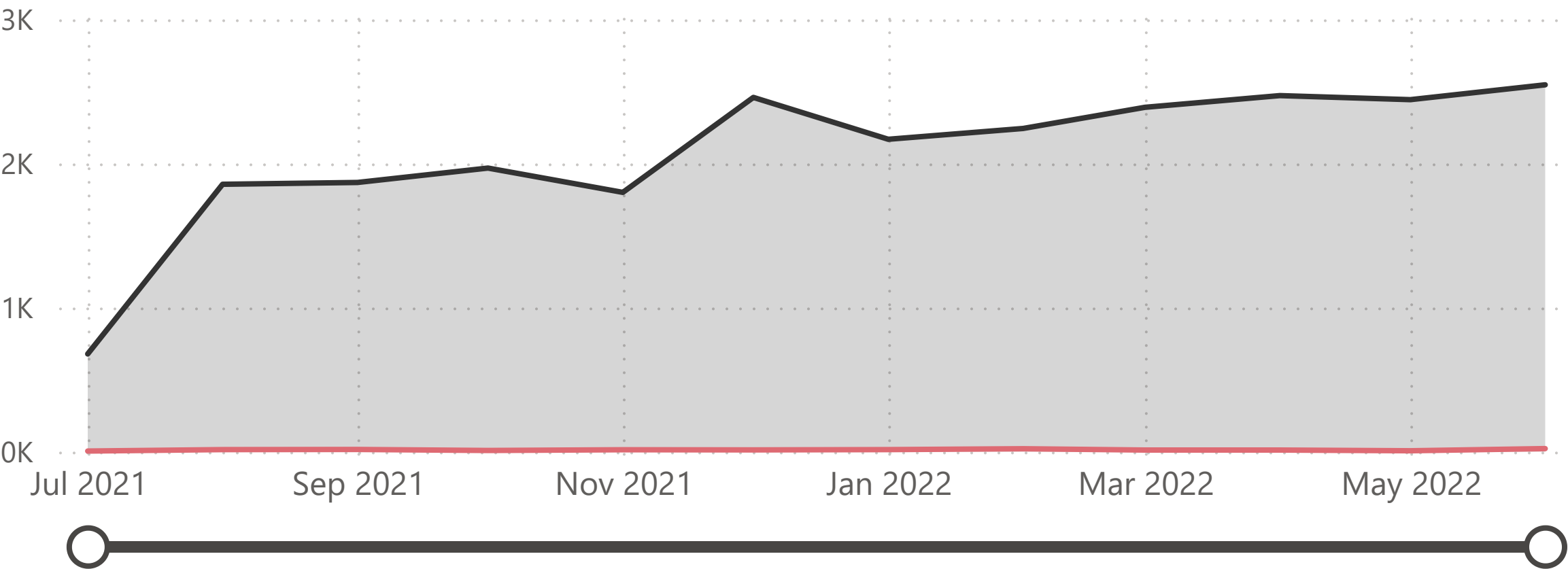
● Total Profit ● Adjusted Profit



Product Metric Selection

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

● Returns ● Profit



Report Summary

Total orders for **Water Bottle - 30 oz.** were **361**

Adjusted Profit (275.58% increase) and Total Profit (275.58% increase) both trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending up on Thursday, July 1, 2021, rising by 275.58% (2,166.37) in 11 months.

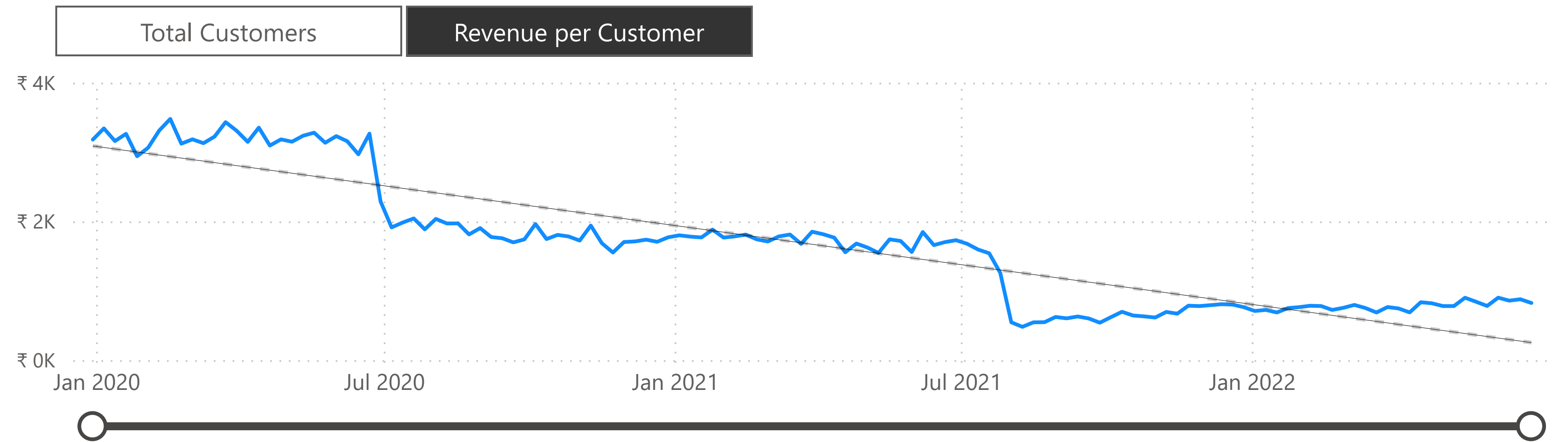


17.4K

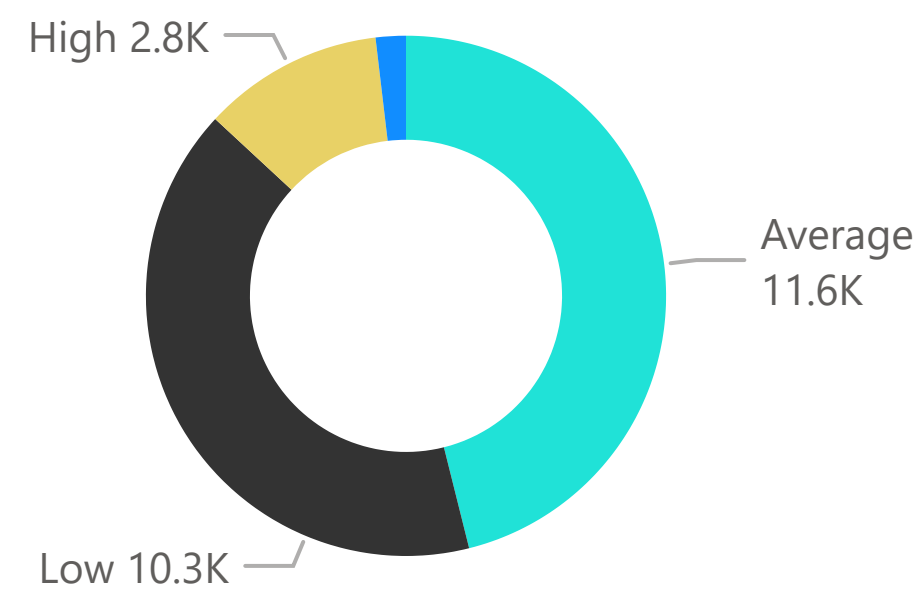
UNIQUE CUSTOMERS

₹ 1,431

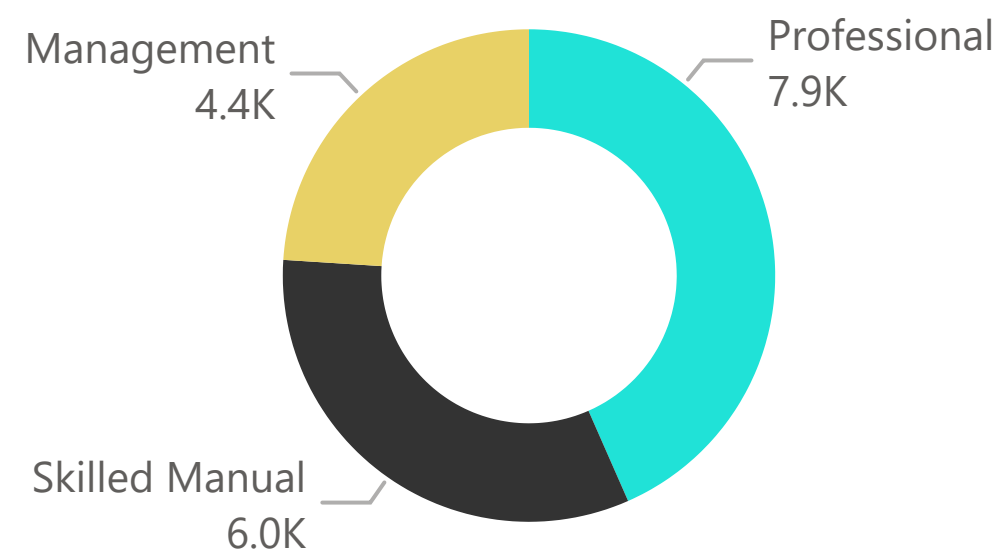
REVENUE PER CUSTOMER



### Orders by Income Level



### Orders by Occupation



### Top 100 Customers

Customer Key	Full Name	Orders	Revenue
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
Total		1272	\$615,329

Year

2020

2022

### Top Customer (By Revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

\$12,408



Among customers in skilled manual roles, Ruben Suarez drove the most revenue at \$4,683

**\$24,914,587**

Total Revenue

**₹ 10,457,715**

Total Profit

**25164**

Total Orders

**1809**

Total Returns

**2.17%**

Return Rate

