



\$906.7K

REVENUE

\$569.8K

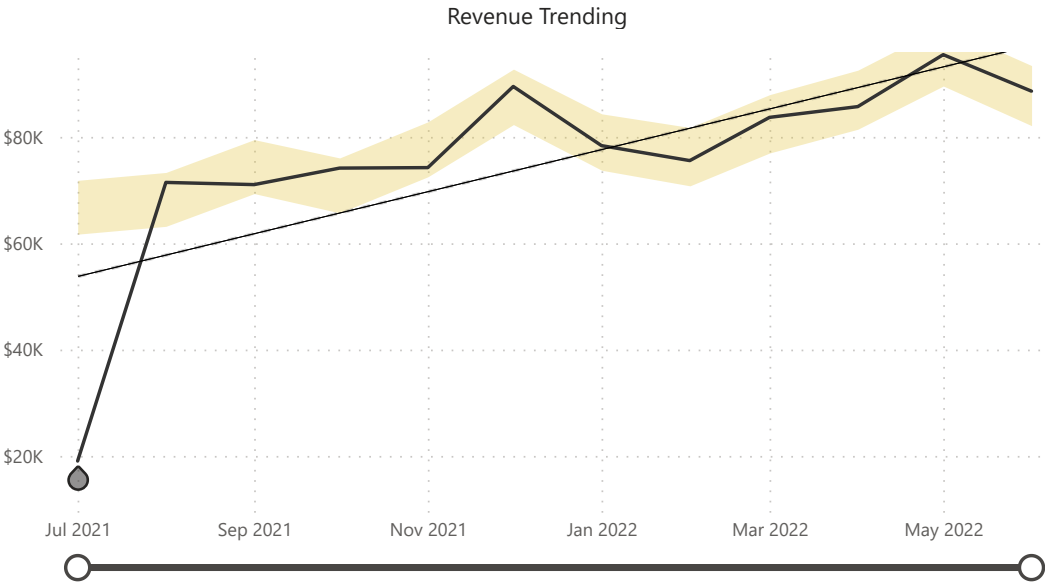
PROFIT

17.0K

ORDERS

2.0%

RETURN RATE



Monthly Revenue

\$0.09M!

Prev Month: \$0.1M (-7.19%)

Monthly Orders

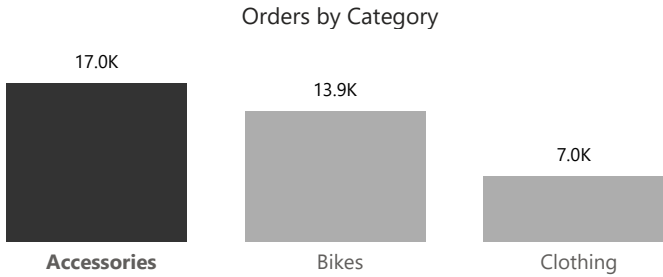
1,682!

Prev Month: 1780 (-5.51%)

Monthly Returns

98✓

Prev Month: 108 (+9.26%)



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Road Bottle Cage	1,668	\$29,928	1.68%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Hydration Packs

Build a visual ... >>

Visual types

☐ Off Suggest a type

Data

+Add data

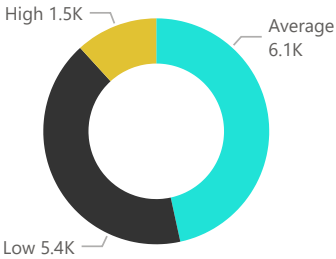
10.6K

UNIQUE CUSTOMERS

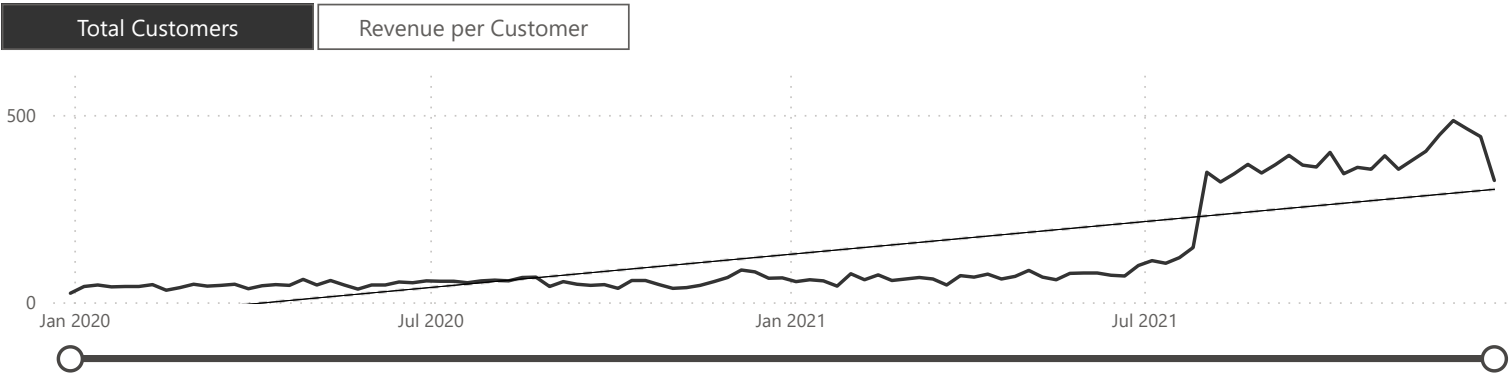
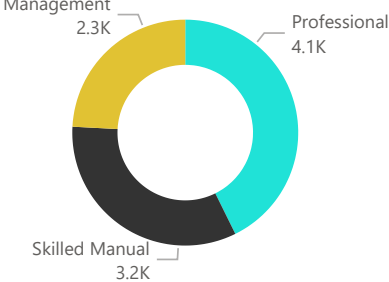
\$1,490

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
Total		863	\$871,885

20202021

Mr. Larry Vazquez

Orders:4Revenue:\$10.4K

Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Select all

Europe

North America

Pacific

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Visual types



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Selected Product:

**Water Bottle -
30 oz.**

Monthly Orders vs. Target



Monthly Revenue vs. Target



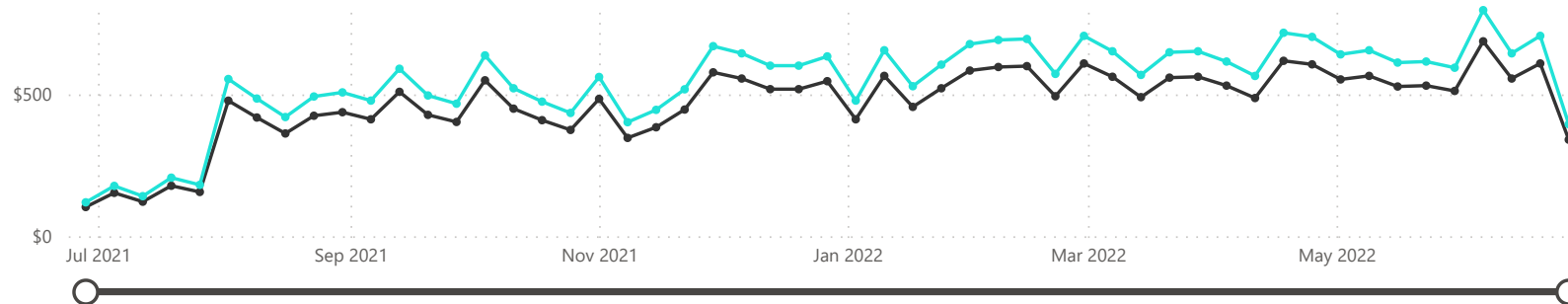
Monthly Profit vs. Target



Price Adjustment (%)

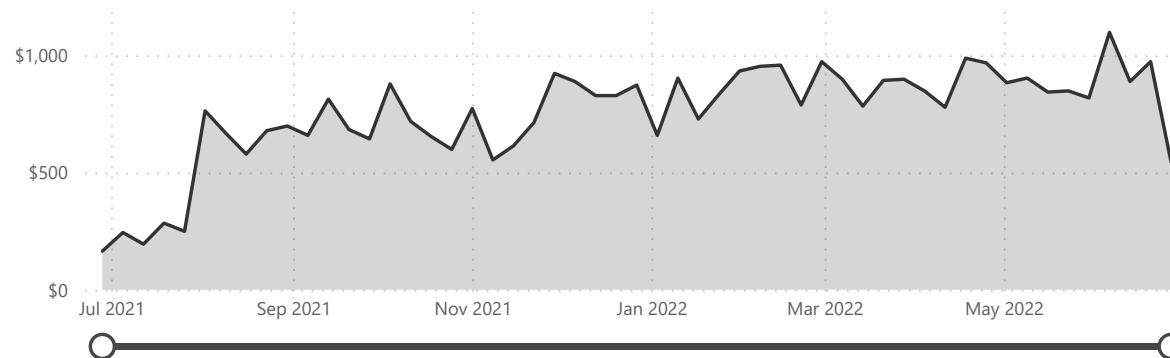
0.10

● Total Profit ● Adjusted Profit



Product Metric Selecti...

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



Report Summary

Total orders for Water Bottle - 30 oz. were 404

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

Profit experienced the longest period

Build a visual



Visual types



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Data

+Add data

Help Q&A understand people better by adding synonyms.

Add synonyms now

Orders by month

CategoryName	Total Orders
<div><div></div><div>Accessories</div></div>	16,983
<div><div></div><div>Bikes</div></div>	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
<div><div></div><div>Clothing</div></div>	6,976
Total	25,164

Build a visual

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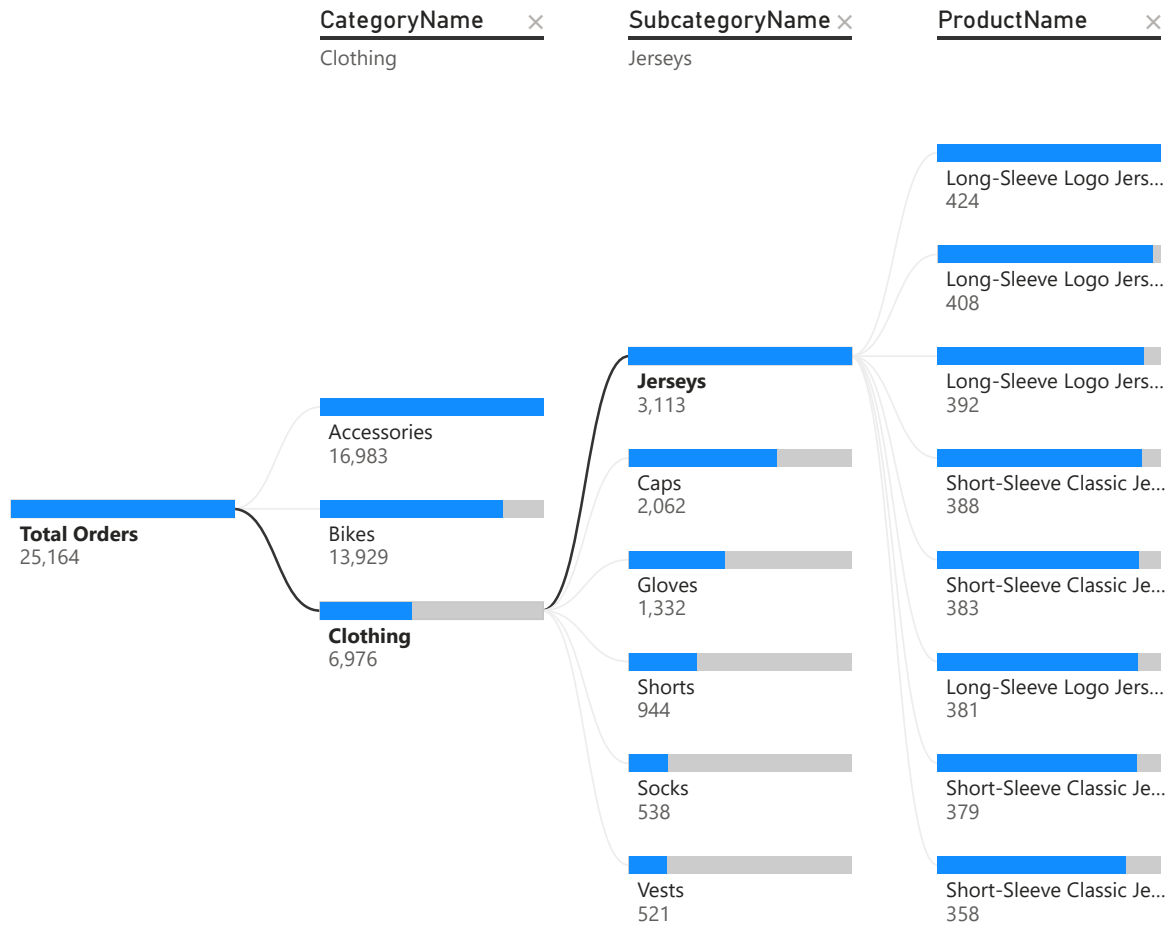
Visual types

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Suggest a type

Data

+Add data



25K

Total Orders

Build a visual ... >>

Visual types



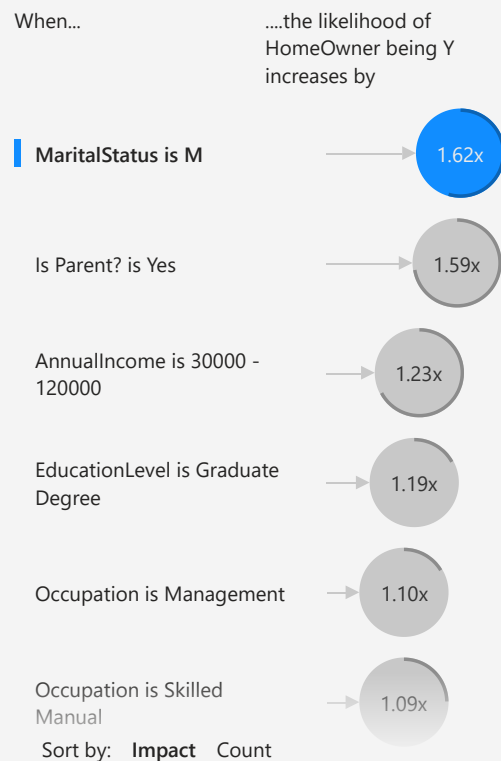
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Data

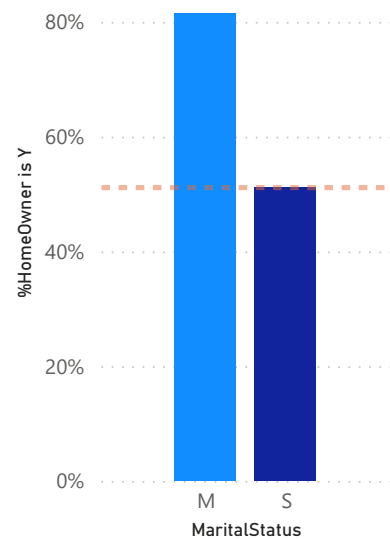
+ Add data

Key influencers Top segments

What influences HomeOwner to be ?



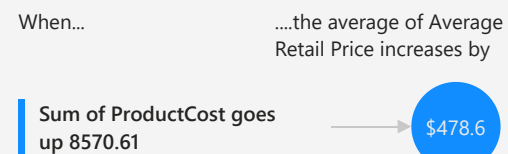
← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



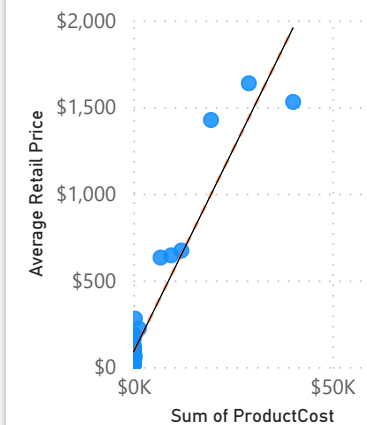
☐ Only show values that are influencers

Key influencers Top segments

What influences Average Retail Price to ?



← On average when Sum of ProductCost increases, Average Retail Price also increases.



Build a visual



Visual types



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Data

+Add data