

\$24.9M

Revenue

\$10.5M

Profit

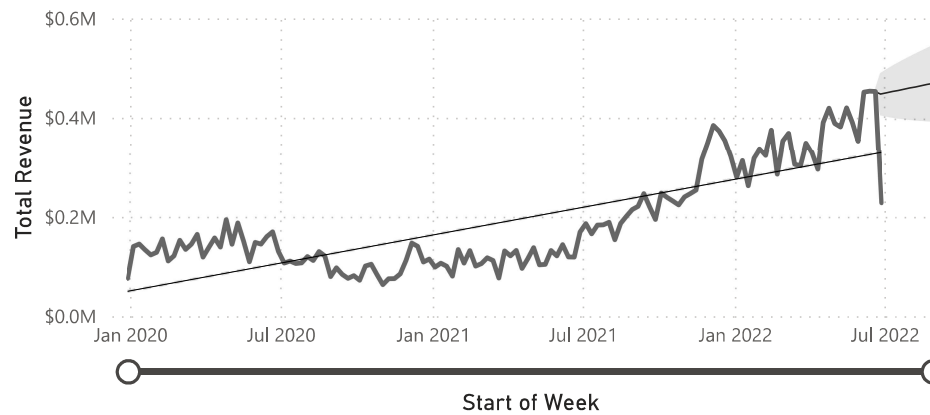
25.2K

Orders

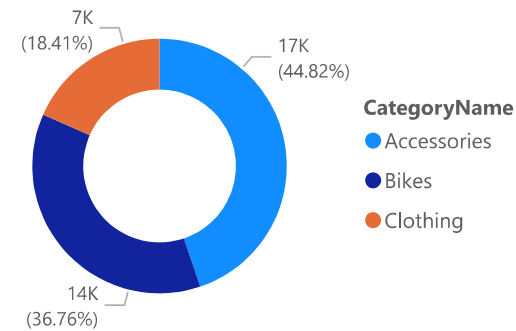
2.2%

Return Rate

Weekly Revenue



Orders by Category



Most Ordered Item:

Tires and Tubes

Most Returned Item:

Shorts

Monthly Revenue

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

Monthly Orders

2,146!
Previous Month: 2165
(-0.88%)

Monthly Returns

166 ✓
Previous Month: 169
(+1.78%)

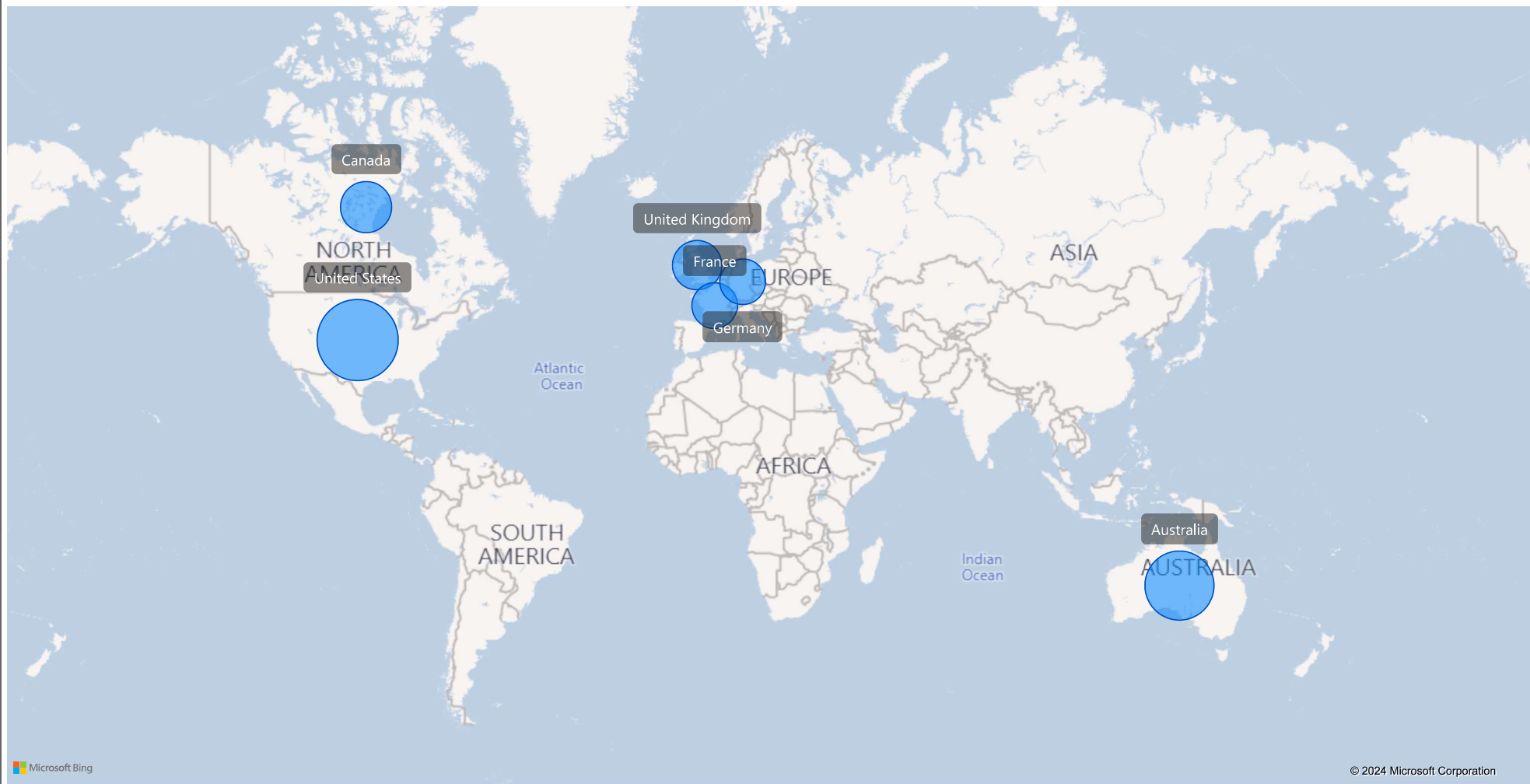
Category Name	Product Name	Orders	Revenue	Return %
Accessories	All-Purpose Bike Stand	234	\$37,206.00	3.42%
Clothing	AWC Logo Cap	2,062	\$35,882.07	1.11%
Accessories	Bike Wash - Dissolver	850	\$13,562.70	1.47%
Clothing	Classic Vest, L	182	\$11,557.00	2.20%
Clothing	Classic Vest, M	182	\$11,557.00	3.85%
Clothing	Classic Vest, S	157	\$9,969.50	5.10%
Accessories	Fender Set - Mountain	1,075	\$87,040.80	1.26%
Total		25,164	\$24,914,586.82	2.17%

Select all

Europe

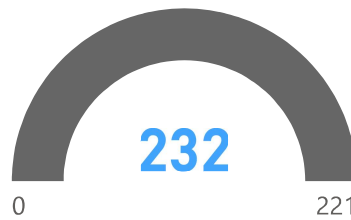
North America

Pacific



- ProductName ▼
- ☐ All-Purpose Bike Stand
 - ☒ AWC Logo Cap
 - ☐ Bike Wash - Dissolver
 - ☐ Cable Lock
 - ☐ Chain
 - ☐ Classic Vest. L

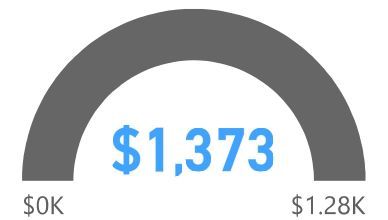
Monthly Orders vs Target



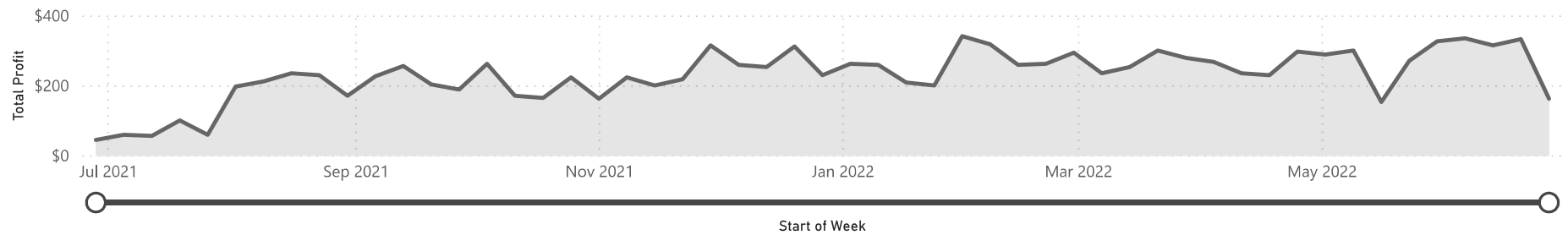
Monthly Revenue vs Target



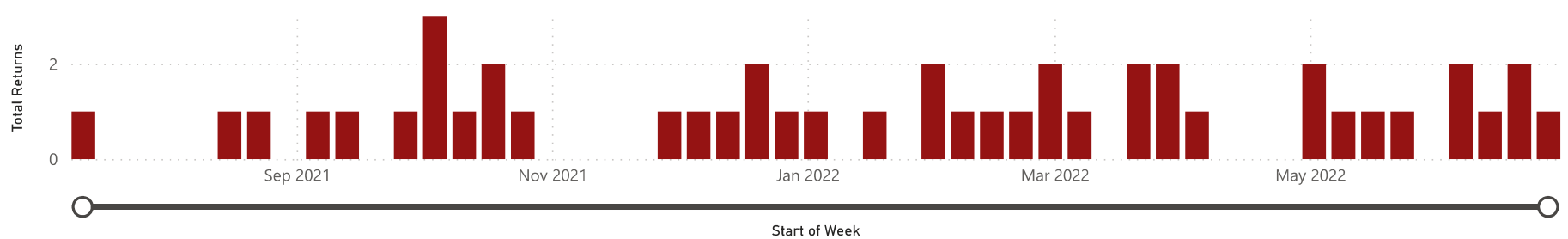
Monthly Profit vs Target



Weekly Profit



Weekly Returns



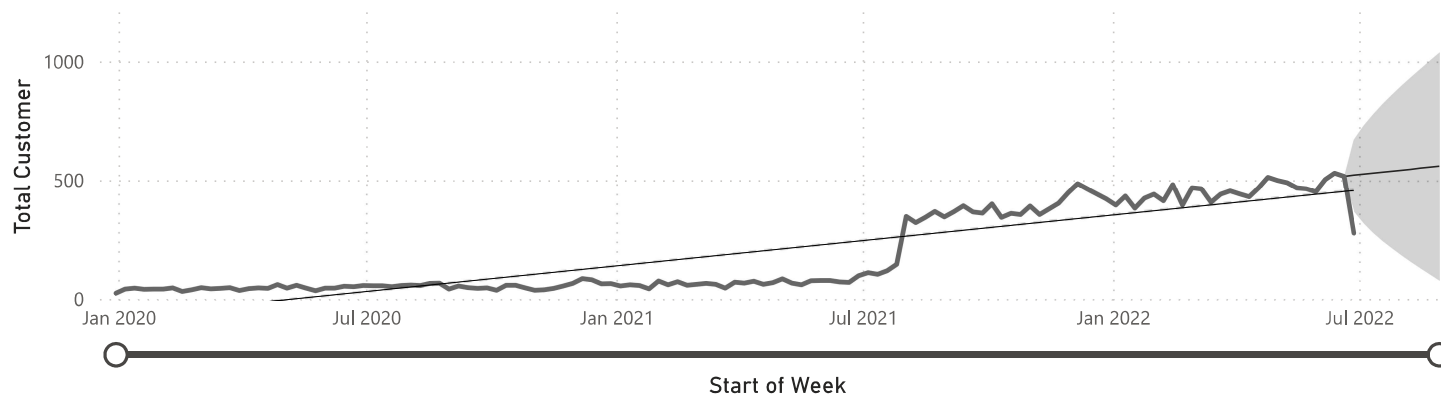
17.4K

Unique Customer

\$1.4K

Revenue per Customer

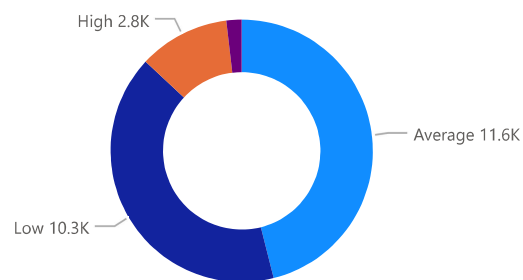
Weekly Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.23
13405	Mr. Ethan Bryant	4	\$10,308.52
11429	Mr. Marco Lopez	6	\$10,289.69
12632	Mrs. Bonnie Nath	4	\$10,282.91
11245	Mr. Ricky Vazquez	4	\$10,165.92
11237	Mr. Clarence Anand	4	\$10,065.01
11428	Mrs. Deanna Perez	4	\$9,761.60
11427	Mrs. Desiree Dominguez	4	\$9,717.65
11423	Mrs. Jasmine Stewart	4	\$9,716.99
Total		1,272	\$615,328.64

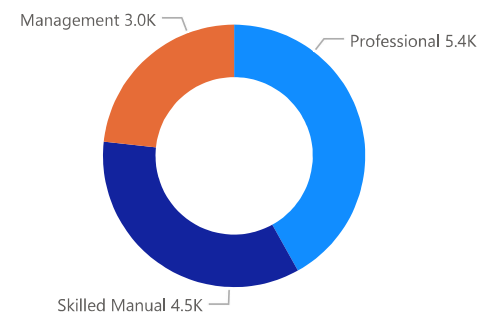
Orders by Income



01/01/2020

01/01/2022

Orders by Occupation



Top Customer By Revenue:

Mr. Maurice Shan

Revenue:

12.41K

Orders:

6