



\$7.8M

REVENUE

\$3.3M

PROFIT

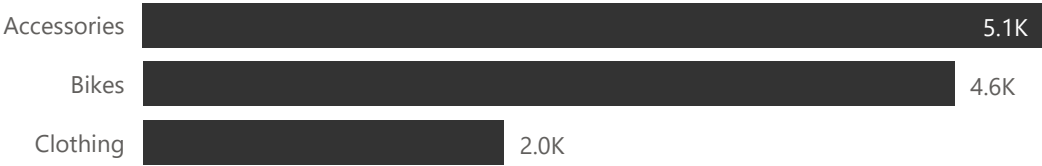
7,380

ORDERS

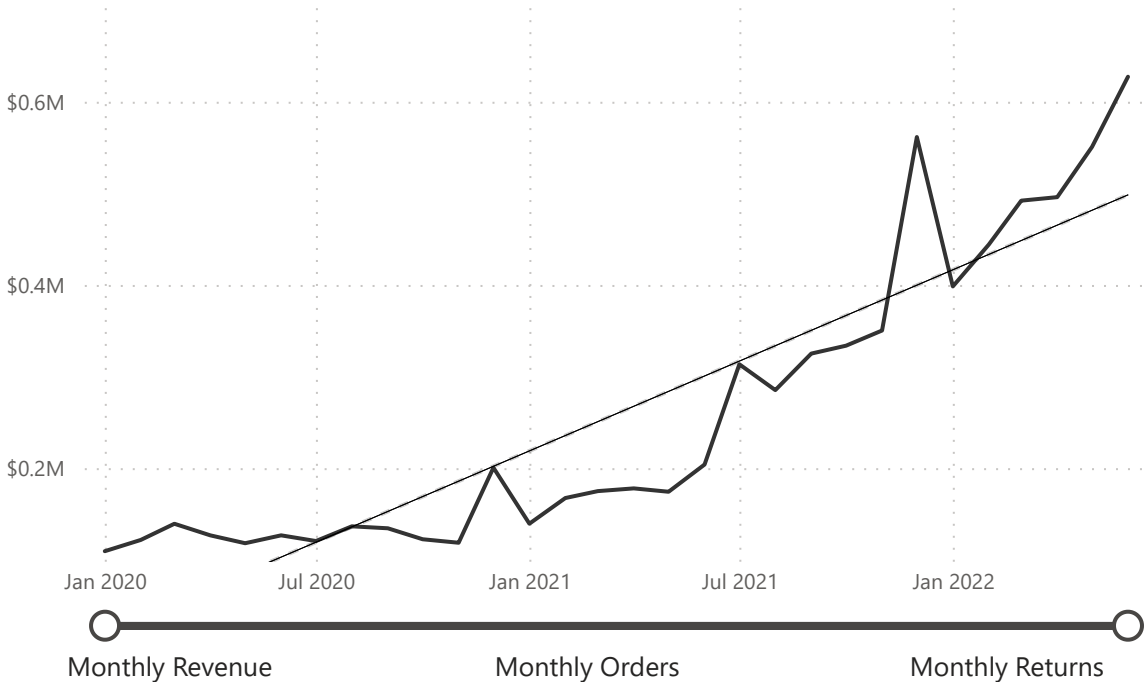
2.2%

RETURN RATE

Orders by CategoryName



Revenue Trending



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	1,164	\$11,462.03	1.96%
Road Tire Tube	829	\$6,611.43	1.63%
AWC Logo Cap	803	\$13,969.03	0.93%
Patch Kit/8 Patches	798	\$3,645.68	1.57%
Sport-100 Helmet, Red	753	\$26,347.47	2.79%
Touring Tire Tube	702	\$7,030.91	1.35%
Sport-100 Helmet, Blue	666	\$22,407.04	3.15%
Sport-100 Helmet, Black	626	\$21,061.27	3.67%
Road Bottle Cage	560	\$10,248.60	1.58%
Mountain Tire Tube	554	\$5,638.70	1.95%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

\$0.63M✓

Prev Month: \$0.55M (+13.91%)

0.64K✓

Prev Month: 0.63K (+3.04%)

57!

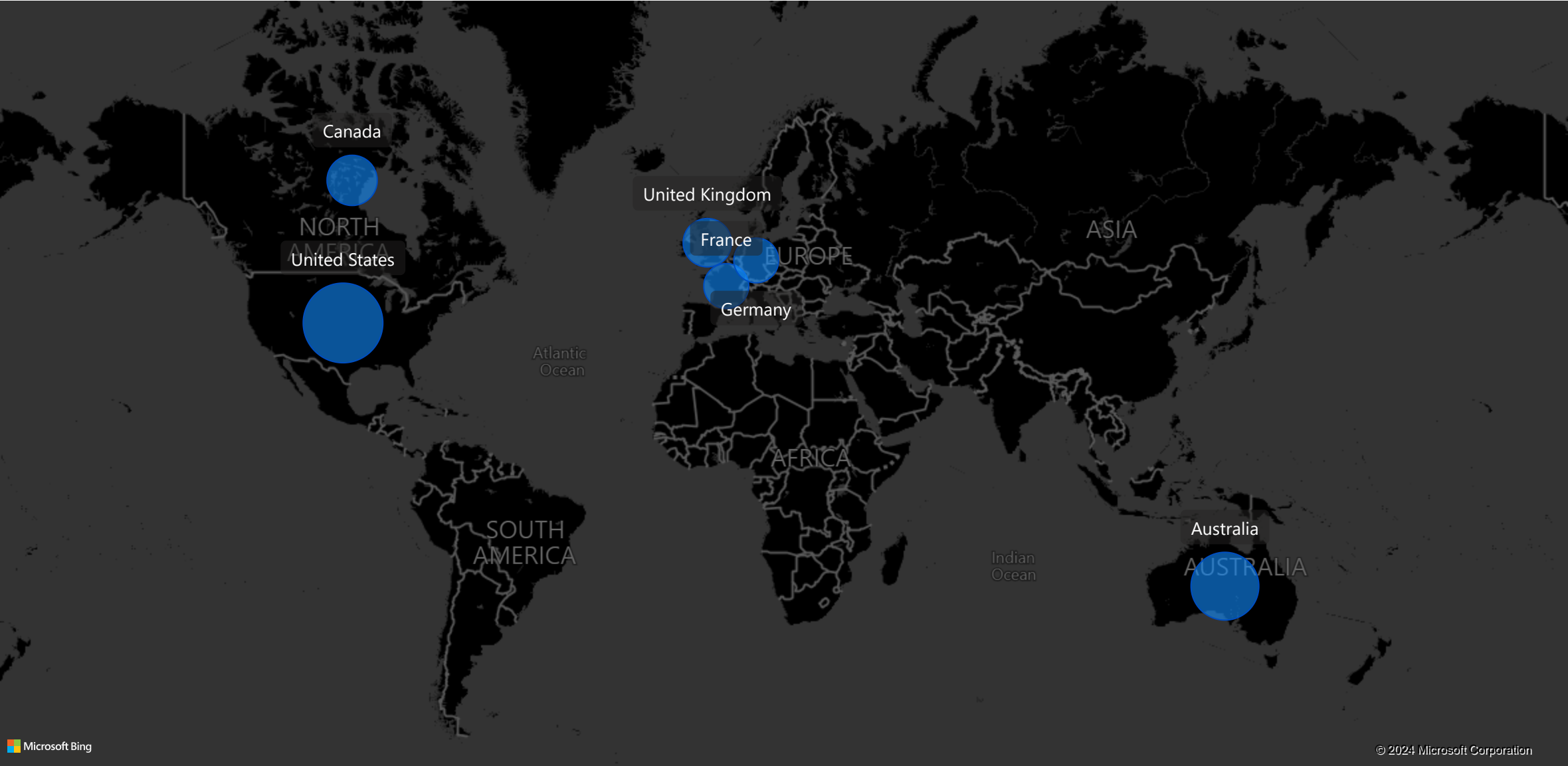
Prev Month: 43 (-32.56%)

Select all

Europe

North America

Pacific





Selected Product:

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



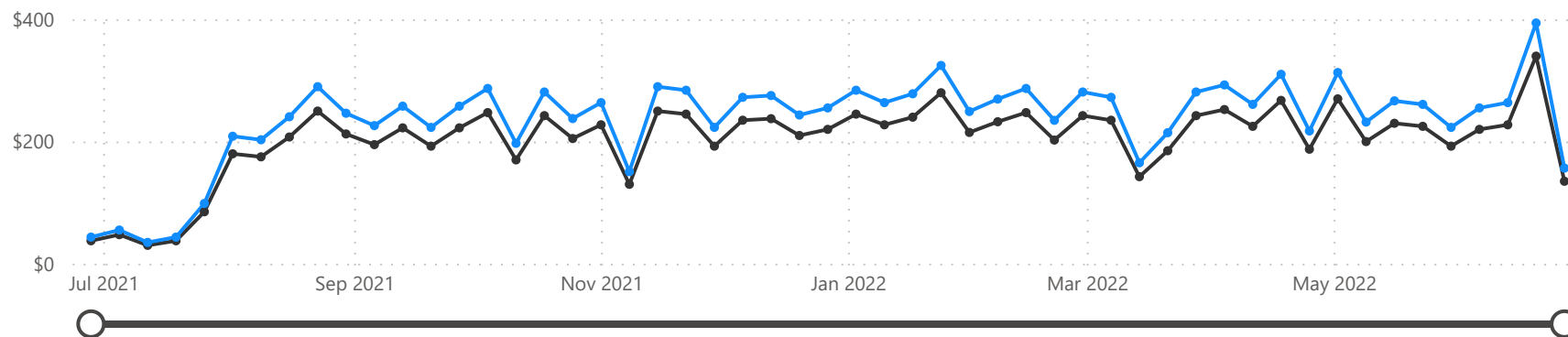
Price Adjustment (%)



0.10



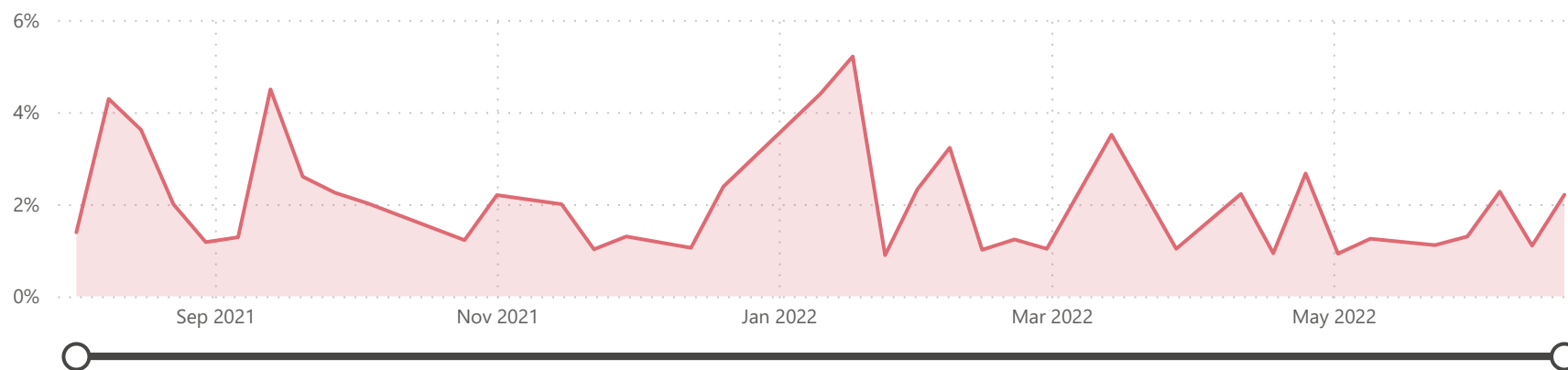
● Total Profit ● Adjusted Profit



Product Metric Selection



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





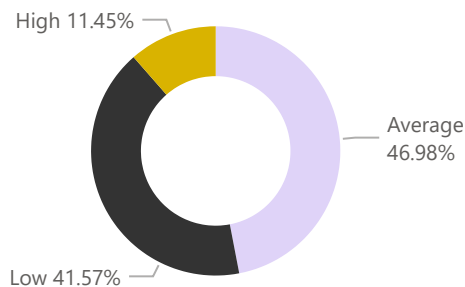
17.4K

UNIQUE CUSTOMERS

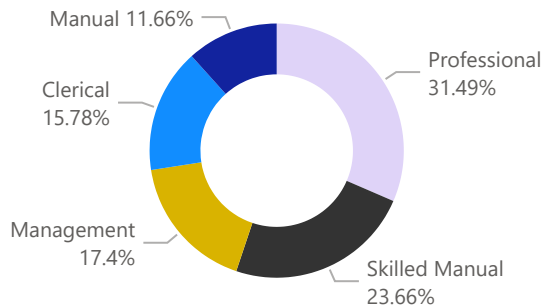
\$1.4K

REVENUE PER CUSTOMER

Orders by Income Level



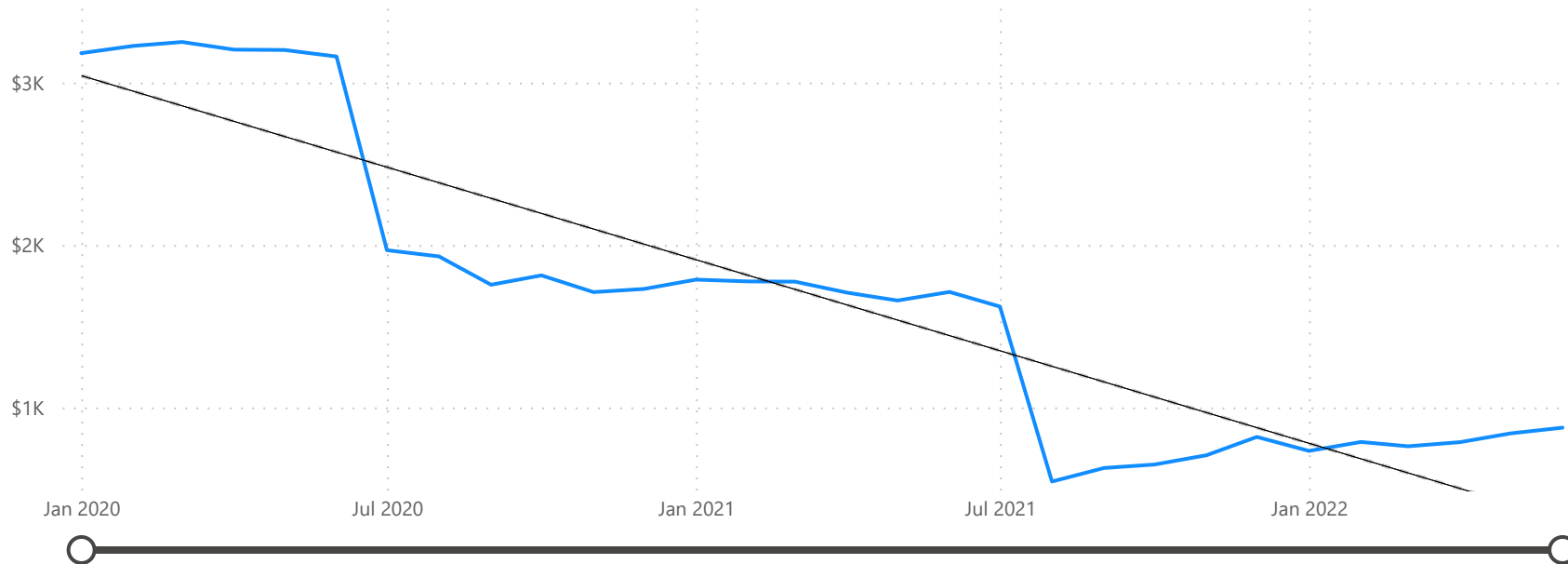
Orders by Occupation



Total Customers

Revenue per Customer

Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513.14
11223	Mrs. Hailey Patterson	26	\$1,615.66
11300	Mr. Fernando Barnes	26	\$1,839.01
11330	Mr. Ryan Thompson	26	\$1,596.61
11331	Mrs. Samantha Jenkins	26	\$1,739.58
11185	Mrs. Ashley Henderson	25	\$1,716.76
11200	Mr. Jason Griffin	25	\$1,613.88
11176	Mr. Mason Roberts	24	\$1,526.03
11262	Mrs. Jennifer Simmons	24	\$1,464.79
11277	Mr. Charles Jackson	24	\$1,776.69
Total		1,272	\$615,328.64

2020

2022

Top Customer (By Revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

12,408



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