



\$24.9M

REVENUE

\$10.5M

PROFIT

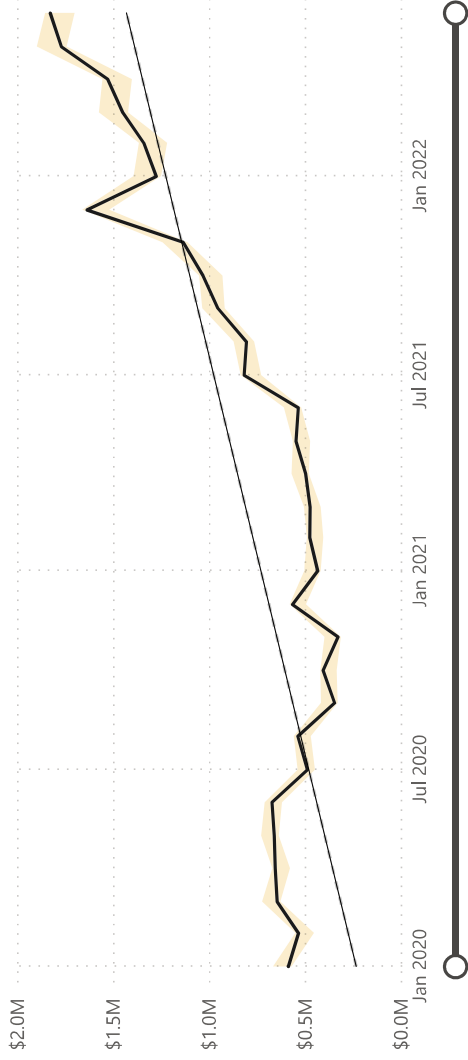
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M

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

Monthly Orders

2,146

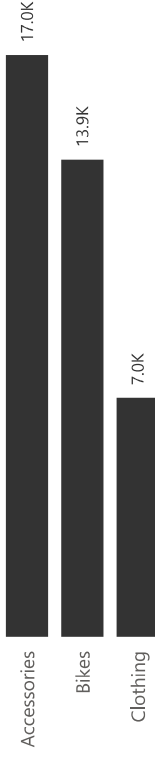
Previous Month: 2,165 (-0.88%)

Monthly Revenue

166

Previous Month: 169 (+1.78%)

Orders by Category



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%
AWC Logo Cap	2,062	\$35,882	1.11%
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%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

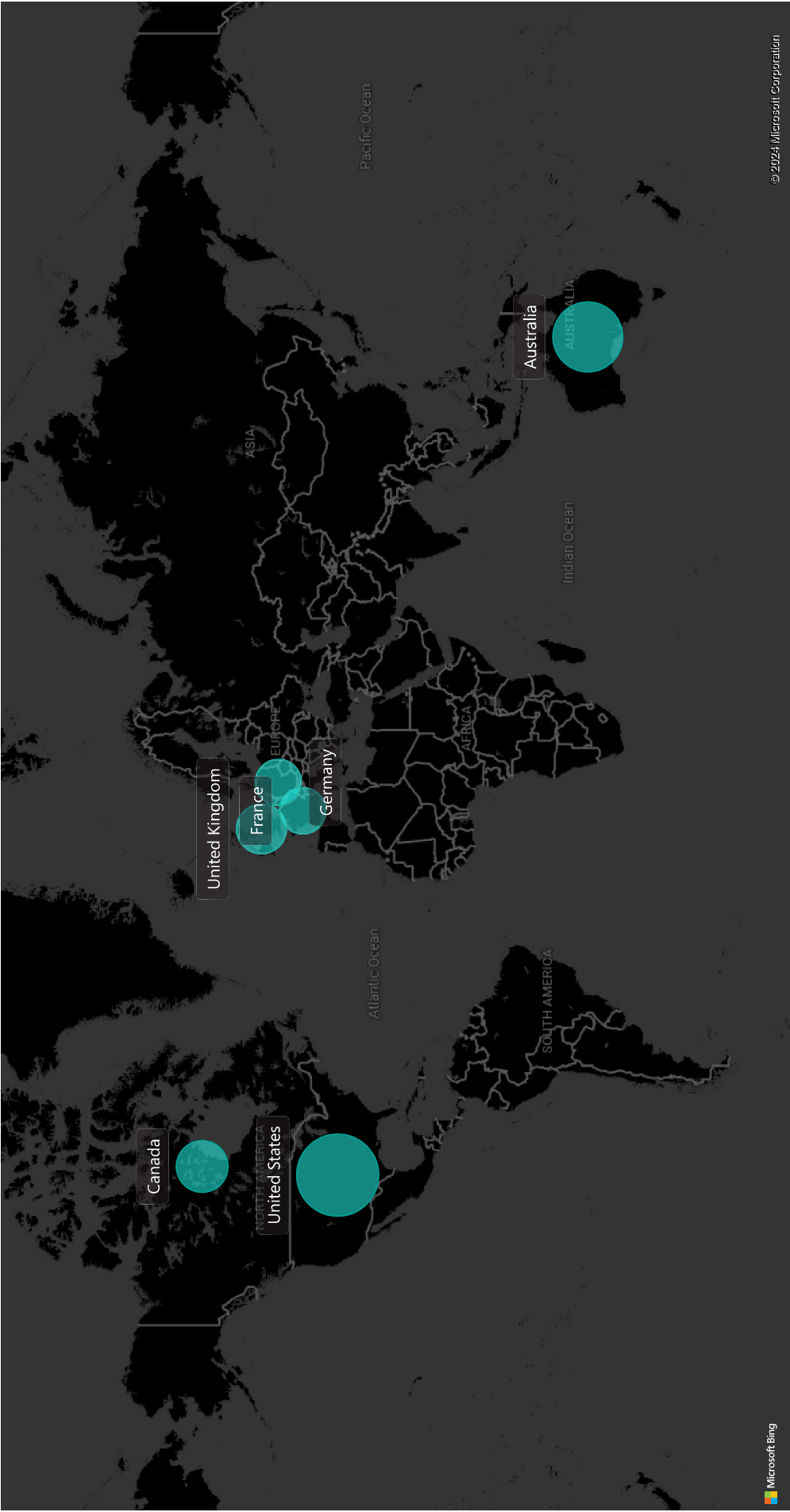
Shorts

Select all

Europe

North America

Pacific



Selected Product



Monthly Orders vs Target



Monthly Returns vs Target



Monthly Profit vs Target

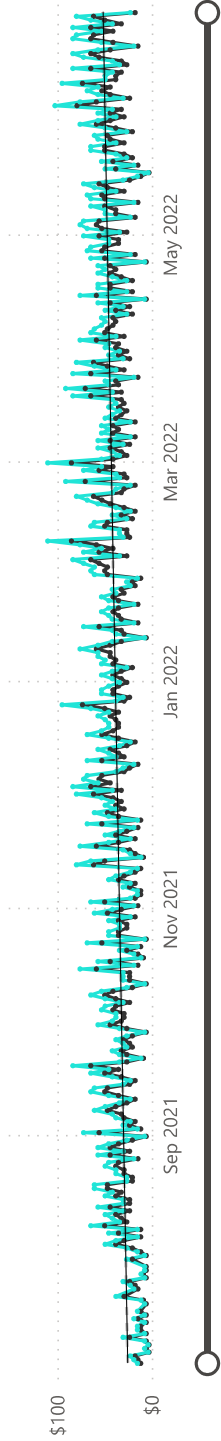


Price Adjustments (%)

0.10



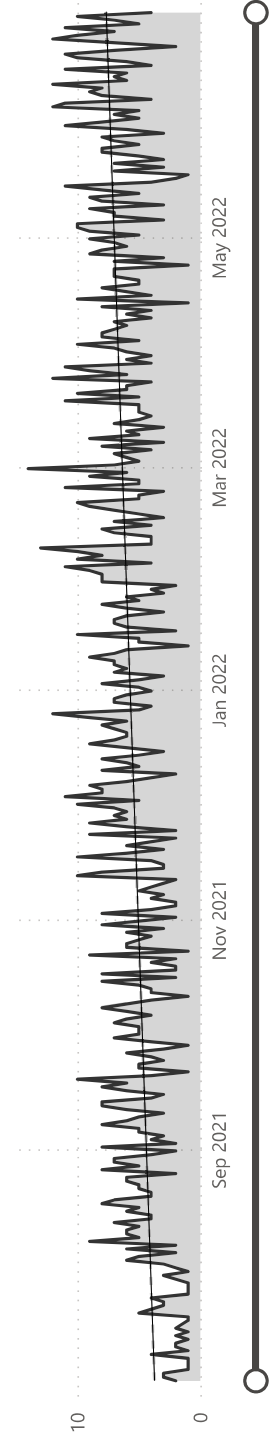
● Total Profit ● Adjusted Profit



Product Metric Sele...



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

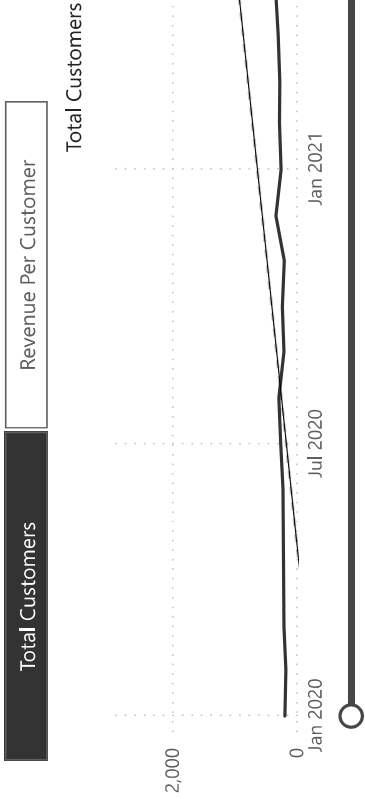


17.4K

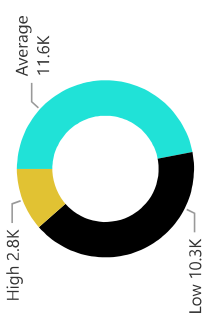
UNIQUE CUSTOMERS

\$1,431

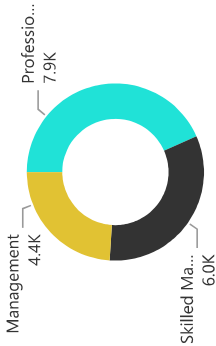
REVENUE PER CUSTOMER



Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,51
11223	Mrs. Hailey Patterson	26	\$1,61
11300	Mr. Fernando Barnes	26	\$1,83
11330	Mr. Ryan Thompson	26	\$1,59
11331	Mrs. Samantha Jenkins	26	\$1,74
11185	Mrs. Ashley Henderson	25	\$1,71
11200	Mr. Jason Griffin	25	\$1,61
11176	Mr. Mason Roberts	24	\$1,52
11262	Mrs. Jennifer Simmons	24	\$1,46
11277	Mr. Charles Jackson	24	\$1,77
11287	Mr. Henry Garcia	24	\$1,44
11566	Ms. April Shan	24	\$1,42
11711	Mr. Daniel Davis	24	\$1,40
11276	Mrs. Nancy Chapman	23	\$1,11
11203	Mr. Luis Diaz	17	\$1,00
11215	Mrs. Ana Perry	17	\$1,33
11078	Ms. Gina Martin	16	\$99
11211	Mrs. Samantha Russell	16	\$94

Top Customer (by Revenue)

Mr. Maurice Shan

Orders :6Revenue :12.4K



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