



\$20.3M

REVENUE

\$8.5M

PROFIT

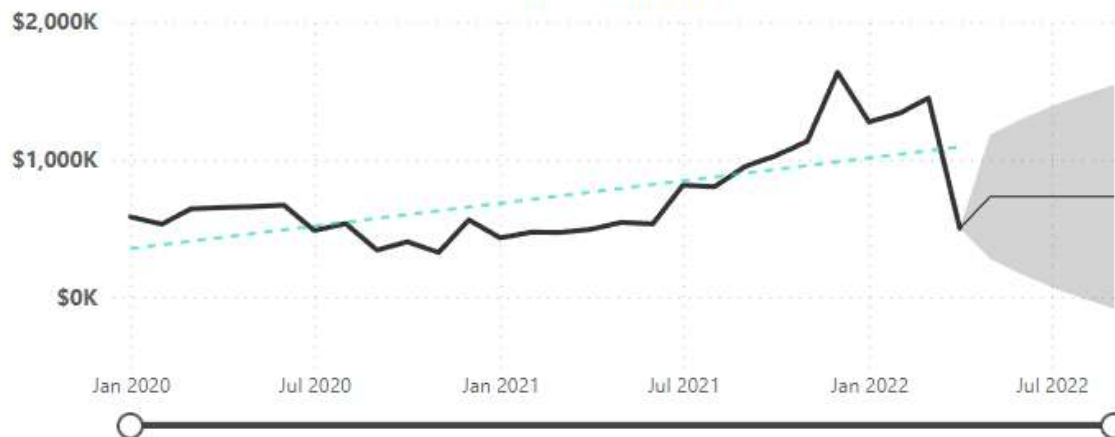
19.5K

ORDERS

2.2%

Return Rate

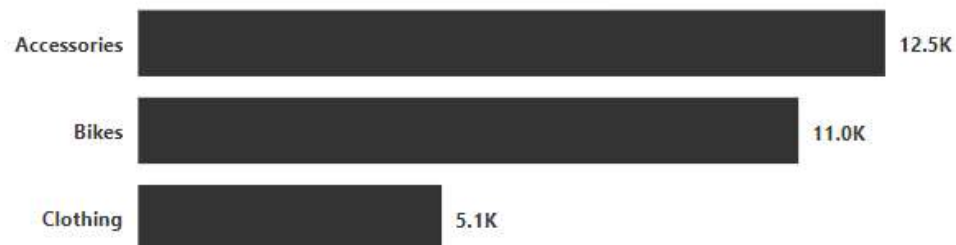
Revenue Trending



1/1/2020

4/10/2022

Orders by Category



Top 15 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	2,928	\$29,221	8.44%
Sport-100 Helmet, Red	1,518	\$53,115	3.67%
Sport-100 Helmet, Blue	1,416	\$47,640	3.52%
Sport-100 Helmet, Black	1,414	\$47,573	2.86%
Road Tire Tube	1,616	\$12,924	3.82%
Patch Kit/8 Patches	2,206	\$10,058	4.70%
Mountain Tire Tube	2,134	\$21,327	5.14%
Mountain Bottle Cage	1,392	\$27,892	4.11%
Fender Set - Mountain	1,435	\$63,193	2.86%
AWC Logo Cap	1,510	\$26,348	2.49%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

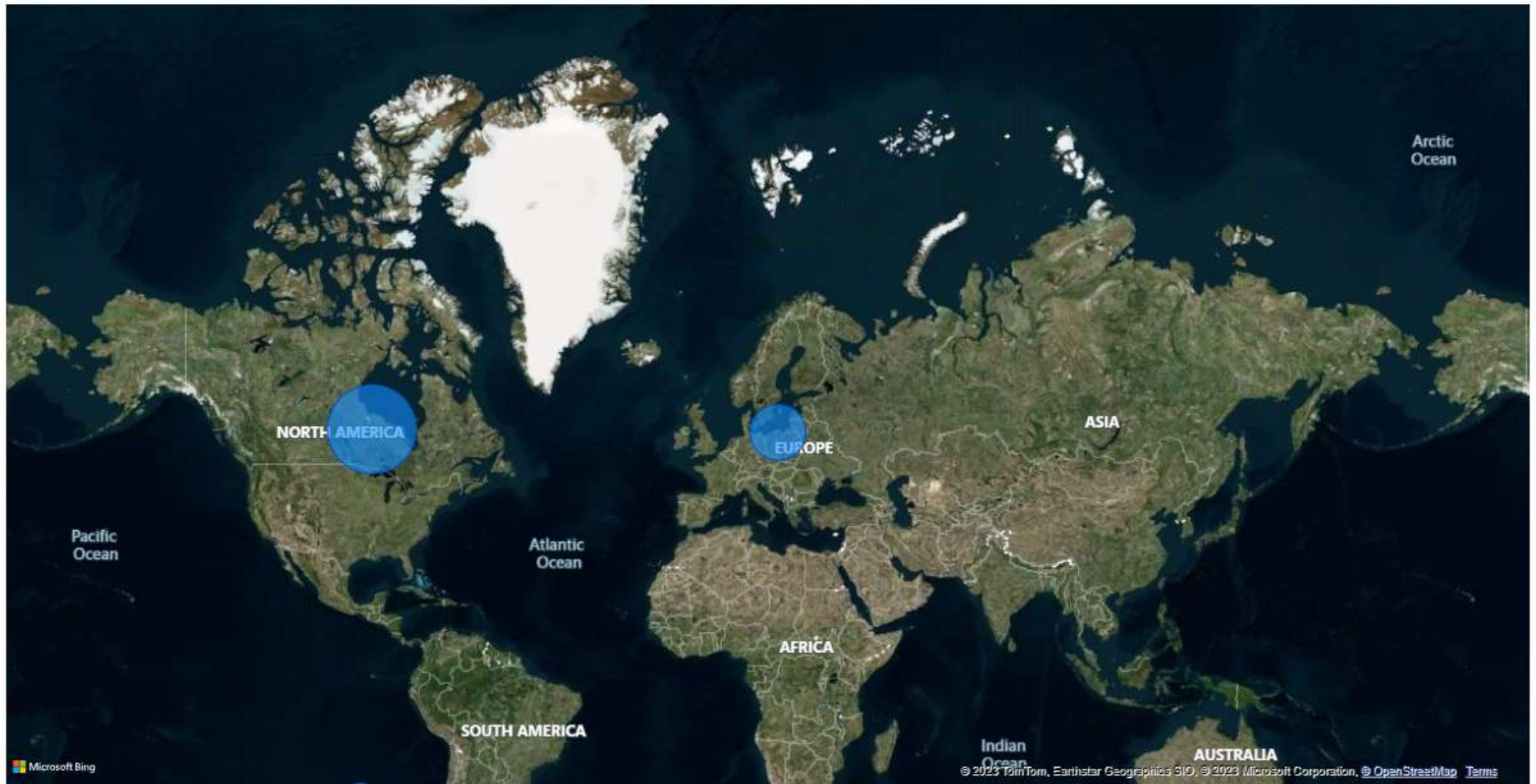
Shorts

Select all

Europe

North America

Pacific



Road Tire Tube

KPIs

- Orders
- Profit
- Revenue

Product Summary

Orders trended up, resulting in a [614.29%](#) increase between [Monday, June 28, 2021](#) and [Monday, April 4, 2022](#).

Orders started trending down on [Monday, February 14, 2022](#), falling by [6.00%](#) (3) in [1.47](#) months.

Orders was trending up between [Monday, August 16, 2021](#) and [Monday, February 7, 2022](#) with a rise of [6](#) but had a significant change in trend and dropped

Monthly Orders VS Target



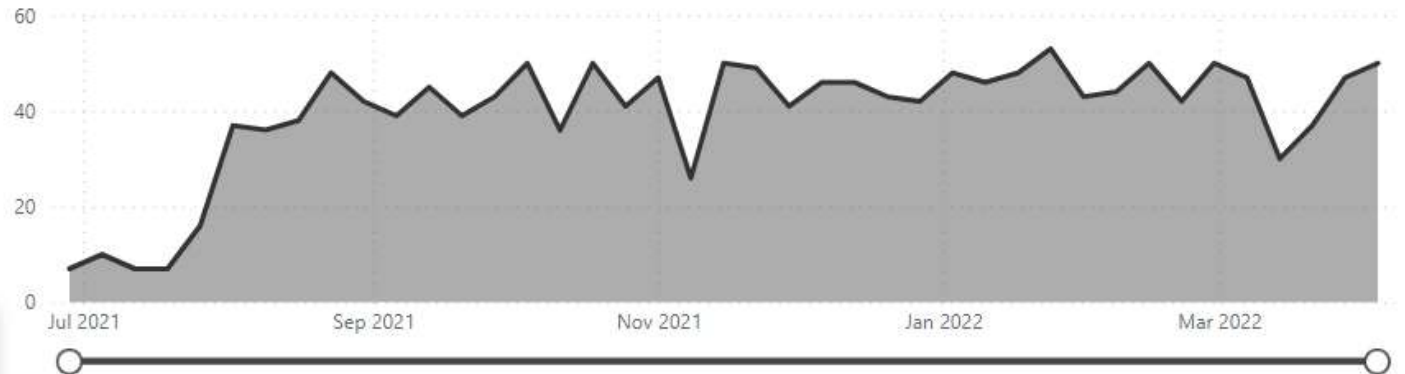
Monthly Revenue VS Target



Monthly Profit VS Target



Trending



Return Trending



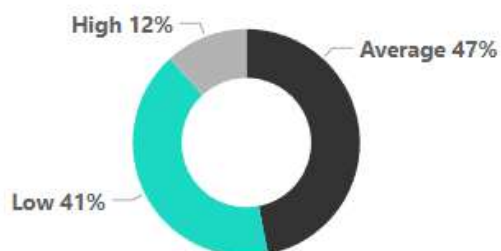
14.2K

TOTAL CUSTOMERS

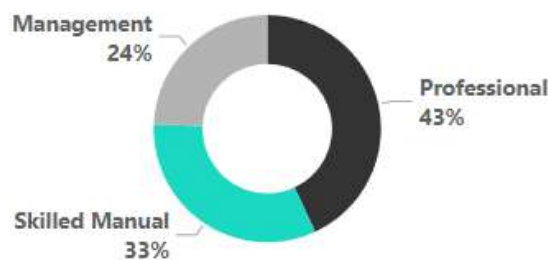
\$1.4K

REVENUE PER CUSTOMER

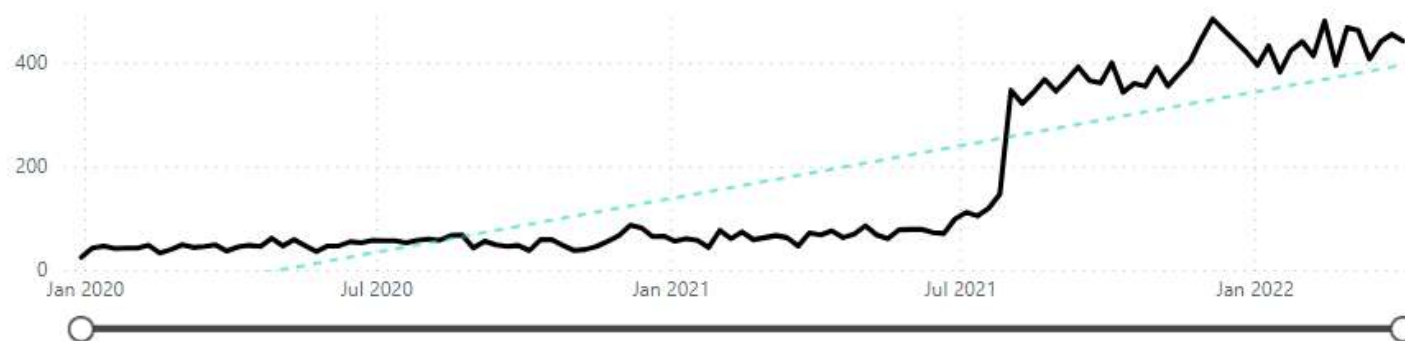
Orders by Income Level



Orders by Occupation



Customers Trending



Decomposition Tree of Customers

