



Total Revenue

\$24.9M

Total Profit

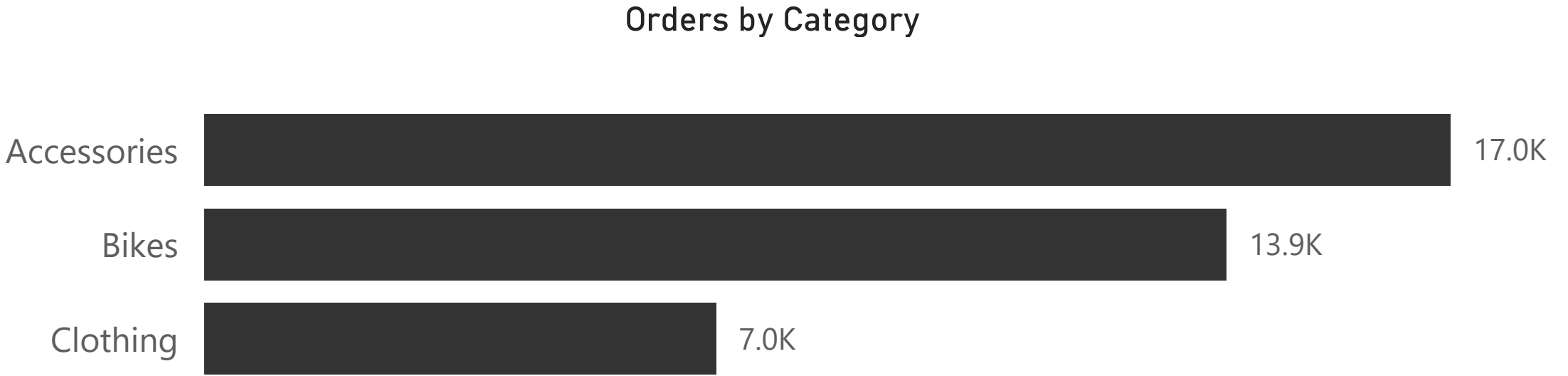
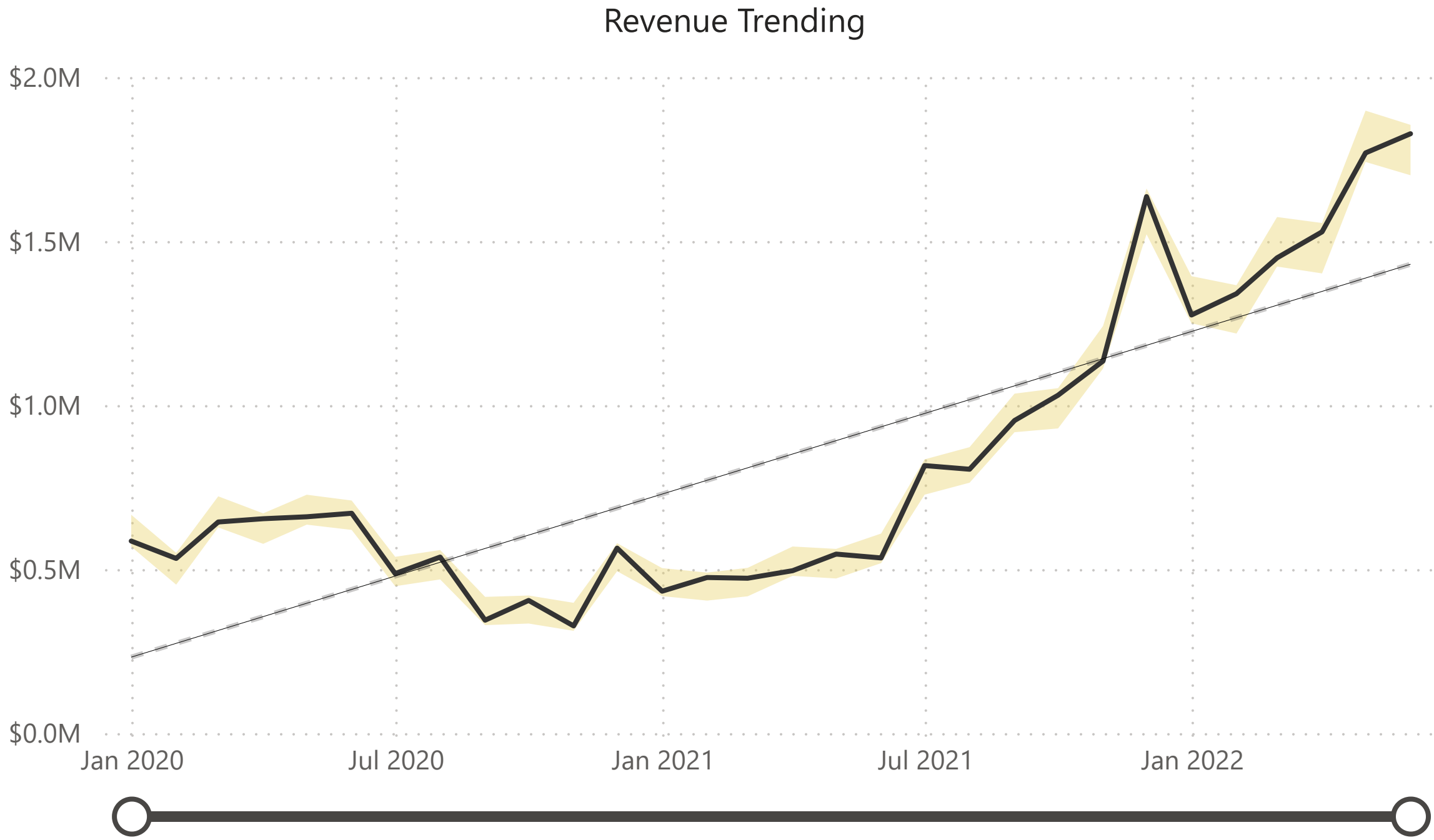
\$10M

Total Orders

25K

Return Rate

2.15%



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.87%
Patch Kit/8 Patches	2952	\$13,506	1.56%
Mountain Tire Tube	2846	\$28,333	1.60%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.08%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	1.94%

Monthly Revenue

\$1.83M✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

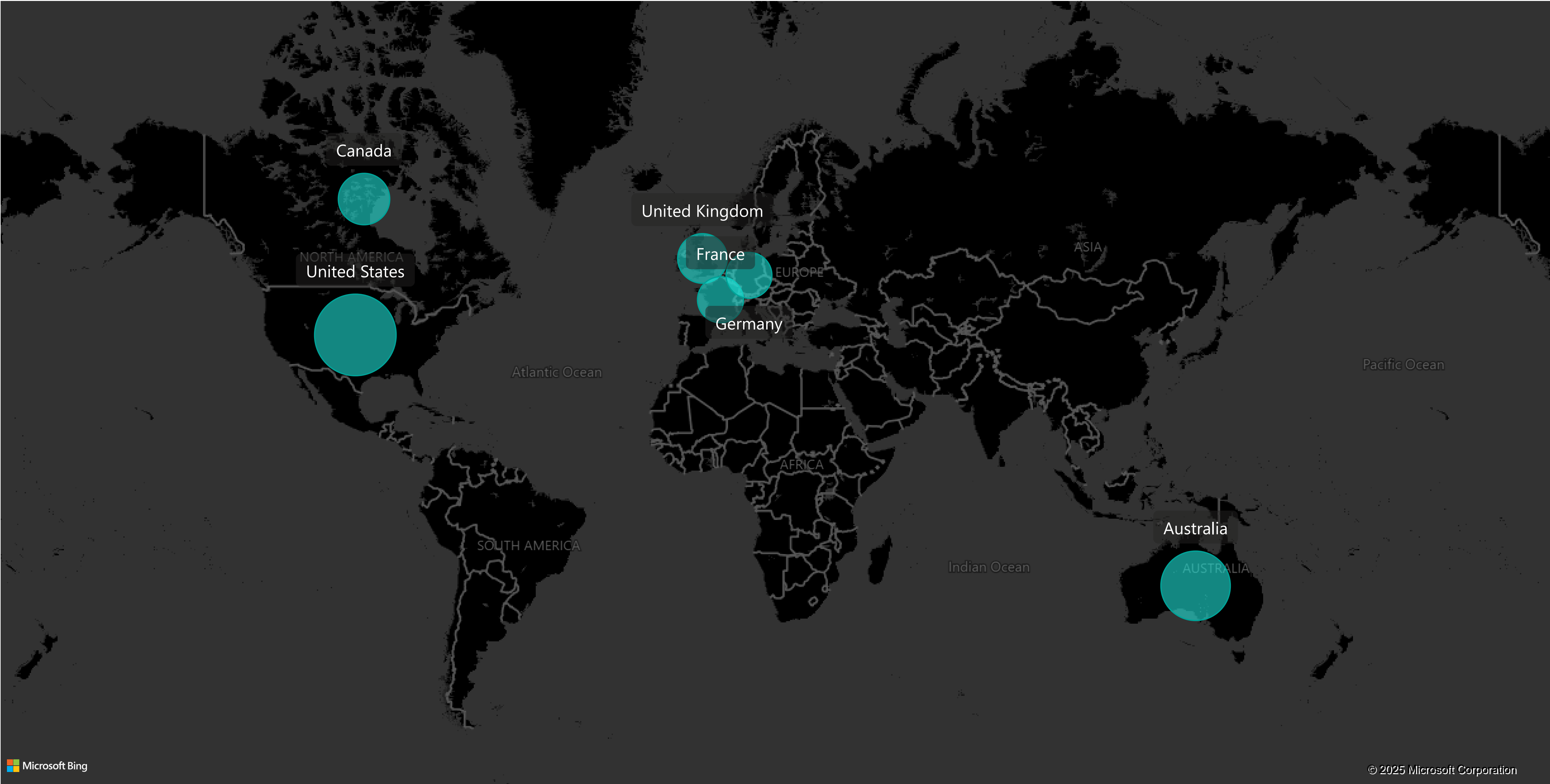
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Touring-3000**  
**Blue, 54**

Price Adjustment (%)

0.10

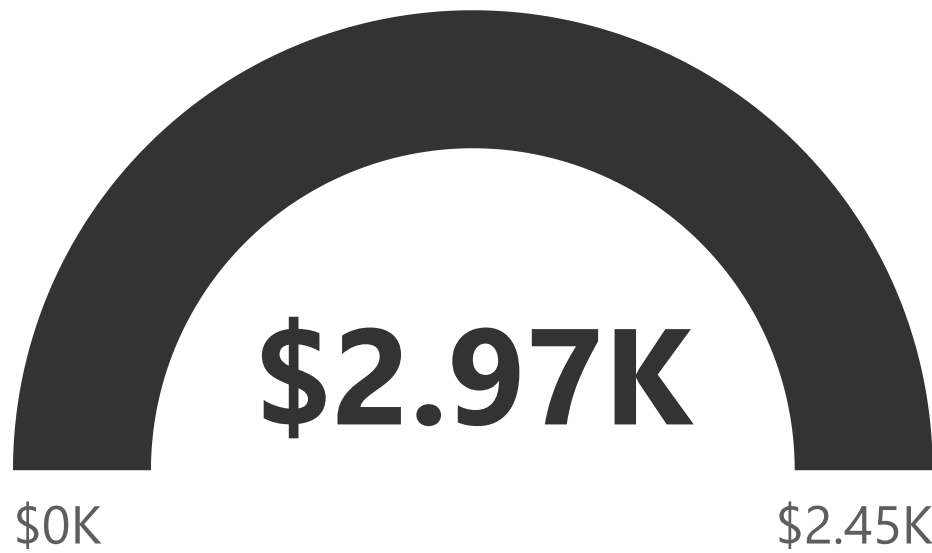
Product Metric Select...

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

Monthly Orders Vs. Target



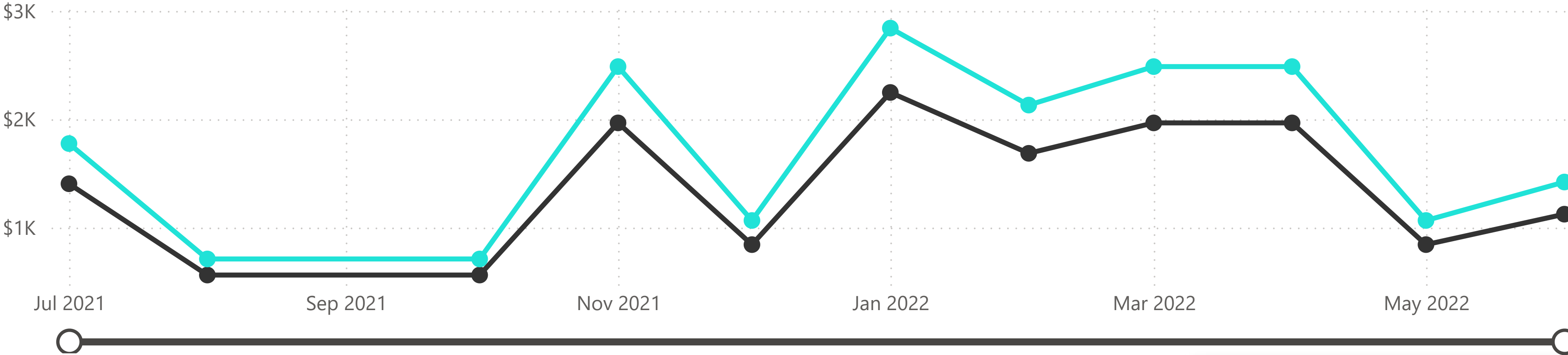
Monthly Revenue Vs. Target



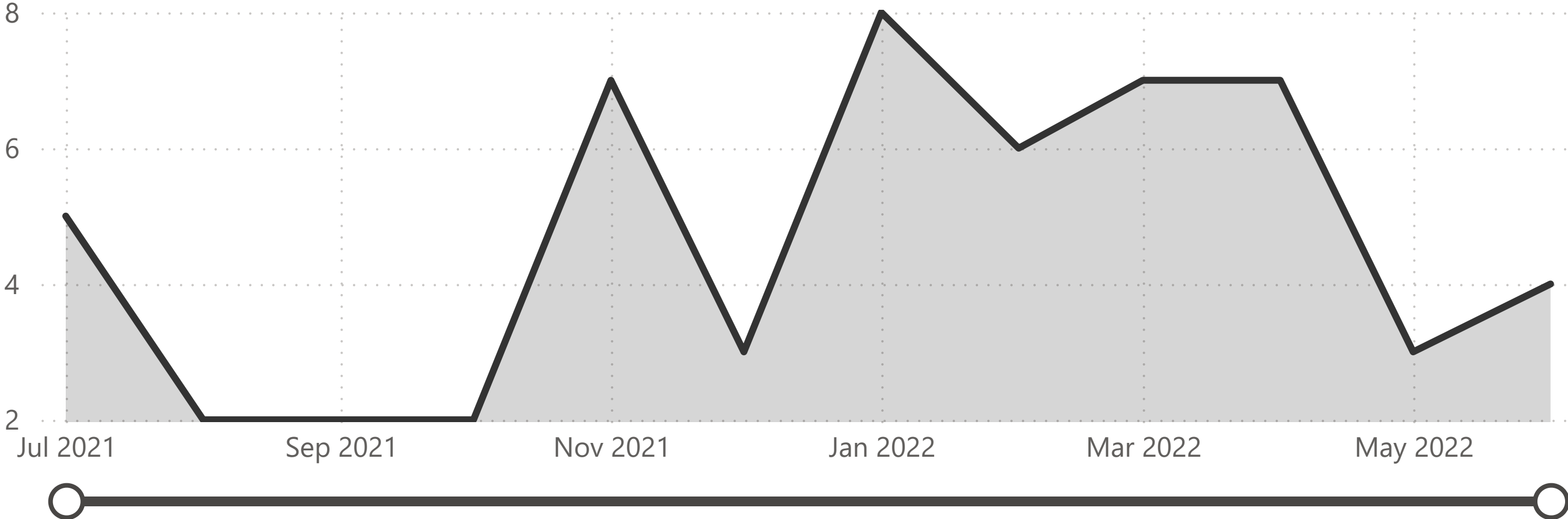
Monthly Profit Vs. Target



● Total Profit ● Adjusted Profit



Return Trending



Report Summary

Total Order for **Touring-3000 Blue, 54** were **4**

Adjusted Profit (20.00% decrease) and Total Profit (20.00% decrease) both trended down between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending up on Wednesday, December 1, 2021, rising by 133.33%.



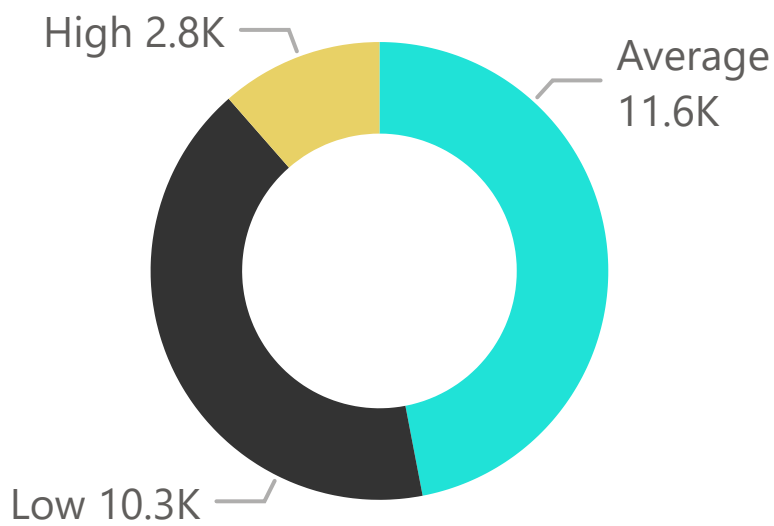
17.4K

UNIQUE CUSTOMER

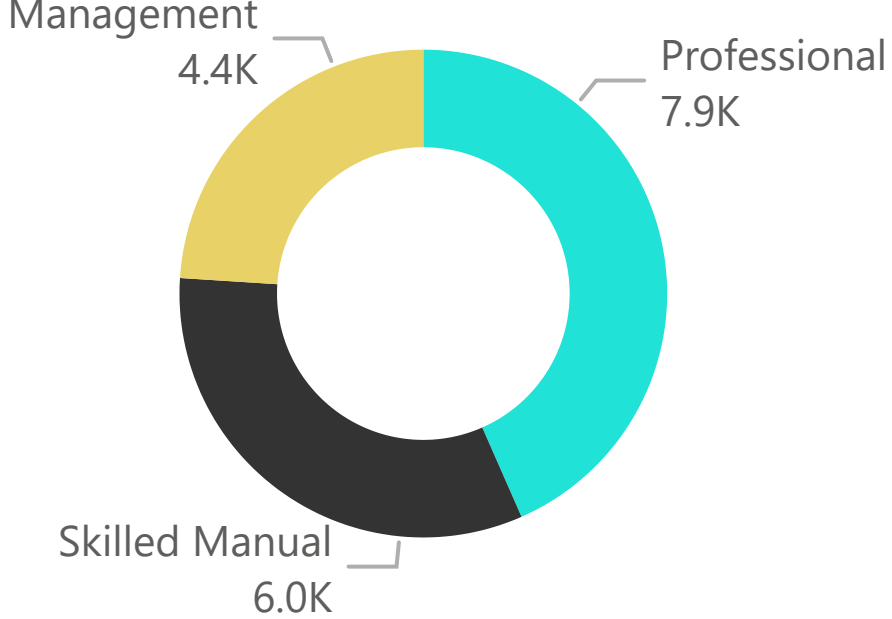
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



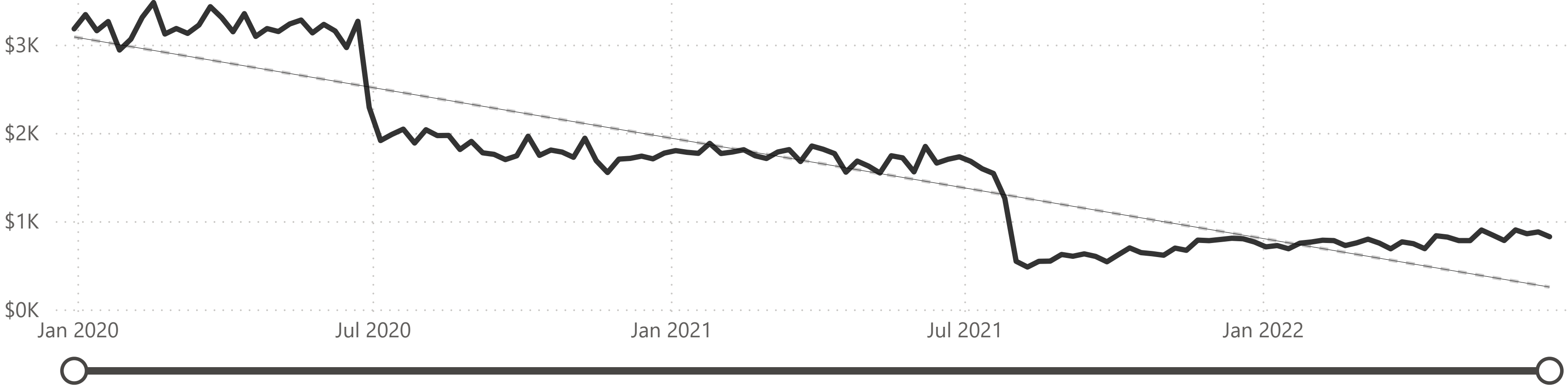
Orders by Occupation



Total Customers

Revenue per Customer

Revenue per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.9545
11439	Mrs. Janet Munoz	6	\$12,015.4029
11241	Mrs. Lisa Cai	7	\$11,330.4494
11417	Mrs. Lacey Zheng	7	\$11,085.7504
11420	Mr. Jordan Turner	7	\$11,022.4002
11242	Mr. Larry Munoz	7	\$10,852.034
13263	Mrs. Kate Anand	4	\$10,436.5079
12655	Mr. Larry Vazquez	4	\$10,394.9836
11425	Mrs. Ariana Gray	6	\$10,391.4304
12631	Mr. Clarence Gao	4	\$10,331.7349
12650	Mr. Aaron Wright	4	\$10,329.2291
13405	Mr. Ethan Bryant	4	\$10,308.5249
11429	Mr. Marco Lopez	6	\$10,289.6862
12632	Mrs. Bonnie Nath	4	\$10,282.9121
11245	Mr. Ricky Vazquez	4	\$10,165.9221
11237	Mr. Clarence Anand	4	\$10,065.0121
11428	Mrs. Deanna Perez	4	\$9,761.6022
Total		1272	\$615,328.637

2020

2022

Top Customer (By Revenue):

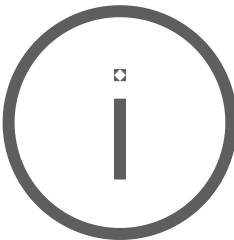
Mr. Maurice Shan

Orders:

6.00

Revenue:

\$12,408



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