



\$24.9M

Revenue

Weekly Revenue

\$10.5M

Profit

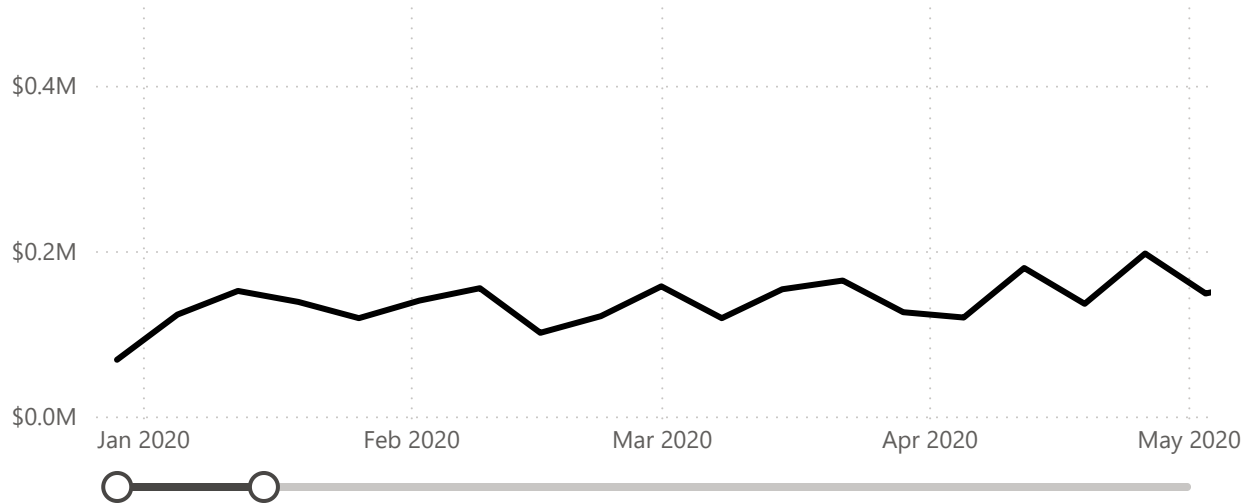
25K

Orders

Orders By Category

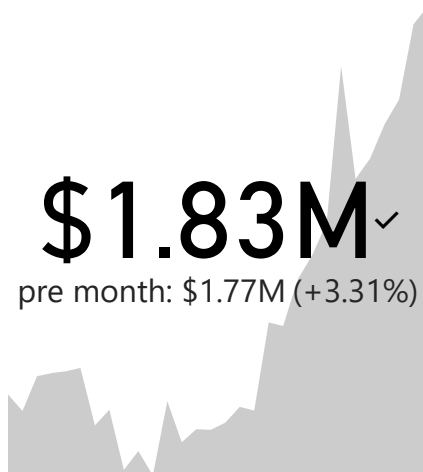
2.1%

Return Rate

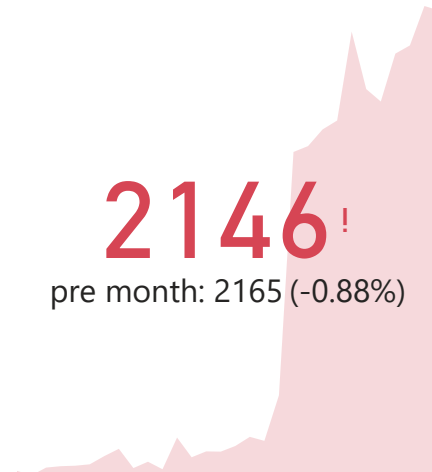


| ProductName             | total orders | total revenue | return rate |
|-------------------------|--------------|---------------|-------------|
| Water Bottle - 30 oz.   | 3983         | \$39,755.3    | 1.9%        |
| Patch Kit/8 Patches     | 2952         | \$13,506.4    | 1.6%        |
| Mountain Tire Tube      | 2846         | \$28,333.2    | 1.6%        |
| Road Tire Tube          | 2173         | \$17,264.7    | 1.5%        |
| Sport-100 Helmet, Red   | 2099         | \$73,444.0    | 3.3%        |
| AWC Logo Cap            | 2062         | \$35,882.1    | 1.1%        |
| Sport-100 Helmet, Blue  | 1995         | \$67,120.2    | 3.3%        |
| Fender Set - Mountain   | 1975         | \$87,040.8    | 1.4%        |
| Sport-100 Helmet, Black | 1940         | \$65,269.7    | 2.7%        |

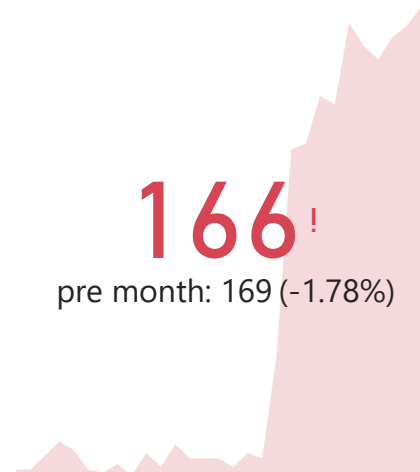
Monthly Revenue



Monthly Orders



Monthly Returns



most ordered sub-product

Tires and Tubes

most returned sub-product

Shorts





Select all

Europe

North America

Pacific



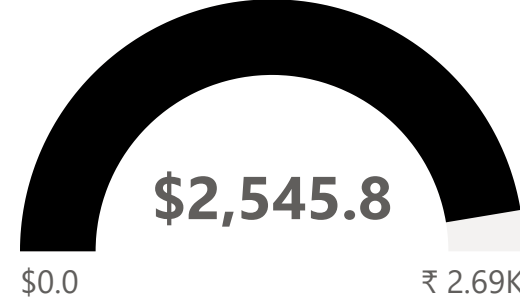


# Water Bottle - 30 oz.

revenue vs target



profit vs target



orders vs target



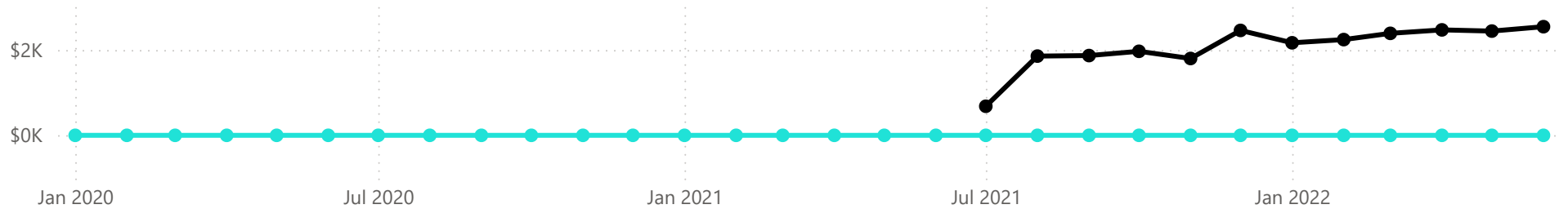
monthly profit

price adjustment

-1.00



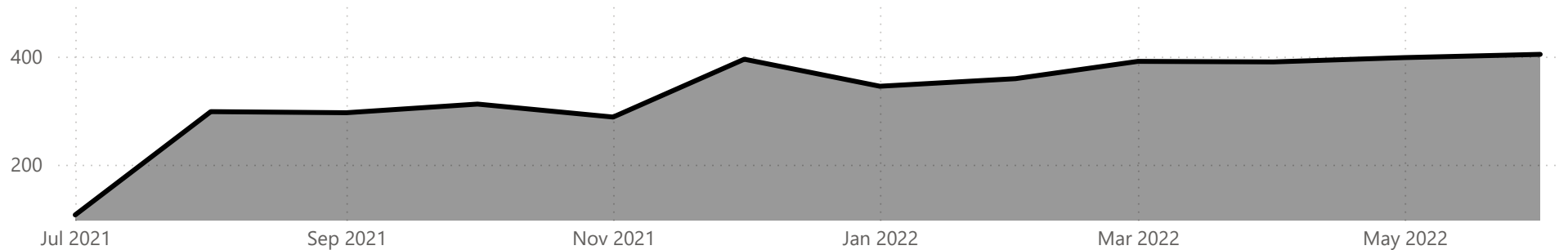
● total profit ● price adjustment



monthly Orders

Parameter

- ☒ total orders
- ☐ total profit
- ☐ total revenue
- ☐ total returns
- ☐ return rate





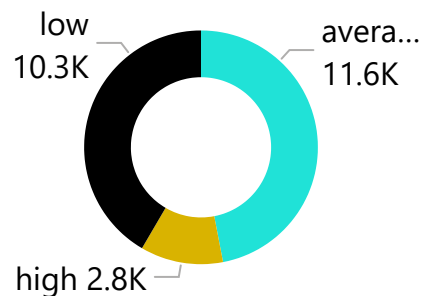
18.1K

Unique Customer

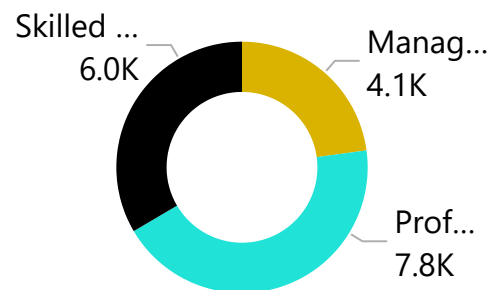
\$1,373

Revenue Per customer

### orders income level



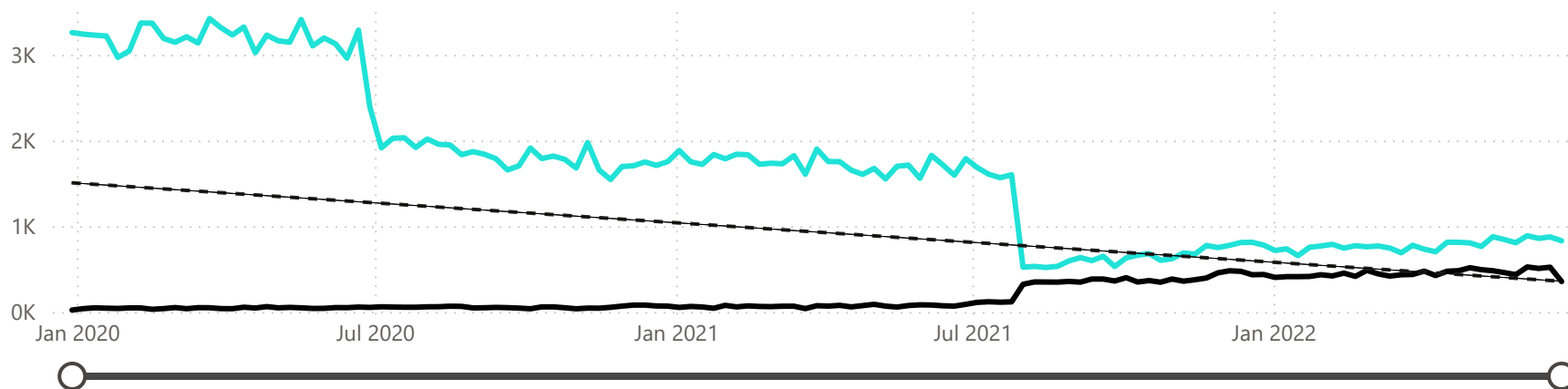
### orders by occupation



total customer

Revenue Per customer

● total customer ● Revenue Per customer



| CustomerKey | full name             | total orders | total revenue |
|-------------|-----------------------|--------------|---------------|
| 11019       | Mr. Luke Lal          | 15           | \$961.9       |
| 11078       | Ms. Gina Martin       | 16           | \$991.3       |
| 11091       | Mr. Dalton Perez      | 26           | \$1,513.1     |
| 11131       | Ms. Amanda Rivera     | 4            | \$211.8       |
| 11142       | Mr. Eduardo Patterson | 15           | \$1,117.3     |
| 11176       | Mr. Mason Roberts     | 24           | \$1,526.0     |
| 11185       | Mrs. Ashley Henderson | 25           | \$1,716.8     |
| 11200       | Mr. Jason Griffin     | 25           | \$1,613.9     |
| 11203       | Mr. Luis Diaz         | 17           | \$1,002.1     |
| 11211       | Mrs. Samantha Russell | 16           | \$948.0       |
| 11212       | Mrs. Chloe Campbell   | 15           | \$969.8       |
| 11215       | Mrs. Ana Perry        | 17           | \$1,335.8     |
| 11223       | Mrs. Hailey Patterson | 26           | \$1,615.7     |
| 11237       | Mr. Clarence Anand    | 4            | \$10,065.0    |
| 11241       | Mrs. Lisa Cai         | 7            | \$11,330.4    |
| 11242       | Mr. Larry Munoz       | 7            | \$10,852.0    |
| 11245       | Mr. Ricky Vazquez     | 4            | \$10,165.9    |
| 11249       | Mrs. Cindy Patel      | 4            | \$9,668.0     |
| 11253       | Mr. José Hernandez    | 16           | \$904.5       |
| 11262       | Mrs. Jennifer Simmons | 24           | \$1,464.8     |
| 11276       | Mrs. Nancv Chapman    | 23           | \$1,111.2     |
| Total       |                       | 1272         | \$6,15,328.6  |

2020

2022

Top customer (By revenue)

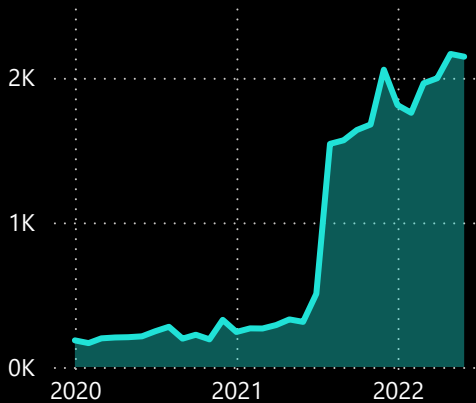
Mr. Maurice Shan

Orders

6

Orders

\$12.4K



25164

total orders

\$2,49,14,586.8

total revenue

\$1,04,57,715.4

total profit

1809

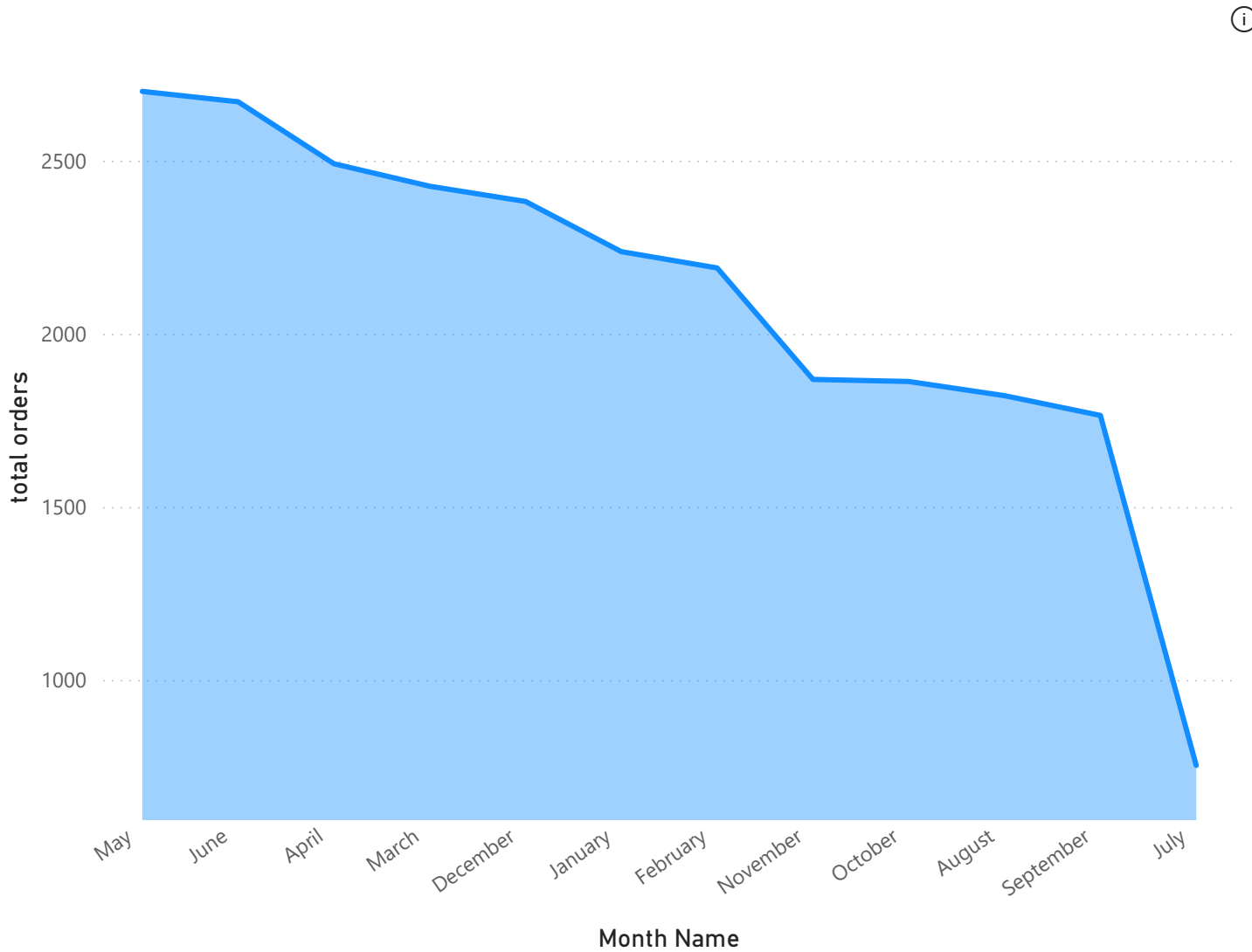
total returns

2.1%

return rate

Orders by month name in area chart

Showing results for *Month name and total orders as area chart*



| CategoryName           | total orders |
|------------------------|--------------|
| <div>Accessories</div> | 16983        |
| Black                  | 1940         |
| Blue                   | 1995         |
| NA                     | 14825        |
| Red                    | 2099         |
| Silver                 | 695          |
| <div>Bikes</div>       | 13929        |
| Black                  | 5062         |
| Blue                   | 1263         |
| Red                    | 1912         |
| Silver                 | 2562         |
| Yellow                 | 3130         |
| <div>Clothing</div>    | 6976         |
| Black                  | 2189         |
| Blue                   | 521          |
| Multi                  | 3413         |
| White                  | 538          |
| Yellow                 | 1508         |
| Total                  | 25164        |

