



REVENUE

\$10.5M

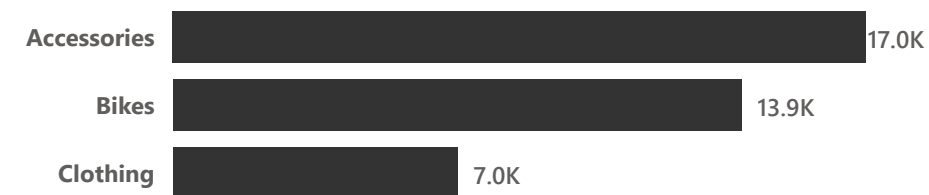
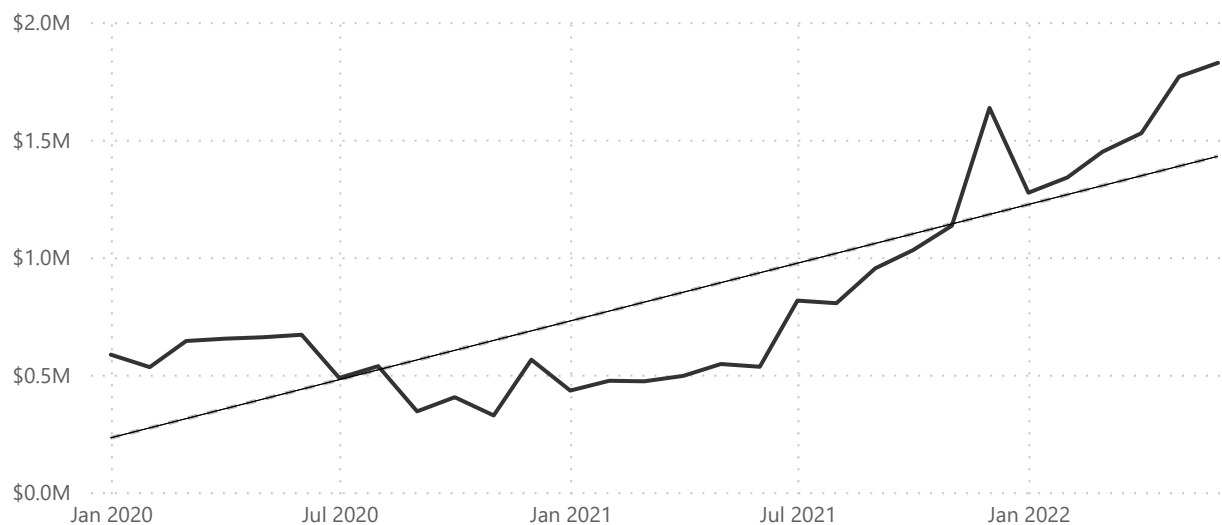
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Road Tire Tube	2,173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
AWC Logo Cap	2,062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.18	3.31%
Fender Set - Mountain	1,975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.75	2.68%
Mountain Bottle Cage	1,896	\$38,061.90	2.02%

Tires and Tubes

Shorts

Monthly Revenue

\$1.83M ✓

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

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Select all

Europe

North America

Pacific





Selected Product:

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



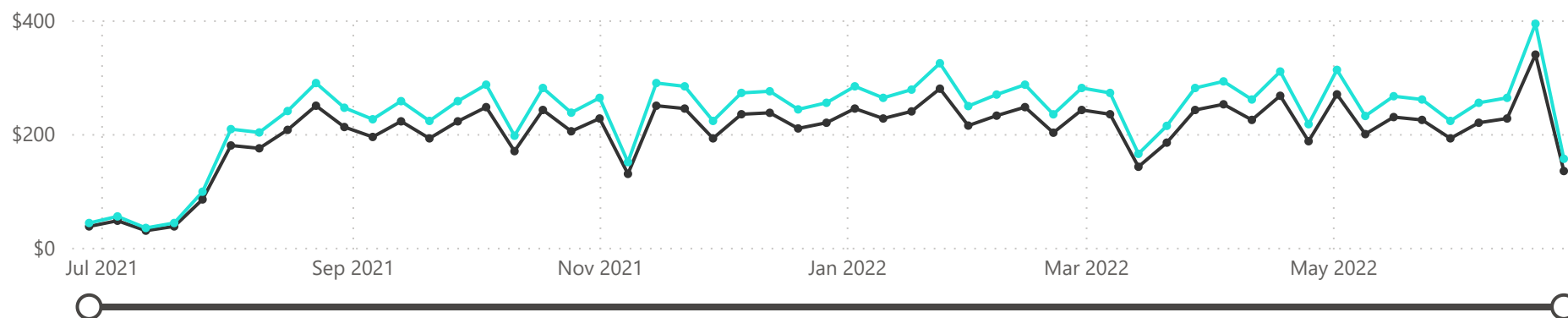
Monthly Profit vs Target



Parameter

0.10

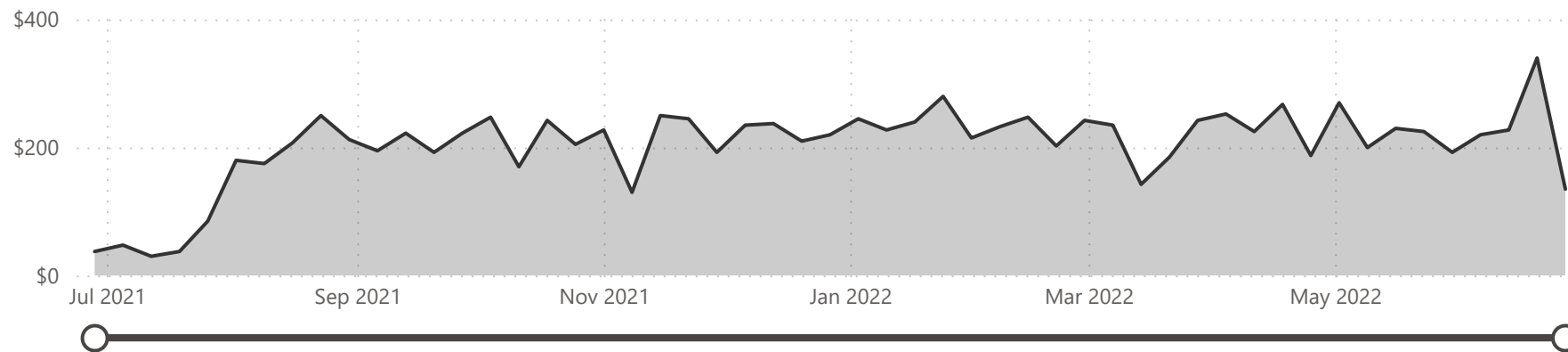
● Total Profit ● Adjusted Profit



Product Metric Select...

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

Return Trending



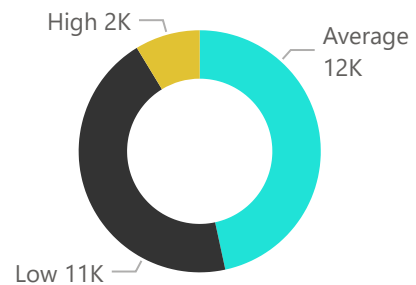
17.4K

UNIQUE CUSTOMERS

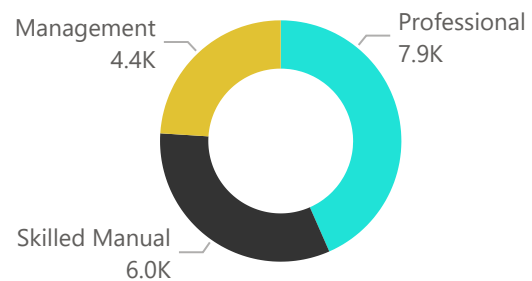
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation

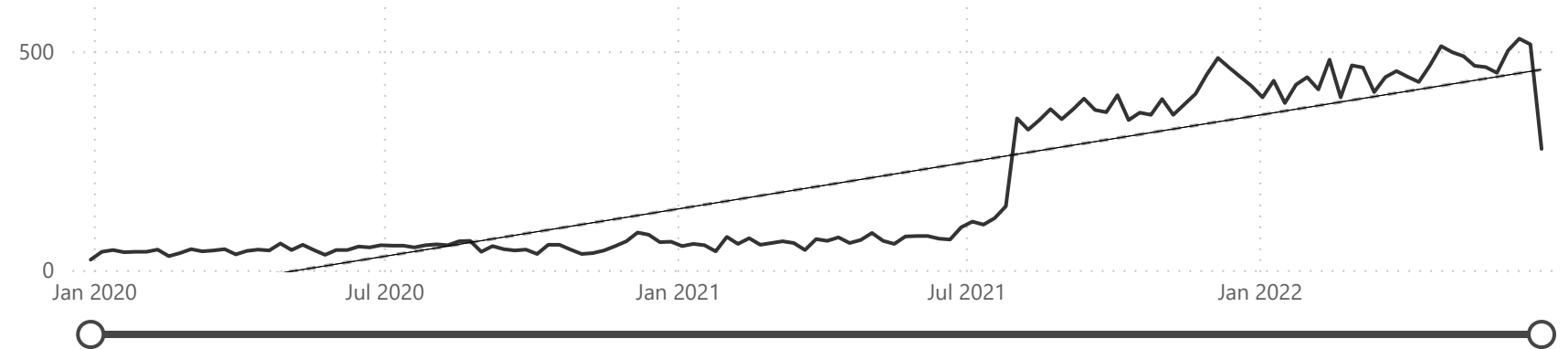


Customer Metrics

Total Customers

Average Revenue per Customer

Total Customers



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
11287	Mr. Henry Garcia	24	\$1,442.96
11566	Ms. April Shan	24	\$1,424.49
11711	Mr. Daniel Davis	24	\$1,403.85
11276	Mrs. Nancy Chapman	23	\$1,111.23
11203	Mr. Luis Diaz	17	\$1,002.05

2020

2022

Top Customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

\$12.41K