

24,9M

REVENUE

10,5M€

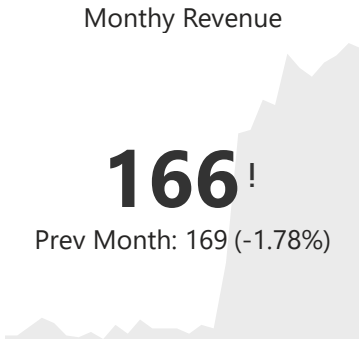
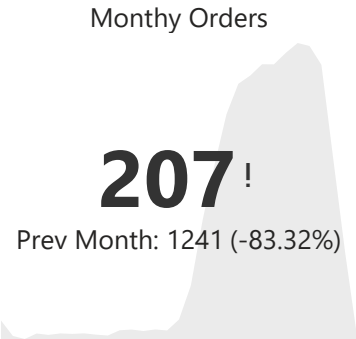
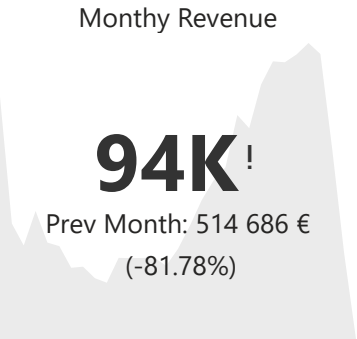
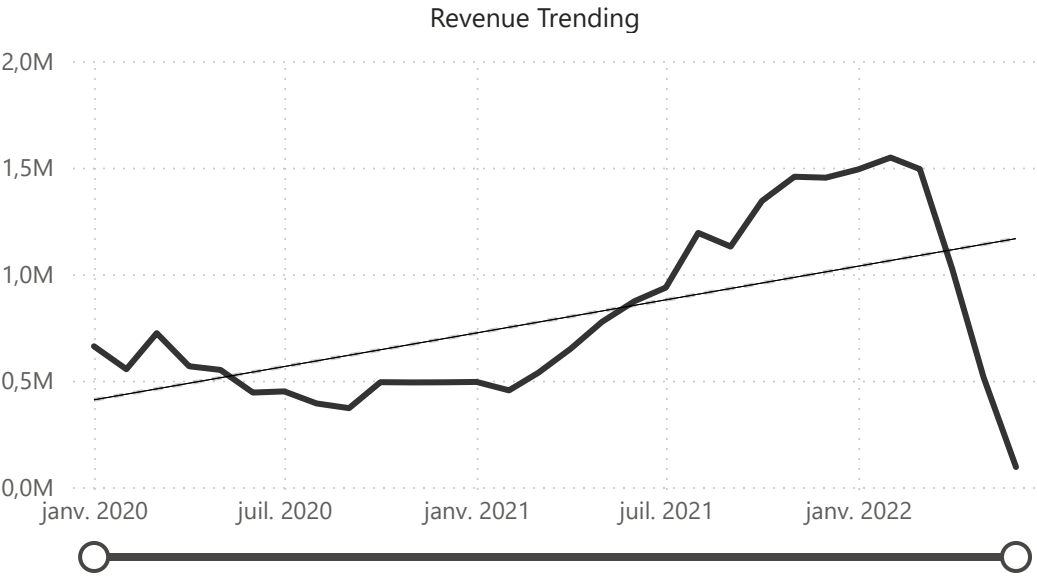
PROFITS

25,2K

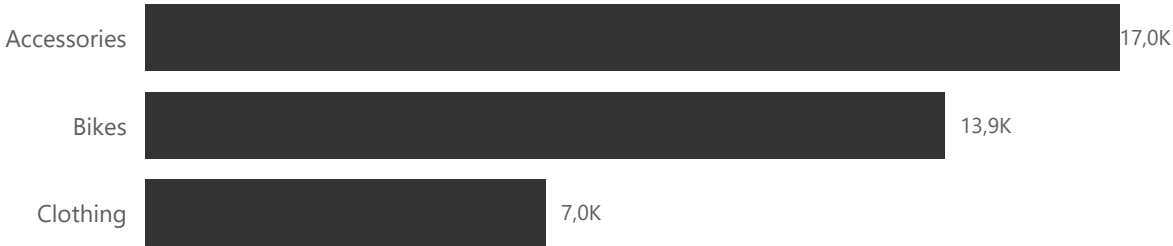
ORDERS

2,2 %

Returns rate



orders by Category



Top 10 Products

	orders	revenue	Return %
Patch Kit/8 Patches	2 952	13506,42	1,61 %
Road Tire Tube	2 173	17264,73	1,55 %
Mountain Tire Tube	2 846	28333,22	1,64 %
AWC Logo Cap	2 062	35882,07	1,11 %
Mountain Bottle Cage	1 896	38061,90	2,02 %
Water Bottle - 30 oz.	3 983	39755,33	1,95 %
Sport-100 Helmet, Black	1 940	65269,75	2,68 %
Sport-100 Helmet, Blue	1 995	67120,18	3,31 %
Sport-100 Helmet, Red	2 000	72444,01	3,33 %

Most Ordered Products Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



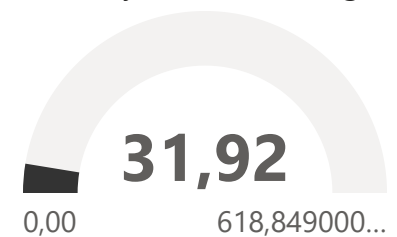
Selected Product:

Road Tire Tube

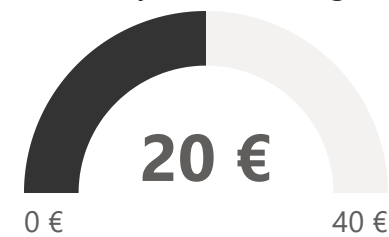
Monthly Orders Vs Target



Monthly Rvenue Vs Target



Monthly Profit Vs Target

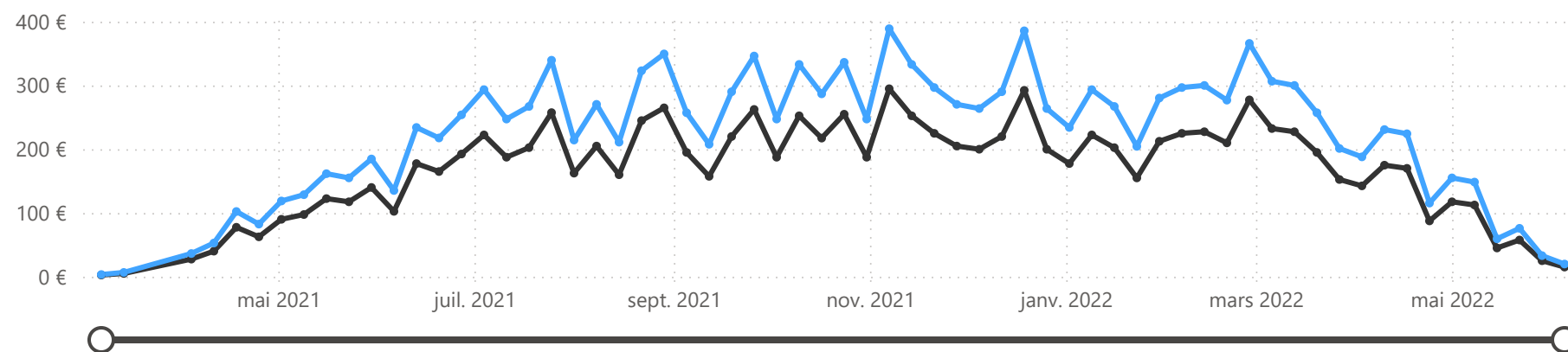


Price Adjustment

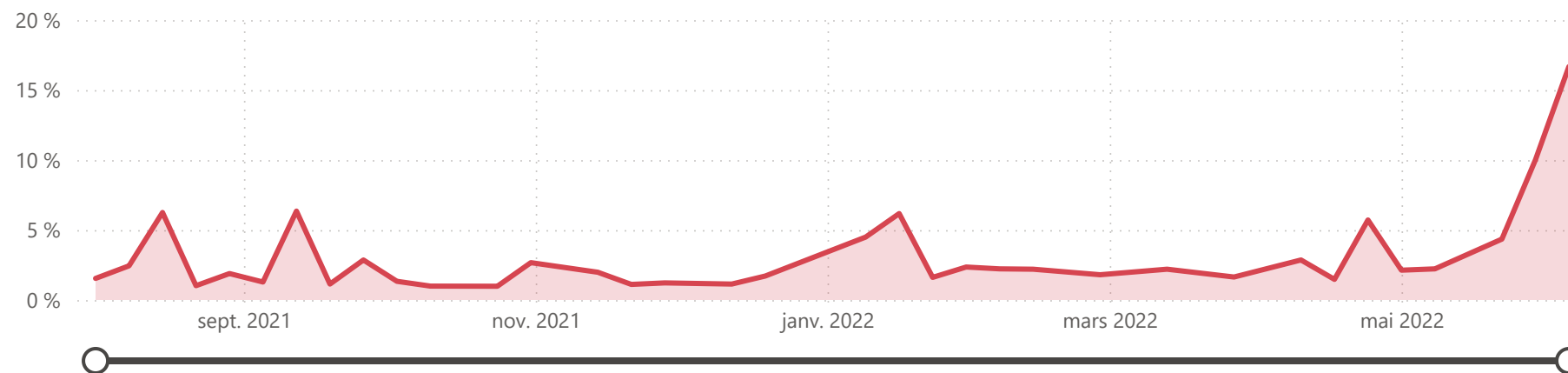
0,20



● total profits ● adjusted profits



Returns rate



Product Metric Section

- ☐ Total orders
- ☐ total profits
- ☐ Total returns
- ☐ total revenues
- ☒ Returns rate



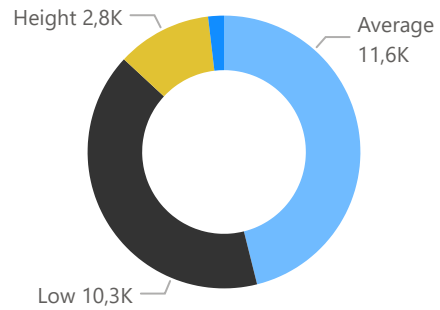
\$1,4K

REVENUE PER CUSTOMER

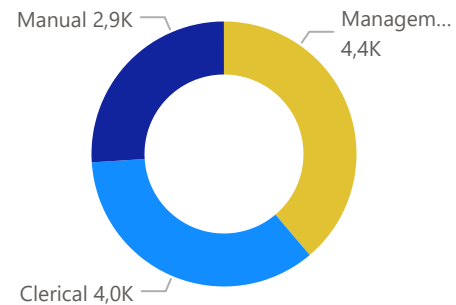
17,4K

UNIQUE CUSTOMER

orders by Incom Levell



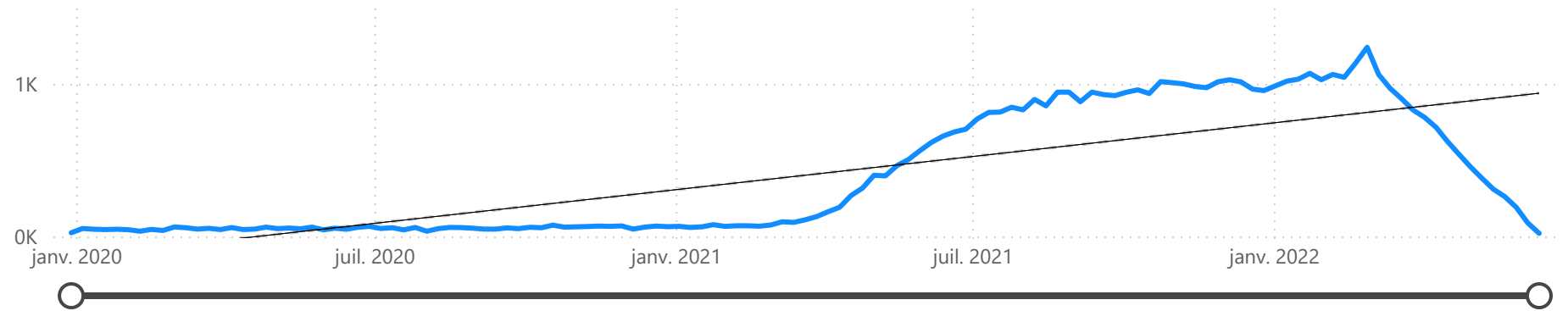
Order by Occupation



Total customers

revenue per customer

Total customers



To 100 Customers

CustomerKey	Full Name	orders
11433	Mr. Maurice Shan	6
11439	Mrs. Janet Munoz	6
11241	Mrs. Lisa Cai	5
11417	Mrs. Lacey Zheng	5
11420	Mr. Jordan Turner	5
11242	Mr. Larry Munoz	5
13263	Mrs. Kate Anand	4
12655	Mr. Larry Vazquez	4
11425	Mrs. Ariana Gray	6
12631	Mr. Clarence Gao	4
12650	Mr. Aaron Wright	4
13405	Mr. Ethan Bryant	4
11429	Mr. Marco Lopez	6
12632	Mrs. Bonnie Nath	4
11245	Mr. Ricky Vazquez	4
11237	Mr. Clarence Anand	4
Total		25 165

2020

2022

Mr. Dalton Perez

Orders:

130

Revenue:

8,30K



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

