



\$24.9M

Total Revenue

\$10.5M

Total Profit

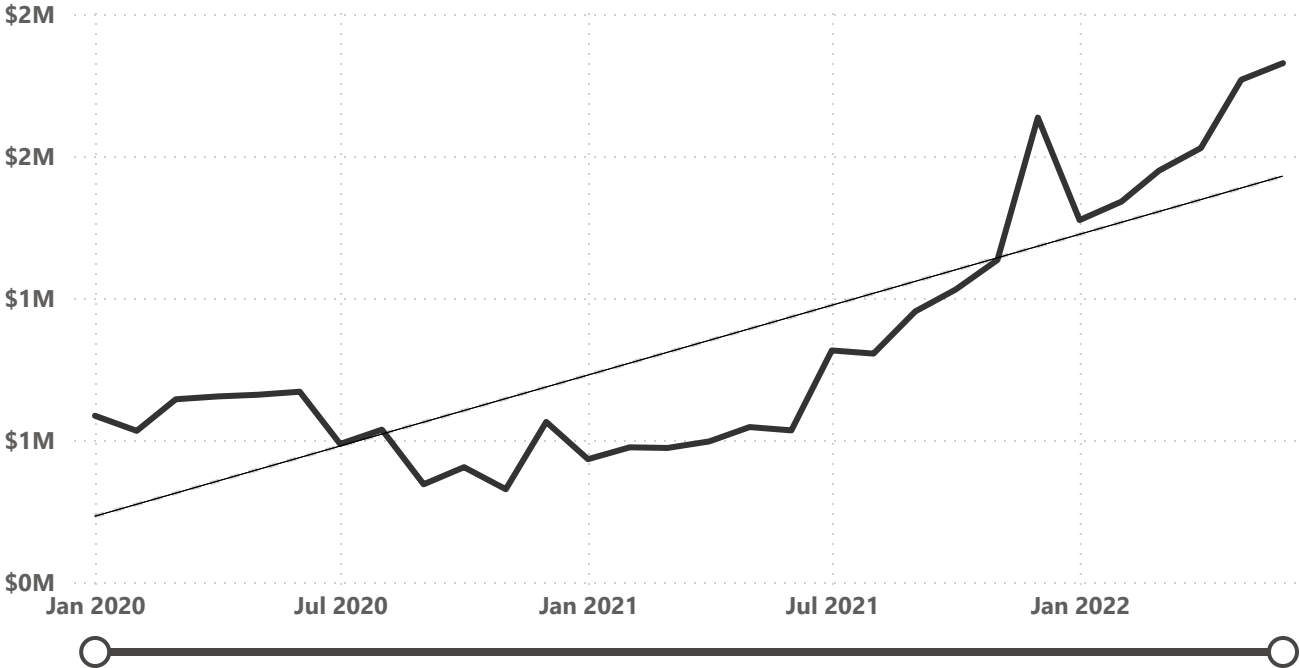
25.2K

Total Orders

2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Current Month Revenue

1,826,987

Goal: 1,768,433, 34

Current Month Orders

2,146!

Goal: 2165 (-0.88%)

Current Month Return

166✓

Goal: 169 (+1.78%)

Tires and Tubes

Top Ordered Product

Shorts

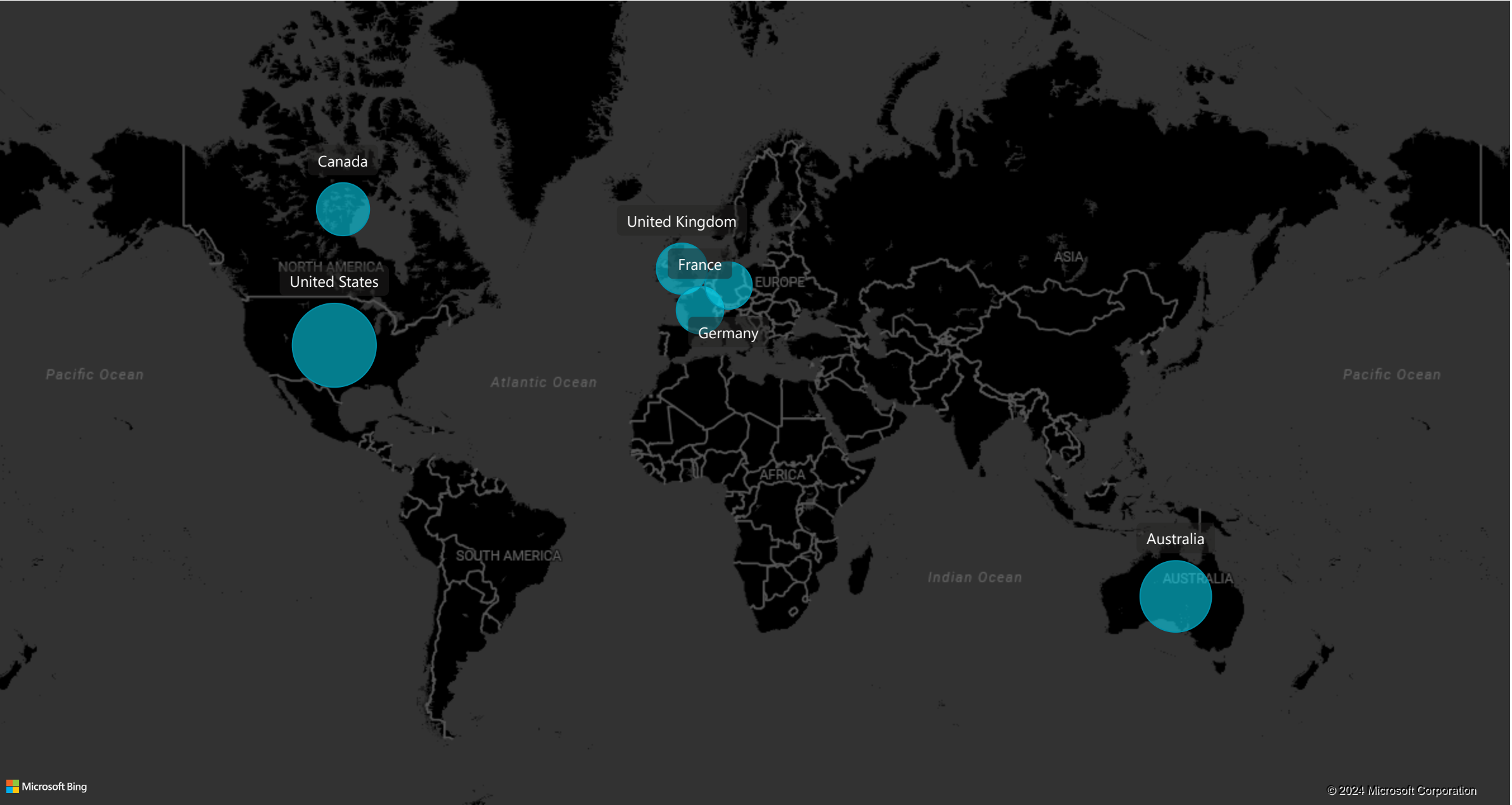
Top Returned Product

Select all

Europe

North America

Pacific





Product Name :

Road Tire Tube

Monthly Orders vs. Target



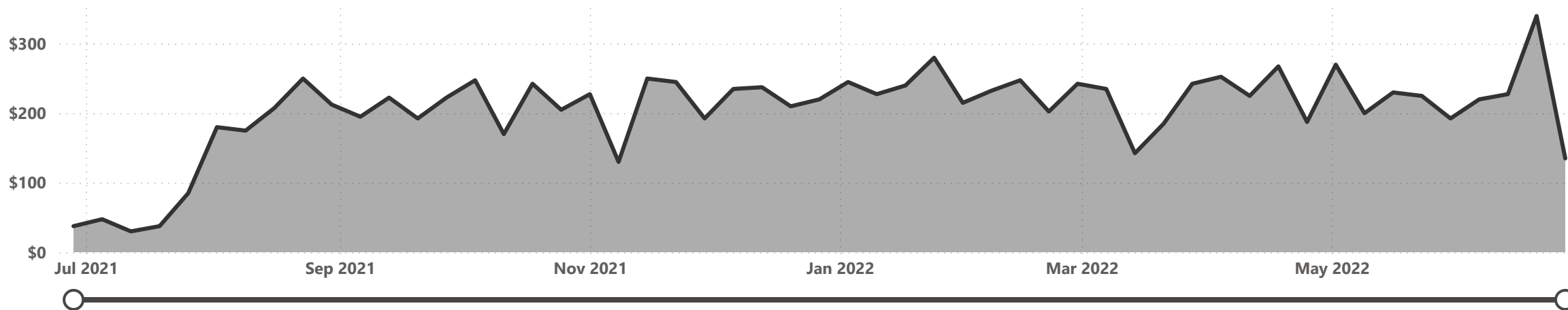
Monthly Revenue vs. Target



Monthly Profit vs. Target



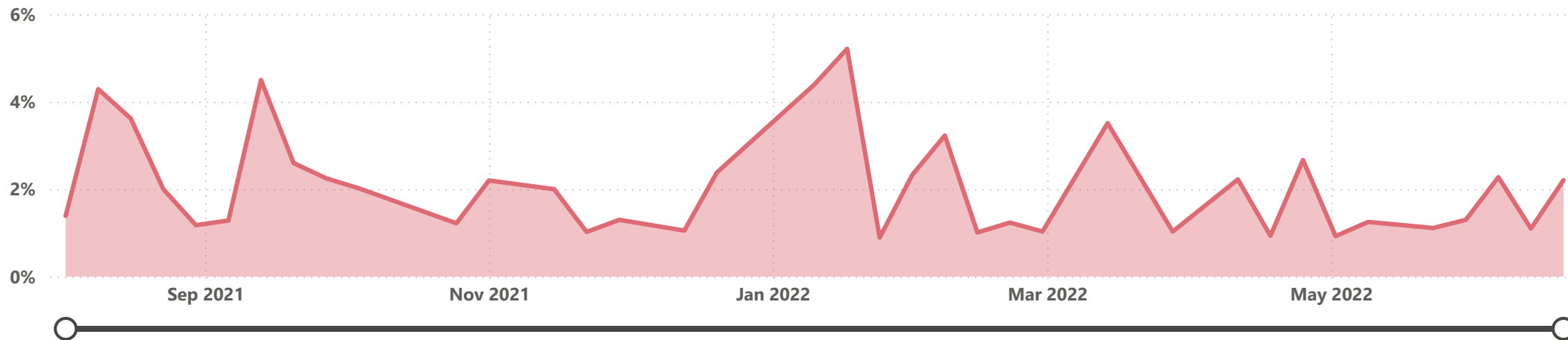
Profit Trending



Metric Selecti...

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

Return Trending





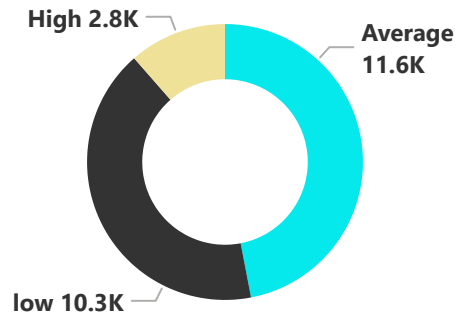
17.4K

Unique Customers

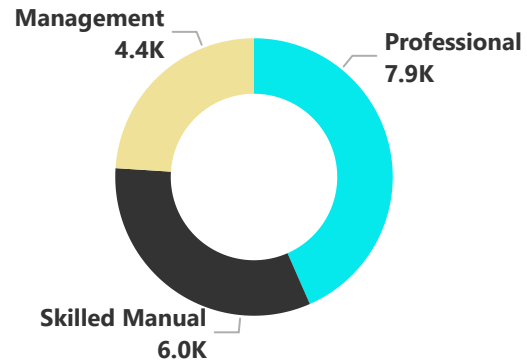
\$1,431

Revenue Per Customer

Orders by Income Level



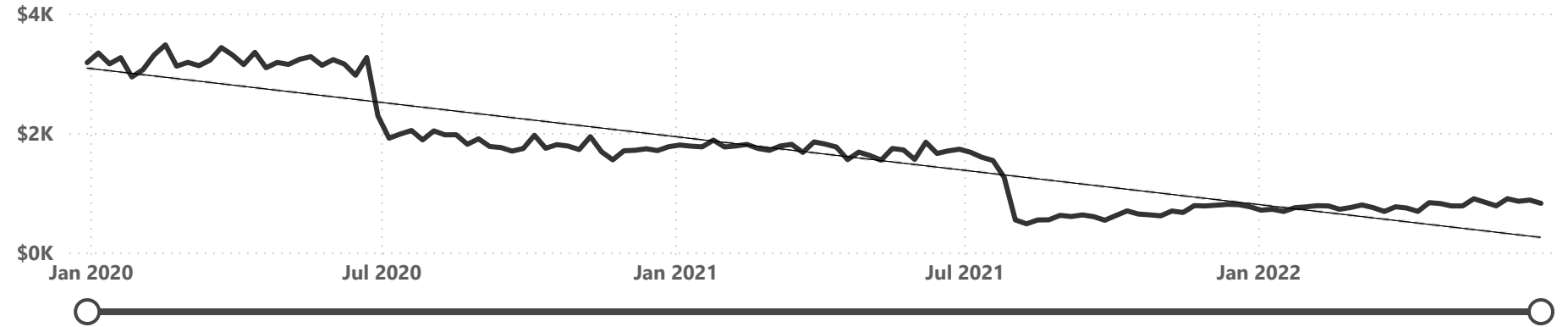
Orders by Occupation



Total Customers

Revenue Per Customer

Weekly Customers



Select all

2020

2021

2022

Top Customer By Revenue

Mr. Maurice Shan

Orders:

6.00

Revenue:

12.41K

Top 100 Customers

CustomerKey	Customer Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
Total		1,272	\$615,329



Among customers in professional skills in 2022, Mrs. Lacey Zheng drove the most revenue at 6.18K

**25,164**

Total Orders

**\$24,914,587**

Total Revenue

**\$10,457,715**

Total Profit

**1,809**

Total Return

**2.17%**

Return Rate

## Weekly Orders

