



\$7.8M

REVENUE

\$3.3M

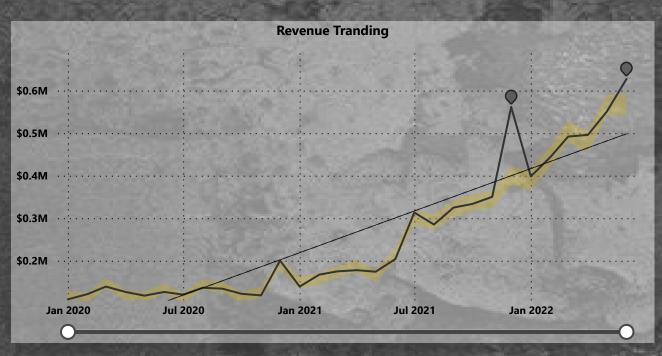
PROFIT

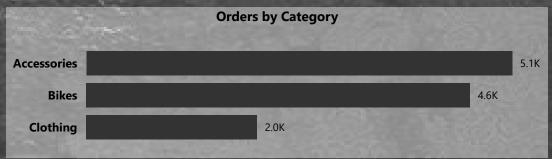
7,380

RDERS

2.2%

RETURN RATE





Top 10 Products	Orders	Revenue		Return %
Sport-100 Helmet, Red	753		\$26,347	2.79%
Sport-100 Helmet, Blue	666		\$22,407	3.15%
Sport-100 Helmet, Black	626		\$21,061	3.67%
AWC Logo Cap	8 <mark>03</mark>		\$13,969	0.93%
Water Bottle - 30 oz.	1,164		\$11,462	1.96%
Road Bottle Cage	560		\$10,249	1.58%
Touring Tire Tube	702		\$7,031	1.35%
Road Tire Tube	829		\$6,611	1.63%
Mountain Tire Tube	554		\$5,639	1.95%
Patch Kit/8 Patches	7 98		\$3,646	1.57%

<u>111</u>



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Previous Month: \$0.55M (+13.91%)

Month Revenue

Month Orders

644

Previous Month: 625 (+3.04%)

Month Returns

57

Previous Month: 43 (-32.56%)

Most Ordered Product

Tires and Tubes

Most Returned Product

Shorts

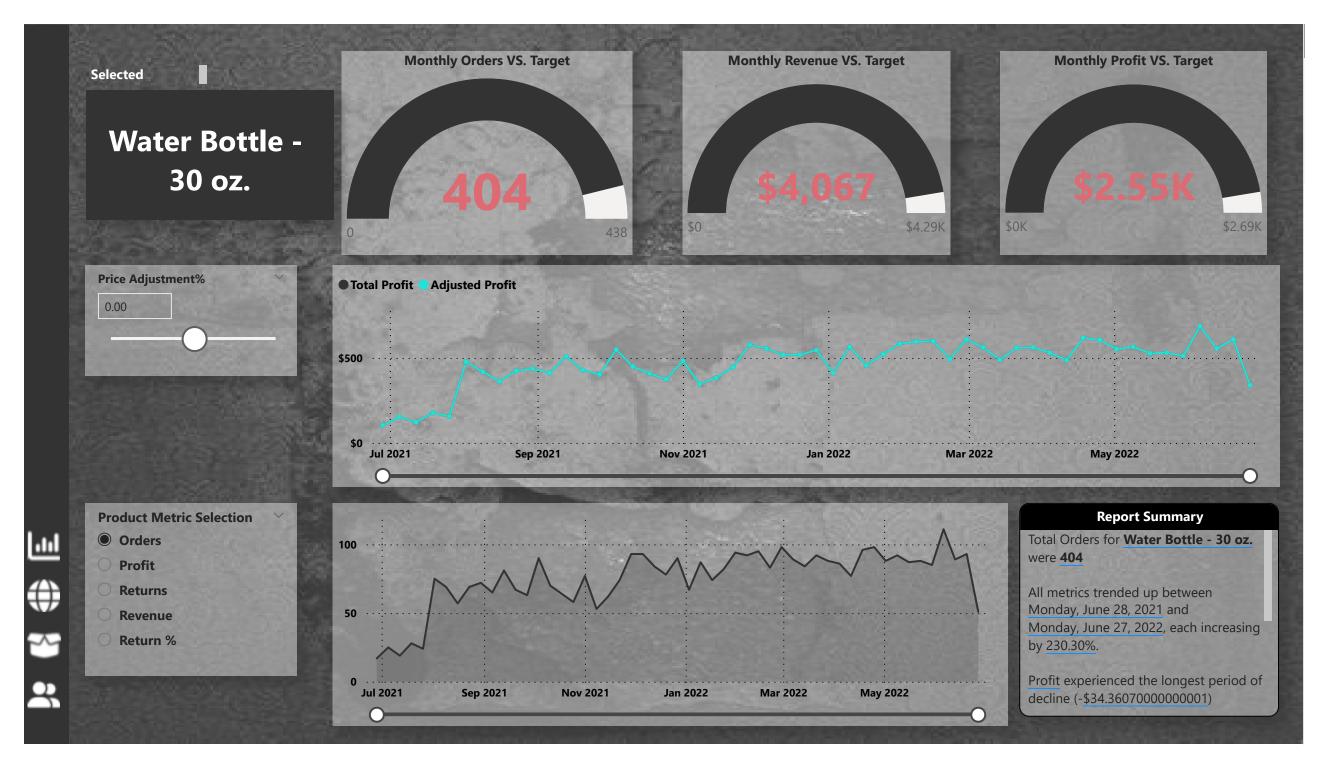










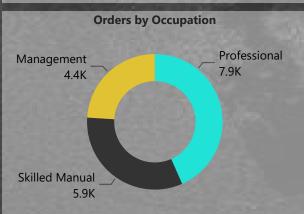


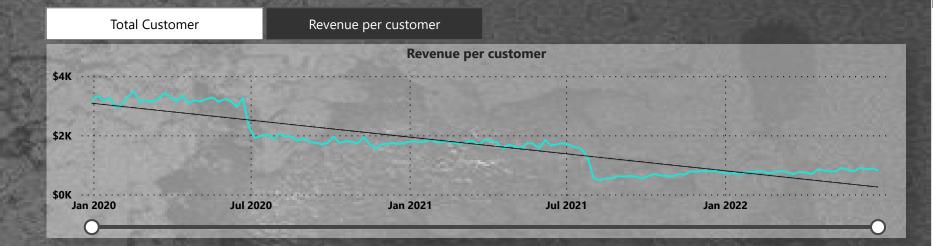
5

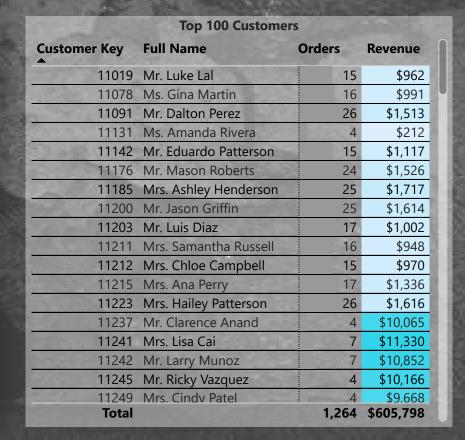
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

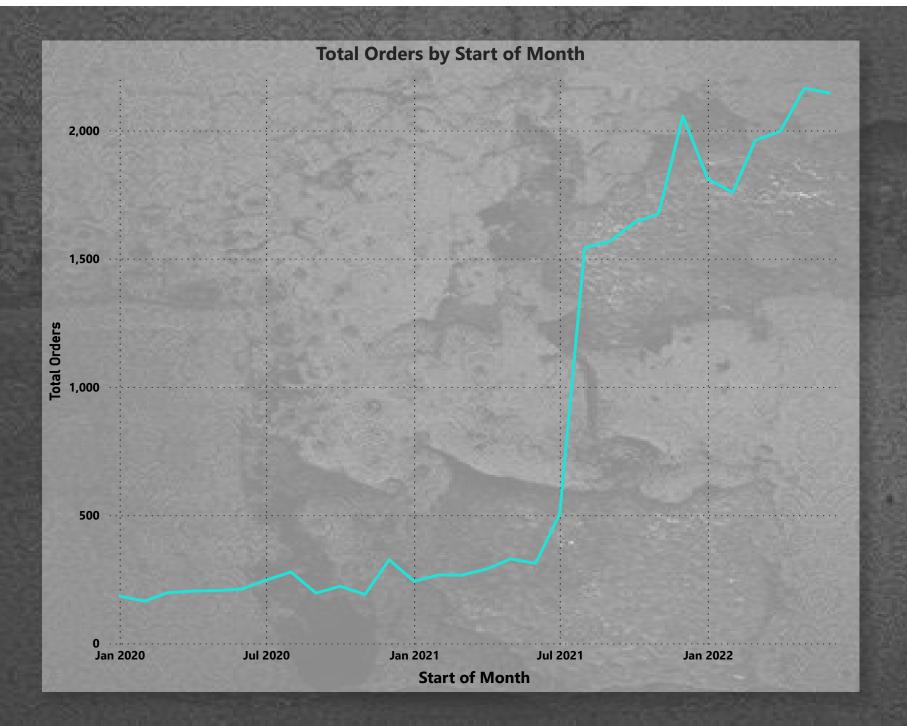




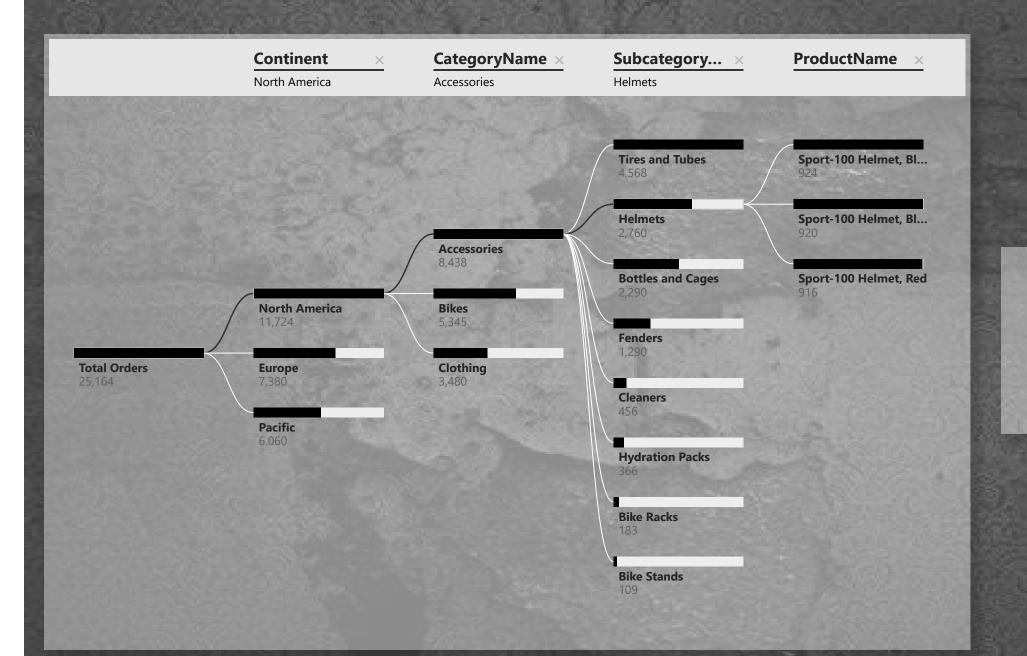








CategoryName		Total Orders		
+	Accessories	16,983		
+	Bikes	13,929		
+	Clothing	6,976		
	Total	25,164		



25K
Total Orders

What influences HomeOwner to be Y When...the likelihood of HomeOwner being Y increases by MaritalStatus is M parent is yes AnnualIncome is 30000 -120000 EducationLevel is Graduate Degree Occupation is Management Occupation is Skilled Sort by: Impact Count

Key influencers Top segments

