



\$24.9M

REVENUE

\$10.5M

PROFIT

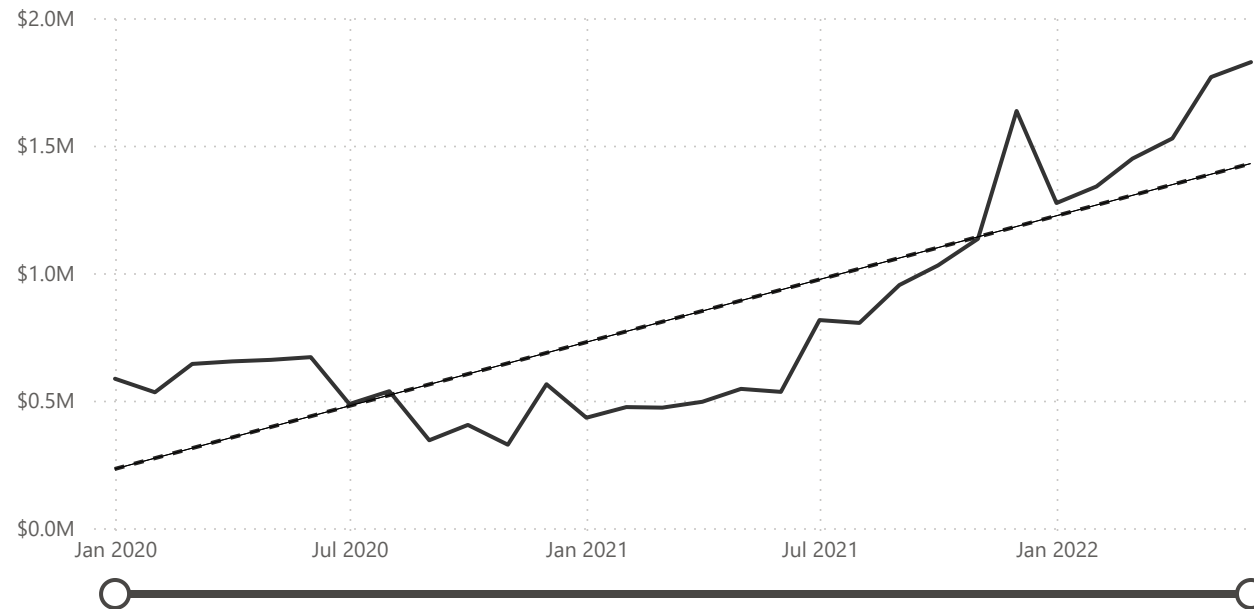
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trend



Monthly Revenue

\$1.83M✓

Prev Month: Rp1.77M (+3.31%)

Monthly Orders

2,146!

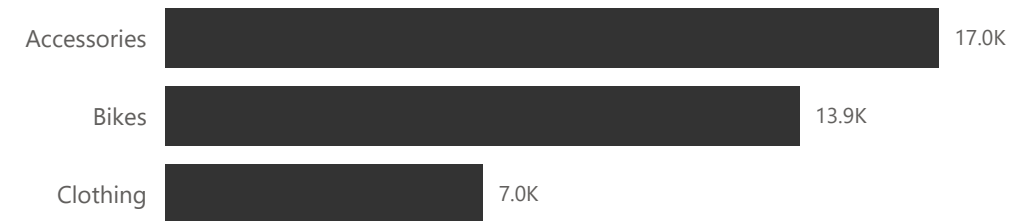
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: Rp1,768,433
(+99.99%)

Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	% Return
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%

Most Ordered Product

Tires and Tubes

Most Returned Product Type

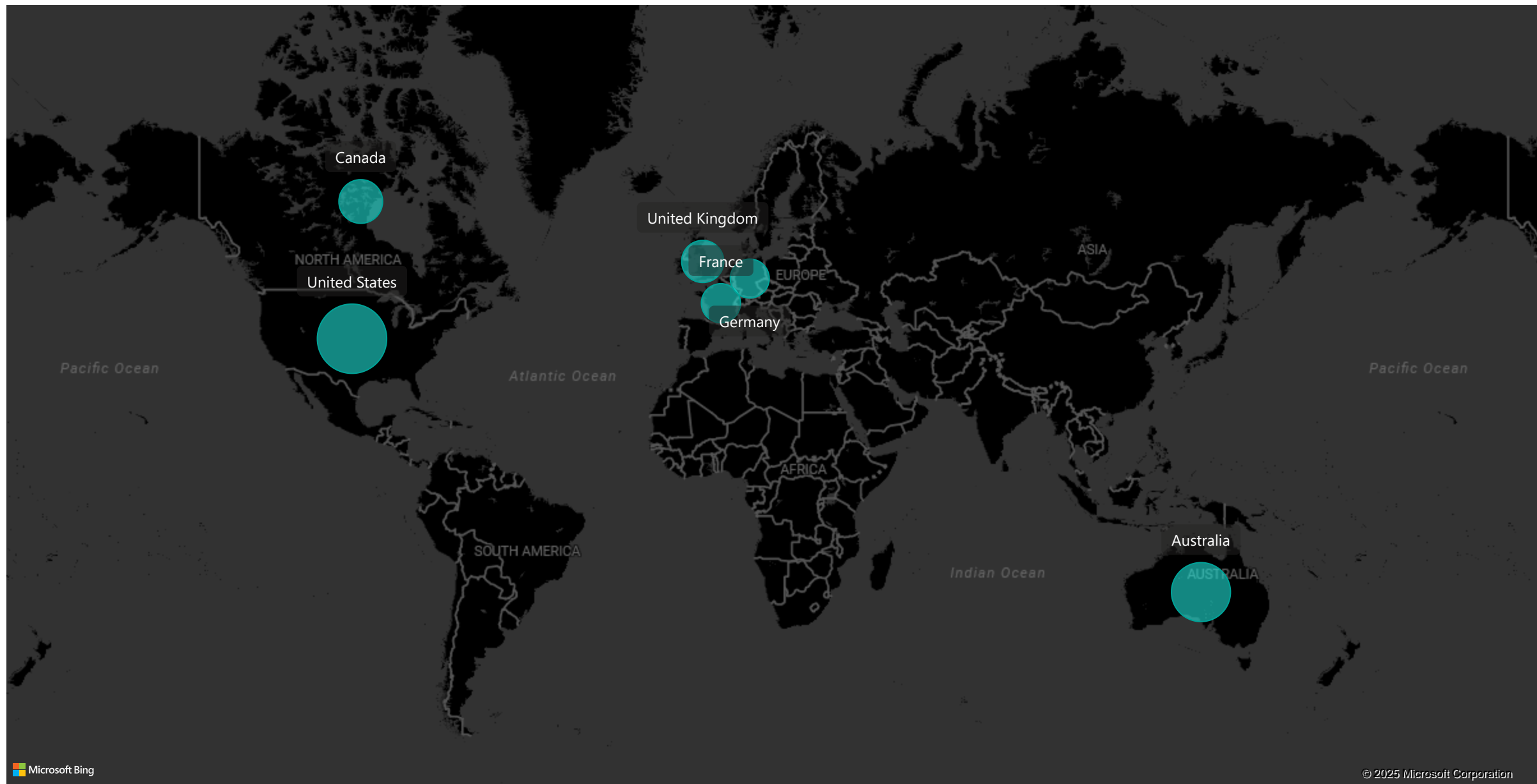
Shorts

Select all

Europe

North America

Pacific





Selected Product:

**Water Bottle -
30 oz.**

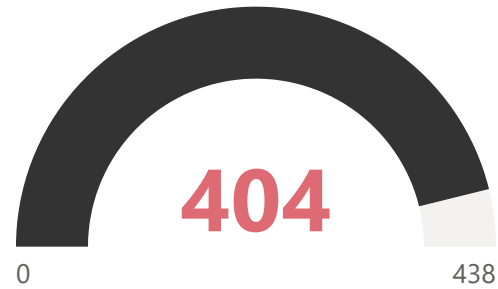
Price Adjustment (%)

0.10

Product Metric Selection

- ☒ Revenue
- ☐ Profit
- ☐ Orders
- ☐ Returns
- ☐ % of Returns

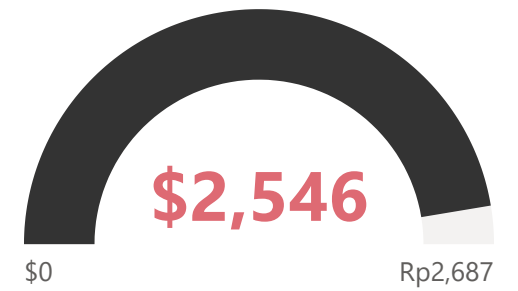
Monthly Orders vs. Target



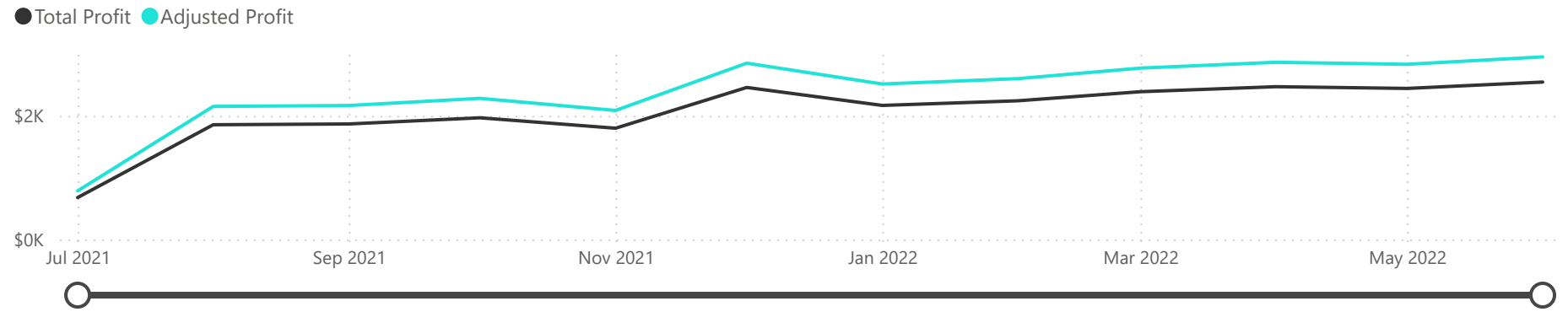
Monthly Revenue vs. Target



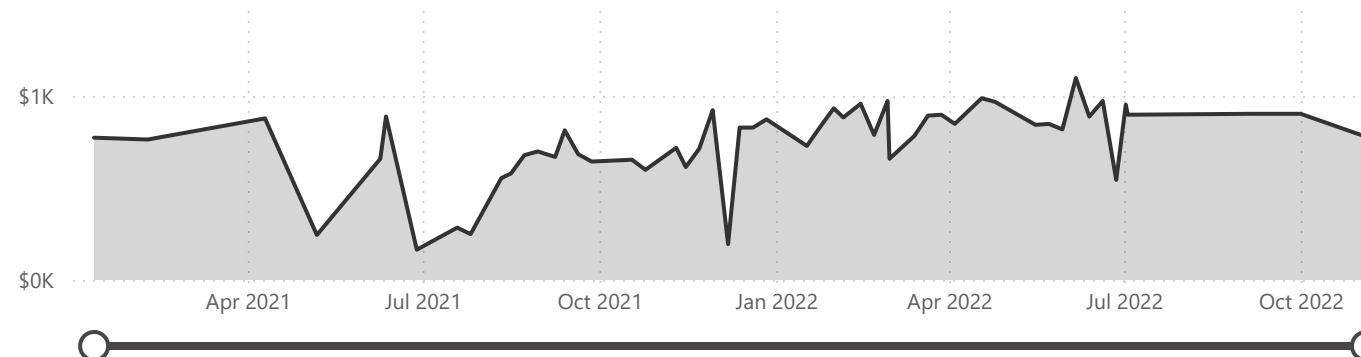
Monthly Profit vs. Target



Profit Trend



Product Performance by Metric



Report Summary

Total orders for
Water Bottle - 30 oz. were **404**

Adjusted Profit (275.58% increase)
and Total Profit (275.58% increase)
both trended up between
Thursday, July 1, 2021 and
Wednesday, June 1, 2022.

Across all metrics, Adjusted Profit



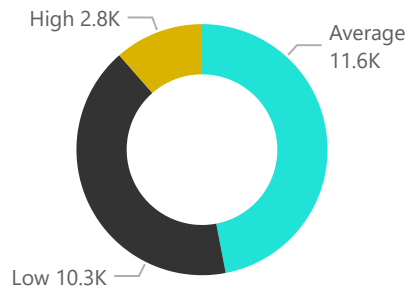
17.4K

UNIQUE CUSTOMERS

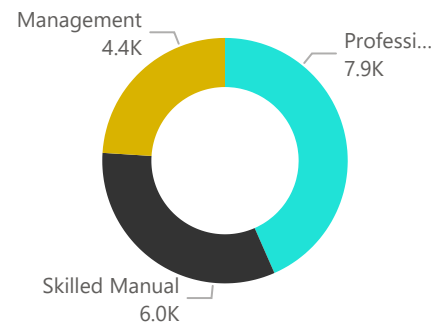
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



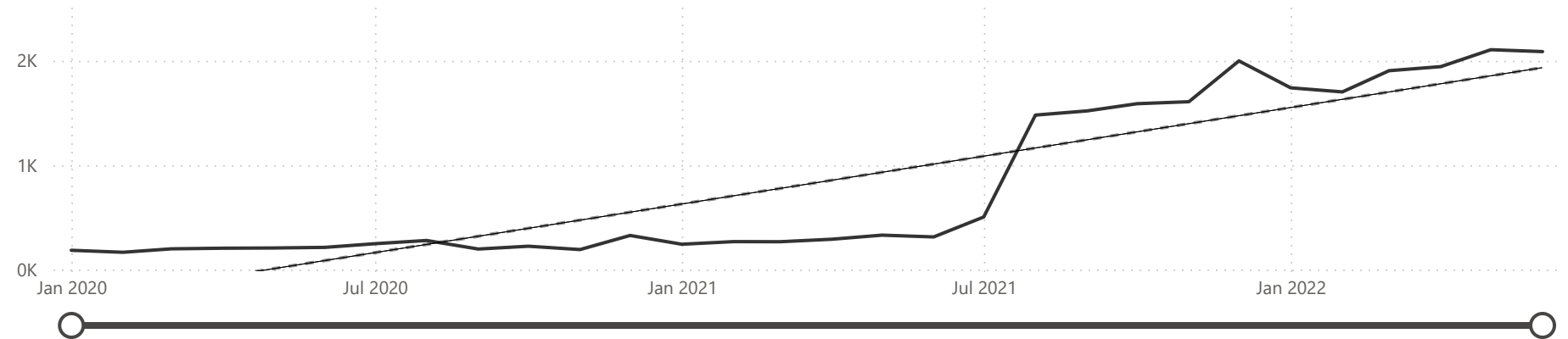
Orders by Occupation



Total Customers

Revenue per Customer

Total Customers



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
Total		1,272	\$615,329

Select all

2020

2021

2022

Top Customer (by

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers on High Level Income at the highest point of Customer Trend (5/1/2022), Diana Ortega drove the highest Revenue at \$4.2K