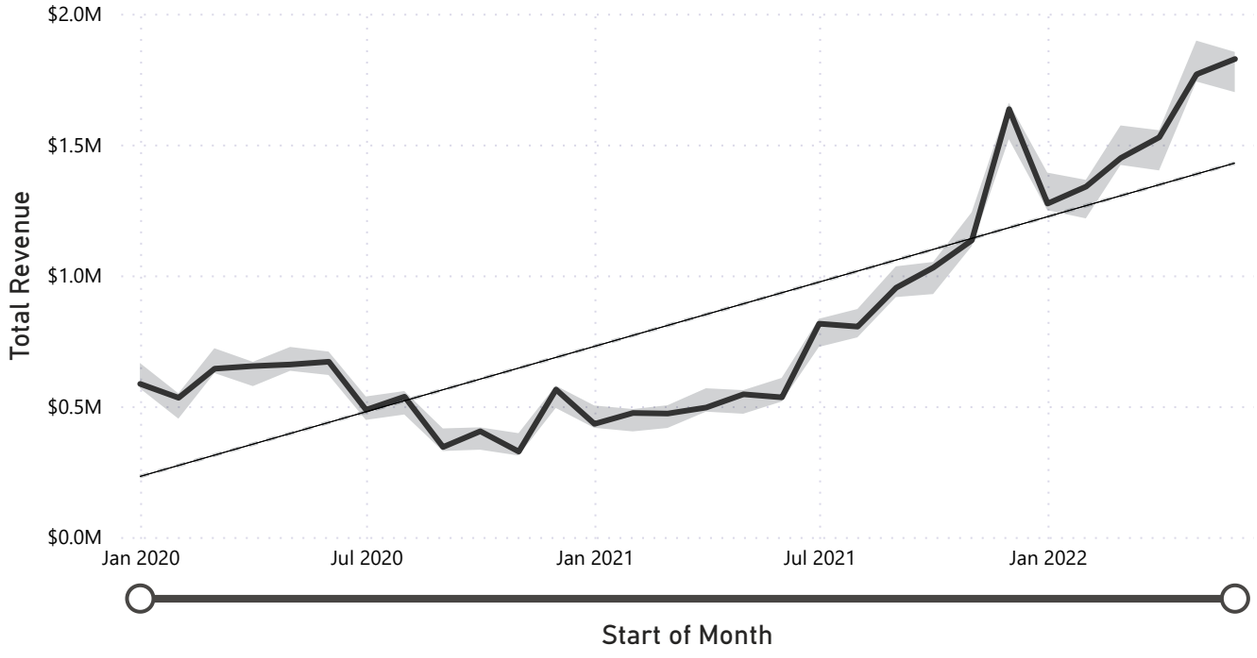
ADVENTUREWORKS BIKE SHOP

$24.9M	$10.5M	25.2K	2.2%
REVENUE	PROFIT	ORDERS	RETURN RATE

Revenue Trending



Orders by Category

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	$39,755	1.95%
Patch Kit/8 Patches	2952	$13,506	1.61%
Mountain Tire Tube	2846	$28,333	1.64%
Road Tire Tube	2173	$17,265	1.55%
Sport-100 Helmet, Red	2099	$73,444	3.33%
AWC Logo Cap	2062	$35,882	1.11%
Sport-100 Helmet, Blue	1995	$67,120	3.31%
Fender Set - Mountain	1975	$87,041	1.36%
Sport-100 Helmet, Black	1940	$65,270	2.68%
Mountain Bottle Cage	1896	$38,062	2.02%

Monthly Revnue

$1.83M ✓

Prev Month: $1.77M (+3.31%)

Monthly Orders

2146 !

Prev Month: 2165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all	Europe	North America	Pacific

Selected Product:

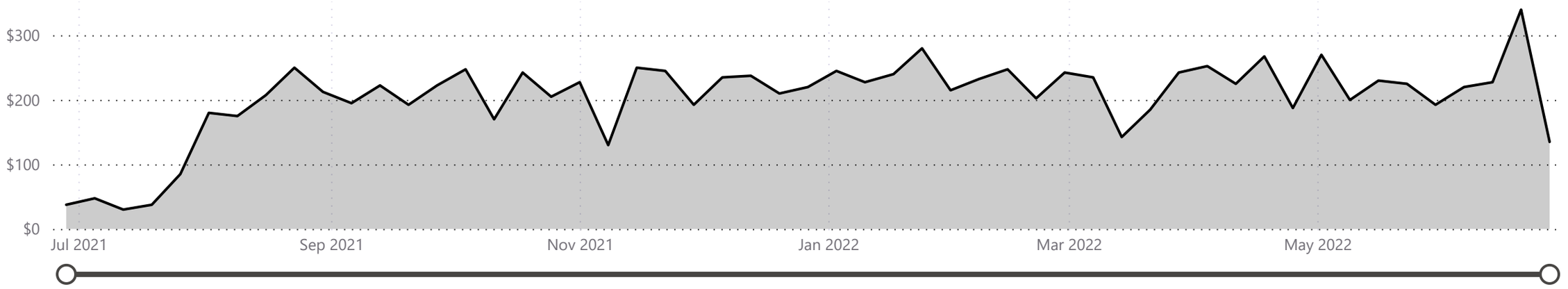
Road Tire Tube

Monthly Orders vs Target

Monthly Revenue vs Target

Monthly Profit vs Target

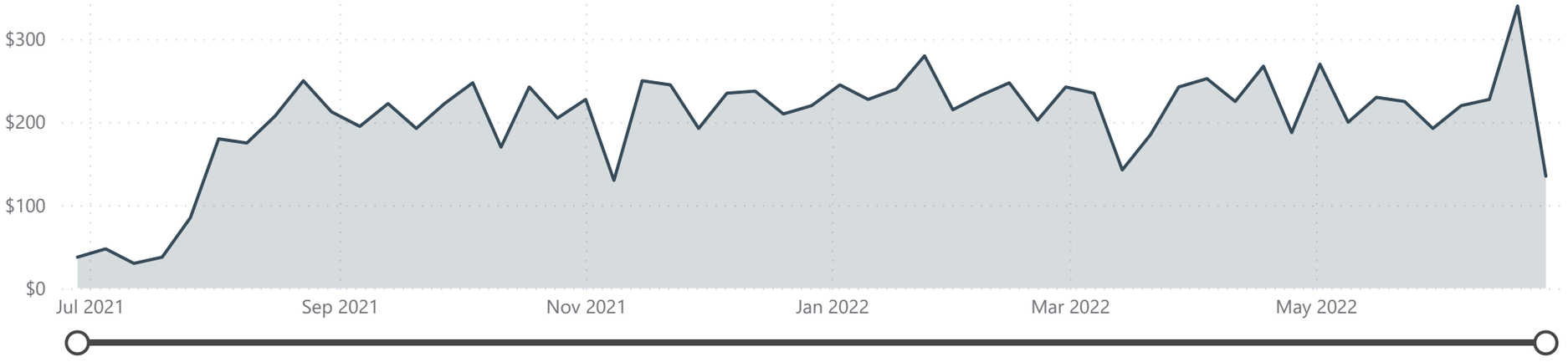
Profit Trending



Returns Trending

Product Metric Selection

- (●) Profit
- ( ) Orders
- ( ) Revenue
- ( ) Returns
- ( ) Return %

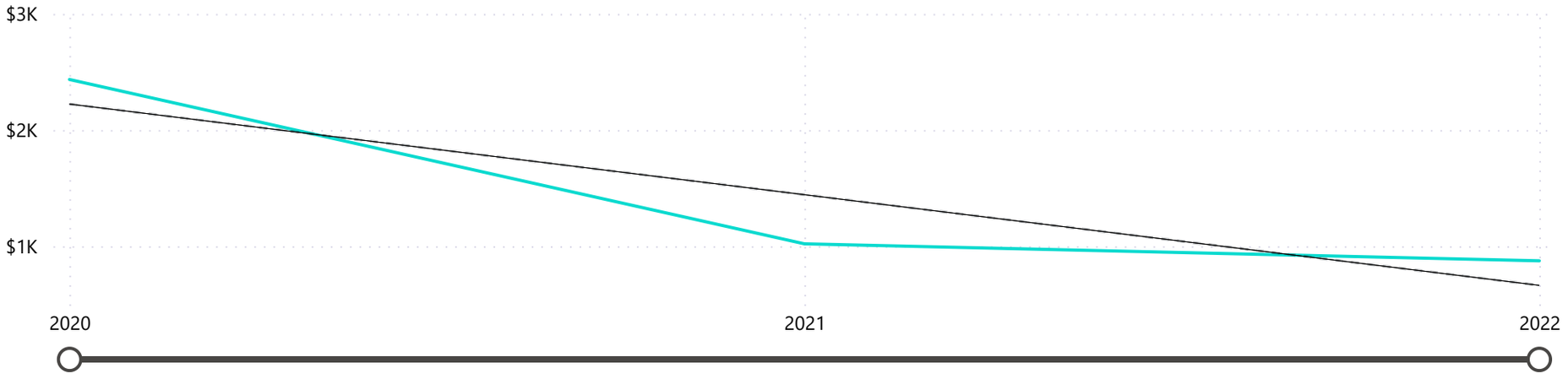


17.4K
UNIQUE CUSTOMERS

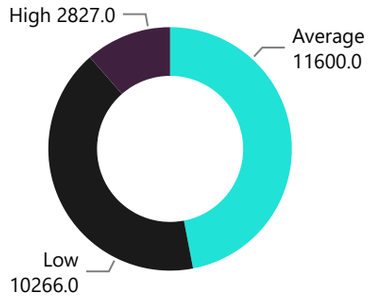
$1,431
REVENUE PER CUSTOMER

Total Customers | Revenue Per Customer

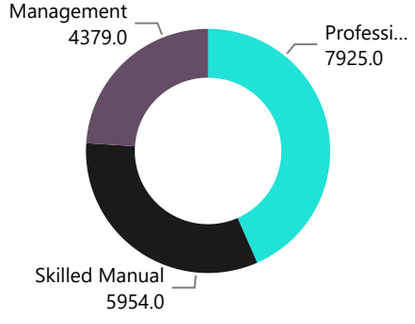
Revenue Per Customer



Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	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
12650	Mr. Aaron Wright	4	$10,329
13405	Mr. Ethan Bryant	4	$10,309
11429	Mr. Marco Lopez	6	$10,290
12632	Mrs. Bonnie Nath	4	$10,283
11245	Mr. Ricky Vazquez	4	$10,166
11237	Mr. Clarence Anand	4	$10,065
11428	Mrs. Deanna Perez	4	$9,762
Total		**1272**	**$6,15,329**

2020 **2022**

Top Customer (by Revenue):

Mr. Maurice Shan

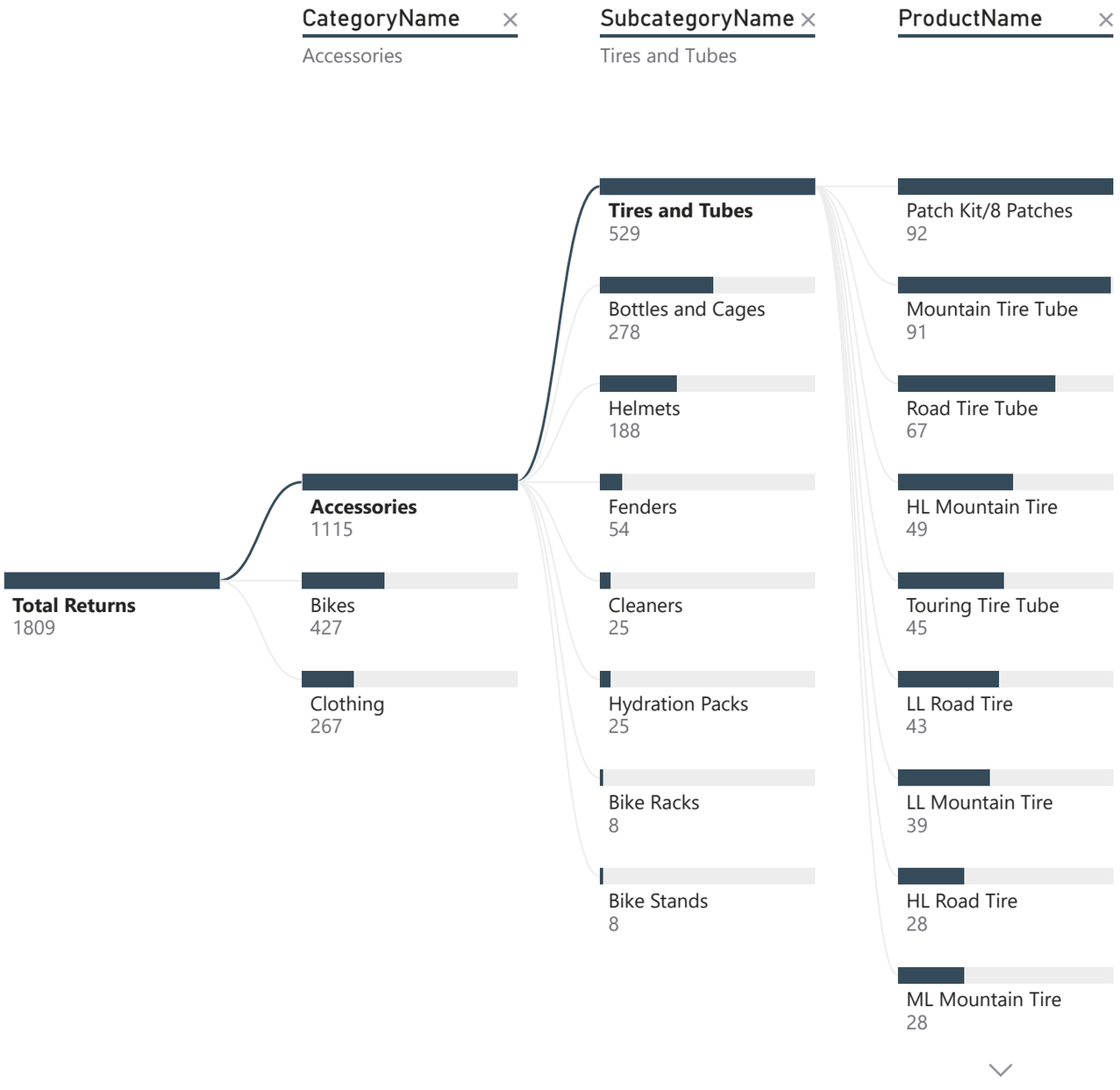
Orders:

6

Revenue:

$12.4K

Among Customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at $4683



Total Orders and Previous Month Oreders by Start of Quarter

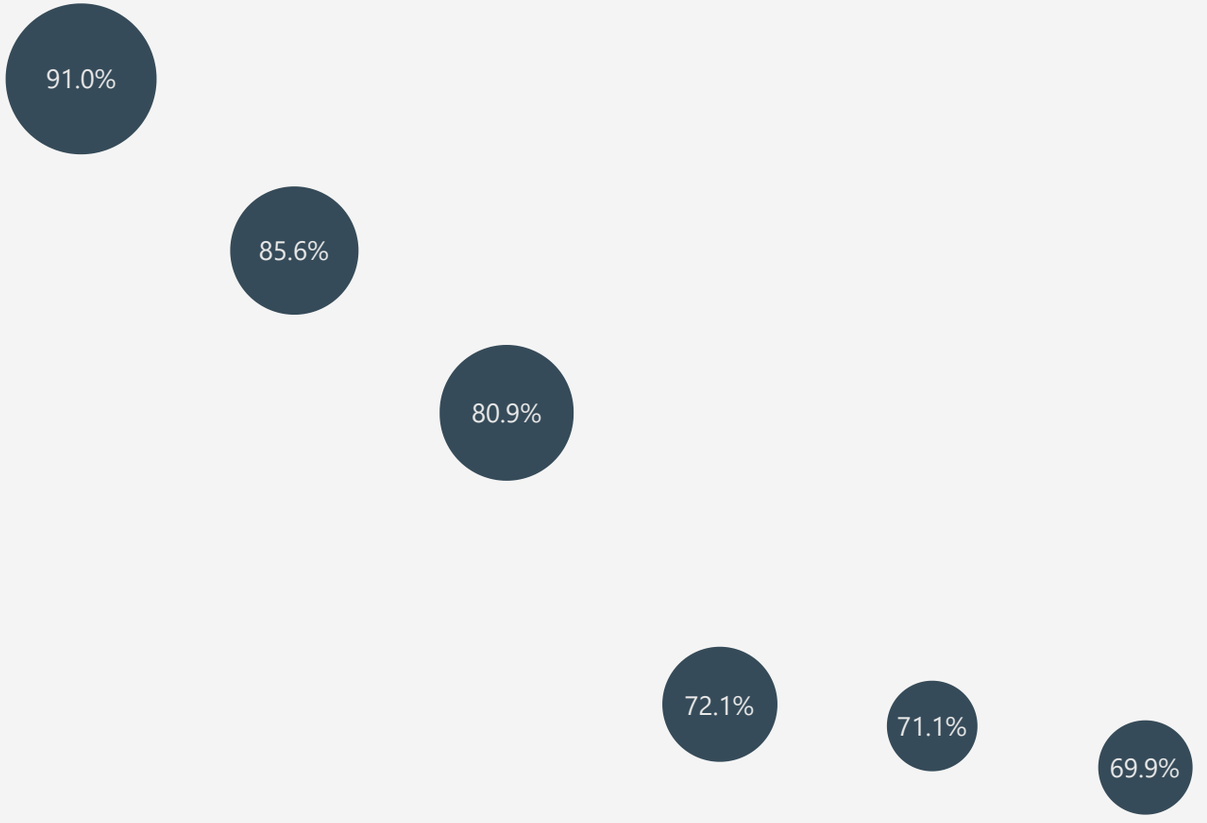
6308

Goal: 6124 (+3%)

Key influencers | Top segments

When is HomeOwner more likely to be Y ?

We found 6 segments and ranked them by % HomeOwner is Y and population size. Select a segment to see m...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner is...	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279