



Revenue

\$24.9M

Profit

\$10.5M

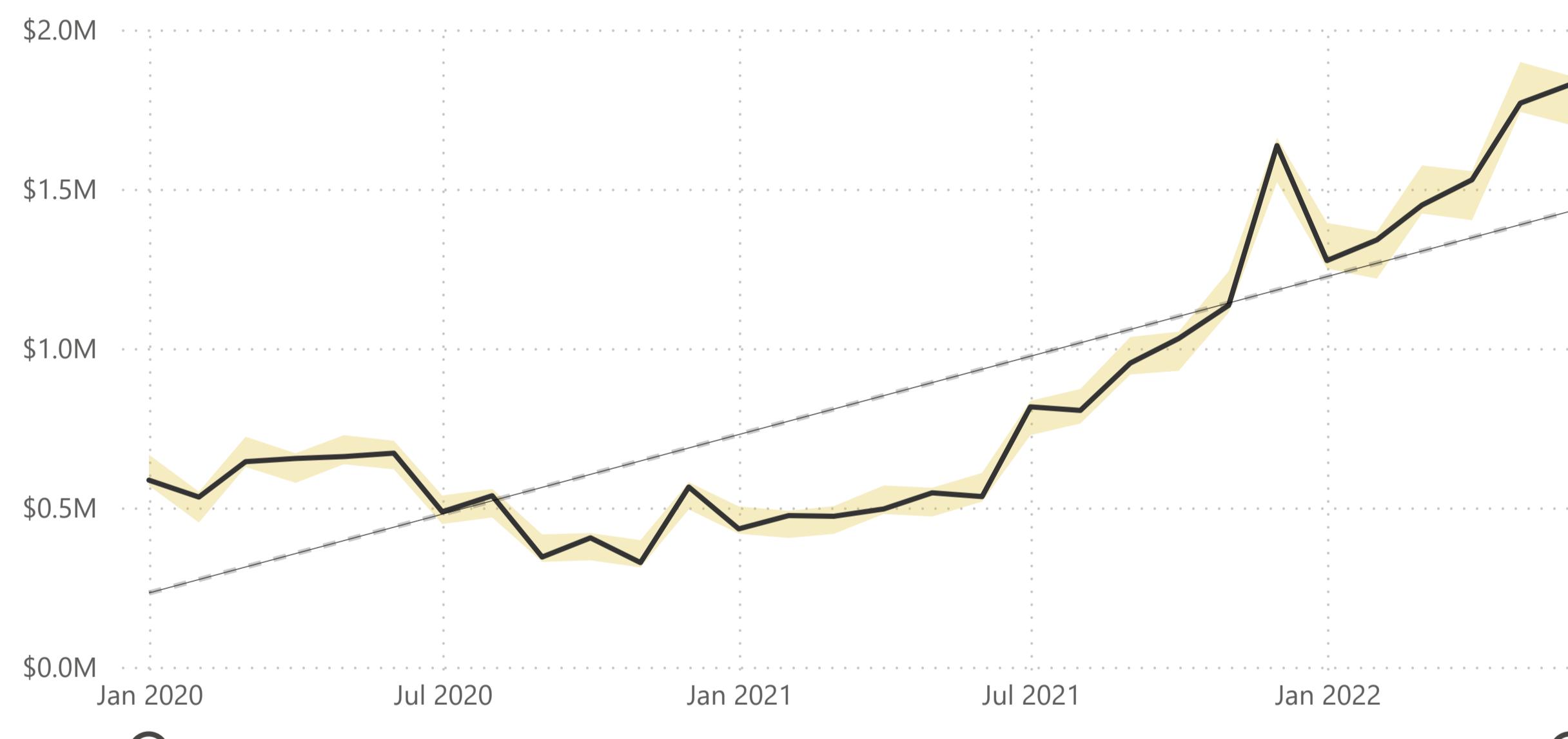
Orders

25,164

Return Rate

2.17%

Revenue Trending



Monthly Revenue

\$1.83M<sup>✓</sup>

Prev Month: \$1.77M (+3.31%)



Monthly Orders

2,146!<sup>!</sup>

Prev Month: 2165 (-0.88%)

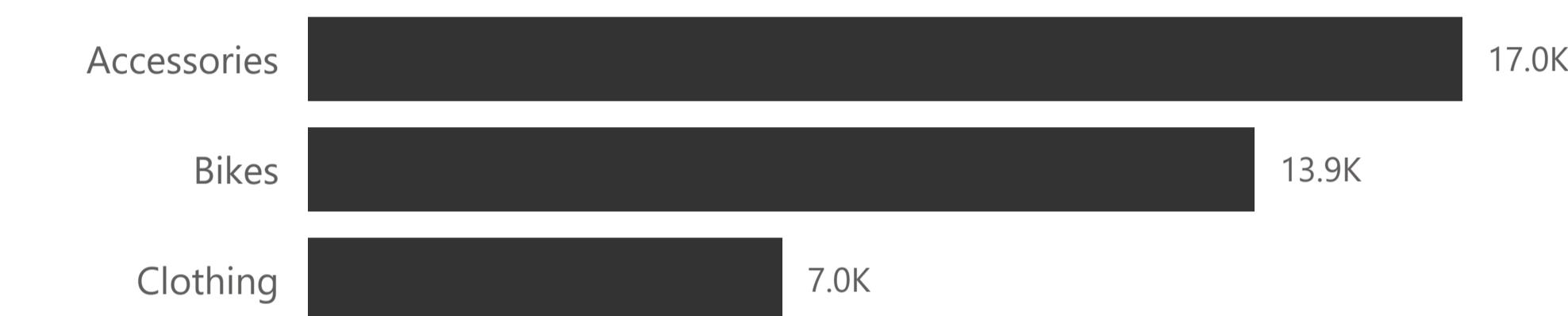


Monthly Returns

166<sup>✓</sup>

Prev Month: 169 (+1.78%)

Orders by Category



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 Type:

Tires and Tubes

Most Returned Product Type:

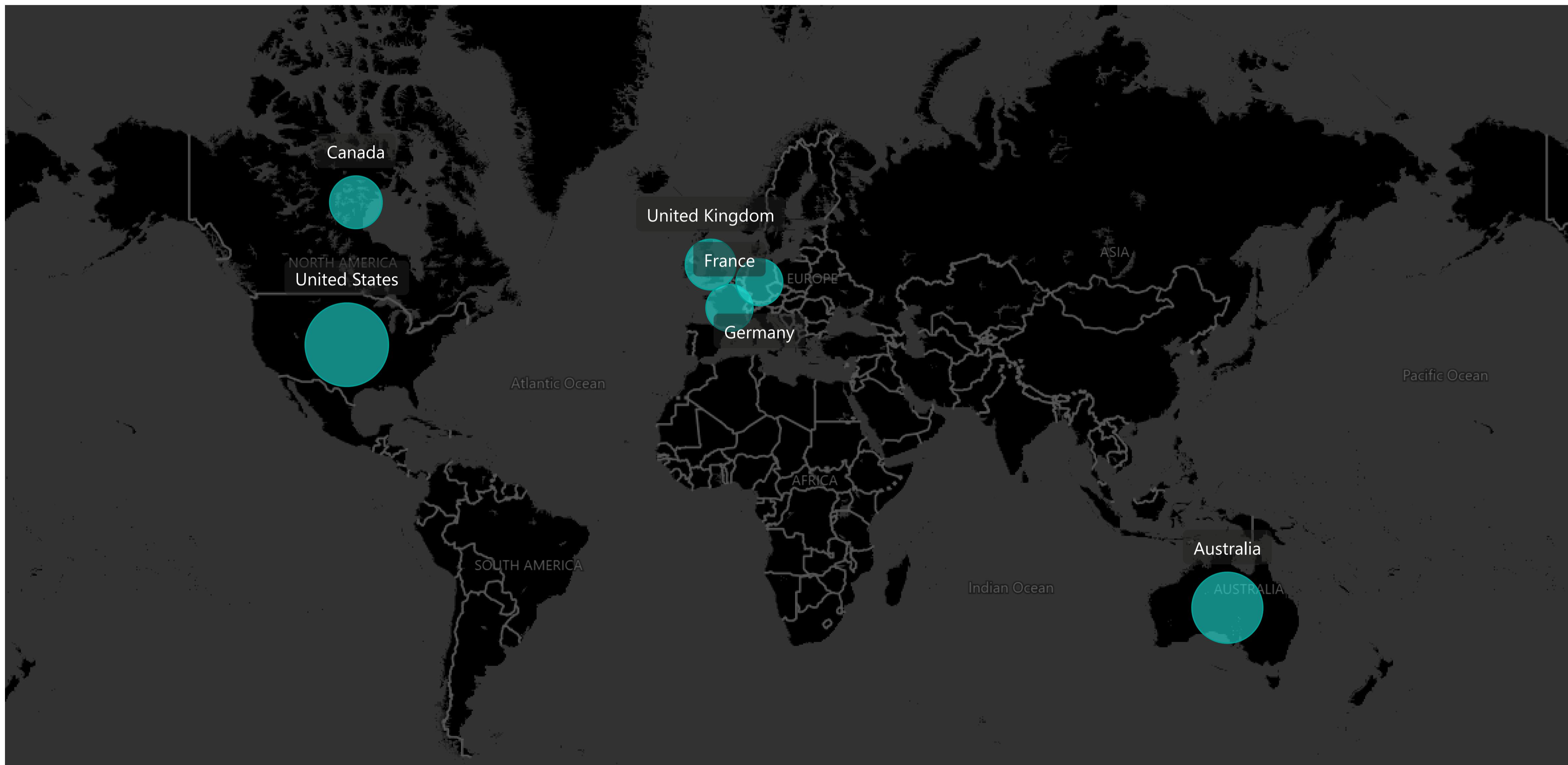
Shorts

Select all

Europe

North America

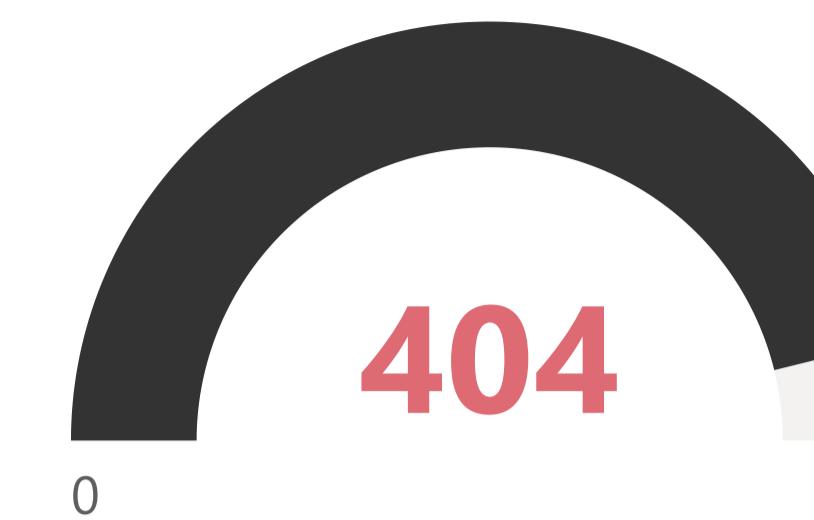
Pacific



Selected Product:

**Water Bottle -  
30 oz.**

Monthly Orders vs. Target



Monthly Revenue vs. Target

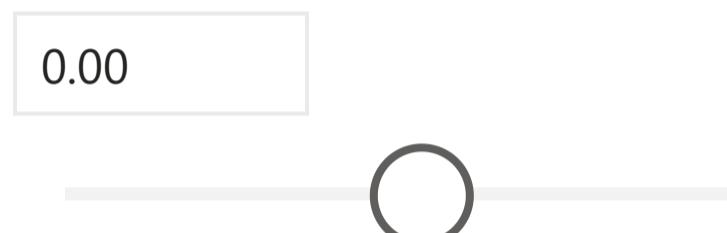


Monthly Profit vs. Target

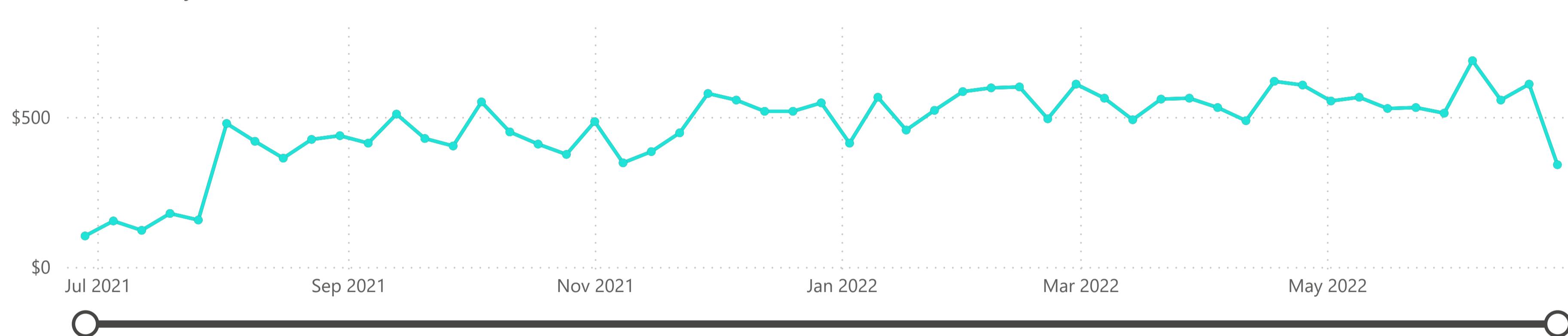


Price Adjustment (%)

0.00

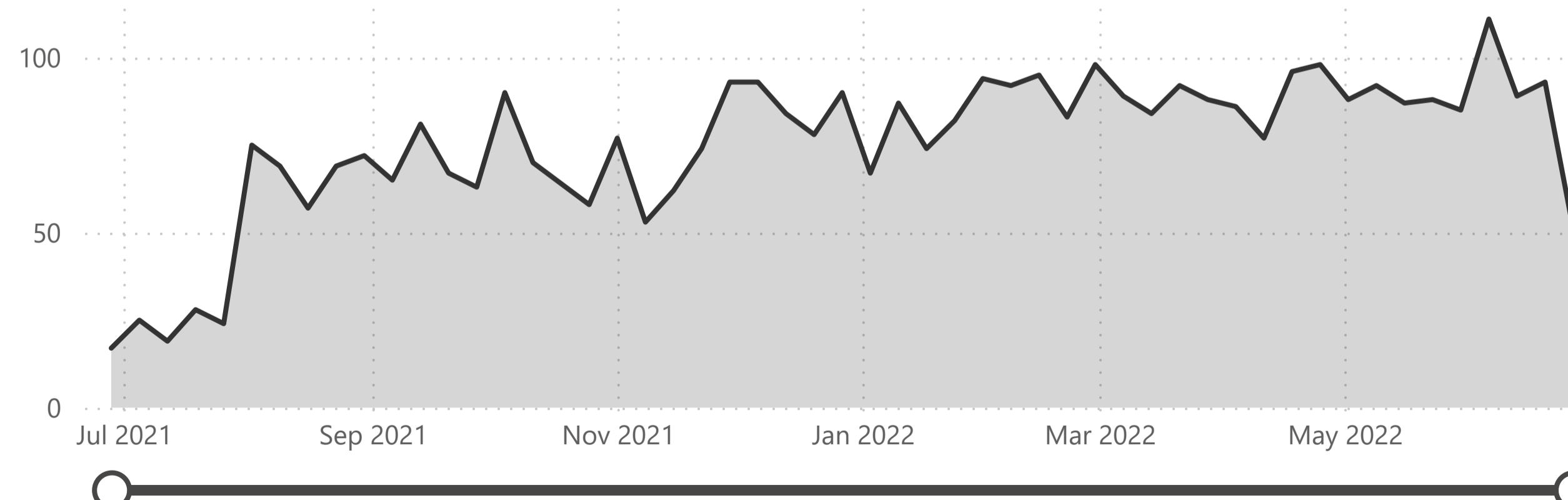


● Total Profit ● Adjusted Profit



Product Metric Selections

- Orders
- Revenue
- Profit
- Returns
- Return %



#### Report Summary

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

All metrics trended up between Monday, June 28, 2021 and Monday, June 27, 2022, each increasing by 230.30%.

Orders experienced the longest period of decline (-7) between Monday, August 9, 2021 and Monday,



# 17.4K

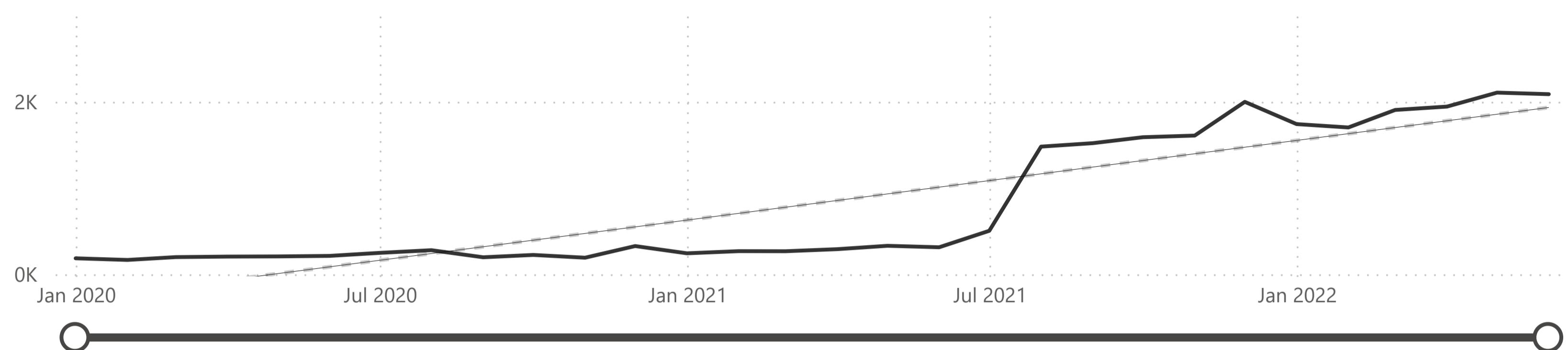
UNIQUE CUSTOMERS

# \$1,431

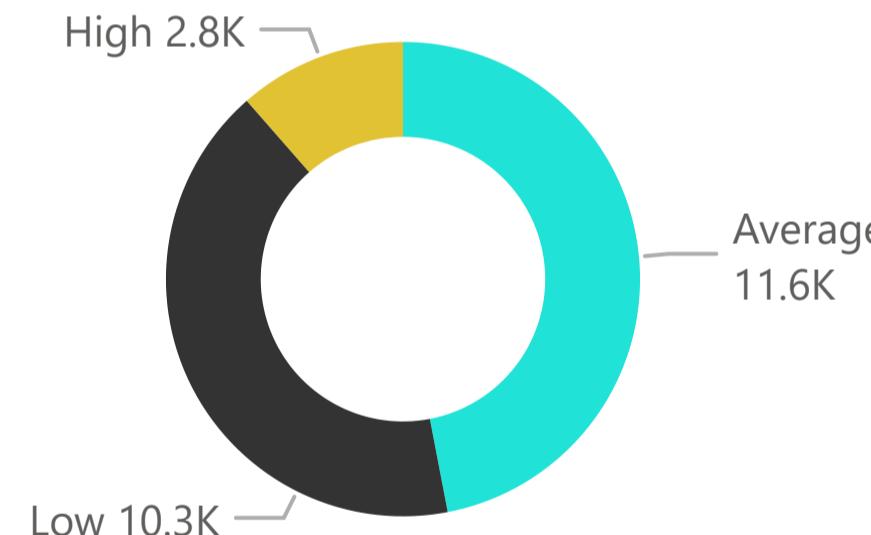
REVENUE PER CUSTOMER

Total Customers

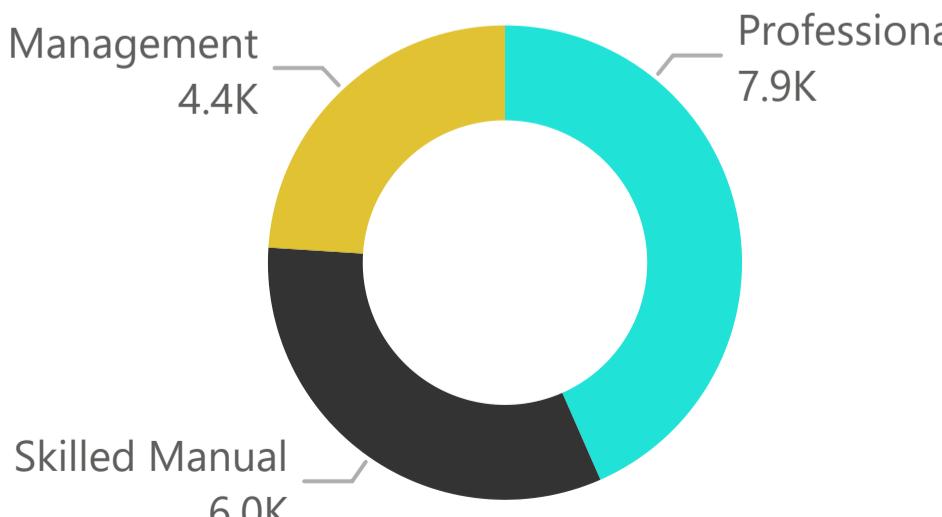
Revenue per Customer



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
Total		1,272	\$615,329

2020

2022

Top Customer (by Revenue):

## Mr. Maurice Shan

Orders:

6

Revenue:

12.41K



Filtered view showing the most profitable customer micro-segment