



£24.9M

REVENUE

£10.5M

PROFIT

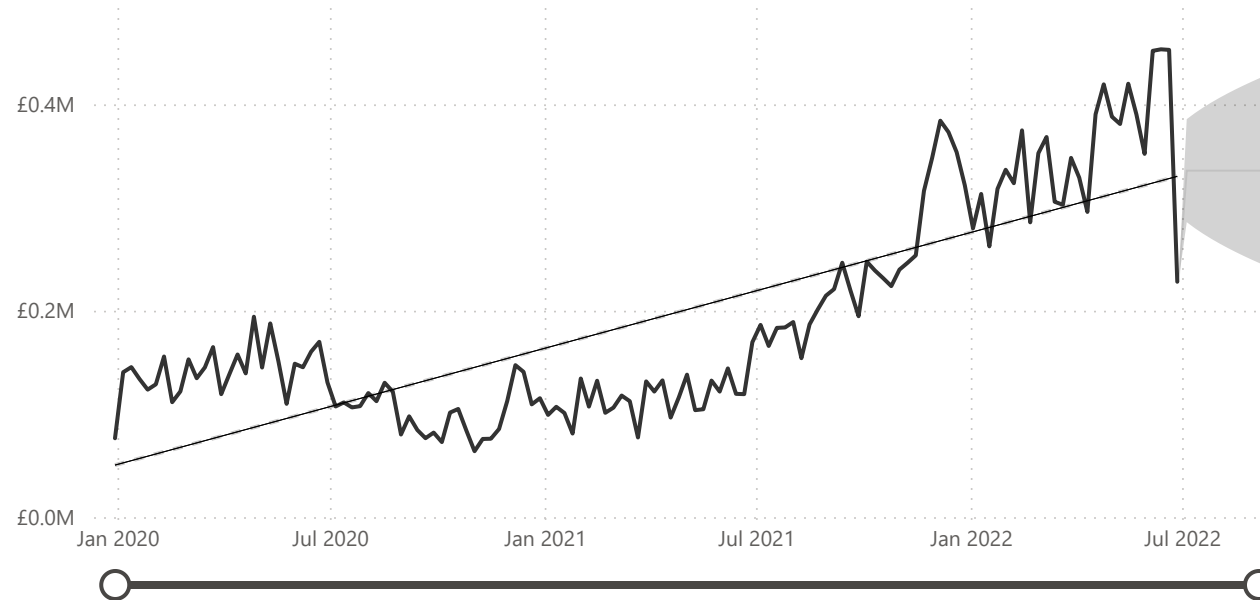
25.2K

ORDERS

2.2%

RETURN RATE

Weekly Revenue



Monthly Revenue

£1.83M✓

Prev. Month: £1.77M (+3.31%)

Monthly Orders

2,146!

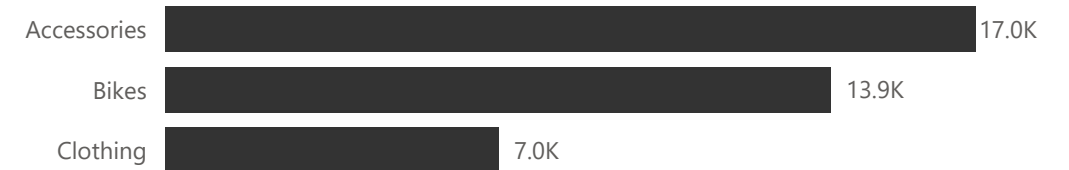
Prev. Month: 2,165 (-0.88%)

Monthly Returns

1809✓

Prev. Month: 1809 (+0%)

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



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Selected Product:

AWC Logo Cap

Price Adjustment %

0.50



Product Metric Selection

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

Monthly Orders vs Target



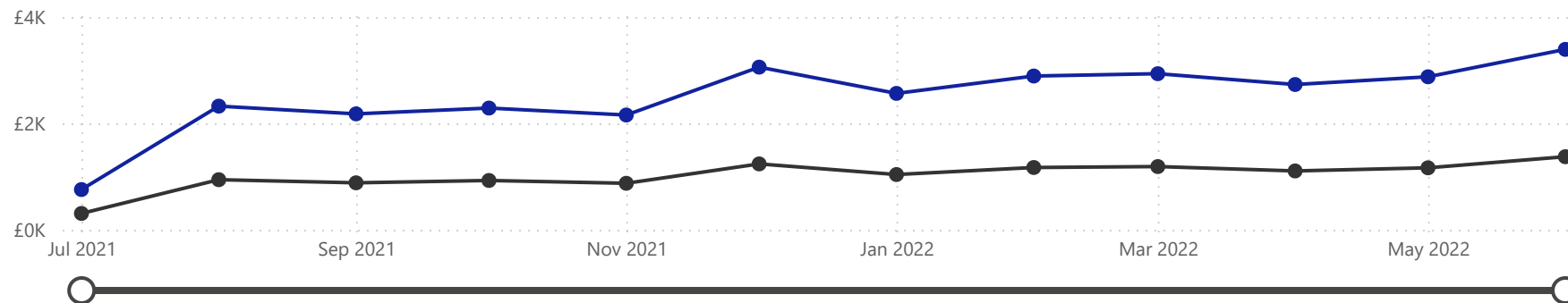
Monthly Revenue vs Target



Monthly Profit vs Target

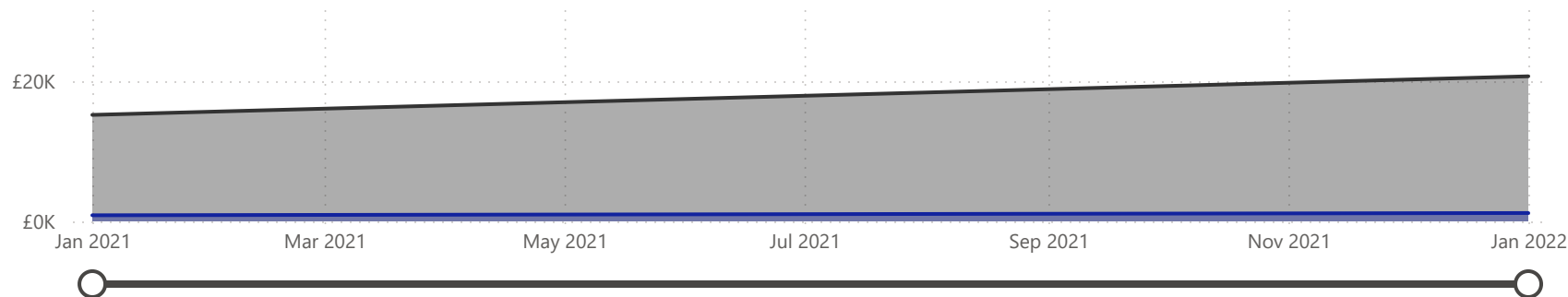


● Total Profit ● Adjusted Profit



Weekly Revenue

● Revenue ● Orders



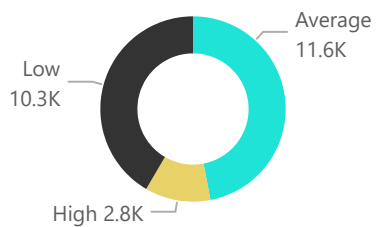
17.4K

UNIQUE CUSTOMERS

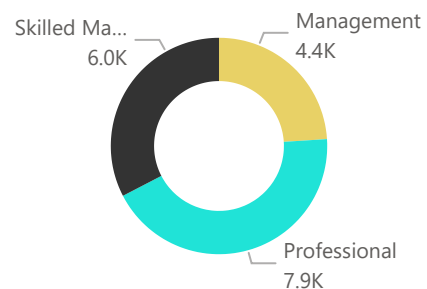
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Select all

2020

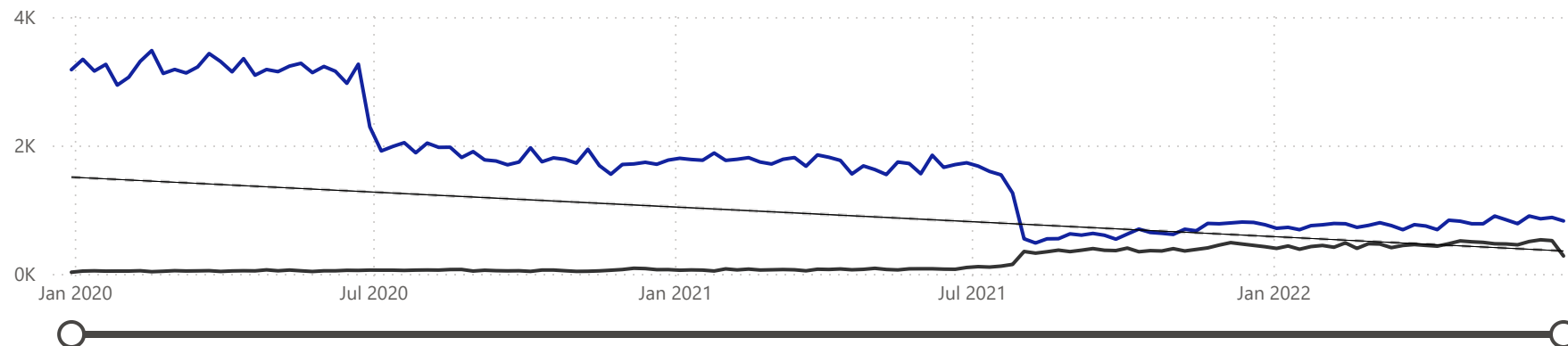
2021

2022

Total Customers

Revenue Per Customer

● Total Customers ● Revenue Per Customer



Top 100 Customers

Customer Key	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
Total		1,272	£615,329

Top Customer

Mr. Maurice Shan

Orders:

6

Revenue:

£12,408



Most Valuable Customer

**£24,914,587**

**Total Revenue**

**£10,457,715**

**Total Profit**

**25,164**

**Total Orders**

**1809**

**Total Returns**

**2.17%**

**Return Rate**

Weekly Orders

