

24.91M

Total Revenue

\$10.5M

Profit

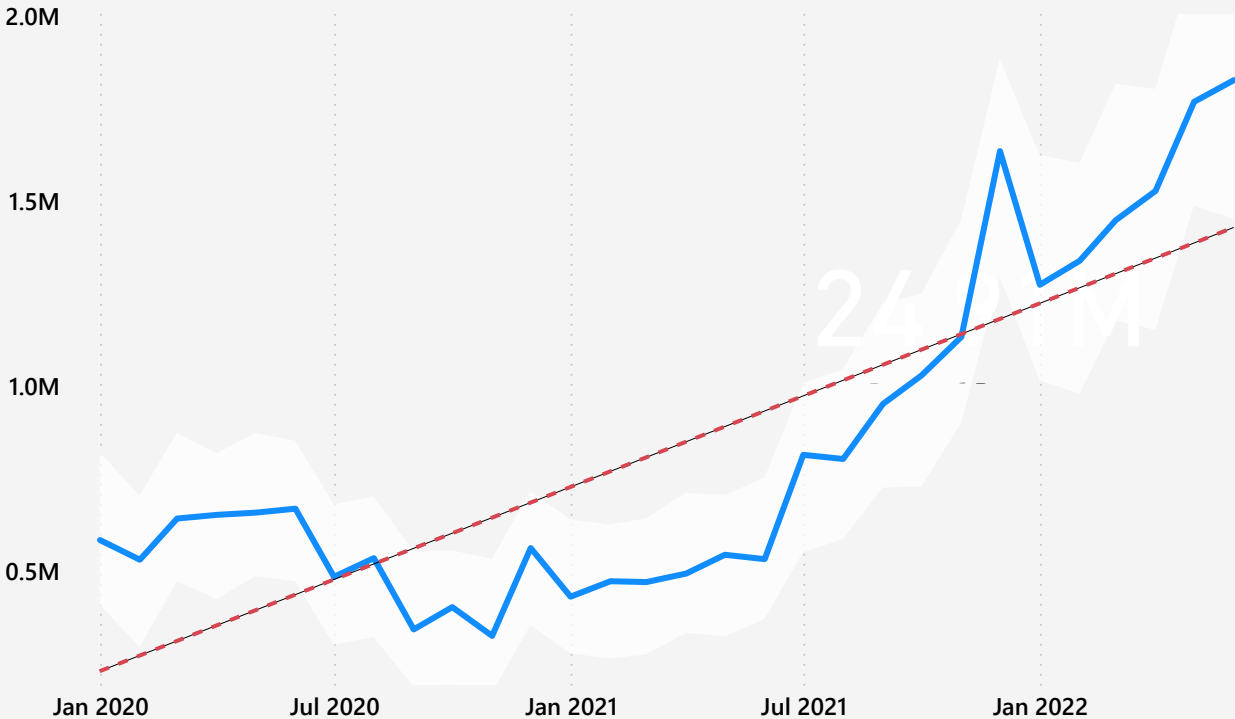
25.16K

Total Order

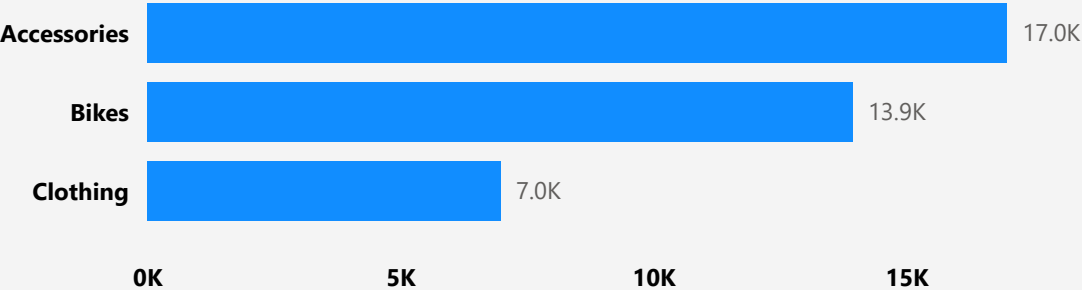
2.1%

Returned Rate

Revenue by Year, Quarter, Month and Day



Order by Category



| ProductName | Total Orders | Total Revenue | Returned_Rate |
|-----------------------|--------------|---------------|---------------|
| Water Bottle - 30 oz. | 3983 | 39,755.33 | 1.9% |
| Sport-100 Helmet, Red | 2099 | 73,444.01 | 3.3% |
| Road Tire Tube | 2173 | 17,264.73 | 1.5% |
| Patch Kit/8 Patches | 2952 | 13,506.42 | 1.6% |
| Mountain Tire Tube | 2846 | 28,333.22 | 1.6% |
| AWC Logo Cap | 2062 | 35,882.07 | 1.1% |

Monthly Revenue

1.83M✓

Goal: 1.77M (+3.31%)

Monthly Orders

2146!

Goal: 2165 (-0.88%)

Monthly Returns

166✓

Goal: 169 (+1.78%)

Tires and Tubes

Most Ordered Product

Shorts

Most Returned Product

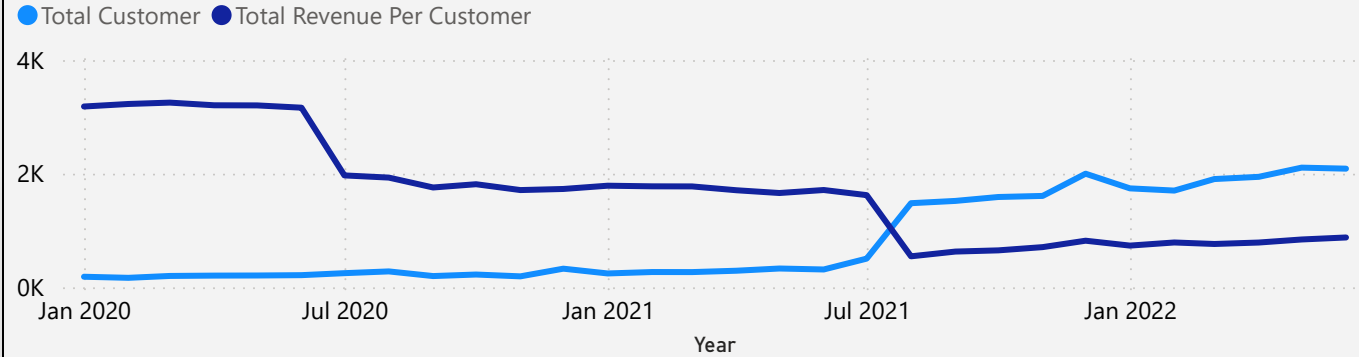
17.4K

Total Customer

1.43K

Total Revenue Per Customer

Total Customer and Total Revenue Per Customer by Year and Month

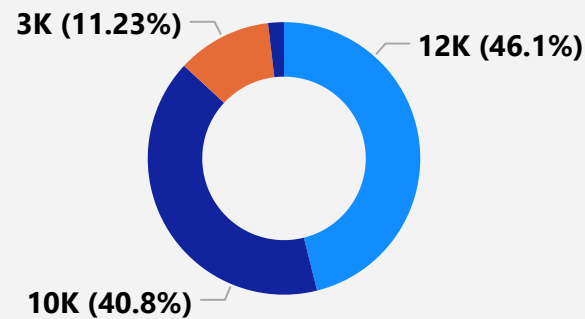


Customer Metrics Selection

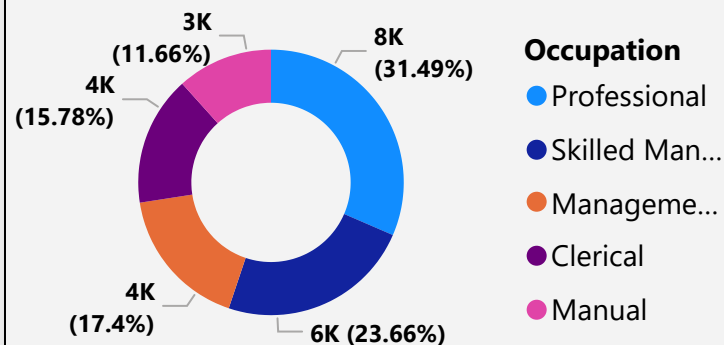
Total Customer

Total Revenue Per Customer

Total Orders by Annual Income



Total Orders by Occupation



Top 100 Customers

| CustomerKey | Full Name | Total Orders | Total Revenue |
|-------------|------------------------|--------------|---------------|
| 11433 | MR. MAURICE SHAN | 6 | 12,407.95 |
| 11439 | MRS. JANET MUNOZ | 6 | 12,015.40 |
| 11241 | MRS. LISA CAI | 7 | 11,330.45 |
| 11417 | MRS. LACEY ZHENG | 7 | 11,085.75 |
| 11420 | MR. JORDAN TURNER | 7 | 11,022.40 |
| 11242 | MR. LARRY MUNOZ | 7 | 10,852.03 |
| 13263 | MRS. KATE ANAND | 4 | 10,436.51 |
| 12655 | MR. LARRY VAZQUEZ | 4 | 10,394.98 |
| 11425 | MRS. ARIANA GRAY | 6 | 10,391.43 |
| 12631 | MR. CLARENCE GAO | 4 | 10,331.73 |
| 12650 | MR. AARON WRIGHT | 4 | 10,329.23 |
| 13405 | MR. ETHAN BRYANT | 4 | 10,308.52 |
| 11429 | MR. MARCO LOPEZ | 6 | 10,289.69 |
| 12632 | MRS. BONNIE NATH | 4 | 10,282.91 |
| 11245 | MR. RICKY VAZQUEZ | 4 | 10,165.92 |
| 11237 | MR. CLARENCE ANAND | 4 | 10,065.01 |
| 11428 | MRS. DEANNA PEREZ | 4 | 9,761.60 |
| 11427 | MRS. DESIREE DOMINGUEZ | 4 | 9,717.65 |

Year

2020

2022

MR. MAURICE SHAN

Top Revenue by Revenue

6

Total Orders

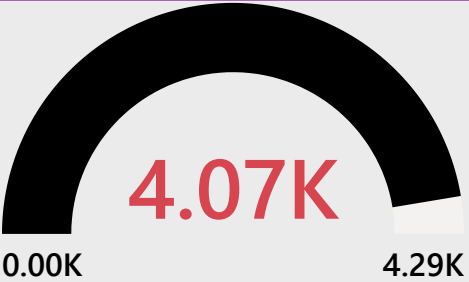
\$12.41K

Total Revenue

Water Bottle - 30 oz.

ProductName

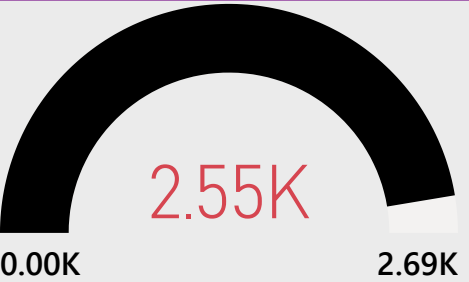
Total Revenue and Revenue Target



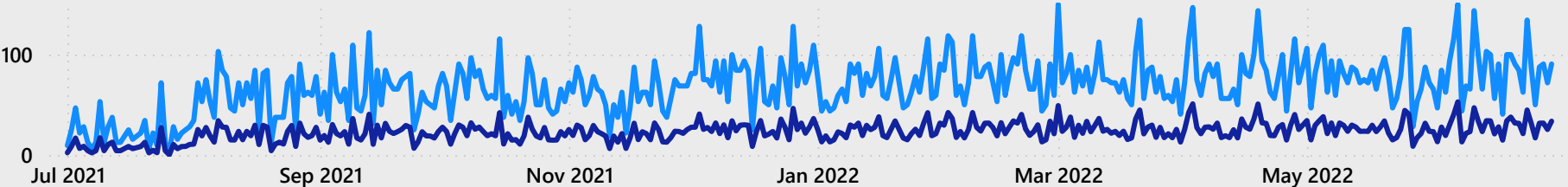
Total Orders and Order Target



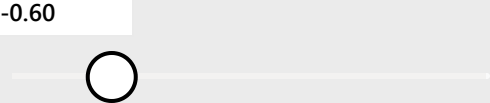
Profit and profit target



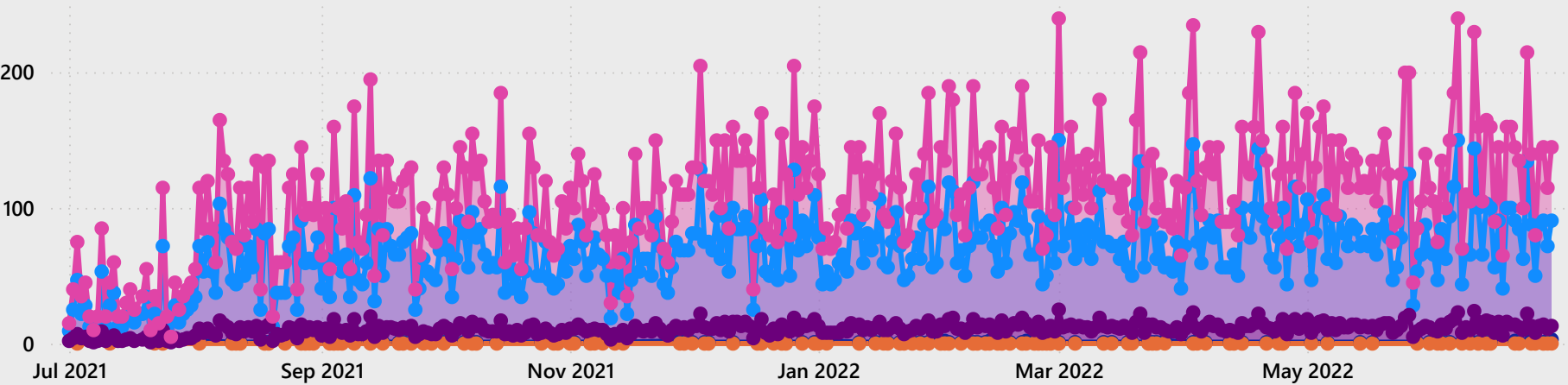
Profit Adjusted Profit



Price Adjustment



Profit Returned Qt Returned_Rate Total Orders Total Revenue



Product Metric Selection

- Select all
- Profit
- Returned Qt
- Returned_Rate
- Total Orders
- Total Revenue

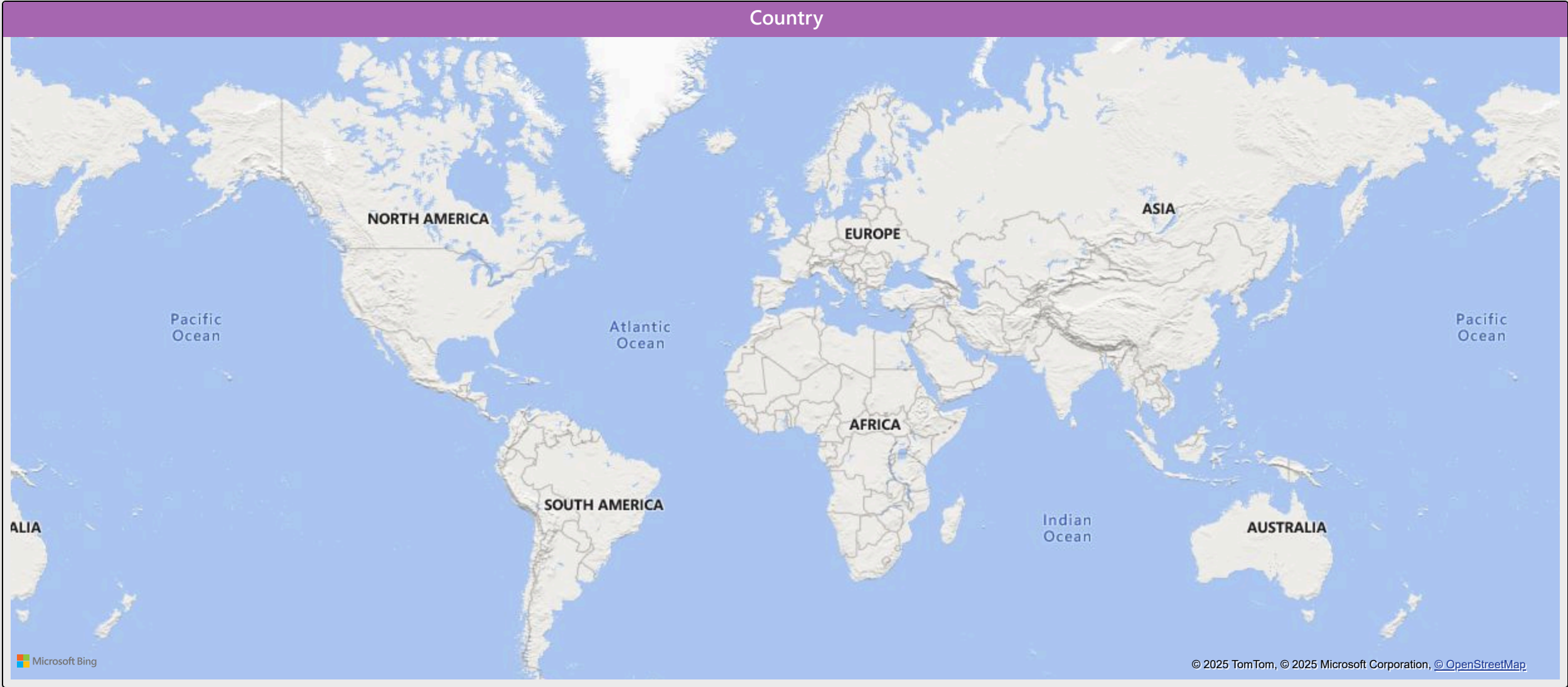
Continent

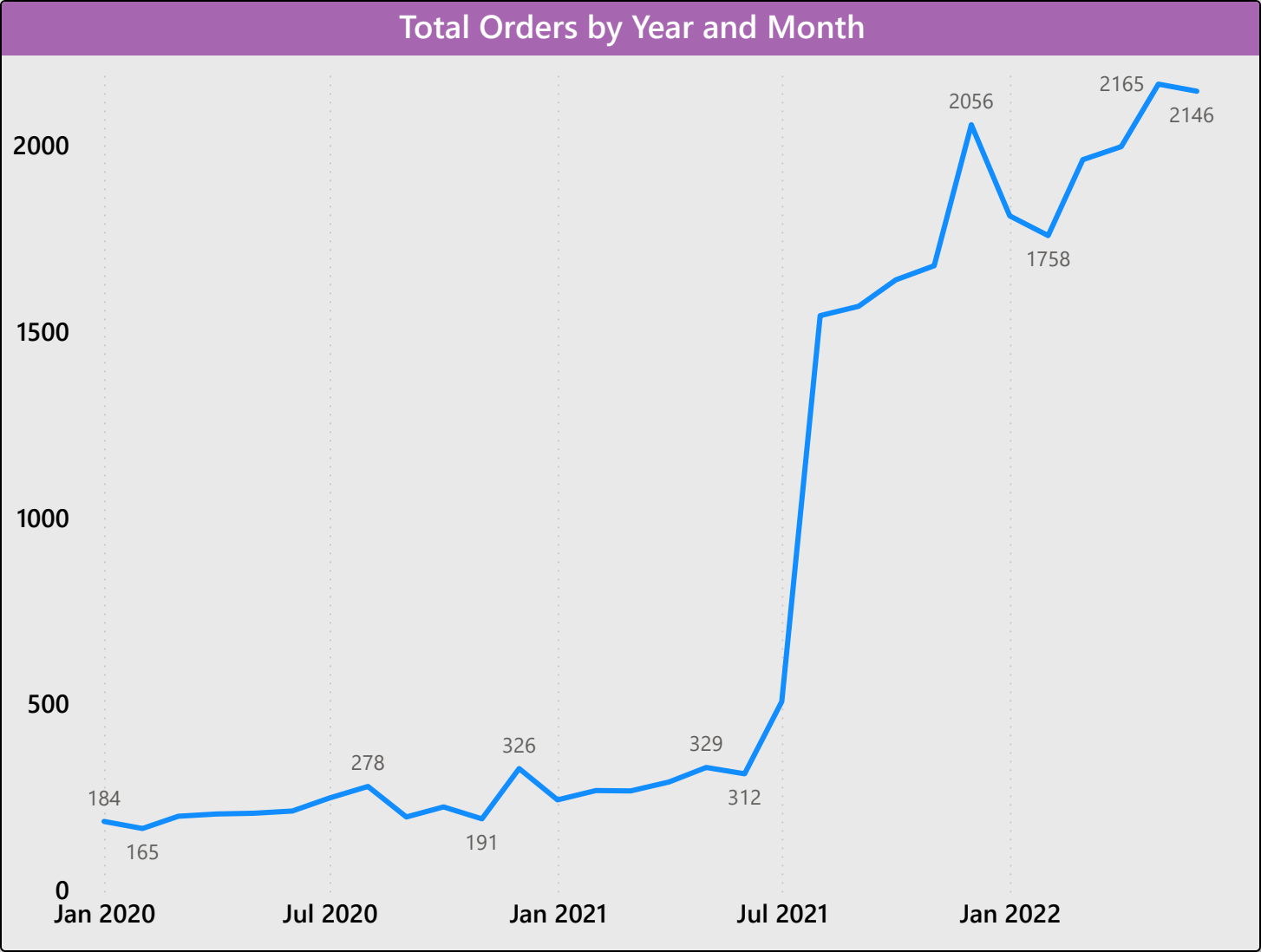
Deselect all

Europe

North America

Pacific





| CategoryName | Total Orders |
|---------------|--------------|
| + Accessories | 16983 |
| + Bikes | 13929 |
| + Clothing | 6976 |

Key influencers Top segments



What influences HomeOwner to be ?

When...

....the likelihood of
HomeOwner being Y
increases by

MaritalStatus is M

1.62x

Sum of AnnualIncome is
\$30,000 - \$120,000

1.23x

EducationLevel is Graduate
Degree

1.19x

Occupation is Management

1.10x

Occupation is Skilled
Manual

1.09x

EducationLevel is Bachelors

1.05x

Key influencers Top segments



What influences Average Retail Price to ?

When...

....the average of Average
Retail Price increases by

Sum of ProductCost goes
up 8570.61

478.6

profit in 2021 by maurice

