



\$24.9M

REVENUE

\$10.5M

PROFIT

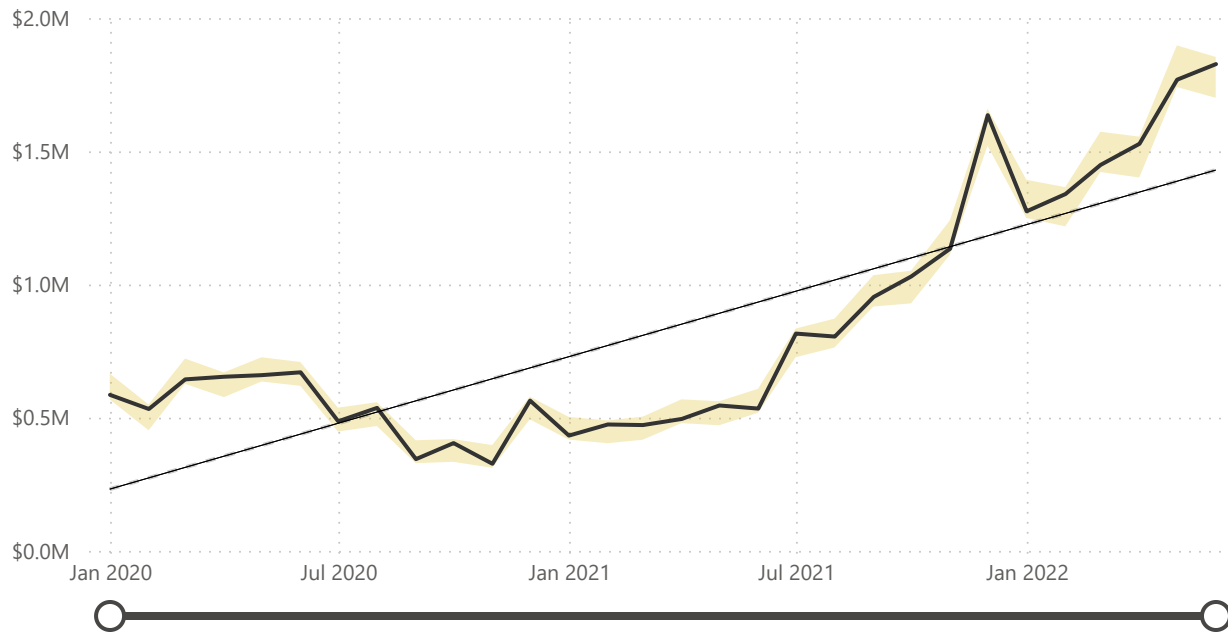
25.2K

ORDERS

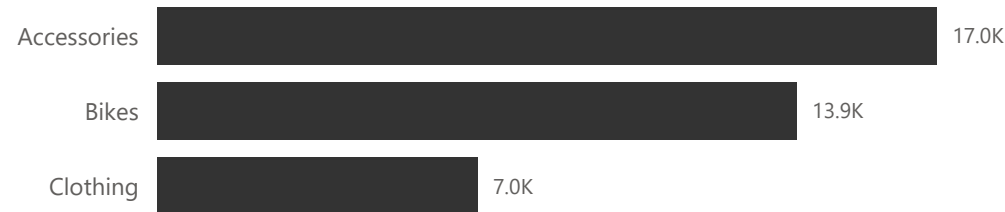
2.2%

RETURN RATE

Revenue Trending



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%    |

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

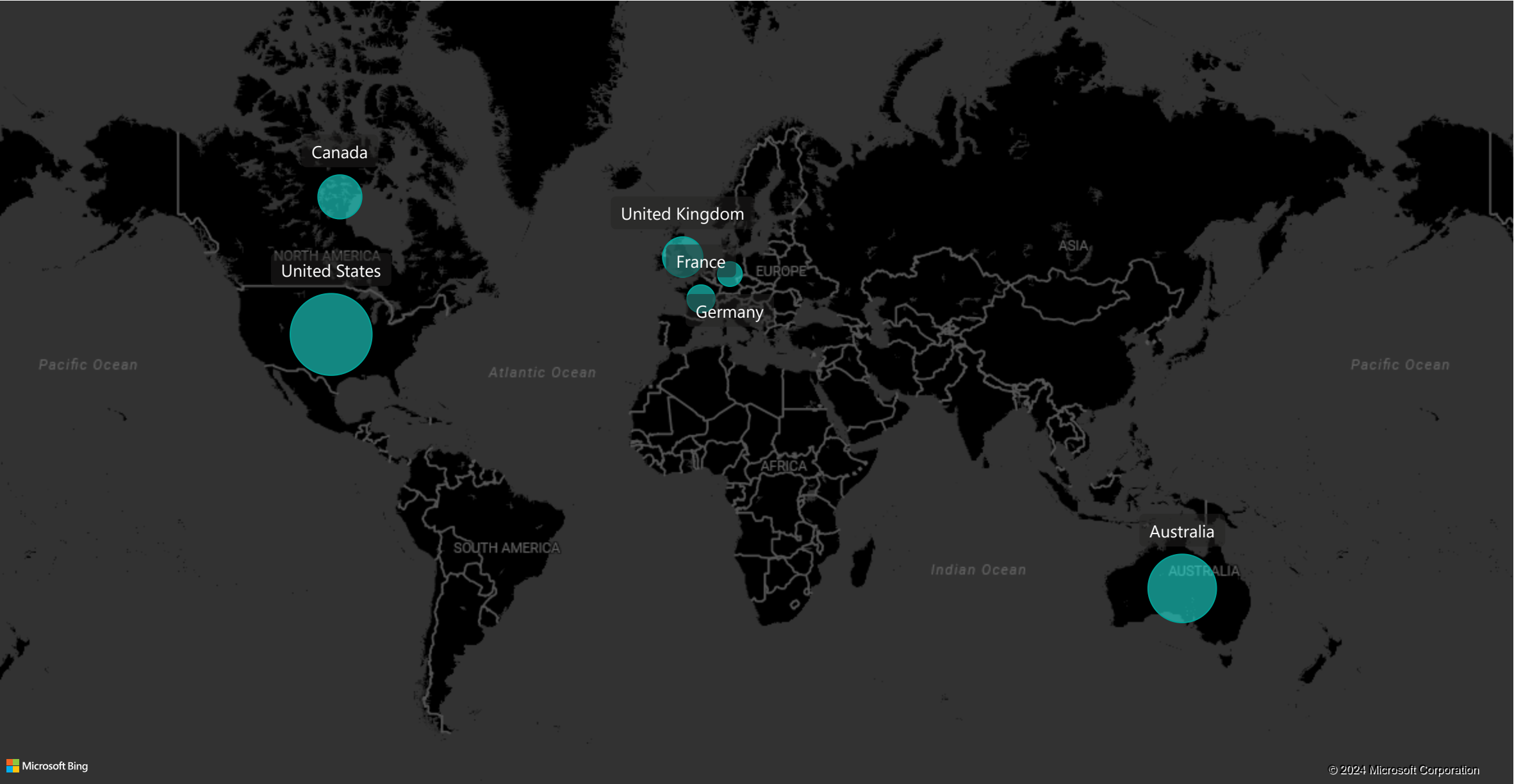
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Water Bottle -  
30 oz.

Monthly Orders vs. Target



Monthly Revenue vs. Target



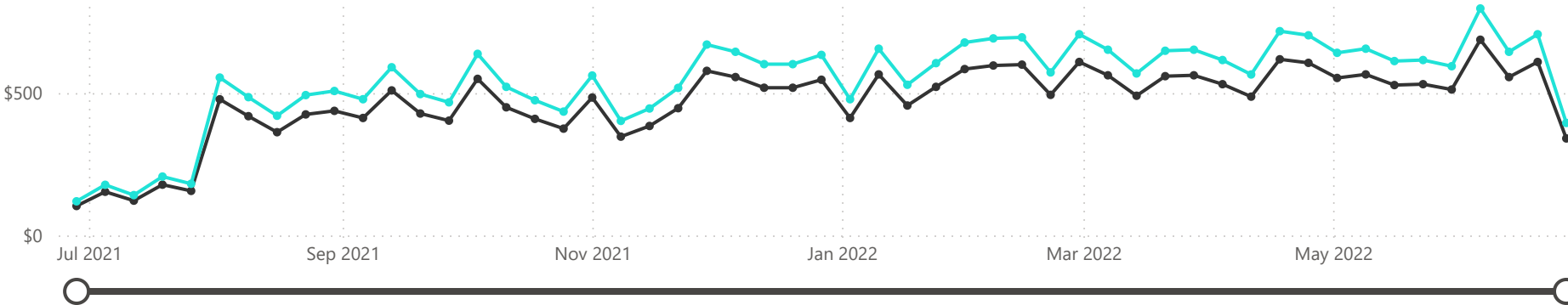
Monthly Profit vs. Target



Price Adjustment (%)

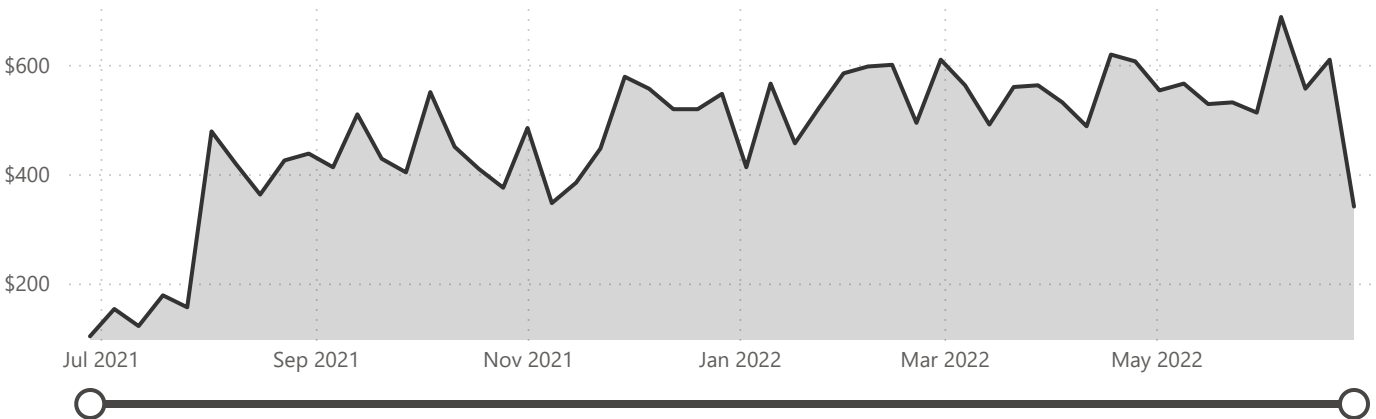
0.10

● Total Profit ● Adjusted Profit



Product Metric Selecti...

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



### Report Summary

Total orders for Water Bottle - 30 oz. were 404

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit experienced the longest period



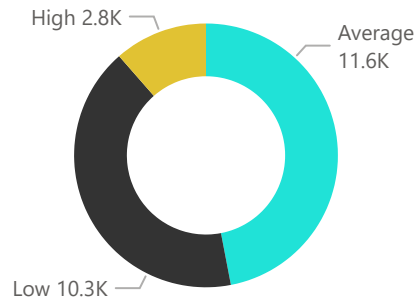
# 17.4K

UNIQUE CUSTOMERS

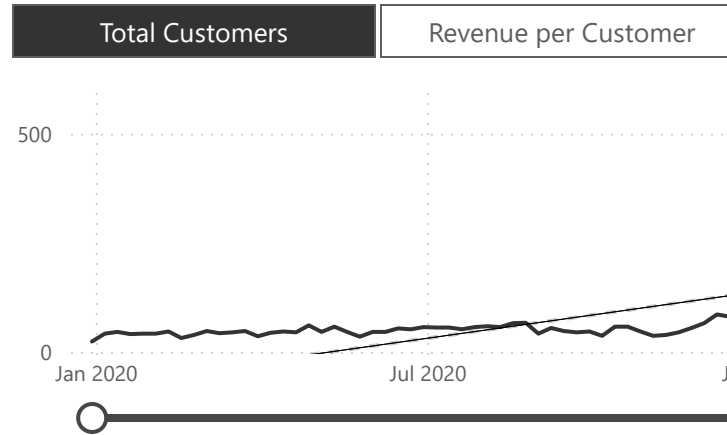
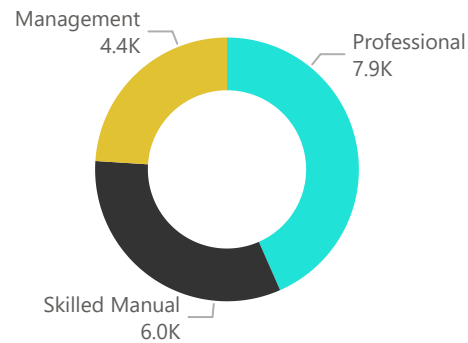
# \$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

| Customer Key | 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    |
| 11427        | Mrs. Desiree Dominguez | 4      | \$9,718    |
| Total        |                        | 1,272  | \$6,15,329 |

Year

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 \$4,683



**Improve Q&A with synonyms from Copilot (preview) and your org** Content created by AI may not be accurate, so review it carefully. [Read terms](#)



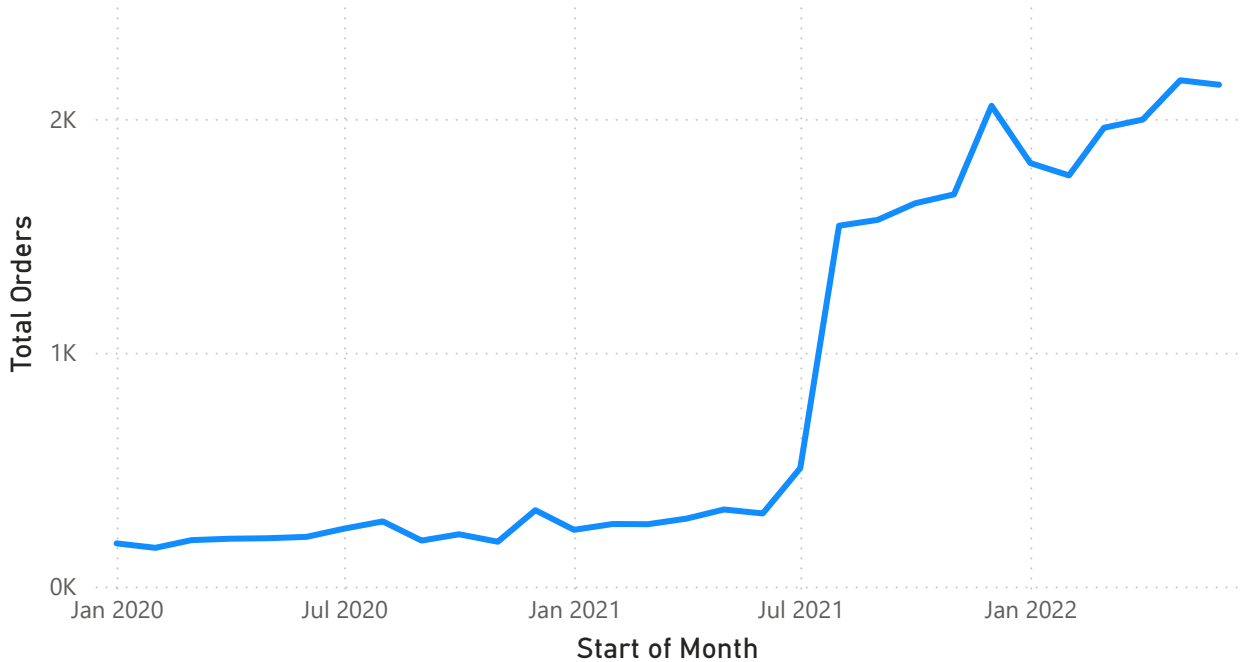
Add synonyms



Orders by month



Showing results for **Total orders sorted by calendar lookup start of month**



Content created by AI may be inaccurate. [Read terms](#)

CategoryName Total Orders

|                                    |        |
|------------------------------------|--------|
| <div><div></div></div> Accessories | 16,983 |
| <div><div></div></div> Bikes       | 13,929 |
| Black                              | 5,062  |
| Blue                               | 1,263  |
| Red                                | 1,912  |
| Silver                             | 2,562  |
| Yellow                             | 3,130  |
| <div><div></div></div> Clothing    | 6,976  |
| Total                              | 25,164 |

CategoryName ×

SubcategoryName ×

ProductName ×

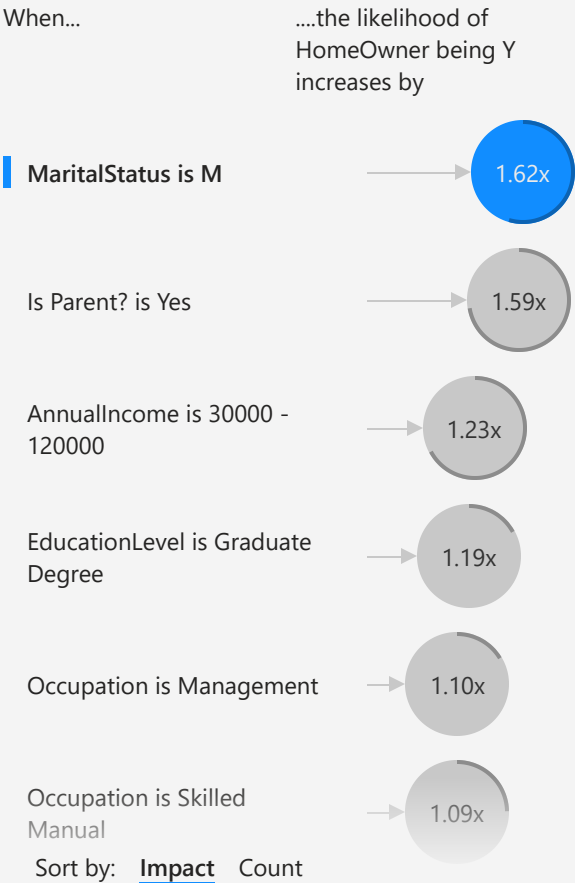
Total Orders  
25,164

25K  
Total Orders

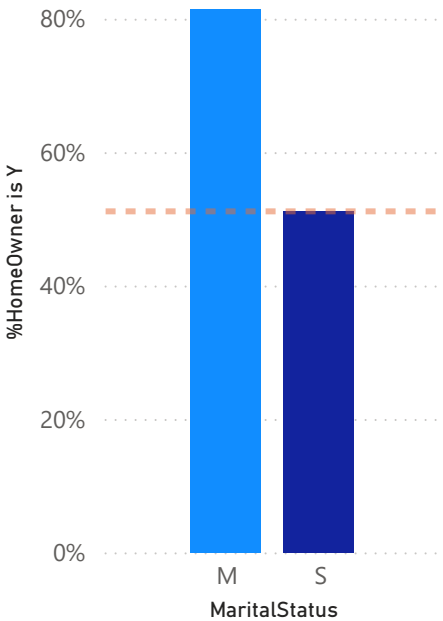
Key influencers Top segments



What influences HomeOwner to be Y ?



← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).

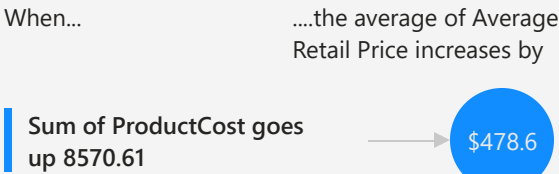


☐ Only show values that are influencers

Key influencers Top segments



What influences Average Retail Price to Increase ?



← On average when Sum of ProductCost increases, Average Retail Price also increases.

