



\$24.9M

REVENUE

\$10.5M

PROFIT

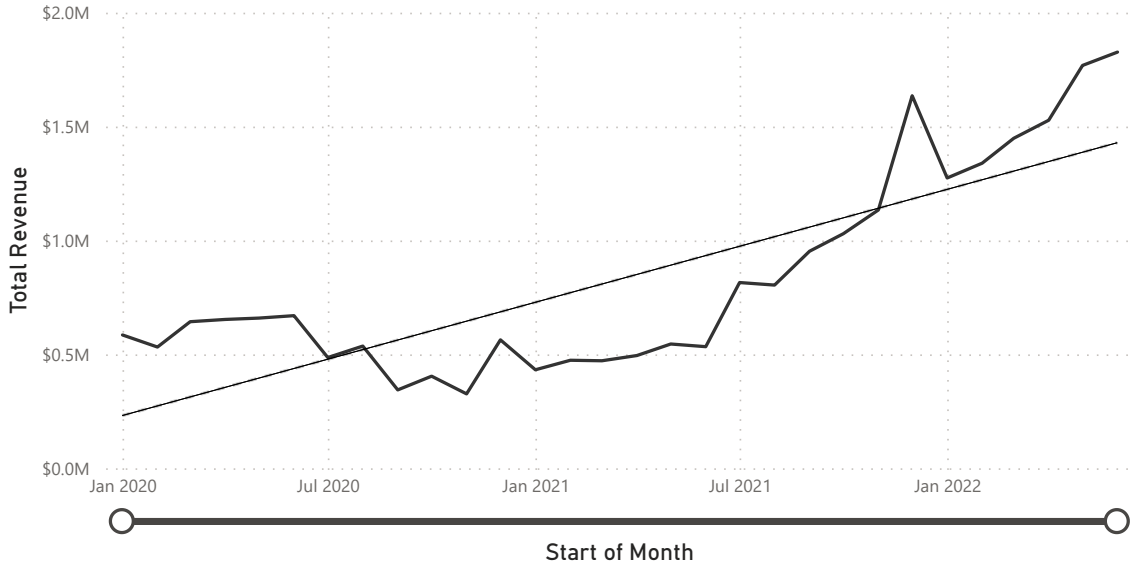
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

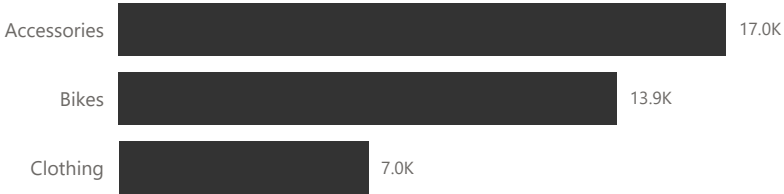
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

| | Orders | Revenue | Return % |
|-------------------------|--------|----------|----------|
| Water Bottle - 30 oz. | 3,983 | \$39,755 | 1.95% |
| Sport-100 Helmet, Red | 2,099 | \$73,444 | 3.33% |
| Sport-100 Helmet, Blue | 1,995 | \$67,120 | 3.31% |
| Sport-100 Helmet, Black | 1,940 | \$65,270 | 2.68% |
| Road Tire Tube | 2,173 | \$17,265 | 1.55% |
| Patch Kit/8 Patches | 2,952 | \$13,506 | 1.61% |
| Mountain Tire Tube | 2,846 | \$28,333 | 1.64% |
| Mountain Bottle Cage | 1,896 | \$38,062 | 2.02% |
| Fender Set - Mountain | 1,975 | \$87,041 | 1.36% |
| AWC Logo Cap | 2,062 | \$35,882 | 1.11% |

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

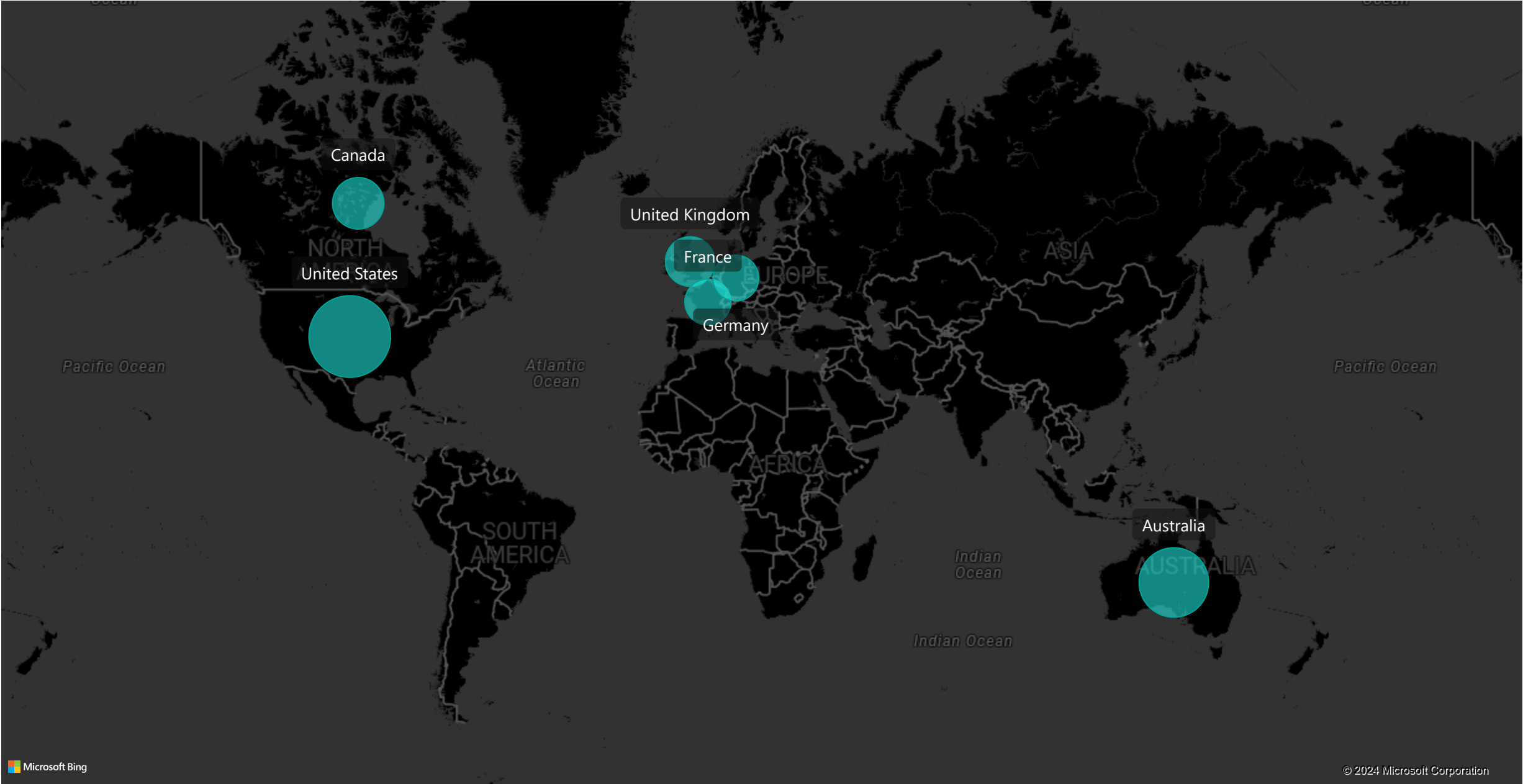
Shorts

Select all

Europe

North America

Pacific



Selected Product

Mountain Tire
Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

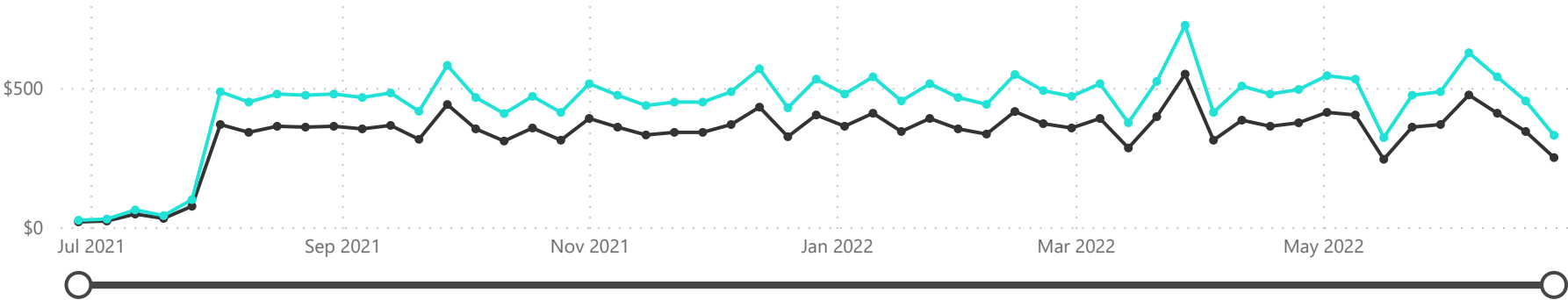


Price Adjustment (%)

0.20

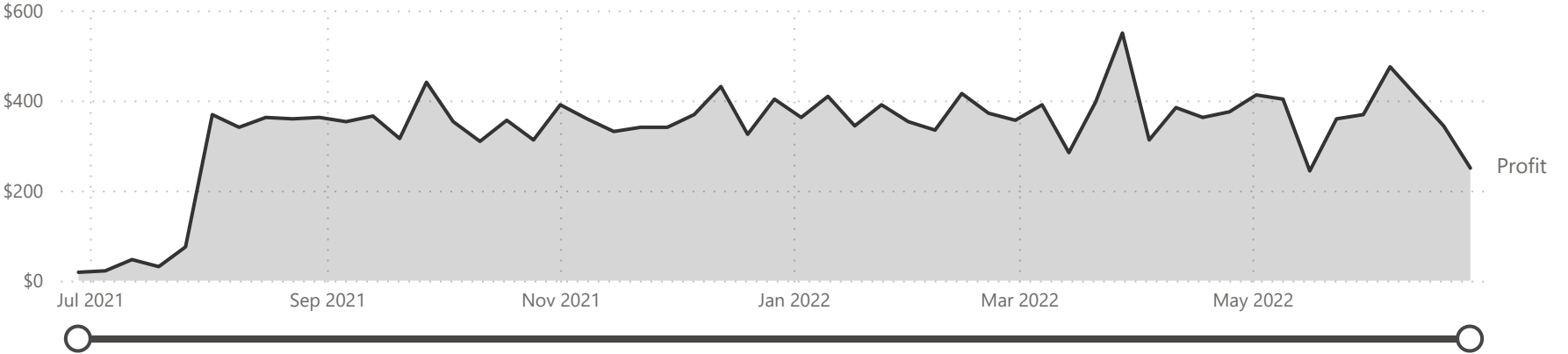


● Total Profit ● Adjusted Profit



Product Metric Selection

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





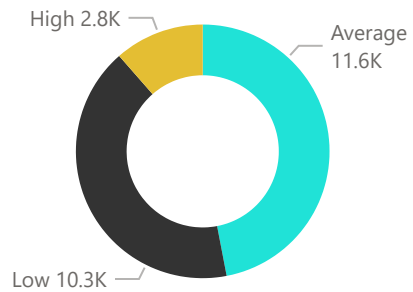
17.4K

UNIQUE CUSTOMERS

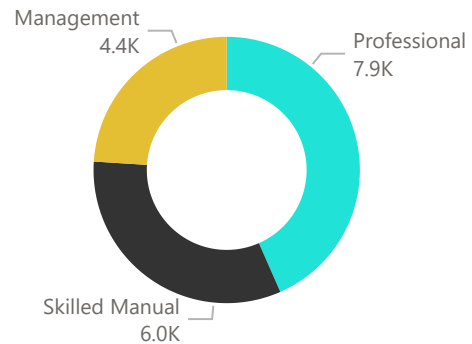
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



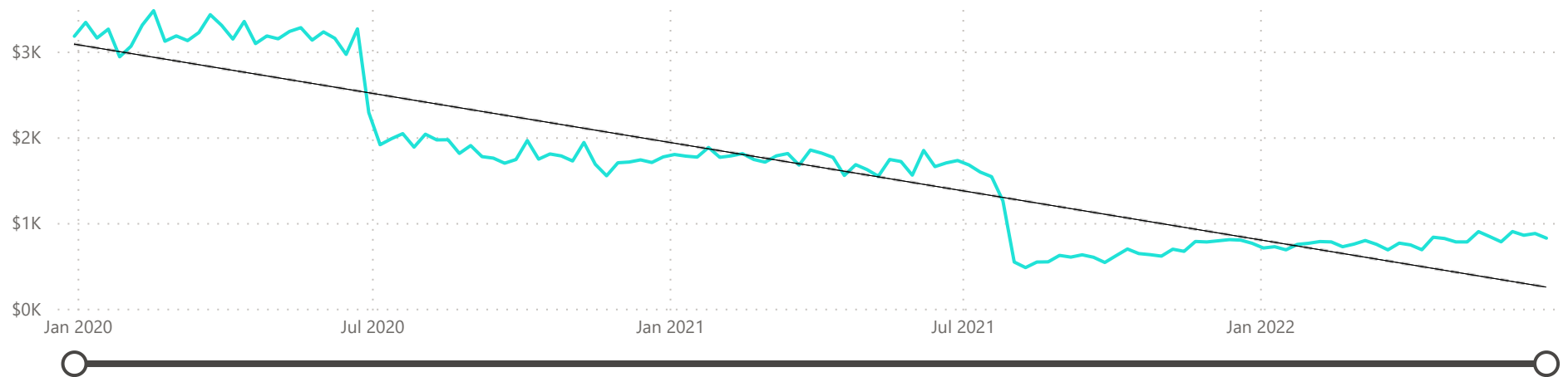
Orders by Occupation



Total Customers

Revenue per Customer

Revenue per Customer



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 |

2020

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Revenue

\$12.4K

Orders

6



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683.

Key influencers Top segments



What influences HomeOwner to be ?

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

Is Parent? is Yes

1.59x

Sum of AnnualIncome is
30000 - 120000

1.23x

MaritalStatus is M

1.61x

EducationLevel is Bachelors

1.05x

Occupation is Skilled
Manual

1.09x

EducationLevel is Graduate
Degree

1.19x

Occupation is Management

1.10x

Sort by: Impact Count

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