



\$24.9M

Revenue

\$10.5M

Total Profit

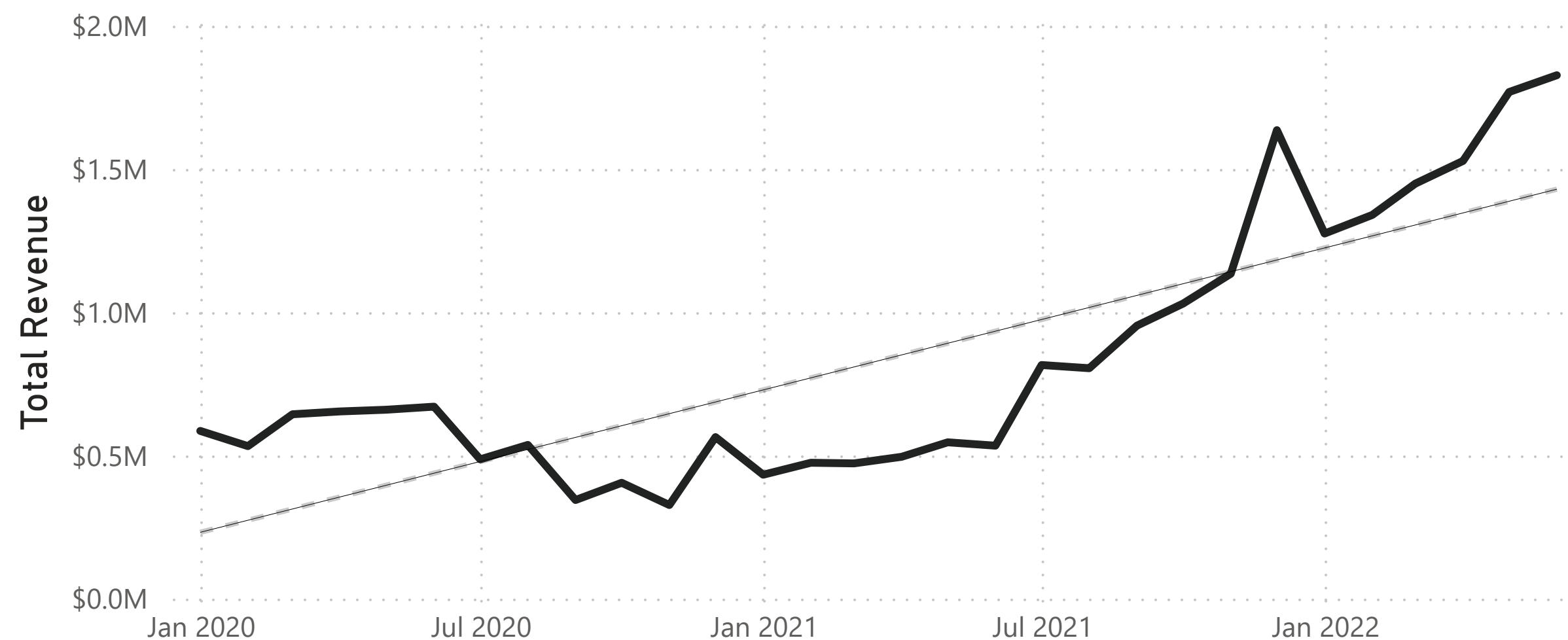
25.2K

Orders

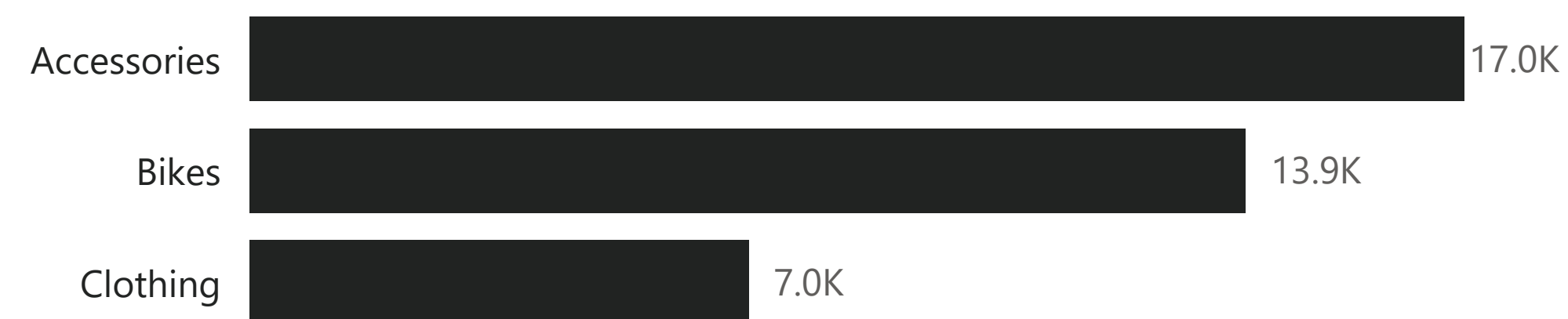
2.2%

Return Rate %

Revenue Trending



Orders by Category



Top 10 Products

Top 10 Products	Total Orders	Total Revenue	Product Return Rate %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%

Monthly Revenue

\$1.83M ✓

Previous month: \$1.77M (+3.31%)

Monthly Orders

2,146!

Previous month: \$1.7684325069M
(-99.88%)

Monthly Returns

166 ✓

Previous month: 169 (+1.78%)

Most Ordered Product Type :

Tires and Tubes

Most returned Product Type:

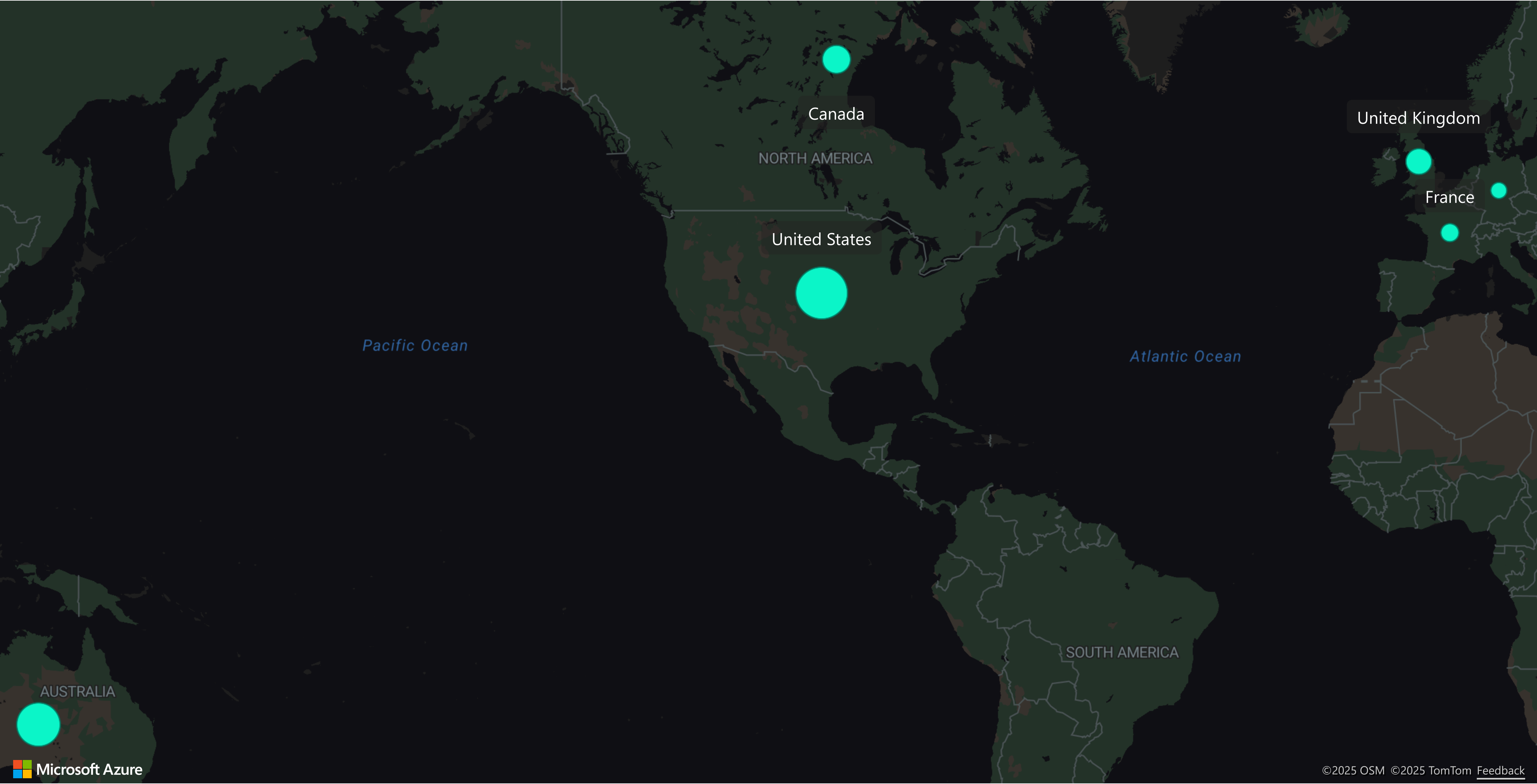
Shorts

Select all

Europe

North America

Pacific





SELECTED PRODUCT



Mountain Bottle Cage

Price Adjustment (%)

0.20



Product Metric Selection

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

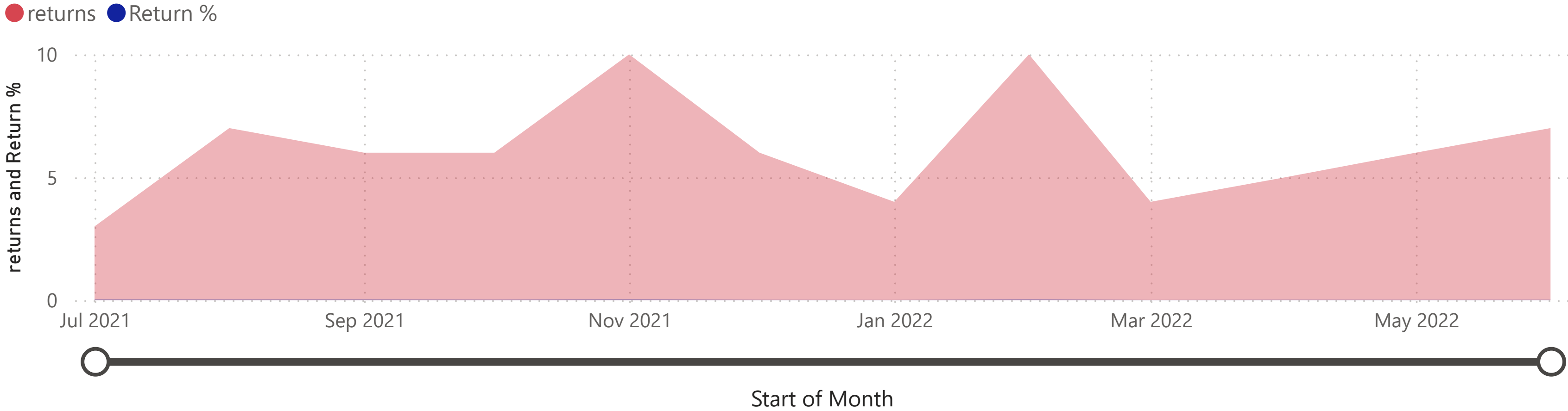
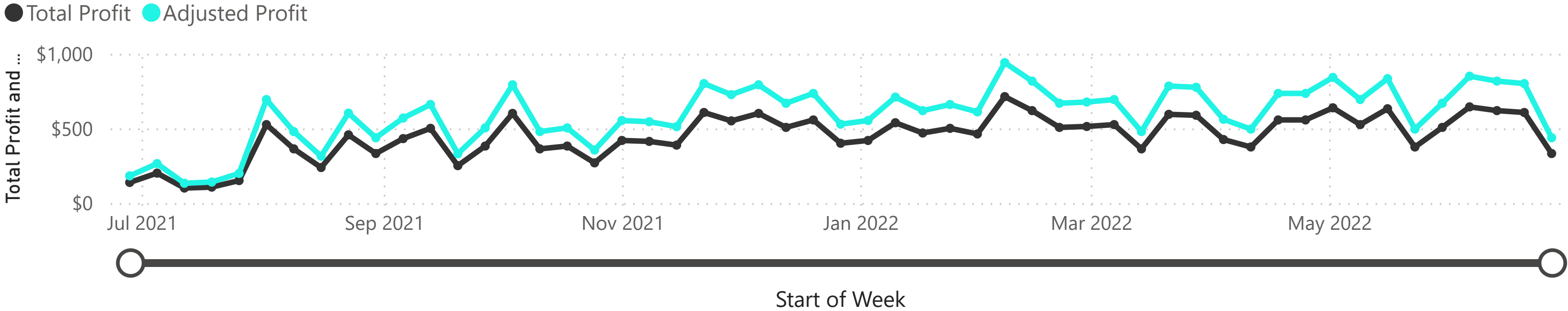
Monthly Order vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

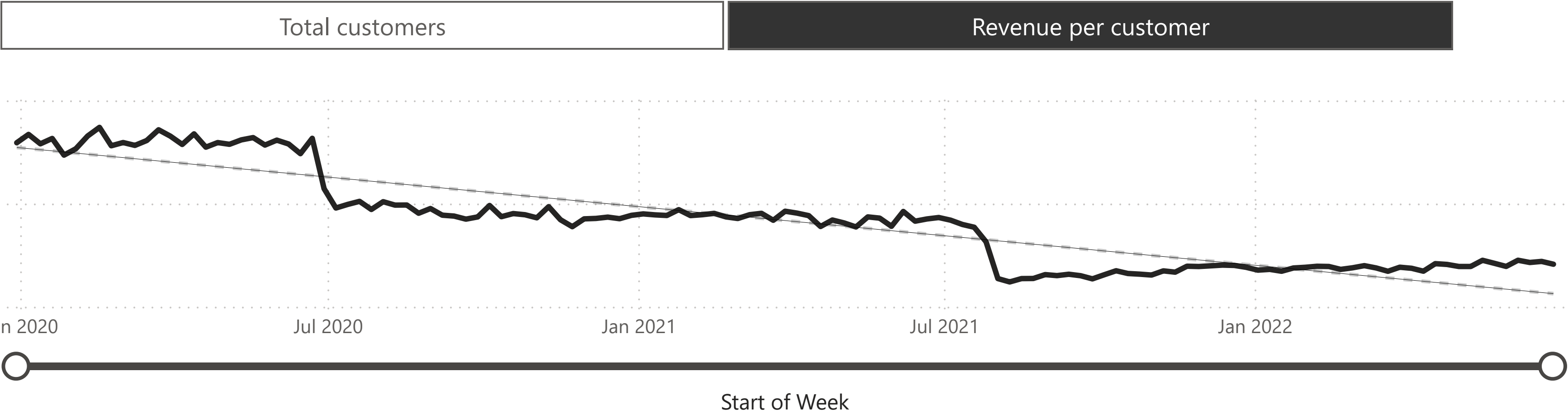
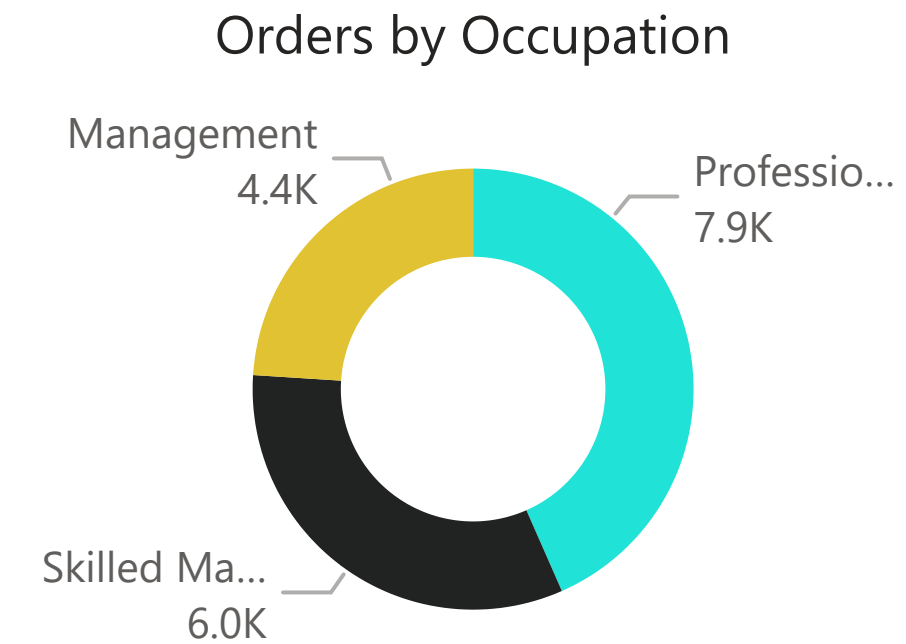
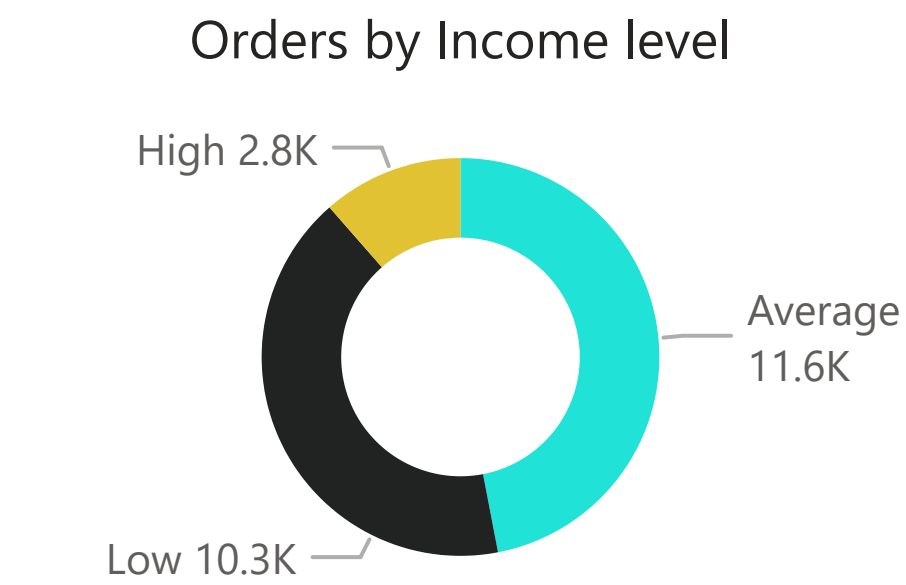


17.4K

UNIQUE CUSTOMERS

\$1.4K

REVENUE PER CUSTOMER



Top 100 Customers				
CustomerKey	Full Name	Total Orders	Total 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	
Total		367	\$880,303	

Top Customer (by Revenue)

Year

2020

2022

Mr. Maurice Shan

OrdersRevenue

6.00

12.41K

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Among customers and skileed manual roles in 2022 Mr Maurice Suarez most revenue at