



**\$9.3M**

Revenue

**\$4.0M**

Total Profit

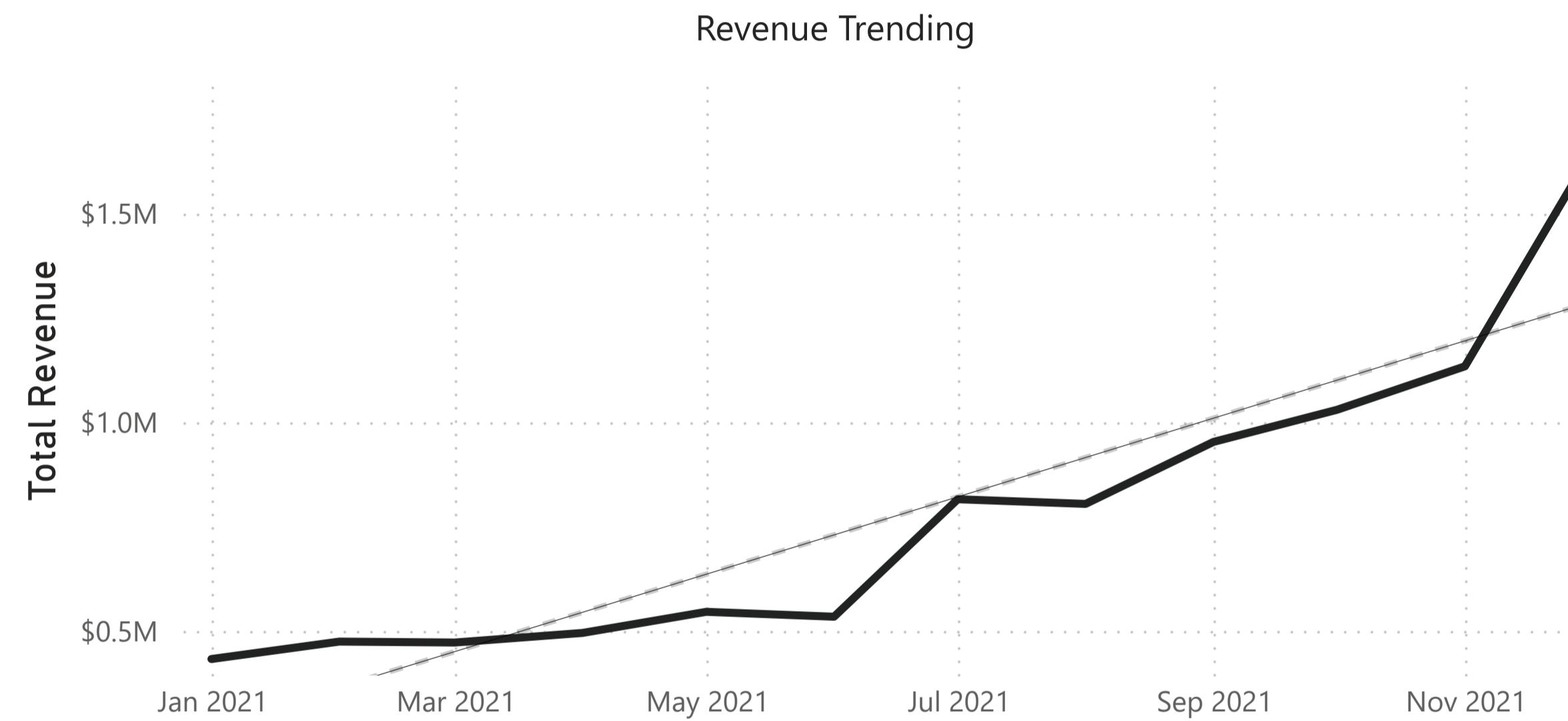
**10.7K**

Orders

**2.1%**

Return Rate %

Revenue Trending



Monthly Revenue

**\$1.64M** ✓

Previous month: \$1.13M (+44.22%)

Monthly Orders

**2,056!**

Previous month: \$1.133913046M  
(-99.82%)

Monthly Returns

**163!**

Previous month: 134 (-21.64%)

Orders by Category



Top 10 Products

Top 10 Products	Total Orders	Total Revenue	Product Return Rate %
AWC Logo Cap	870	\$15,188	1.08%
Fender Set - Mountain	865	\$38,201	1.04%
Mountain Bottle Cage	805	\$16,184	2.41%
Mountain Tire Tube	1,286	\$12,759	1.60%
Patch Kit/8 Patches	1,324	\$6,052	1.51%
Road Tire Tube	974	\$7,773	1.59%
Sport-100 Helmet, Black	866	\$29,136	2.66%
Sport-100 Helmet, Blue	843	\$28,362	3.56%
Sport-100 Helmet, Red	881	\$30,826	3.06%
Water Bottle - 30 oz.	1,696	\$16,976	2.03%

Most Ordered Product Type :

**Tires and Tubes**

Most returned Product Type:

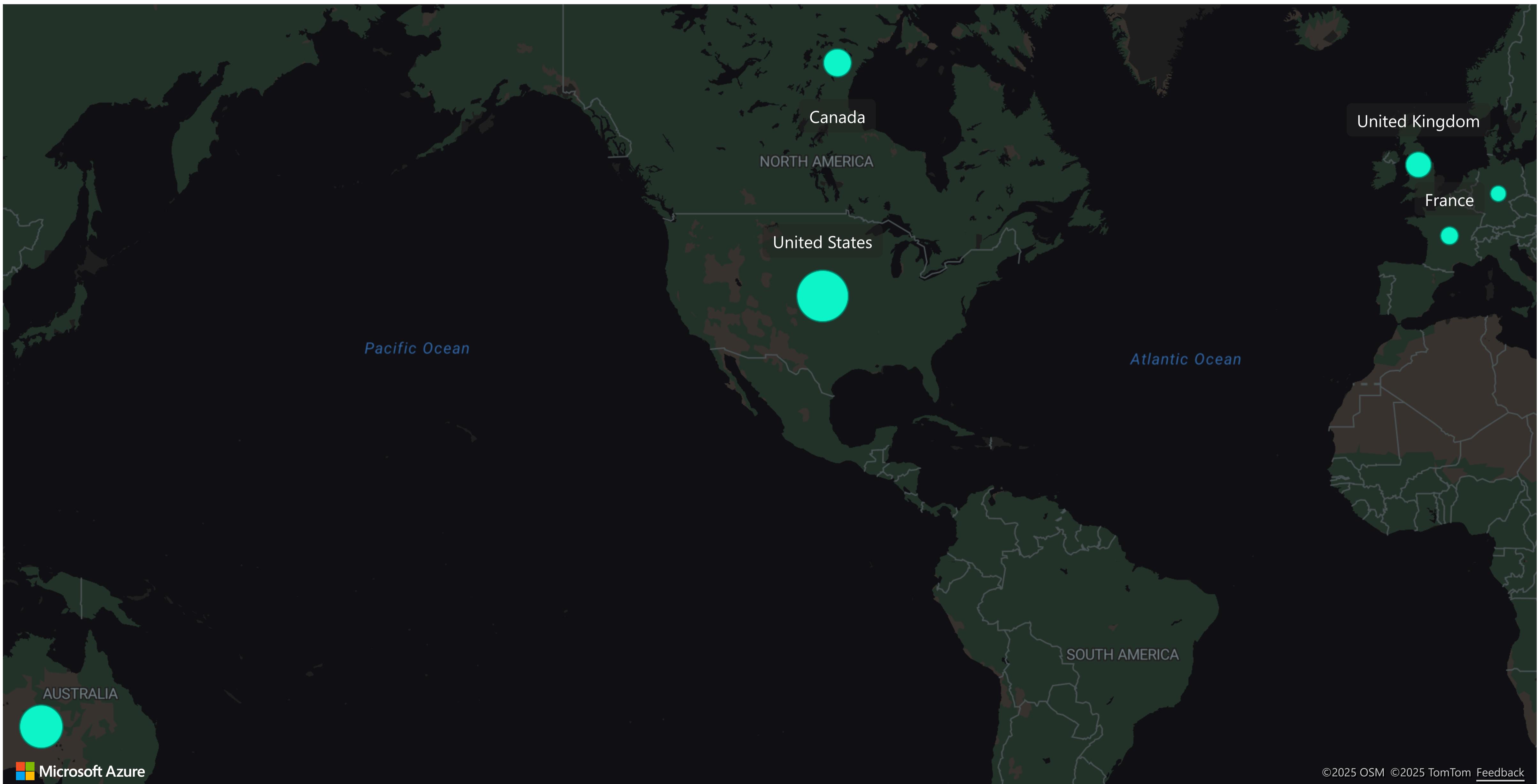
**Bike Stands**

Select all

Europe

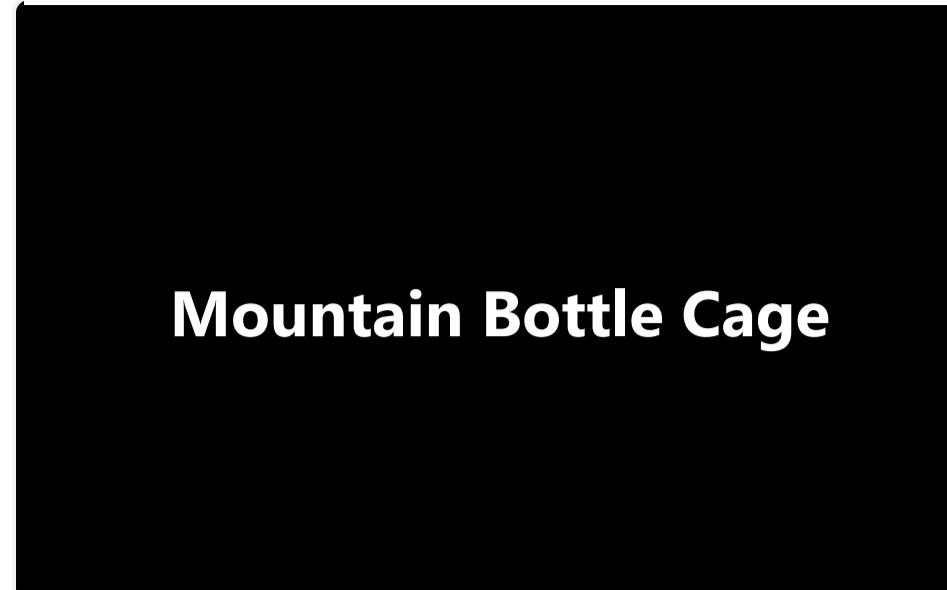
North America

Pacific





SELECTED PRODUCT



Price Adjustment (%)

0.20



Monthly Order vs Target



Monthly Revenue vs Target



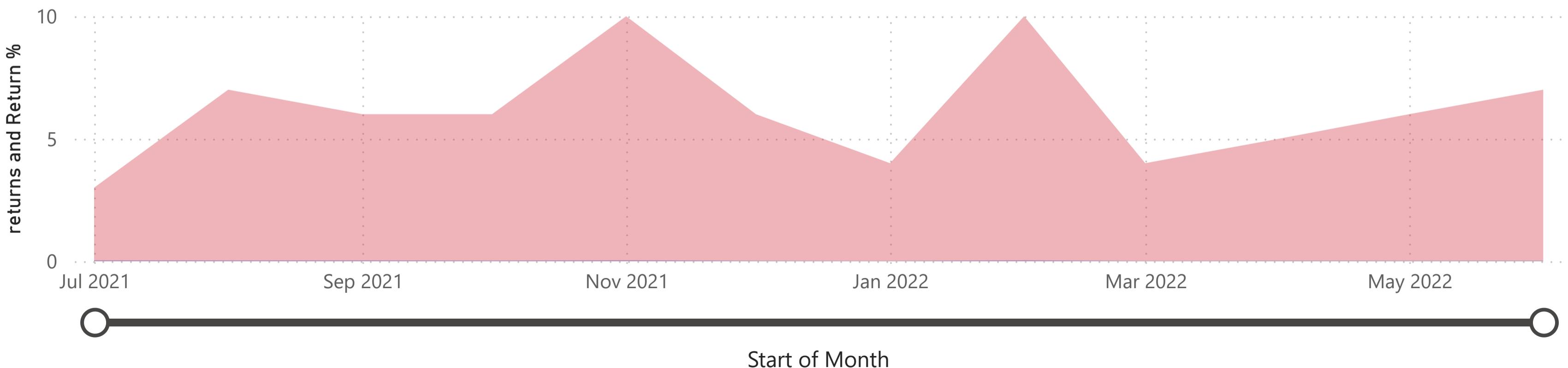
Monthly Profit vs Target



### Product Metric Selection

- Orders
- Revenue
- Profit
- returns
- Return %

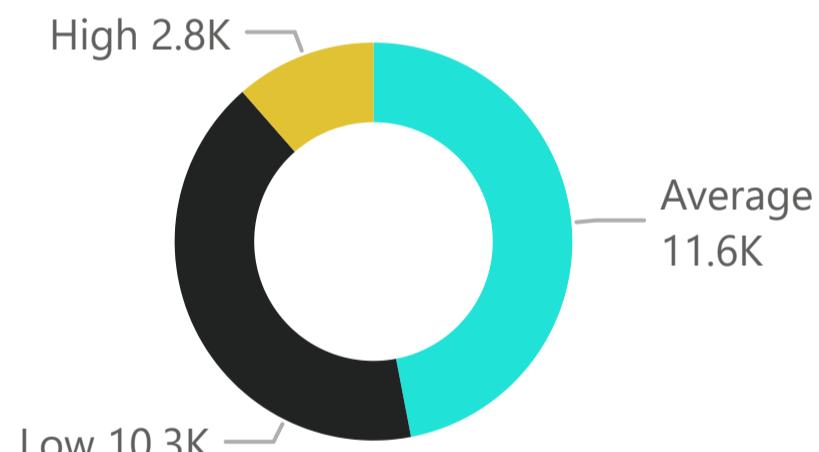
● returns ● Return %



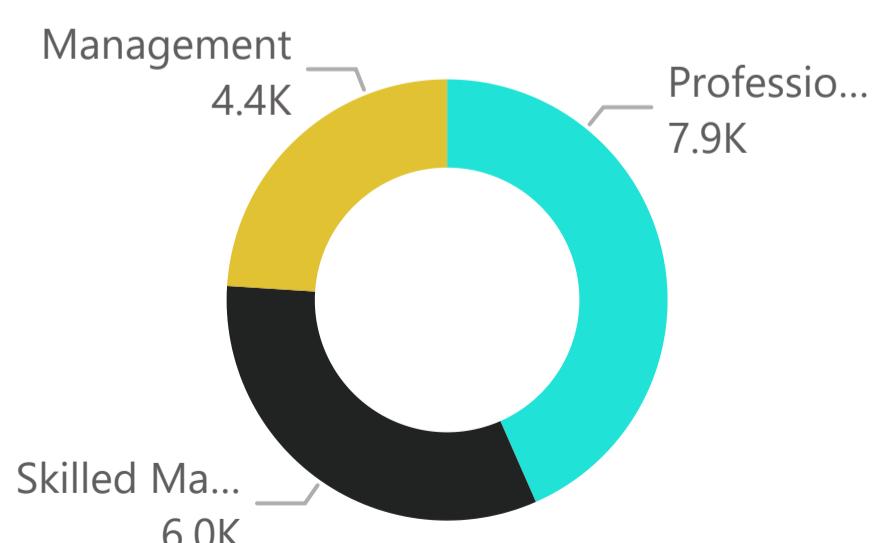
**17.4K**  
UNIQUE CUSTOMERS

**\$1.4K**  
REVENUE PER CUSTOMER

Orders by Income level

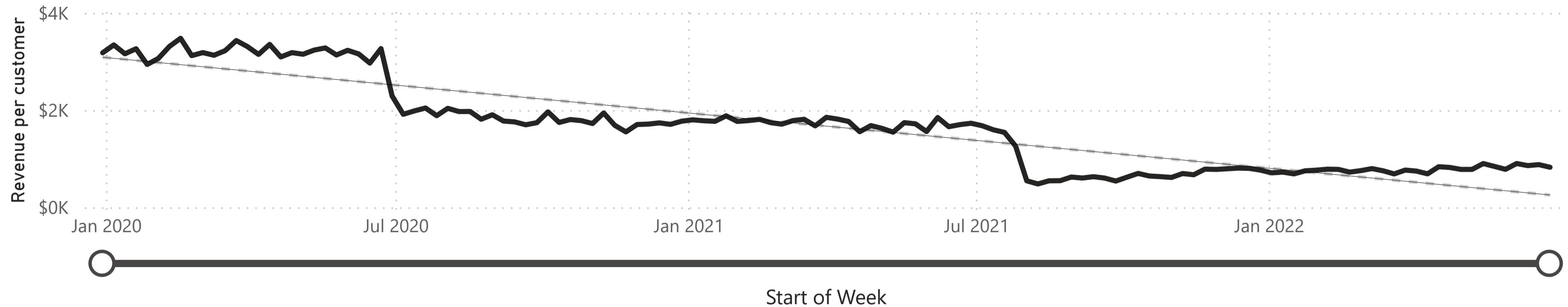


Orders by Occupation



Total customers

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
<b>Total</b>		<b>367</b>	<b>\$880,303</b>

Top Customer (by Revenue)

Year

2020

2022

**Mr. Maurice Shan**

Orders

**6.00**

Revenue

**12.41K**



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