

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%)

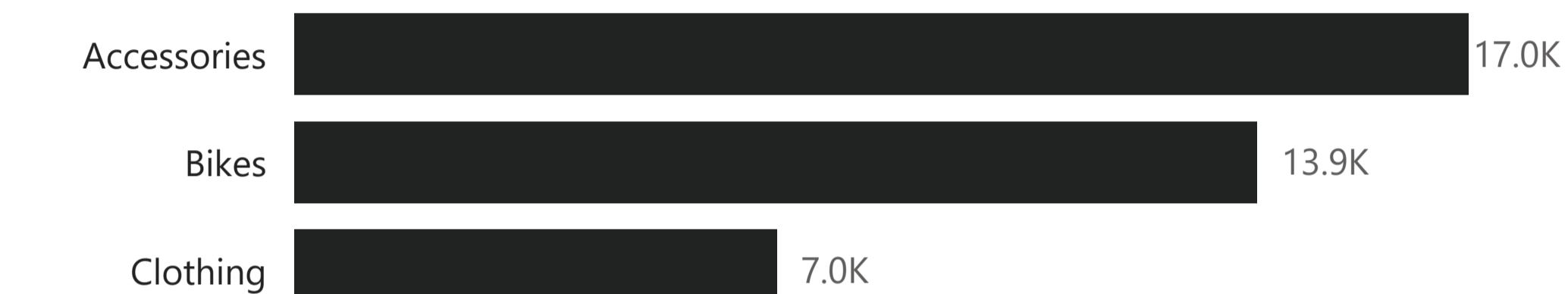
\$10.5M
Total Profit

\$24.9M
Revenue

25.2K
Orders

2.2%
Return Rate %

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%

Most Ordered Product Type :

Tires and Tubes

Most returned Product Type:

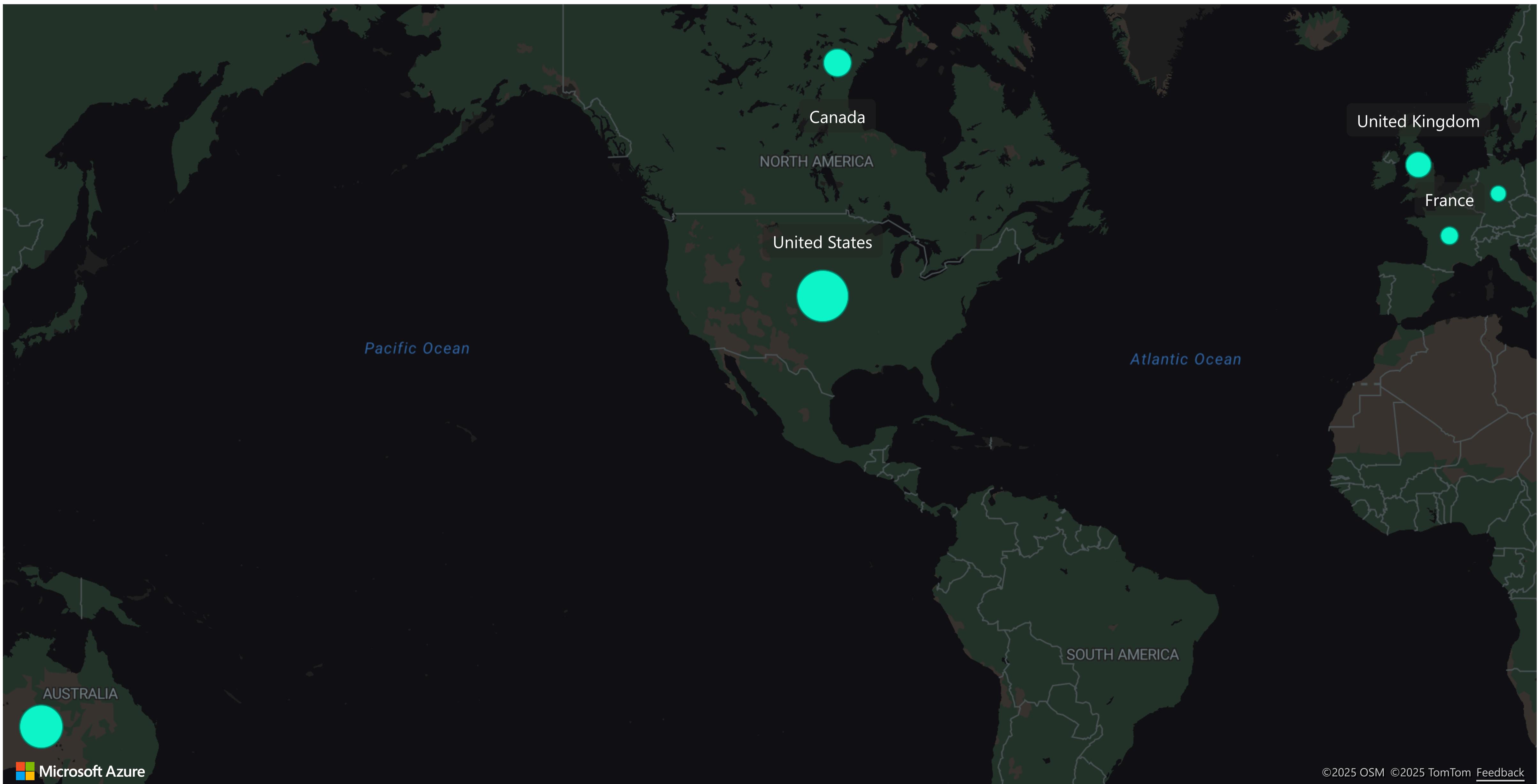
Shorts

Select all

Europe

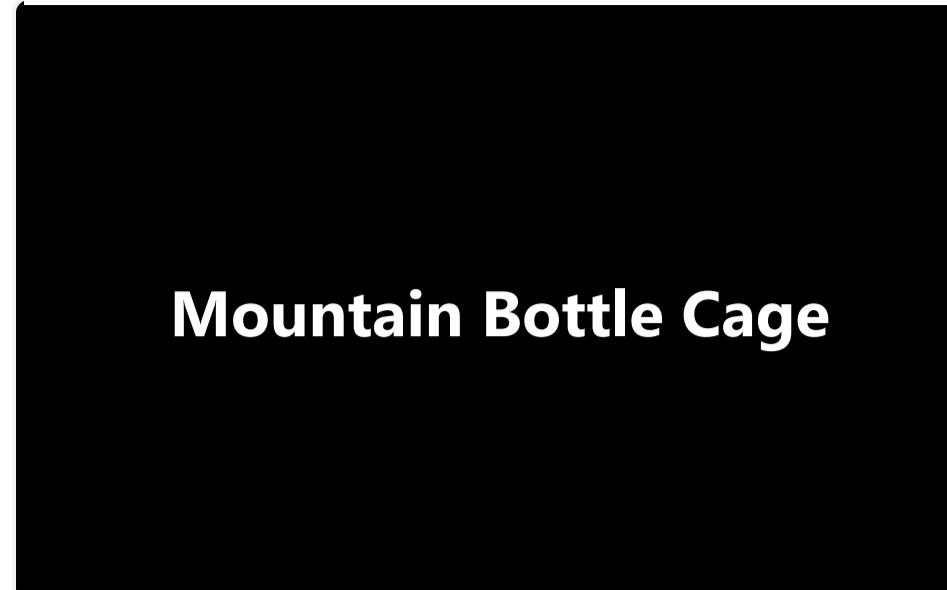
North America

Pacific





SELECTED PRODUCT



Price Adjustment (%)

0.20



Monthly Order vs Target



Monthly Revenue vs Target



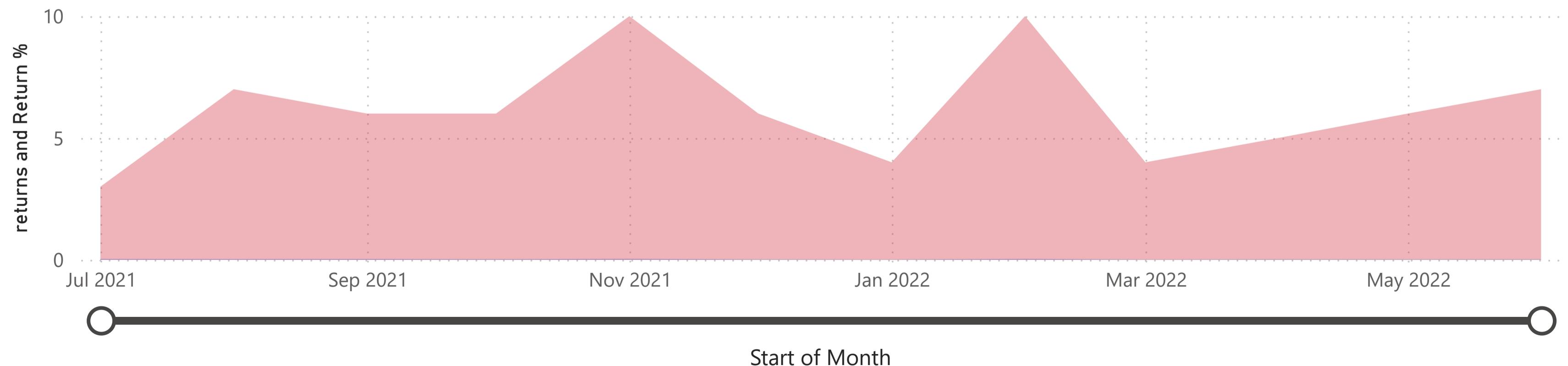
Monthly Profit vs Target



Product Metric Selection

- Orders
- Revenue
- Profit
- returns
- Return %

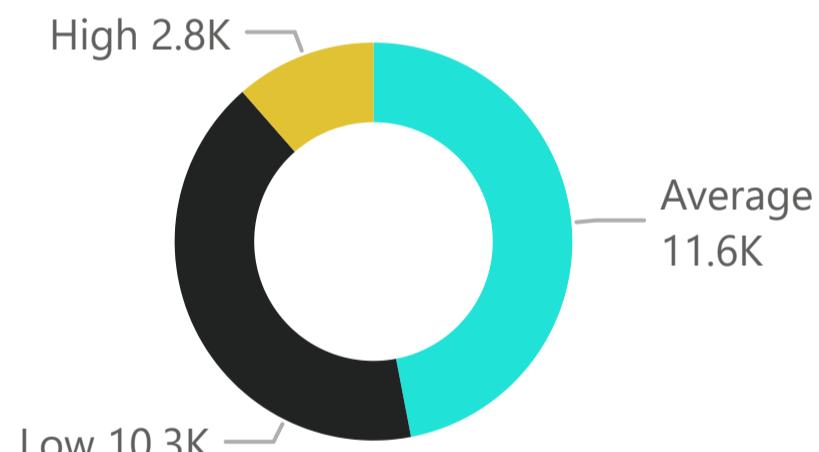
● returns ● Return %



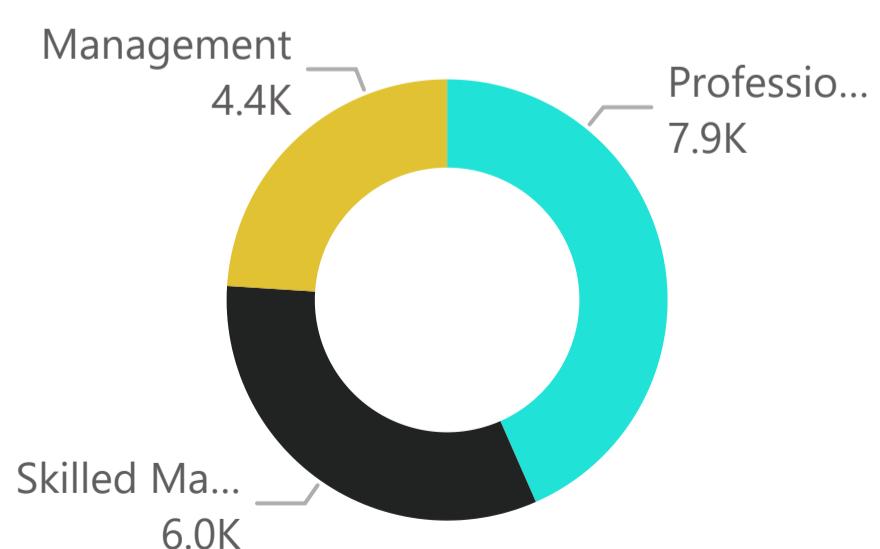
17.4K
UNIQUE CUSTOMERS

\$1.4K
REVENUE PER CUSTOMER

Orders by Income level

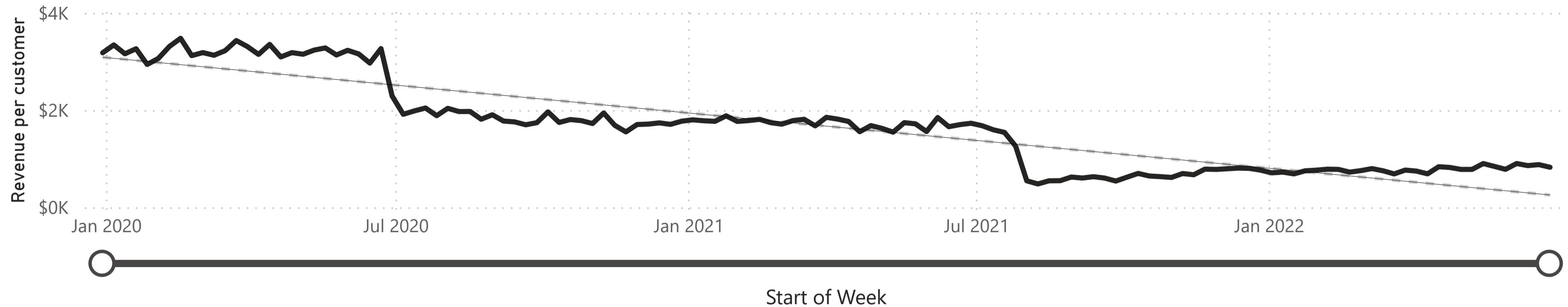


Orders by Occupation



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
Total		367	\$880,303

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