



\$24.9M

Total Revenue

\$10.5M

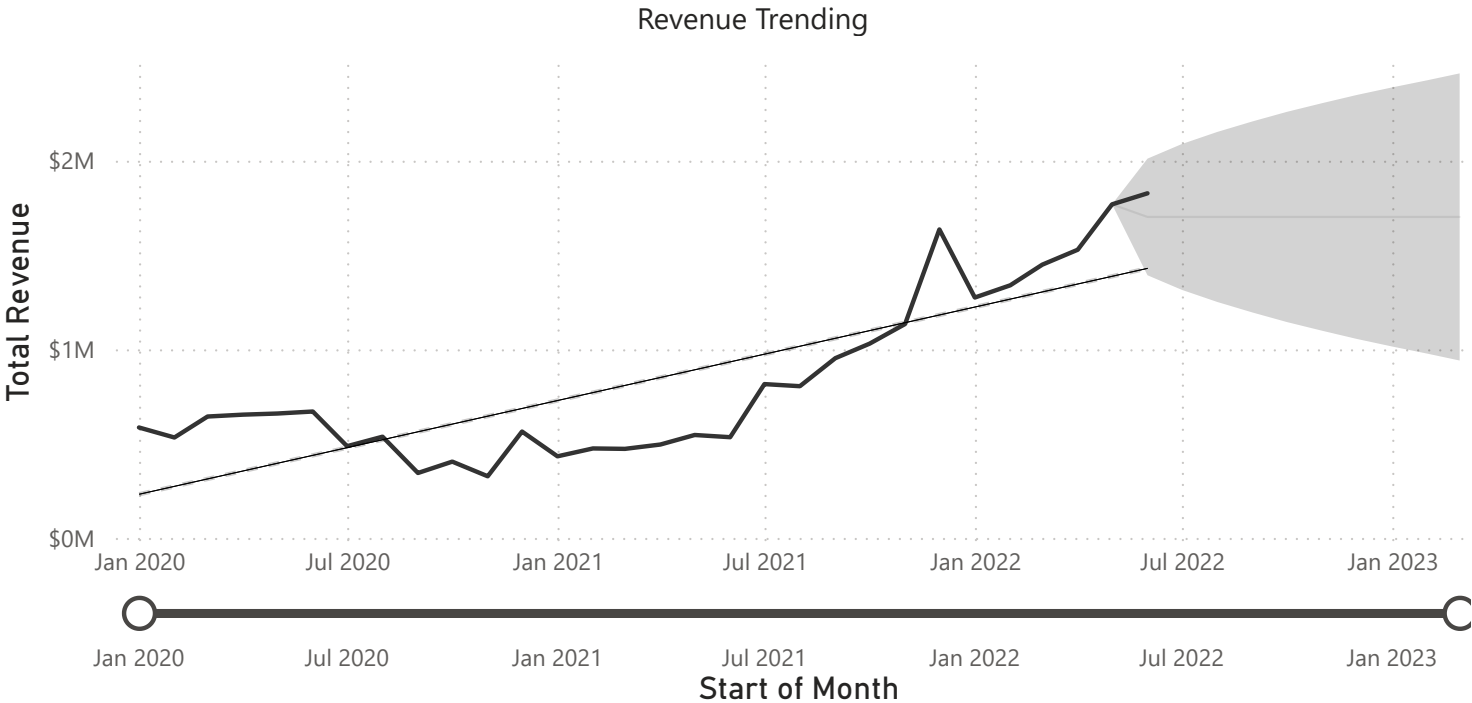
Total Profit

25.2K

Total Orders

2.2%

Return Rate



Monthly Revenue

\$1.83M✓

Revenue is up 1.77M / 33.1%

Monthly Orders

2,146!

Orders is up 2,165 / 33.8%

Monthly Revenue

166✓

Revenue is up 160 / 1.78%

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

Most Ordered Product Type:

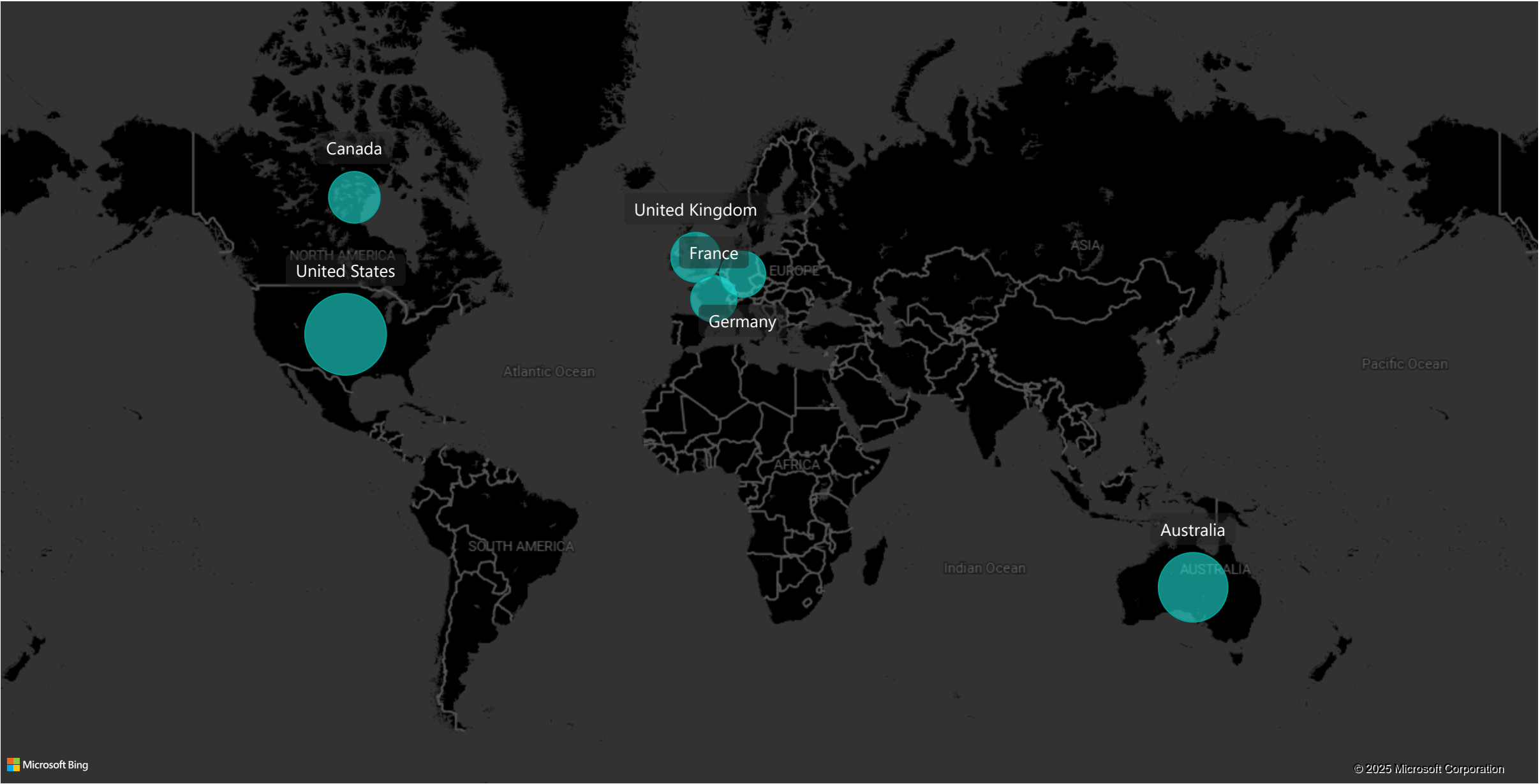
Most Returned Product:

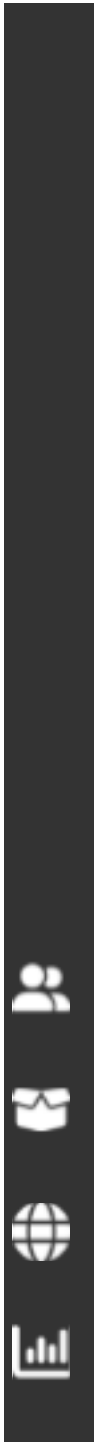
Select all

Europe

North America

Pacific





Selected Product:

Road Tire Tube

Price Adjustment (%)

0.00



Product Metric Selection

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

Monthly Orders vs Target



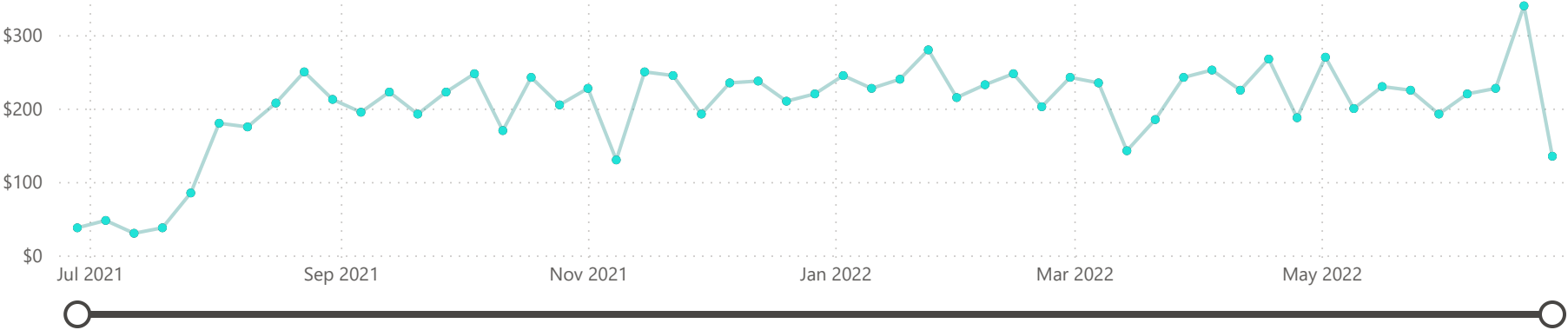
Monthly Revenue vs Target



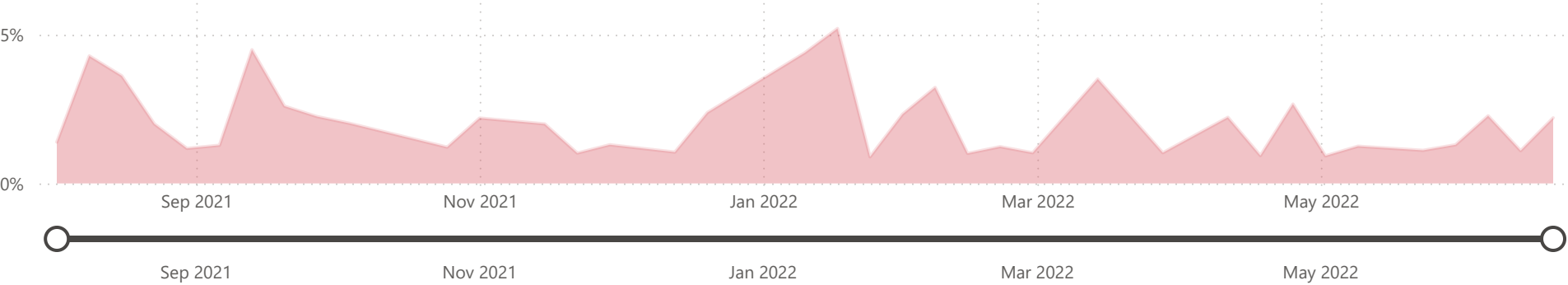
Monthly Profit vs Target



● Total Profit ● Adjusted Profit



Returns Trending





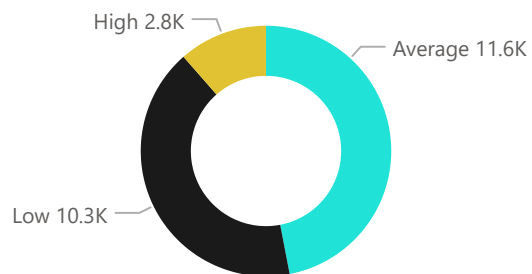
17.4K

Unique Customers

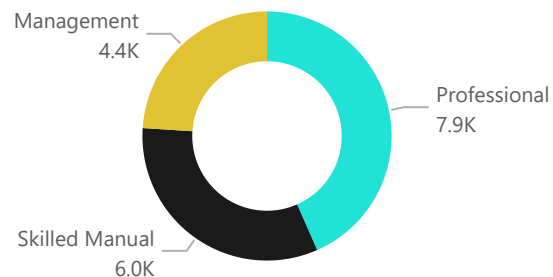
\$1,431

Average Revenue Per Customer

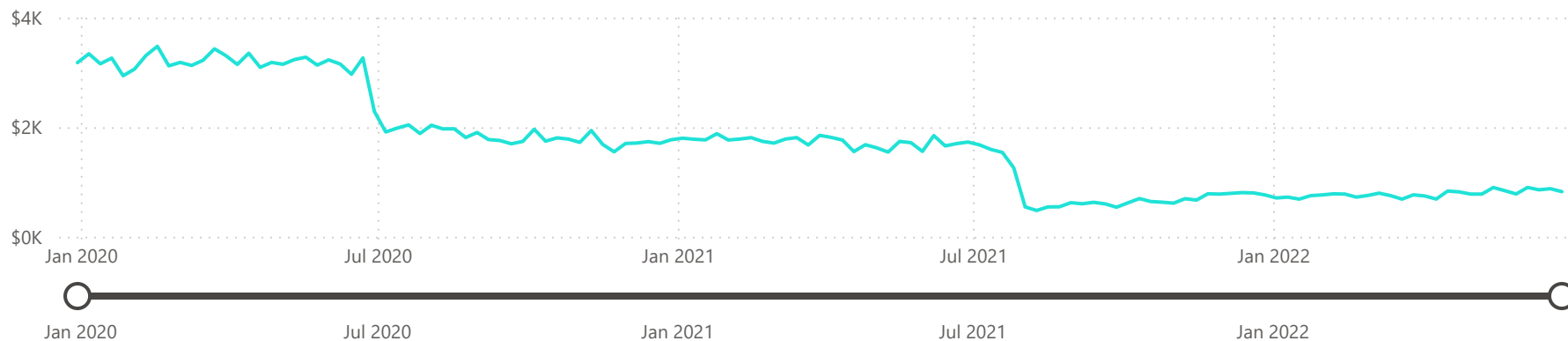
Orders by Income Levels



Orders by Occupation



Total Customers 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
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
Total		1,272	\$615,329

Year

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K