



REVENUE

PROFIT

ORDERS

RETURN RATE

The chart displays the daily new COVID-19 cases in the Czech Republic from January 2020 to January 2022. The Y-axis represents the number of cases in millions, ranging from \$0.0M to \$2.0M. The X-axis shows time in months, with labels for Jan 2020, Jul 2020, Jan 2021, Jul 2021, and Jan 2022. A solid black line represents the daily new cases, and a grey shaded area represents the confidence interval. A straight line indicates the linear trend, showing a significant increase in cases over time.

Month	Daily New Cases (Approx.)
Jan 2020	0.6M
Jul 2020	0.6M
Jan 2021	0.4M
Jul 2021	0.8M
Jan 2022	1.6M

\$1.83M ✓

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

2,146!

Prev Month: \$2.17K (-0.88%)

166✓

Prev Month: 169 (+1.78%)

Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

Top 10 Product Name	Orders	Returns	Return %
Water Bottle - 30 oz.	3,983	149	1.95%
Patch Kit/8 Patches	2,952	92	1.61%
Mountain Tire Tube	2,846	91	1.64%
Road Tire Tube	2,173	67	1.55%
Sport-100 Helmet, Red	2,099	70	3.33%
AWC Logo Cap	2,062	45	1.11%
Sport-100 Helmet, Blue	1,995	66	3.31%
Fender Set - Mountain	1,975	54	1.36%
Sport-100 Helmet, Black	1,940	52	2.68%
Mountain Bottle Cage	1,896	74	2.02%

Tires and Tubes

Shorts

Select all

Europe

North America

Pacific

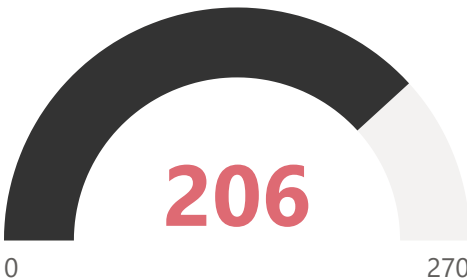
Total Orders by Country



Selected Product:

**Sport-100
Helmet, Red**

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

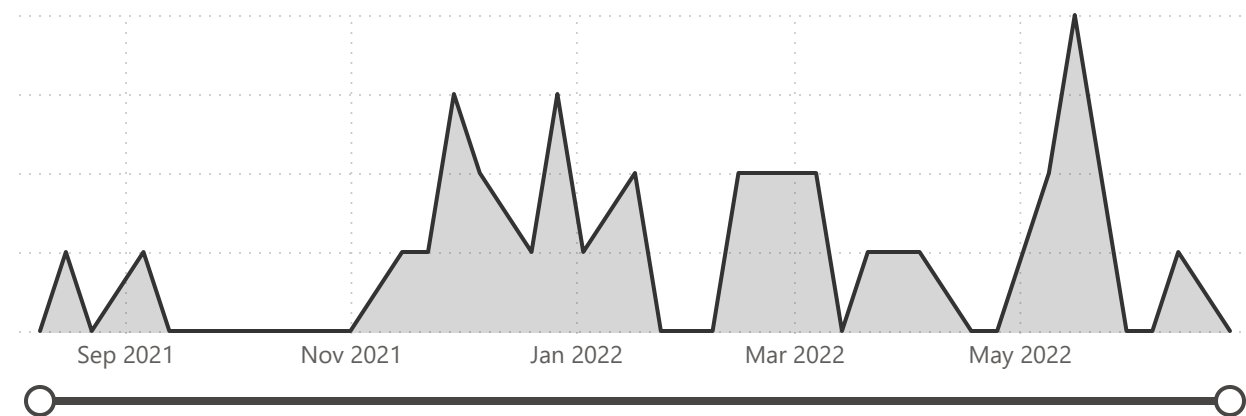
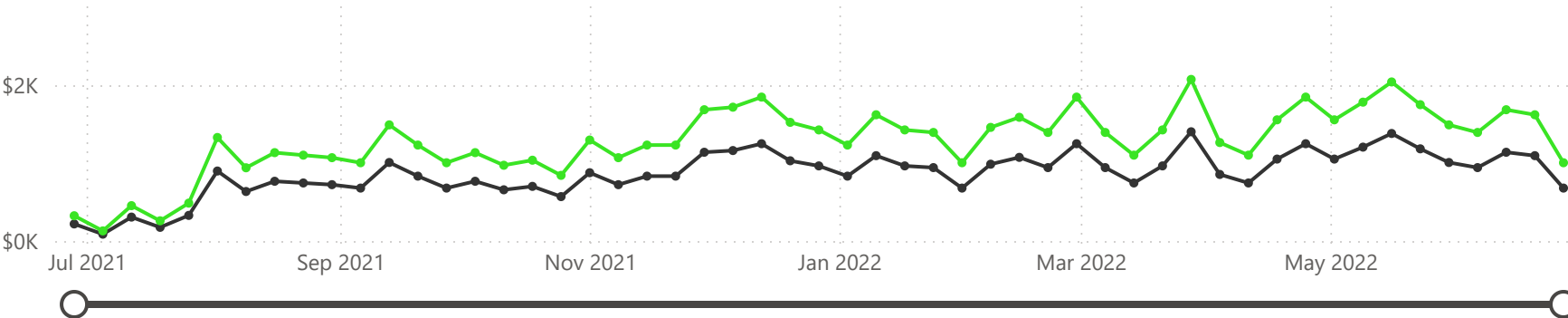


Price Adjustment (%)

0.30



● Total Profit ● Adjusted Profit



Report Summary

Adjusted Profit (210.00% increase) and Total Profit (210.00% increase) both trended up between [Monday, June 28, 2021](#) and [Monday, June 27, 2022](#).

Across all metrics, [Total Profit](#) had the most interesting recent trend and started trending down on [Monday, May 30, 2022](#).



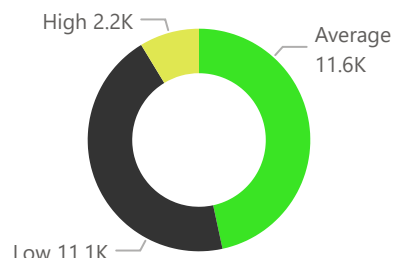
\$1.4K

REVENUE PER CUSTOMER

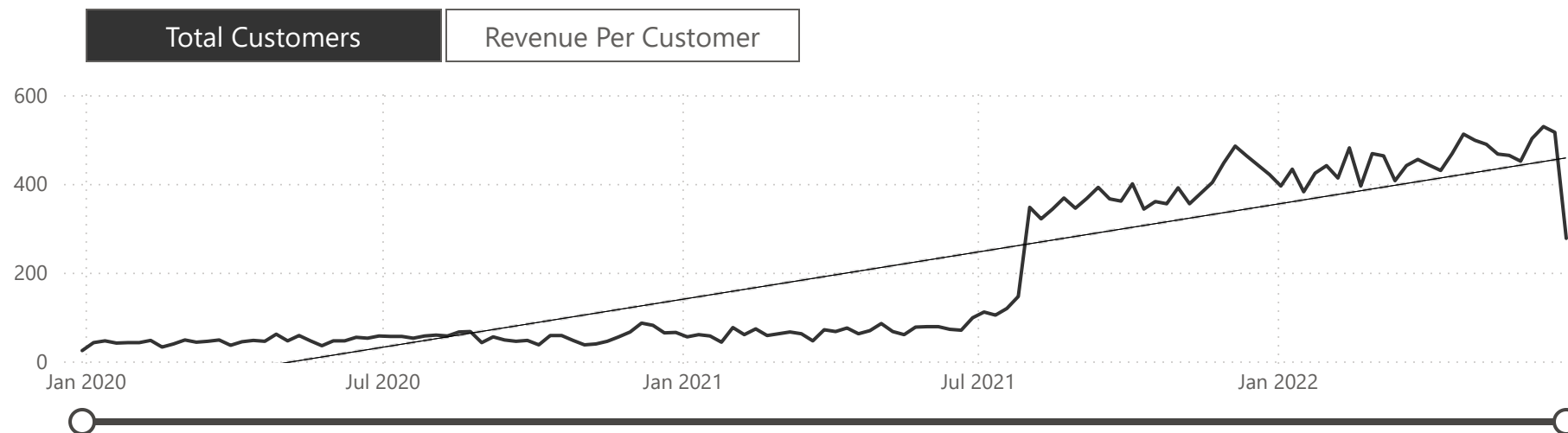
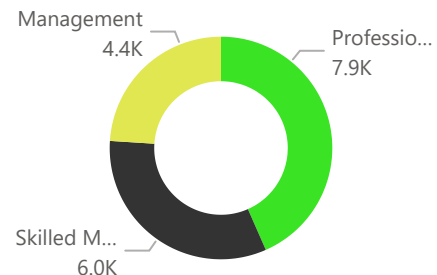
17.4K

UNIQUE CUSTOMERS

Orders by Income Level



Orders by Income Level



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers in professional roles in 2022, Lacey Zheng drove the most revenue at \$6,180