



\$15.6M

Total Revenue

6.5M

Total Profit

14.5K

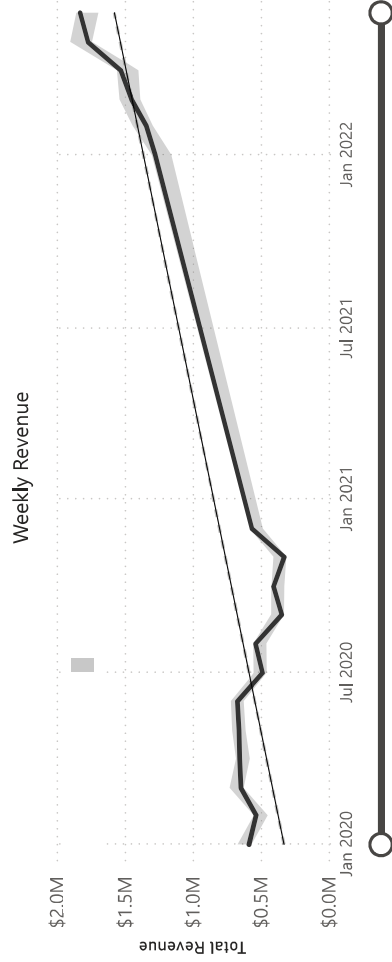
Total Orders

3.8%

Return Rate

Orders By Category

Country ● Australia ● Canada ● France ● Germany ● United Kingdom ● United States



Accessories



Bikes



Clothing



CategoryName	ProductName	Orders	Revenue	Return Rate
Accessories	AWC Logo Cap			Infinity
Accessories	Cable Lock			Infinity
Accessories	Chain			Infinity
Accessories	Classic Vest, L			Infinity
Accessories	Classic Vest, M			Infinity
Accessories	Classic Vest, S			Infinity
Accessories	Front Brakes			Infinity
Accessories	Front Derailleur			Infinity
Accessories	Full-Finger Gloves, L			Infinity

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Bib-Shorts

Monthly Revenue

\$1.83M

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

Monthly Orders

2146

Monthly Returns

1,809

Previous Month: 1,809 (+0%)



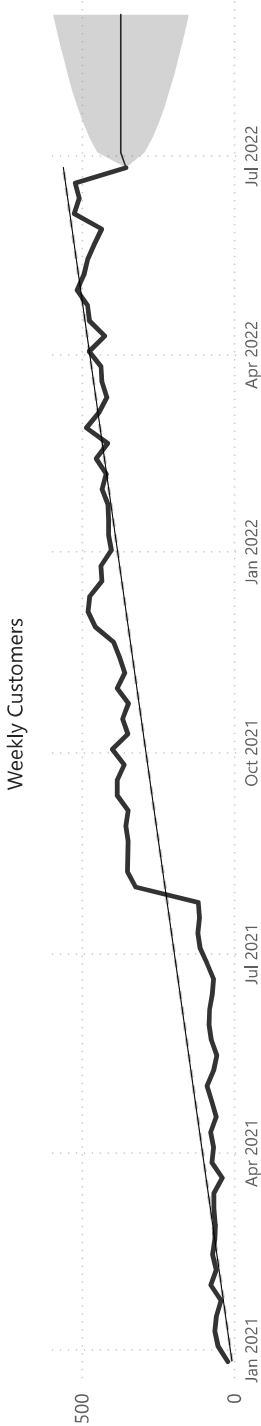


17.2K

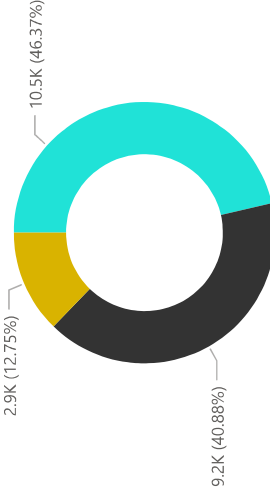
Unique Customers

\$1,074

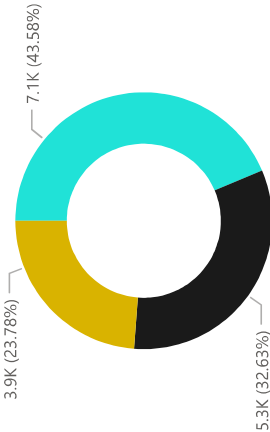
Revenue Per Customer



Orders By Income Level



Total Orders By Occupation



Top 100 Customers				
CustomerKey	Customer Fullname (CC)	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	
11425	Mrs. Ariana Gray	6	\$10,391	
11429	Mr. Marco Lopez	6	\$10,290	
12308	Mrs. Margaret He	4	\$9,267	
12132	Mrs. Kaitlyn Henderson	4	\$9,259	
12304	Mrs. Nicholas M...	4	\$9,038	
Total		1140	\$318,700	

Top Customer (By Revenue):

Mr. Maurice Shan

Orders: 6

Revenue: \$12.4K

Most revenue customer

Sign in for enhanced options

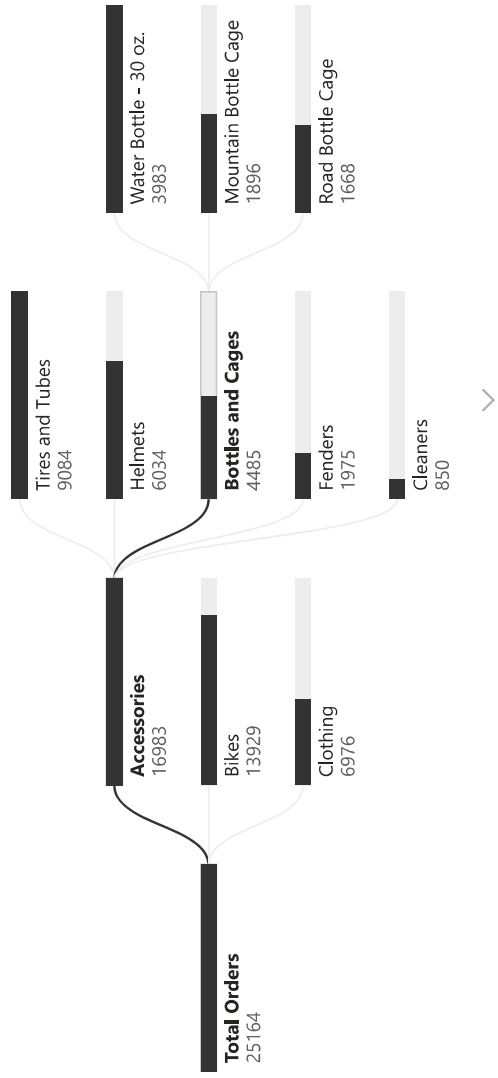
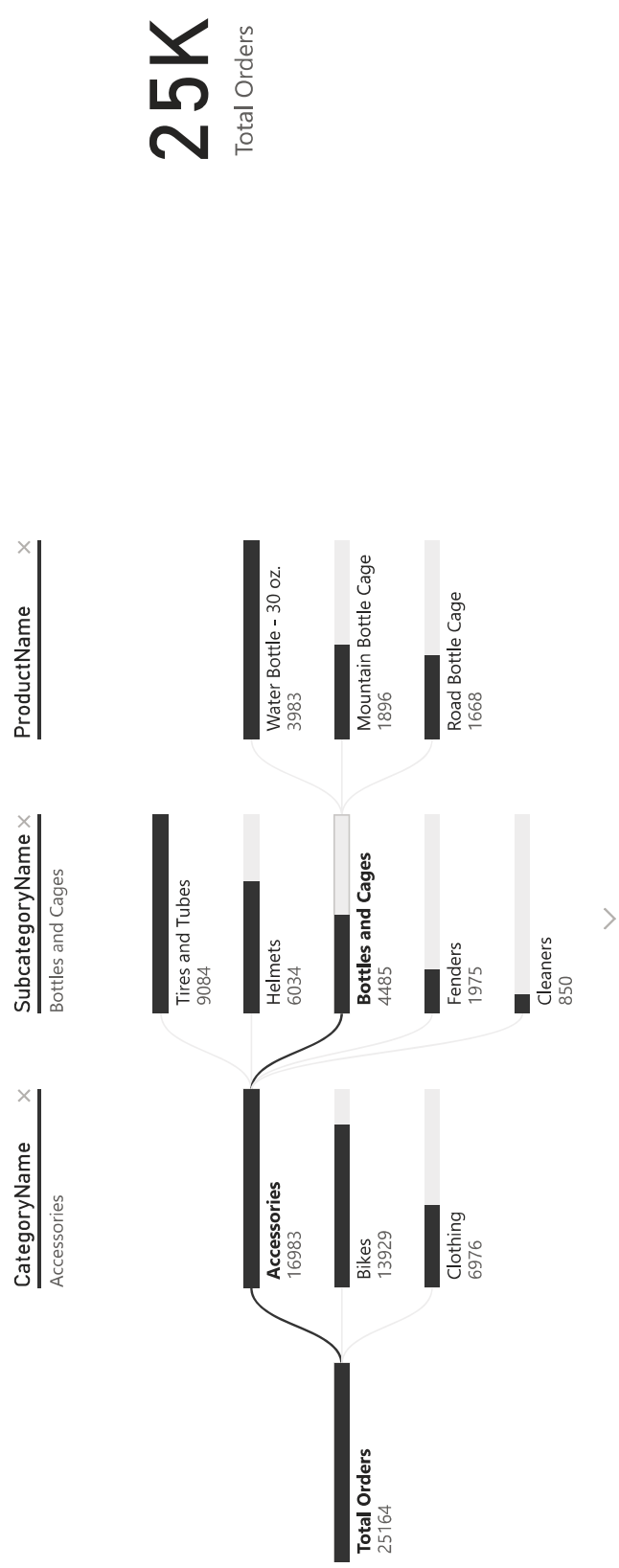
You'll have access to synonym suggestions that improve Q&A results.

Sign in

Add synonyms on your own

orders for bikes

CategoryName	Total Orders
<div><div></div>Accessories</div>	16983
<div><div></div>Bikes</div>	13929
Black	5062
Blue	1263
Red	1912
Silver	2562
Yellow	3130
<div><div></div>Clothing</div>	6976
Total	25164



Key influencers

Top segments



When is HomeOwner more likely to be

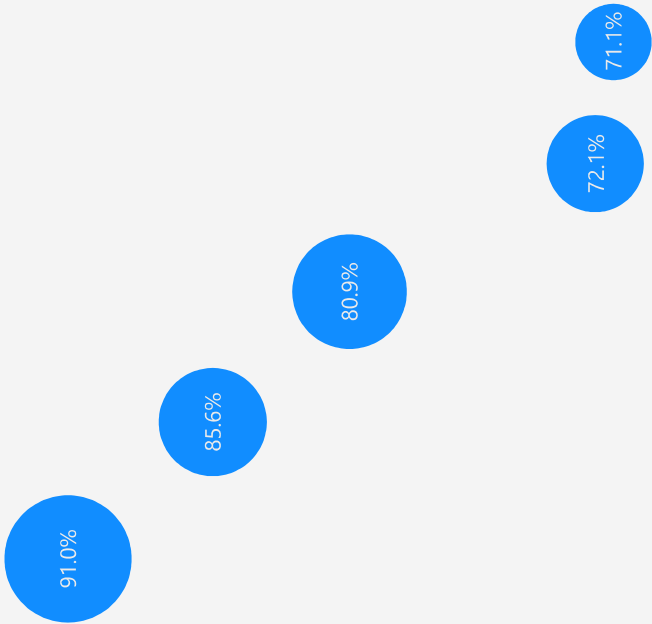
What influences Average Retail Price to

Y

Decrease

?

We found 6 segments and ranked them by % HomeOwner is Y and ...



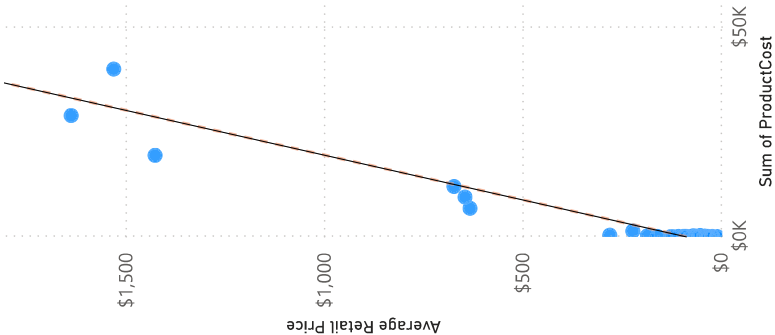
% HomeOwner...	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5
Population count	2552	2039	2199	1748	1178

When...  
...the average of Average  
Retail Price decreases by

Sum of ProductCost goes  
down 8570.61

\$478.6

On average when Sum of ProductCost  
decreases, Average Retail Price also  
decreases.





Total Revenue	\$1.83M
Last Month \$1,768,433	
Target \$1,945,276	