



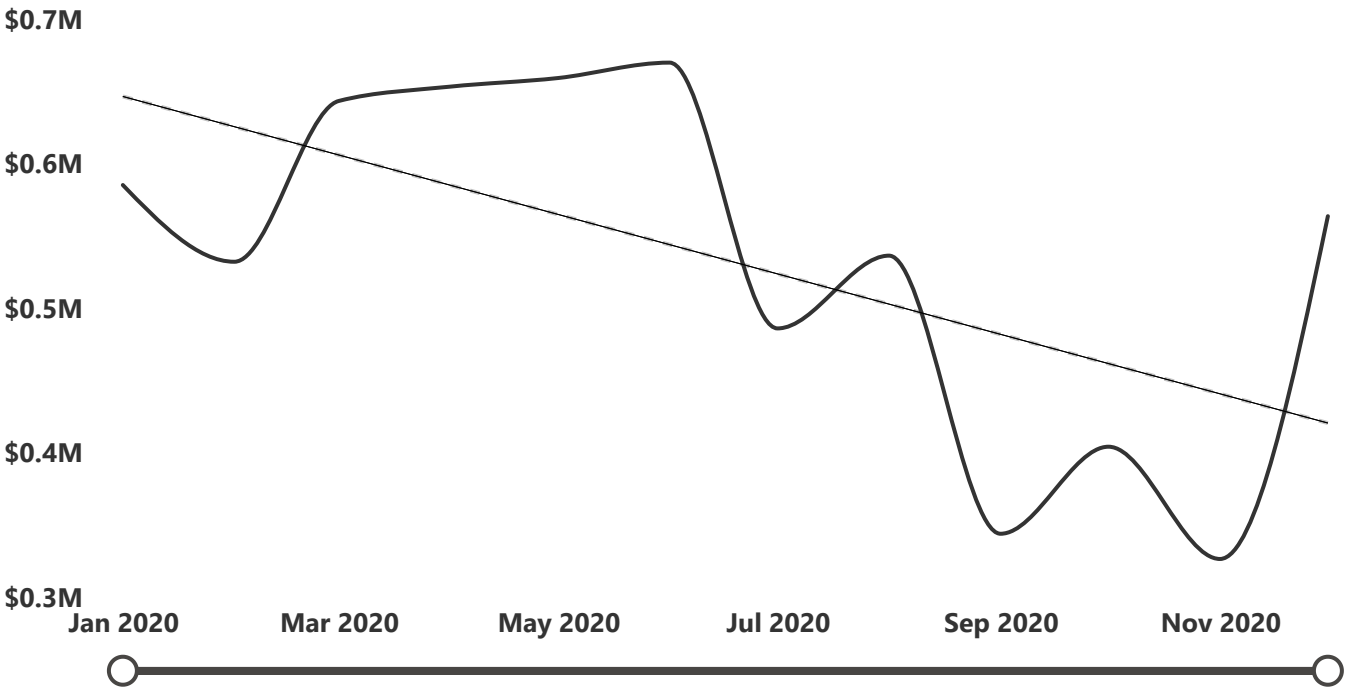
\$6.4M
REVENUE

\$2.6M
PROFIT

2,630
ORDERS

3.3%
RETURN RATE

Revenue Trending



Monthly Revenue

\$0.56M ✓
Previous Month: \$0.33M
(+72.61%)

Monthly Orders

326 ✓
Previous Month: 191
(+70.68%)

Monthly Returns

13!
Previous Month: 5 (-160%)

Orders by Category



| Top 10 Products | Orders | Revenue | Return % |
|--------------------|--------|------------|----------|
| Road-150 Red, 48 | 179 | \$6,40,510 | 4.47% |
| Road-150 Red, 62 | 169 | \$6,04,728 | 2.37% |
| Road-150 Red, 52 | 168 | \$6,01,149 | 2.98% |
| Road-150 Red, 56 | 157 | \$5,61,788 | 3.18% |
| Road-150 Red, 44 | 139 | \$4,97,380 | 5.04% |
| Road-250 Black, 52 | 108 | \$2,35,609 | 4.63% |
| Road-250 Red, 58 | 106 | \$2,31,246 | |
| Road-250 Red, 48 | 90 | \$2,19,902 | 1.11% |
| Road-250 Black, 48 | 83 | \$1,81,070 | 1.20% |
| Road-250 Red, 52 | 80 | \$1,95,468 | 2.50% |

Road Bikes

Most Ordered Product Type

Mountain Bikes

Most Returned Product Type

Select all

Europe

North America

Pacific

Canada



United States



United Kingdom



France



Germany

Australia



Selected Product:

Water Bottle - 30 oz.

Monthly Orders vs Target



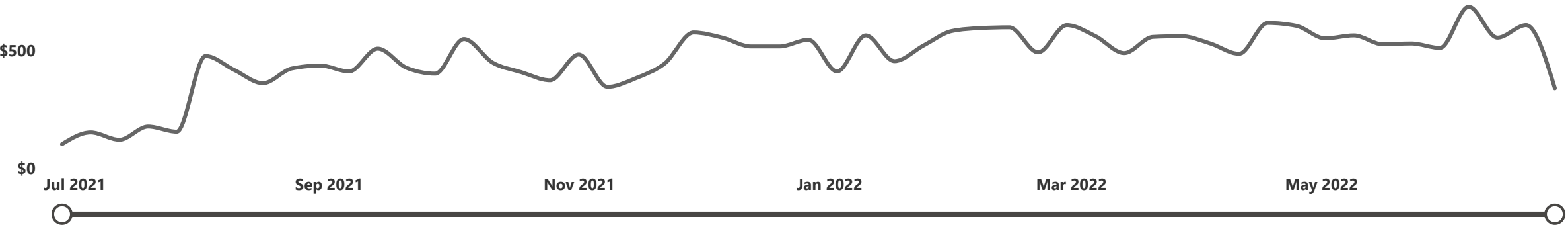
Monthly Revenue vs Target



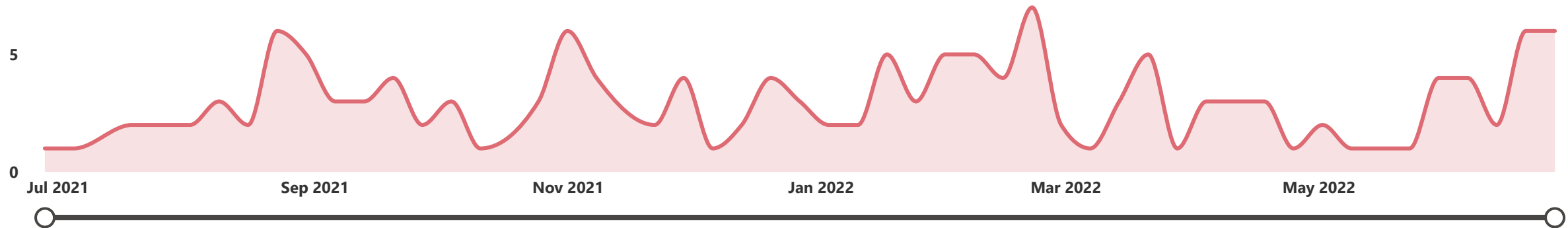
Monthly Profit vs Target



Profits Trending



Returns Trending





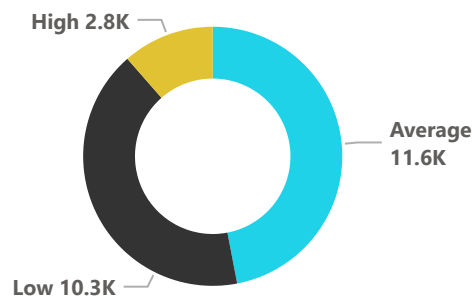
17.4K

UNIQUE CUSTOMERS

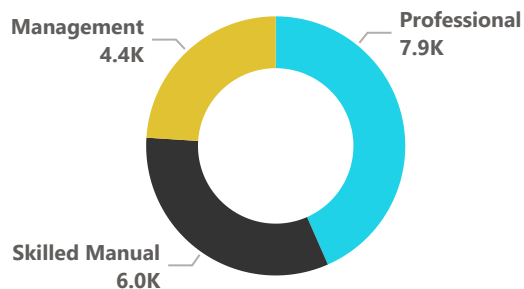
\$1,431

REVENUE PER CUSTOMER

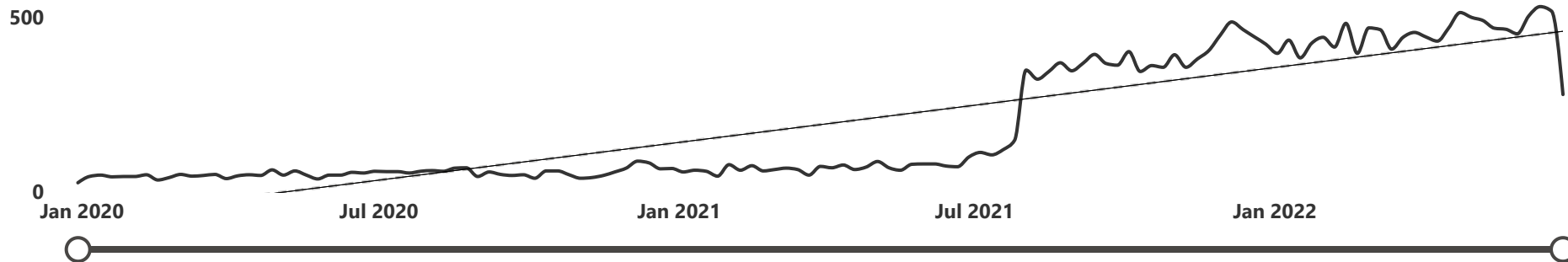
Orders by Income level



Orders by Occupation



Customer Trends



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 |
| 11412 | Mrs. Sydney Bryant | 4 | \$9,707 |

2020

2022

Top Customer(By Revenue)

Mr. Maurice Shan

Orders

6

Revenue

12.4K



In Low Income level category, Mr Clayton Li has driven most revenue of 4.6K with just 2 orders in 2022