



\$24.9M

REVENUE

₹ 10.5M

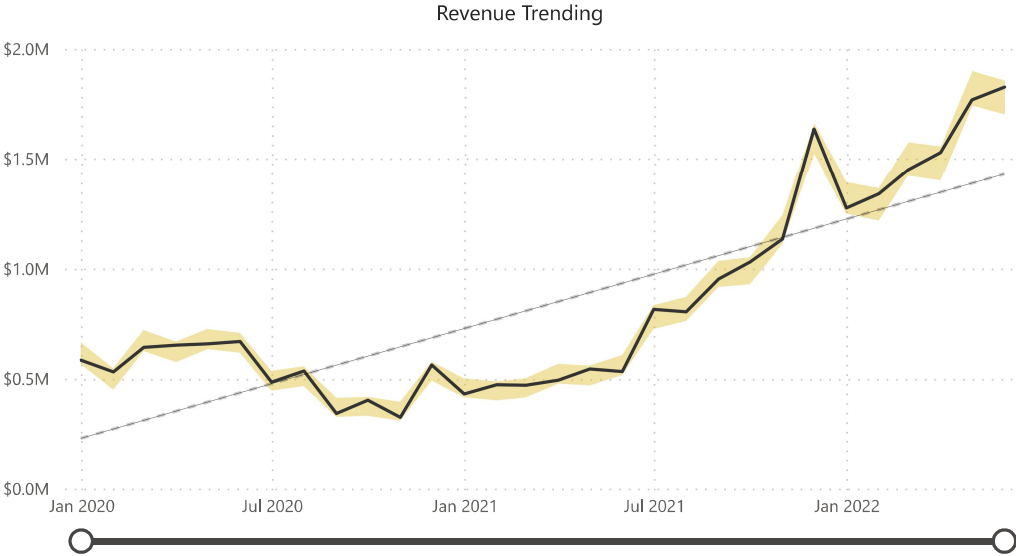
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Monthly Revenue

\$1.83M✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product

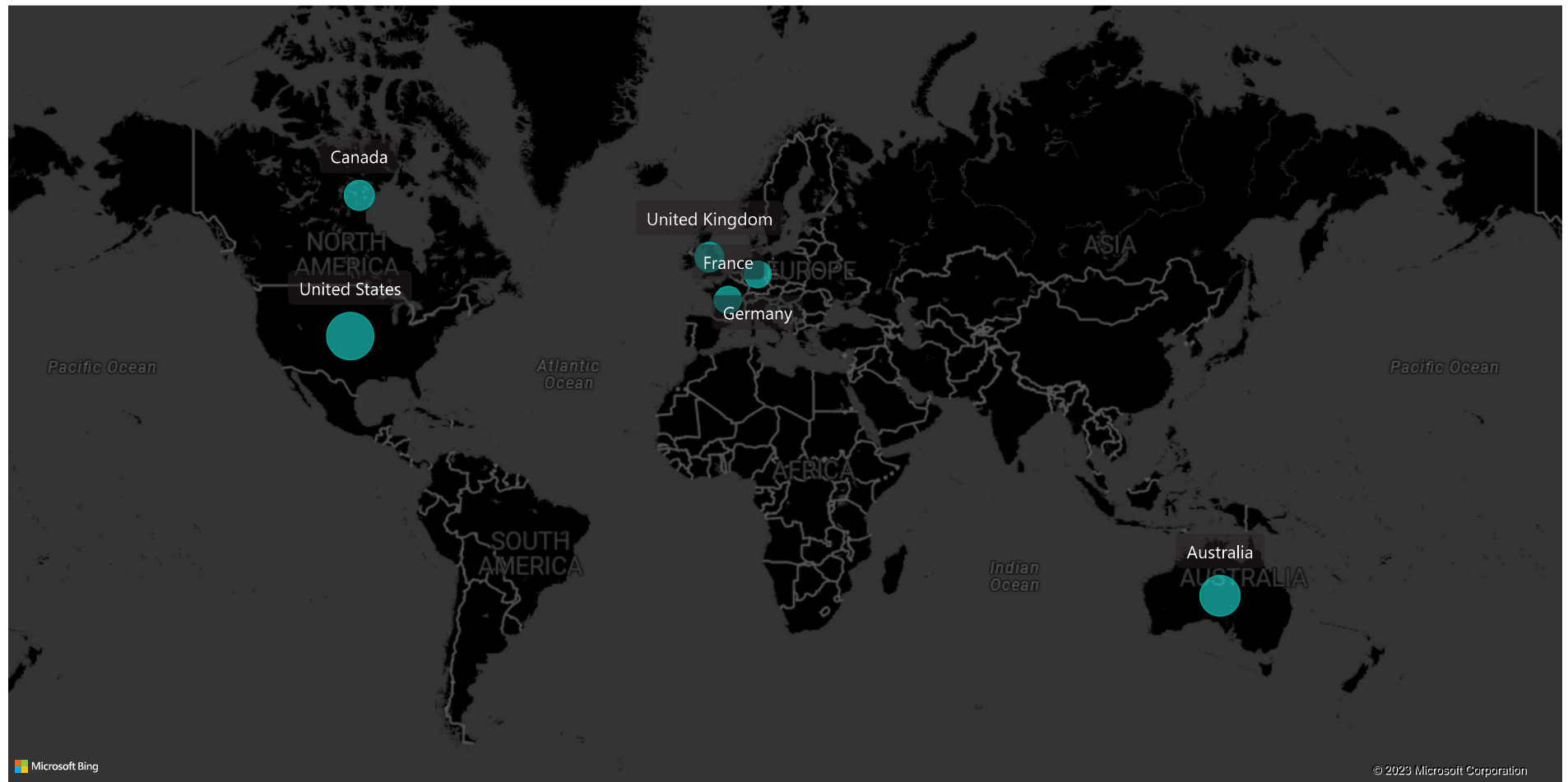
Shorts

Select all

Europe

North America

Pacific



Selected Product :

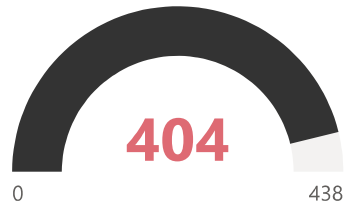
**Water Bottle -  
30 oz.**

Price Adjustments (%)

0.10



Monthly Orders vs. Target



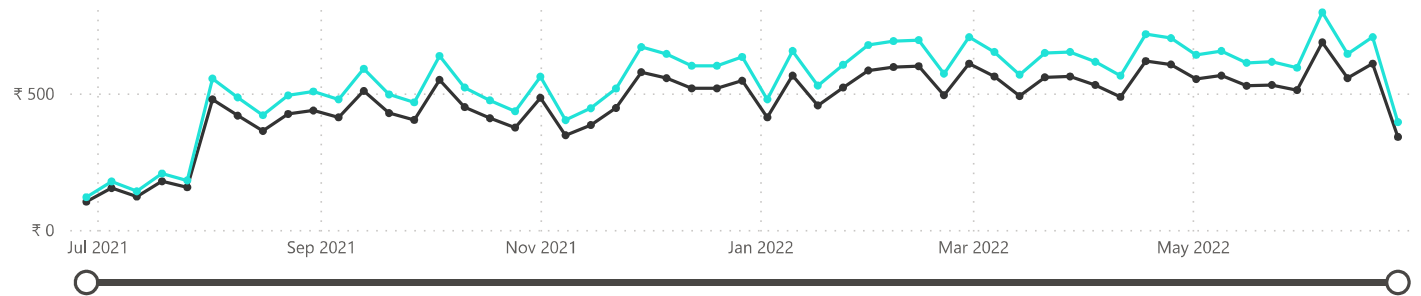
Monthly Revenue vs. Target



Monthly Profit vs. Target

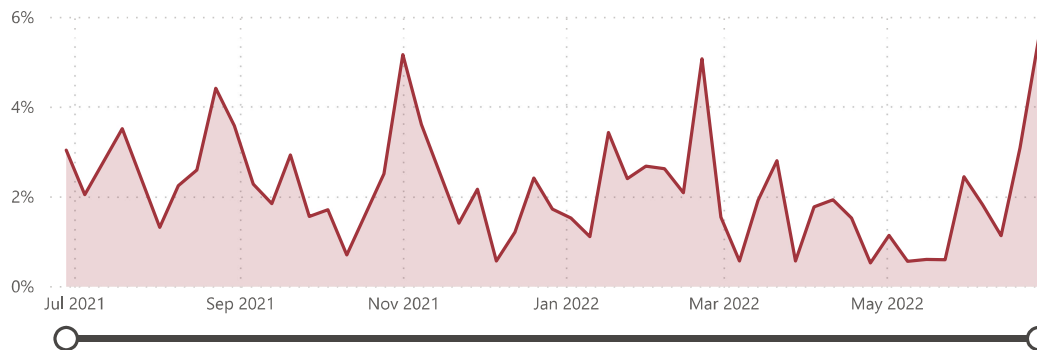


● Total Profit ● Adjusted Profit



Product Metric Selection

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



#### Report Summary

Total orders for **Water Bottle - 30 oz.** were **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

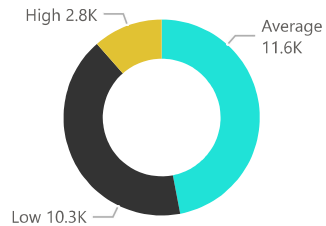
17.4K

UNIQUE CUSTOMERS

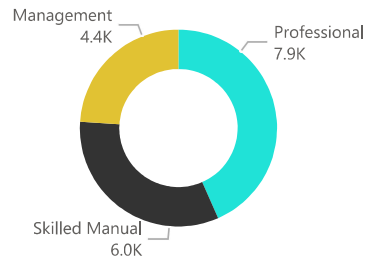
₹ 1,431

REVENUE PER CUSTOMER

Orders by Income Level

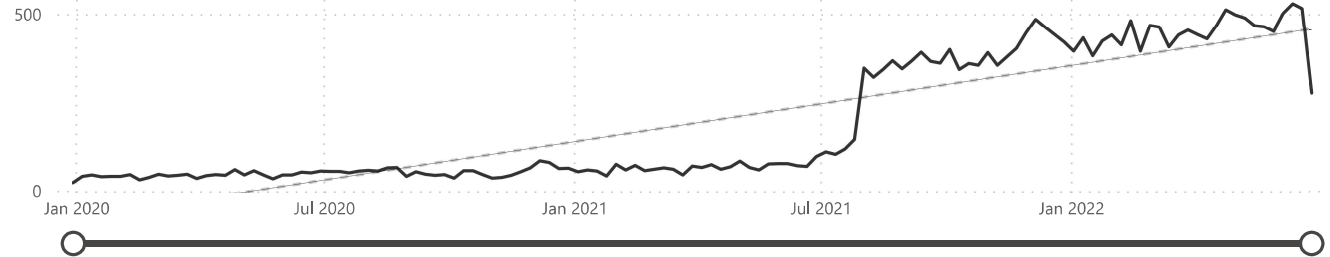


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

CustomerKey	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
11437	Mr. Brian Davis	4	\$9,710
Total		1,272	\$6,15,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

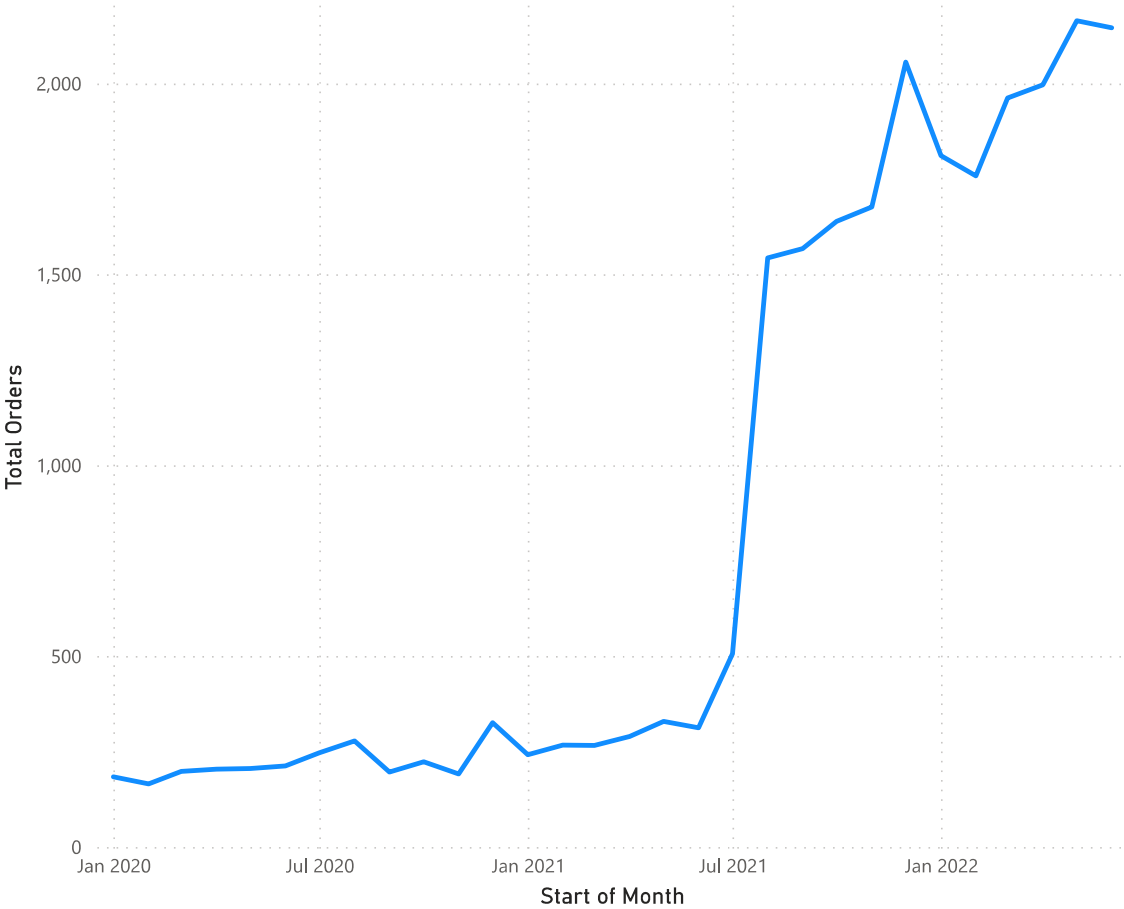
Revenue(\$):

12.4K

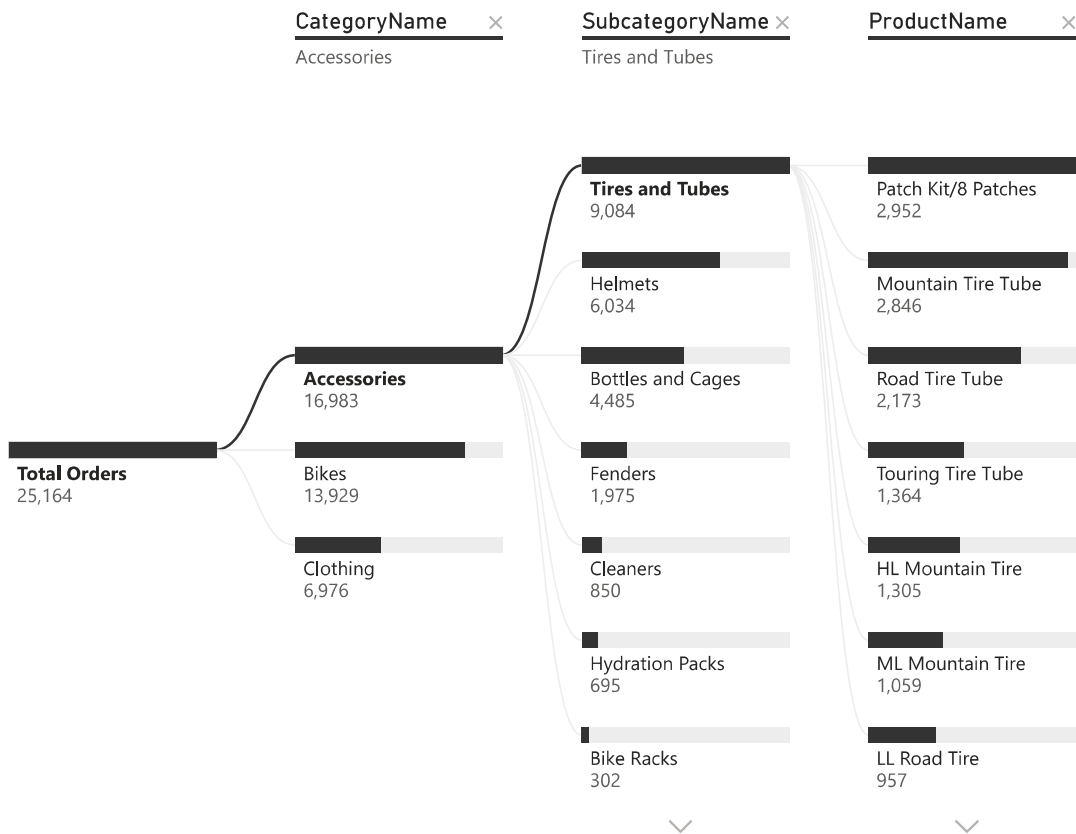


Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4.7K

Total Orders by Start of Month



CategoryName	Total Orders
<div><div></div>Accessories</div>	16,983
<div><div></div>Bikes</div>	13,929
Black	5,062
Yellow	3,130
Silver	2,562
Red	1,912
Blue	1,263
<div><div></div>Clothing</div>	6,976
Total	25,164



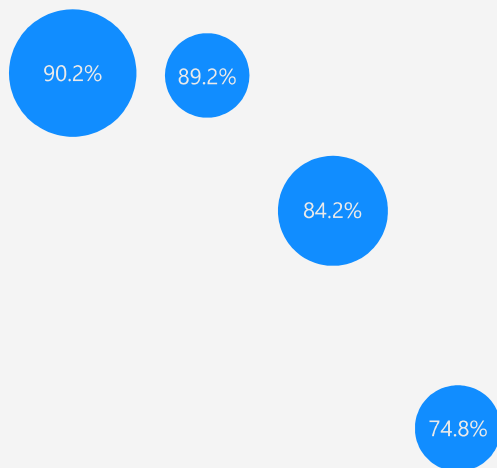
25K  
Total Orders

## Key influencers Top segments



When is HomeOwner more likely to be  ?

We found 7 segments and ranked them by % HomeOw...



	Segment 1	Segment 2	Segment 3	Segment 4
% HomeOwner...	90.2%	89.2%	84.2%	74.8%
Population count	2224	1395	1870	1407

## Key influencers Top segments



What influences Average Retail Price to  ?

When...

....the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

→ \$478.6

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

