

[Exec](#)[Product](#)[Customer](#)[Territory](#)

Crank & Cadence BICYCLE SHOP

\$25M

Total Revenue

\$10M

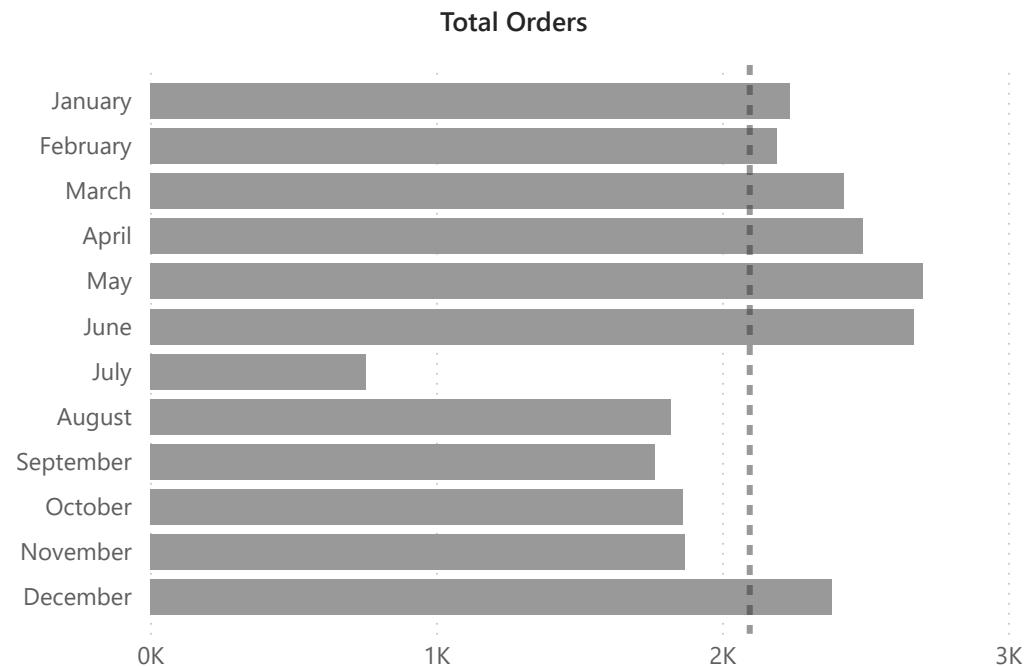
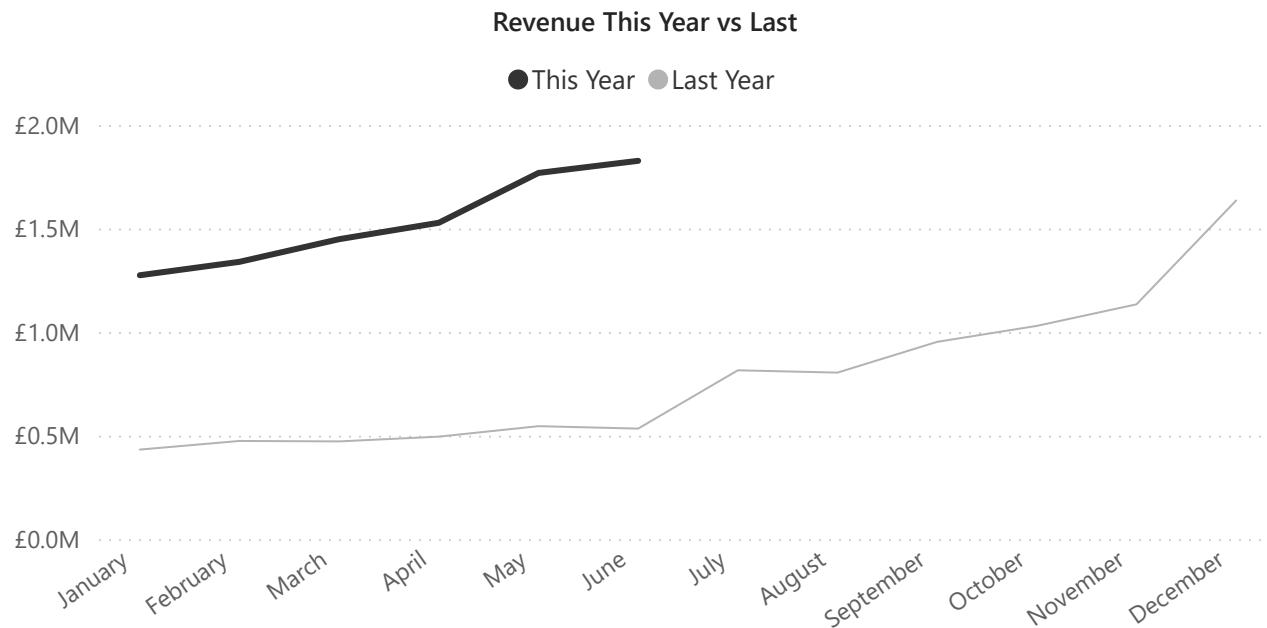
Total Profit

25K

Total Orders

2.17%

Return Rate

**\$1.83M**

Revenue This Month

Last Month: \$1,637,262

Target: \$1,800,989 \$26K ↑

2,146

Orders This Month

Last Month 2,165

Target: 2,382 -236 ↓

\$771,577

Profit This Month

Last Month: \$750,754

Target: \$825,830 -\$54K ↓

166

Returns This Month

Last Month: 169

Exec

Product

Customer

Territory

Slicer Panel

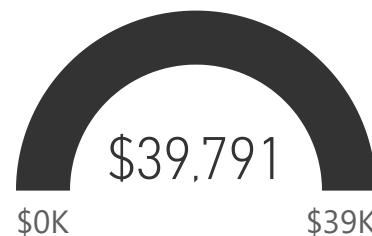
Clear Filters

- Accessories
- Bikes
- Clothing

Monthly Bike Revenue vs Target



Monthly Clothing Revenue vs Target



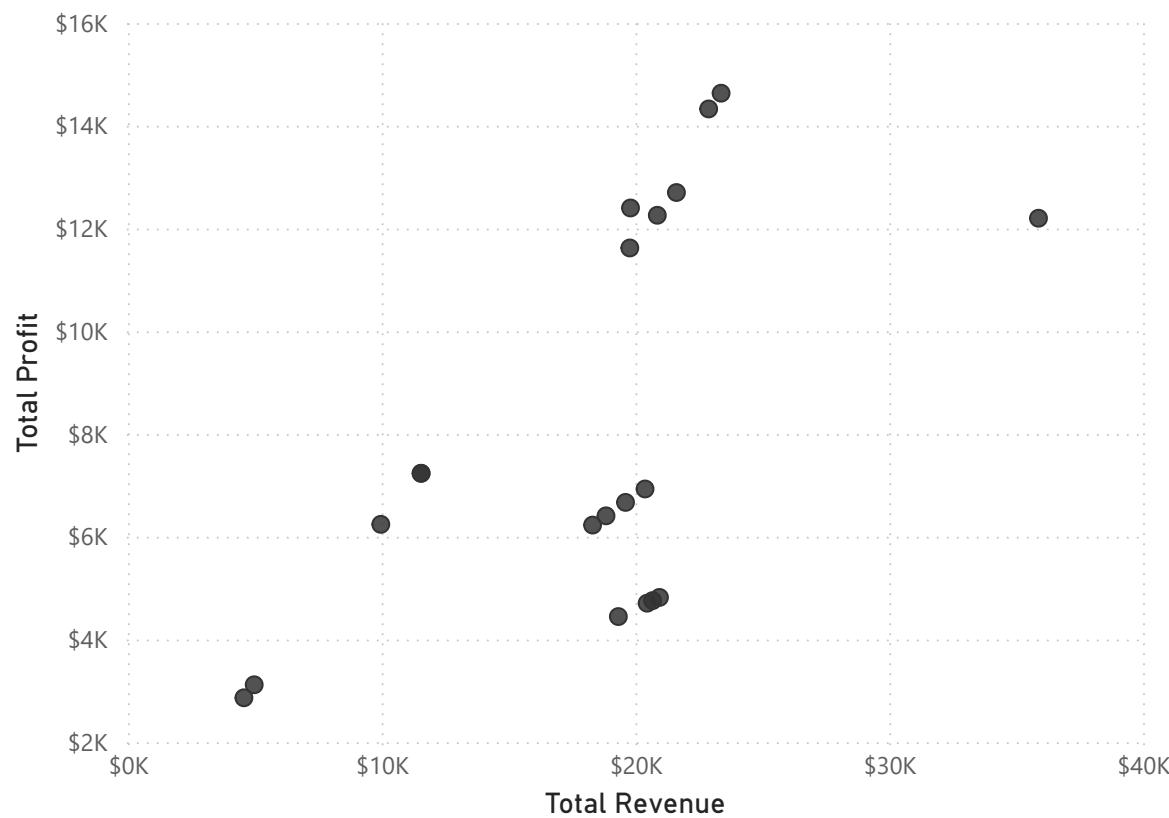
Monthly Accessories Revenue vs Target



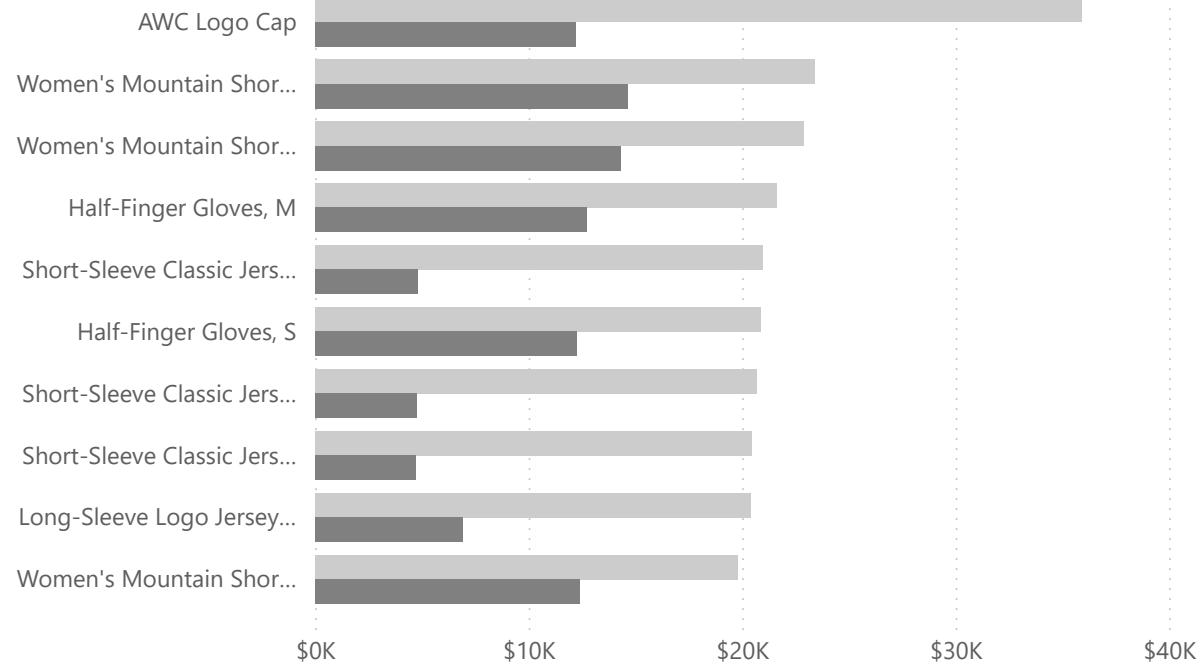
Most Purchased Item

AWC Logo Cap

Most Returned Item

Classic Vest, S

Top 10 Products By:

● Total Revenue
 ● Total Profit


Exec

Product

Customer

Territory

Slicer Panel

Clear Filters

17,416

Total Customers

\$1,431

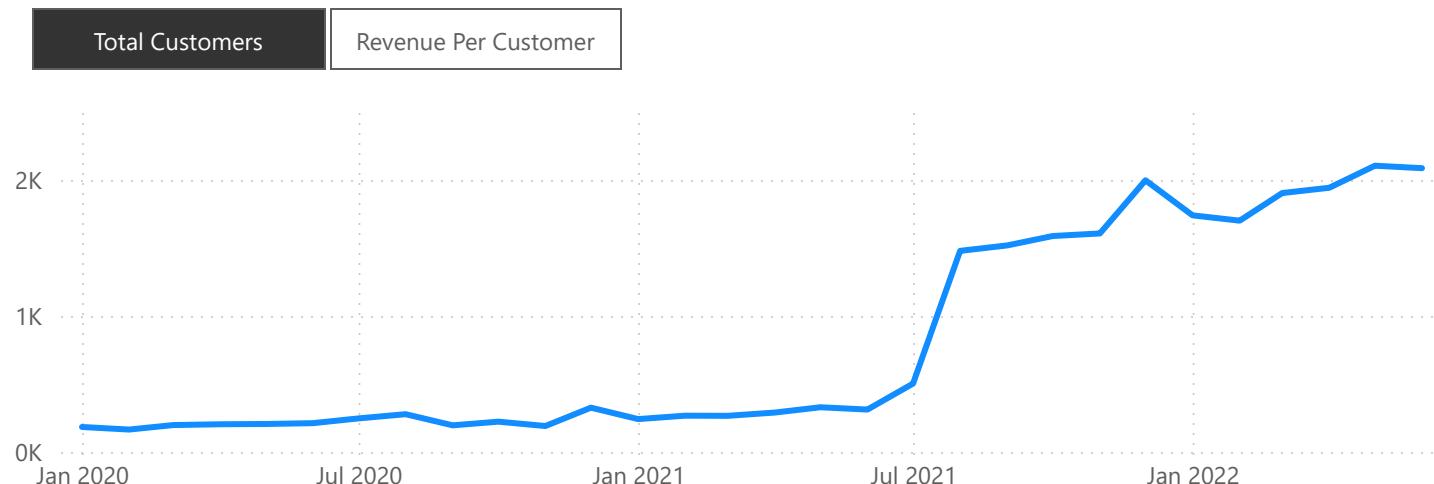
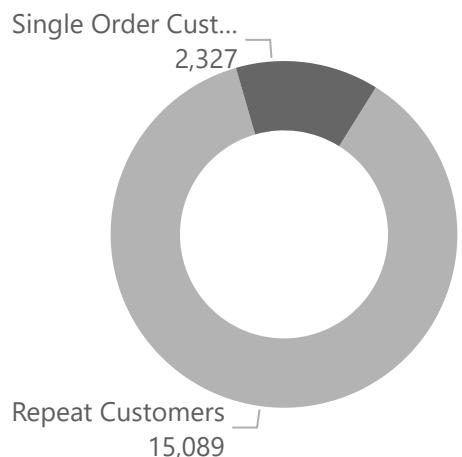
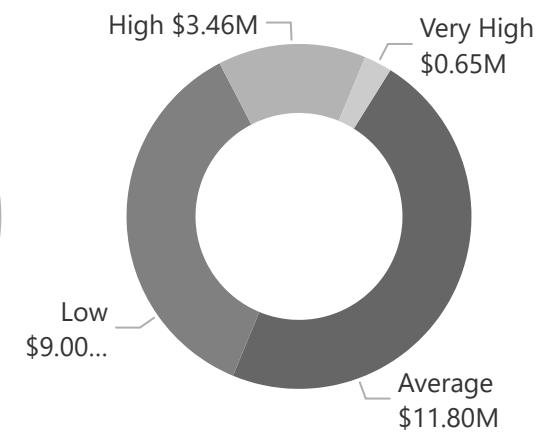
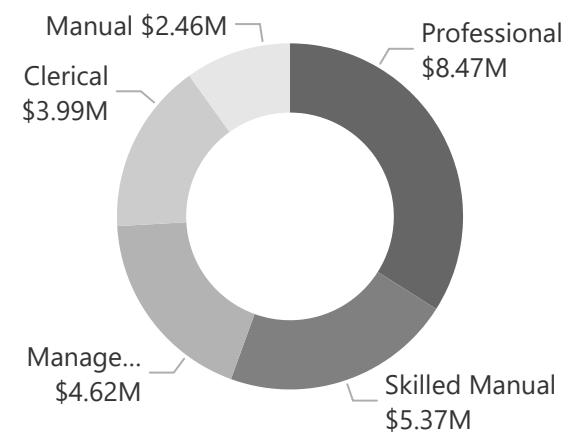
Average Revenue Per Customer

Top 20 Customers Based On Revenue

CustomerKey	FirstName	LastName	Total Revenue	Total Orders
11433	MAURICE	SHAN	\$12,408	6
11439	JANET	MUNOZ	\$12,015	6
11241	LISA	CAI	\$11,330	7
11417	LACEY	ZHENG	\$11,086	7
11420	JORDAN	TURNER	\$11,022	7
11242	LARRY	MUNOZ	\$10,852	7
13263	KATE	ANAND	\$10,437	4
12655	LARRY	VAZQUEZ	\$10,395	4
11425	ARIANA	GRAY	\$10,391	6
12631	CLARENCE	GAO	\$10,332	4
12650	AARON	WRIGHT	\$10,329	4
13405	ETHAN	BRYANT	\$10,309	4
11429	MARCO	LOPEZ	\$10,290	6
12632	BONNIE	NATH	\$10,283	4
11245	RICKY	VAZQUEZ	\$10,166	4
11237	CLARENCE	ANAND	\$10,065	4
11428	DEANNA	PEREZ	\$9,762	4
11427	DESIREE	DOMINGUEZ	\$9,718	4
11423	JASMINE	STEWART	\$9,717	4
11412	SYDNEY	BRYANT	\$9,707	4

Total Customers

Revenue Per Customer

**Repeat Vs Single Order Customers****Total Revenue by Income Level****Total Revenue by Occupation**

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