



\$24.9M

REVENUE

\$10.5M

PROFIT

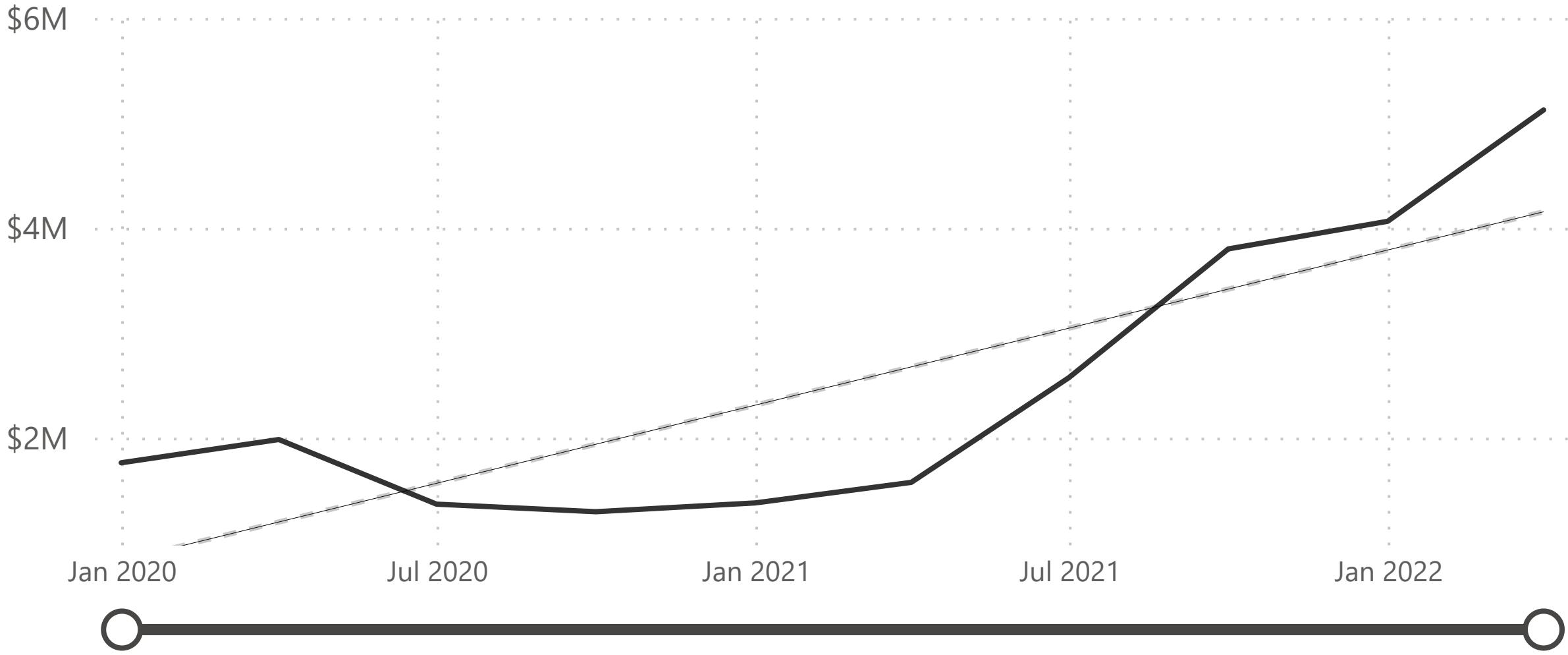
25.2K

ORDERS

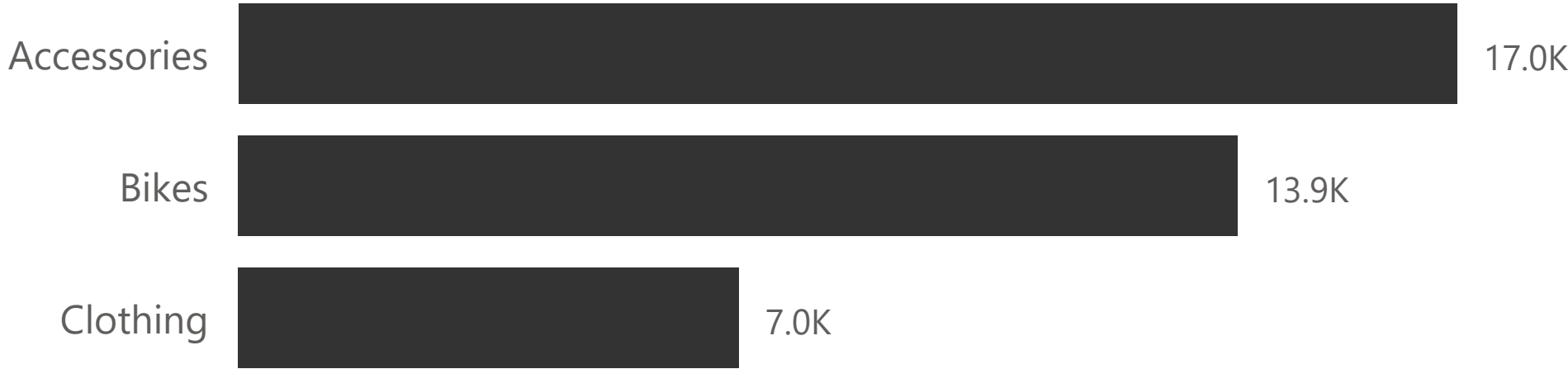
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%
Total	15,587	\$465,678	1.85%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Previous Month: 2165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

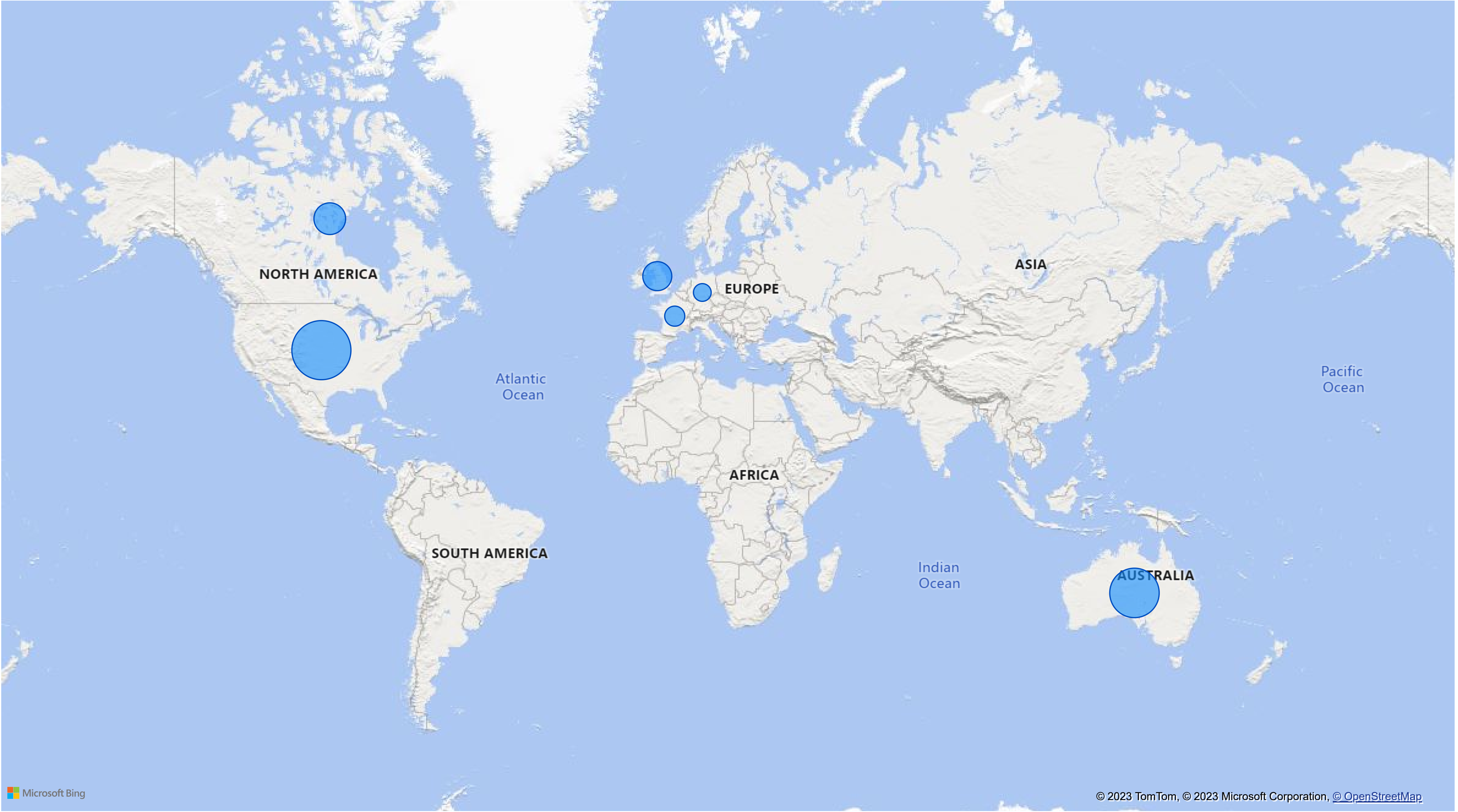
Most Ordered Product Type

Tires and Tubes

Most Returner Product Type

Shorts

Total Orders by Country



Selected Product:

Water Bottle - 30
oz.

Price Adjustment (%)

0.30

Product Metric Selection

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

Monthly Orders vs. Target



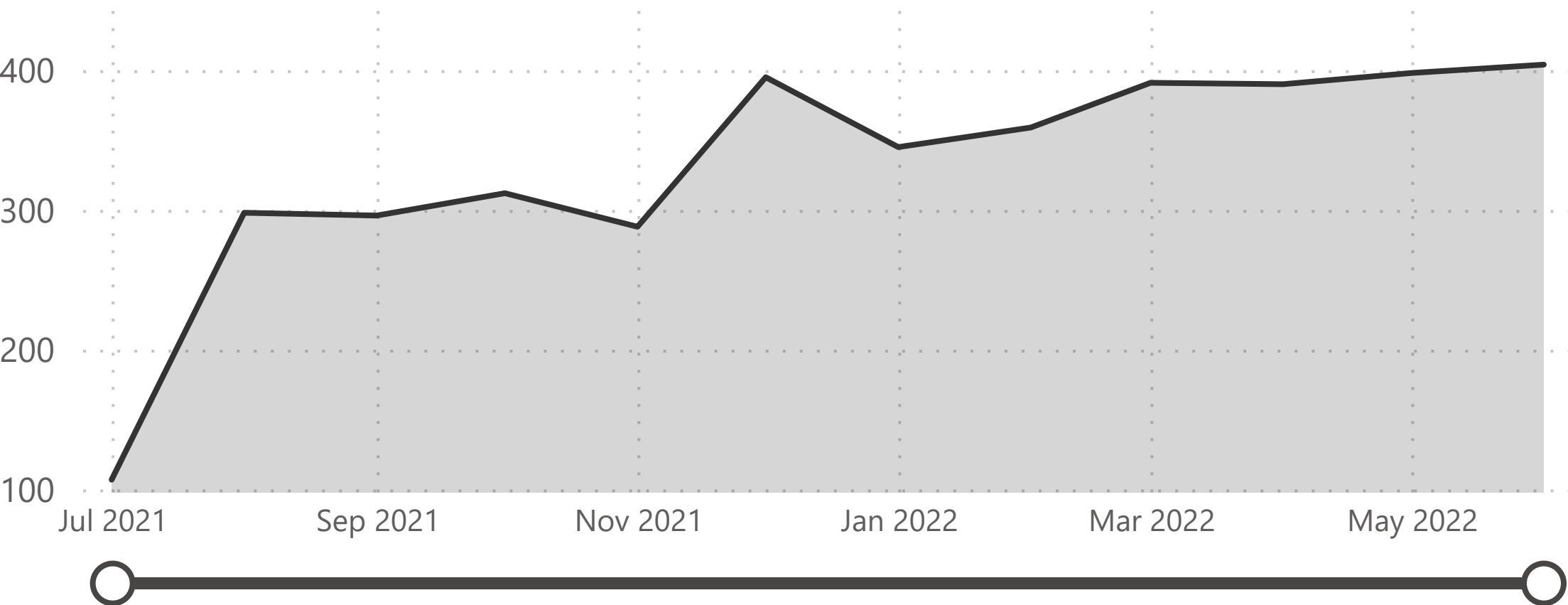
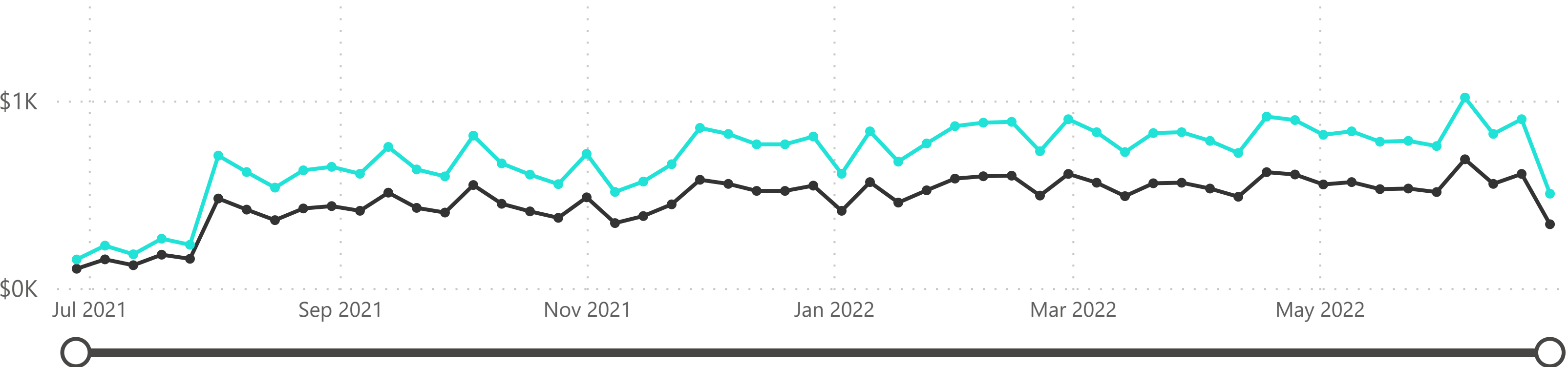
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Report Summary

Total orders for Water Bottle - 30 oz. were

Adjusted Profit (66.67% increase) and Total Profit (66.67% increase) both trended up between Monday, August 23, 2021 and Sunday, August 29, 2021.

Return % experienced the longest period of decline (-0.76%) between Wednesday, December 1, 2021 and Sunday, May 1, 2022.

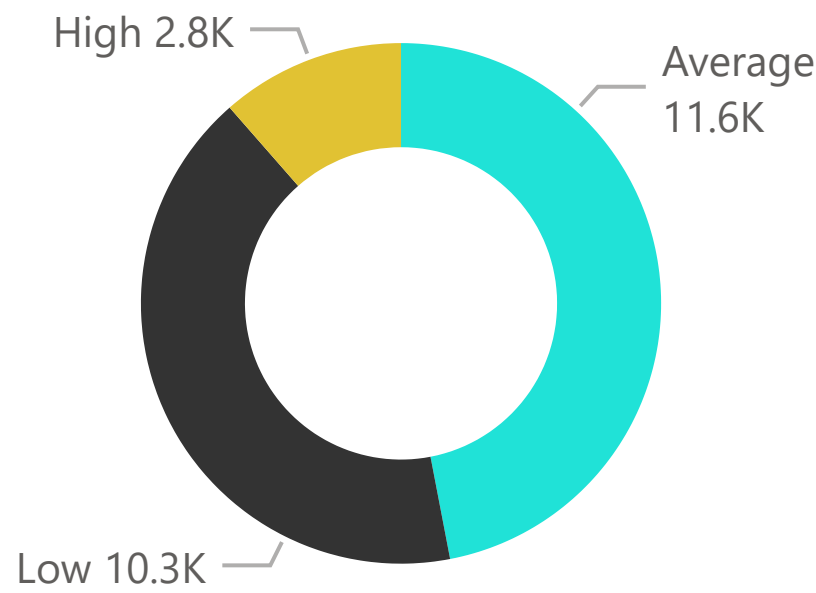
17.4K

UNIQUE CUSTOMERS

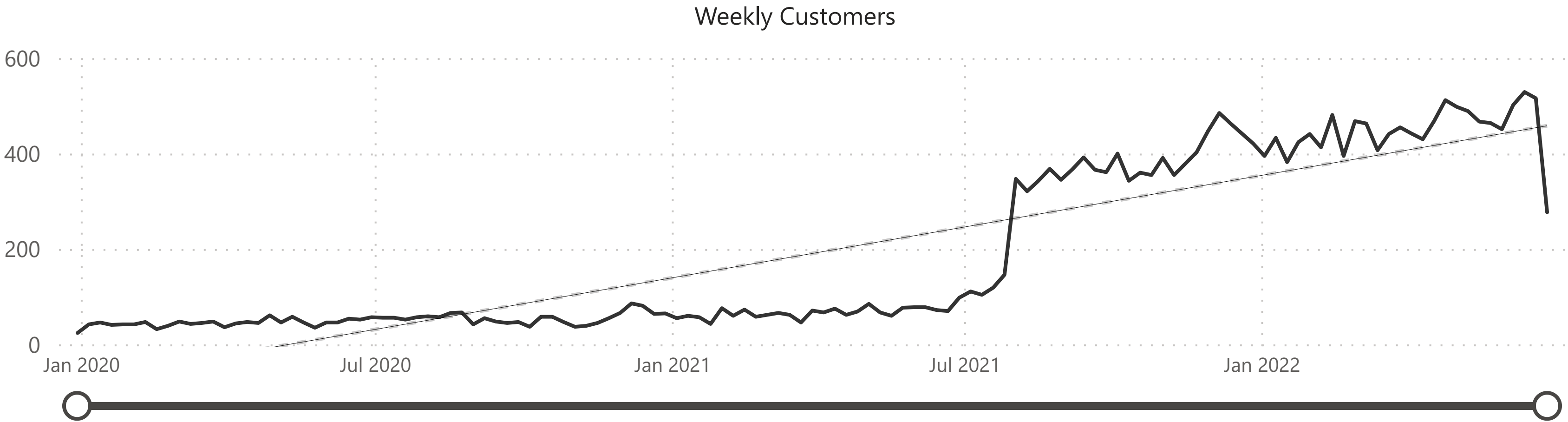
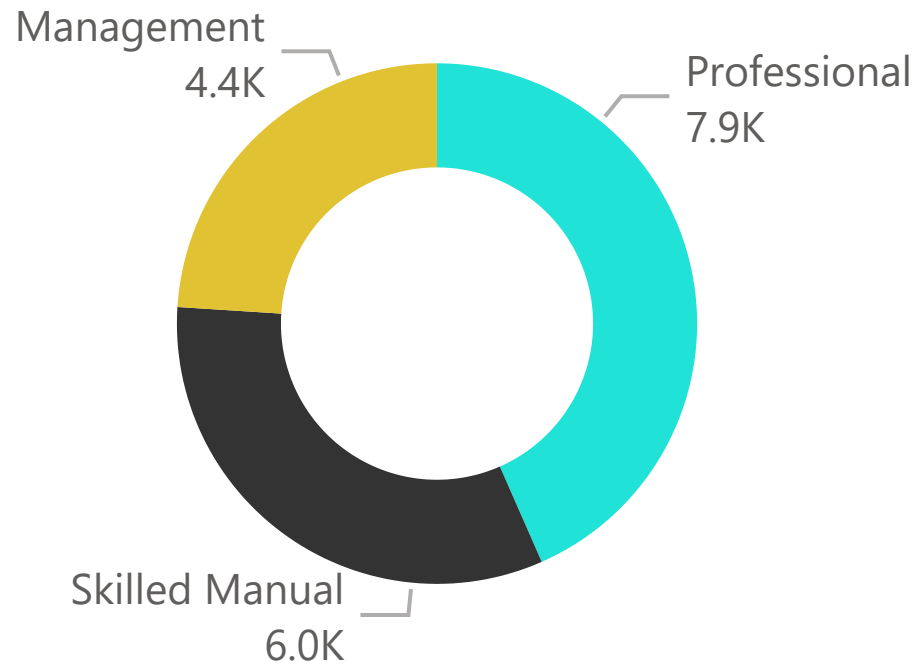
2.2%

FIX!!! REVENUe per customer

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	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
11215	Mr. Alan P	17	\$1,226
Total		1,272	\$615,329

Year

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 \$4,683