



2.9M

REVENUE

1.2M

PROFIT

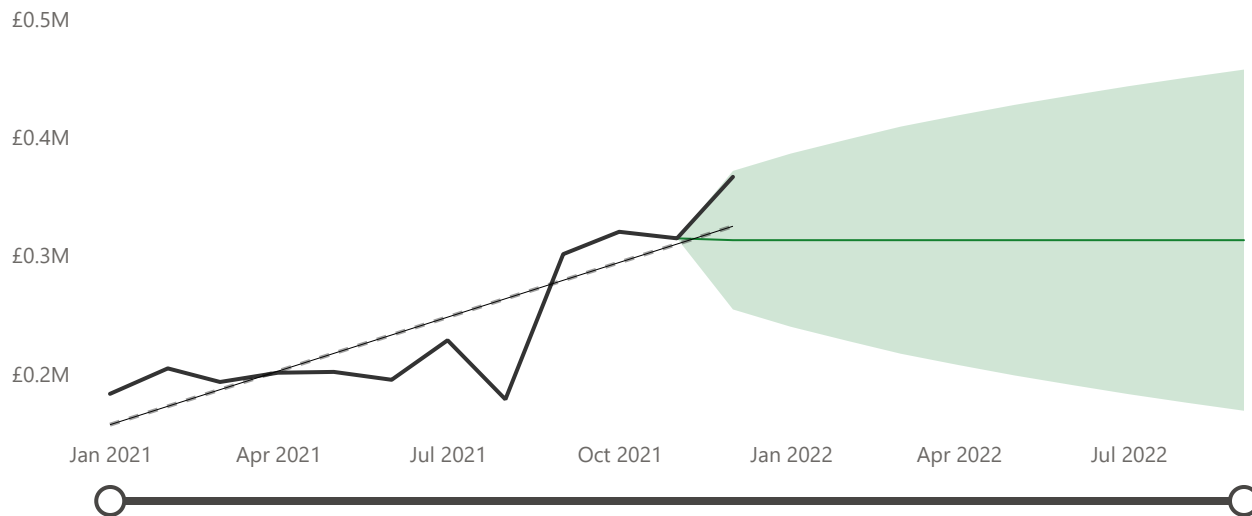
2,557

ORDERS

2.2%

RETURN RATE

Revenue Trend



Orders by Category



Top 10 Products

	Orders	Revenue	Return Rate
Mountain-200 Silver, 38	97	£200,928	2.06%
Mountain-200 Black, 38	85	£174,173	2.35%
Mountain-200 Black, 42	85	£174,173	4.71%
Mountain-200 Silver, 42	81	£167,785	4.94%
Mountain-200 Black, 46	79	£161,879	5.06%
Mountain-200 Silver, 46	76	£157,428	1.32%
Road-250 Black, 48	71	£154,891	5.63%
Road-250 Black, 52	63	£137,438	3.17%
Road-250 Black, 58	62	£135,257	
Road-250 Red, 58	62	£135,257	1.61%

Monthly Revenue

£367K ✓

Prev Month: £315K  
(+16.52%)

Monthly Orders

420 ✓

Prev Month: 358 (+17.32%)

Monthly Returns

30 !

Prev Month: 24 (+25%)

Most Sold Product Type

Road Bikes

Most Returned Product Type

Bib-Shorts

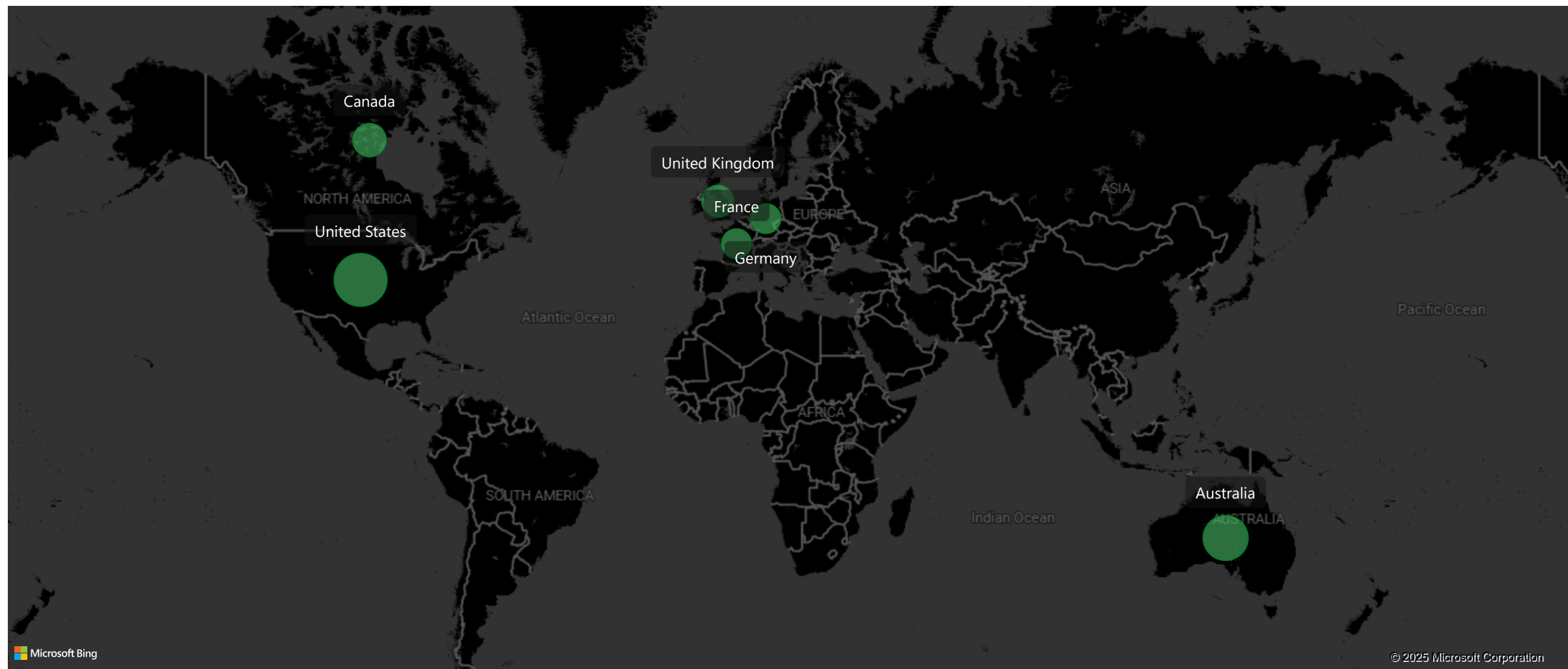


Select all

Europe

North America

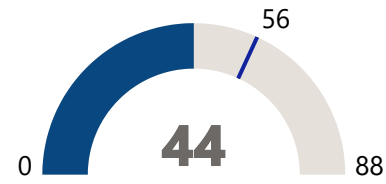
Pacific



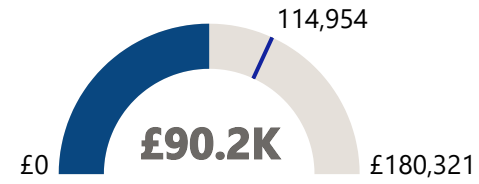


Mountain-200  
Black, 38

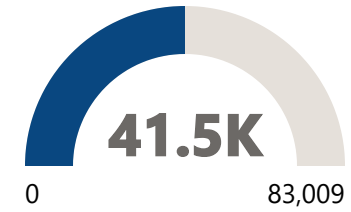
Monthly Order Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target



Product Price %

0.10



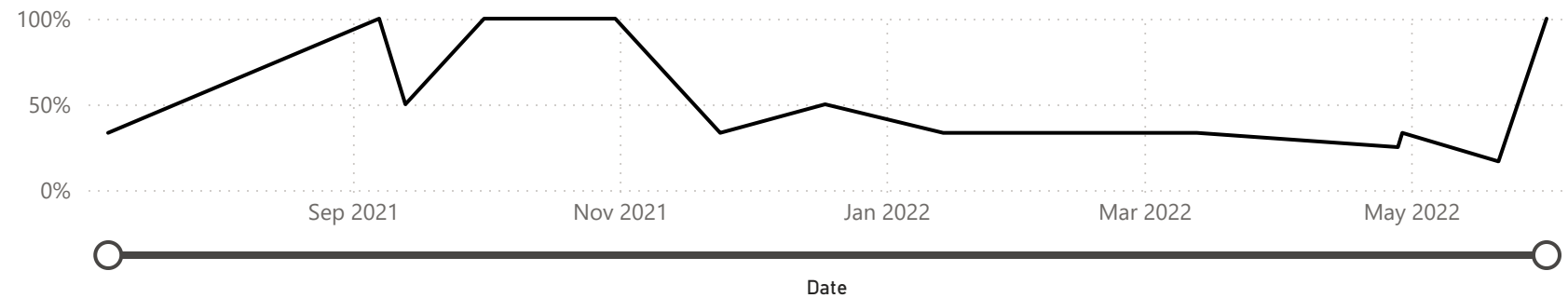
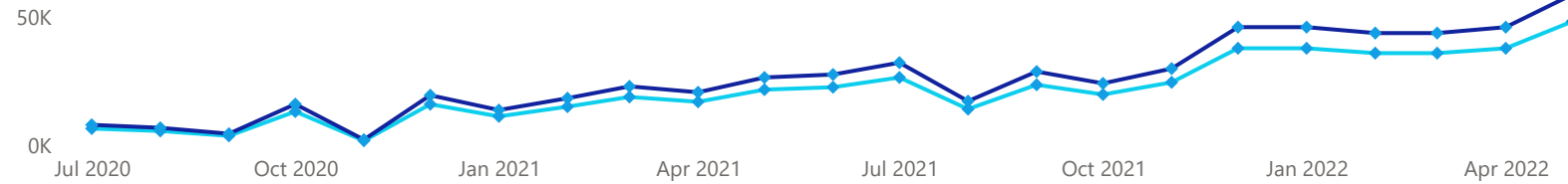
Product Metric Selection



- ☐ Profit
- ☐ Revenue
- ☐ Orders
- ☒ Return Rate

PROFIT Scenario

◆ Total Profit ◆ Adjusted Profit

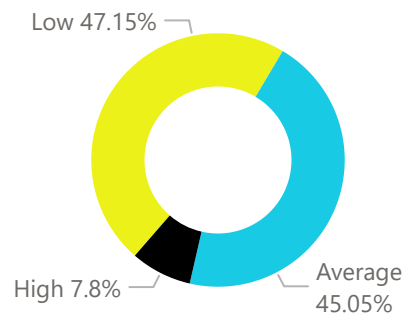




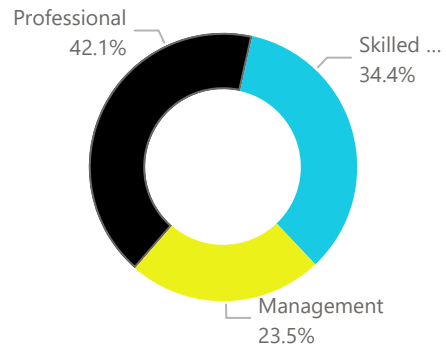
17.4K  
UNIQUE CUSTOMER

£1,431  
REVENUE PER CUSTOMER

Customers by Income Level



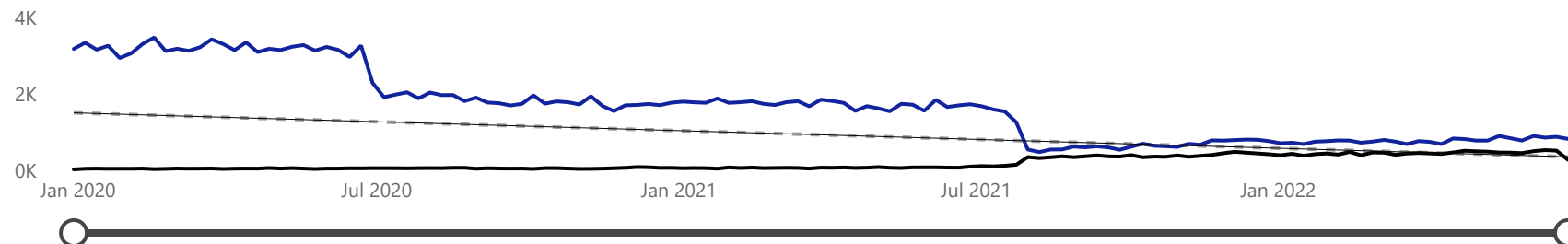
Customers by Occupation



Total Customers

Revenue per Customer

● Total Customers ● Revenue per Customer



Top 100 Customer by Order

Customer Key	Name	Orders	Revenue
14332	Ms. Jade Rogers	4	£130
16358	Mr. Samuel Jai	4	£141
12182	Mrs. Erin Torres	4	£147
12964	Mr. Xavier Russell	4	£155
11748	Mr. Blake Hill	5	£195
11712	Mrs. Shelby Rogers	5	£196
16497	Ms. Julia Peterson	4	£203
14282	Ms. Brianna Lewis	4	£207
11723	Mr. Luke Coleman	4	£208
12061	Mr. Bryce Brooks	4	£210
11131	Ms. Amanda Rivera	4	£212
12140	Mr. Oscar Russell	4	£213
12166	Mr. Jared Rogers	4	£223
12295	Mr. Dwayne Gomez	4	£230
12106	Mr. Isaiah Baker	4	£234
12944	Mr. Jose Jai	4	£239
12202	Mr. Xavier Ross	4	£244
13988	Mr. Miguel White	4	£251
11824	Mrs. Jill Martin	4	£251
15244	Ms. Alexis Rodriguez	4	£252
14265	Mr. Garrett Bell	4	£255
14096	Mr. Samuel Green	4	£258

Select all

2020

2021

2022

Most Spending Customer BY Order & Revenue

Mr. Maurice Shan

Orders

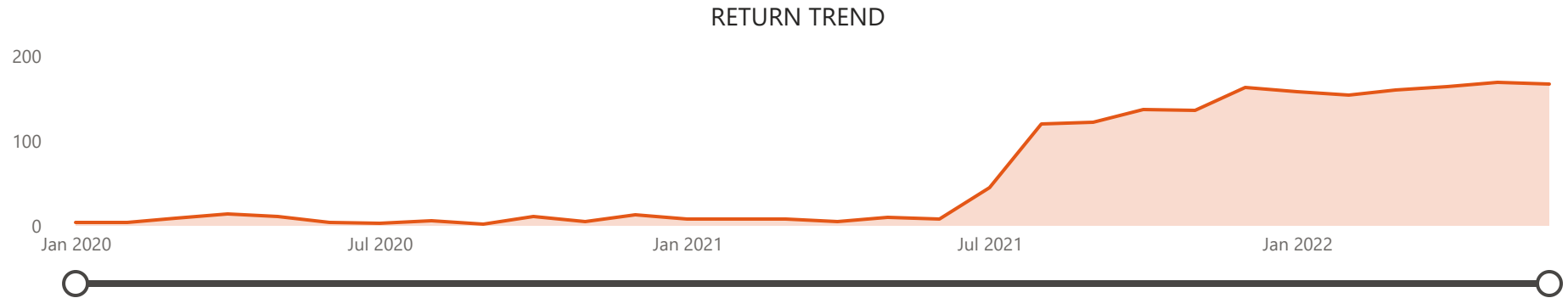
6

Revenue

12.4K



Allison Turner Is the most valuable customer in skilled worker category.

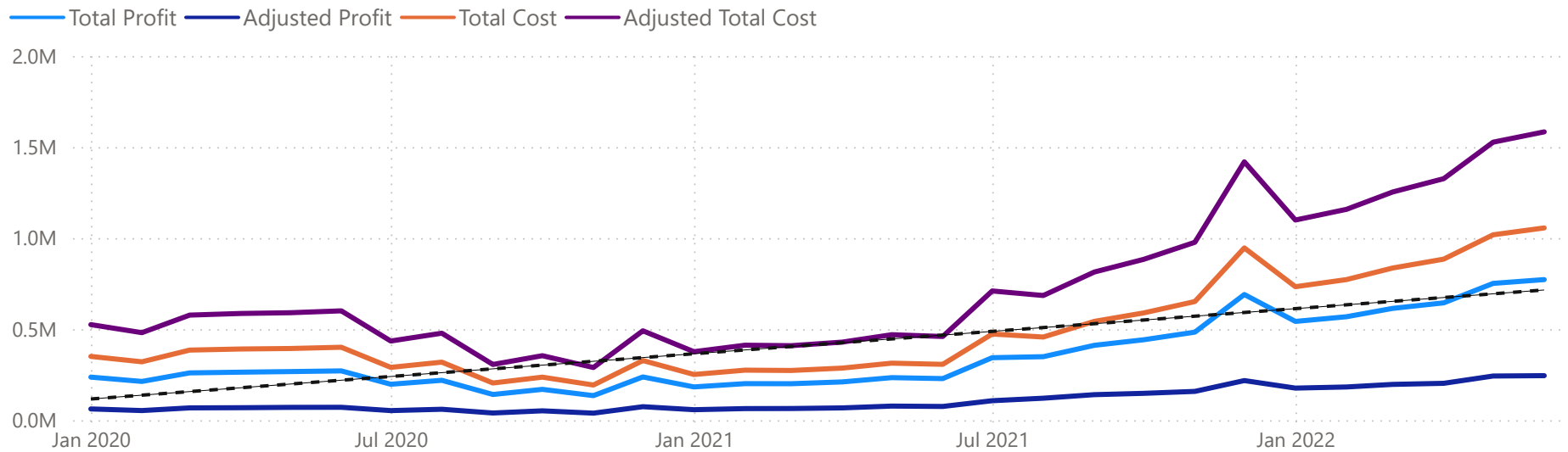


What if cost reduced by 5% to 20%, How it will affect on Total profit over the period

Cost Reduction %

0.50

irena



£24,914,587

Revenue

10,457,715

Profit

25,164

Orders

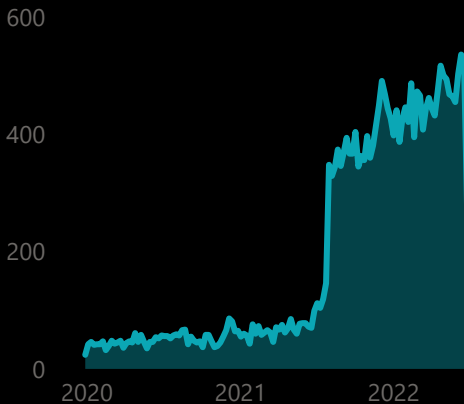
17,416

Total Customers

2.17%

ReturnRate

## Weekly Orders



Sales % Growth by Start of Quarter

