



\$24.9M

REVENUE

\$10.5M

PROFIT

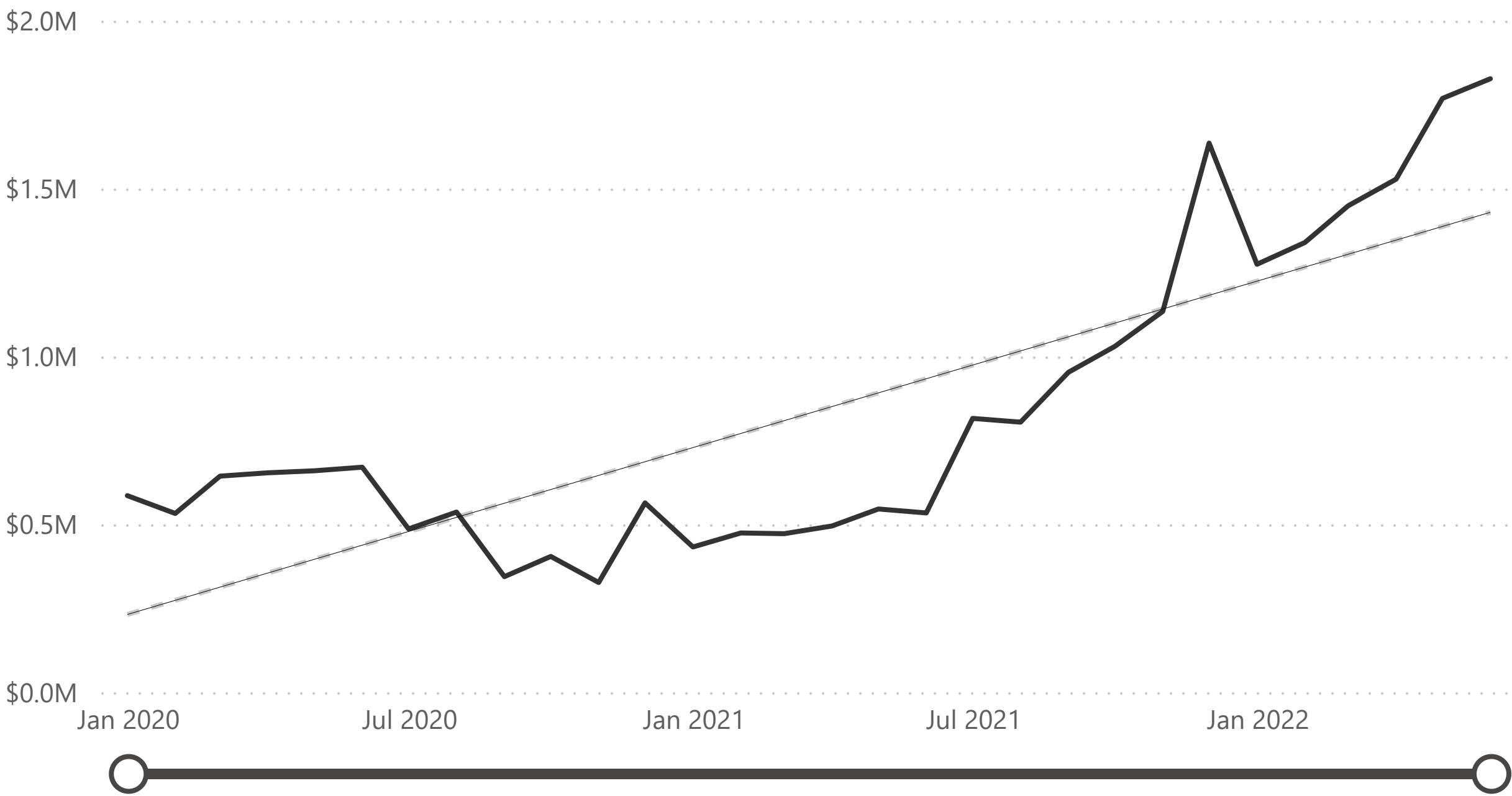
25.2K

ORDERS

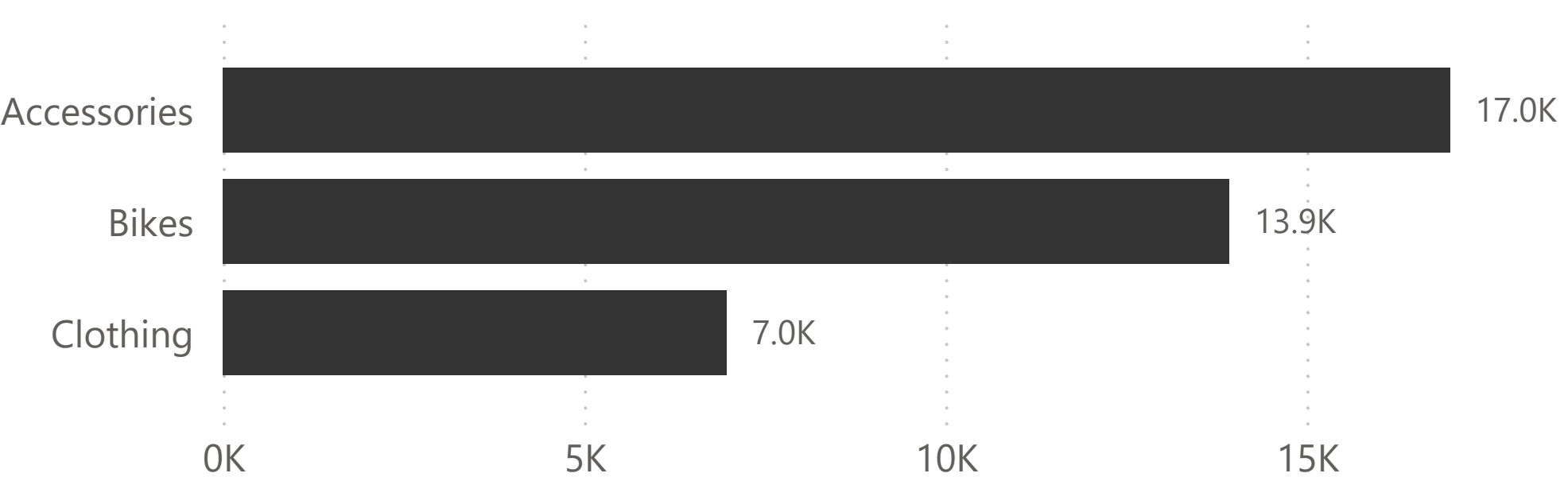
2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

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: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

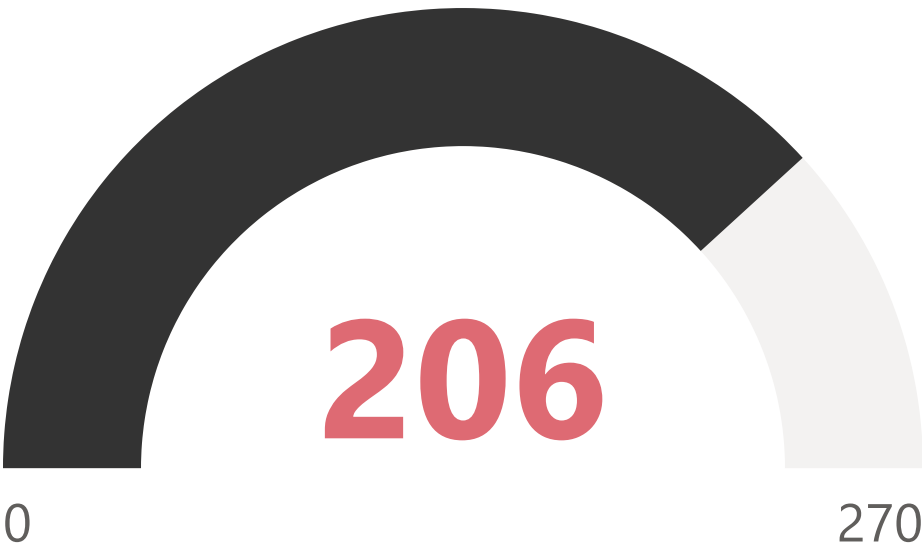
Pacific



Selected Product:

**Sport-100
Helmet, Red**

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

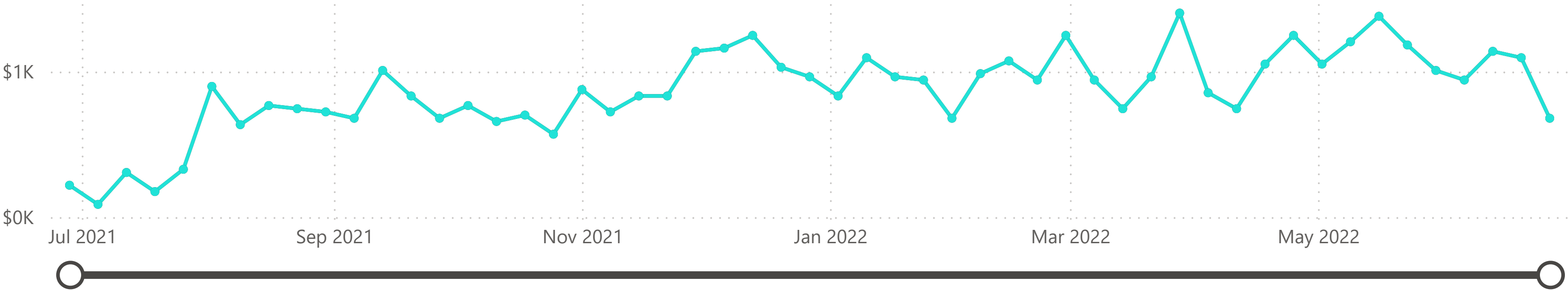


Profit Trending

Price Adjusted (%)

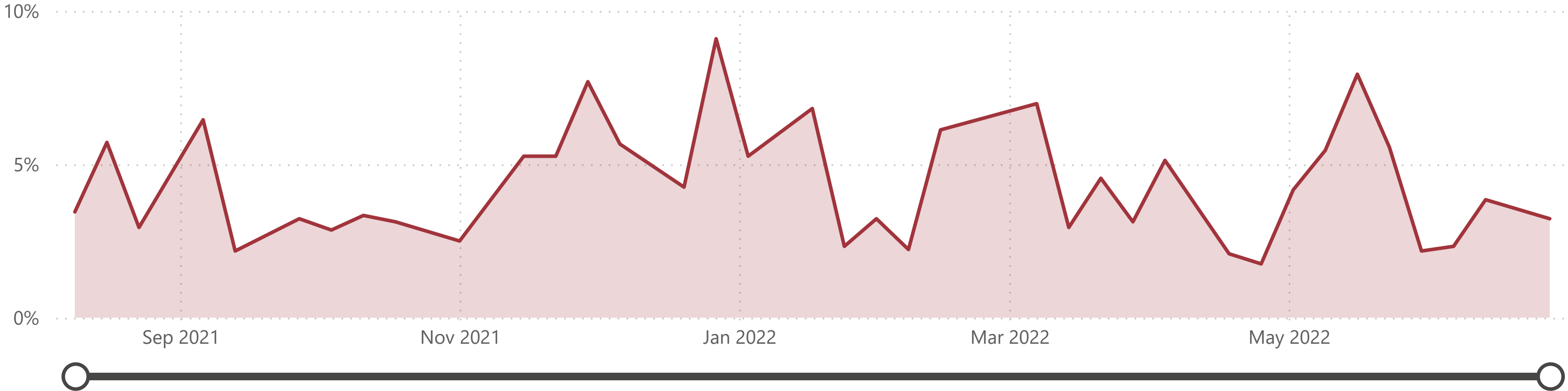
0.00

● Total Profit ● Adjusted Profit



Product Metric Selection

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





UNIQUE CUSTOMERS

REVENUE PER CUSTOMER

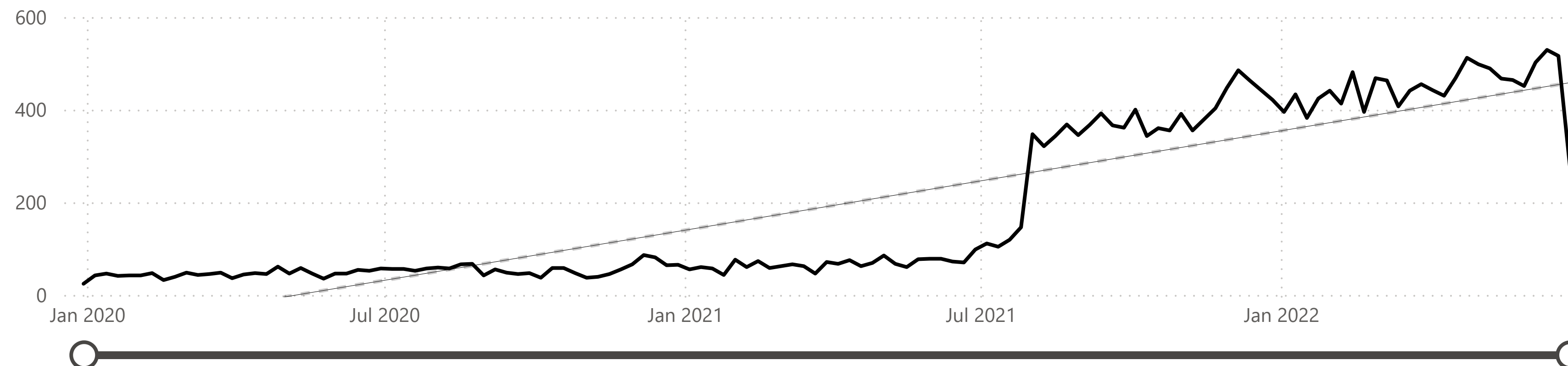
A donut chart illustrating the distribution of average number of connections per node. The chart is divided into three segments: a large cyan segment representing the 'Average' at 11.6K, a black segment representing the 'Low' at 10.3K, and a small yellow segment representing the 'High' at 2.8K. Each segment is labeled with its category and value, with a line pointing to the corresponding part of the donut.

Category	Value
Average	11.6K
Low	10.3K
High	2.8K

A donut chart illustrating the distribution of employment across three skill levels. The chart is divided into three segments: a cyan segment for 'Professional' (7.9K), a black segment for 'Skilled Manual' (6.0K), and a yellow segment for 'Management' (4.4K). The segments are arranged in a circle, with 'Professional' at the top right, 'Skilled Manual' at the bottom, and 'Management' at the top left.

Skill Level	Employment (K)
Professional	7.9K
Skilled Manual	6.0K
Management	4.4K

Revenue Per Customer



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	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
Total		1,272	\$615,329

2020

2020

2022

Top Customer (by Revenue):

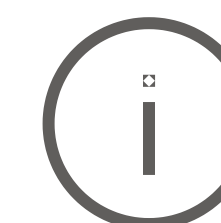
Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among Customers in Low Income Category in 2022, Mrs. Dominique Malhotra drove the most revenue at \$5.4K.