



\$24.9M

REVENUE

\$10.5M

PROFIT

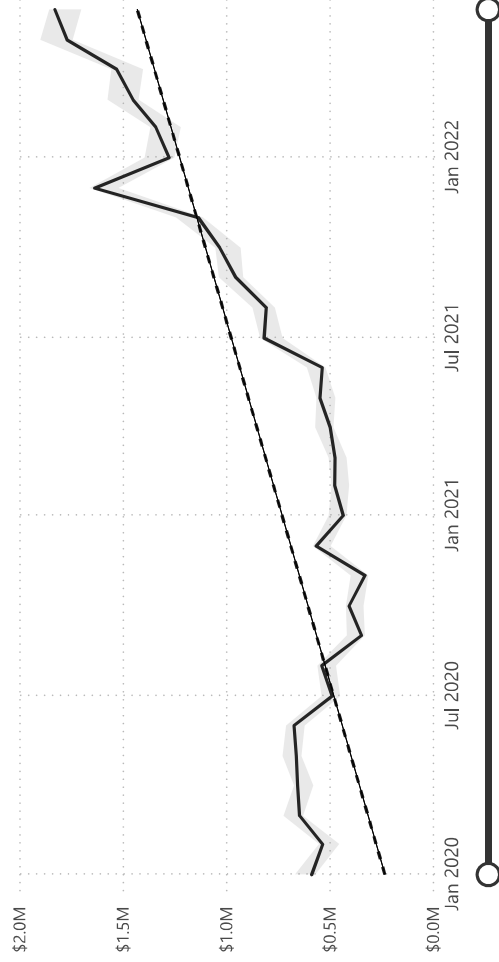
25.2K

ORDERS

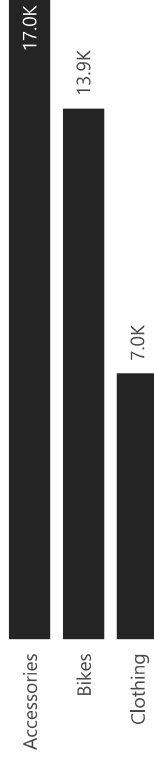
2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

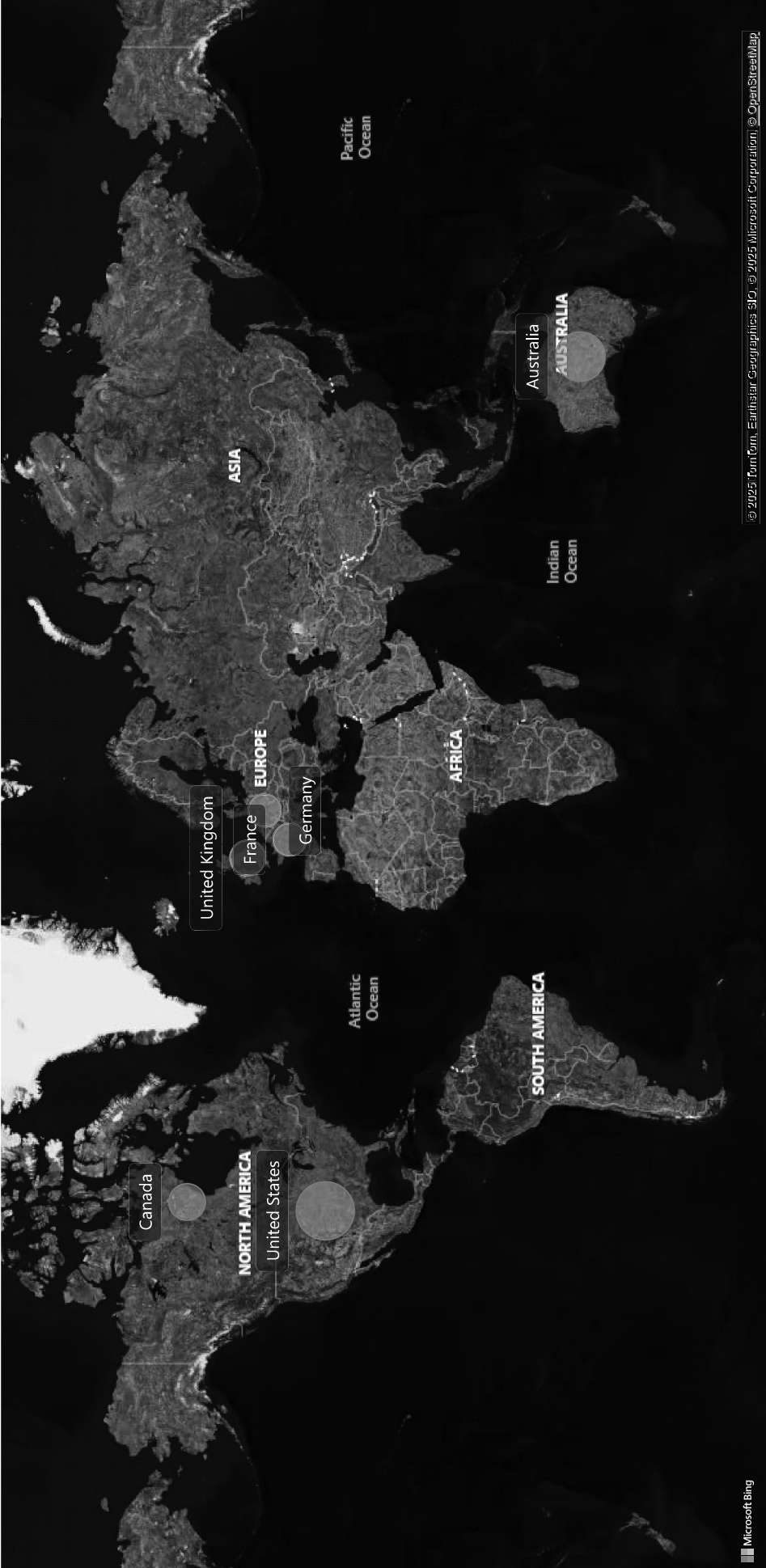
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Sport-100
Helmet, Black**

Price Adjustment(%)

0.20



● Total Profit ● Adjusted Profit

\$2K

\$1K

\$0K

Jul 2021

Sep 2021

Nov 2021

Jan 2022

Mar 2022

May 2022

Monthly Orders vs Target



213

\$0

Monthly Revenue vs Target



\$7,180

\$0

Monthly Profit vs Target



\$4,613

Product Metric Selection

☒ Orders

☐ Revenue

☐ Profit

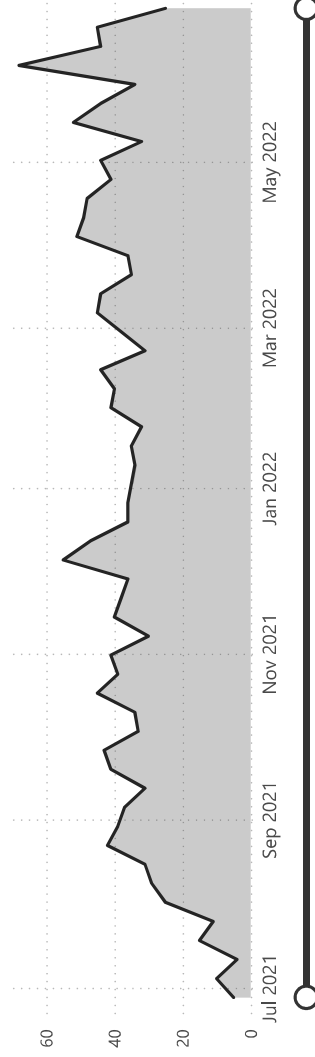
☐ Returns

☐ Return %

Report Summary

Total orders for
Sport-100 Helmet, Black were
202.

Adjusted Profit (400.00%
increase) and Total Profit (
400.00% increase) both trended
up between
Monday, June 28, 2021 and
May 2022



17.2K

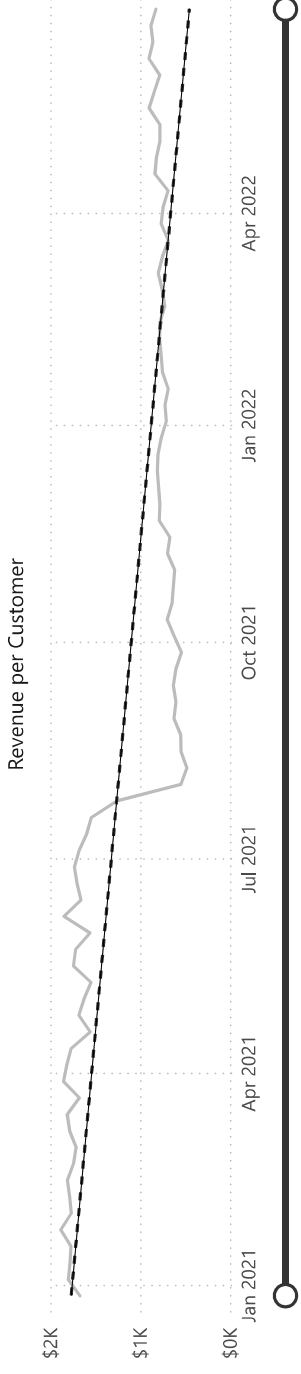
UNIQUE CUSTOMERS

\$1.1K

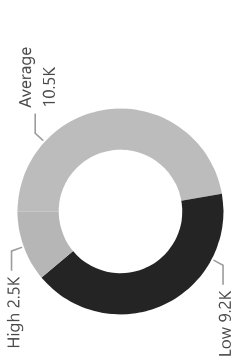
REVENUE PER CUSTOMER

Total Customers

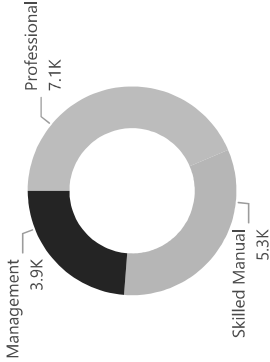
Revenue per Customer



Orders by Income Level



Orders By Occupation



Top 100 Customers

CustomerKey	Customer Name	Revenue	Orders
11433	Mr. Maurice Shan	\$12,408	6
11439	Mrs. Janet Munoz	\$12,015	6
11241	Mrs. Lisa Cai	\$11,330	7
11417	Mrs. Lacey Zheng	\$11,086	7
11420	Mr. Jordan Turner	\$11,022	7
11242	Mr. Larry Munoz	\$10,852	7
11425	Mrs. Ariana Gray	\$10,391	6
11429	Mr. Marco Lopez	\$10,290	6
12308	Mrs. Margaret He	\$9,267	4
12132	Mrs. Kaitlyn Henderson	\$9,259	4
12301	Mrs. Nichole Nara	\$9,235	4
12131	Mr. Randall Dominguez	\$9,210	4
12321	Mrs. Rosa Hu	\$9,201	4
12300	Adriana Gonzalez	\$9,196	4
11432	Mrs. Dominique Prasad	\$9,181	6
12124	Mrs. Brandi Gill	\$9,166	4
12307	Mr. Brad She	\$9,161	4
12296	Mr. Francisco Sara	\$9,126	4
12302	Mr. Kevin Coleman	\$7,751	4
12291	Mr. Johnathan Suri	\$7,721	4
12298	Mrs. Crystal Zeng	\$7,707	4
12309	Mr. Johnathan Suri	\$7,692	4
12303	Mrs. Crystal Zeng	\$7,677	4
12304	Mr. Johnathan Suri	\$7,662	4
12305	Mrs. Crystal Zeng	\$7,647	4
12306	Mr. Johnathan Suri	\$7,632	4
12307	Mrs. Crystal Zeng	\$7,617	4
12308	Mr. Johnathan Suri	\$7,602	4
12309	Mrs. Crystal Zeng	\$7,587	4
12310	Mr. Johnathan Suri	\$7,572	4
12311	Mrs. Crystal Zeng	\$7,557	4
12312	Mr. Johnathan Suri	\$7,542	4
12313	Mrs. Crystal Zeng	\$7,527	4
12314	Mr. Johnathan Suri	\$7,512	4
12315	Mrs. Crystal Zeng	\$7,497	4
12316	Mr. Johnathan Suri	\$7,482	4
12317	Mrs. Crystal Zeng	\$7,467	4
12318	Mr. Johnathan Suri	\$7,452	4
12319	Mrs. Crystal Zeng	\$7,437	4
12320	Mr. Johnathan Suri	\$7,422	4
12321	Mrs. Crystal Zeng	\$7,407	4
12322	Mr. Johnathan Suri	\$7,392	4
12323	Mrs. Crystal Zeng	\$7,377	4
12324	Mr. Johnathan Suri	\$7,362	4
12325	Mrs. Crystal Zeng	\$7,347	4
12326	Mr. Johnathan Suri	\$7,332	4
12327	Mrs. Crystal Zeng	\$7,317	4
12328	Mr. Johnathan Suri	\$7,302	4
12329	Mrs. Crystal Zeng	\$7,287	4
12330	Mr. Johnathan Suri	\$7,272	4
12331	Mrs. Crystal Zeng	\$7,257	4
12332	Mr. Johnathan Suri	\$7,242	4
12333	Mrs. Crystal Zeng	\$7,227	4
12334	Mr. Johnathan Suri	\$7,212	4
12335	Mrs. Crystal Zeng	\$7,197	4
12336	Mr. Johnathan Suri	\$7,182	4
12337	Mrs. Crystal Zeng	\$7,167	4
12338	Mr. Johnathan Suri	\$7,152	4
12339	Mrs. Crystal Zeng	\$7,137	4
12340	Mr. Johnathan Suri	\$7,122	4
12341	Mrs. Crystal Zeng	\$7,107	4
12342	Mr. Johnathan Suri	\$7,092	4
12343	Mrs. Crystal Zeng	\$7,077	4
12344	Mr. Johnathan Suri	\$7,062	4
12345	Mrs. Crystal Zeng	\$7,047	4
12346	Mr. Johnathan Suri	\$7,032	4
12347	Mrs. Crystal Zeng	\$7,017	4
12348	Mr. Johnathan Suri	\$7,002	4
12349	Mrs. Crystal Zeng	\$6,987	4
12350	Mr. Johnathan Suri	\$6,972	4
12351	Mrs. Crystal Zeng	\$6,957	4
12352	Mr. Johnathan Suri	\$6,942	4
12353	Mrs. Crystal Zeng	\$6,927	4
12354	Mr. Johnathan Suri	\$6,912	4
12355	Mrs. Crystal Zeng	\$6,897	4
12356	Mr. Johnathan Suri	\$6,882	4
12357	Mrs. Crystal Zeng	\$6,867	4
12358	Mr. Johnathan Suri	\$6,852	4
12359	Mrs. Crystal Zeng	\$6,837	4
12360	Mr. Johnathan Suri	\$6,822	4
12361	Mrs. Crystal Zeng	\$6,807	4
12362	Mr. Johnathan Suri	\$6,792	4
12363	Mrs. Crystal Zeng	\$6,777	4
12364	Mr. Johnathan Suri	\$6,762	4
12365	Mrs. Crystal Zeng	\$6,747	4
12366	Mr. Johnathan Suri	\$6,732	4
12367	Mrs. Crystal Zeng	\$6,717	4
12368	Mr. Johnathan Suri	\$6,702	4
12369	Mrs. Crystal Zeng	\$6,687	4
12370	Mr. Johnathan Suri	\$6,672	4
12371	Mrs. Crystal Zeng	\$6,657	4
12372	Mr. Johnathan Suri	\$6,642	4
12373	Mrs. Crystal Zeng	\$6,627	4
12374	Mr. Johnathan Suri	\$6,612	4
12375	Mrs. Crystal Zeng	\$6,597	4
12376	Mr. Johnathan Suri	\$6,582	4
12377	Mrs. Crystal Zeng	\$6,567	4
12378	Mr. Johnathan Suri	\$6,552	4
12379	Mrs. Crystal Zeng	\$6,537	4
12380	Mr. Johnathan Suri	\$6,522	4
12381	Mrs. Crystal Zeng	\$6,507	4
12382	Mr. Johnathan Suri	\$6,492	4
12383	Mrs. Crystal Zeng	\$6,477	4
12384	Mr. Johnathan Suri	\$6,462	4
12385	Mrs. Crystal Zeng	\$6,447	4
12386	Mr. Johnathan Suri	\$6,432	4
12387	Mrs. Crystal Zeng	\$6,417	4
12388	Mr. Johnathan Suri	\$6,402	4
12389	Mrs. Crystal Zeng	\$6,387	4
12390	Mr. Johnathan Suri	\$6,372	4
12391	Mrs. Crystal Zeng	\$6,357	4
12392	Mr. Johnathan Suri	\$6,342	4
12393	Mrs. Crystal Zeng	\$6,327	4
12394	Mr. Johnathan Suri	\$6,312	4
12395	Mrs. Crystal Zeng	\$6,297	4
12396	Mr. Johnathan Suri	\$6,282	4
12397	Mrs. Crystal Zeng	\$6,267	4
12398	Mr. Johnathan Suri	\$6,252	4
12399	Mrs. Crystal Zeng	\$6,237	4
12400	Mr. Johnathan Suri	\$6,222	4
12401	Mrs. Crystal Zeng	\$6,207	4
12402	Mr. Johnathan Suri	\$6,192	4
12403	Mrs. Crystal Zeng	\$6,177	4
12404	Mr. Johnathan Suri	\$6,162	4
12405	Mrs. Crystal Zeng	\$6,147	4
12406	Mr. Johnathan Suri	\$6,132	4
12407	Mrs. Crystal Zeng	\$6,117	4
12408	Mr. Johnathan Suri	\$6,102	4
12409	Mrs. Crystal Zeng	\$6,087	4
12410	Mr. Johnathan Suri	\$6,072	4
12411	Mrs. Crystal Zeng	\$6,057	4
12412	Mr. Johnathan Suri	\$6,042	4
12413	Mrs. Crystal Zeng	\$6,027	4
12414	Mr. Johnathan Suri	\$6,012	4
12415	Mrs. Crystal Zeng	\$5,997	4
12416	Mr. Johnathan Suri	\$5,982	4
12417	Mrs. Crystal Zeng	\$5,967	4
12418	Mr. Johnathan Suri	\$5,952	4
12419	Mrs. Crystal Zeng	\$5,937	4
12420	Mr. Johnathan Suri	\$5,922	4
12421	Mrs. Crystal Zeng	\$5,907	4
12422	Mr. Johnathan Suri	\$5,892	4
12423	Mrs. Crystal Zeng	\$5,877	4
12424	Mr. Johnathan Suri	\$5,862	4
12425	Mrs. Crystal Zeng	\$5,847	4
12426	Mr. Johnathan Suri	\$5,832	4
12427	Mrs. Crystal Zeng	\$5,817	4
12428	Mr. Johnathan Suri	\$5,802	4
12429	Mrs. Crystal Zeng	\$5,787	4
12430	Mr. Johnathan Suri	\$5,772	4
12431	Mrs. Crystal Zeng	\$5,757	4
12432	Mr. Johnathan Suri	\$5,742	4
12433	Mrs. Crystal Zeng	\$5,727	4
12434	Mr. Johnathan Suri	\$5,712	4
12435	Mrs. Crystal Zeng	\$5,697	4
12436	Mr. Johnathan Suri	\$5,682	4
12437	Mrs. Crystal Zeng	\$5,667	4
12438	Mr. Johnathan Suri	\$5,652	4
12439	Mrs. Crystal Zeng	\$5,637	4
12440	Mr. Johnathan Suri	\$5,622	4
12441	Mrs. Crystal Zeng	\$5,607	4
12442	Mr. Johnathan Suri	\$5,592	4
12443	Mrs. Crystal Zeng	\$5,577	4
12444	Mr. Johnathan Suri	\$5,562	4
12445	Mrs. Crystal Zeng	\$5,547	4
12446	Mr. Johnathan Suri	\$5,532	4
12447	Mrs. Crystal Zeng	\$5,517	4
12448	Mr. Johnathan Suri	\$5,502	4
12449	Mrs. Crystal Zeng	\$5,487	4
12450	Mr. Johnathan Suri	\$5,472	4
12451	Mrs. Crystal Zeng	\$5,457	4
12452	Mr. Johnathan Suri	\$5,442	4
12453	Mrs. Crystal Zeng	\$5,427	4
12454	Mr. Johnathan Suri	\$5,412	4
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12479	Mrs. Crystal Zeng	\$5,037	4
12480	Mr. Johnathan Suri	\$5,022	4
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12482	Mr. Johnathan Suri	\$4,992	4
12483	Mrs. Crystal Zeng	\$4,977	4
12484	Mr. Johnathan Suri	\$4,962	4
12485	Mrs. Crystal Zeng	\$4,947	4
12486	Mr. Johnathan Suri	\$4,932	4
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12488	Mr. Johnathan Suri	\$4,902	4
12489	Mrs. Crystal Zeng	\$4,887	4
12490	Mr. Johnathan Suri	\$4,872	4
12491	Mrs. Crystal Zeng	\$4,857	4
12492	Mr. Johnathan Suri	\$4,842	4
12493	Mrs. Crystal Zeng	\$4,827	4
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12495	Mrs. Crystal Zeng	\$4,797	4
12496	Mr. Johnathan Suri	\$4,782	4
12497	Mrs. Crystal Zeng	\$4,767	4
12498	Mr. Johnathan Suri	\$4,752	4
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12507	Mrs. Crystal Zeng	\$4,617	4
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12509	Mrs. Crystal Zeng	\$4,587	4
12510	Mr. Johnathan Suri	\$4,572	4
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12512	Mr. Johnathan Suri	\$4,542	4
12513	Mrs. Crystal Zeng	\$4,527	4
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12516	Mr. Johnathan Suri	\$4,482	4
12517	Mrs. Crystal Zeng	\$4,467	4
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12523	Mrs. Crystal Zeng	\$4,377	4
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12533	Mrs. Crystal Zeng	\$4,227	4
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12535	Mrs. Crystal Zeng	\$4,197	4
12536	Mr. Johnathan Suri	\$4,182	4
12537	Mrs. Crystal Zeng	\$4,167	4
12538	Mr. Johnathan Suri	\$4,152	4
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12548	Mr. Johnathan Suri	\$4,002	4
12549	Mrs. Crystal Zeng	\$3,987	4
12550	Mr. Johnathan Suri	\$3,972	4
12551	Mrs. Crystal Zeng	\$3,957	4
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12556	Mr. Johnathan Suri	\$3,882	4
12557	Mrs. Crystal Zeng	\$3,867	4
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12559	Mrs. Crystal Zeng	\$3,837	4
12560	Mr. Johnathan Suri	\$3,822	4
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12562	Mr. Johnathan Suri	\$3,792	4
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12565	Mrs. Crystal Zeng	\$3,747	4
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12571	Mrs. Crystal Zeng	\$3,657	4
12572	Mr. Johnathan Suri	\$3,642	4
12573	Mrs. Crystal Zeng	\$3,627	4
12574	Mr. Johnathan Suri	\$3,612	4
12575	Mrs. Crystal Zeng	\$3,597	4
12576	Mr. Johnathan Suri	\$3,582	4
12577	Mrs. Crystal Zeng	\$3,567	4
12578	Mr. Johnathan Suri	\$3,552	4
12579	Mrs. Crystal Zeng	\$3,537	4
12580	Mr. Johnathan Suri	\$3,522	4
12581	Mrs. Crystal Zeng	\$3,507	4
12582	Mr. Johnathan Suri	\$3,492	4
12583	Mrs. Crystal Zeng	\$3,477	4
12584	Mr. Johnathan Suri	\$3,462	4
12585	Mrs. Crystal Zeng	\$3,447	4
12586	Mr. Johnathan Suri	\$3,432	4
12587	Mrs. Crystal Zeng	\$3,417	4
125			

✦ Sign in for enhanced options

You'll have access to synonym suggestions that improve Q&A results.

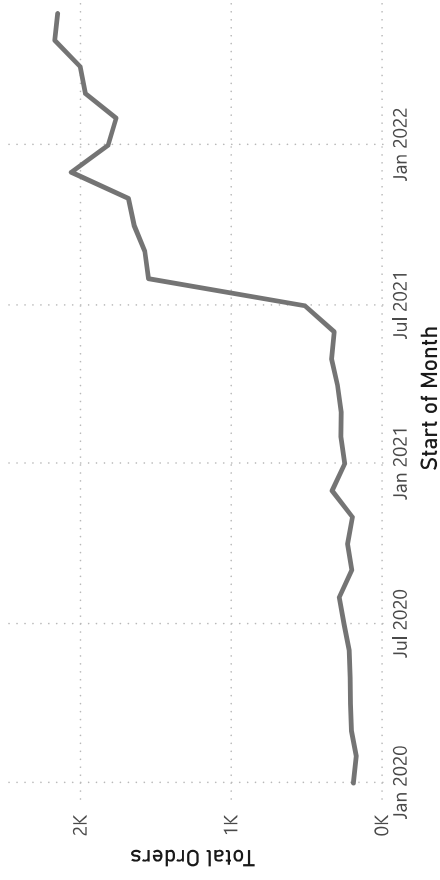
Sign in

Add synonyms on your own

orders by month

.....

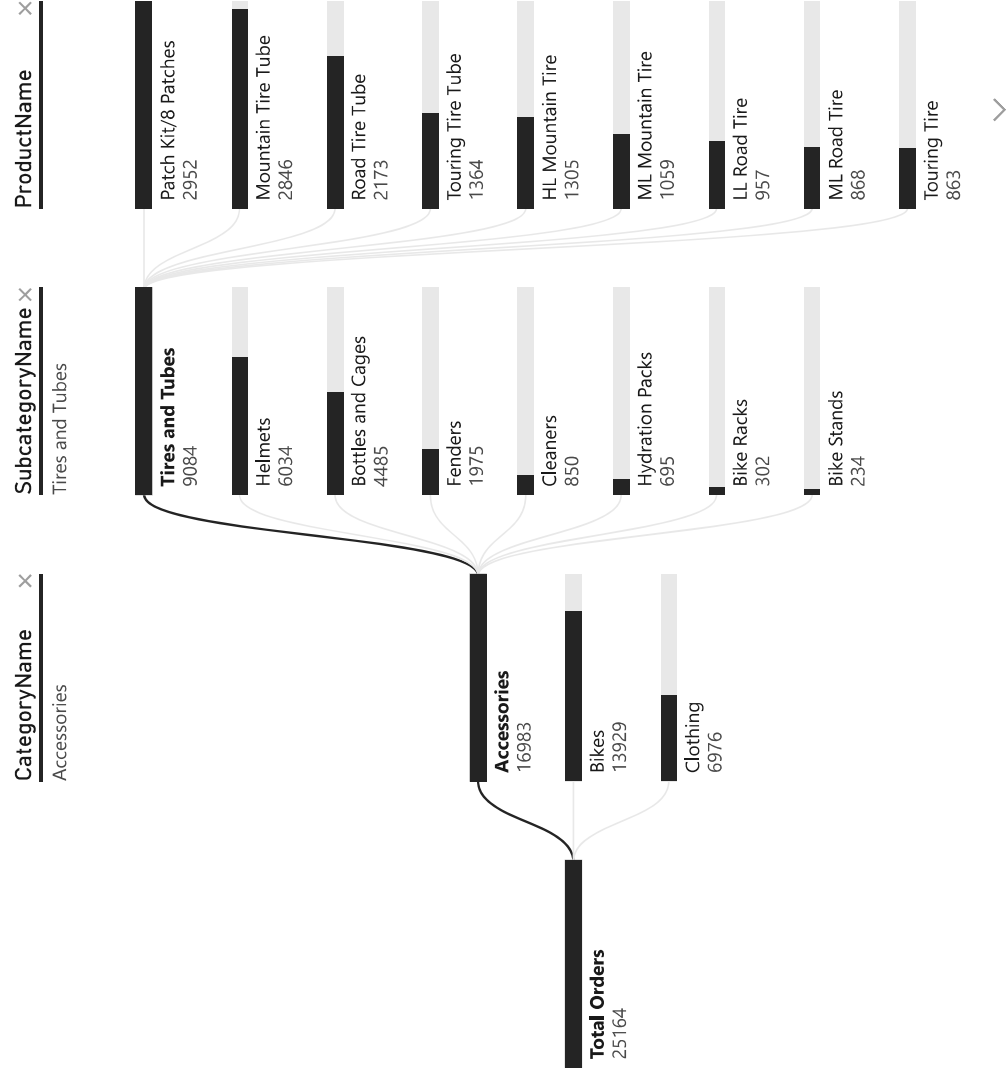
Showing results for Total orders sorted by calendar lookup start of month



Content created by AI may be inaccurate. [Read terms](#)



CategoryName	Total Orders	Total Returns
Accessories	16983	1115
Bike Racks	302	8
Bike Stands	234	8
Bottles and Cages	4485	278
Cleaners	850	25
Fenders	1975	54
Helmets	6034	188
Hydration Packs	695	25
Tires and Tubes	9084	529
Bikes	13929	427
Mountain Bikes	4706	135
Road Bikes	7099	222
Touring Bikes	2124	70
Clothing	6076	267
Total	25164	1809



25K
Total Orders

Key influencers

Top segments



Key influencers

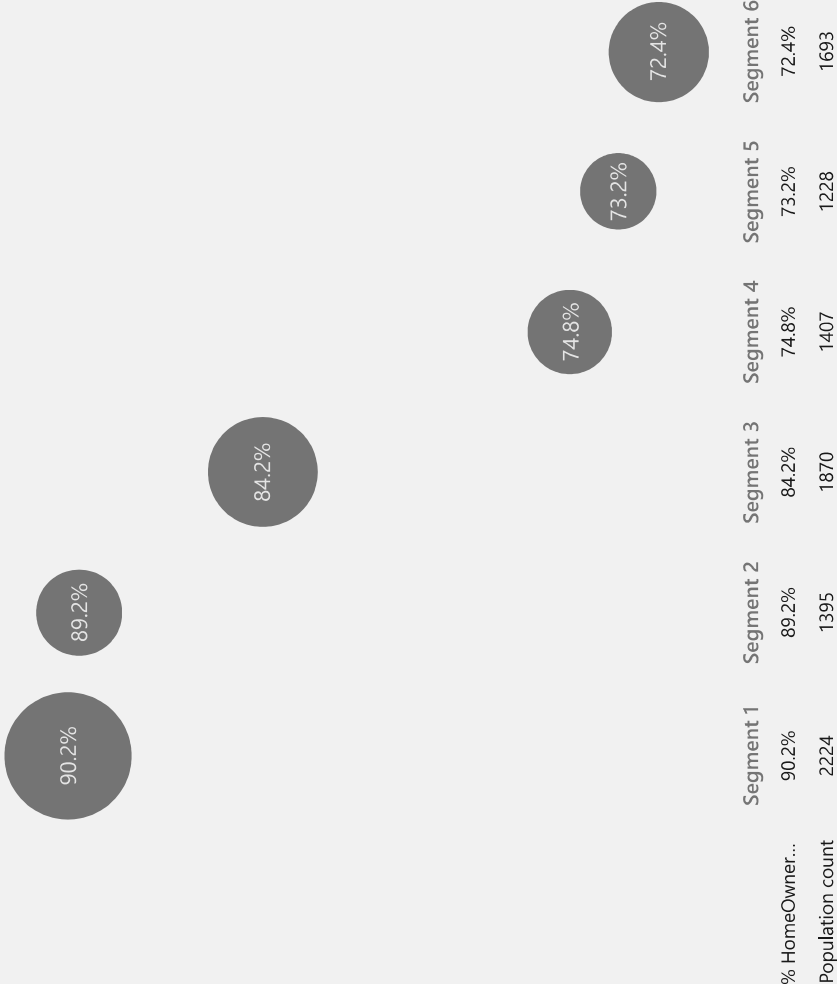
Top segments



When is HomeOwner more likely to be ?

What influences Average Retail Price to ?

We found 7 segments and ranked them by % HomeOwner is Y and population size. Sele...



When...

Sum of ProductCost goes up 8570.61

...the average of Average Retail Price increases by

\$478.6

Total Revenue by ProductName