



\$24.9M

REVENUE

\$10.5M

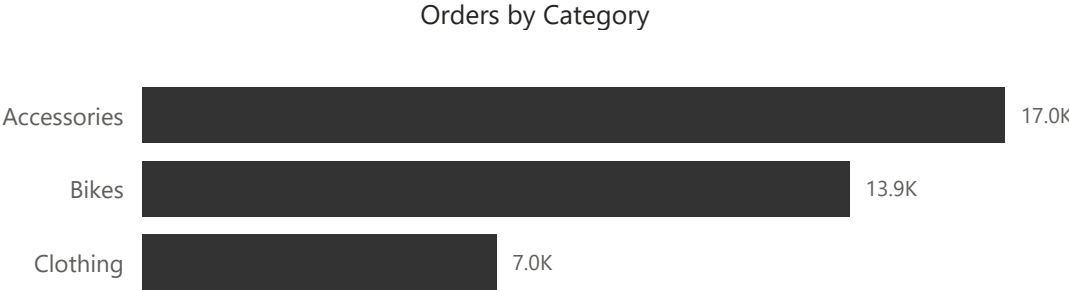
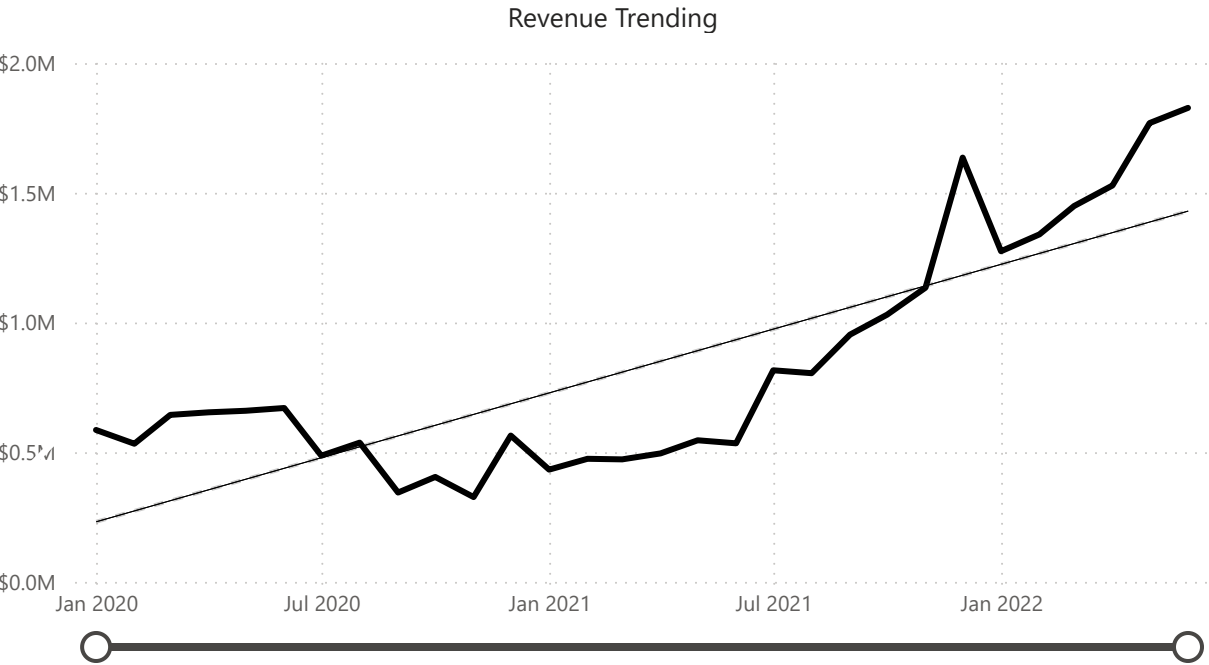
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Total Orders	Total Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755.33	1.946%
Patch Kit/8 Patches	2952	\$13,506.42	1.611%
Mountain Tire Tube	2846	\$28,333.22	1.638%
Road Tire Tube	2173	\$17,264.73	1.548%
Sport-100 Helmet, Red	2099	\$73,444.01	3.335%
AWC Logo Cap	2062	\$35,882.07	1.108%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.308%
Fender Set - Mountain	1975	\$87,040.80	1.364%
Sport-100 Helmet, Black	1940	\$65,269.75	2.680%
Mountain Bottle Cage	1896	\$38,061.90	2.021%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2.15K!

Prev Month: 2.17K (-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::

Patch Kit/8
Patches

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

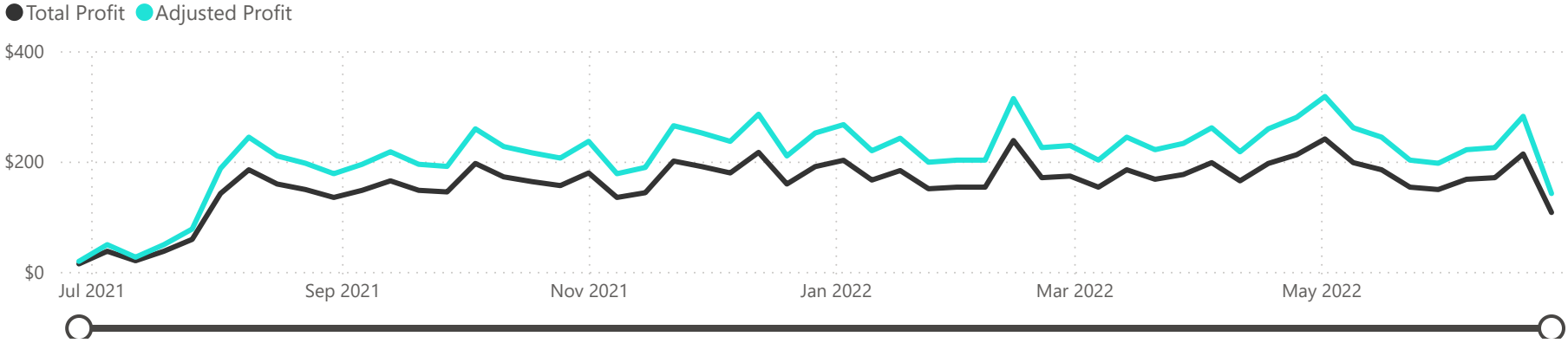


Price Adjustment (%)

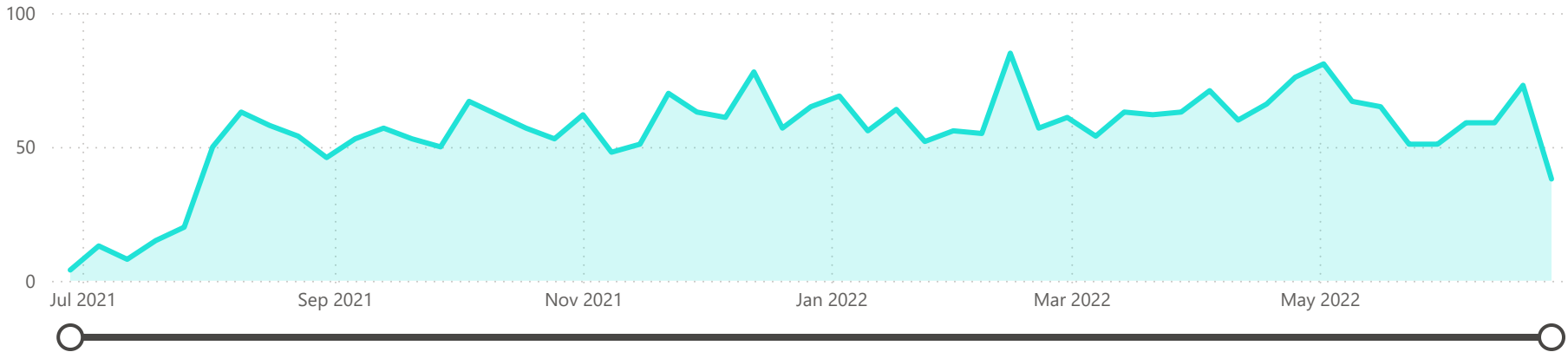
0.20



Profit Trending



Return Trending



Orders

- Orders
- Profit
- Returns
- Revenue
- Return Rate



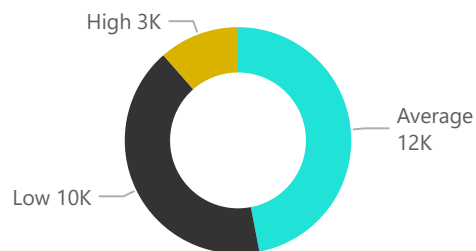
17.4K

UNIQUE CUSTOMERS

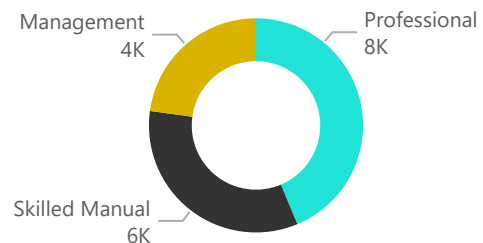
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



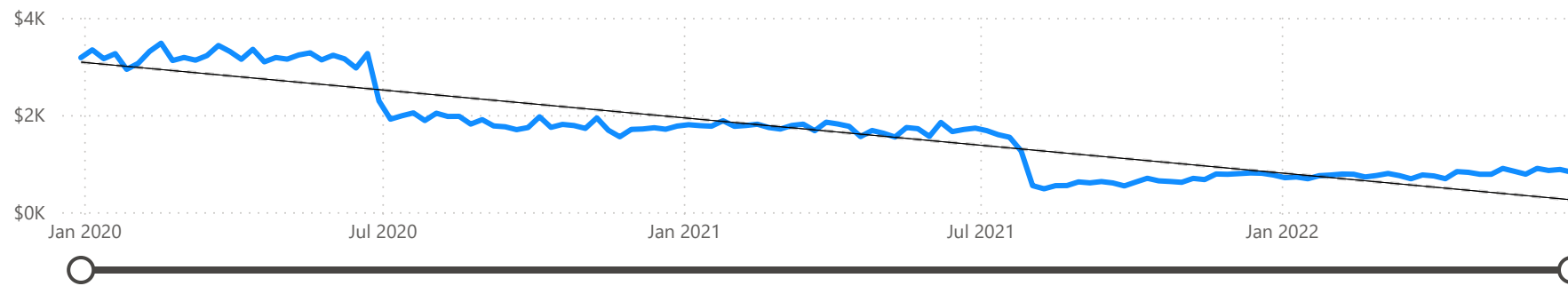
Orders by Occupation



Total Customers

Revenue per Customer

Weekly Customers



Top 100 Customers

CustomerKey	Customer Full Name	Total Orders	Total Revenue
11091	Mr. Dalton Perez	26	\$1,513.14
11223	Mrs. Hailey Patterson	26	\$1,615.66
11300	Mr. Fernando Barnes	26	\$1,839.01
11330	Mr. Ryan Thompson	26	\$1,596.61
11331	Mrs. Samantha Jenkins	26	\$1,739.58
11185	Mrs. Ashley Henderson	25	\$1,716.76
11200	Mr. Jason Griffin	25	\$1,613.88
11176	Mr. Mason Roberts	24	\$1,526.03
11262	Mrs. Jennifer Simmons	24	\$1,464.79
11277	Mr. Charles Jackson	24	\$1,776.69
11287	Mr. Henry Garcia	24	\$1,442.96
11566	Ms. April Shan	24	\$1,424.49
11711	Mr. Daniel Davis	24	\$1,403.85
11276	Mrs. Nancy Chapman	23	\$1,111.23
11203	Mr. Luis Diaz	17	\$1,002.05
Total		1272	\$615,328.64

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K

\$10,457,715

Total Profit

1809

Total Returns

\$24,914,586.82

Total Revenue

25164

Total Orders

2.172%

Return Rate

Weekly Orders

