



\$24,9 ...

REVENUE

\$10,5 ...

PROFIT

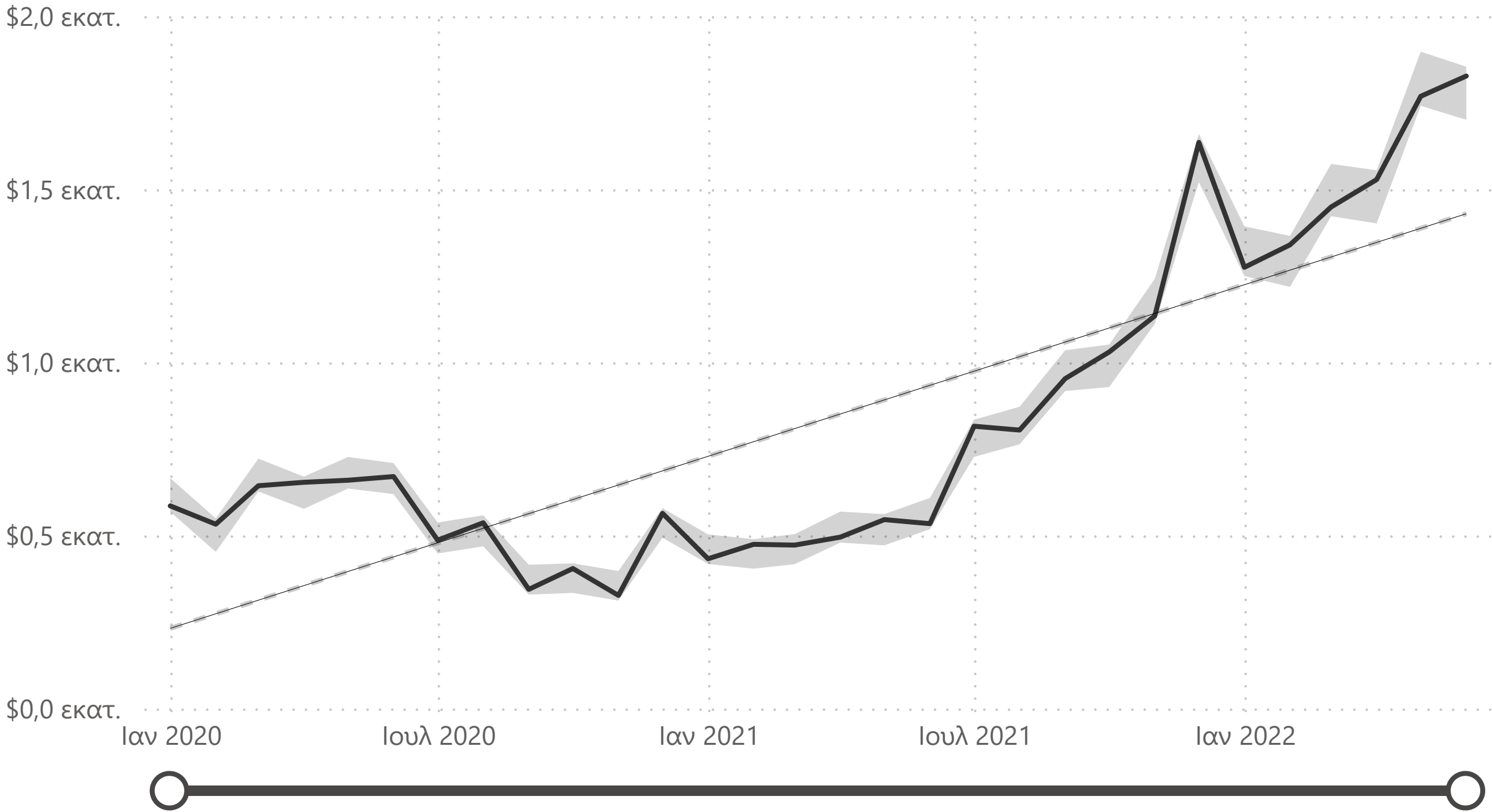
25,2 χ...

ORDERS

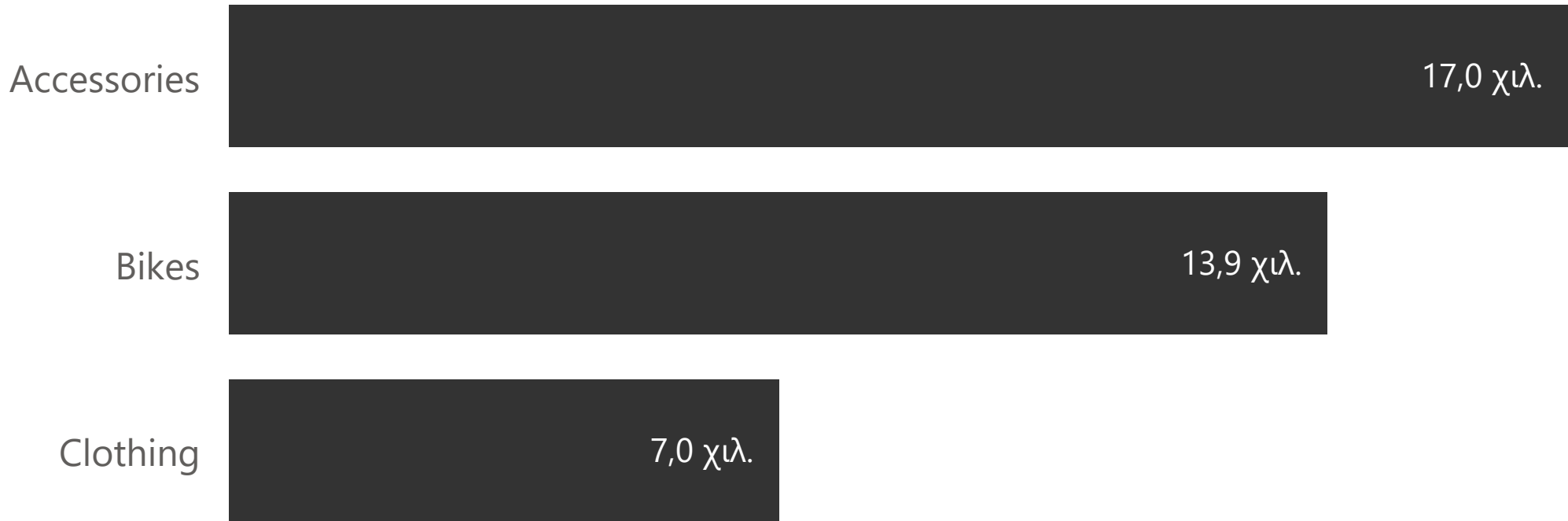
2,2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products	Total Orders	Total 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%

Most Ordered Product Type:

Tires and Tubes

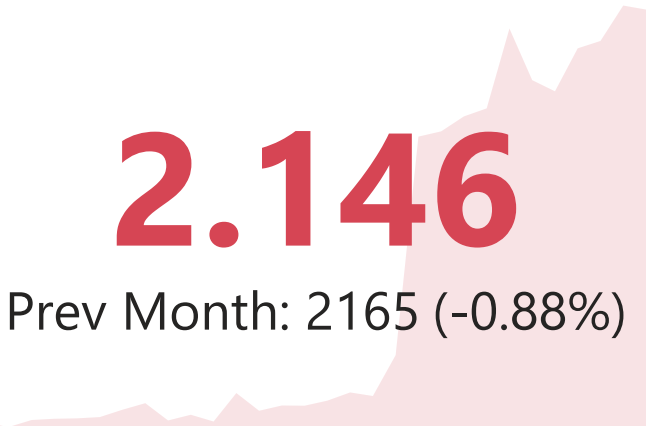
Most Returned Product Type:

Shorts

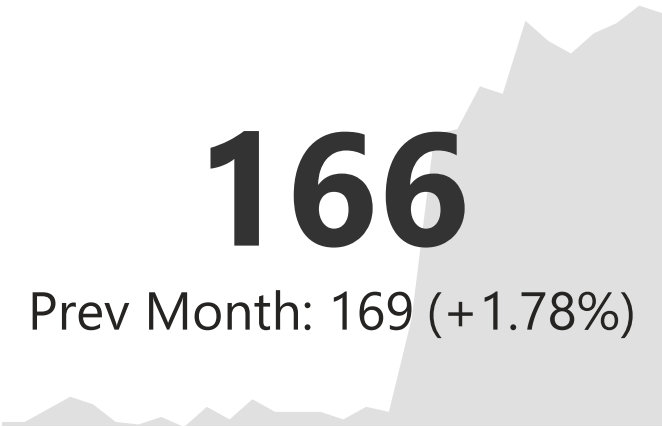
Monthly Revenue



Monthly Orders



Monthly Returns

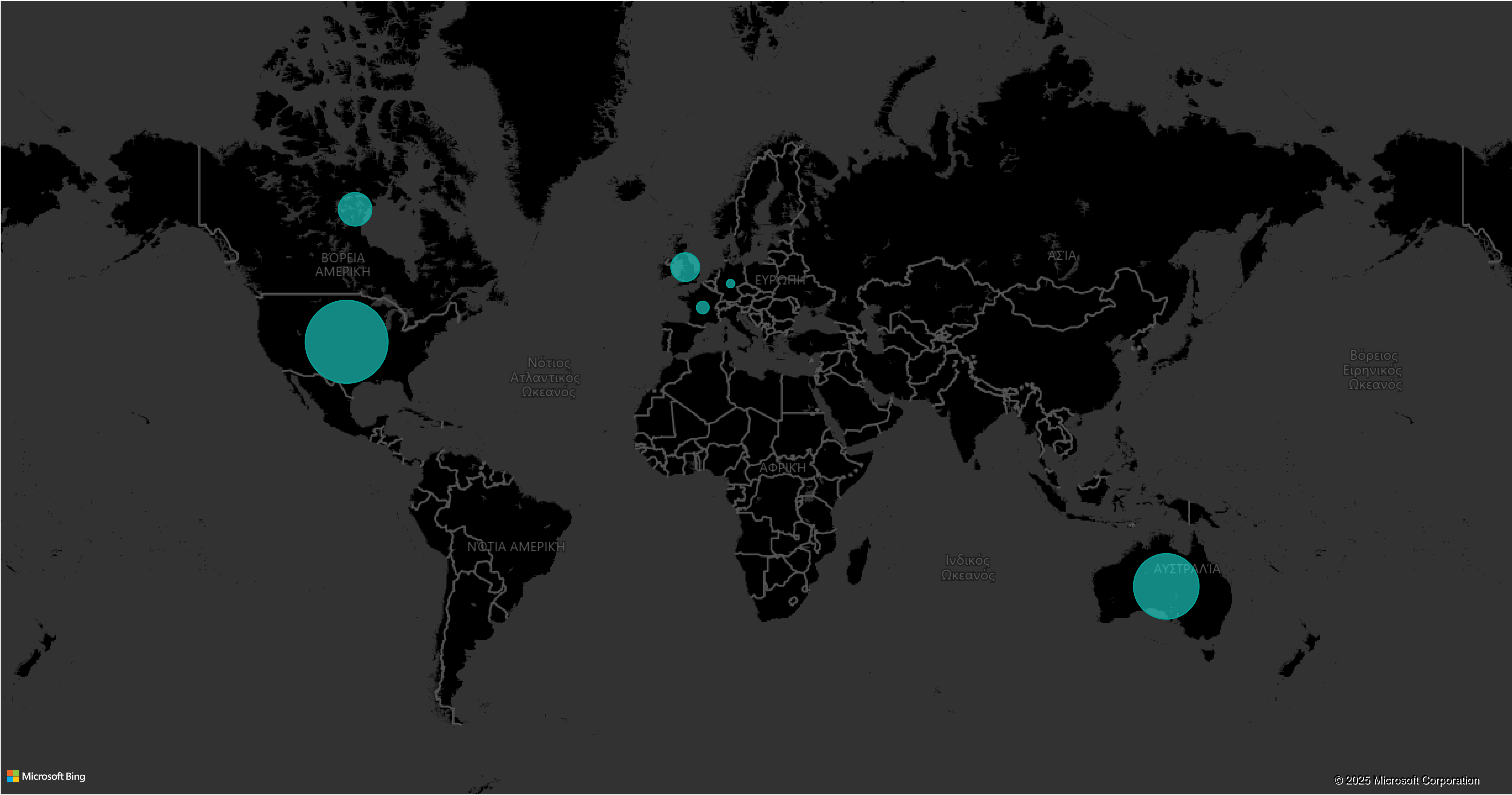


Επιλογή όλων

Europe

North America

Pacific



Selected Item:

Water
Bottle - 30...

Monthly Orders vs. Target



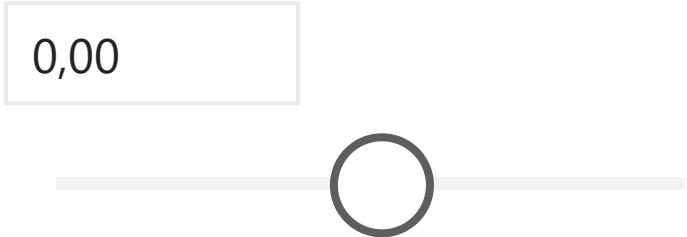
Monthly Revenue vs. Target



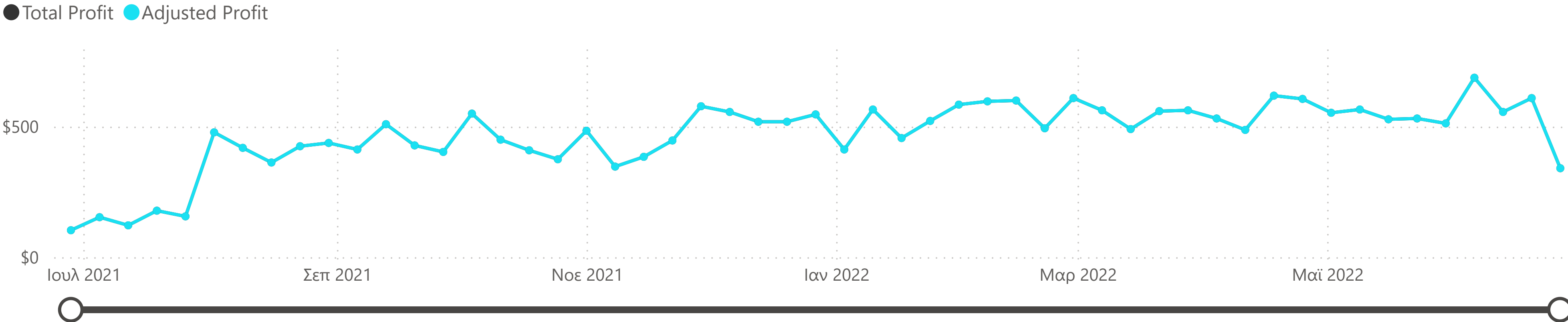
Monthly Profit vs. Target



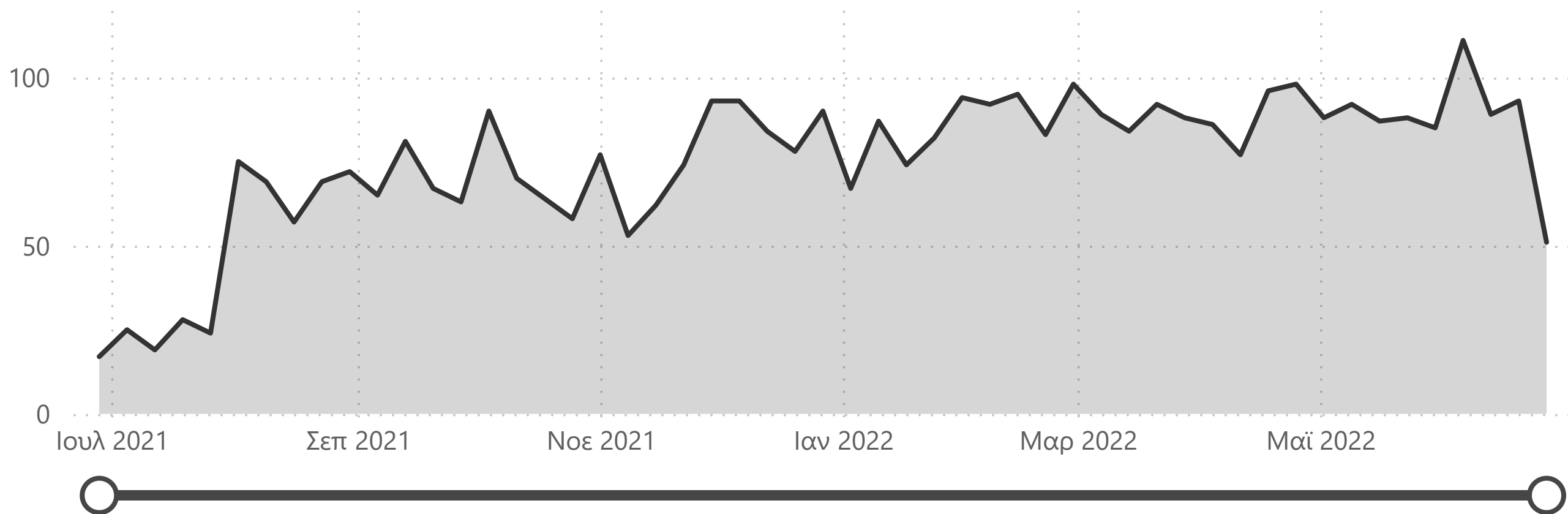
Price Adjustment (%)



Profit Trending



Orders



Report Summary

Total Orders for **Water Bottle - 30 oz.** were **404**

All metrics trended up between Δευτέρα, Ιουνίου 28, 2021 and Δευτέρα, Ιουνίου 27, 2022, each increasing by 230,30%.

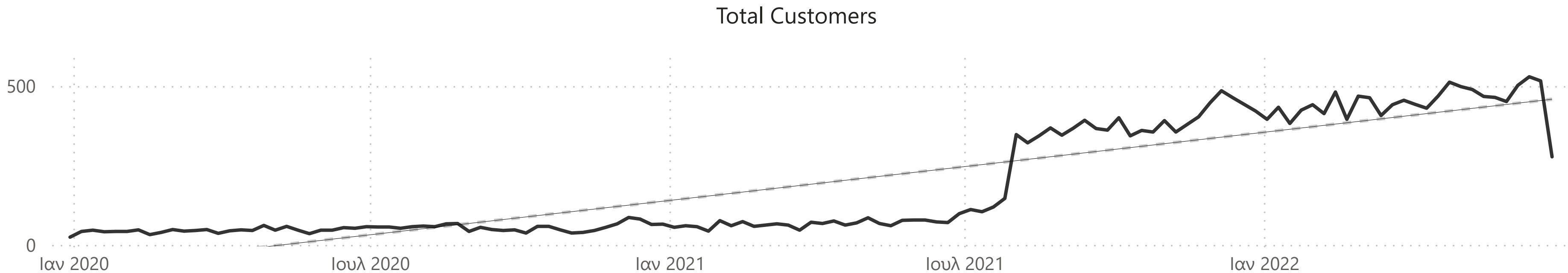
Returns experienced the longest period of growth (+2) between Δευτέρα, Ιουνίου 28, 2021 and Δευτέρα, Σεπτεμβρίου 6, 2021.



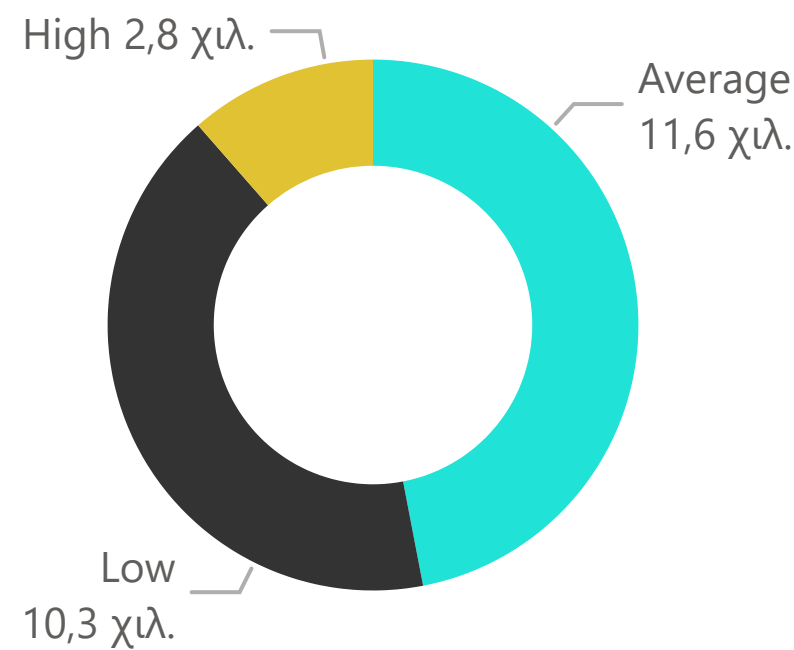
17,4 χιλ.
UNIQUE CUSTOMERS

\$1.431
REVENUE PER CUSTOMER

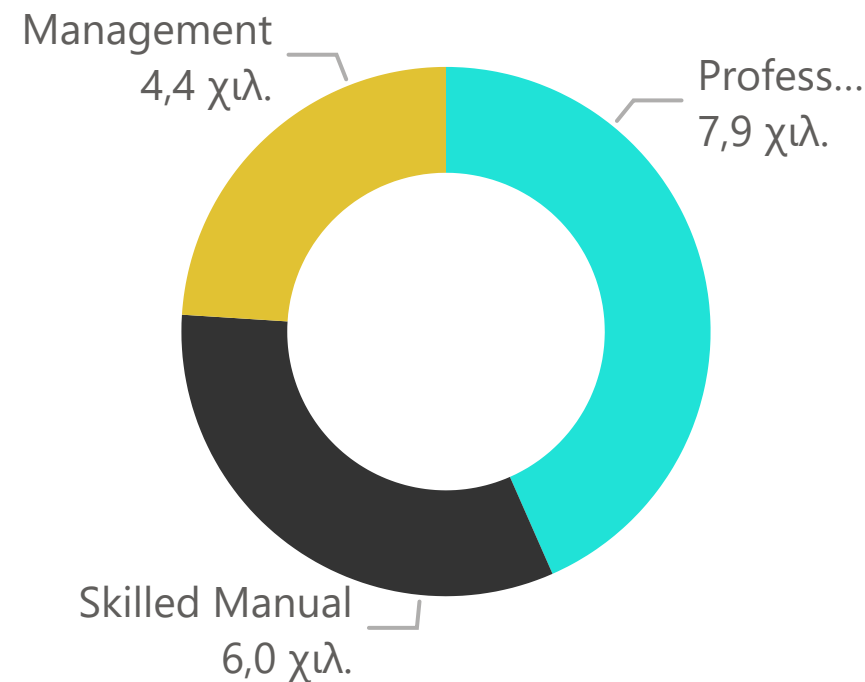
Total Customers Revenue per Customer



Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12.408
11439	Mrs. Janet Munoz	6	\$12.015
11241	Mrs. Lisa Cai	7	\$11.330
11417	Mrs. Lacey Zheng	7	\$11.086
11420	Mr. Jordan Turner	7	\$11.022
11242	Mr. Larry Munoz	7	\$10.852
13263	Mrs. Kate Anand	4	\$10.437
12655	Mr. Larry Vazquez	4	\$10.395
11425	Mrs. Ariana Gray	6	\$10.391
12631	Mr. Clarence Gao	4	\$10.332
12650	Mr. Aaron Wright	4	\$10.329
13405	Mr. Ethan Bryant	4	\$10.309
11429	Mr. Marco Lopez	6	\$10.290
12632	Mrs. Bonnie Nath	4	\$10.283
11245	Mr. Ricky Vazquez	4	\$10.166
11237	Mr. Clarence Anand	4	\$10.065
11428	Mrs. Deanna Perez	4	\$9.762
11427	Mrs. Desiree Dominguez	4	\$9.718
11423	Mrs. Jasmine Stewart	4	\$9.717
11412	Mr. Carlos Perez	4	\$9.707
Σύνολο		1.272	\$615.329

Year

2020

2022



Top Customer (by Revenue):

Mr. Maurice Shan

Total Orders:

6

Total Revenue:

12,4 χιλ.



During summer at 2021 it appears a rapid increase at new customers.