



## REVENUE

# PROFIT

## ORDERS

## RETURN RATE

The chart displays the cumulative cash flow of the company over a 24-month period. The Y-axis is labeled in millions of dollars, from \$0.0M to \$2.0M. The X-axis shows time from Jan 2020 to Jan 2022. A solid black line represents the actual cash flow, which starts at approximately \$0.6M in Jan 2020, fluctuates, and then shows a significant upward trend starting in late 2021, reaching approximately \$1.8M by Jan 2022. A dashed black line represents the trend line, showing a steady increase from approximately \$0.25M in Jan 2020 to approximately \$1.4M in Jan 2022.

Month	Cash Flow (\$M)	Trend (\$M)
Jan 2020	0.60	0.25
Feb 2020	0.55	0.28
Mar 2020	0.52	0.31
Apr 2020	0.65	0.34
May 2020	0.65	0.37
Jun 2020	0.68	0.40
Jul 2020	0.50	0.43
Aug 2020	0.55	0.46
Sep 2020	0.35	0.49
Oct 2020	0.40	0.52
Nov 2020	0.35	0.55
Dec 2020	0.55	0.58
Jan 2021	0.45	0.61
Feb 2021	0.48	0.64
Mar 2021	0.48	0.67
Apr 2021	0.50	0.70
May 2021	0.55	0.73
Jun 2021	0.55	0.76
Jul 2021	0.85	0.79
Aug 2021	0.82	0.82
Sep 2021	0.95	0.85
Oct 2021	1.00	0.88
Nov 2021	1.15	0.91
Dec 2021	1.65	0.94
Jan 2022	1.30	0.97
Feb 2022	1.35	1.00
Mar 2022	1.45	1.03
Apr 2022	1.55	1.06
May 2022	1.80	1.09
Jun 2022	1.85	1.12

Category	Items Sold
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

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%

# Tires and Tubes

## Shorts

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

Prev Month: 2.17K (-0.88%)

Prev Month: 169 (+1.78%)

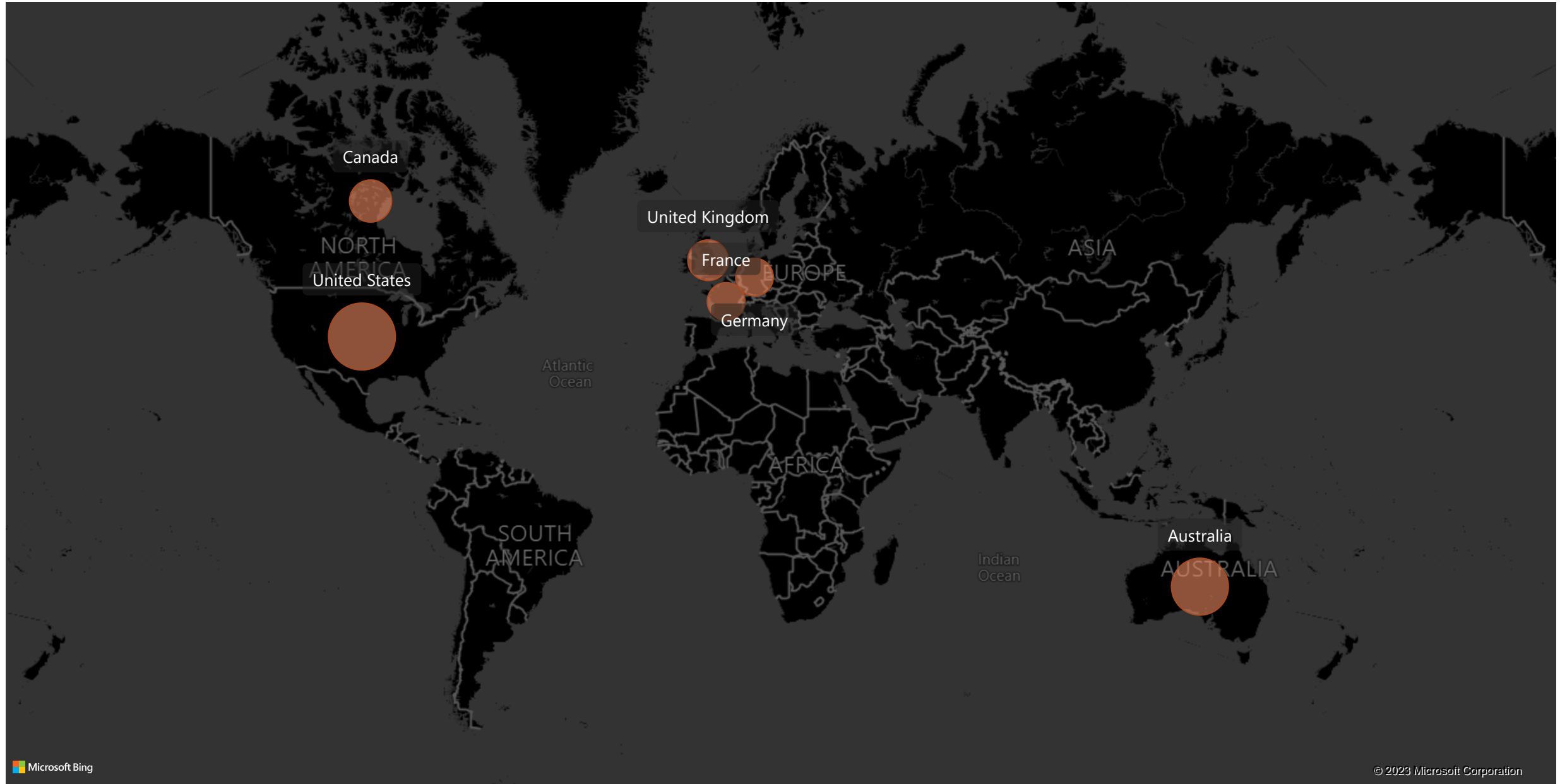


Select all

Europe

North America

Pacific





Selected Product:

All-Purpose Bike  
Stand

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

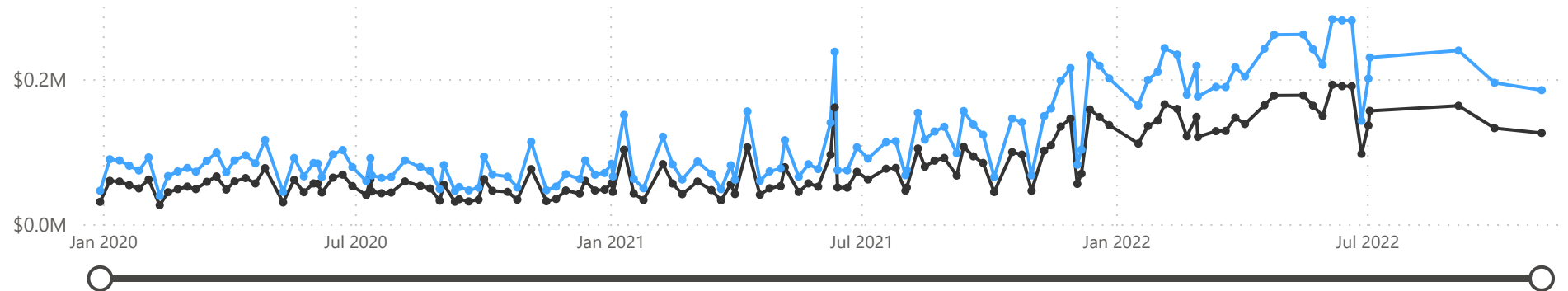


Price Adjustment %

0.20

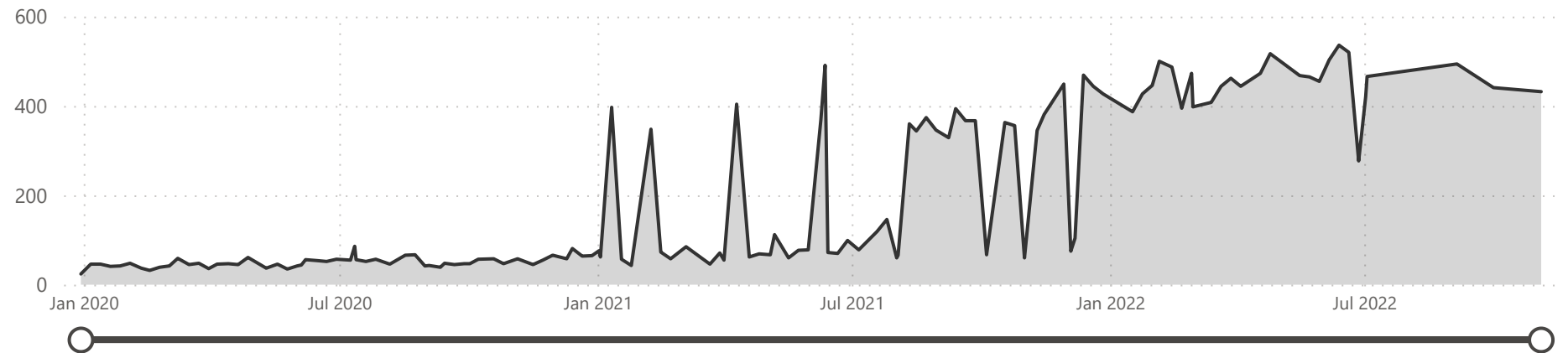


● Profit ● Adjusted Profit



Product Metric Selection

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





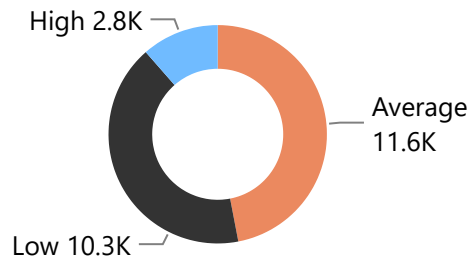
17.4K

UNIQUE CUSTOMERS

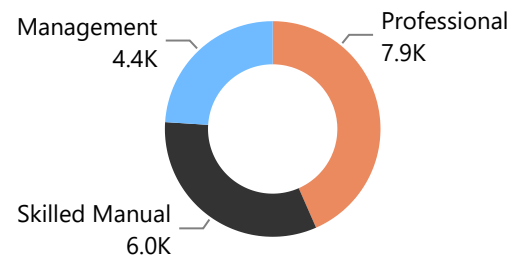
\$1.4K

REVENUE PER CUSTOMER

Orders by Income Level

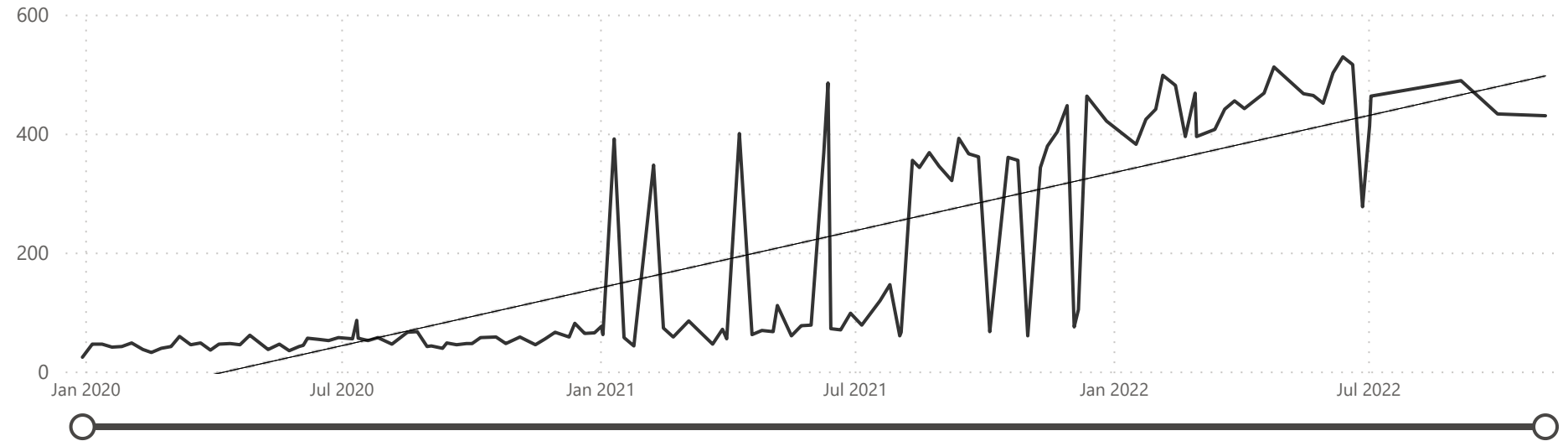


Orders by Occupation



Total Customers

Revenue per customer



CustomerKey	Full Name	Total Orders	Total 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

Year

All

Mr. Maurice Shan

Top Customer By Revenue

6

Orders Placed

\$12.41K

Revenue