



\$24.9M

REVENUE

25.2K

ORDERS

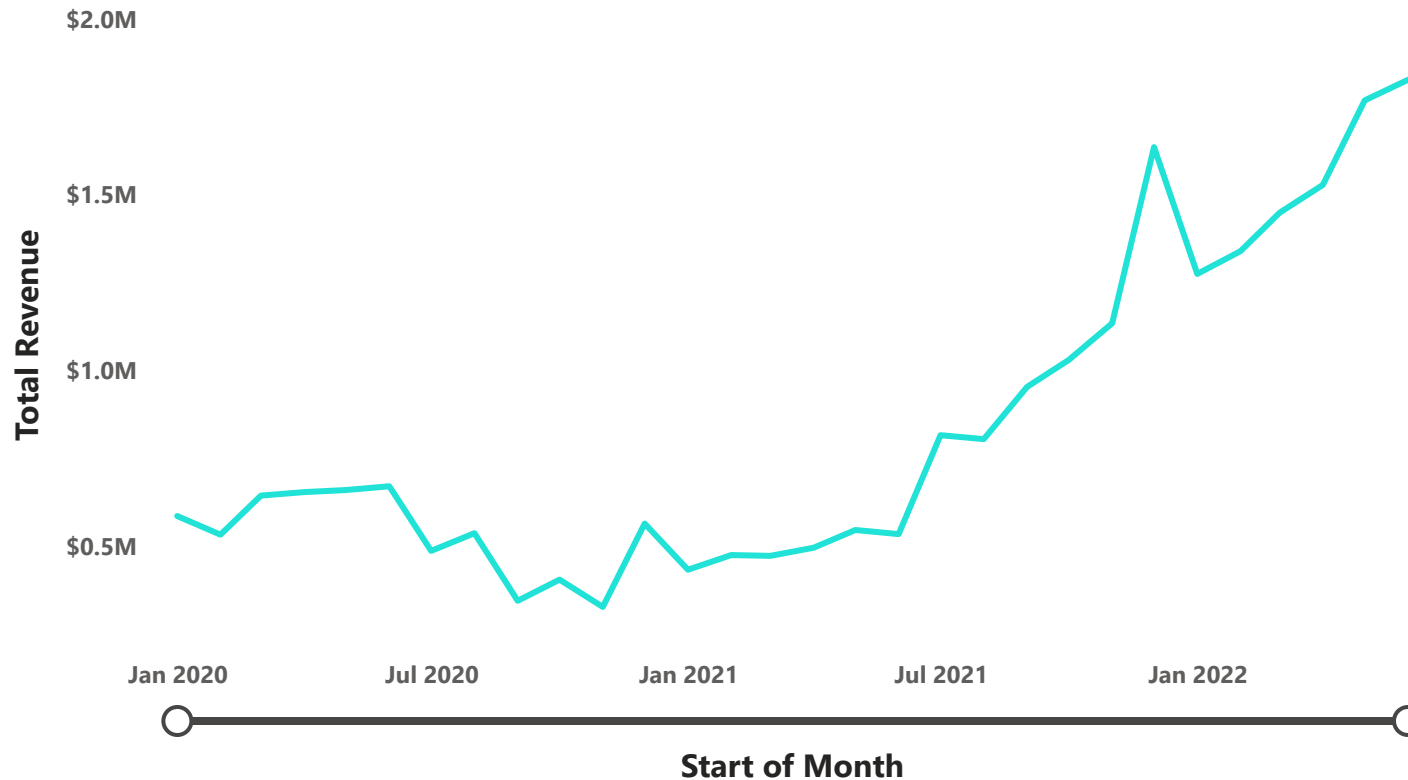
\$10.5M

PROFIT

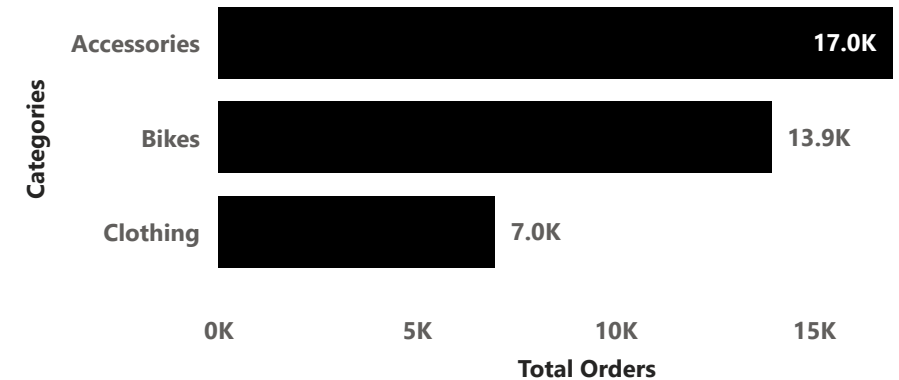
2.2%

RETURN RATE

### Monthly Revenue



### Orders By Categories



#### Top 10 Products

	Orders	Revenue	Profit
Mountain-200 Black, 46	606	\$12,41,753.51	\$5,71,632.65
Mountain-200 Black, 42	602	\$12,33,557.12	\$5,67,859.50
Mountain-200 Silver, 38	586	\$12,13,851.89	\$5,58,788.33
Mountain-200 Silver, 46	571	\$11,82,780.59	\$5,44,484.87
Mountain-200 Black, 38	569	\$11,65,936.88	\$5,36,730.99
Mountain-200 Silver, 42	547	\$11,33,066.52	\$5,21,599.34
Road-250 Black, 52	316	\$6,89,373.75	\$2,72,037.67
Road-250 Red, 58	303	\$6,61,013.44	\$2,60,846.25
Road-250 Black, 48	294	\$6,41,379.38	\$2,53,098.34
Road-150 Red, 48	179	\$6,40,510.33	\$2,51,848.67

Shorts

MOST RETURNED PRODUCT TYPE

Tires and Tubes

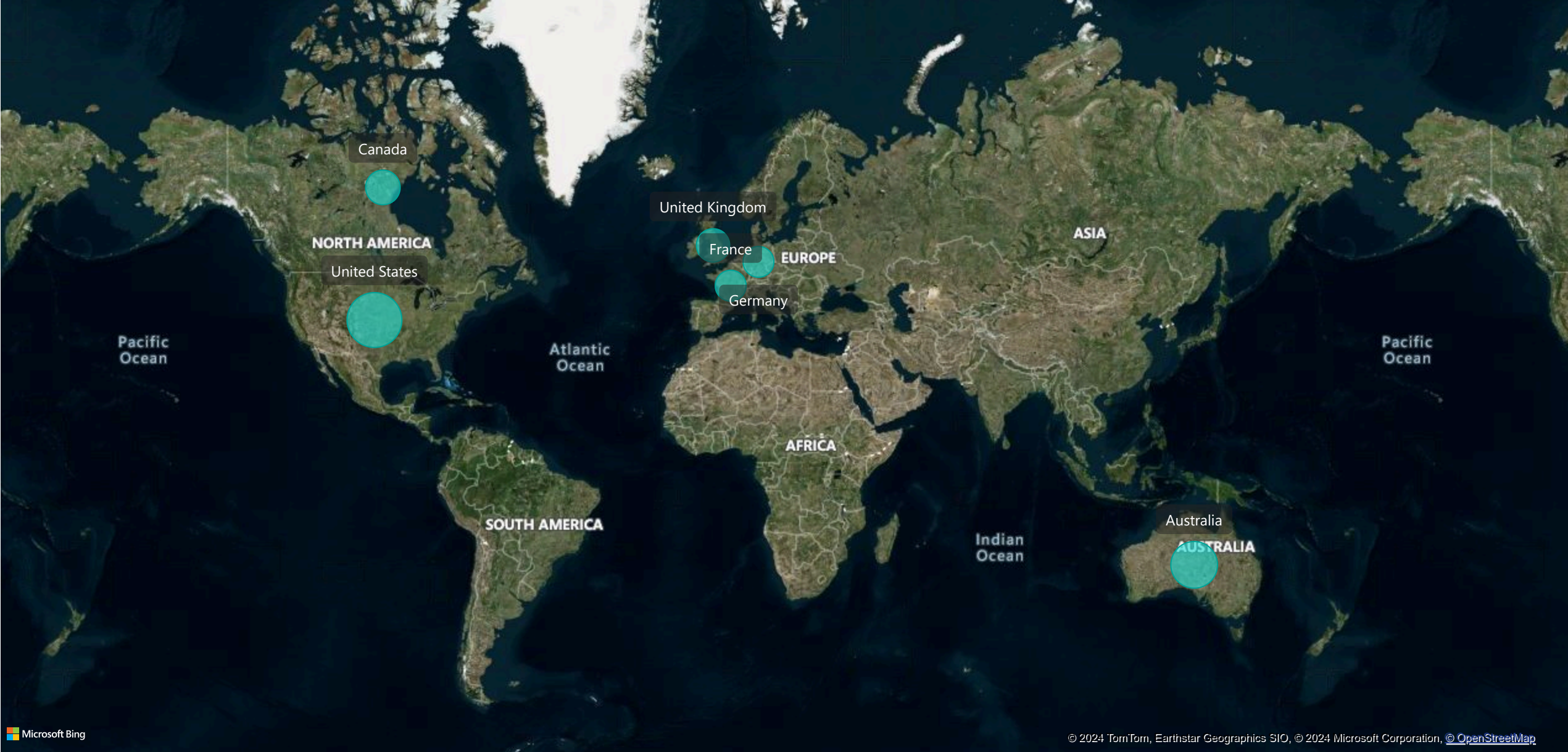
MOST ORDERED PRODUCT TYPE

Europe

North America

Pacific

ORDERS BY COUNTRY

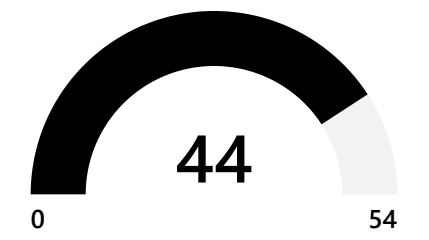




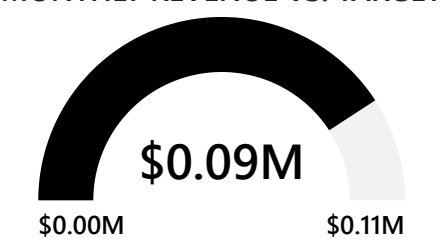
SELECTED PRODUCT

Mountain-200  
Black, 46

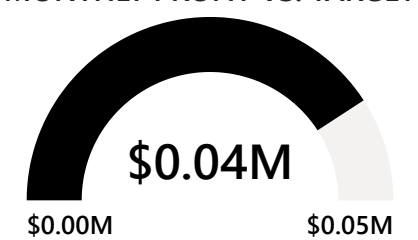
MONTHLY ORDERS VS. TARGET



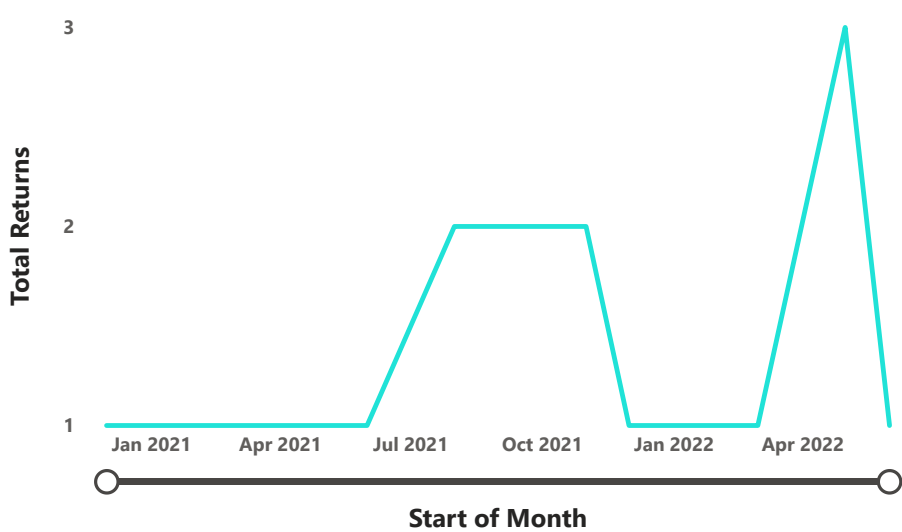
MONTHLY REVENUE VS. TARGET



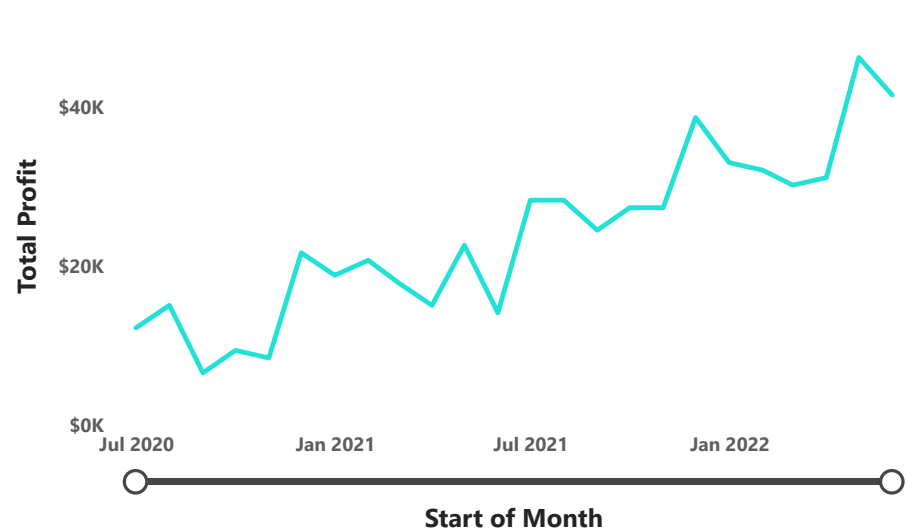
MONTHLY PROFIT VS. TARGET



Return Trend



Profit Trend



2020

2021

2022

17.4K

UNIQUE CUSTOMERS

\$1,431

AVERAGE REVENUE PER CUSTOMER

## Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43

TOP CUSTOMER(BY REVENUE)

Mr. Maurice Shan

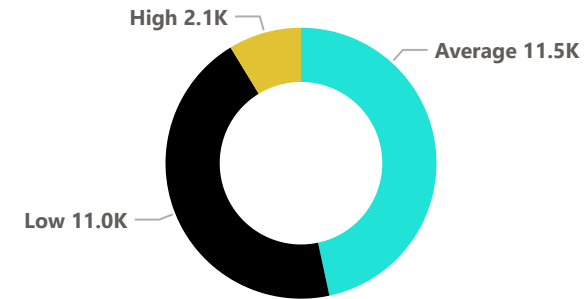
6

ORDERS

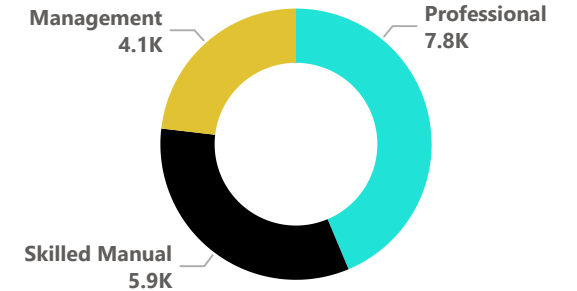
\$12.4K

REVENUE

## Orders By Income level



## Orders By Occupation



## Customers By Month

