



\$24.9M

REVENUE

\$10.5M

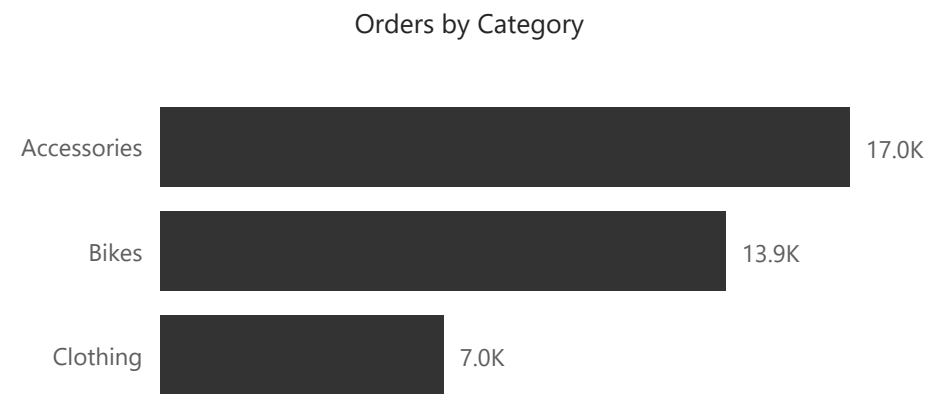
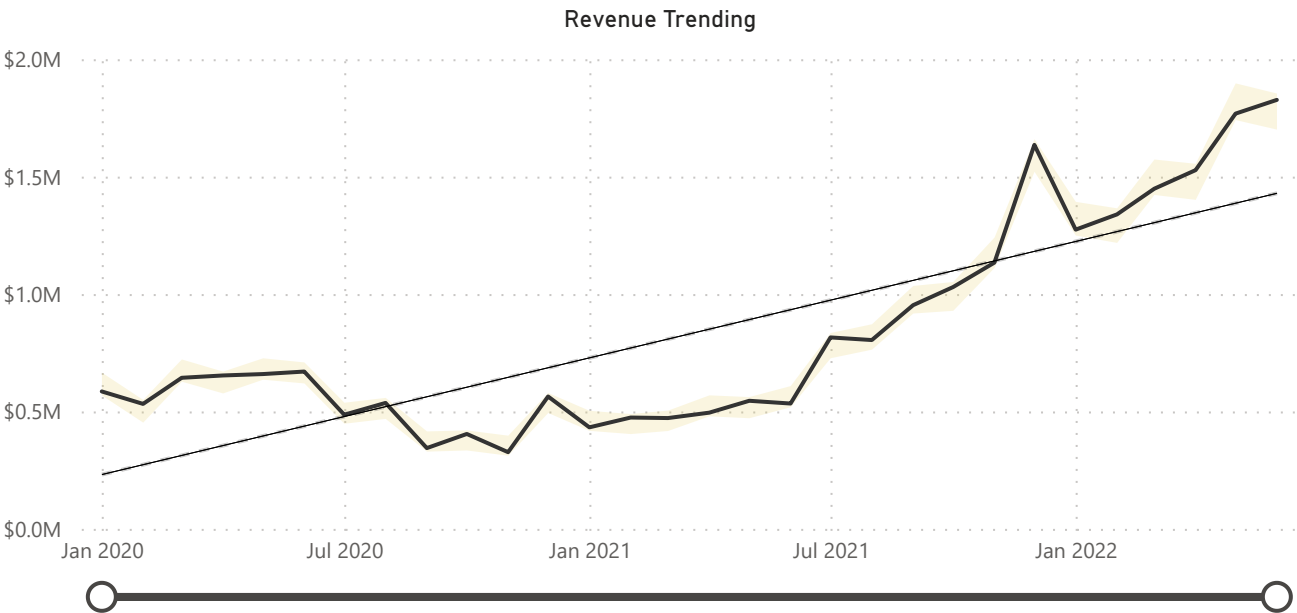
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev. Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev. Month: 169 (+1.78%)

Top 10 Products	Orders	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

Select all

Europe

North America

Pacific





Selected Product:

**Sport-100
Helmet, Blue**

Price Adjustment (%)

0.20



Product Metric Selection

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

Monthly Order vs. Target



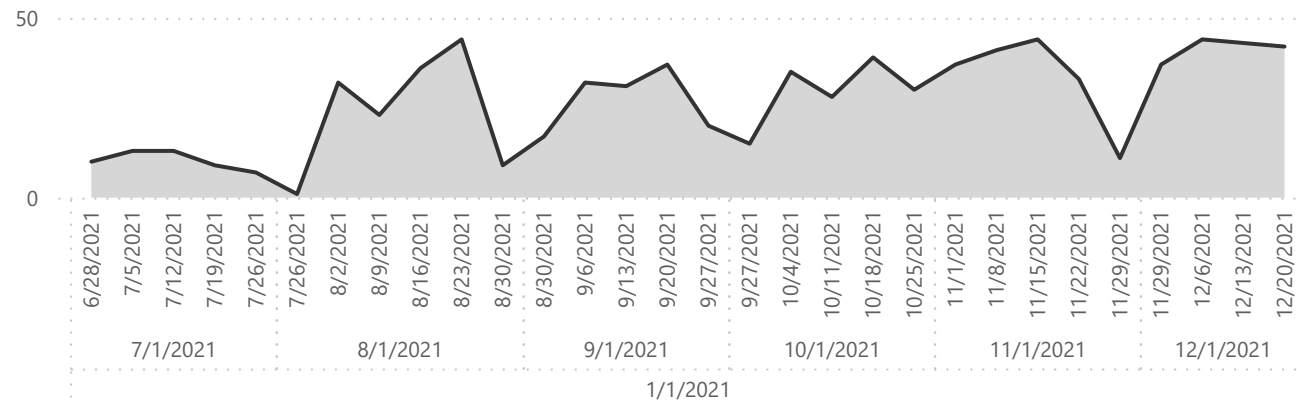
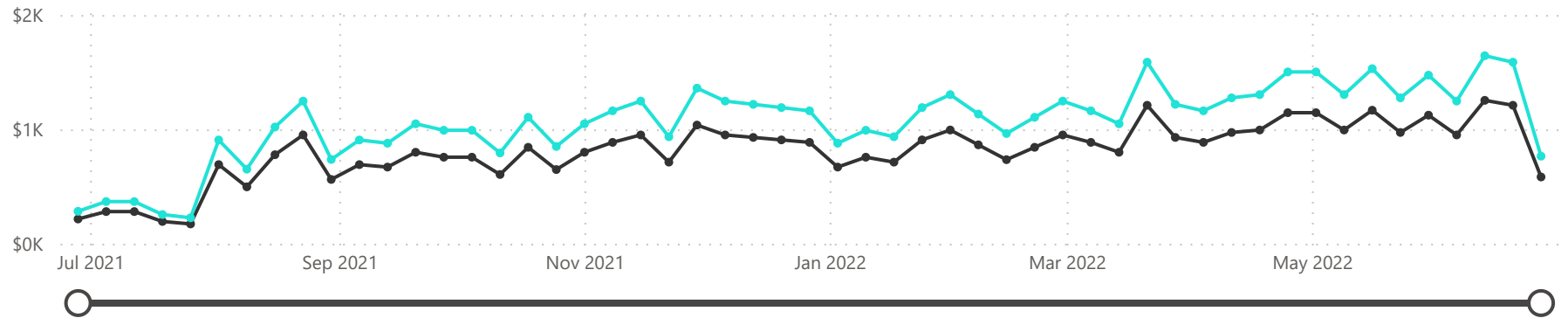
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



AI Summary

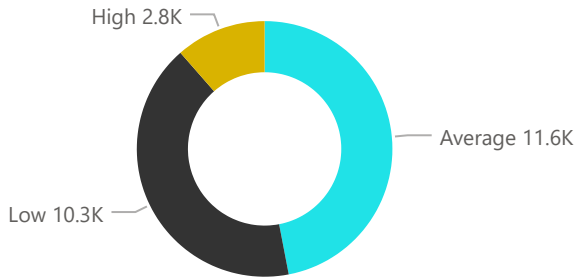
Sport-100 Helmet, Blue
Adjusted Profit (170.00% increase)
and Total Profit (170.00% increase)
both trended up between
Monday, June 28, 2021 and
Monday, June 27, 2022.
Adjusted Profit jumped from
255.11 to 651.94 during its steepest
incline between
Monday, July 19, 2021 and
Monday, August 9, 2021.



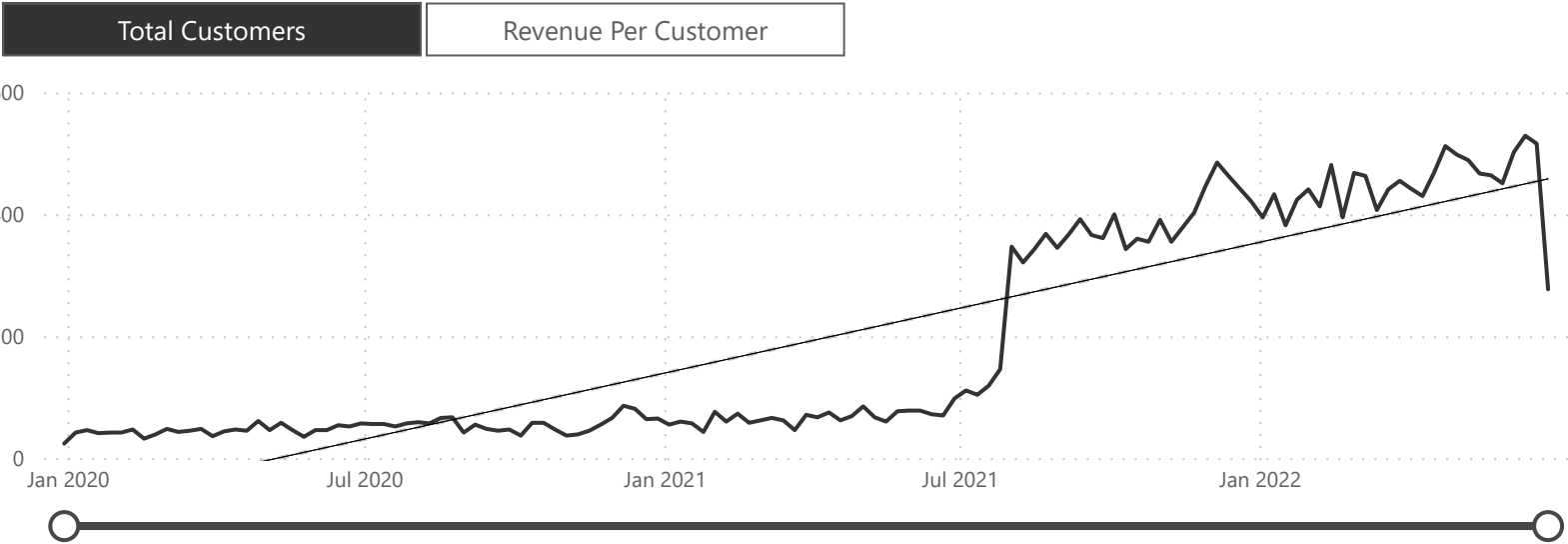
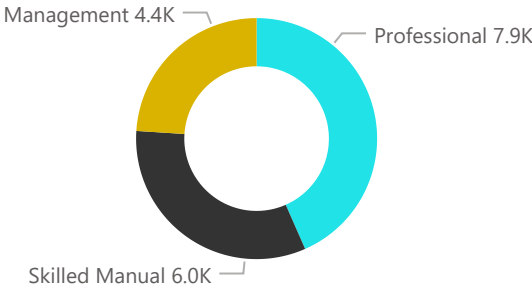
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Costumers

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
11437	Mr. David Davis	4	\$9,710
Total		1,272	\$615,329

Year:

2020 2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K