



REVENUE

£10.5M

PROFIT

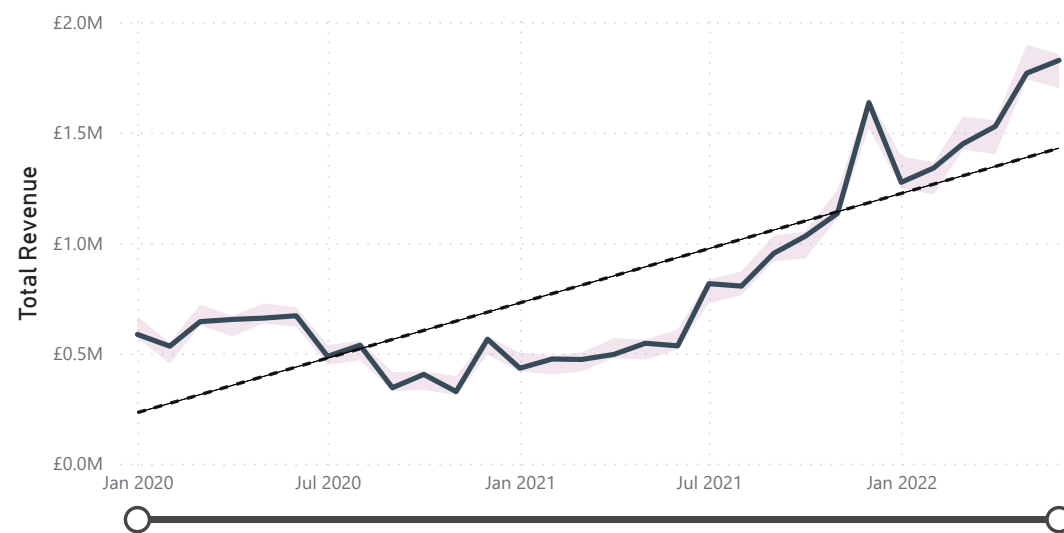
25.2K

ORDERS

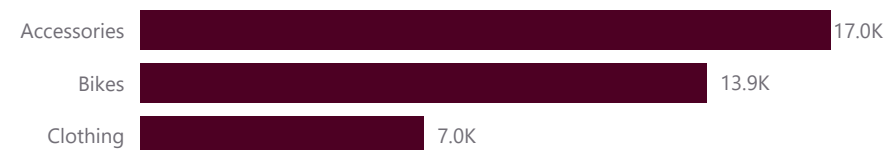
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return %
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%

Monthly Revenue

£1.83M ✓

Prev Month: £1.77M (+3.31%)

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Build a visual

...

Visual types



☐ Off Suggest a type

Data

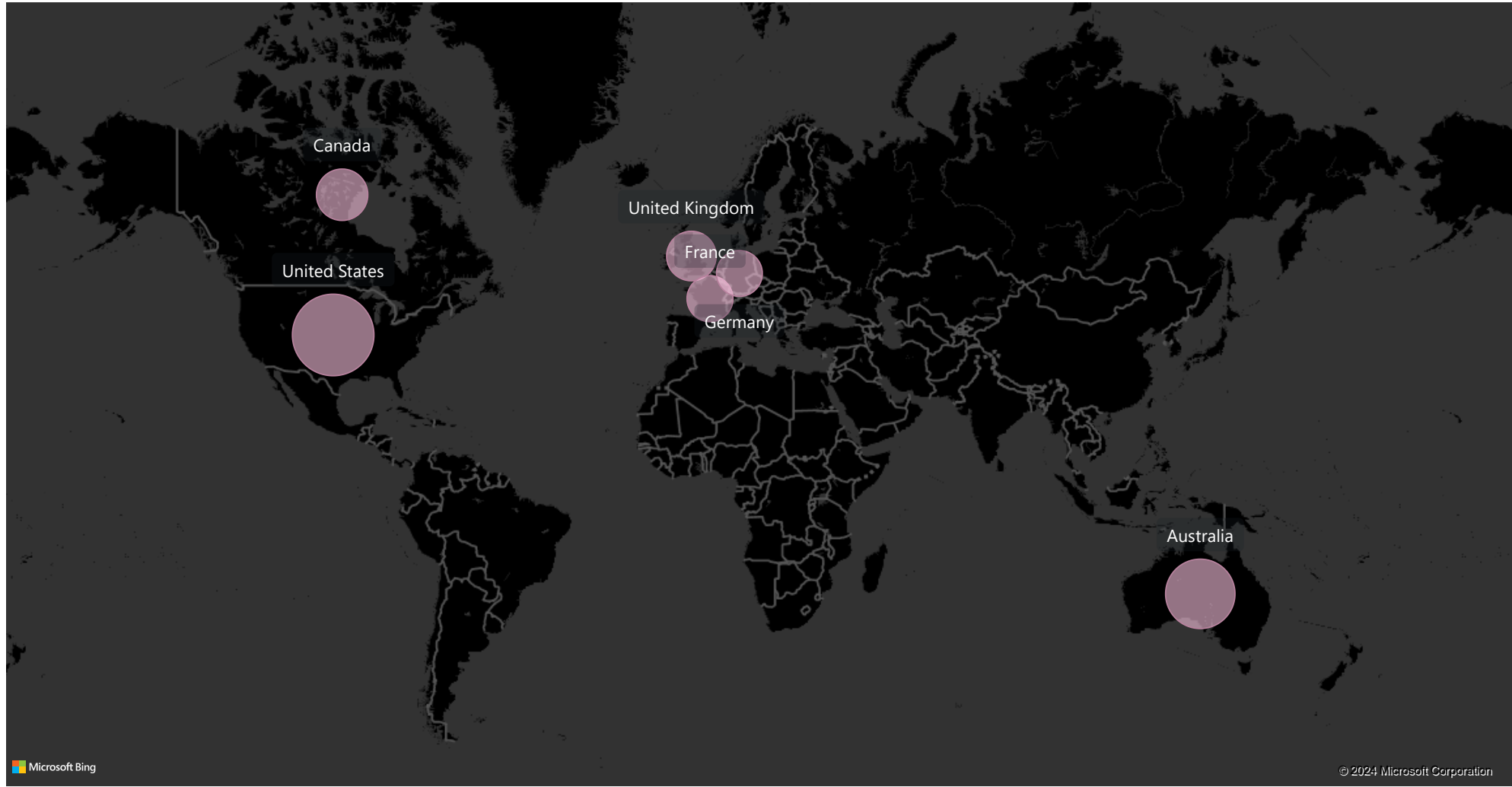
+Add data

Select all

Europe

North America

Pacific



Build a visual



Visual types



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Data

+Add data



Selected Product

Water Bottle -
30 oz.

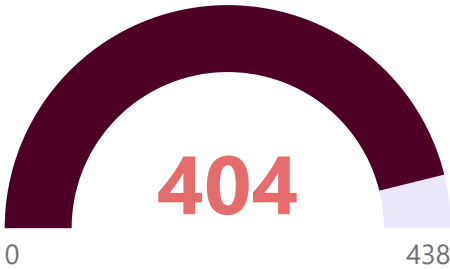
Price Adjustment (%)

0.10

Product Metric Selection

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

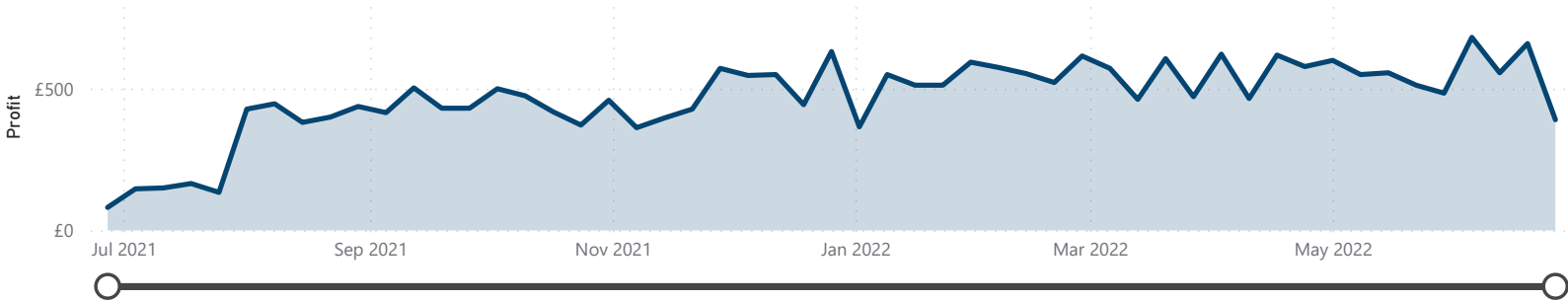
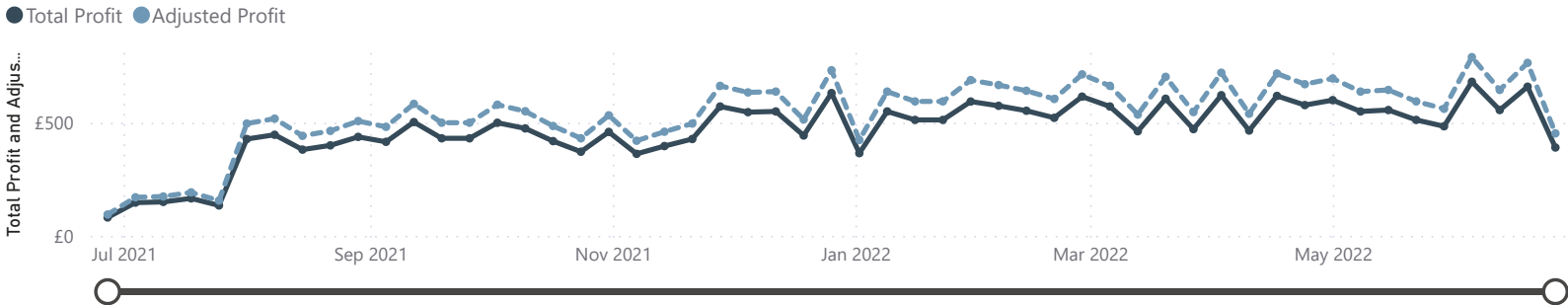
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Build a visual



Visual types



● Off

Suggest a type

Data

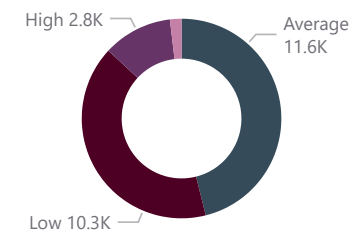
+Add data



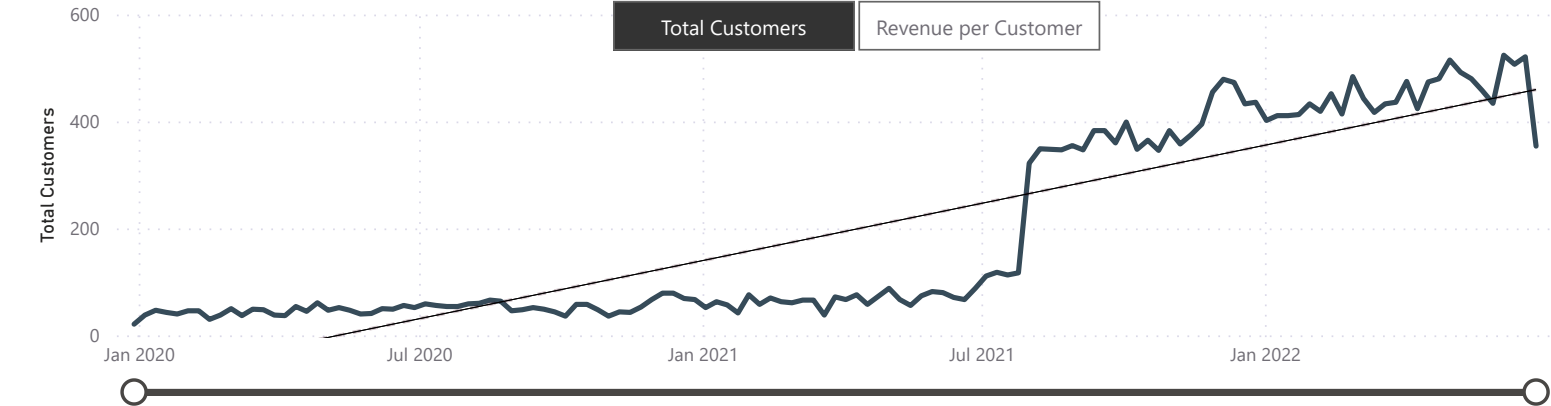
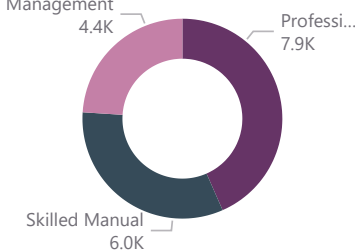
17.4K
UNIQUE CUSTOMERS

£1,431
REVENUE PER CUSTOMER

Orders by Income Level

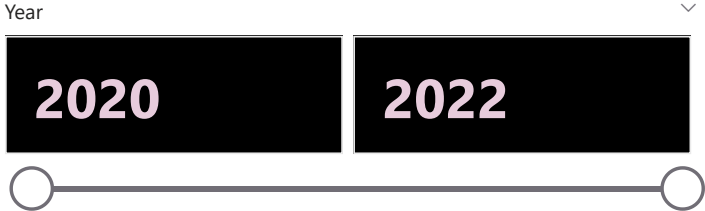


Orders by Occupation



Top 100 Customers

CustomerKey	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
Total		1272	£615,329



Top Customer by Total Revenue

Mr. Maurice Shan

Top Customer Total Orders

6

Top Customer Total Revenue

£12.4K



Among customers with skilled manual occupations for 2022, Ruben Suarez drove the most revenue, totalling at £4,683.

Build a visual ... >>

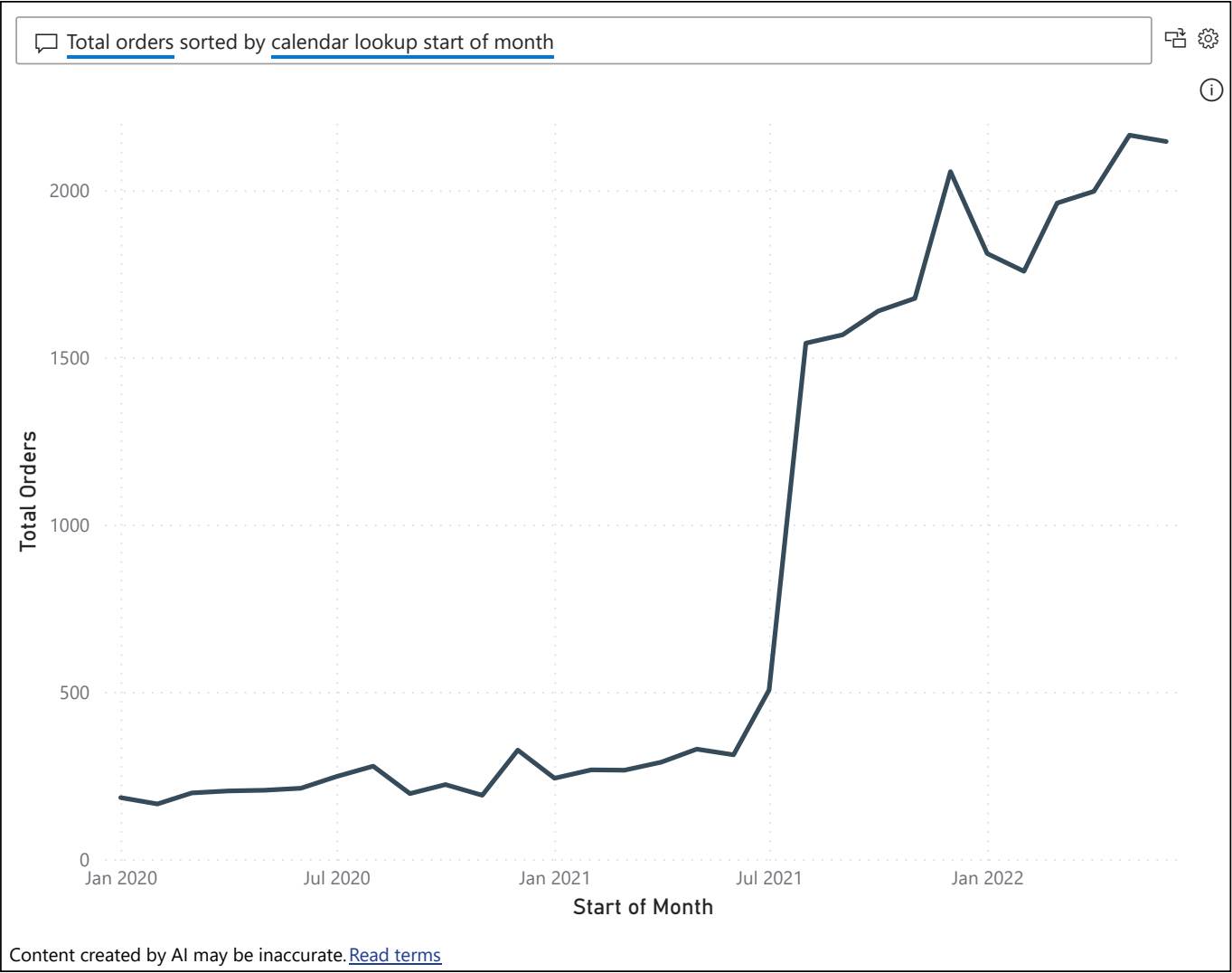
Visual types



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Data

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CategoryName	Total Orders
Accessories	16983
Bikes	13929
Clothing	6976
Total	25164

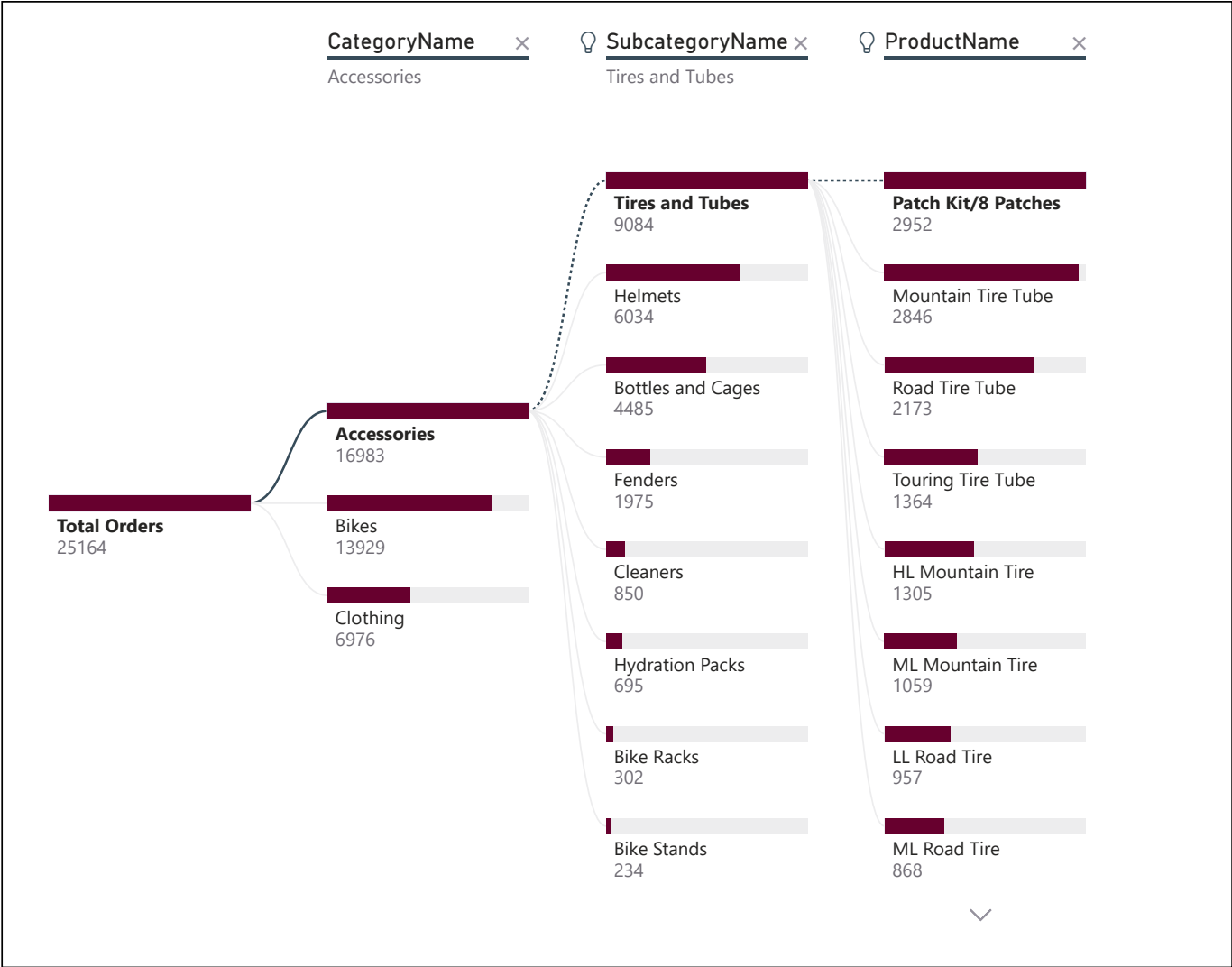
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Visual types

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Data

+Add data



Build a visual ... >>

Visual types

Visual type icons: Bar chart, Table, Line chart, Matrix, and a dropdown arrow.

☒ Off Suggest a type

Data

+Add data

Key influencers

Top segments

What influences HomeOwner to be Y

When...

...the likelihood of HomeOwner being Y increases by

Parent is Yes

1.59x

AnnualIncome is 30000 - 120000

1.23x

EducationLevel is Graduate Degree

1.19x

Occupation is Management

1.10x

Occupation is Skilled Manual

1.09x

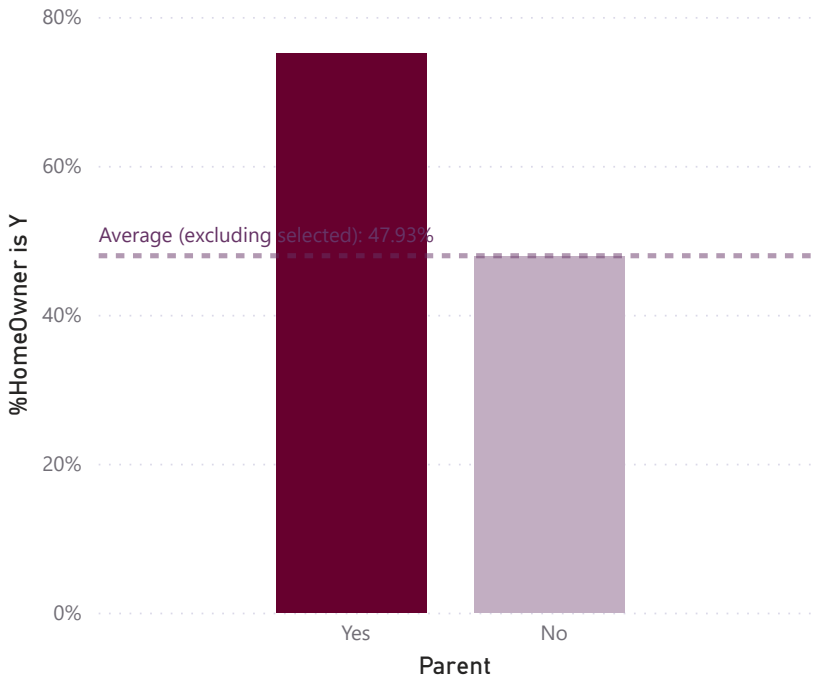
EducationLevel is Bachelors

1.05x

Sort by: Impact

Count

HomeOwner is more likely to be Y when Parent is Yes than otherwise (on average).



☐ Only show values that are influencers

Build a visual



Visual types



☐ Off Suggest a type

Analyze

HomeOwner



Explain by

AnnualIncome



Occupation



EducationLevel



Parent



+Add data

Expand by

+Add data