



\$24.9M

REVENUE

\$10.5M

PROFIT

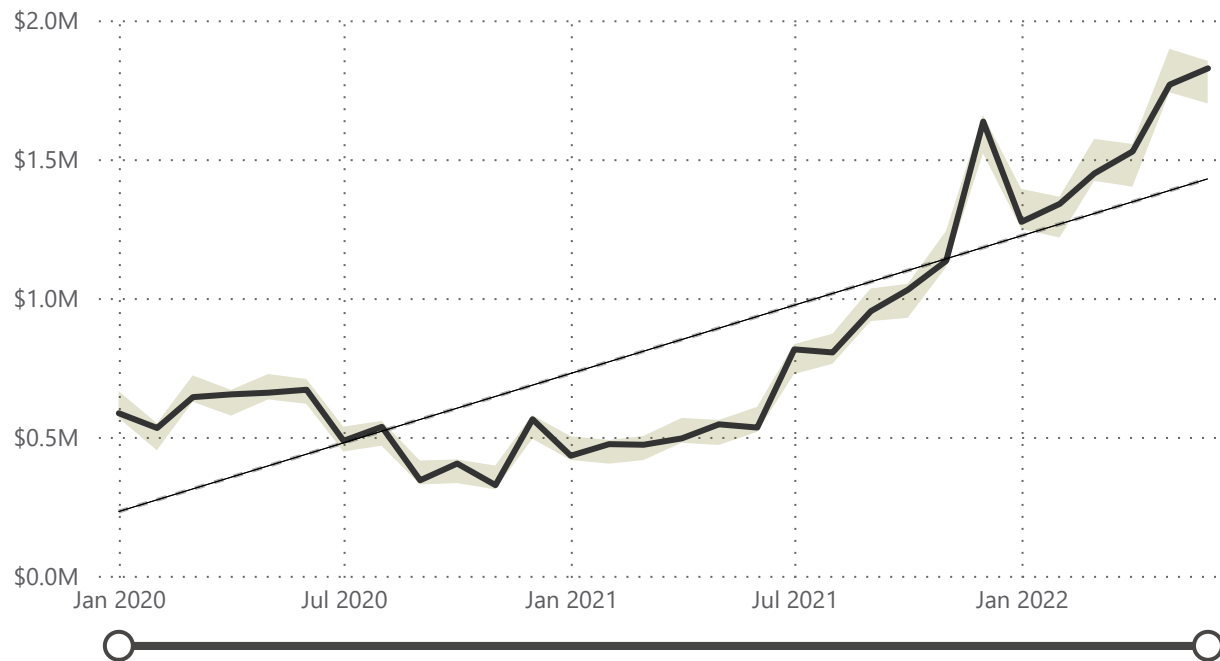
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



ORDERS BY CATEGORY



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2062	\$35,882	1.11%
Fender Set - Mountain	1975	\$87,041	1.36%
Mountain Bottle Cage	1896	\$38,062	2.02%
Mountain Tire Tube	2846	\$28,333	1.64%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Water Bottle - 30 oz.	3983	\$39,755	1.95%

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

Select all

Europe

North America

Pacific

Canada



United States



United Kingdom



France



Germany



Australia



Selected Product:

**Sport-100
Helmet, Blue**

Monthly Order vs, Target



Monthly Revenue vs, Target



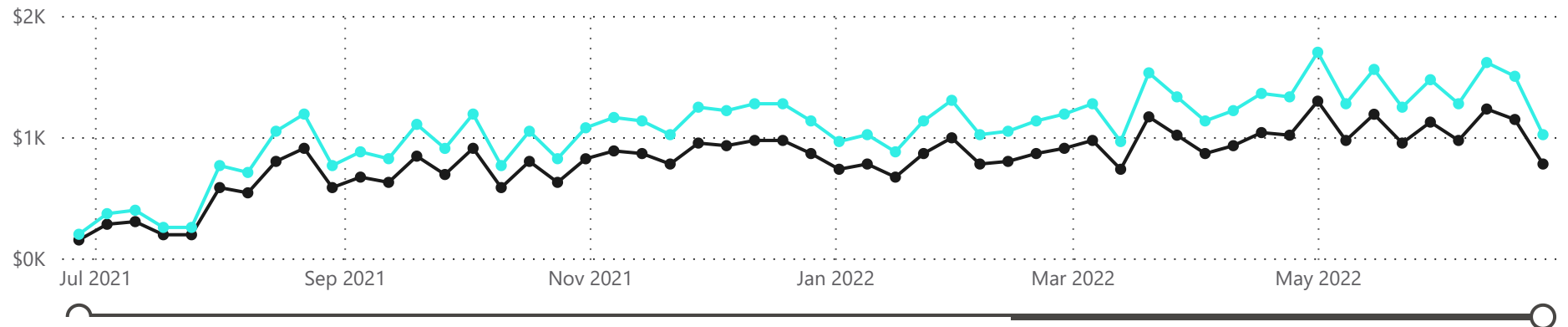
Monthly Profit vs, Target



Price Adjustment %

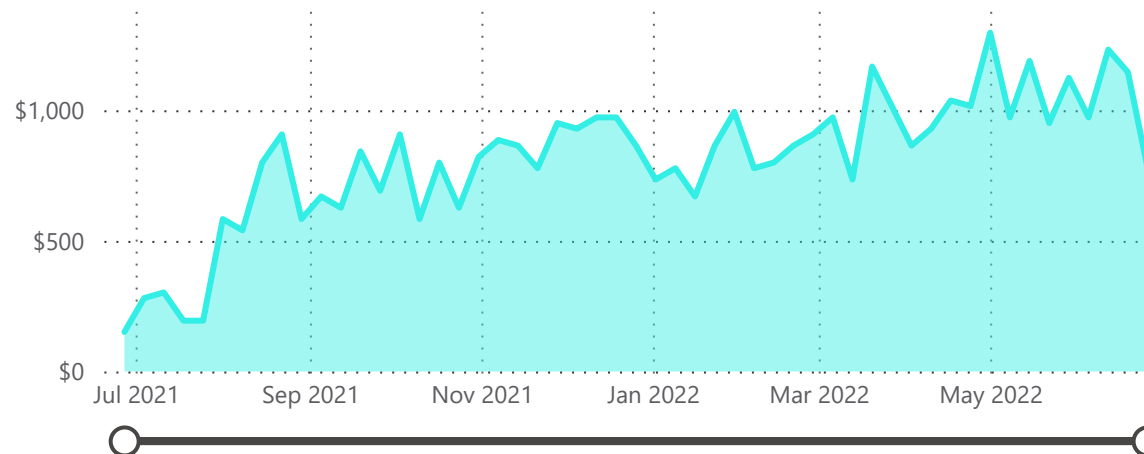
0.20

● Total Profit ● Adjusted Profit



Product Metric Selection

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



REPORT SUMMARY

Total Orders for Sport-100 Helmet, Blue were 228

Adjusted Profit (414.29% increase) and Total Profit (414.29% increase) both trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022.

Total Profit jumped from 194.55 to 540.41 during its steepest incline between Sunday, July 18, 2021 and Sunday, August 8, 2021



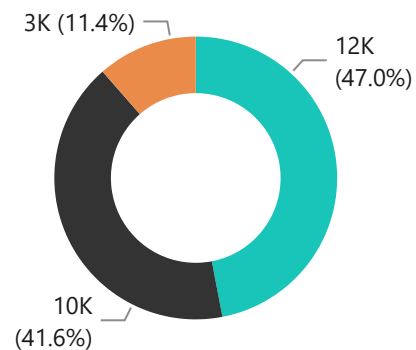
17K

UNIQUE CUSTOMERS

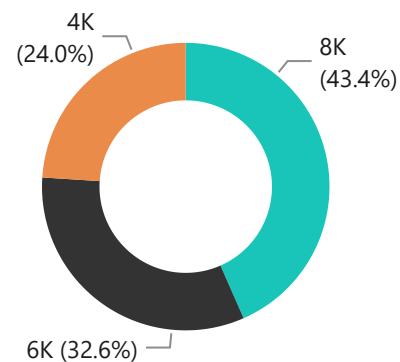
\$1.43K

REVENUE PER CUSTOMER

Orders by Income Level

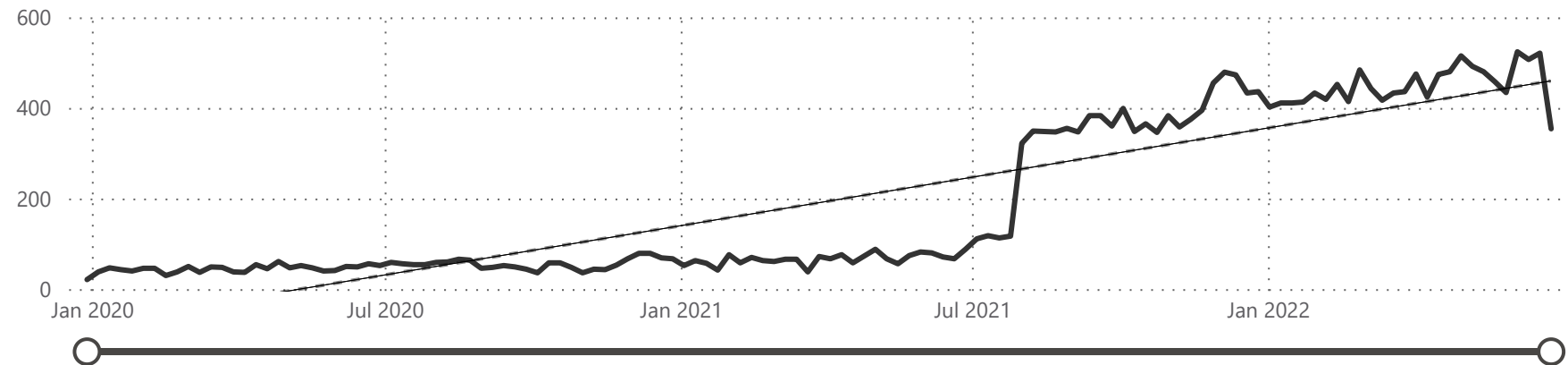


Orders by Occupation



Total Customers

Revenue Per Customer



TOP 100 CUSTOMER

Customer Key	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
Total		1272	\$6,15,329

2020

2022

Top Customer (by revenue) :

Mr. Maurice Shan

Orders :


6

Revenue :


\$12.41K



Among Customers in skilled manual role in 2022, Ms. Ruben Suarez drove the most revenue

 Help Q&A understand people better by adding synonyms.

Add synonyms now



 Ask a question about your data



Try one of these to get started

- top education levels by total customers
- top last names by quantity sold

[Show all suggestions](#)

CategoryName	Total Orders
Accessories	16983
Bikes	13929
Clothing	6976
Total	25164

Accessories	16983
Bikes	13929
Clothing	6976
Total	25164

DECOMPOSITION TREE



25K
Total Orders