



\$24.9M

REVENUE

\$10.5M

PROFIT

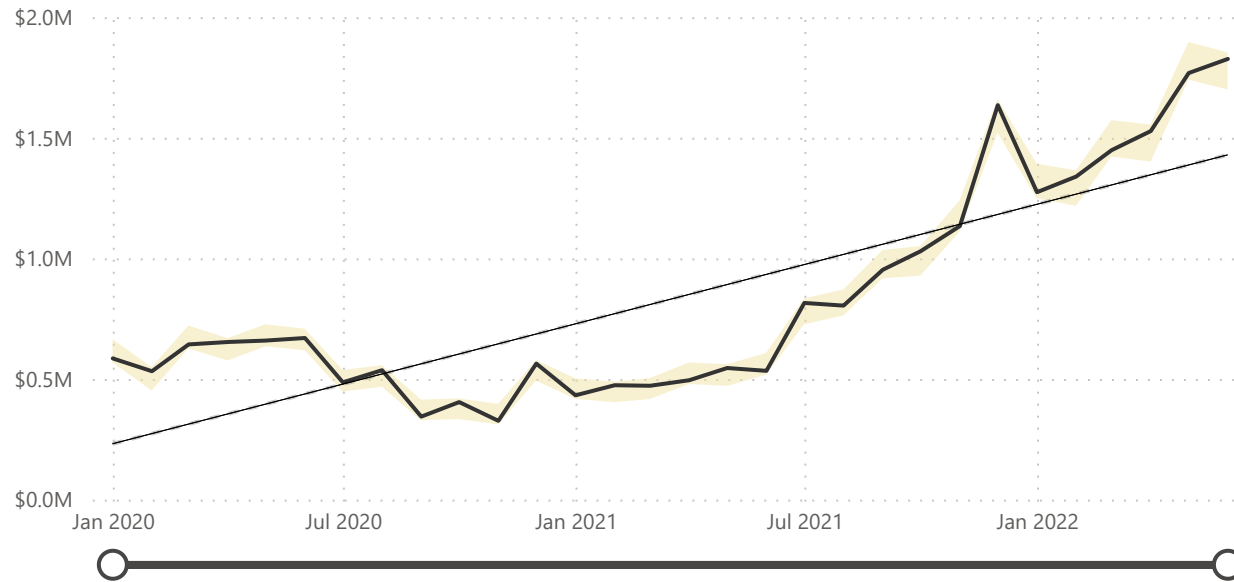
25.2K

ORDERS

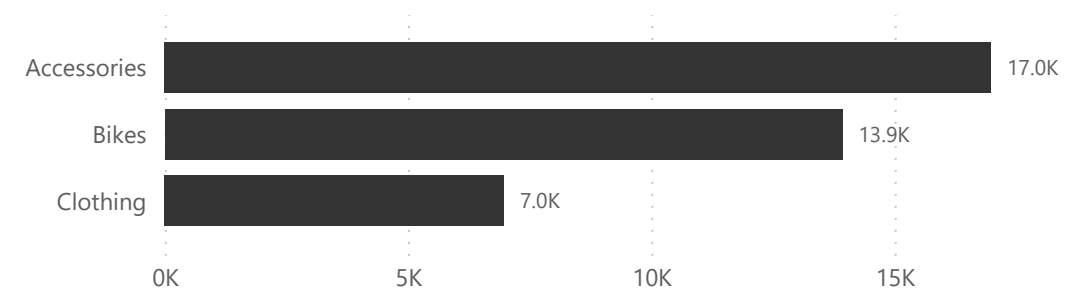
2.2%

RETURN RATE

Revenue Trending



Orders by Category



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%)

Total Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

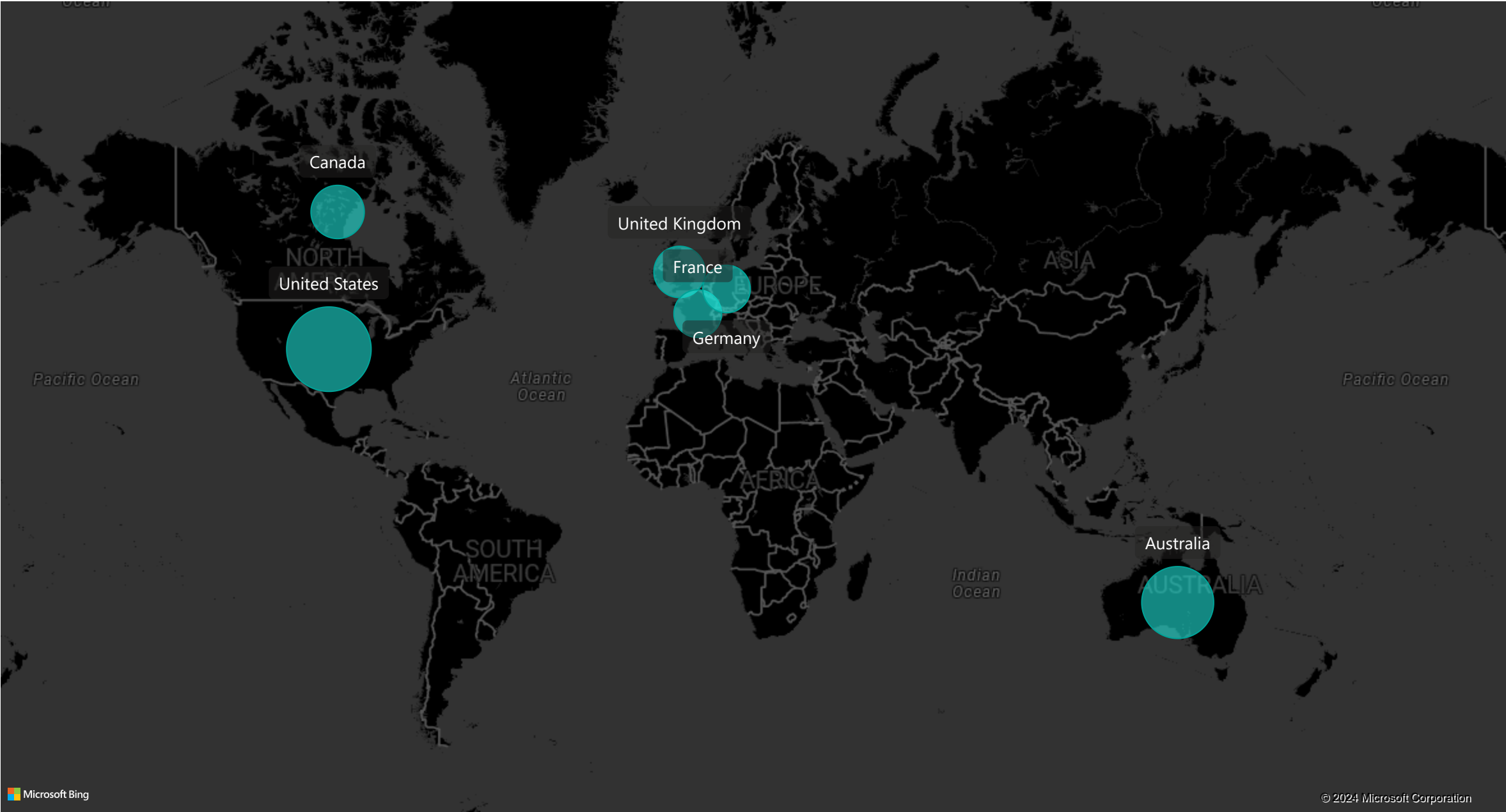
Shorts

Select all

Europe

North America

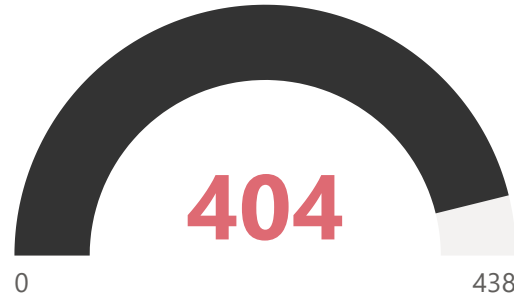
Pacific



Selected Product:

**Water Bottle -
30 oz.**

Monthly Orders vs Targets



Monthly Revenue vs Targets



Monthly Profit vs Targets

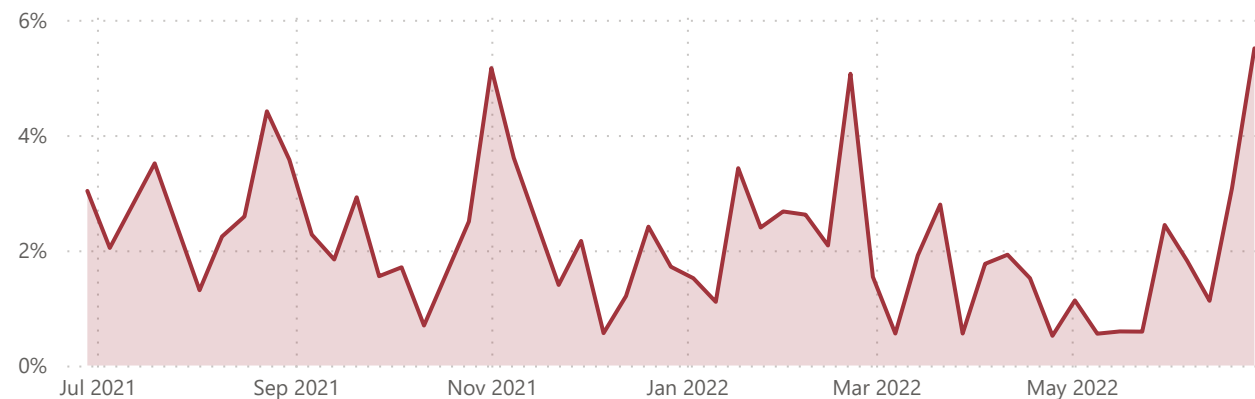
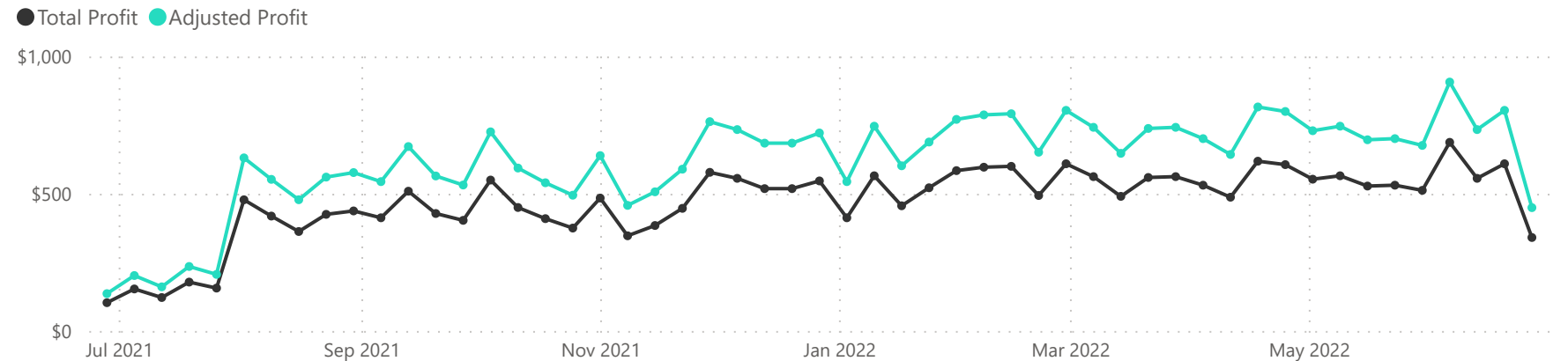


Price Adjustment (%)

0.20

Product Metric Selection

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



Report Summary

Total Orders of **Water Bottle - 30 oz.** were **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Adjusted Profit jumped from 136.02 to 630.62 during its steepest incline between Monday, June 28, 2021 and



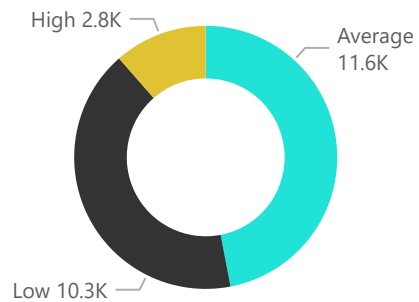
17.4K

UNIQUE CUSTOMERS

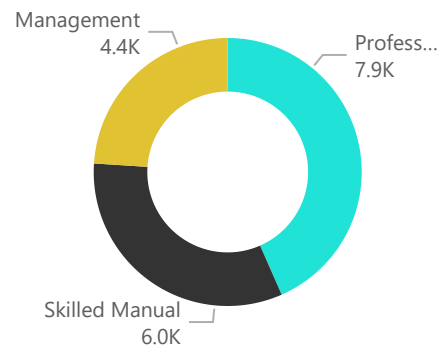
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Total Customers

Revenue per Customer

500

0

Jan 2020

Jul 2020

Jan 2021

Jul 2021

Jan 2022

Top 100 Customers

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
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
Total		1272	\$6,15,329

2020

2022



Top Customer (By Revenue):

Mr. Maurice Shan

Orders:


6

Revenue:

12.4K



Among customers in skilled manual roles in 2022, Ruben Saurez drove most revenue at \$4.7k

**Sign in for enhanced options** You'll have access to synonym suggestions that improve Q&A results.

Sign in

Add synonyms on your own

 Ask a question about your data

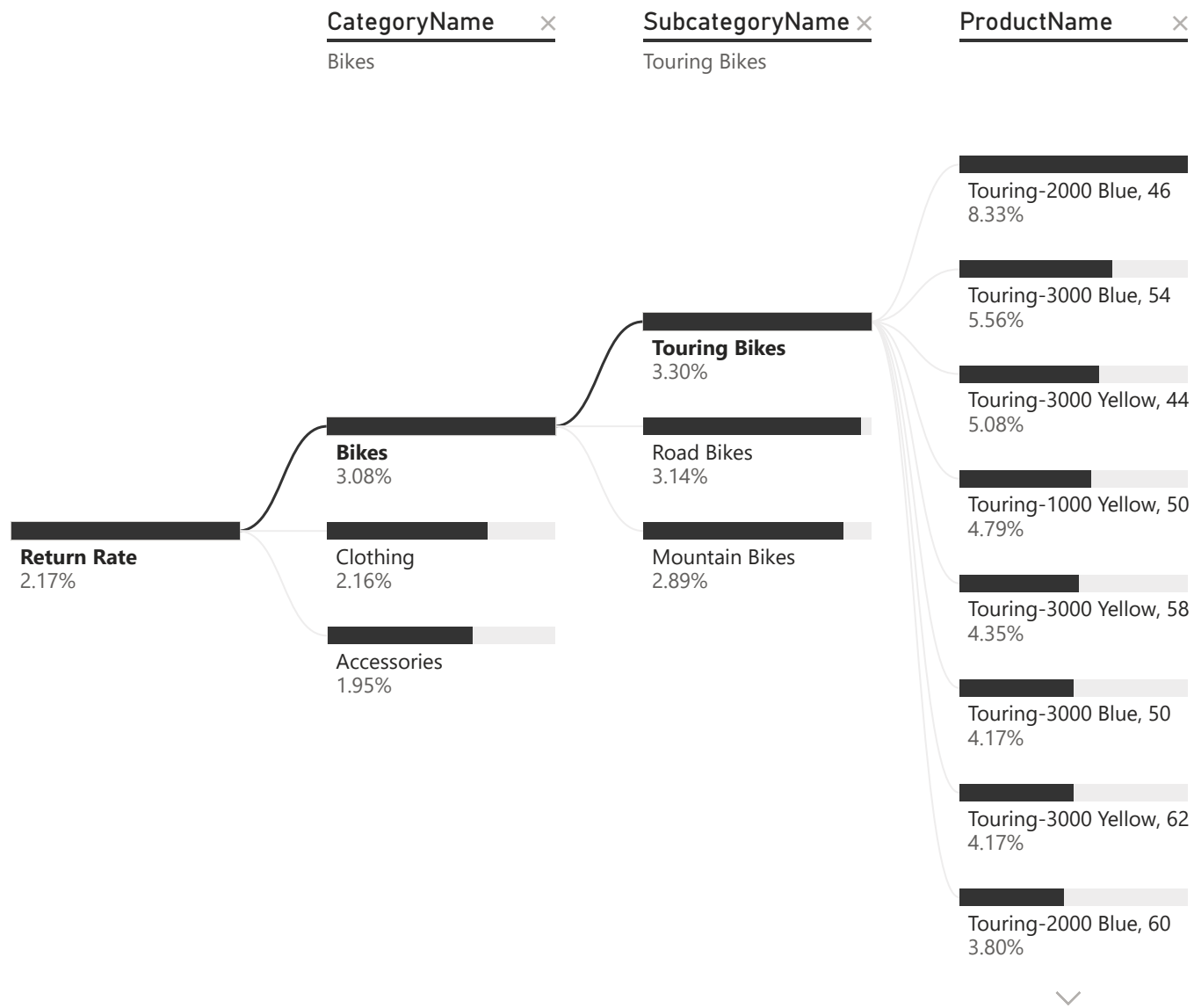


Try one of these to get started

- top price points by total returns (txns)
- top price points by all orders

Show all suggestions

CategoryName	Total Orders
Accessories	16983
Bikes	13929
Clothing	6976
Total	25164





What influences HomeOwner to be Y ?

