



\$24.9M

REVENUE

\$10.5M

PROFIT

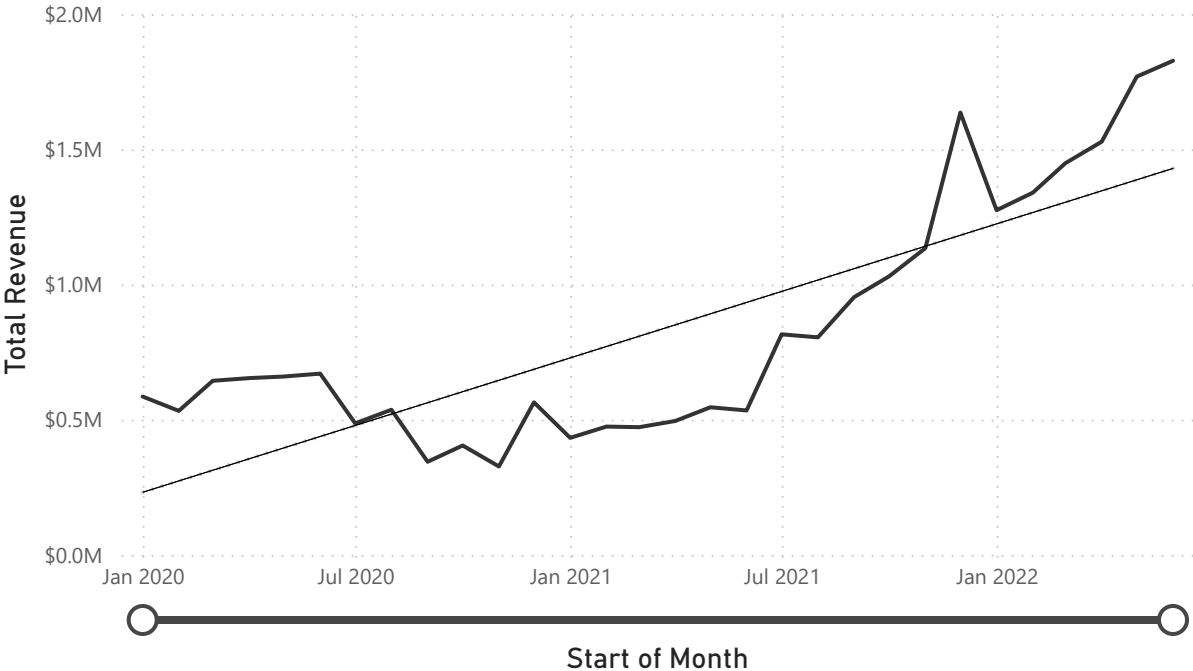
25.2K

ORDERS

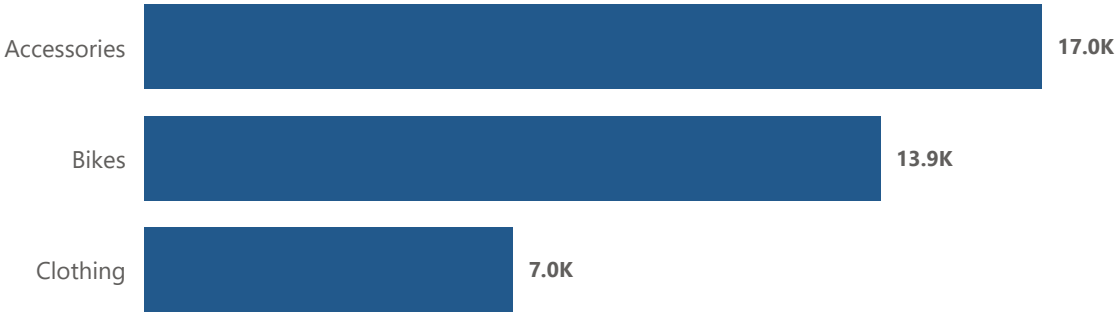
2.2%

RETURN RATE

Revenue Trending



Orders By Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	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%

Monthly Revenue

\$1.83M✓

Previous Month: \$1.77M
(+3.31%)

Monthly Orders

2,146!

Previous Month: 2,165
(-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Return Product Type:

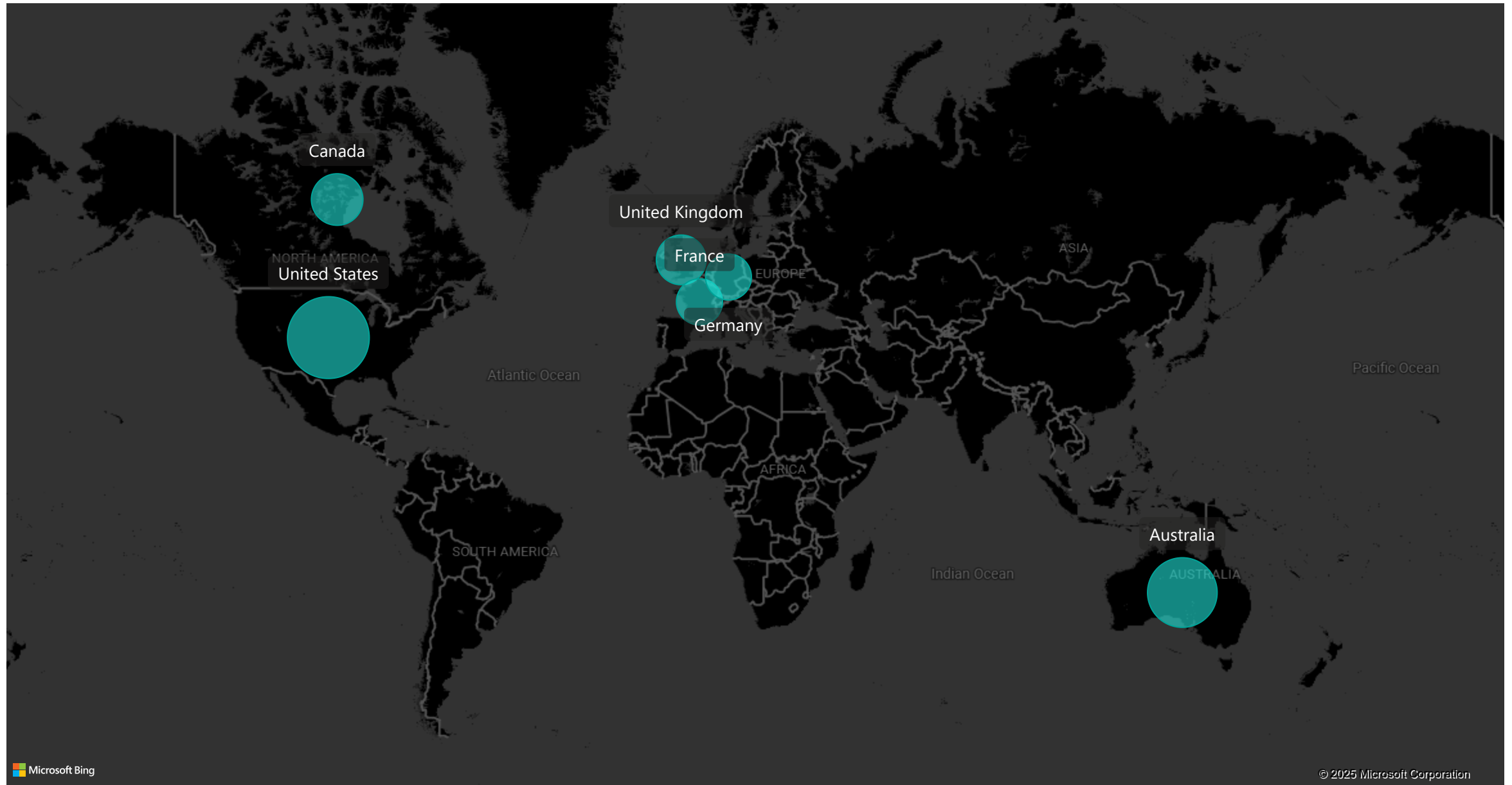
Shorts

Select all

Europe

North America

Pacific



Selected Product

Road Tire
Tube

Price Adjustment (%)

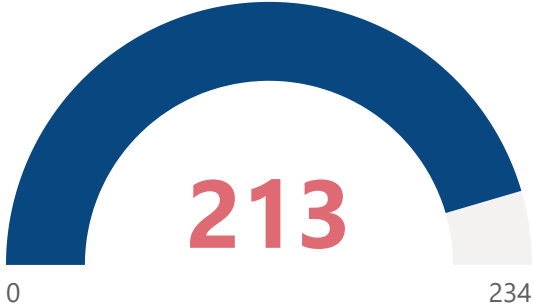
0.20



Product Metric Selection

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

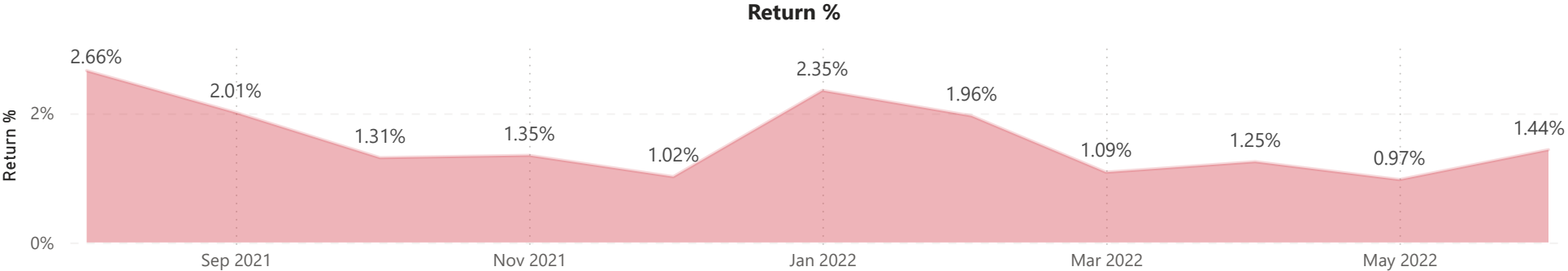
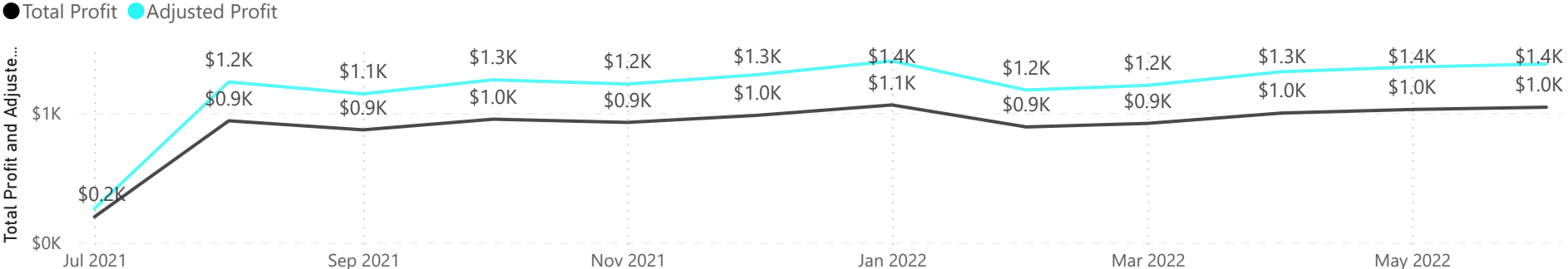
Monthly Orders Vs Target



Revenue Vs Target



Profit Vs Target





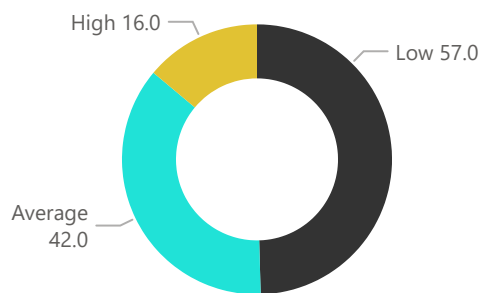
119

UNIQUE CUSTOMERS

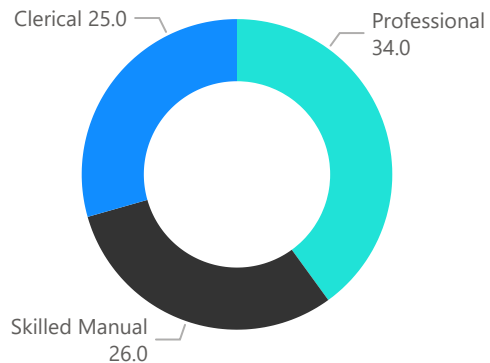
\$1,540

REVENUE PER CUSTOMER

Orders by Income Level

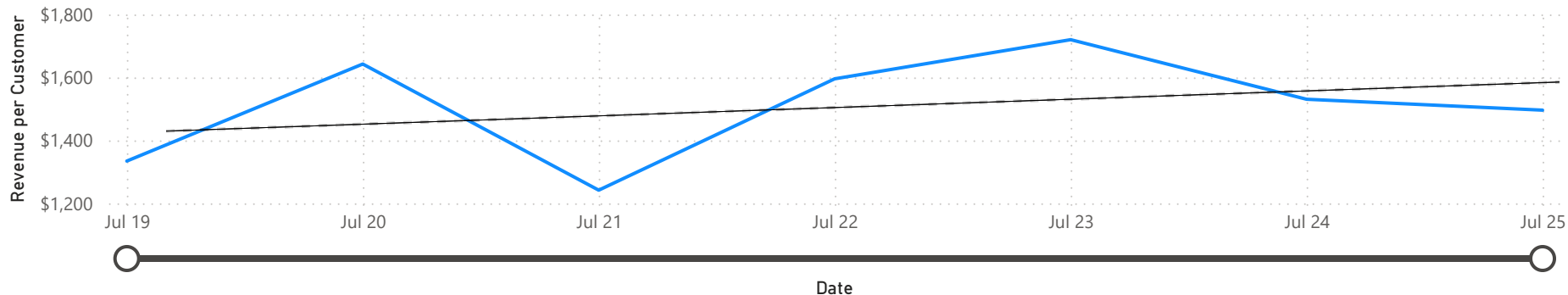


Orders by Occupation



Total Customers Revenue per Customer

Revenue per Customer



TOP 100 Customers

Customer Key	Full Name	Orders	Revenue
29043	Mr. Luke Alexander	1	\$2,455
24414	Mr. Adam Edwards	1	\$2,421
28201	Mr. Tyler Martinez	1	\$2,419
12315	Mrs. Ann Rodriguez	1	\$2,418
24427	Mrs. Evelyn Fernandez	1	\$2,412
28694	Mr. Larry Suarez	1	\$2,410
20036	Mrs. Kate Tang	1	\$2,373
23606	Mr. Kenneth Raje	1	\$2,286
11015	Ms. Chloe Young	1	\$2,274
26381	Mr. Shannon Romero	1	\$2,273
19424	Mr. Terrance Smith	1	\$2,273
21858	Mr. Curtis Lin	1	\$2,245
16687	Mr. Lawrence Romero	1	\$2,243
12300	Adriana Gonzalez	1	\$2,237
18210	Mrs. Katie Lal	1	\$2,232
11001	Mr. Eugene Huang	1	\$2,229
18222	Ms. Carolyn Suarez	1	\$2,227
18241	Mr. Tony Sharma	1	\$2,222
22808	Mrs. Ebony Suri	1	\$2,217
18219	Ms. Felicia Gomez	1	\$2,216
Total		119	\$183,259

Select all

2020

2021

2022

Top Customer by Revenue

Mr. Luke Alexander

Orders

1

Revenue

\$2.5K



Among Customers in Skilled Manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683.

