



\$24.9M

REVENUE

\$10.5M

PROFIT

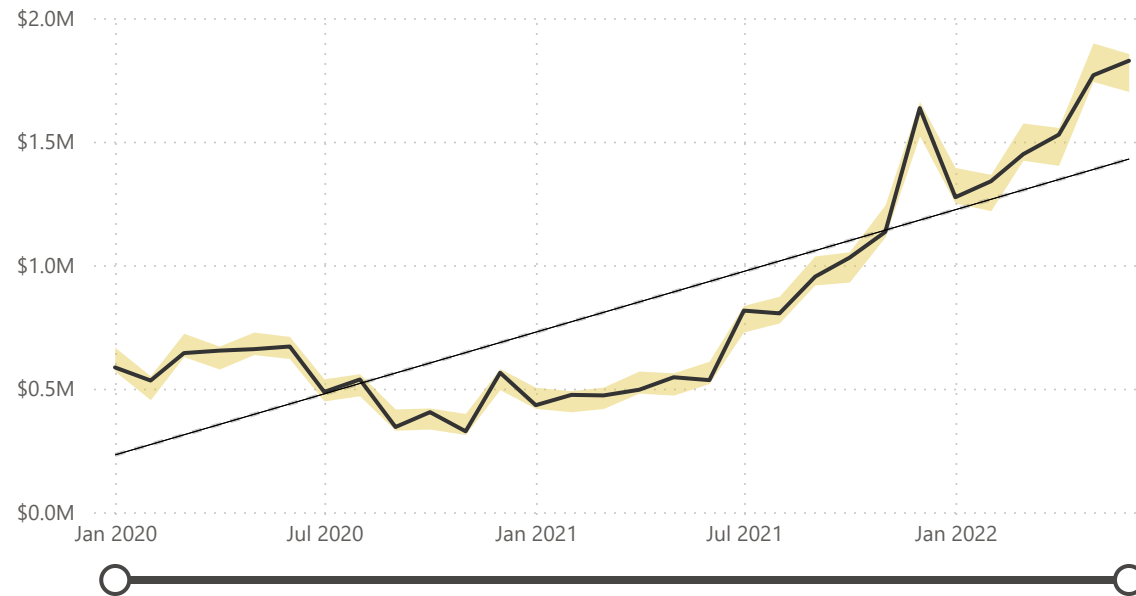
25.2K

ORDERS

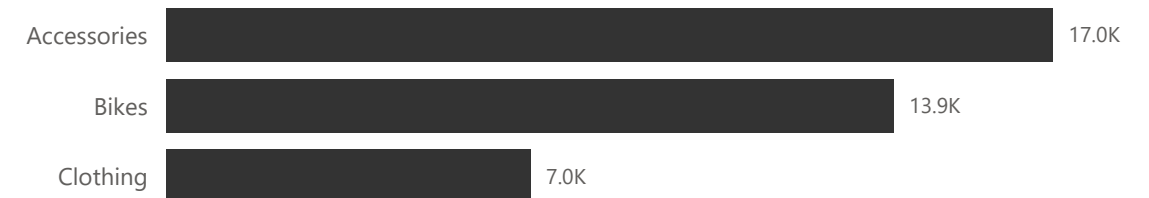
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	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%

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%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

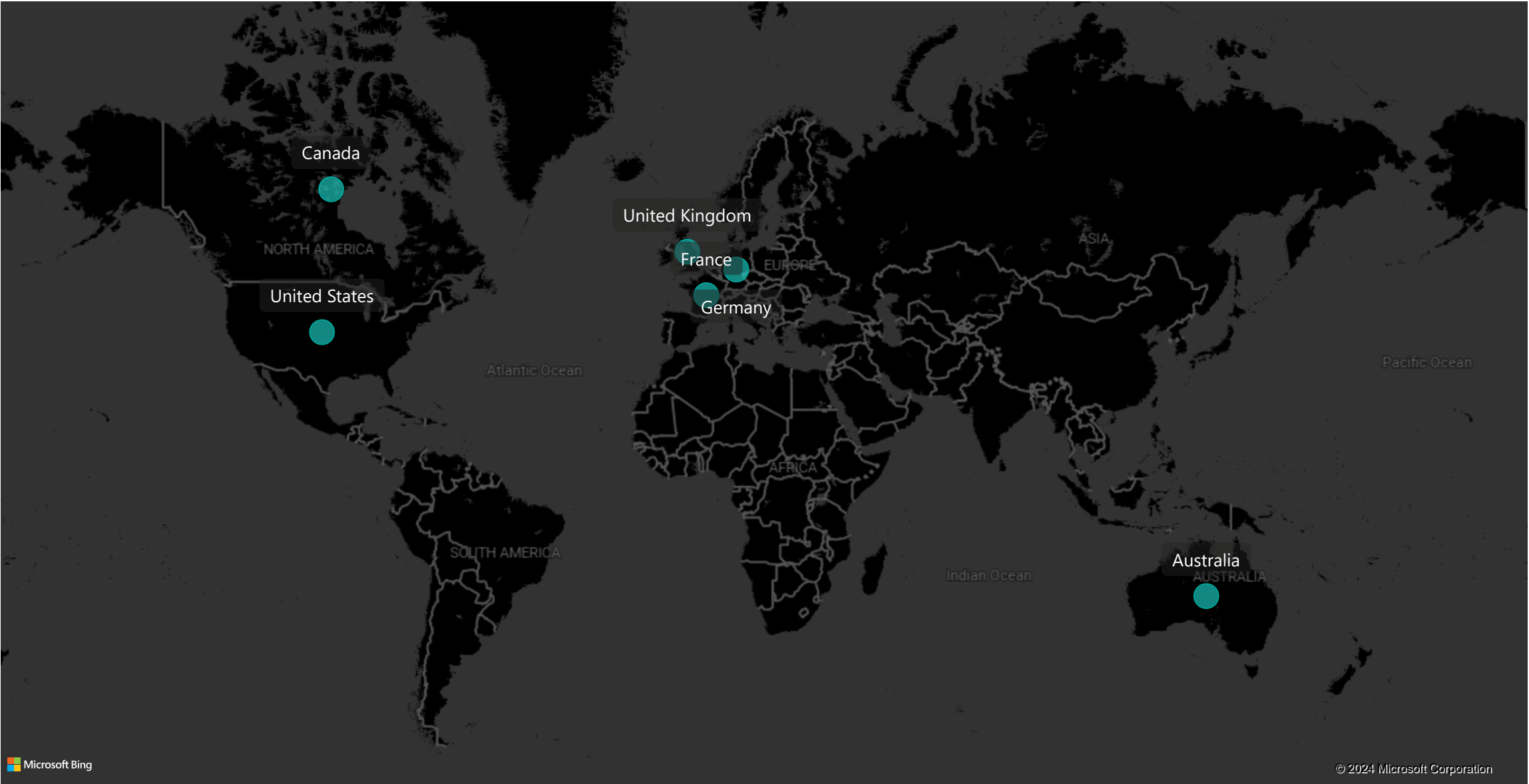
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



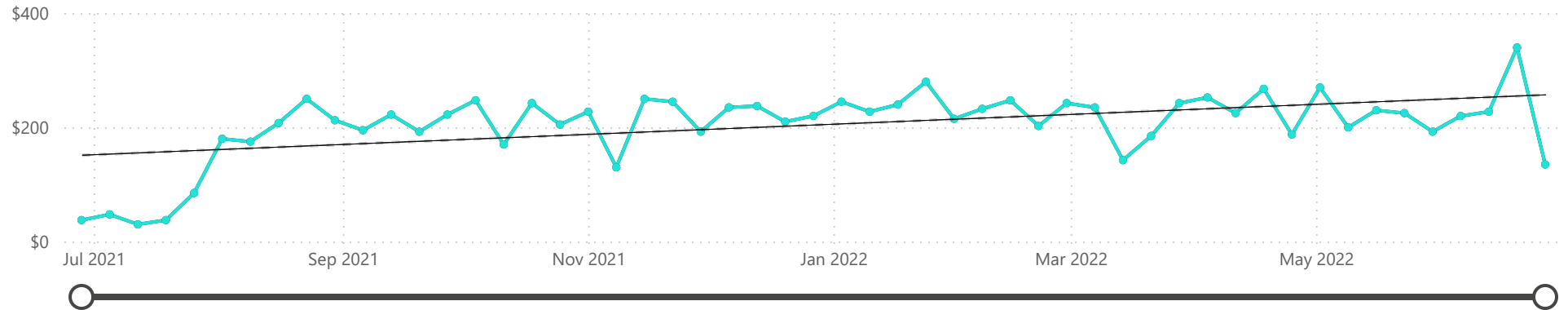
Monthly Profit vs. Target



Price Adjustment (%)

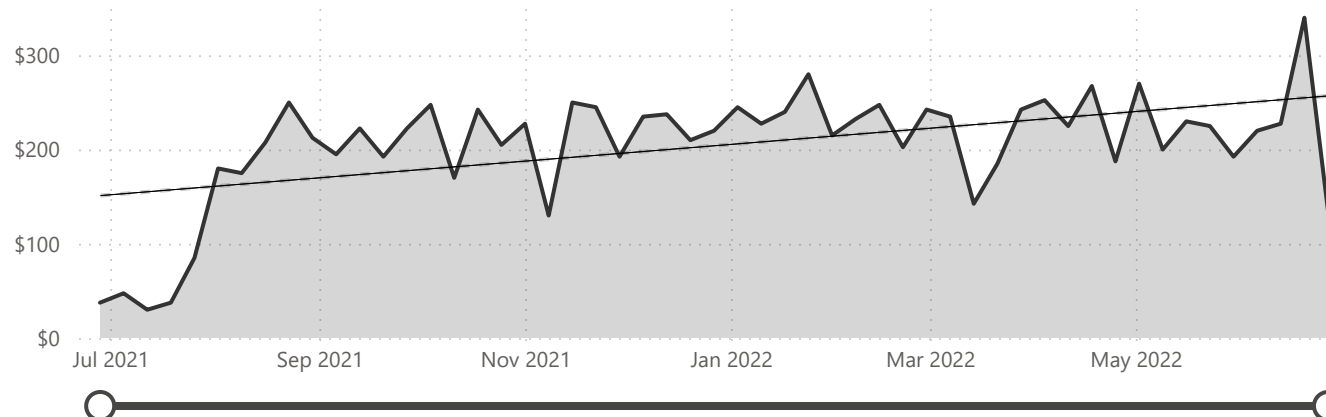
0.00

● Total Profit ● Adjusted Profit



Metric Selection

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



Report Summary

Total orders for **Road Tire Tube** were **213**.

All metrics trended up between Monday, June 28, 2021 and Monday, June 27, 2022, each increasing by 260.00%.

Profit experienced the longest period of growth (+\$25) between Monday, August 16, 2021 and



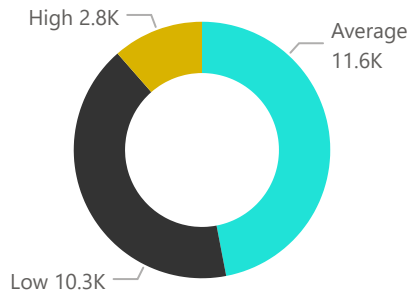
17.4K

UNIQUE CUSTOMERS

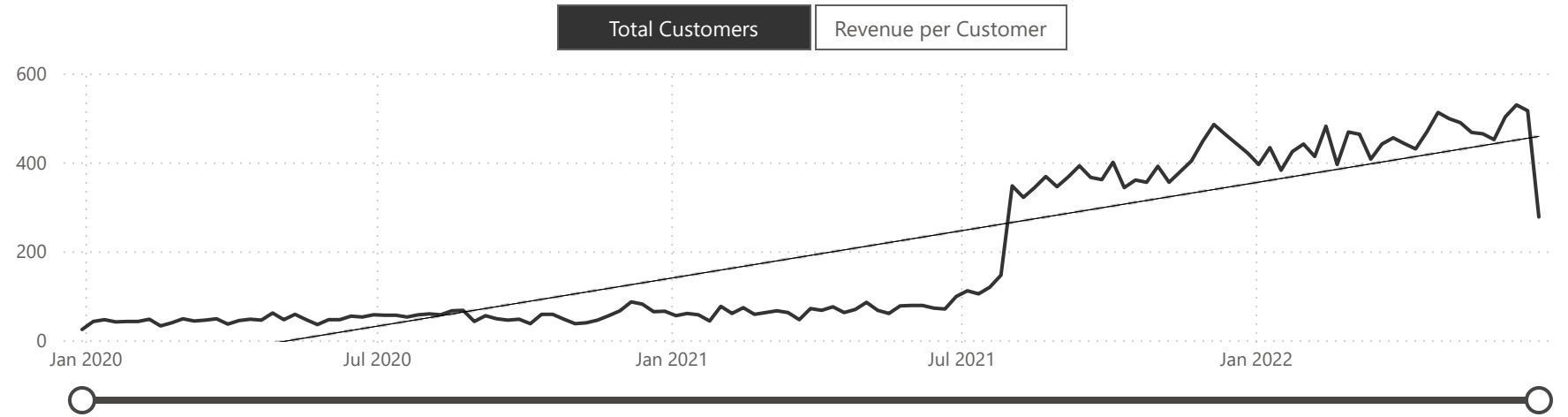
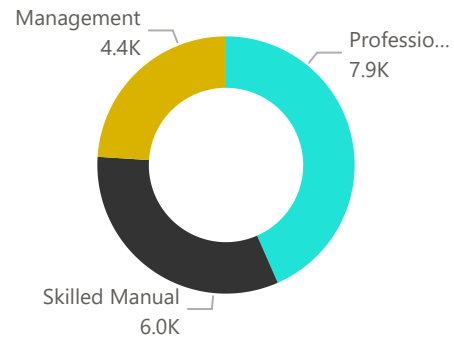
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11019	Mr. Luke Lal	15	\$962
11078	Ms. Gina Martin	16	\$991
11091	Mr. Dalton Perez	26	\$1,513
11131	Ms. Amanda Rivera	4	\$212
11142	Mr. Eduardo Patterson	15	\$1,117
11176	Mr. Mason Roberts	24	\$1,526
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11203	Mr. Luis Diaz	17	\$1,002
11211	Mrs. Samantha Russell	16	\$948
11212	Mrs. Chloe Campbell	15	\$970
11215	Mrs. Ana Perry	17	\$1,336
11223	Mrs. Hailey Patterson	26	\$1,616
11237	Mr. Clarence Anand	4	\$10,065
11241	Mrs. Lisa Cai	7	\$11,330
11242	Mr. Larry Munoz	7	\$10,852
11245	Mr. Ricky Vazquez	4	\$10,166
11249	Mrs. Cindy Patel	4	\$9,668
11253	Mr. José Hernandez	16	\$905
Total		1,272	\$615,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers with a high income level in 2022, Mr. Jordan Turner drove the most revenue at \$6.8K