



**\$24.9M**

## REVENUE

**\$10.5M**

## PROFIT

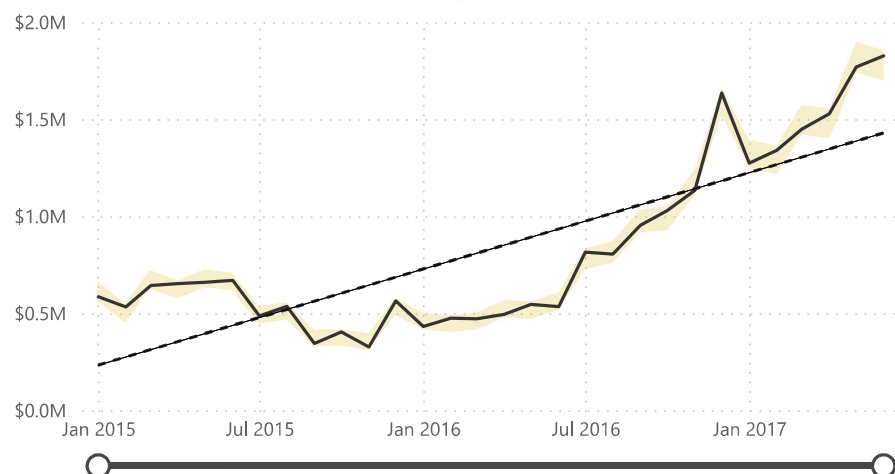
25.2K

## ORDERS

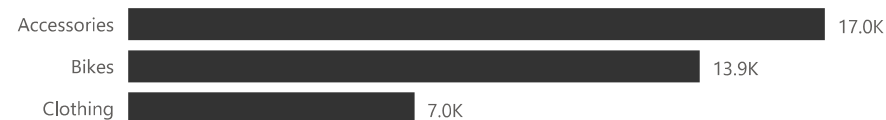
2.2%

## RETURN RATE

Trending revenue



orders by category



Product Name	orders	Returns	Return %
Water Bottle - 30 oz.	3983	149	1.95%
Patch Kit/8 Patches	2952	92	1.61%
Mountain Tire Tube	2846	91	1.64%
Road Tire Tube	2173	67	1.55%
Sport-100 Helmet, Red	2099	70	3.33%
AWC Logo Cap	2062	45	1.11%
Sport-100 Helmet, Blue	1995	66	3.31%
Fender Set - Mountain	1975	54	1.36%
Sport-100 Helmet, Black	1940	52	2.68%
Mountain Bottle Cage	1896	74	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



Select all

Europe

North America

Pacific



selected product :

Water Bottle -  
30 oz.

Monthly orders vs target



Monthly revenue vs target



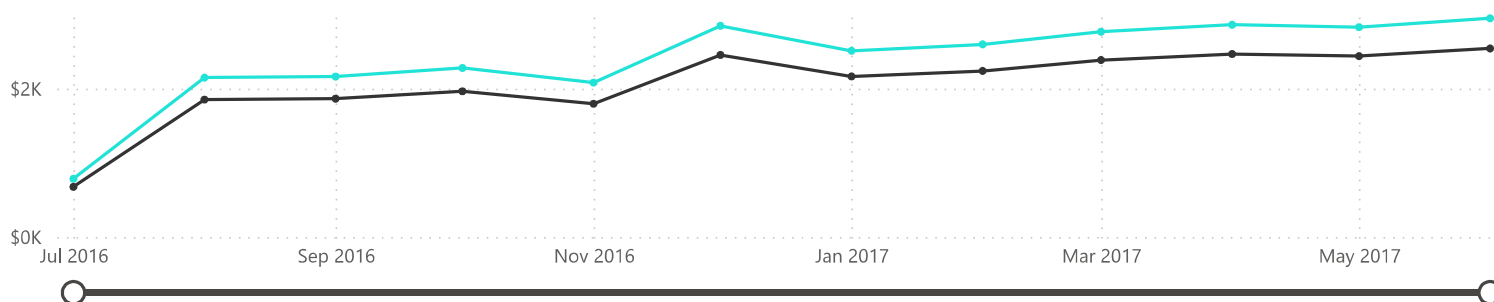
Monthly profit vs target



price adjustment (%)

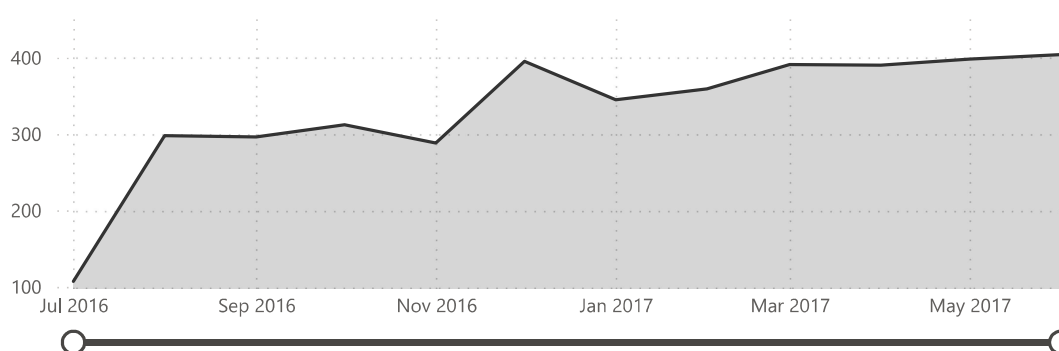
0.10

● Total profit ● Adjusted profit



Product metric selection

- ☒ orders
- ☐ profit
- ☐ revenue
- ☐ returns
- ☐ Return %



### Report summary

Total orders for **Water Bottle - 30 oz.** were **404**

Adjusted profit (275.58% increase) and Total profit (275.58% increase) both trended up between Friday, July 1, 2016 and Thursday, June 1, 2017.

Across all metrics, Adjusted profit had the most interesting recent trend and started trending up on Friday, July 1, 2016, rising



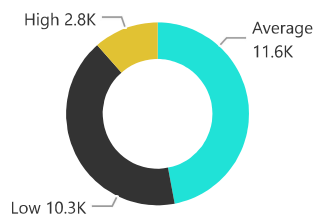
# \$1,431

Revenue per customer

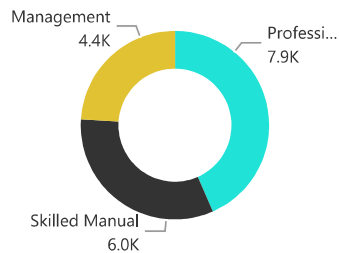
# 17.4K

Total customer

Orders by Income level



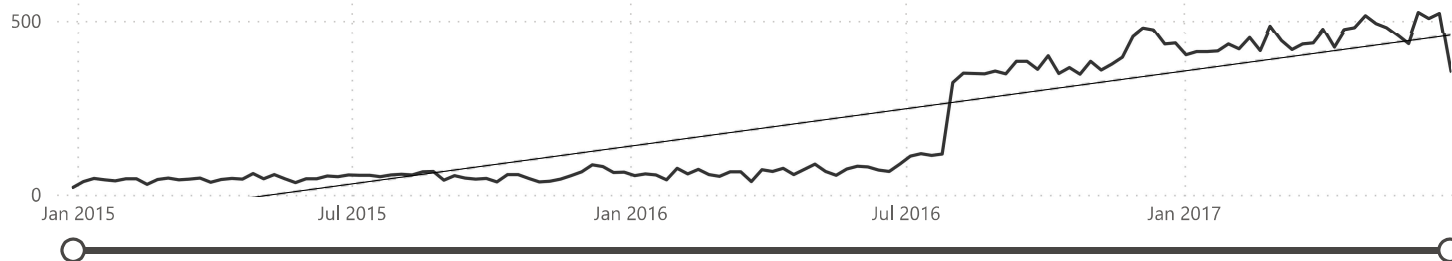
Orders by occupation



Total customer

Revenue per customer

Total customer



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
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707

2015

2017

Top customer by revenue:

## Mr. Maurice Shan

Orders:

6

Revenue:

\$12,408



Among customers from skilled manual in 2017, Mr. Ruban saurez drove the most revenue at \$4,683