

\$24.9M REVENUE

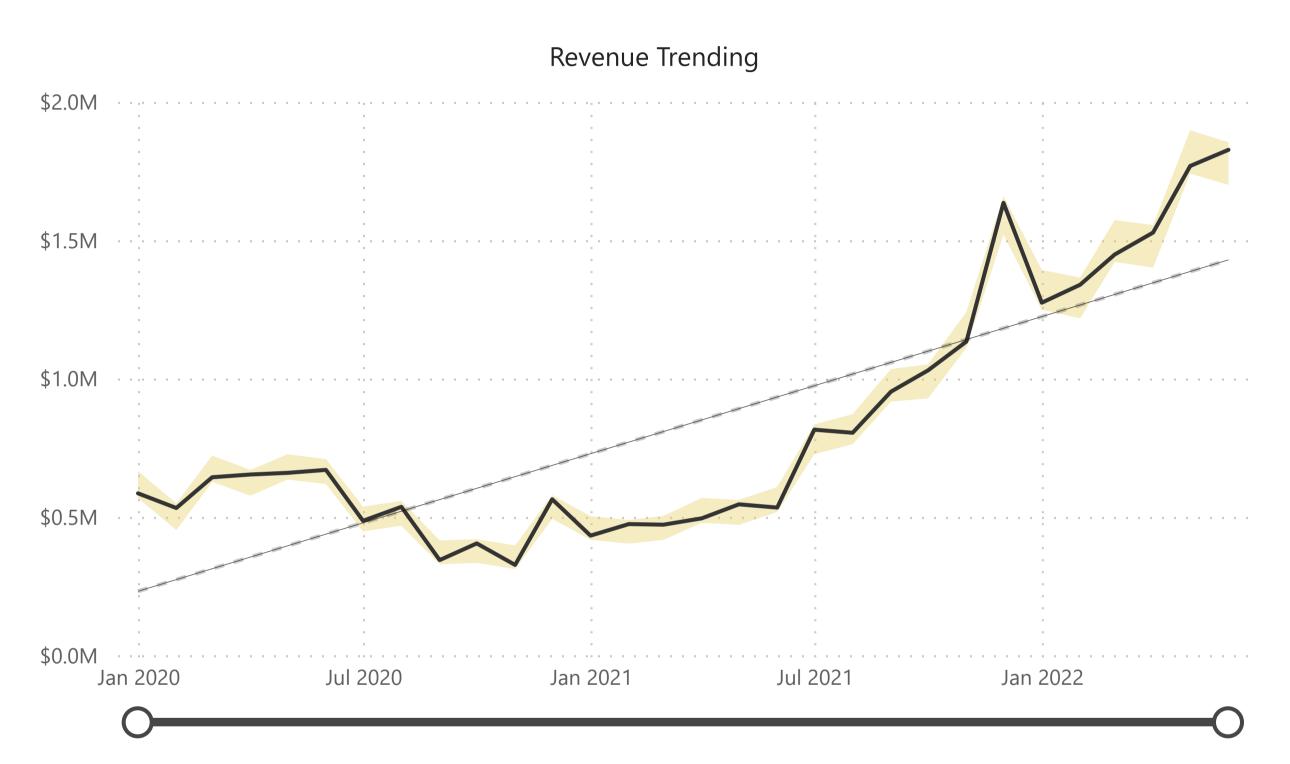
\$10.5M PROFIT

25.2K

ORDERS

RETURN RATE

2.2%



Monthly Revenue

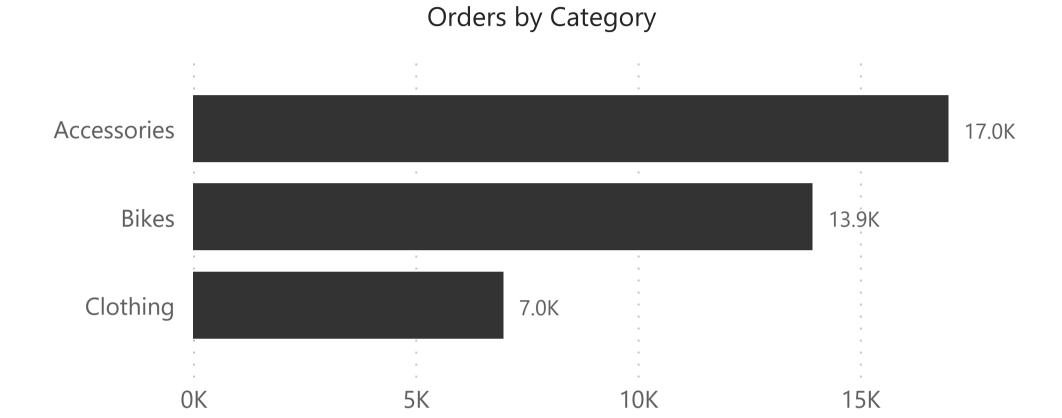
Prev. Month: \$1.77M

(+3.31%)

Monthly Orders

2146 Prev. Month: 2165 (-0.88%) Monthly Returns

166 Prev. Month: 169 (+1.78%)



Top 10 Products	Orders ▼		Total 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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts



North America Select all Europe **Pacific** Canada **United Kingdom** NORTH United States France Germany Australia Microsoft Bing © 2023 Microsoft Corporation







Monthly Orders vs. Target Monthly Revenue vs. Target Monthly Profit vs. Target Selected Product: Water Bottle -30 oz. \$4,067 \$2,546 \$0 \$4,292 438 \$2,687 Price Adjustment (%) ● Total Profit ● Adjusted Profit 0.20 \$1,000 \$500 Sep 2021 Nov 2021 Jan 2022 Mar 2022 May 2022 Return % Product Metric Selection Orders Revenue Profit Returns Return % 0%

Nov 2021

Jan 2022

Mar 2022

May 2022

Jul 2021

Sep 2021



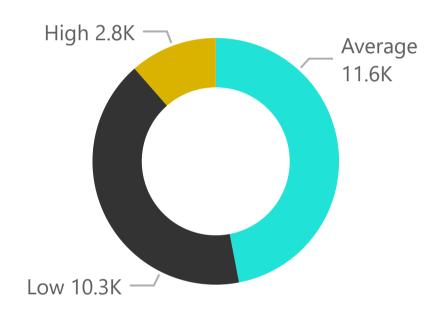




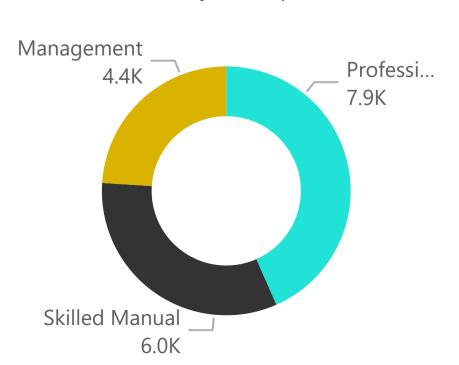
17.4K
TOTAL CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

Orders by Income Level

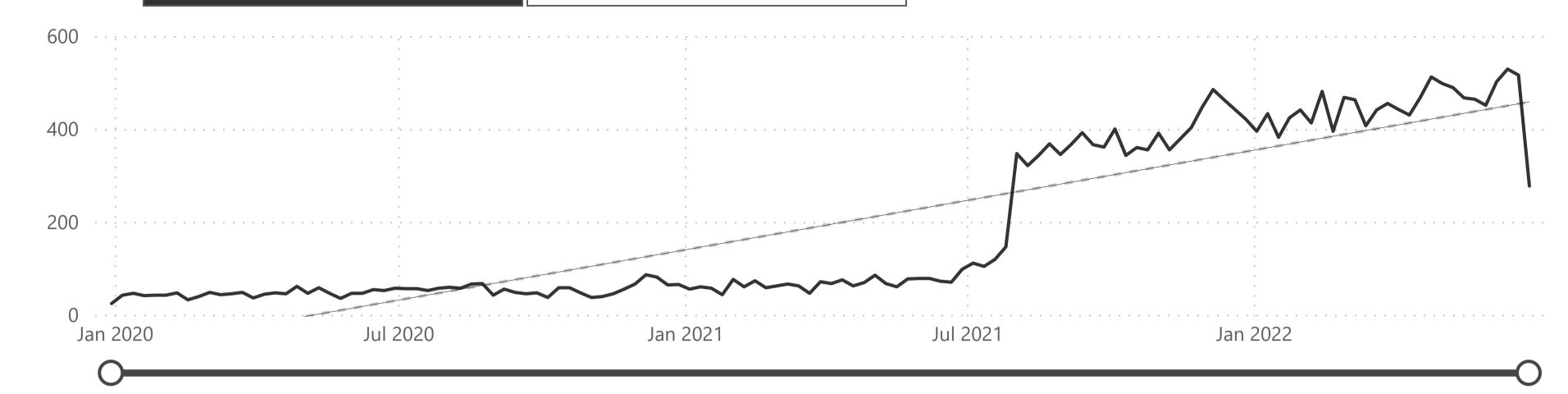


Orders by Occupation



Total Customers

Revenue per Customers



Top 100 Customers

Customer Key	Full Name	Orders ▼	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336



Top Customer (by revenue):

Mr. Maurice Shan

Orders: Revenue:

6

12.4K



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