



Year
All

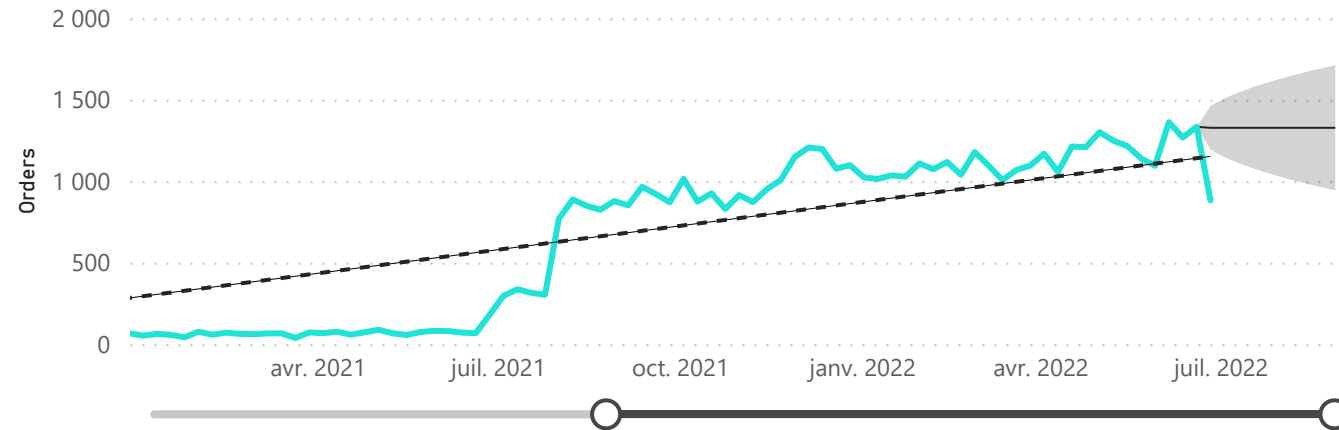
\$24,9M
Revenue

10,5M€
Profit

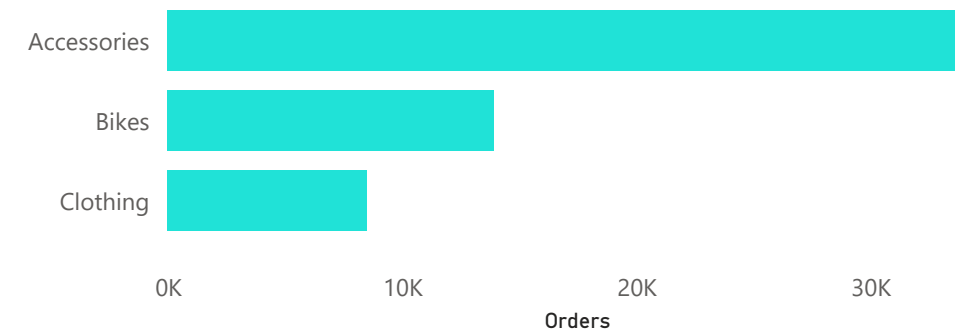
25,2K
Orders

2,17 %
Return Rate

Orders per week



Orders by category



Revenue per month



Water Bottle - 30 oz.
Most ordered product

Tires and Tubes
Most ordered subcategory

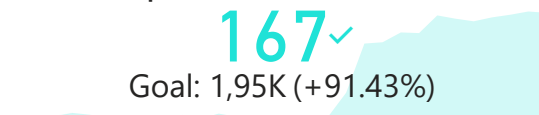
Orders per month



Road-650 Red, 52
Most returned product

Tires and Tubes
Most returned subcategory

Returns per month



Accessories
cat. of most ordered prod.

Bib-Shorts
subcat. of most ordered prod.

ProductName	Qty	Revenue	Return %
Water Bottle - 30 oz.	7967	\$39 755,33	1,95 %
Patch Kit/8 Patches	5898	\$13 506,42	1,61 %
Mountain Tire Tube	5678	\$28 333,22	1,64 %
Road Tire Tube	4327	\$17 264,73	1,55 %
AWC Logo Cap	4151	\$35 882,07	1,11 %
Fender Set - Mountain	3960	\$87 040,80	1,36 %
Mountain Bottle Cage	3810	\$38 061,90	2,02 %
Road Bottle Cage	3329	\$29 927,71	1,68 %
Touring Tire Tube	2740	\$13 672,60	1,64 %
ML Mountain Tire	2119	\$63 548,81	1,32 %
Total	43979	\$366 993,59	1,63 %

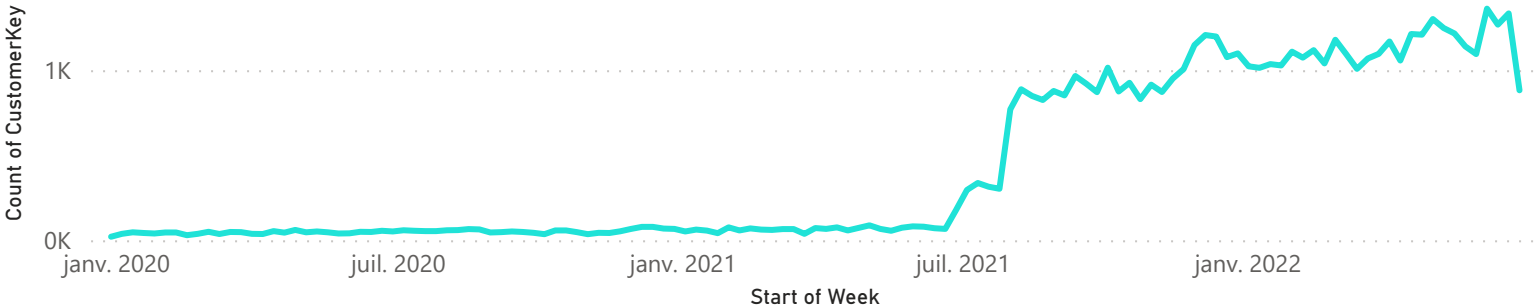
17,4K

Unique customers

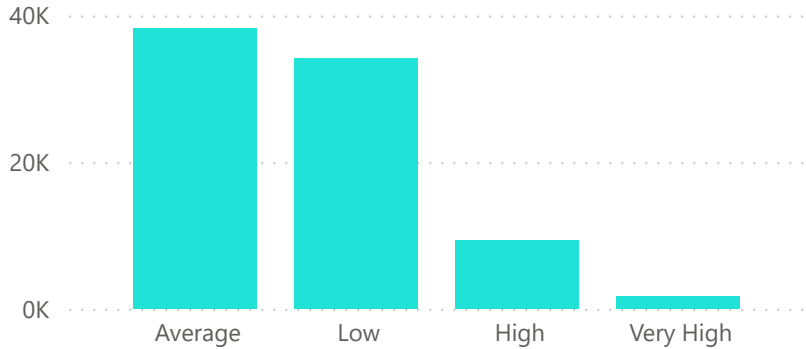
1,4K€

Revenue / customer

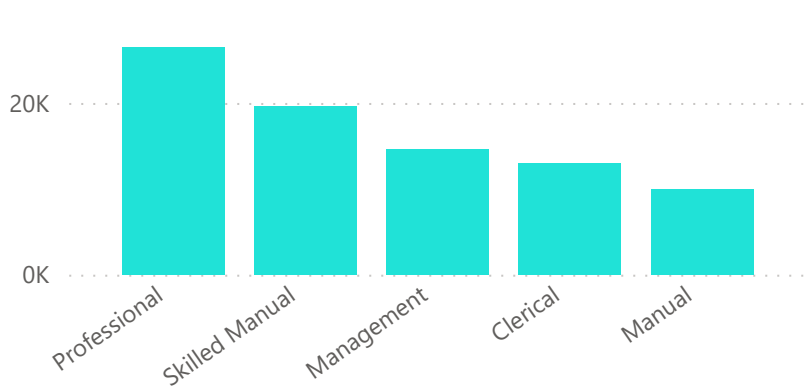
Customers / week



OrderQuantity by IncomeLevel



OrderQuantity by Occupation



CustomerKey	Full Name	OrderQuantity	Revenue
11433	Mr. Maurice Shan	13	\$12 407,95
11439	Mrs. Janet Munoz	19	\$12 015,40
11241	Mrs. Lisa Cai	33	\$11 330,45
11417	Mrs. Lacey Zheng	26	\$11 085,75
11420	Mr. Jordan Turner	23	\$11 022,40
11242	Mr. Larry Munoz	14	\$10 852,03
13263	Mrs. Kate Anand	18	\$10 436,51
12655	Mr. Larry Vazquez	12	\$10 394,98
11425	Mrs. Ariana Gray	22	\$10 391,43
12631	Mr. Clarence Gao	17	\$10 331,73
12650	Mr. Aaron Wright	12	\$10 329,23
13405	Mr. Ethan Bryant	17	\$10 308,52
11429	Mr. Marco Lopez	24	\$10 289,69
12632	Mrs. Bonnie Nath	6	\$10 282,91
11245	Mr. Ricky Vazquez	16	\$10 165,92
11237	Mr. Clarence Anand	7	\$10 065,01
11428	Mrs. Deanna Perez	17	\$9 761,60
11427	Mrs. Desiree Dominguez	13	\$9 717,65
11423	Mrs. Jasmine Stewart	14	\$9 716,99
11412	Mrs. Sydney Bryant	17	\$9 706,91
11431	Mr. Bryant Garcia	14	\$9 687,37
11419	Mr. Clark Davis	15	\$9 686,88

Year

All

Mr. Maurice Shan

First Full Name

\$12,4K

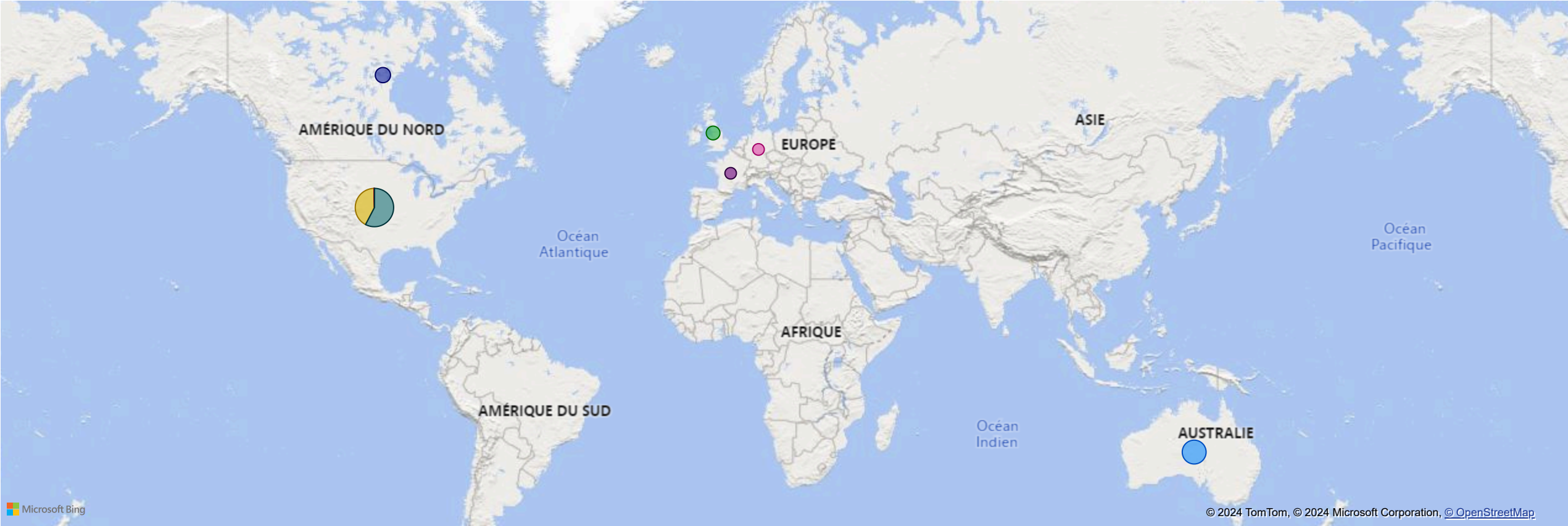
Total revenue

6

Num. of orders

OrderQuantity by Country and Region

Region ● Australia ● Canada ● Central ● France ● Germany ● Northeast ● Northwest ● Southeast ● Southwest ● United Kingdom



Continent

Select all

Europe

North America

Pacific