



**\$24.9M**

Revenue

**\$10.5M**

Total profit

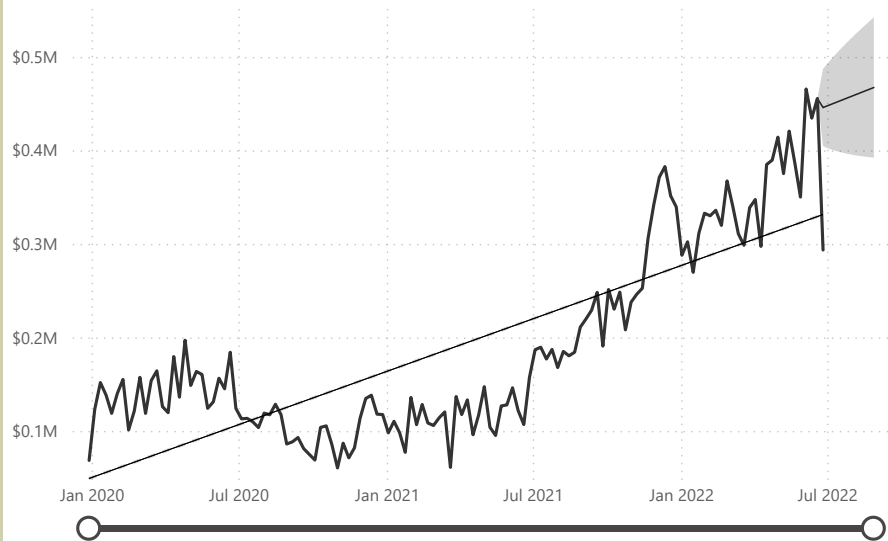
**25.2K**

Total Orders

**2.2%**

Retrun rate

### Weekly Revenue



### Orders By Category

Accessories

17.0K

Bikes

13.9K

Clothing

7.0K

### Top 10 products

|                         | Orders | Revenue       | Retrun rate |
|-------------------------|--------|---------------|-------------|
| Water Bottle - 30 oz.   | 3983   | \$39,755.33   | 1.95%       |
| Sport-100 Helmet, Red   | 2099   | \$73,444.01   | 3.33%       |
| Sport-100 Helmet, Blue  | 1995   | \$67,120.179  | 3.31%       |
| Sport-100 Helmet, Black | 1940   | \$65,269.748  | 2.68%       |
| Road Tire Tube          | 2173   | \$17,264.73   | 1.55%       |
| Patch Kit/8 Patches     | 2952   | \$13,506.42   | 1.61%       |
| Mountain Tire Tube      | 2846   | \$28,333.22   | 1.64%       |
| Mountain Bottle Cage    | 1896   | \$38,061.9    | 2.02%       |
| Fender Set - Mountain   | 1975   | \$87,040.8    | 1.36%       |
| AWC Logo Cap            | 2062   | \$35,882.0742 | 1.11%       |

### Monthly Revenue

**\$1.83M**✓

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

### Monthly Orders

**2.15K**!

Prev Month: 2.17K (-0.88%)

### Monthly Returns

**0.17K**✓

Prev Month: 0.17K (+1.78%)

Most ordered product type:

**Tires and Tubes**

Most Returned product type:

**Shorts**

Select all

Europe

North America

Pacific



Canada

United States



United Kingdom



Germany



France



Microsoft Azure

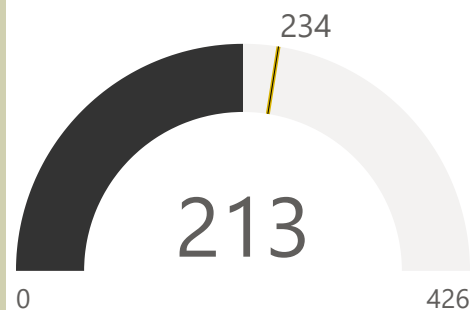
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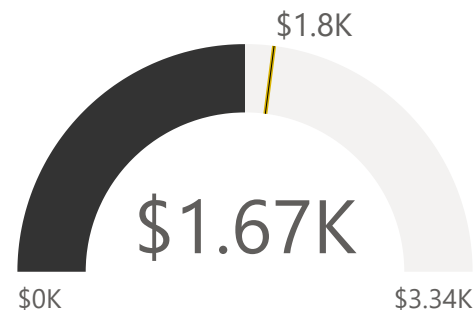
Selected product:

Road Tire  
Tube

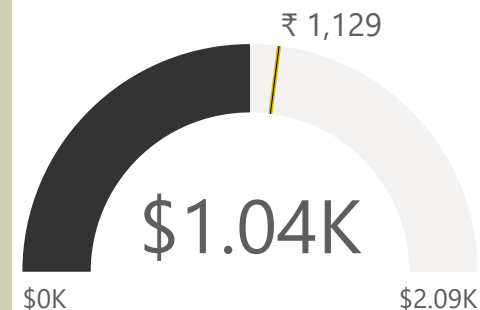
Total Orders and Order Target



Total Revenue and Target revenue



Total profit and profit target

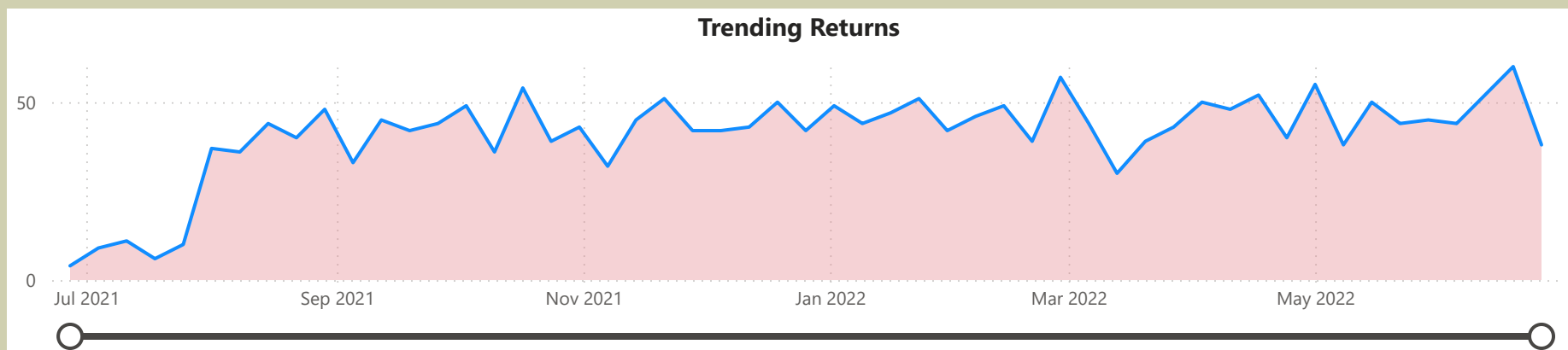
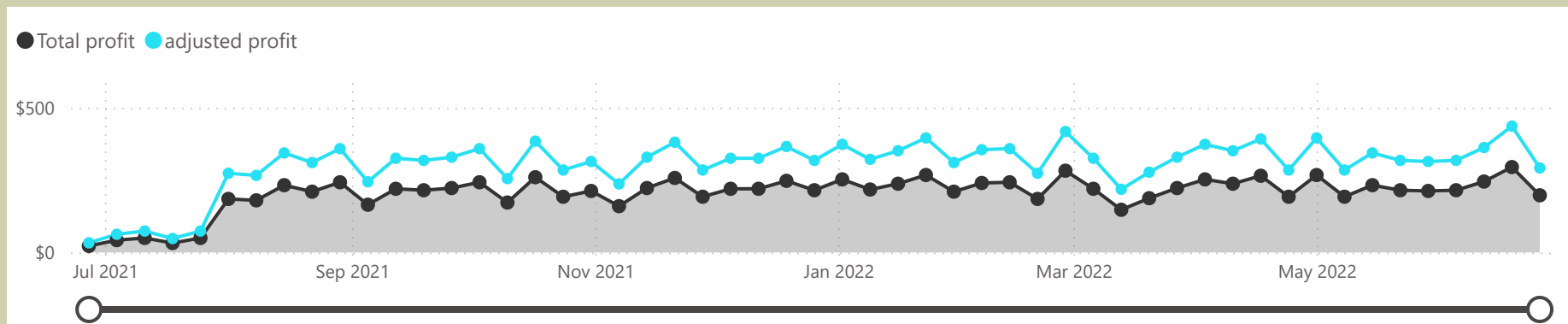


Price Adjustment(%)

0.30

Product metric selection

- ☒ Total Orders
- ☐ Total profit
- ☐ Total Revenue
- ☐ Total Return
- ☐ Retrun rate



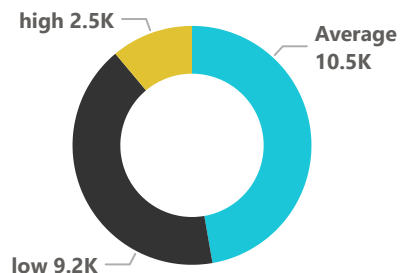
17.2K

Unique Customers

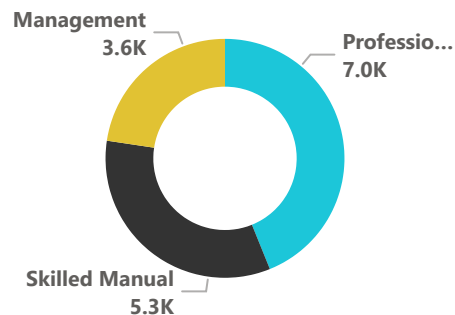
\$1.1K

Revenue per customer

#### Orders by Income level



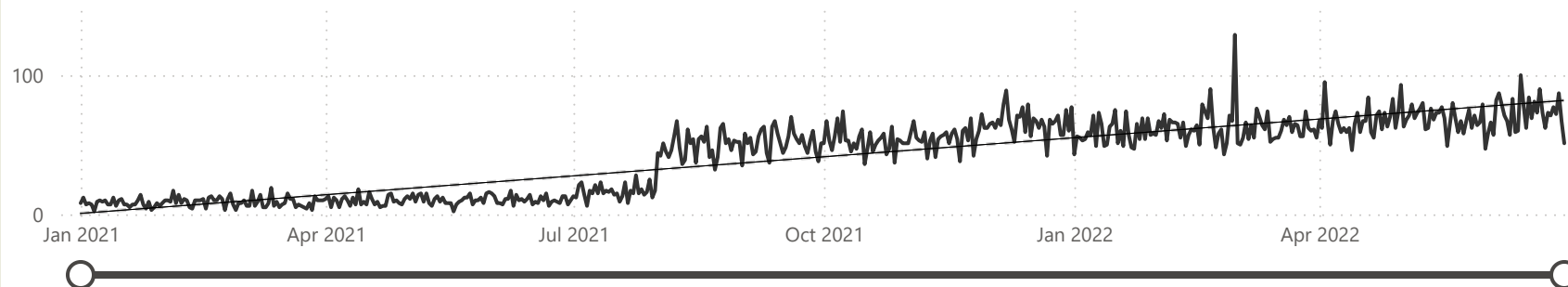
#### Orders by Occupation



Total Customers

Revenue per customer

#### Customers Trending



#### Top 100 Customers

| CustomerKey | Customer full Name     | Total Orders | Total Revenue   |
|-------------|------------------------|--------------|-----------------|
| 11433       | Mr. Maurice Shan       | 6            | \$12,407.9545   |
| 11439       | Mrs. Janet Munoz       | 6            | \$12,015.4029   |
| 11241       | Mrs. Lisa Cai          | 7            | \$11,330.4494   |
| 11417       | Mrs. Lacey Zheng       | 7            | \$11,085.7504   |
| 11420       | Mr. Jordan Turner      | 7            | \$11,022.4002   |
| 11242       | Mr. Larry Munoz        | 7            | \$10,852.034    |
| 11425       | Mrs. Ariana Gray       | 6            | \$10,391.4304   |
| 11429       | Mr. Marco Lopez        | 6            | \$10,289.6862   |
| 12308       | Mrs. Margaret He       | 4            | \$9,266.7541    |
| 12132       | Mrs. Kaitlyn Henderson | 4            | \$9,258.9249    |
| 12301       | Mrs. Nichole Nara      | 4            | \$9,234.6598    |
| 12131       | Mr. Randall Dominguez  | 4            | \$9,210.3636    |
| 12321       | Mrs. Rosa Hu           | 4            | \$9,201.2175    |
| 12300       | Adriana Gonzalez       | 4            | \$9,195.6963    |
| 11432       | Mrs. Dominique Prasad  | 6            | \$9,180.9349    |
| 12124       | Mrs. Brandi Gill       | 4            | \$9,166.1975    |
| Total       |                        | 1165         | \$3,51,934.9682 |

Year

2021

2022

Top customer by revenue:

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers in skilled manual 2022 Ruben suraez, drove the highest revenue

**\$2,49,14,586.8193**

Total Revenue

**\$1,04,57,715.4342**

Total profit

**25164**

Total Orders

**1809**

Total Return

**2.17%**

Retrun rate

