



\$24,9M

REVENUE

\$10,5M

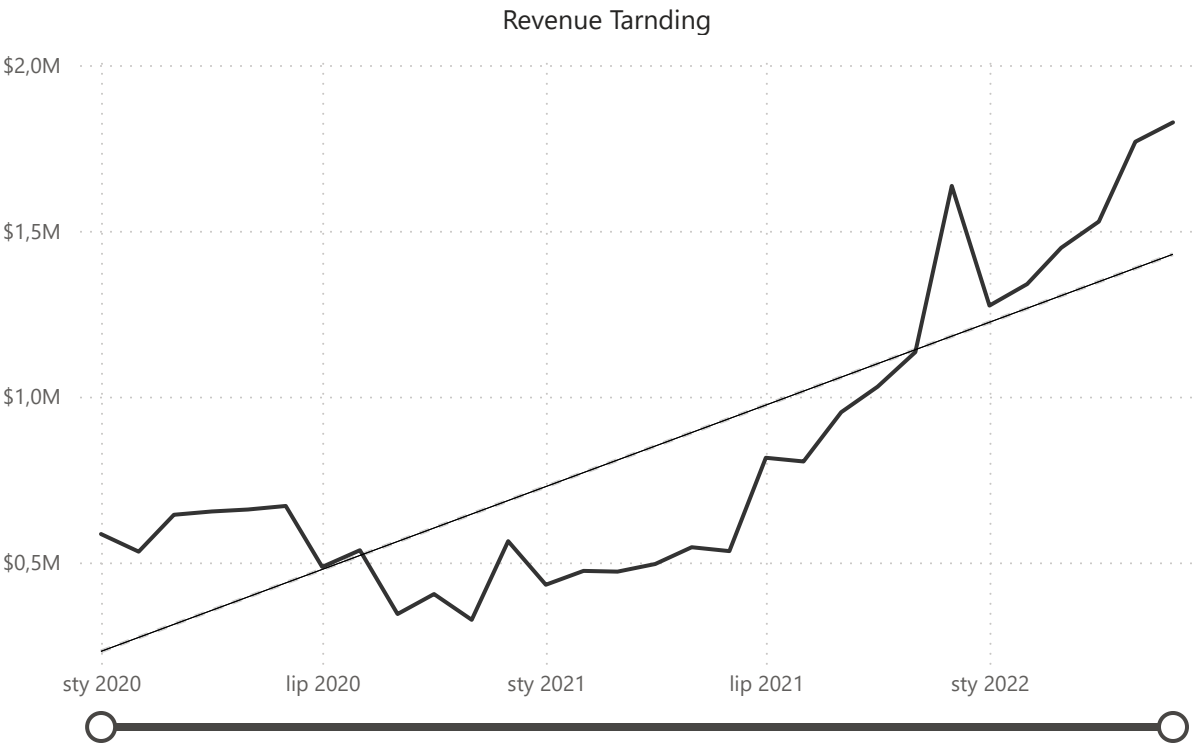
PROFIT

25,2K

ORDERS

2,2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
Sport-100 Helmet, Red	2 099	\$73 444,01	3,33%
Sport-100 Helmet, Blue	1 995	\$67 120,18	3,31%
Sport-100 Helmet, Black	1 940	\$65 269,75	2,68%
Mountain Bottle Cage	1 896	\$38 061,90	2,02%
Water Bottle - 30 oz.	3 983	\$39 755,33	1,95%
Mountain Tire Tube	2 846	\$28 333,22	1,64%
Patch Kit/8 Patches	2 952	\$13 506,42	1,61%
Road Tire Tube	2 173	\$17 264,73	1,55%
Fender Set - Mountain	1 975	\$87 040,80	1,36%
AWC Logo Cap	2 062	\$35 882,07	1,11%

Monthly Revenue

\$1,83M✓

Prev Month: \$1,77M (+3.31%)

Monthly Order

2 146!

Prev Month: 2165 (-0.88%)

Monthly Revenue

166✓

Prev Month: 169 (+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

France

Germany

Australia



Selected Product:

# Mountain Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

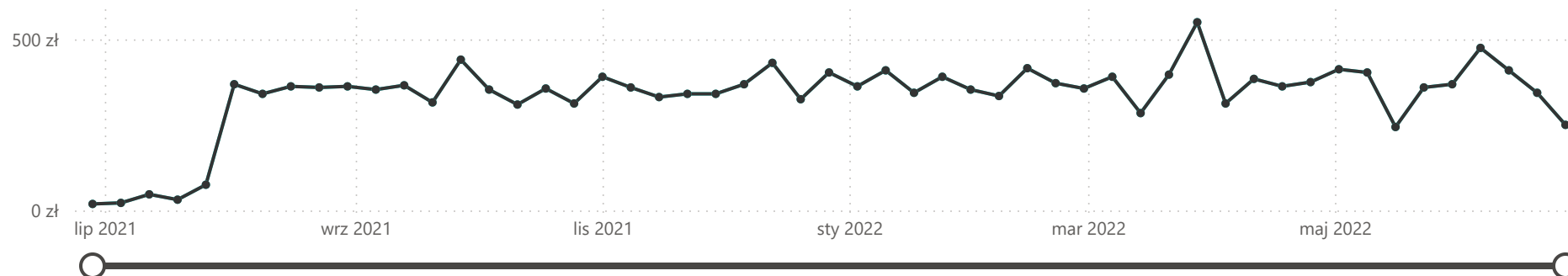


Price Adjustment (%)

0,00



Adjusted Profit Total Profit

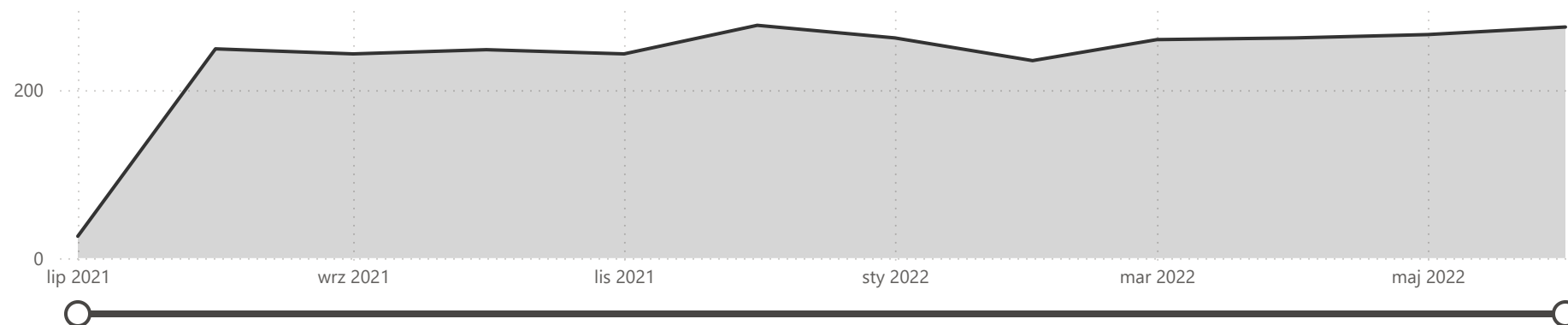


Product Metric Select...



- ☒ Orders
- ☐ Revenue
- ☐ Returns
- ☐ Profit
- ☐ Rate

Revenue Tarnding





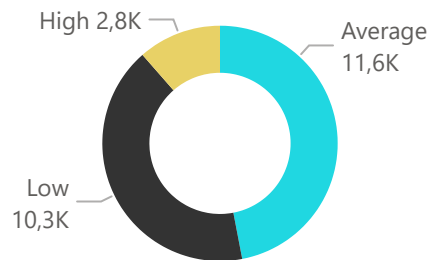
17,4K

UNIQUE CUSTOMERS

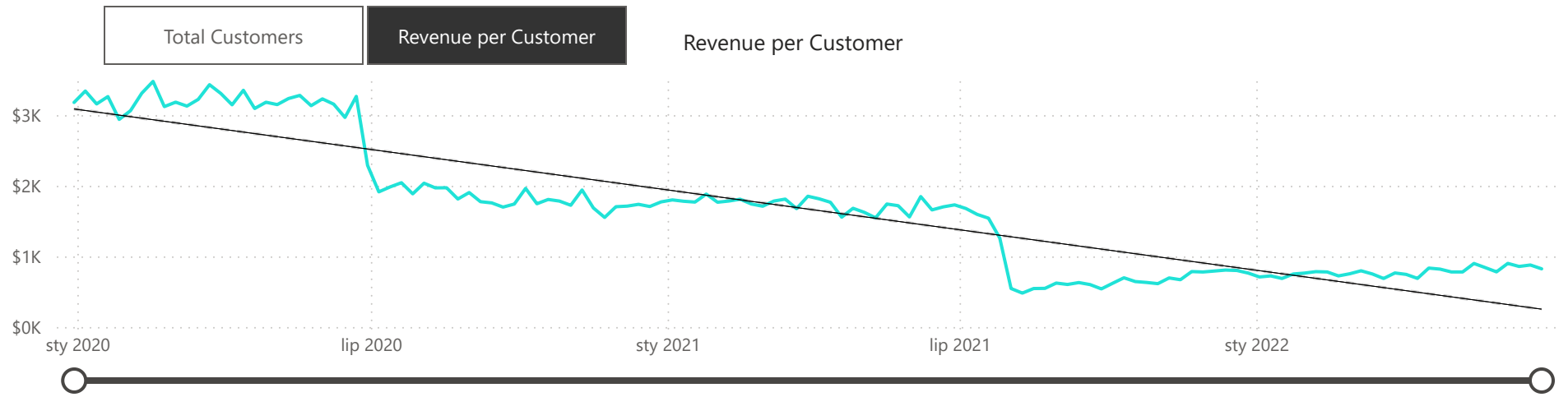
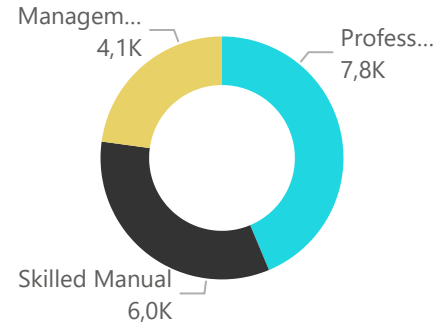
\$1K

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12 407,95
11439	Mrs. Janet Munoz	6	\$12 015,40
11241	Mrs. Lisa Cai	7	\$11 330,45
11417	Mrs. Lacey Zheng	7	\$11 085,75
11420	Mr. Jordan Turner	7	\$11 022,40
11242	Mr. Larry Munoz	7	\$10 852,03
13263	Mrs. Kate Anand	4	\$10 436,51
12655	Mr. Larry Vazquez	4	\$10 394,98
11425	Mrs. Ariana Gray	6	\$10 391,43
12631	Mr. Clarence Gao	4	\$10 331,73
12650	Mr. Aaron Wright	4	\$10 329,23
13405	Mr. Ethan Bryant	4	\$10 308,52
11429	Mr. Marco Lopez	6	\$10 289,69
12632	Mrs. Bonnie Nath	4	\$10 282,91
11245	Mr. Ricky Vazquez	4	\$10 165,92
11237	Mr. Clarence Anand	4	\$10 065,01
11428	Mrs. Deanna Perez	4	\$9 761,60
11427	Mrs. Desiree Dominguez	4	\$9 717,65
Total		1 307	\$663 985,67

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12,4K



Among customers in skilled manual roles in 2022, Franklin Xu drove the most revenue at \$8,000

**\$24 914 586,82**

Total Revenue

**\$10 457 715,43**

Total Profit

**25 164**

Total Orders

**1 809**

Total Returns

**2,17%**

Return Rate

Weekly Orders

