



\$24.9M

REVENUE

\$10.5M

PROFIT

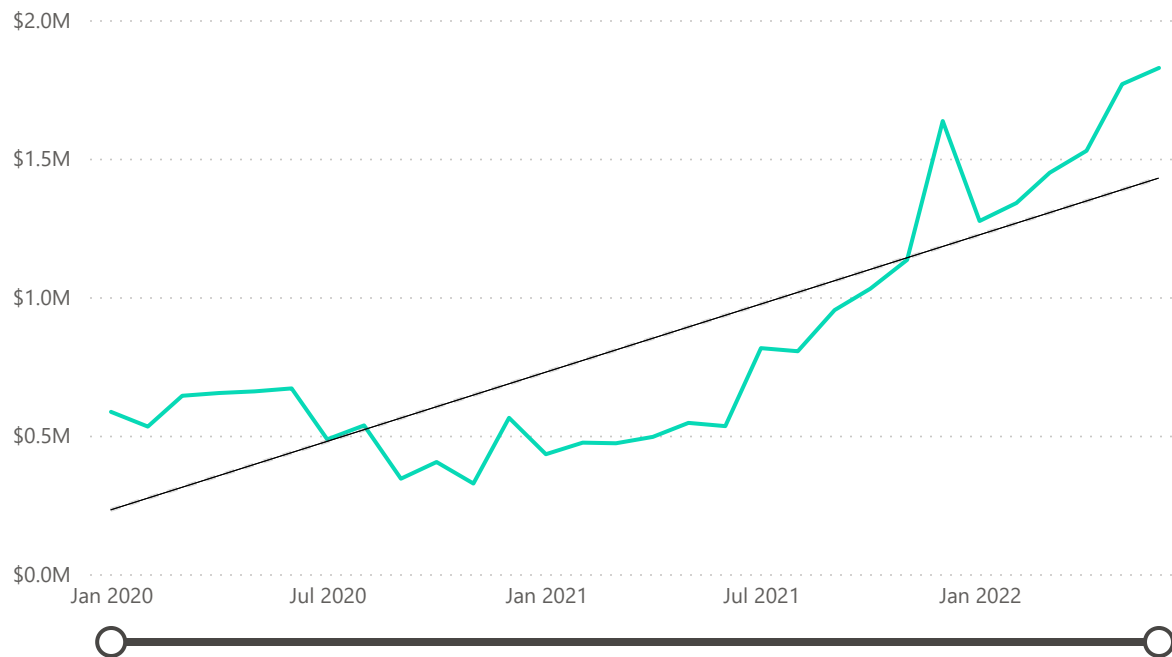
25.2K

ORDERS

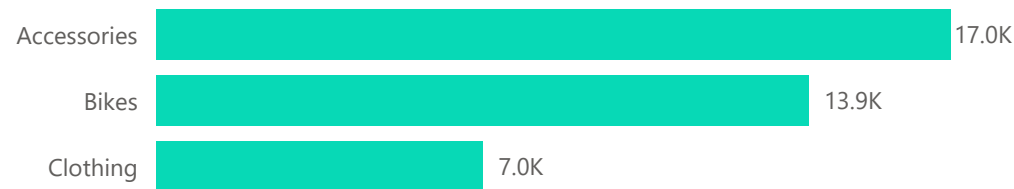
2.2%

RETURN RATE

### Revenue Trending



### Orders by Category



### Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

### Monthly Revenue

\$1.83M ✓

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

### Monthly Orders

2,146 !

Previous Month: 2165 (-0.88%)

### Monthly Returns

166 ✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

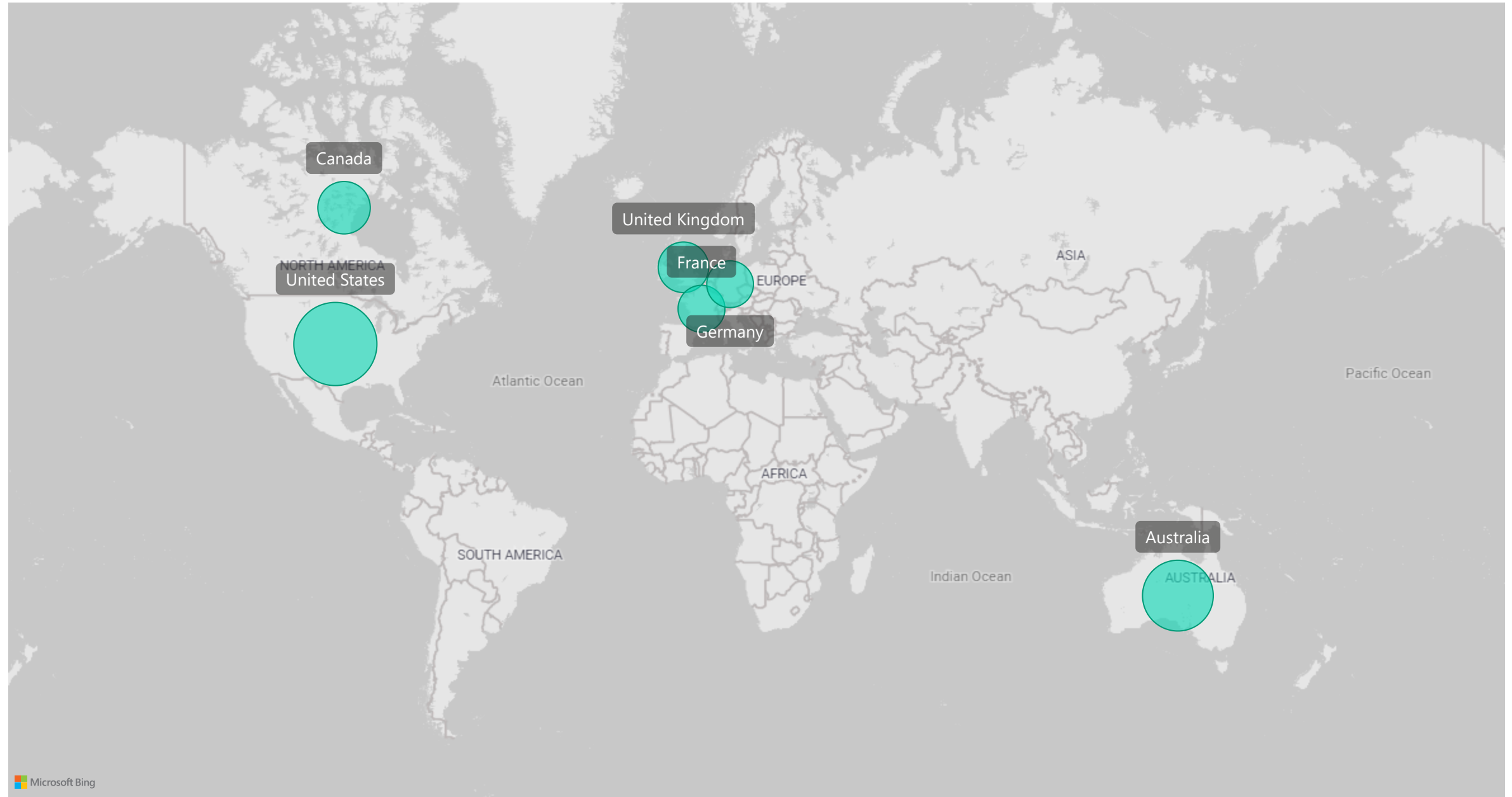
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Monthly Orders vs. Target



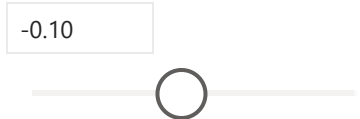
Monthly Revenue vs. Target



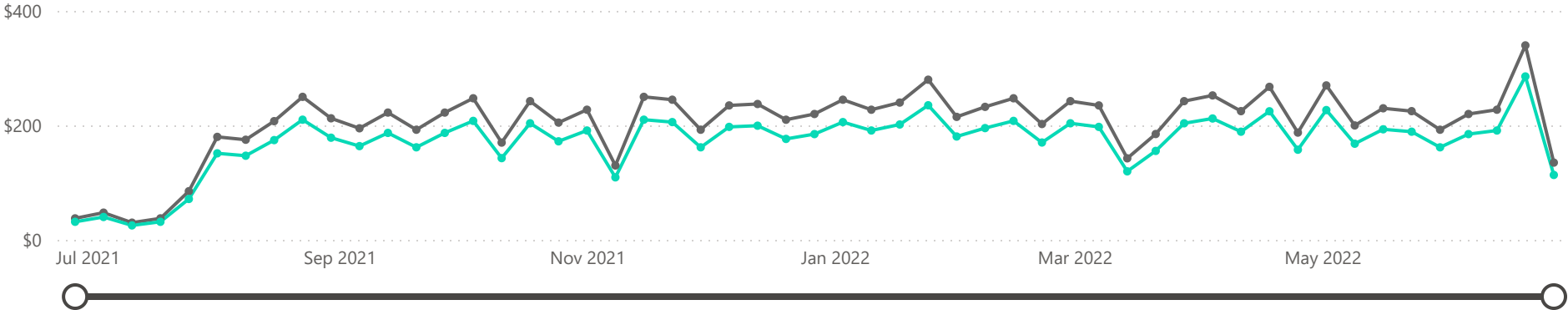
Monthly Profit vs. Target



Price Adjustment (%)

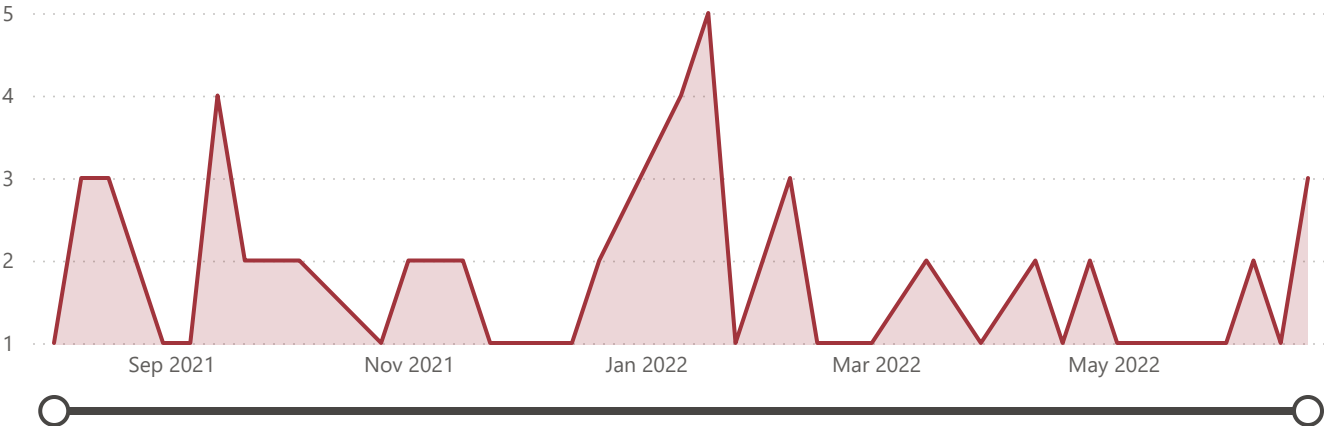


● Total Profit ● Adjusted Profit



Product Metric Selection

- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☒ Returns
- ☐ Return %



Report Summary

Total orders for [Road Tire Tube](#) were [213](#)

Total Profit (260.00% increase) and Adjusted Profit (260.00% increase) both trended up between [Monday, June 28, 2021](#) and [Monday, June 27, 2022](#).

Across all metrics, [Total Profit](#) had the most interesting recent trend and started trending up on [Monday, August 16, 2021](#)



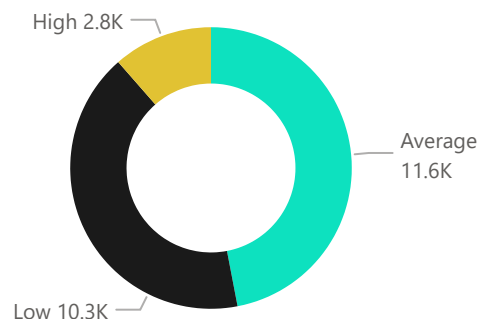
17.4K

UNIQUE CUSTOMERS

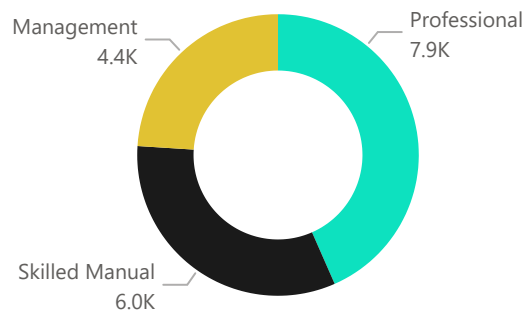
\$1,431

REVENUE PER CUSTOMER

### Orders by Income Level

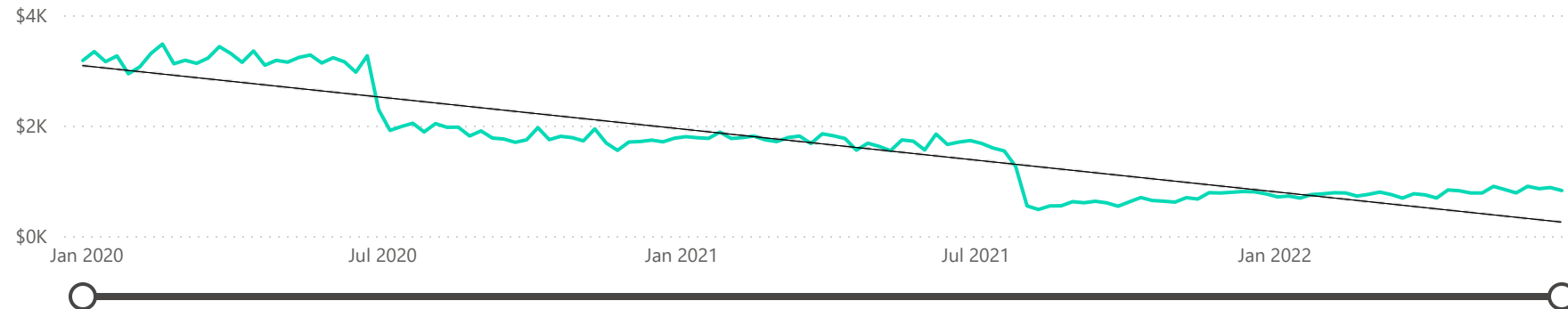


### Orders by Occupation



### Total Customers

### Revenue per Customer



### 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
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
11505	Ms. Jasmine Powell	16	\$1,104
11619	Ms. Sierra Young	16	\$813
11631	Mr. Antonio Bennett	16	\$1,001
11019	Mr. Luke Lal	15	\$962

2020

2022

Top Customer (by revenue):

**Mr. Maurice Shan**

Orders:

6

Revenue:

**\$12.41K**



Among all the customers from 2020 to 2022, Mr. Dalton ordered the most quantity, with 26 orders amounting to a total revenue of \$1.51k.

**\$24,914,587**

Total Revenue

**\$10,457,715**

Total Profit

**25,164**

Total Orders

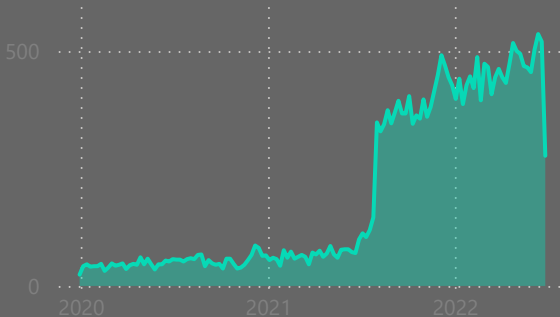
**1,809**

Total Returns

**2.17%**

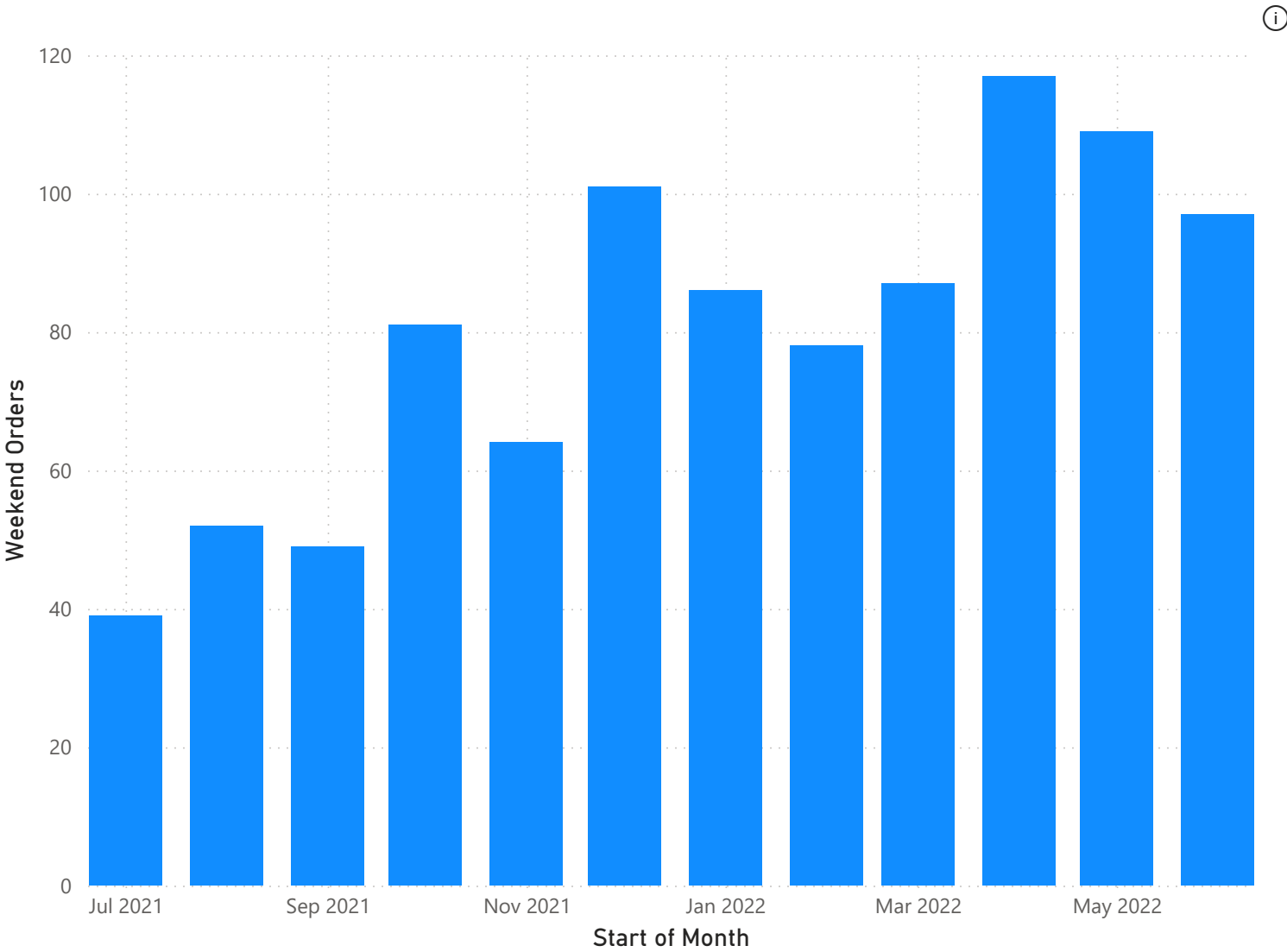
Return Rate

Weekly Orders



Total weekend orders for blue by start of month as column chart

Showing results for weekend orders for blue by calendar lookup start of month as column chart





25K  
Total Orders

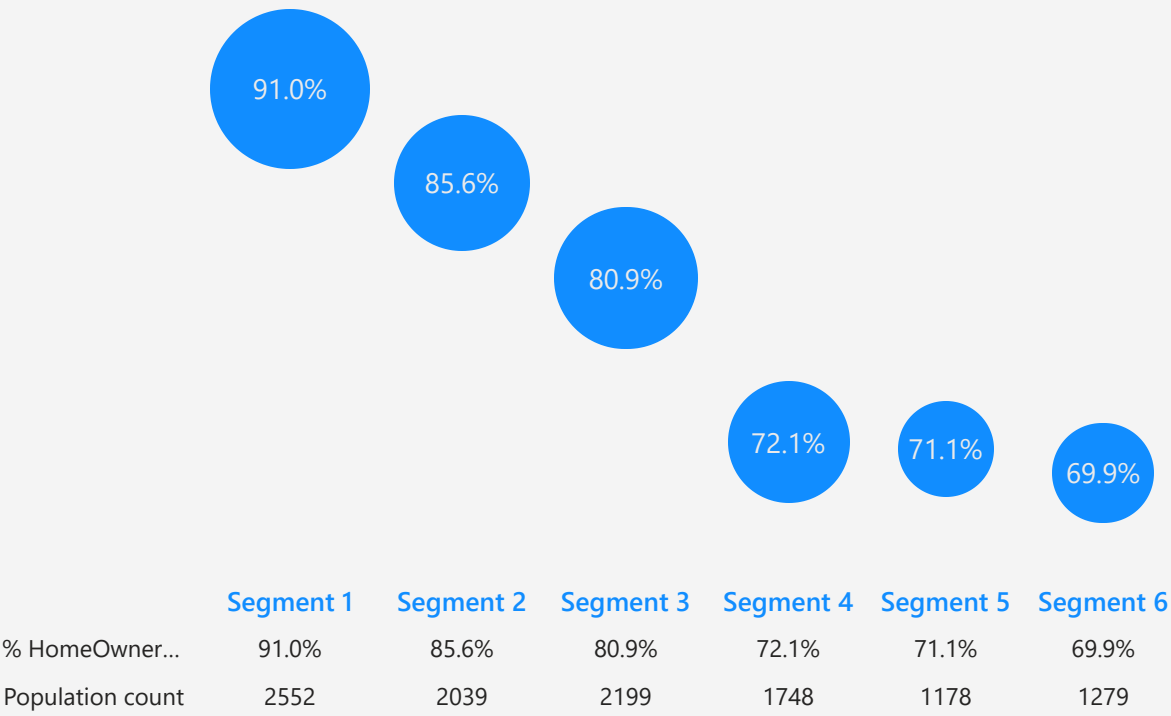


Key influencers Top segments



When is HomeOwner more likely to be  ?

We found 6 segments and ranked them by % HomeOwner is Y and population size...



Key influencers Top segments



What influences Average Retail Price to  ?

When...  
Sum of ProductPrice goes up 14490.96  
....the average of Average Retail Price increases by

₱467.0

← On average when Sum of ProductPrice increases, Average Retail Price also increases.

