





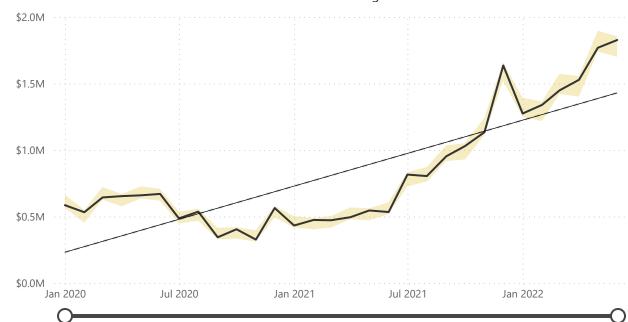
\$10.5M PROFIT

25.2K

ORDERS

2.2% **RETURN RATE** 





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

2,146 Prev Month: 2165 (-0.88%) Monthly Returns

166 Prev Month: 169 (+1.78%)

Most Ordered Product Type:

**Tires and Tubes** 

Most Returned Product Type:

**Shorts** 





Select all Europe North America Pacific













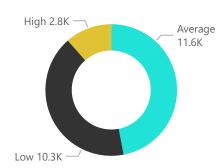




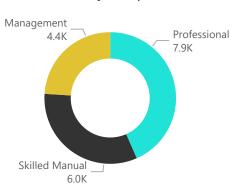
17.4K
UNIQUE CUSTOMERS

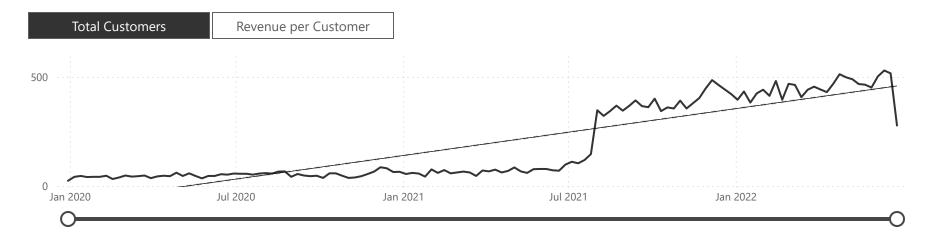
\$1,431
REVENUE PER CUSTOMER

## Orders by Income Level



## Orders by Occupation





## Top 100 Customers

<b>Customer Key</b>	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
Total		1,272	\$615,329

Year

2020 2022

Top Customer (by Revenue):

## Mr. Maurice Shan

Orders:

Revenue:

6

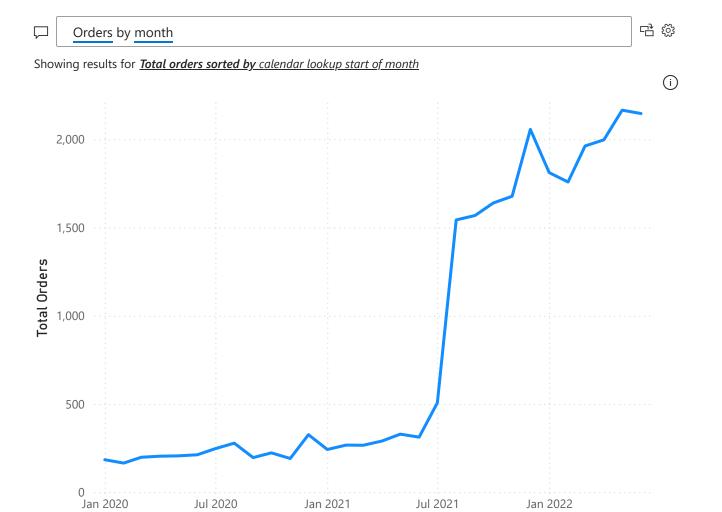
\$12.4K



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



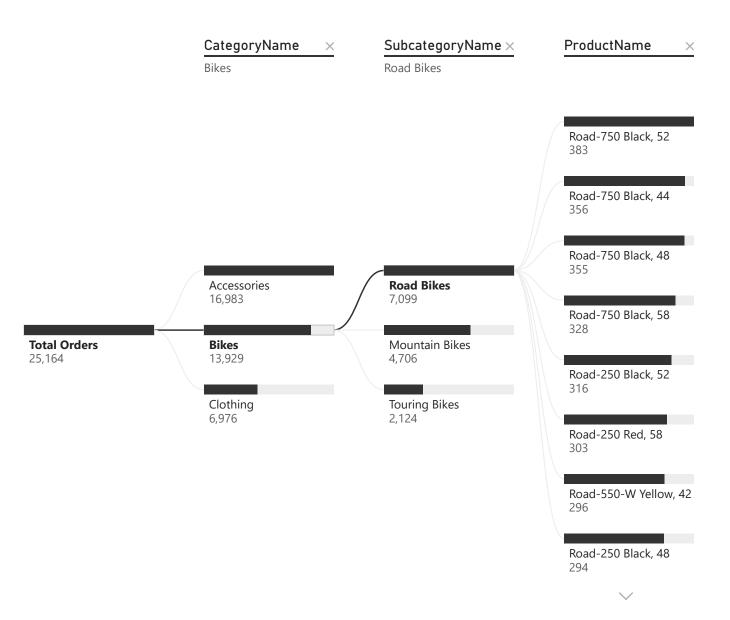




Start of Month

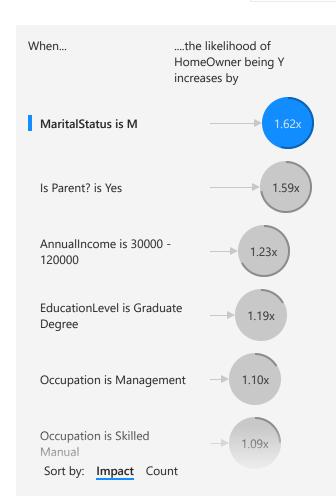
CategoryName	Total Orders
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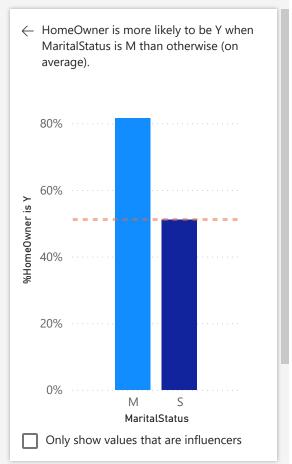
<b>⊞</b> Accessories	16,983
<b>⊟</b> Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
<b>⊞ Clothing</b>	6,976
Total	25,164



25K
Total Orders

What influences HomeOwner to be Y





✓ ?

What influences Average Retail Price to Increase

Increase  $\vee$  ?

