



\$24.9M

REVENUE

\$10.5M

PROFIT

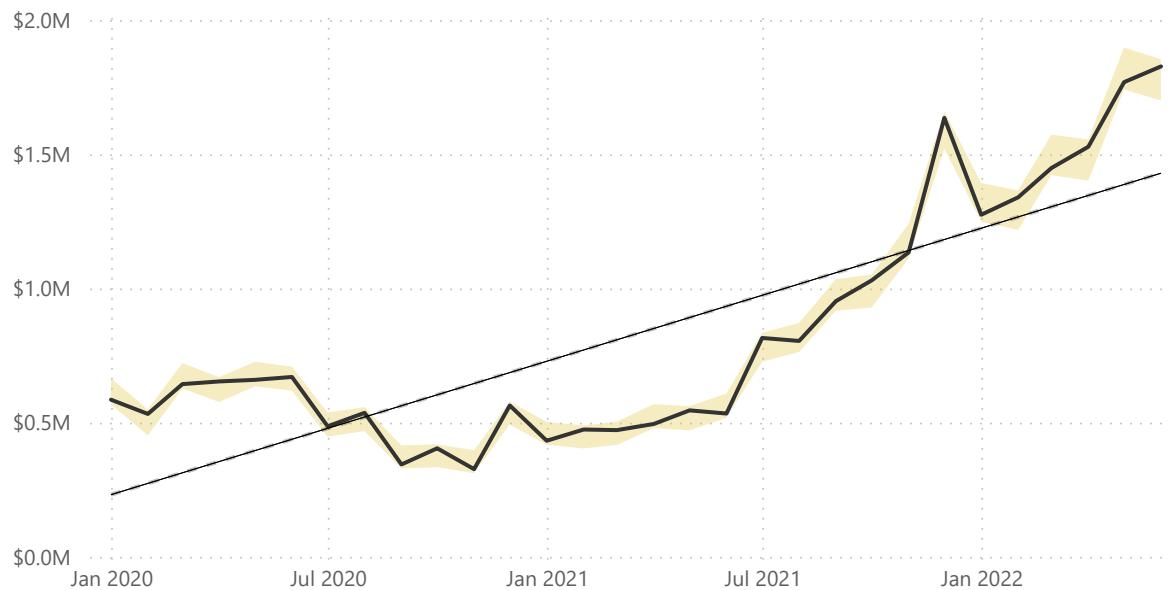
25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M

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

Monthly Orders

2,146!

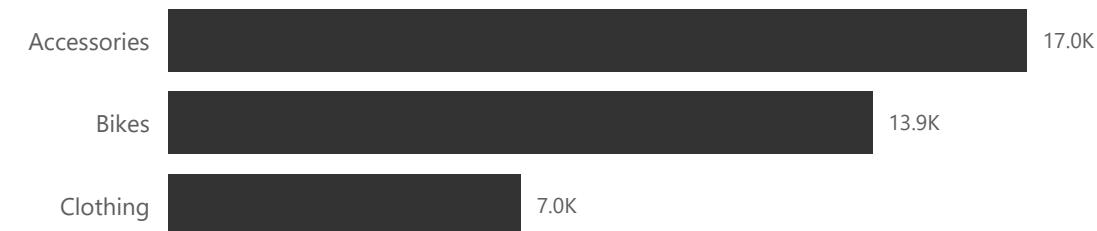
Prev Month: 2,165 (-0.88%)

Monthly Returns

166

Prev Month: 169 (+1.78%)

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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product

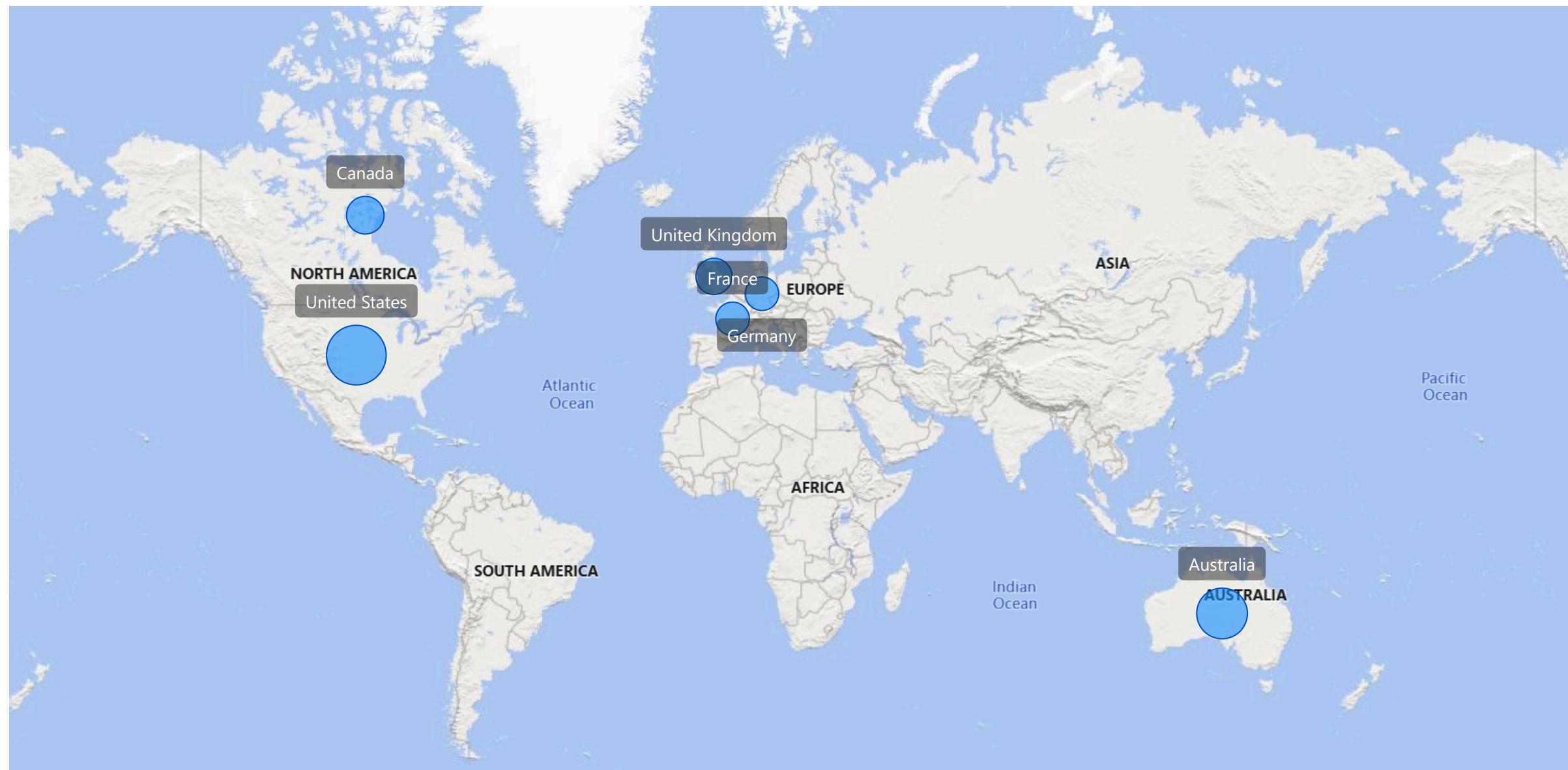
Shorts

Select all

Europe

North America

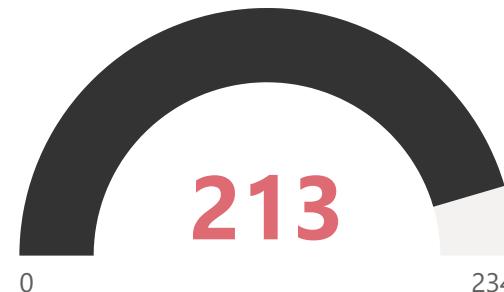
Pacific



Selected Product:

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Price Adjustment (%)

0.00

● Total Profit ● Adjusted Profit

\$400

\$200

\$0

Jul 2021

Sep 2021

Nov 2021

Jan 2022

Mar 2022

May 2022

Jul 2021

Sep 2021

Nov 2021

Jan 2022

Mar 2022

May 2022

Product Metric Selection

- Orders
- Revenue
- Profit
- Returns
- Return %

\$300

\$200

\$100

\$0

Jul 2021

Sep 2021

Nov 2021

Jan 2022

Mar 2022

May 2022

Jul 2021

Sep 2021

Nov 2021

Jan 2022

Mar 2022

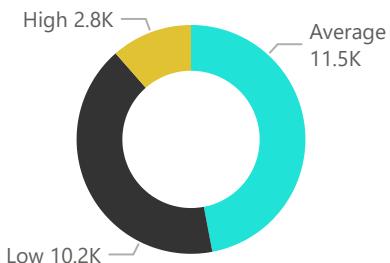
May 2022



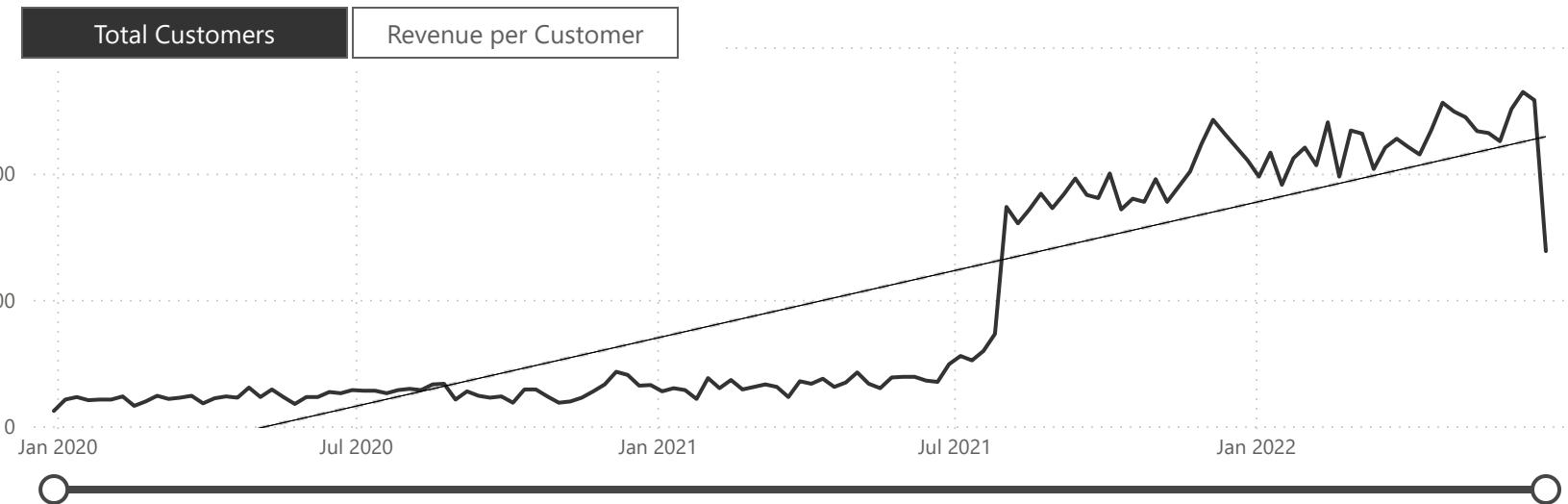
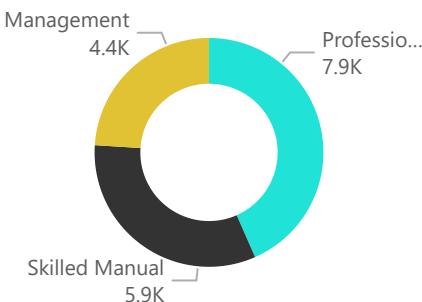
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	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
Total		1,264	\$605,798

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.41K



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,68K

\$24,914,587

Total Revenue

\$10,457,715

Total Profit

25,164

Total Orders

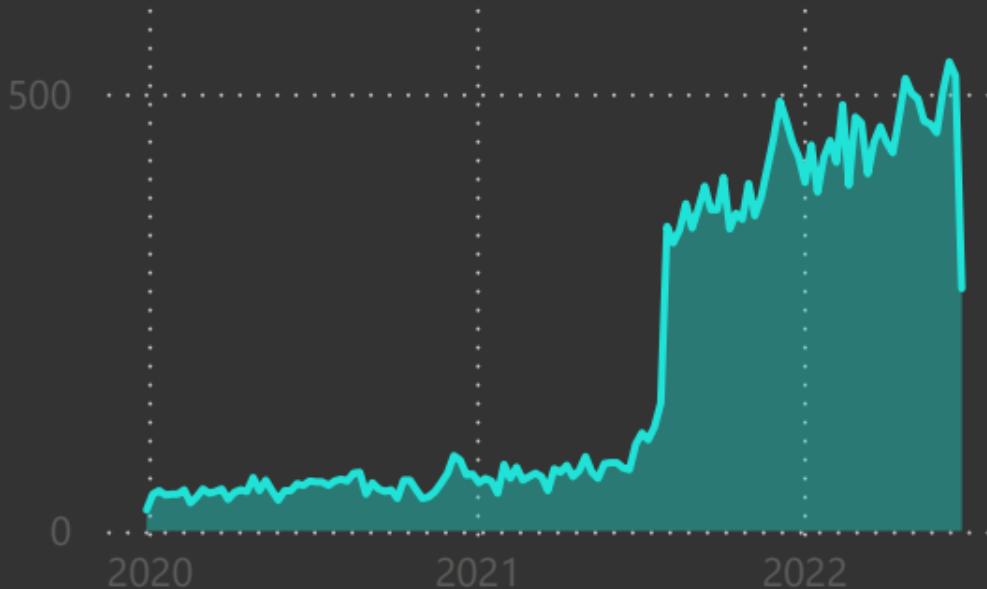
1,809

Total Returns

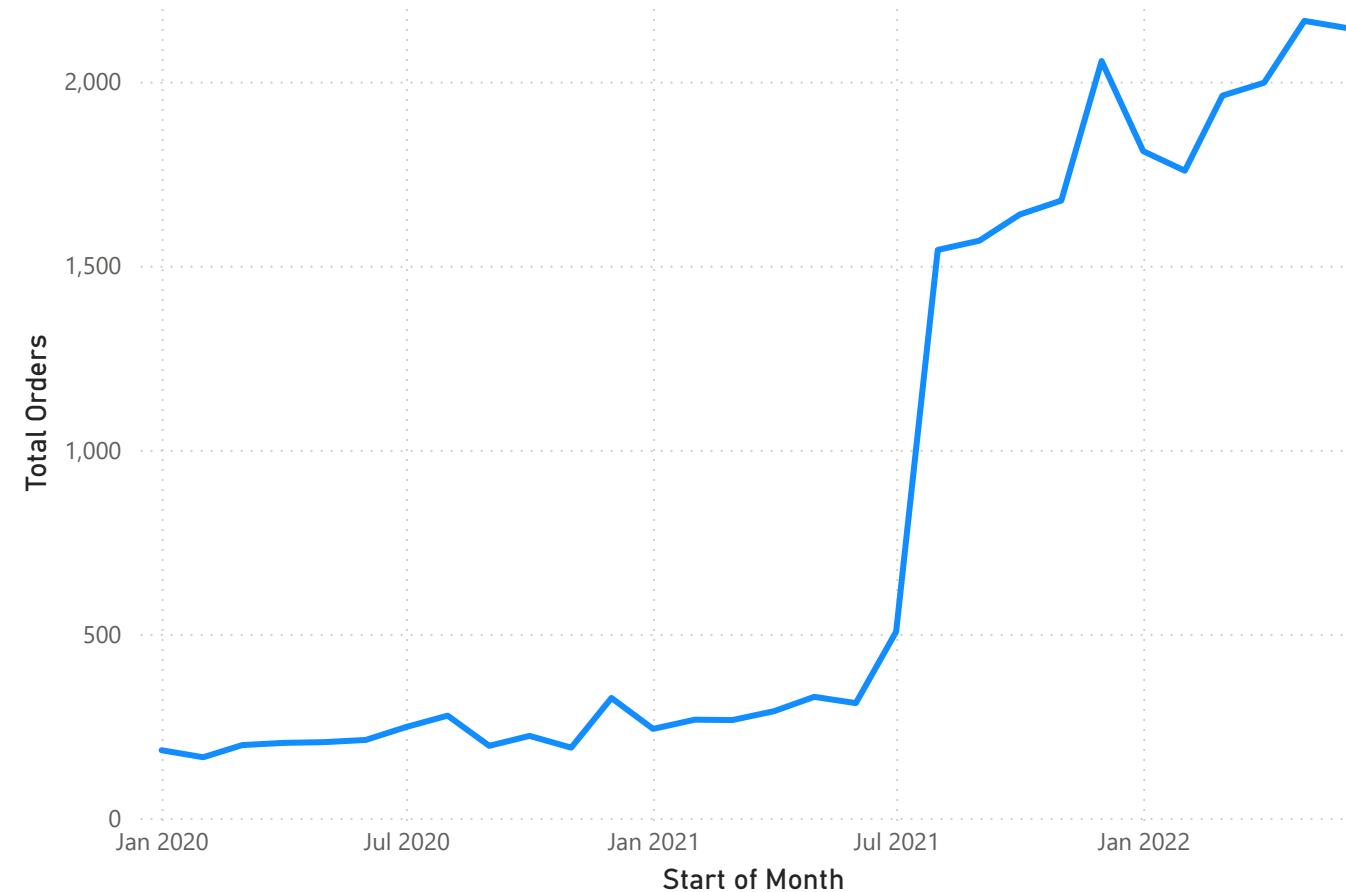
2.17%

Return Rate

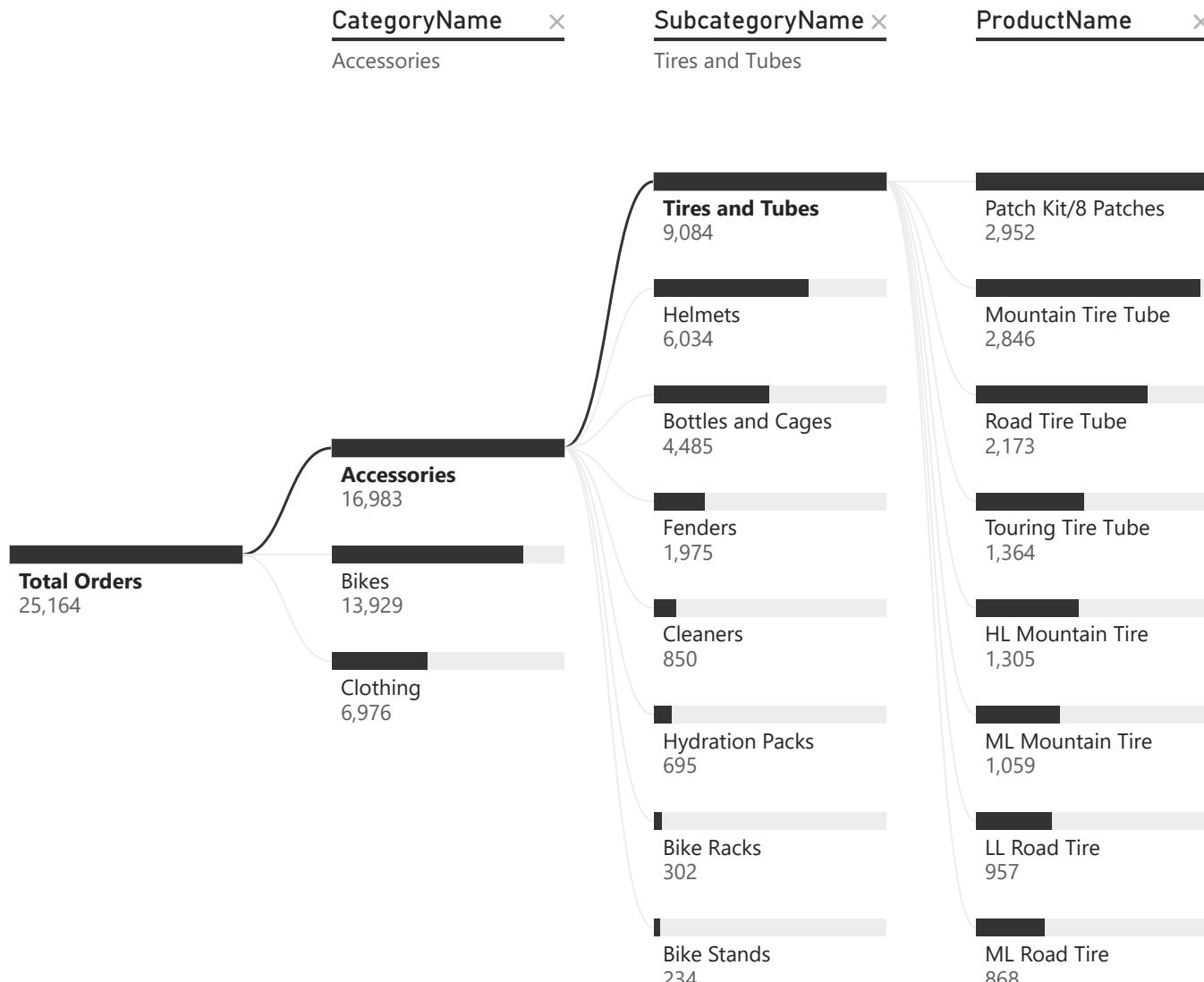
Weekly Orders



Total Orders by Start of Month



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



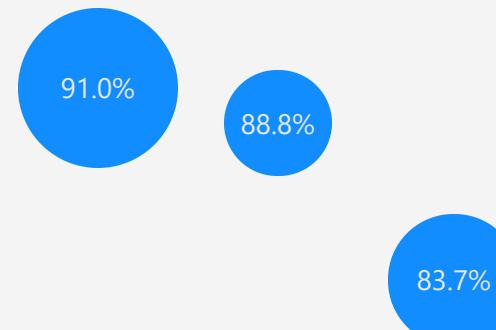
25K
Total Orders

Key influencers Top segments

When is HomeOwner more likely to be ?



We found 7 segments and ranked them by % HomeOwner is Y and population size. Sele...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	91.0%	88.8%	83.7%	75.7%	72.0%	69.9%
Population count	2535	1296	1854	1053	1740	1272

Key influencers Top segments

What influences Average Retail Price to ?

When...

....the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

\$478.6