



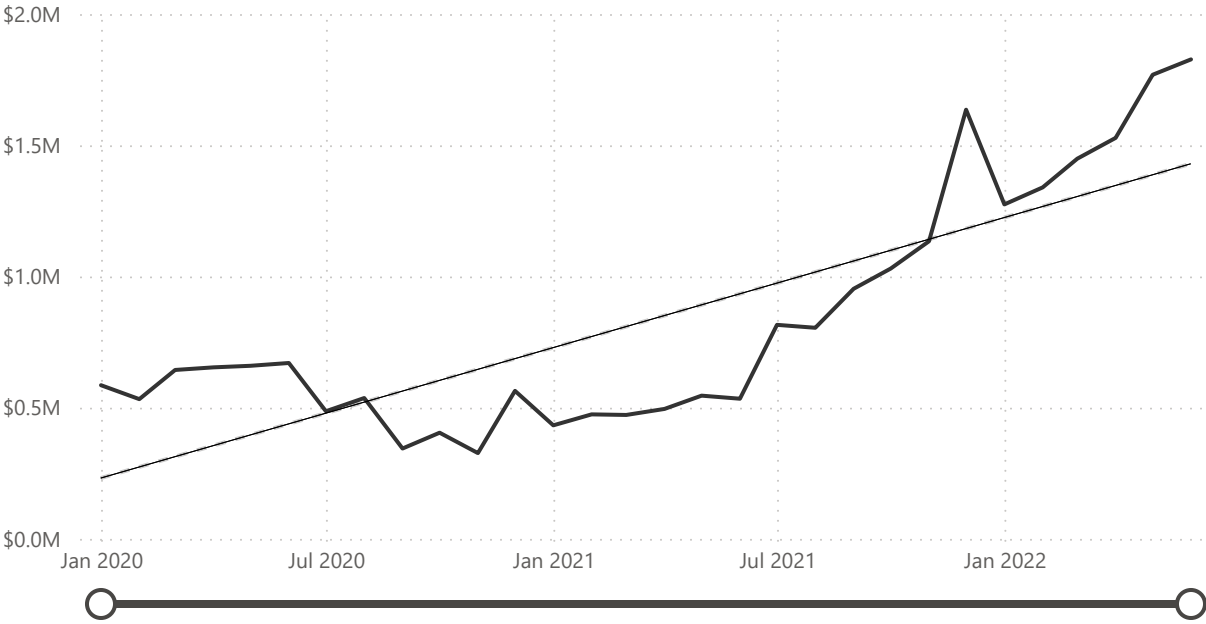
**\$24.9M**  
REVENUE

**\$10.5M**  
PROFIT

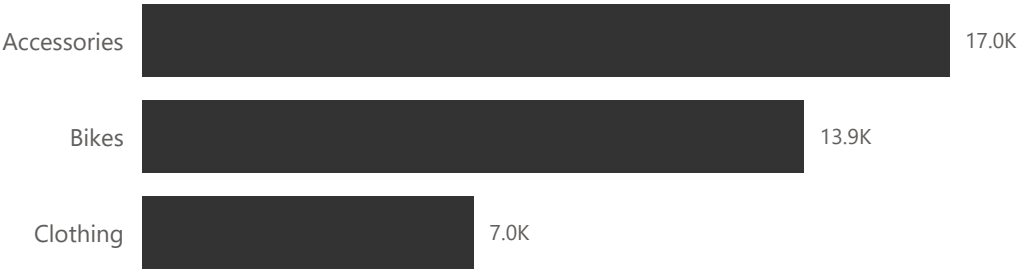
**25.2K**  
ORDERS

**2.2%**  
RETURN RATE

Revenue Trending



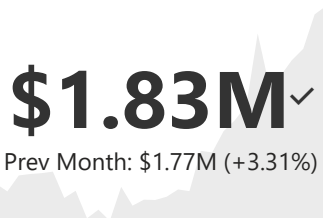
Orders by Category



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%

Monthy Revenue



Monthy Orders



Monthy Returns



Most Ordered Product Type

**Tires and Tubes**

Most Returned Product Type

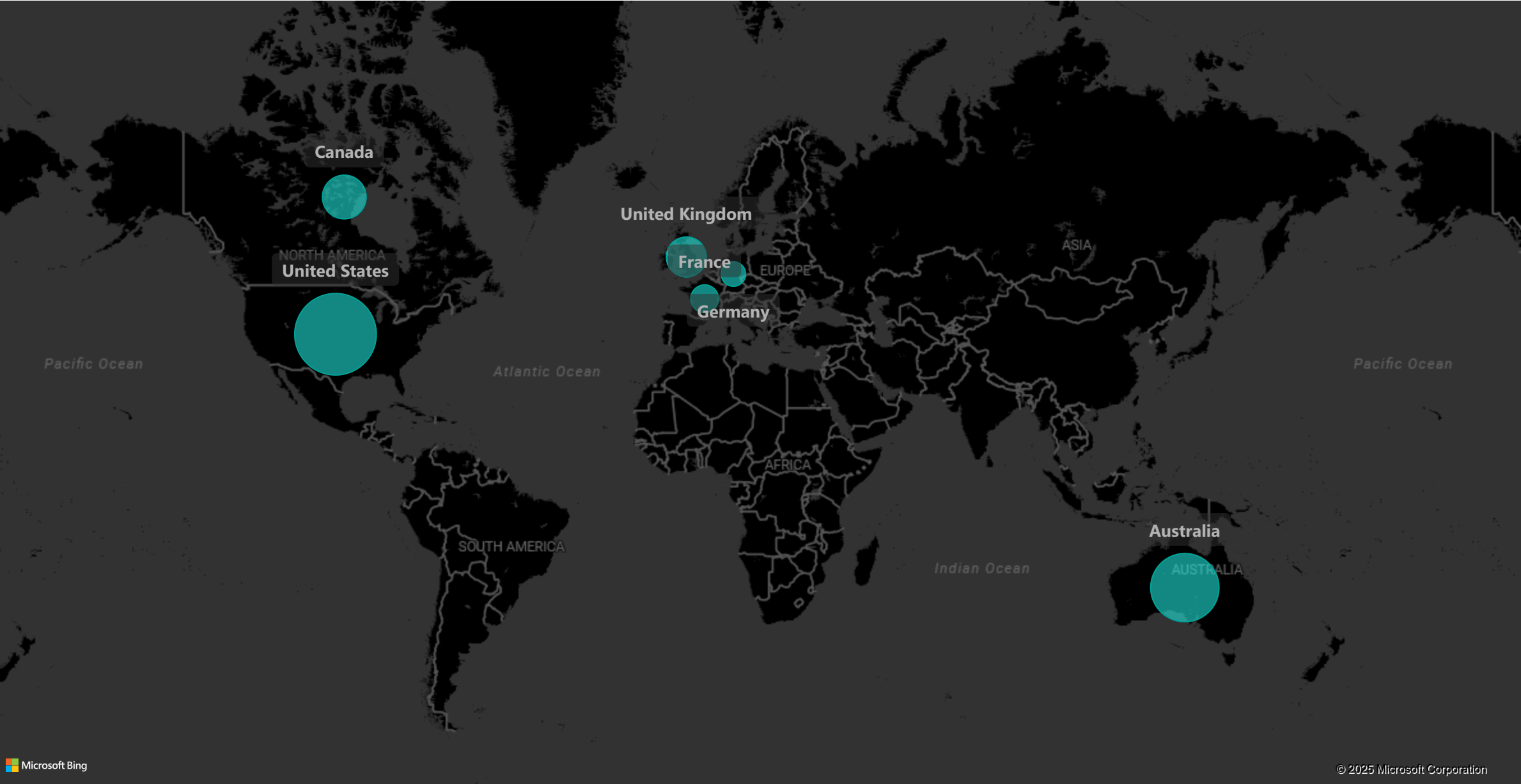
**Shorts**

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Price Adjustment %

1.00



Product Metric Selection



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

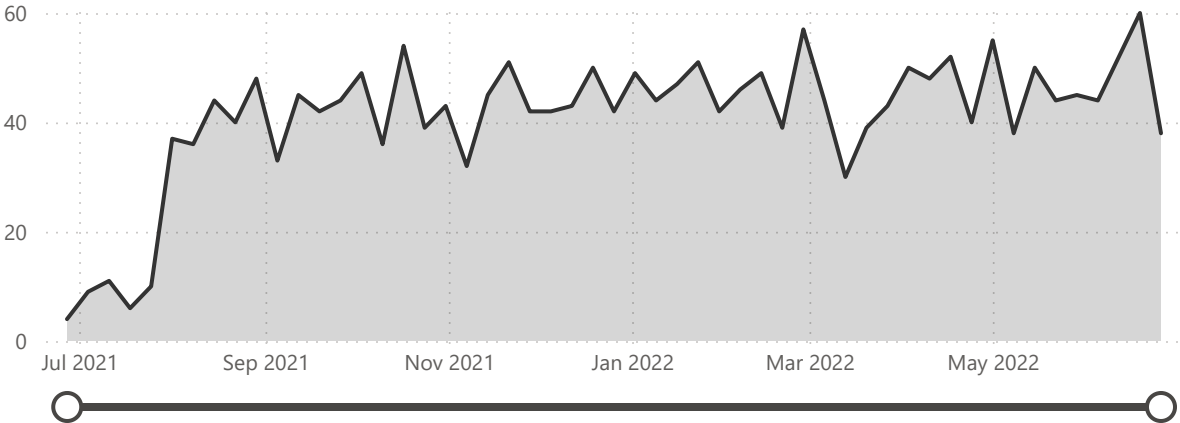
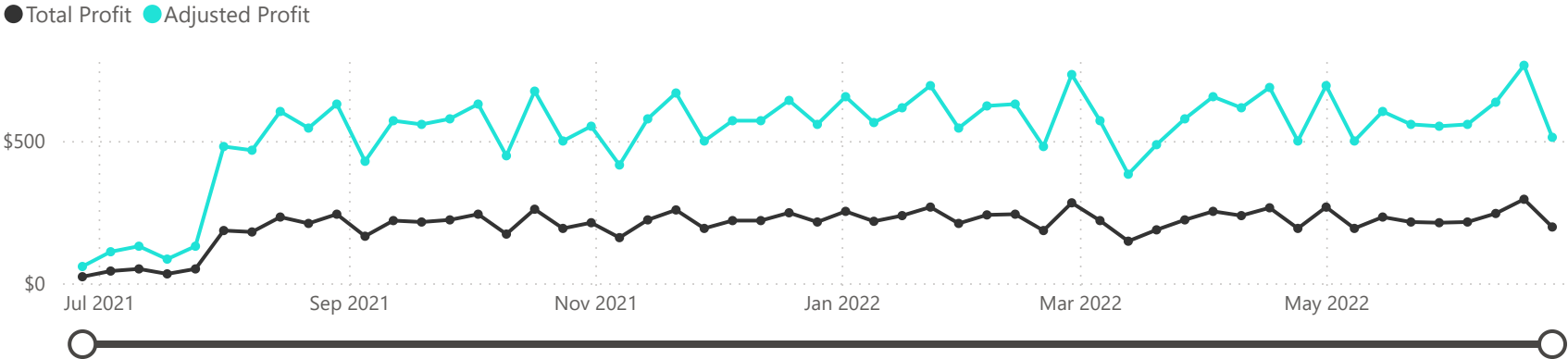
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Report Summary

Total orders for **Road Tire Tube** were **213**

Adjusted Profit (777.78% increase) and Total Profit (777.78% increase) both trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022.



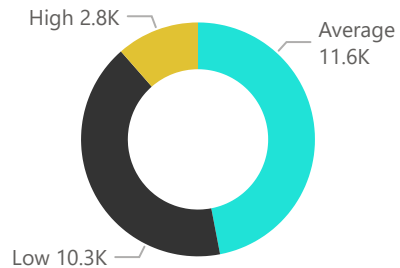
17.4K

UNIQUE CUSTOMERS

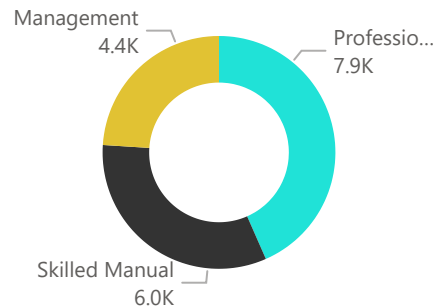
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

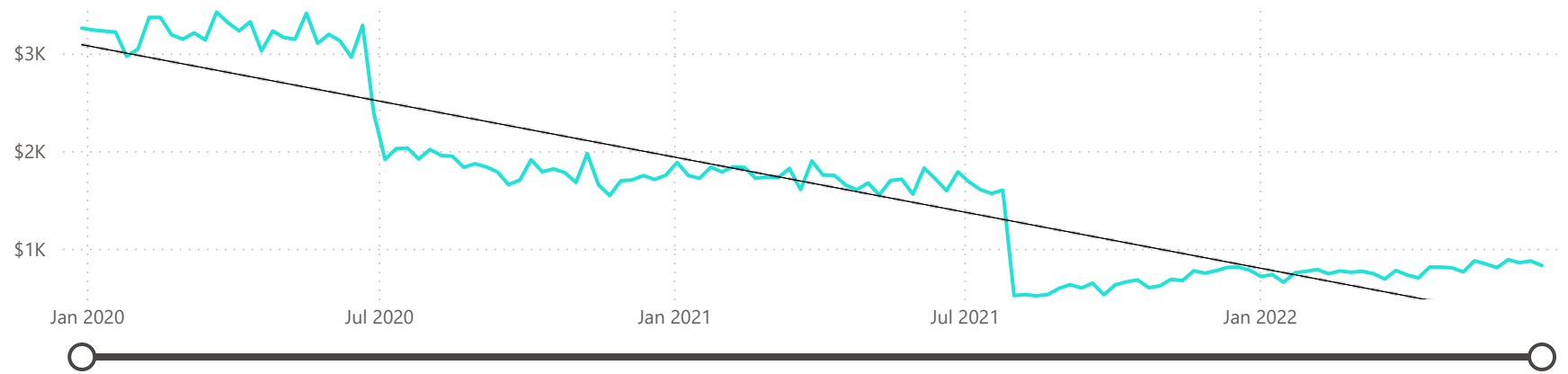


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

CustomerKey	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
Total		1,272	\$6,15,329

Year

2020

2022

Top Customer (by Revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among customers in skilled manual roles in 2022, Ruben Sanchez drove the most revenue at \$4683