



\$24.9M

Revenue

\$10.5M

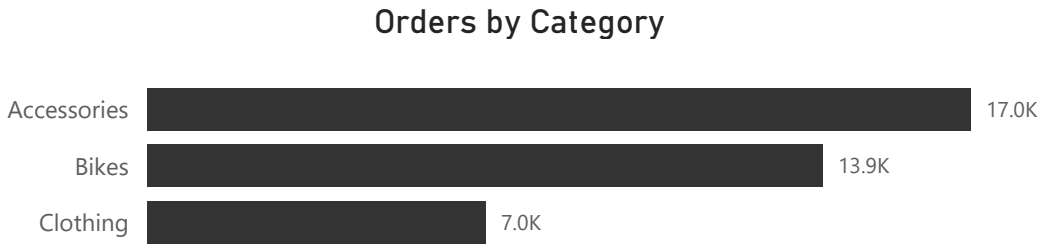
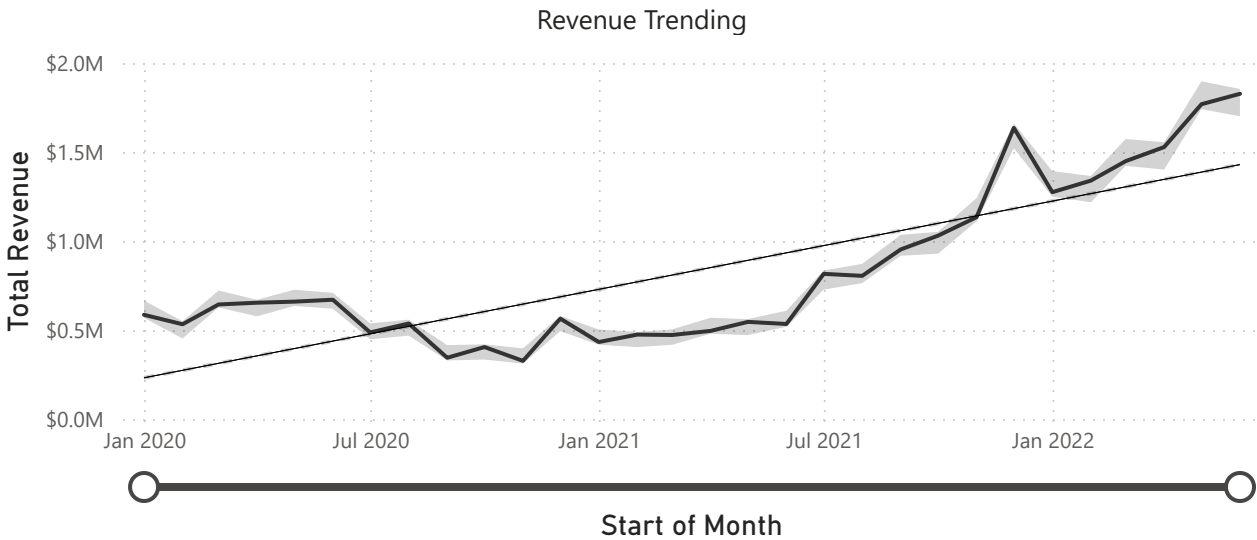
Profit

25.2K

Orders

2.2%

Return Rate



ProductName	Orders	Revenue	Return Rate
AWC Logo Cap	2062	\$35,882	1.1%
Fender Set - Mountain	1975	\$87,041	1.4%
Mountain Bottle Cage	1896	\$38,062	2.0%
Mountain Tire Tube	2846	\$28,333	1.6%
Patch Kit/8 Patches	2952	\$13,506	1.6%
Road Tire Tube	2173	\$17,265	1.5%
Sport-100 Helmet, Black	1940	\$65,270	2.7%
Sport-100 Helmet, Blue	1995	\$67,120	3.3%
Sport-100 Helmet, Red	2099	\$73,444	3.3%
Water Bottle - 30 oz.	3983	\$39,755	1.9%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most order Product. Type

Tires and Tubes

Most Return Product. Type

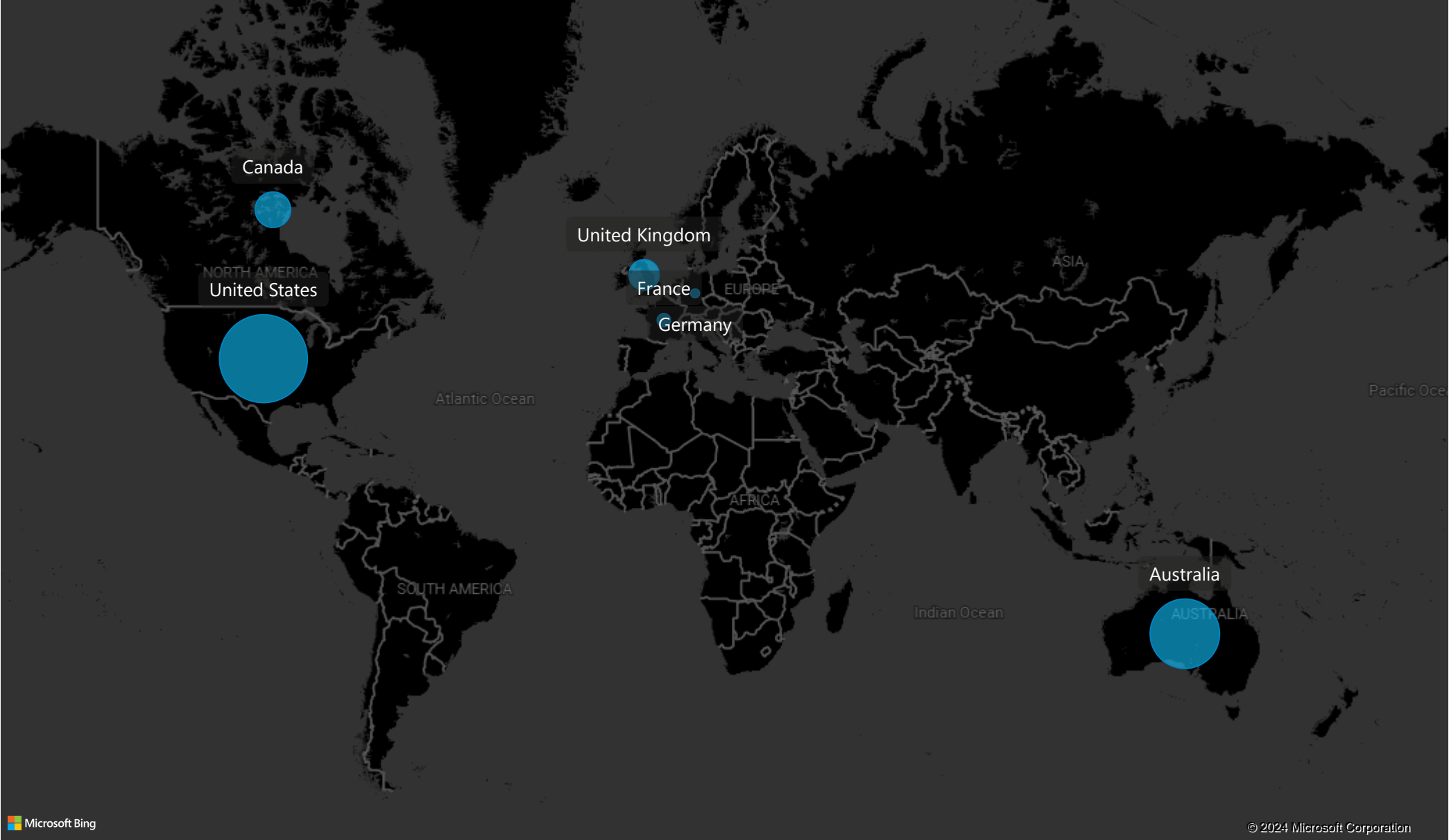
Bib-Shorts

Select all

Europe

North America

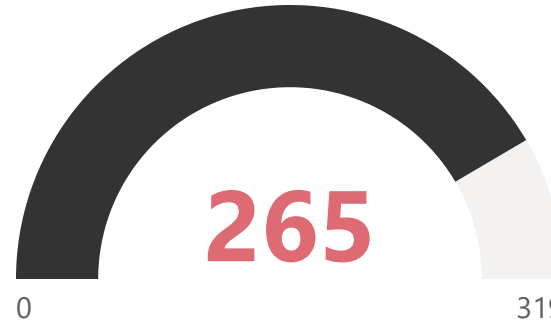
Pacific



Selected Product

Patch Kit/8  
Patches

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

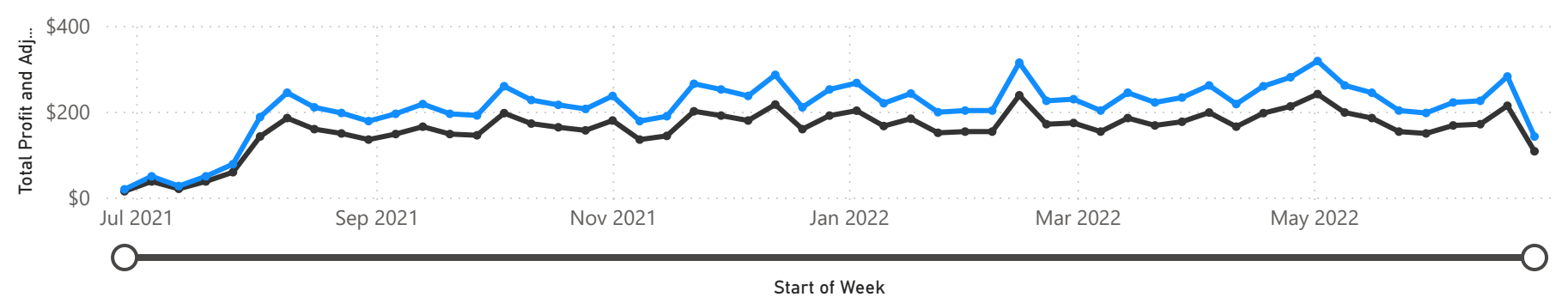


Price Adjustments

0.20



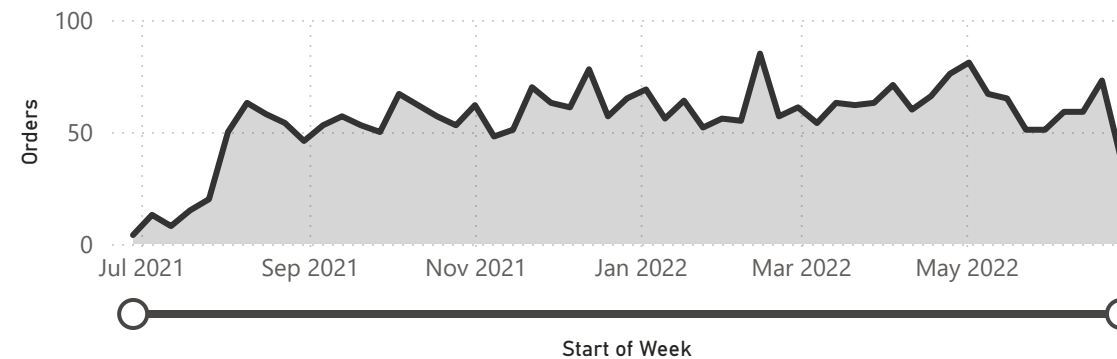
● Total Profit ● Adjusted Profit



Product Metric Select...

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

Return Trending



Report Summary

Total orders for **Patch Kit/8 Patches** were **2952**

Adjusted Profit (650.00% increase) and Total Profit (650.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending down on Monday, May 23, 2022, falling by 29.91% (60.53) in 1.13 months.



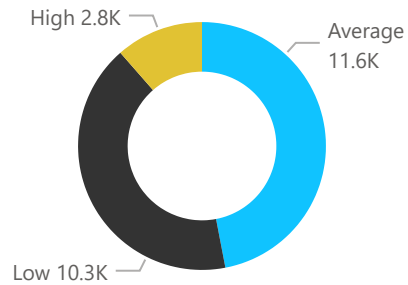
# \$1.4K

Revenue per Customer

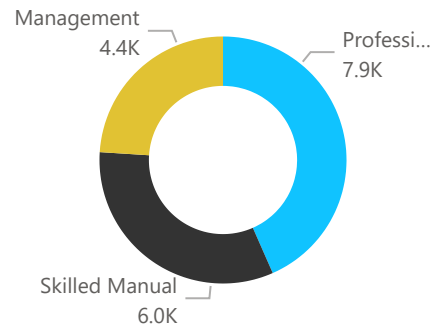
# 17.4K

Unique Customers

Orders by Income Level

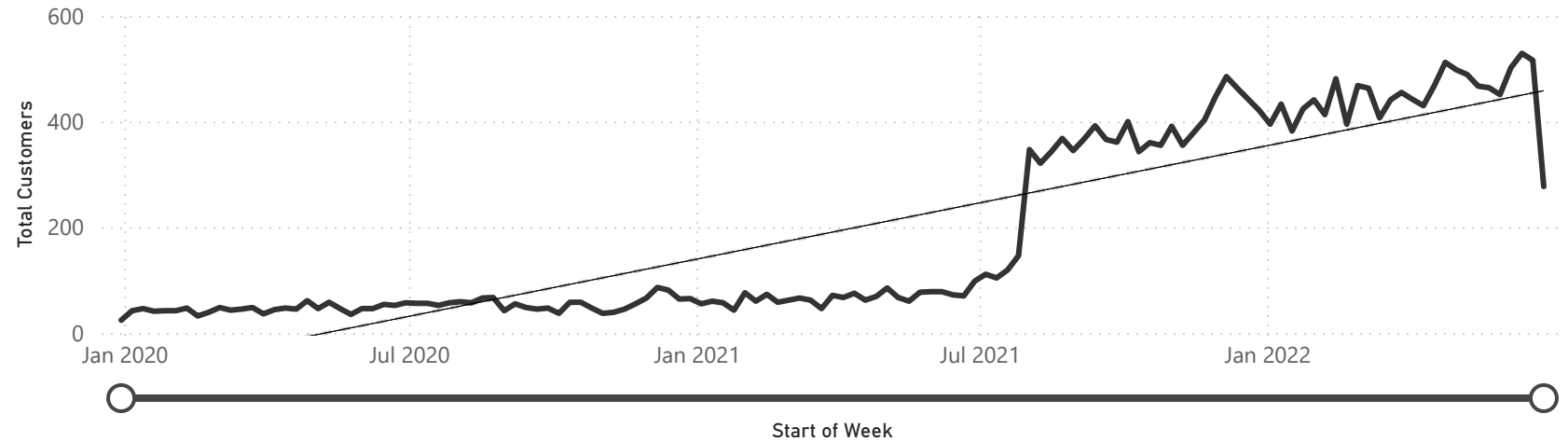


Orders by Occupation



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
Total		1272	\$615,329

Top Customer by Revenue

## Mr. MAURICE SHAN

Orders

6

Revenue

12.4K

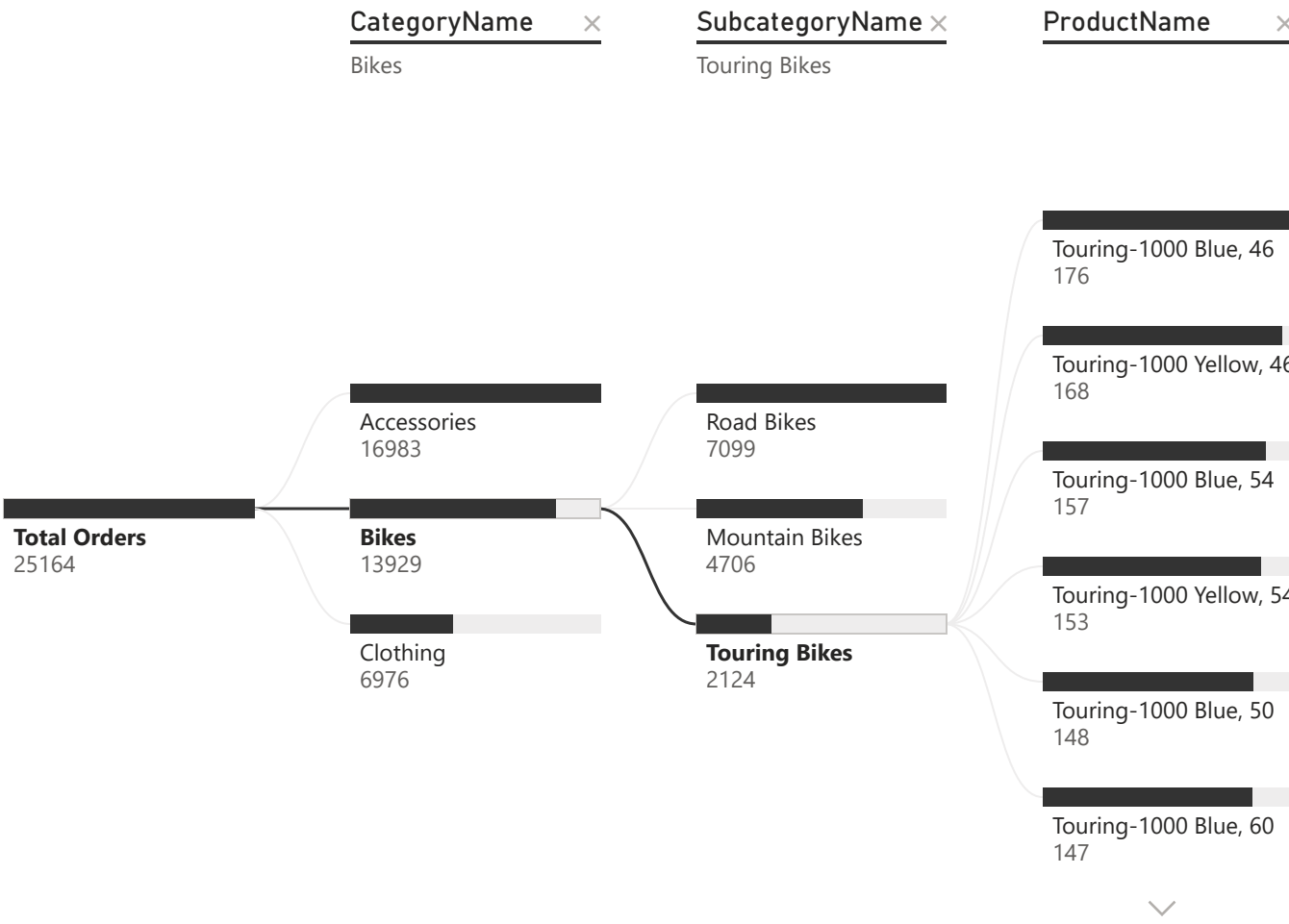
Year

2020

2022



Top Customer Mr Shan



25K

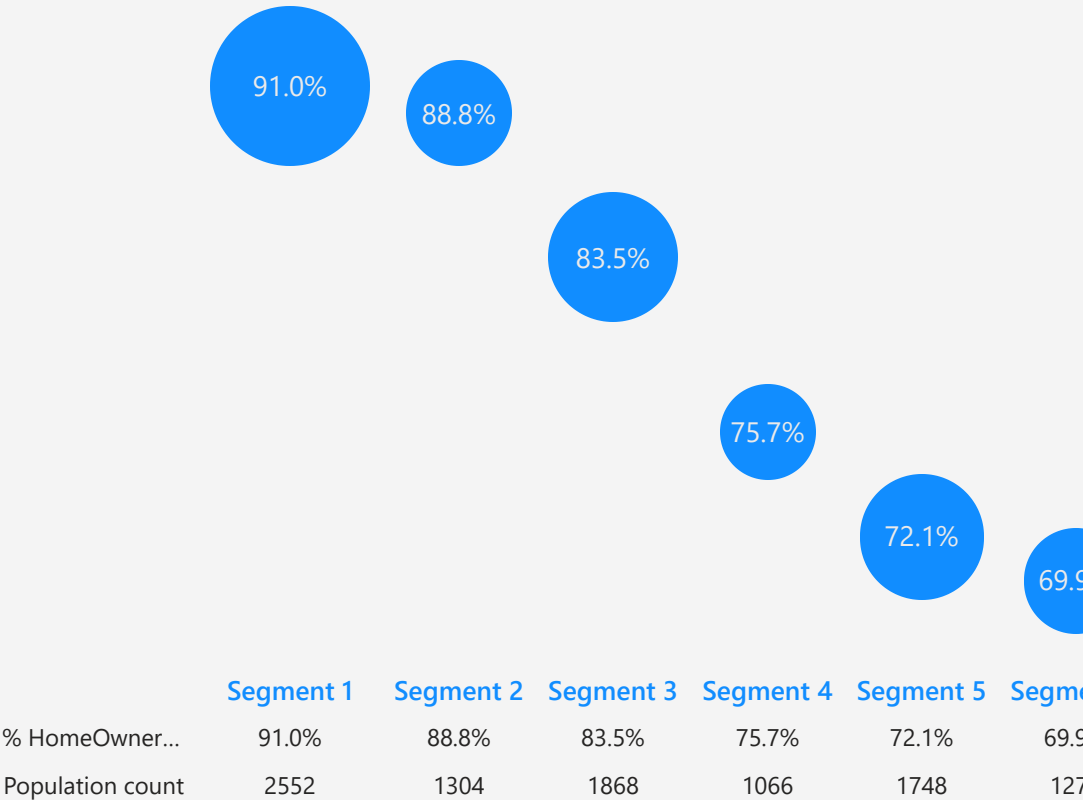
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be  ?

We found 7 segments and ranked them by % HomeOwner is Y and popu...



Key influencers Top segments



What influences ProductPrice to  ?

When...

...the average of ProductPrice decreases by

Sum of ProductCost goes down 516.73

\$865.7

← On average when Sum of ProductCost decreases, ProductPrice also decreases.

