



2.2%

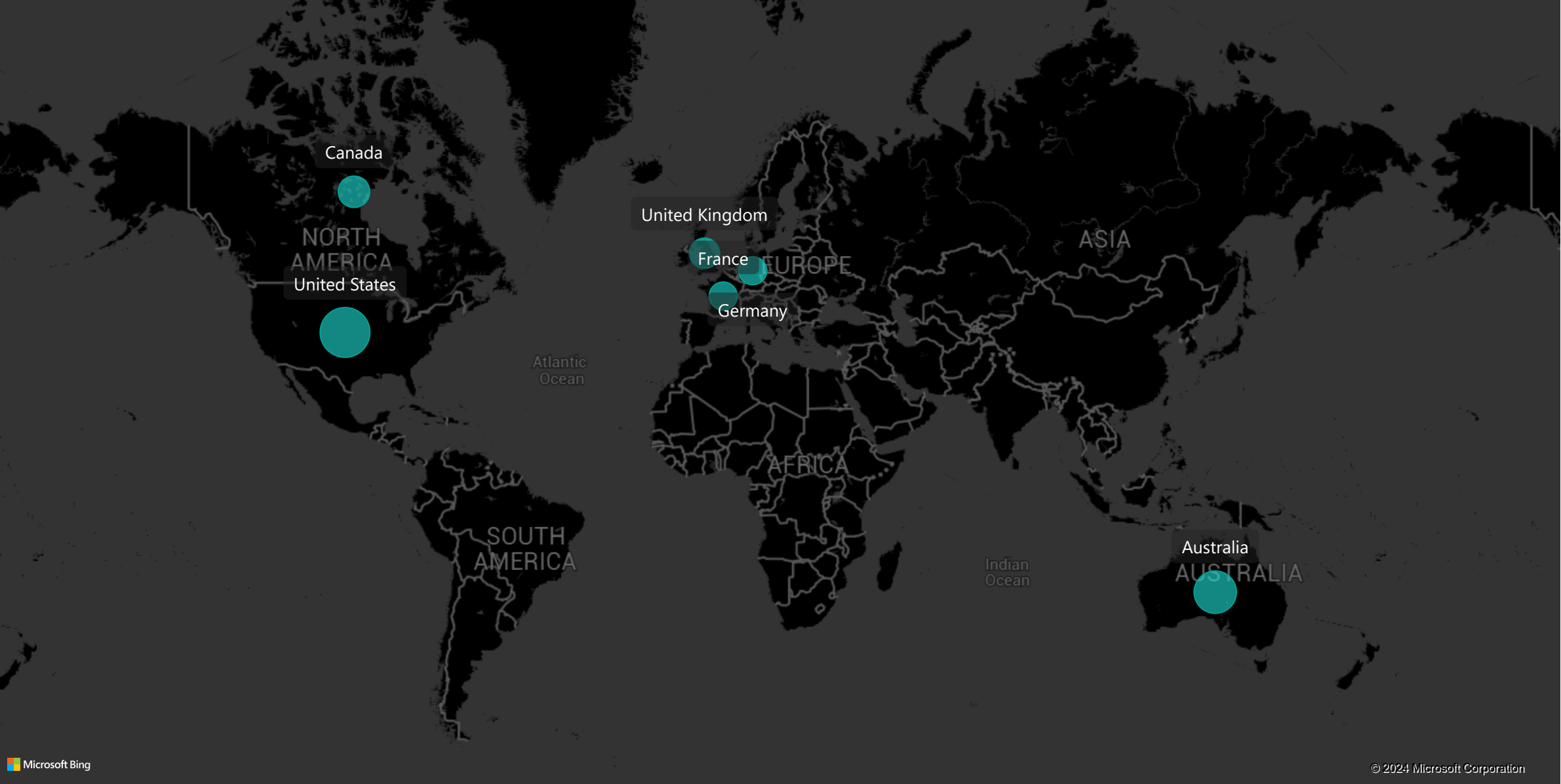
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target

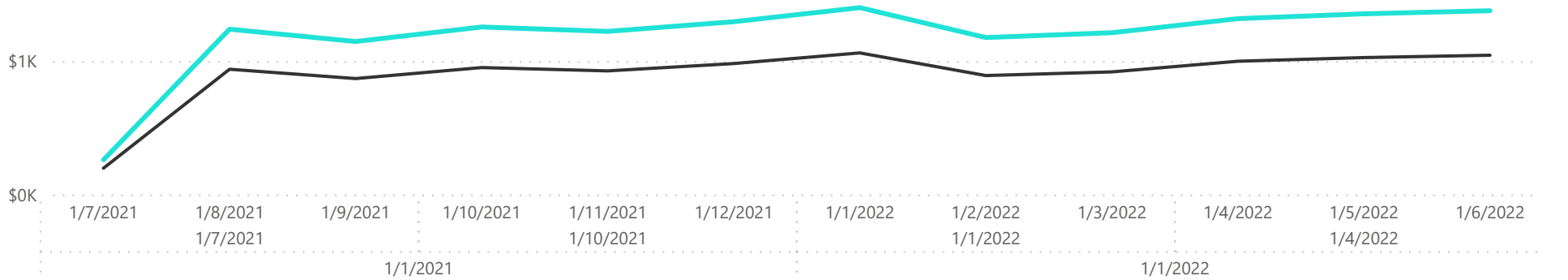


Monthly Profit vs Target



Profit Trend

● Total Profit ● Adjusted Profit



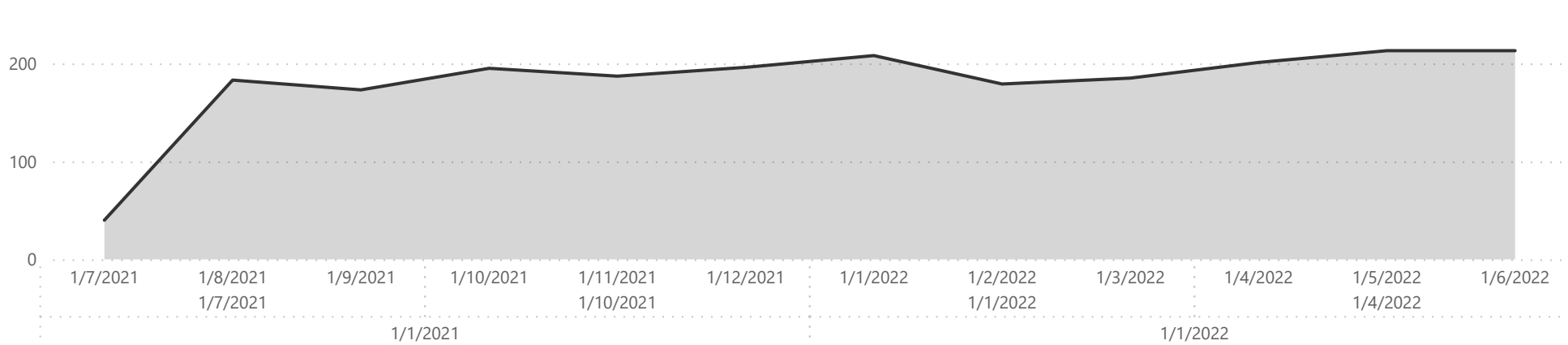
Price Adjustments (%)

0.20



Product Metric Selection

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





UNIQUE CUSTOMERS

17.4K

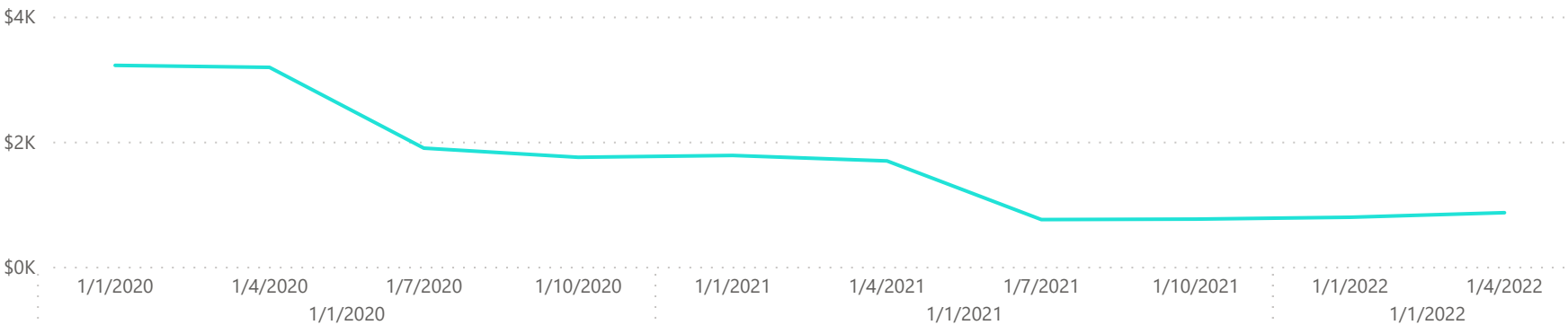
REVENUE PER CUSTOMER

\$1,431

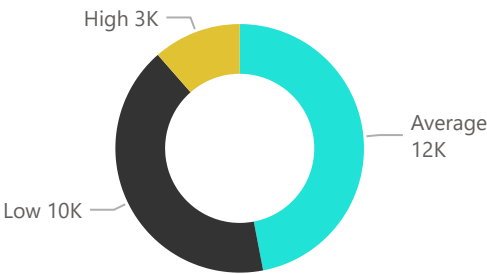
Total Customers

Revenue per Customer

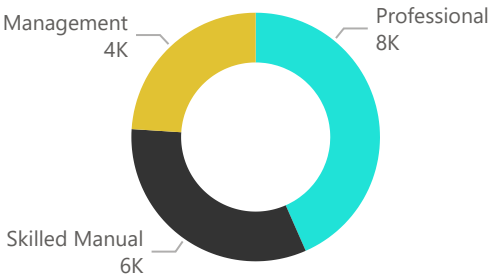
Revenue per Customer



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
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

2020

2022



Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K



Among the customers in Professional level, Ms. Veronica Rana tops with 2 orders in 1stQ of 2022

\$24,914,587

Total Revenue

\$10,457,715

Total Profit

25,164

Total Orders

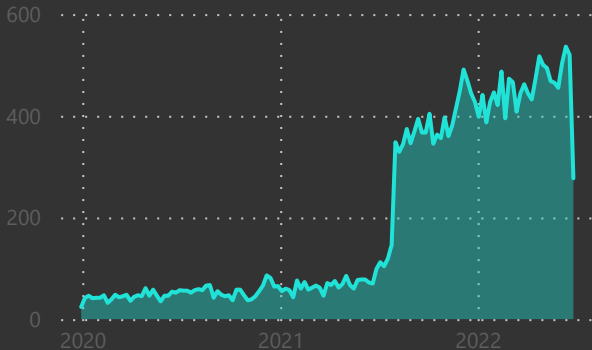
1,809

Total Returns

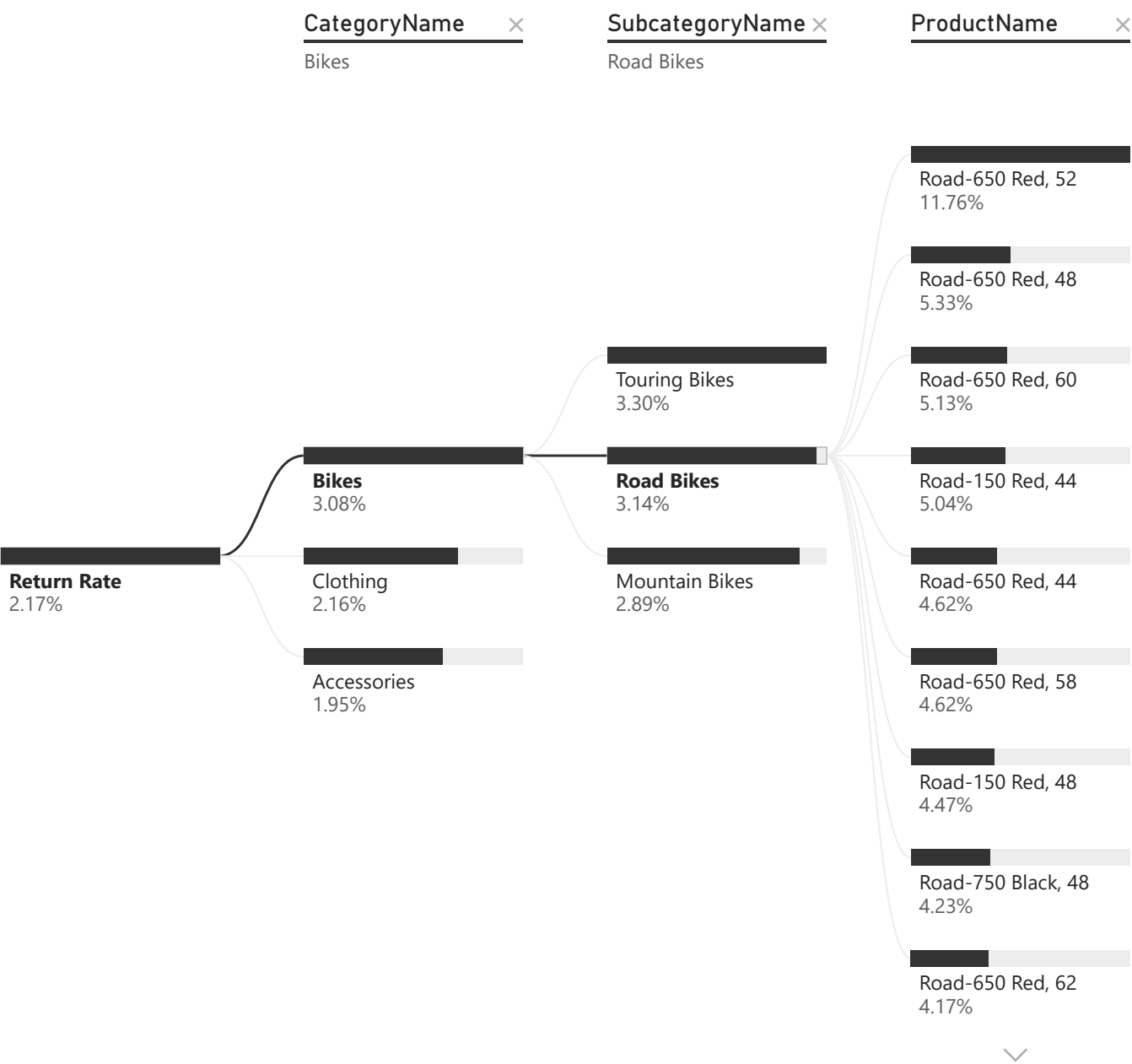
2.17%

Return Rate

Weekly Orders



Return Rate Decomposition Tree



25K

Total Orders

1,809

Total Returns

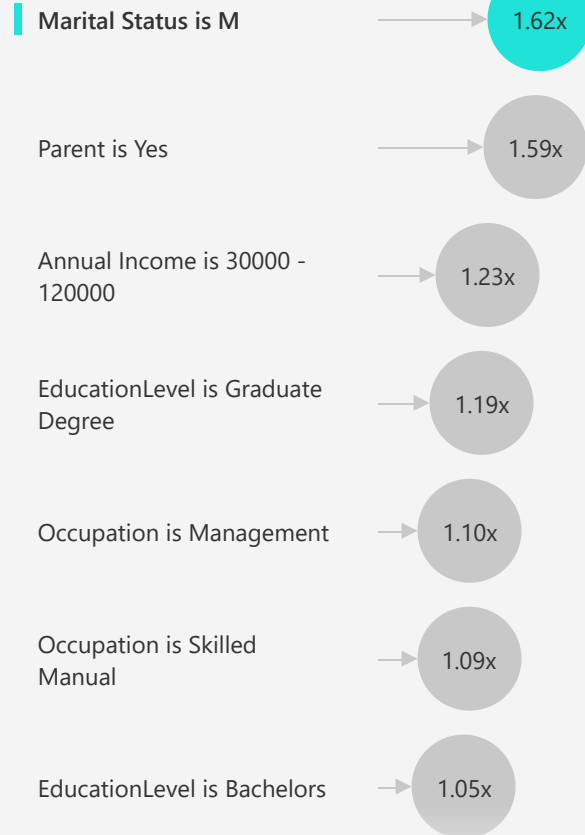
Product Key Influencers

Key influencers Top segments

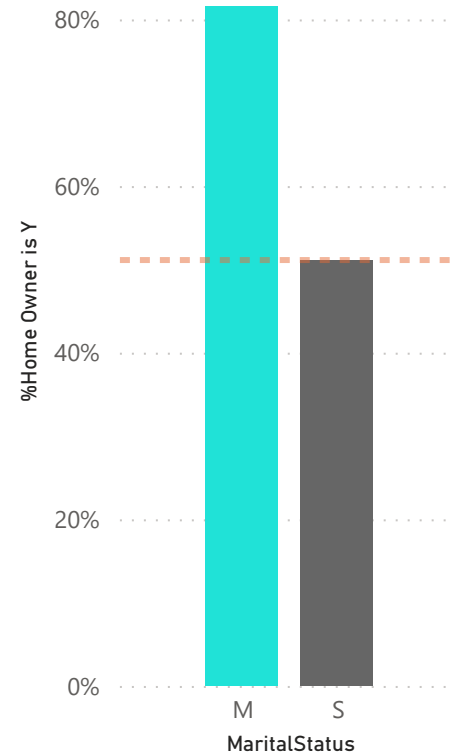


What influences Home Owner to be ?

When...
...the likelihood of Home Owner being Y increases by



← Home Owner is more likely to be Y when Marital Status is M than otherwise (on average).



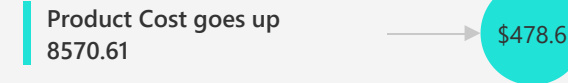
☐ Only show values that are influencers

Key influencers Top segments



What influences Average Retail Price to ?

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



← On average when Product Cost increases, Average Retail Price also increases.

