



REVENUE

\$24.9M

PROFIT

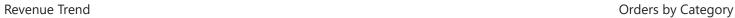
\$10.5M

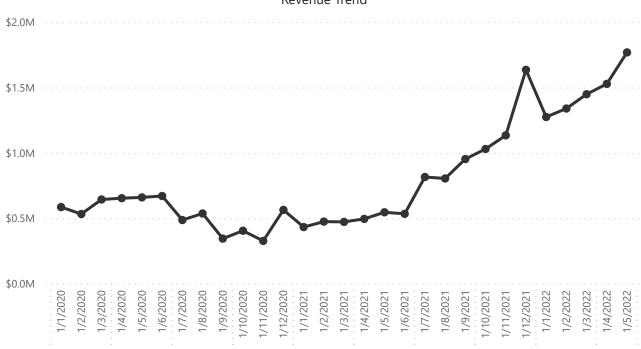
ORDERS

25.2K

RETURN RATE

2.2%





1/1/2020 : 1/4/2020 1/10/2020 1/1/2021 1/4/2021 1/7/2021 1/10/2021 1/1/2022 1/4/2... 2020 2021 2022

Monthly Revenue

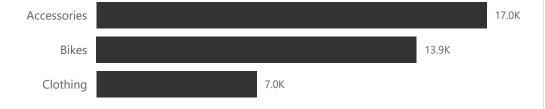
Monthly Orders

Monthly Revenue

\$1.83M Previous Month: \$1.77M (+3.31%)

2,146 Previous Month: 2,165 (-0.88%) 166

Previous Month: 169 (+1.78%)



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%
Road Bottle Cage	1,668	\$29,928	1.68%
Touring Tire Tube	1,364	\$13,673	1.64%
HL Mountain Tire	1,305	\$45,675	3.75%
ML Mountain Tire	1,059	\$63,549	1.32%
LL Road Tire	957	\$40,917	2.26%

Most Ordered Product Type:

Most Returned Product Type:

Tires and Tubes

Shorts





Select all Europe North America Pacific











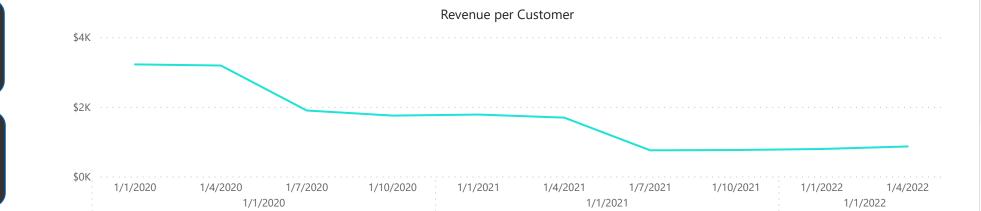


UNIQUE CUSTOMERS

17.4K

REVENUE PER CUSTOMER

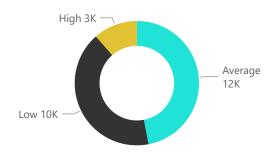
\$1,431



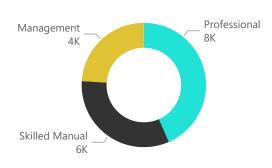
Revenue

Revenue per Customer

Orders by Income Level



Orders by Occupation



Top 100 Customers

Orders

Total Customers

Customer Key Full Name

				▼
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		1,27	72	\$615,329



Top Customer (by Revenue):

Mr. Maurice Shan

Orders: Revenue:

6

\$

\$12.4K



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



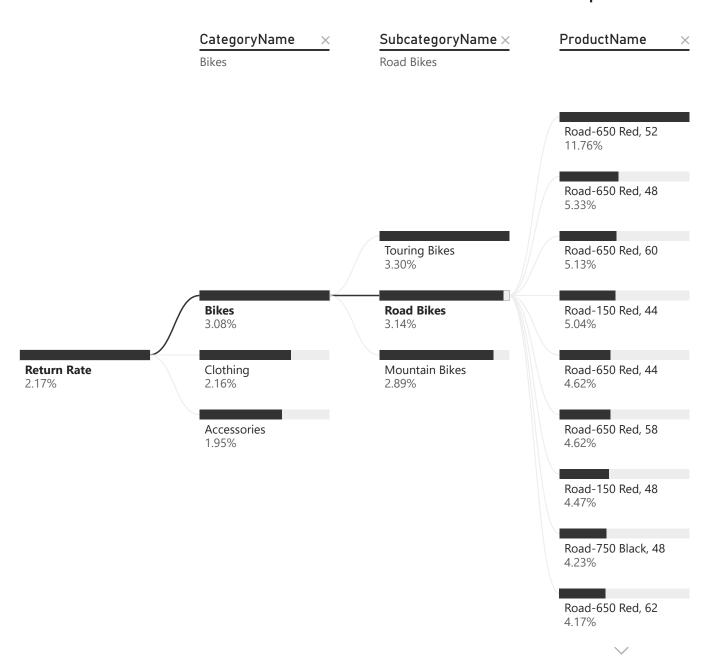








Return Rate Decomposition Tree



25K
Total Orders

1,809Total Returns







Product Key Influencers

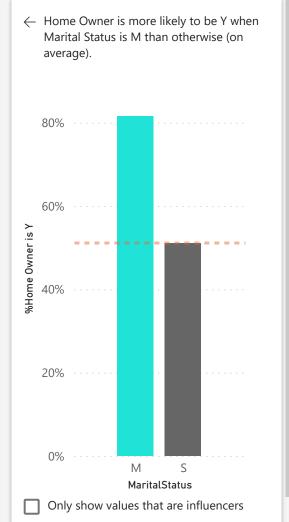
What influences Home Owner to be Y ? When... When... When... When... When... When... I.62x A marital Status is M Top segments ? Home Owner is more likely to be Y when Marital Status is M than otherwise (on average).

1.59x

1.23x

1.09x

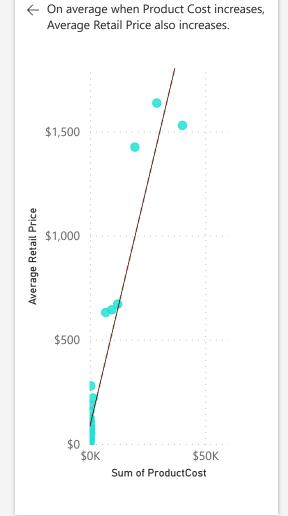
1.05x



Key influencers Top segments

What influences Average Retail Price to Increase







Parent is Yes

120000

Degree

Manual

Annual Income is 30000 -

EducationLevel is Graduate

Occupation is Management

EducationLevel is Bachelors

Occupation is Skilled









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