

Revenue

\$1,83M

Prev Month: \$1,77M (+3.31%)

Orders

2 146

Prev Month: 2 165 (-0.88%)

Profit

\$0,77M

Prev Month: \$0,75M (+2.77%)

Active Customers

2 087

Prev Month: 2105 (-0.86%)

Orders by Category

Accessories

17,0K

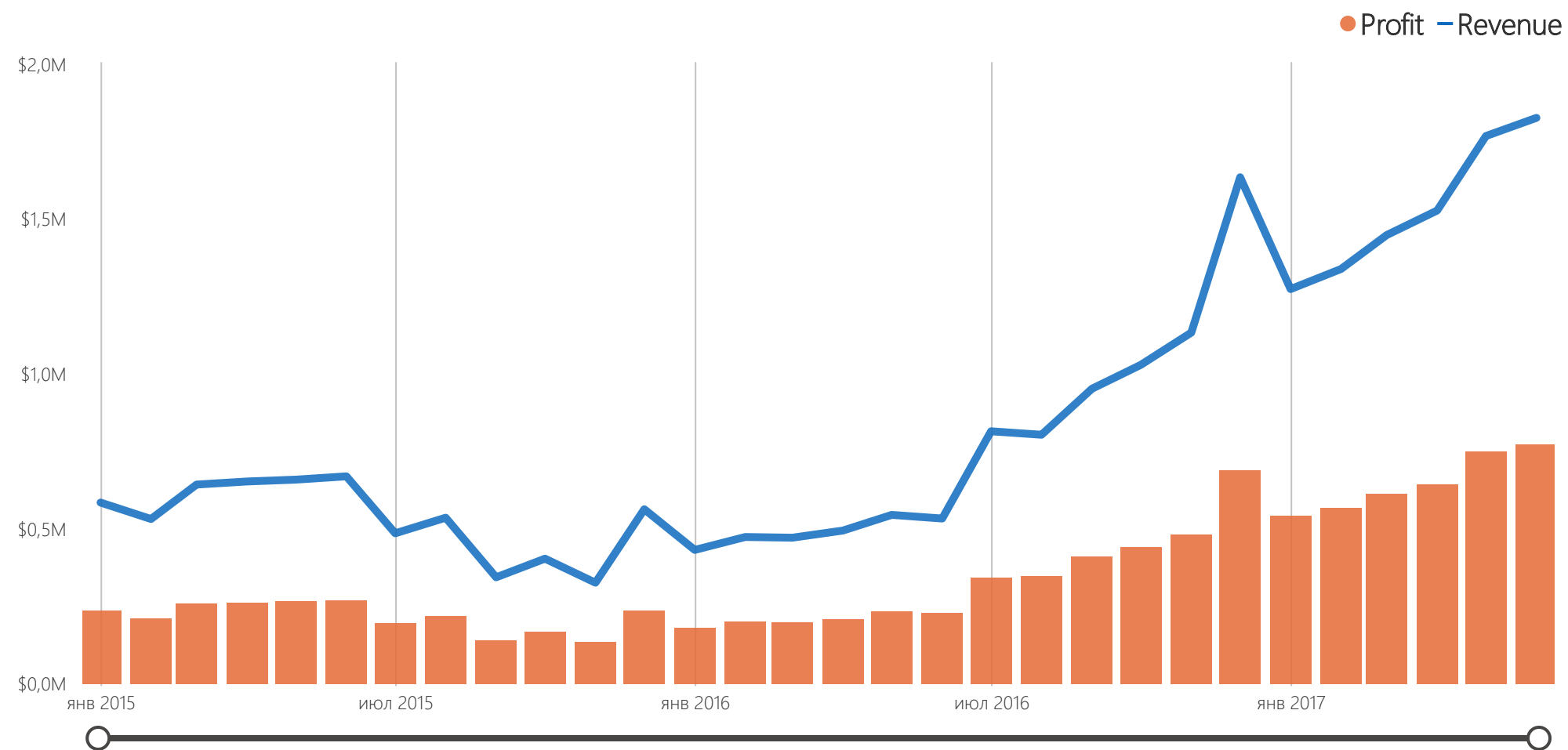
Bikes

13,9K

Clothing

7,0K

Profit & Revenue Trending



Orders by Countries

United States

8,7K

Australia

6,1K

Canada

3,0K

United Kingdom

2,8K

France

2,3K

Germany

2,3K

Top Ordered Product Type

Tires and Tubes

Top Returned Product Type

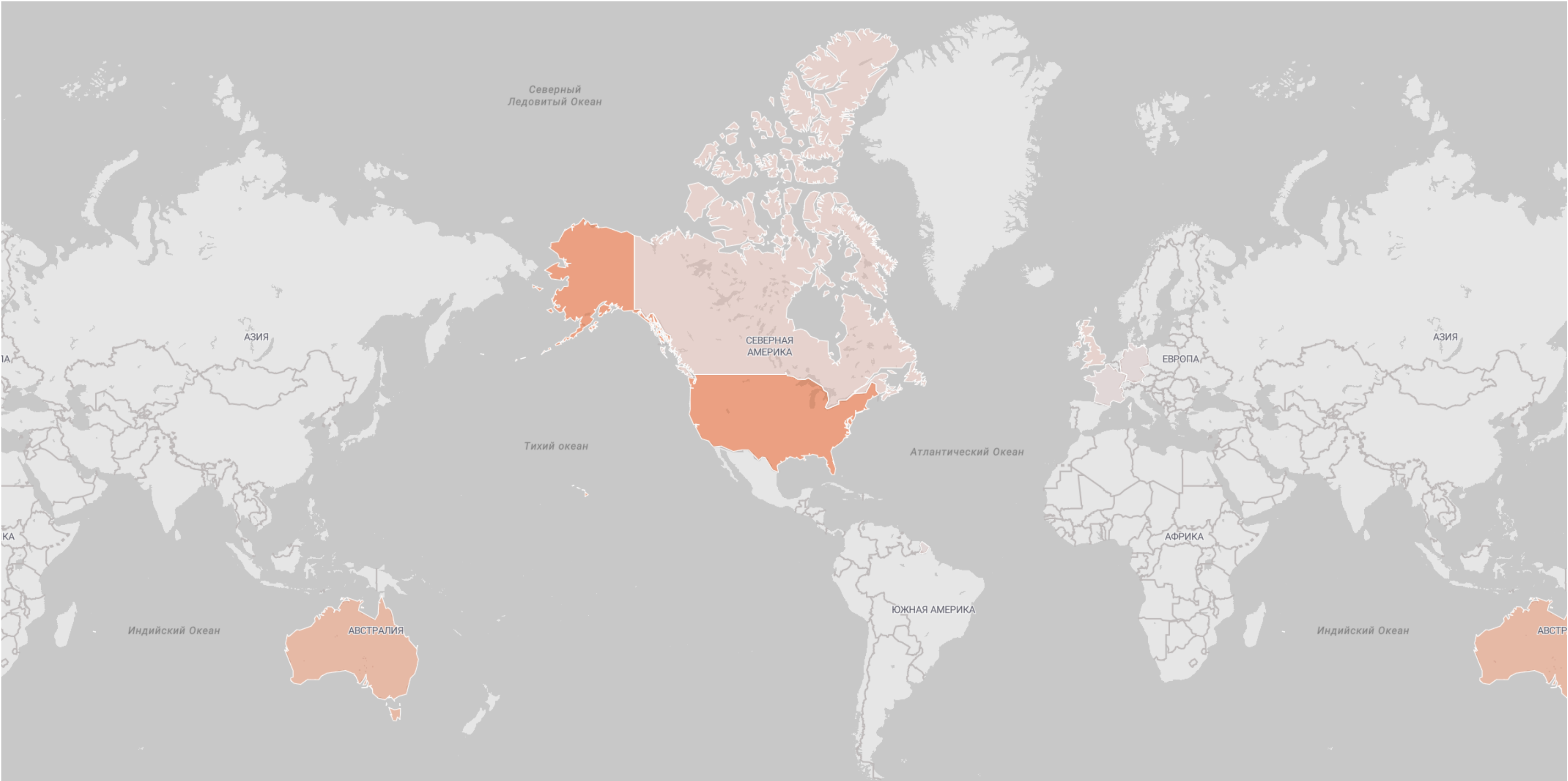
Shorts

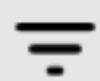
Select all

Europe

North America

Pacific





Basket Analysis

Choose Product

All-Purpose Bike Stand



Selected Product

All-Purpose Bike Stand

Orders with Product

234

Top Buy with

Patch Kit/8 Patches

94

Road Tire Tube

79

Mountain Tire Tube

48

LL Road Tire

29

HL Road Tire

27

Product Name

Associated Orders Count

% Support

Patch Kit/8 Patches

94

40,17 %

Road Tire Tube

79

33,76 %

Mountain Tire Tube

48

20,51 %

LL Road Tire

29

12,39 %

HL Road Tire

27

11,54 %

Fender Set - Mountain

22

9,40 %

HL Mountain Tire

22

9,40 %

ML Road Tire

21

8,97 %

Touring Tire Tube

16

6,84 %

LL Mountain Tire

13

5,56 %

ML Mountain Tire

13

5,56 %

Touring Tire

8

3,42 %

AWC Logo Cap

7

2,99 %

Bike Wash - Dissolver

6

2,56 %

Mountain-200 Silver, 46

6

2,56 %

Road-750 Black, 44

6

2,56 %

Mountain-200 Black, 46

5

2,14 %

Mountain-200 Silver, 38

5

2,14 %

Mountain-200 Black, 38

4

1,71 %

Road-750 Black, 48

4

1,71 %

Mountain-200 Silver, 42

3

1,28 %

Mountain-400-W Silver, 38

3

1,28 %

Road-750 Black, 52

3

1,28 %

Water Bottle - 30 oz.

3

1,28 %

Classic Vest, S

2

0,85 %

Mountain Bottle Cage

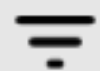
2

0,85 %

Mountain-400-W Silver, 40

2

0,85 %



RFM Analysis

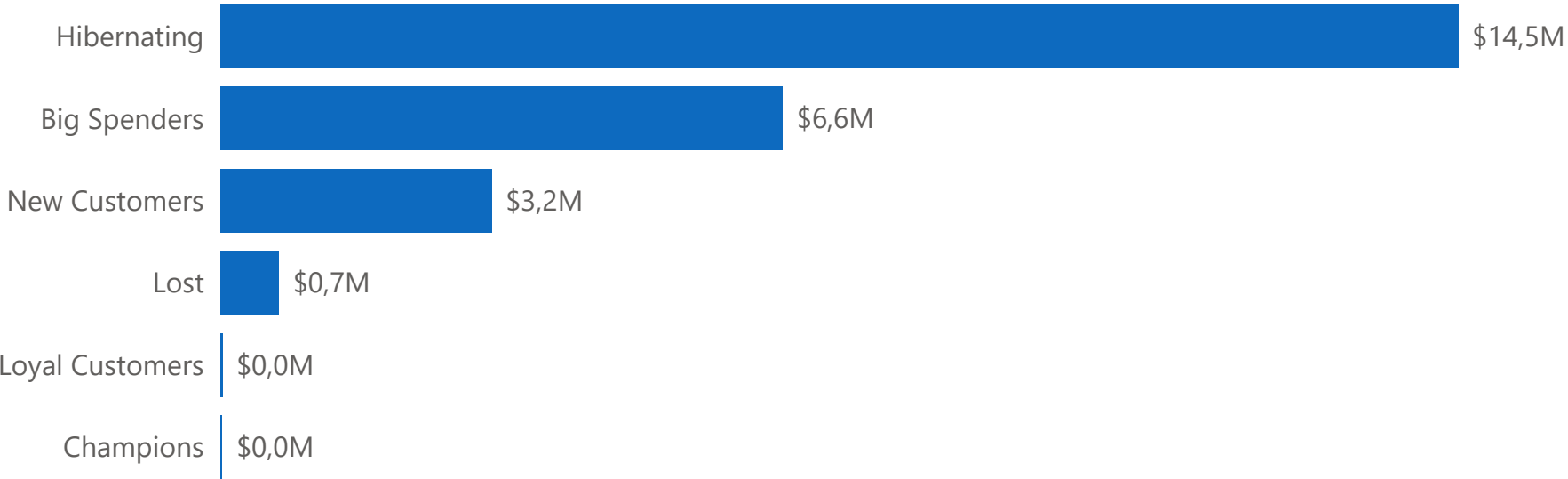
Total Customers

18,15K

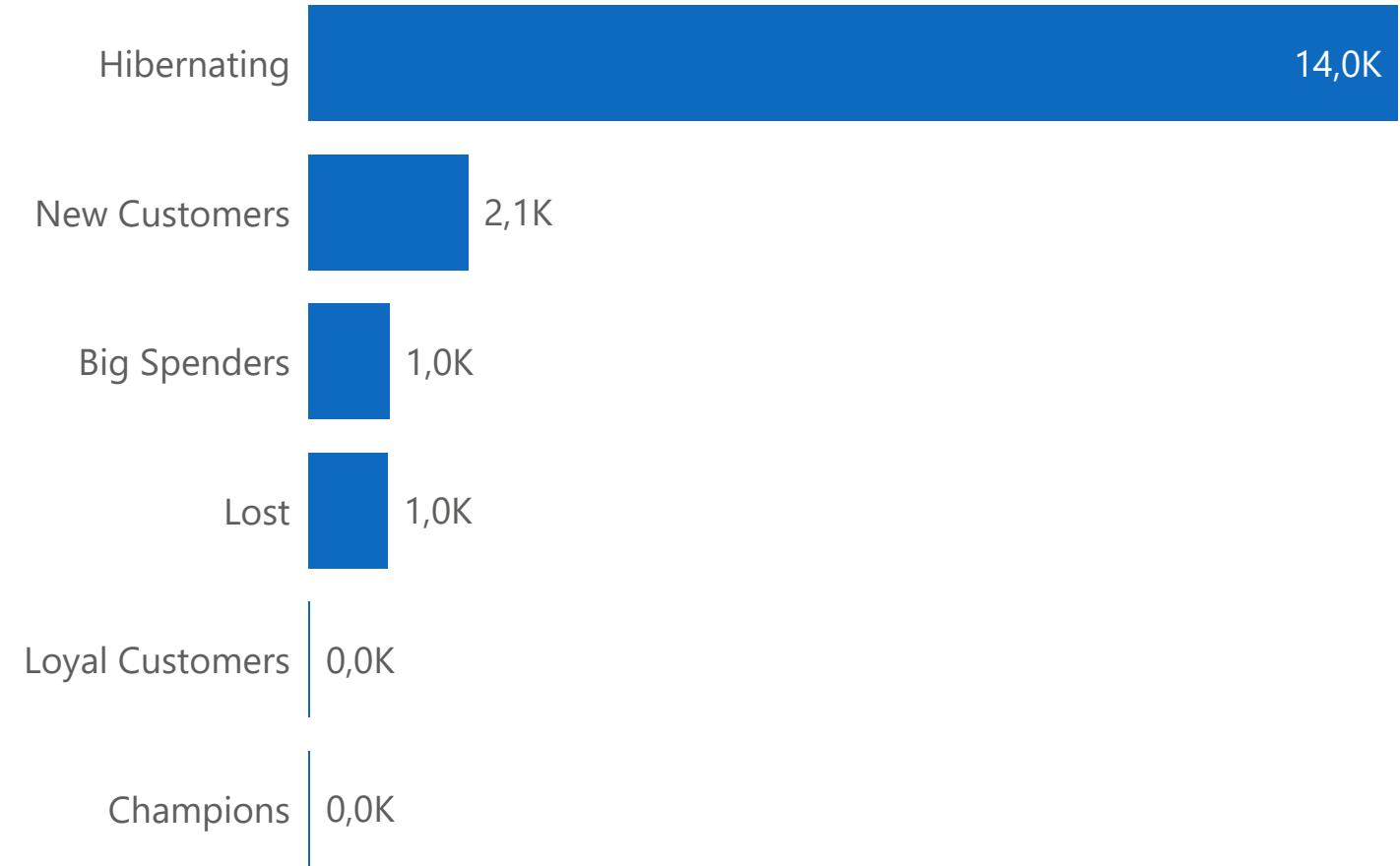
Segments

- Select all
- Big Spenders
- Champions
- Hibernating
- Lost
- Loyal Customers
- New Customers

Monetary by Segments



Customers by Segments



Full Name	RFM Segments	Recency	Frequency	Monetary
Mr. Seth Lewis	Lost	912	1	\$699,10
Mrs. Grace Jenkins	Lost	911	1	\$3 578,27
Mrs. Alexandra Adams	Lost	910	1	\$3 578,27
Mrs. Caroline Long	Lost	909	1	\$3 578,27
Mr. Richard Ward	Lost	907	1	\$3 578,27
Mrs. Ashley Smith	Lost	907	1	\$3 578,27
Ms. Courtney Turner	Lost	907	1	\$3 578,27
Mr. Ian Henderson	Lost	905	1	\$3 578,27
Mrs. Suzanne Wang	Lost	905	1	\$3 578,27
Mrs. Victoria Bailey	Lost	904	1	\$3 578,27
Ms. Morgan Howard	Lost	904	1	\$3 578,27
Mr. Ian Edwards	Lost	903	1	\$3 578,27
Mr. Mason Murphy	Lost	902	1	\$3 578,27
Mr. Seth Powell	Lost	896	1	\$3 578,27
Mrs. Erin Sanchez	Lost	896	1	\$3 578,27