



\$24.9M

REVENUE

\$10.5M

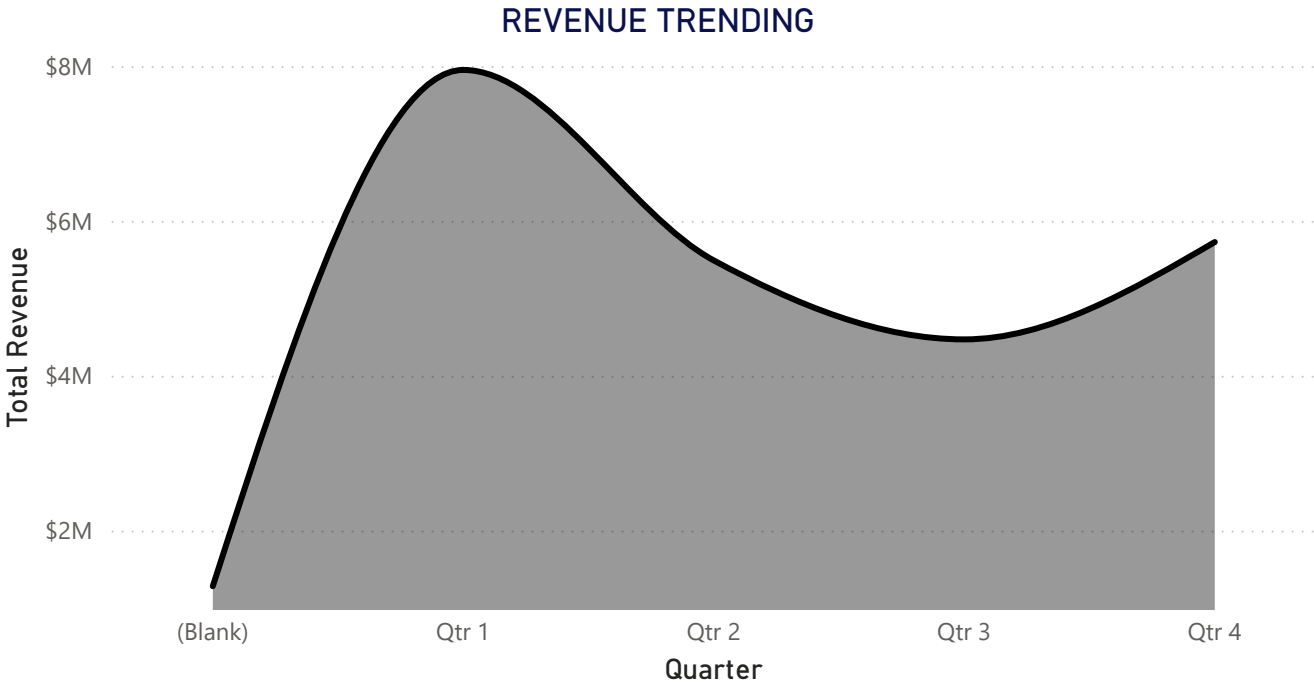
PROFIT

25.2K

Total Orders

2.2%

RETURN RATE



MONTHLY REVENUE

\$1.94M!

Prev Month: \$1.95M
(-0.2%)

MONTHLY ORDERS

3980✓

Prev Month: 3856
(+3.22%)

MONTHLY RETURN

176✓

Prev Month: 5 (+3420%)

Top 10	Orders	Revenue	Return Rate
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Road Tire Tube	2173	\$17,264.73	1.55%
Mountain Tire Tube	2846	\$28,333.22	1.64%
AWC Logo Cap	2062	\$35,882.07	1.11%
Mountain Bottle Cage	1896	\$38,061.90	2.02%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Sport-100 Helmet, Black	1940	\$65,269.75	2.68%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Fender Set - Mountain	1975	\$87,040.80	1.36%
Total	15587	\$4,65,678.41	1.85%

Most Ordered Product

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Selected Product

Mountain Bottle
Cage

Price Adjustment(%)

0.20



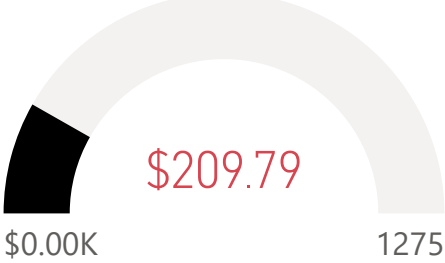
Product metric selecti...

- ☐ Orders
- ☐ Returns
- ☐ Revenue
- ☐ Profit
- ☒ ReturnRate

Total Order Vs Target Order



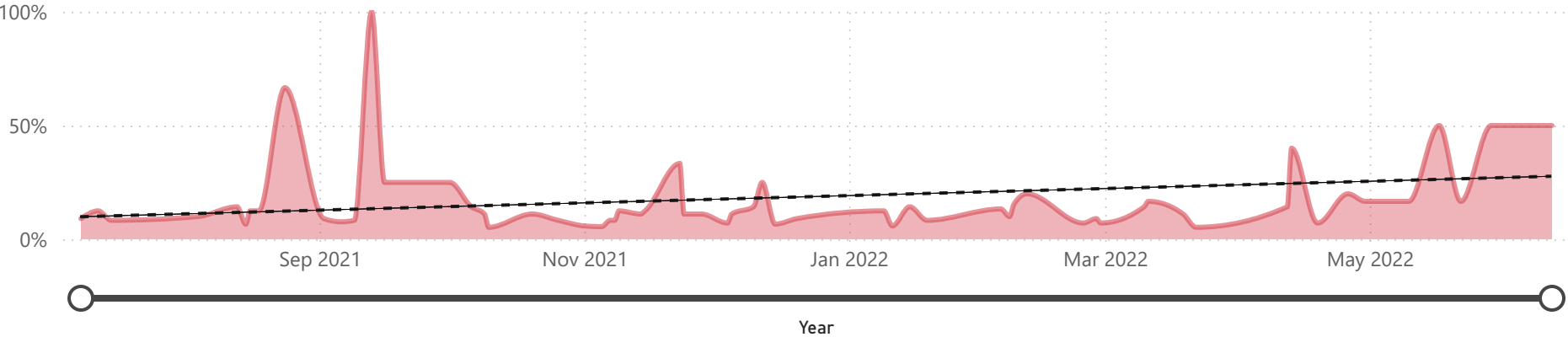
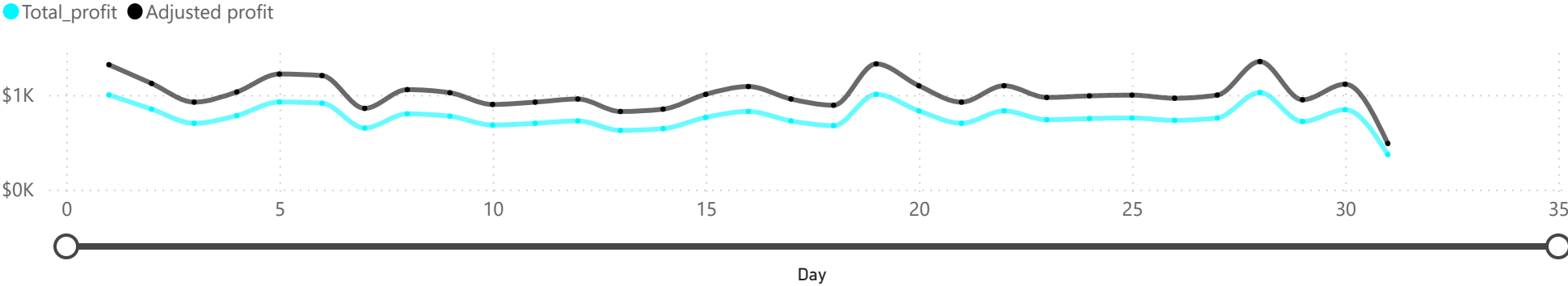
Total Revenue Vs Target Revenue



Total Order Vs Target Order



PROFIT TREND



13.7K

UNIQUE CUSTOMER

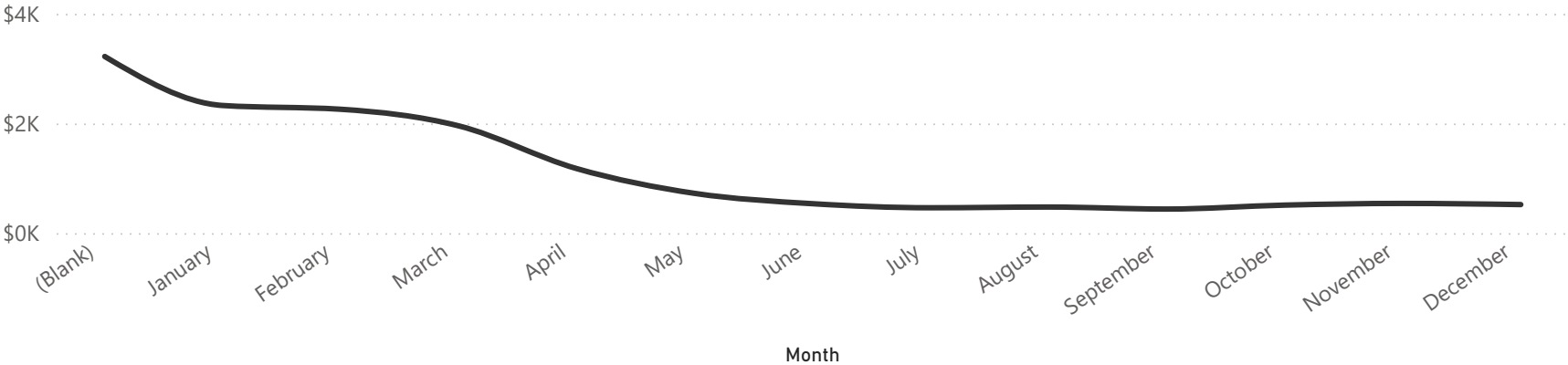
\$1,369

Average Revenue Per Customer

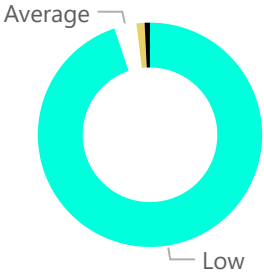
Customer Metric Selection

Total Customer

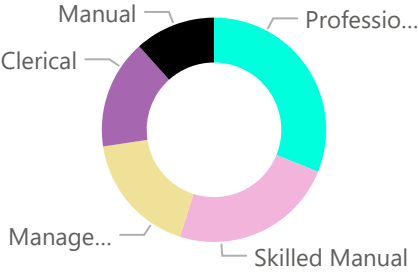
Revenu Per Customer



Order By Income Level



Order By Occupation



TOP 100 CUSTOMERS

CustomerKey	Cutomer_full_name	Orders	Total Revenue
11091	MR. DALTON PEREZ	26	\$1,513.14
11223	MRS. HAILEY PATTERSON	26	\$1,615.66
11300	MR. FERNANDO BARNES	26	\$1,839.01
11330	MR. RYAN THOMPSON	26	\$1,596.61
11331	MRS. SAMANTHA JENKINS	26	\$1,739.58
11185	MRS. ASHLEY HENDERSON	25	\$1,716.76
11200	MR. JASON GRIFFIN	25	\$1,613.88
11176	MR. MASON ROBERTS	24	\$1,526.03
11262	MRS. JENNIFER SIMMONS	24	\$1,464.79
11277	MR. CHARLES JACKSON	24	\$1,776.69
11287	MR. HENRY GARCIA	24	\$1,442.96
11566	MS. APRIL SHAN	24	\$1,424.49
11711	MR. DANIEL DAVIS	24	\$1,403.85
11276	MRS. NANCY CHAPMAN	23	\$1,111.23
11203	MR. LUIS DIAZ	17	\$1,002.05
Total		1272	\$6,15,328.64

20202021



Top Customer(By Revenue)

MRS. KATE ANAND

Revenue

\$10.44K

Order

4



Among cutomer Mr.Adam Jai is the top cutomer and his Revenue is 256.55k from 105 orders