



24.9Mkr.

REVENUE

10.5Mkr.

PROFIT

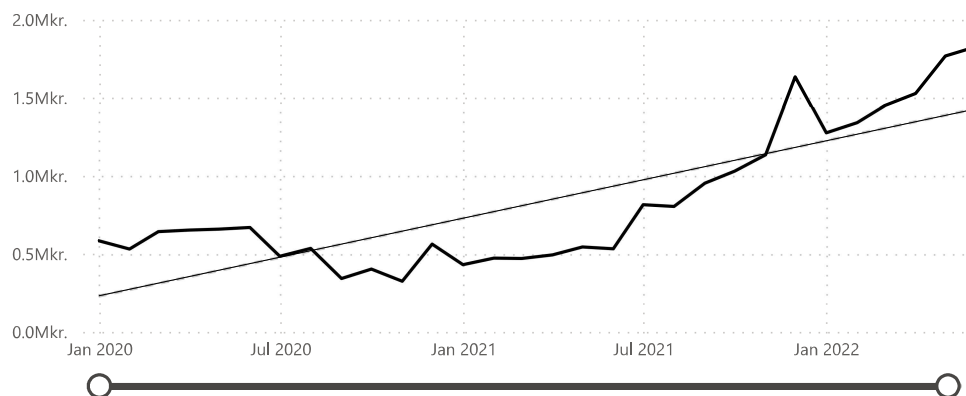
25.2K

ORDERS

2.2 %

RETURN RATE

Revenue Trending



Monthly Revenue

1.83Mkr.✓

Previous Month: 1.77Mkr.
(+3.31%)

Monthly Orders

2.15K!

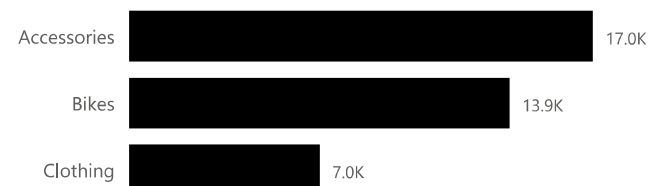
Previous Month: 2.17K (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return %
AWC Logo Cap	2,062	35,882 kr.	1.11 %
Fender Set - Mountain	1,975	87,041 kr.	1.36 %
Mountain Bottle Cage	1,896	38,062 kr.	2.02 %
Mountain Tire Tube	2,846	28,333 kr.	1.64 %
Patch Kit/8 Patches	2,952	13,506 kr.	1.61 %
Road Tire Tube	2,173	17,265 kr.	1.55 %
Sport-100 Helmet, Black	1,940	65,270 kr.	2.68 %
Sport-100 Helmet, Blue	1,995	67,120 kr.	3.31 %
Sport-100 Helmet, Red	2,099	73,444 kr.	3.33 %
Water Bottle - 30 oz.	3,983	39,755 kr.	1.95 %

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Selected Product:

Tires and Tubes

Price Adjustment (%)

0.10

Product Metrics Selection

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

Monthly Orders vs. Target



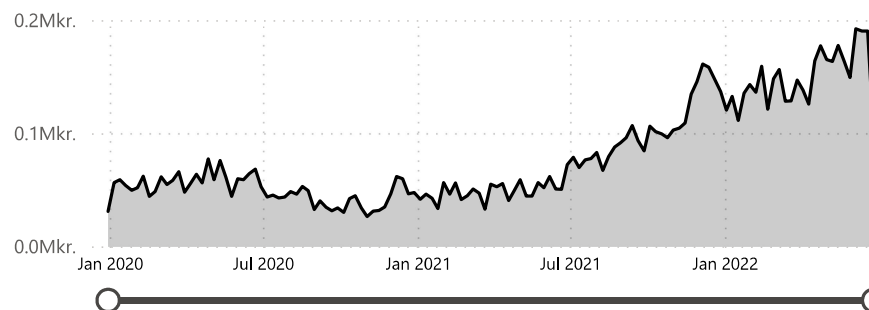
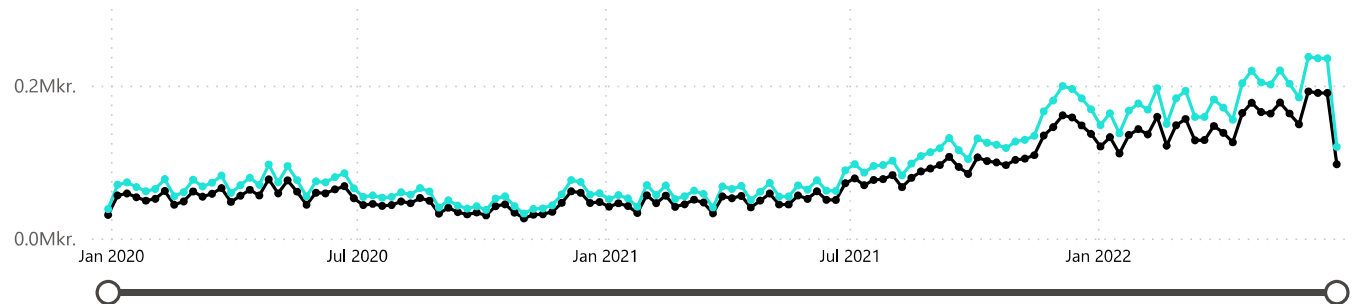
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Report Summary

Adjusted Profit (211.95% increase) and Total Profit (215.20% increase) both trended up between [Monday, December 30, 2019](#) and [Monday, June 27, 2022](#).

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending up on [Monday, April 11, 2022](#), rising by [51.72%](#) ([80,314.79](#)) in [2.30](#) months.



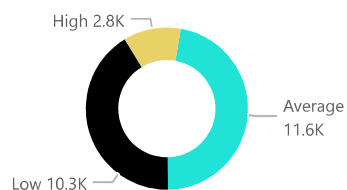
17.4K

UNIQUE CUSTOMERS

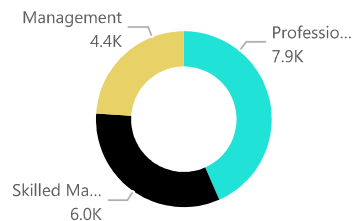
1.4Kkr.

REVENUE PER CUSTOMER

Orders by Income Level



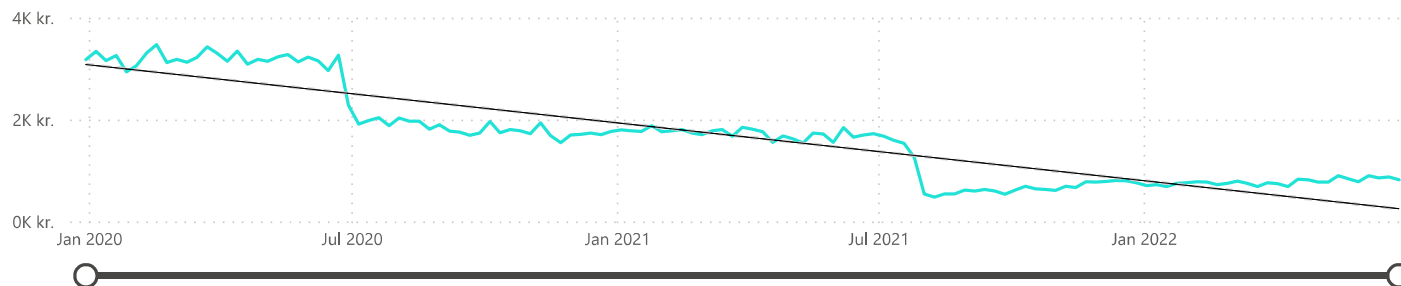
Orders by Occupation



Total Customers

Revenue per Customer

Revenue per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Mauri****	6	12,408 kr.
11439	Mrs. Jane****	6	12,015 kr.
11241	Mrs. Lisa****	7	11,330 kr.
11417	Mrs. Lace****	7	11,086 kr.
11420	Mr. Jorda****	7	11,022 kr.
11242	Mr. Larry****	7	10,852 kr.
13263	Mrs. Kate****	4	10,437 kr.
12655	Mr. Larry****	4	10,395 kr.
11425	Mrs. Aria****	6	10,391 kr.
12631	Mr. Clare****	4	10,332 kr.
12650	Mr. Aaron****	4	10,329 kr.
13405	Mr. Ethan****	4	10,309 kr.
11429	Mr. Marco****	6	10,290 kr.
12632	Mrs. Bonn****	4	10,283 kr.
11245	Mr. Ricky****	4	10,166 kr.
11237	Mr. Clare****	4	10,065 kr.
11428	Mrs. Dean****	4	9,762 kr.
Total		1,272	615,329 kr.

2020

2022



Top Customer by Revenue:

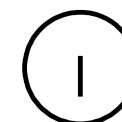
Mr. Mauri****

Orders:

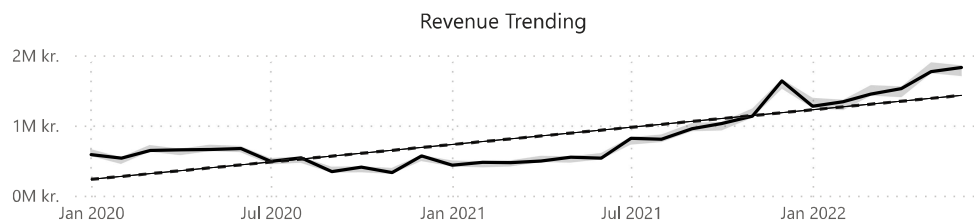
6

Revenue:

12.4K



Among Customers in skilled manual roles in 2022 Ruben Suarez driven most revenue at 4,7 K



Summary

Total Revenue trended up, resulting in a 212.14% increase between Wednesday, January 1, 2020 and Wednesday, June 1, 2022.

Total Revenue started trending up on Sunday, August 1, 2021, rising by 127.18% (1,022,794 kr.) in 10 months.

Total Revenue jumped from 804,193 kr. to 1,826,987 kr. during its steepest incline between Sunday, August 1, 2021 and Wednesday, June 1, 2022.


At 16,983, Accessories had the highest Total Orders and was 143.45% higher than Clothing, which had the lowest Total Orders at 6,976.

Accessories had the highest Total Orders at 16,983, followed by Bikes at 13,929 and Clothing at 6,976.

Bikes had 13,929 Total Orders, Accessories had 16,983, and Clothing had 6,976.

Total Orders by CategoryName



 **Sign in for enhanced options** You'll have access to synonym suggestions that improve Q&A results. ✕

Sign in

Add synonyms on your own

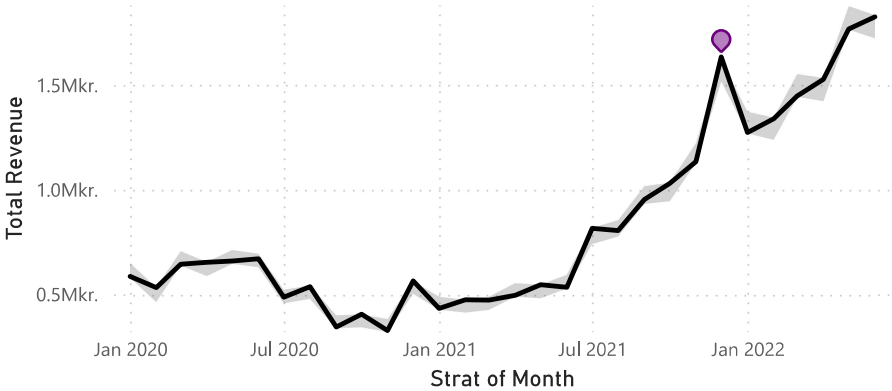
 Ask a question about your data

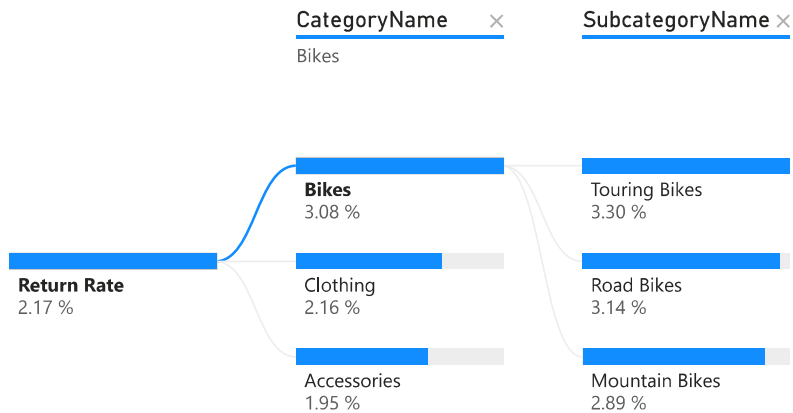
 

- Try one of these to get started
- return rate for latest month
- order by month

Show all suggestions

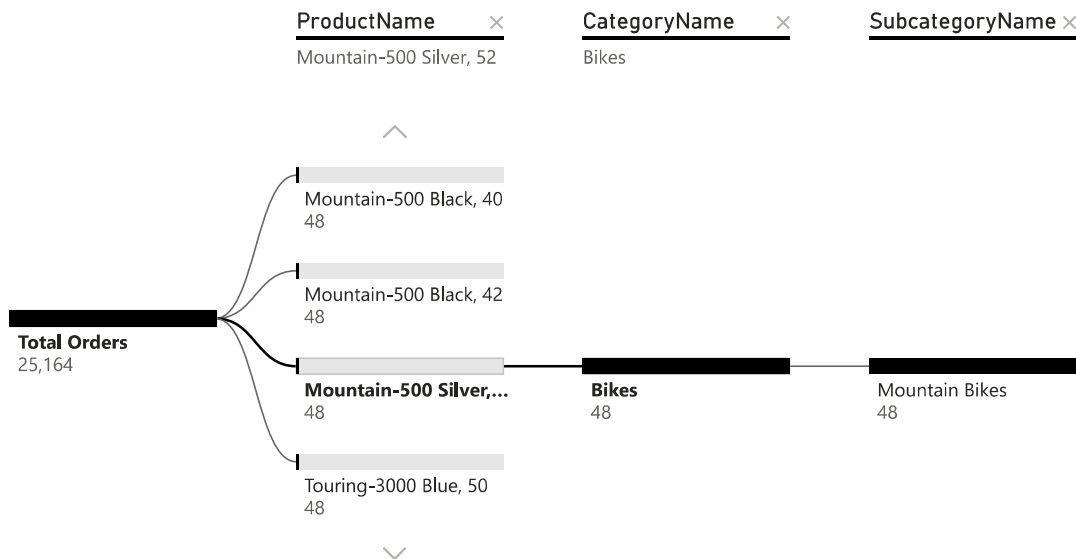
Total Revenue by Strat of Month





25K

Total Orders



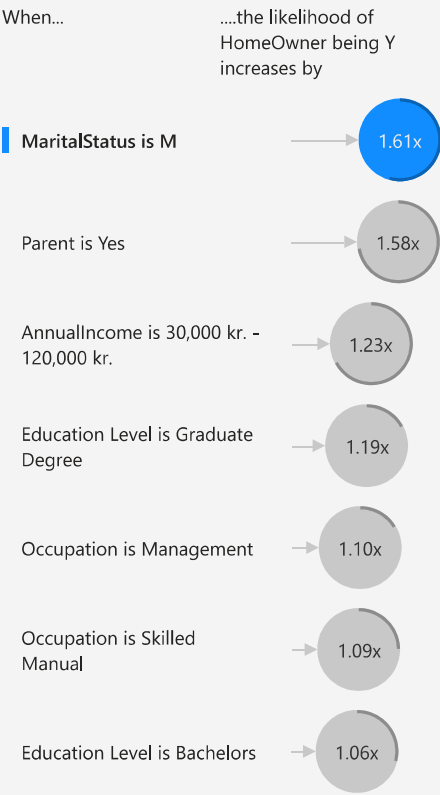
1,809

Total Return

Key influencers Top segments

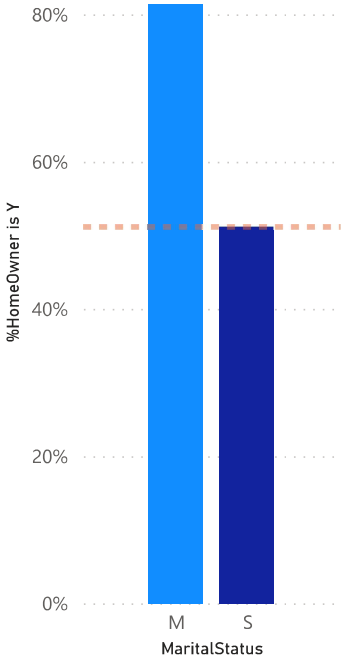


What influences HomeOwner to be Y ?



Sort by: Impact Count

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



☐ Only show values that are influencers

Key influencers Top segments



What influences ProductPrice to Increase ?

