



\$24.9M

REVENUE

\$10.5M

PROFIT

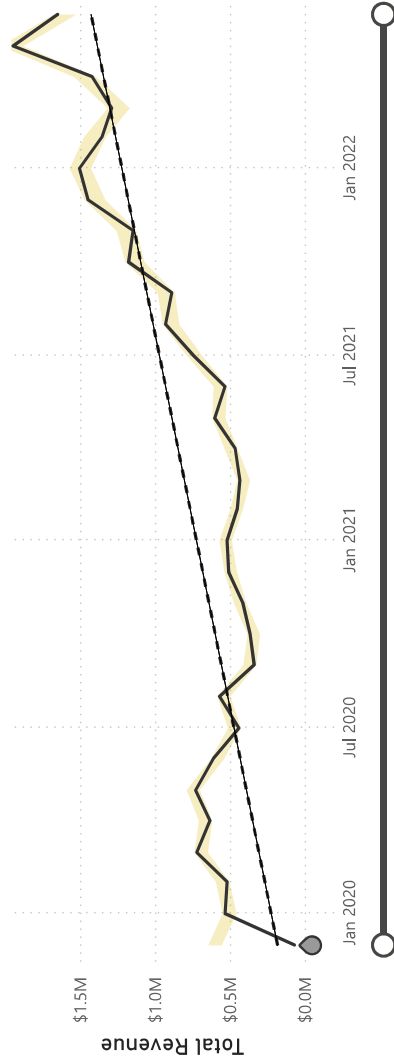
25.2K

ORDERS

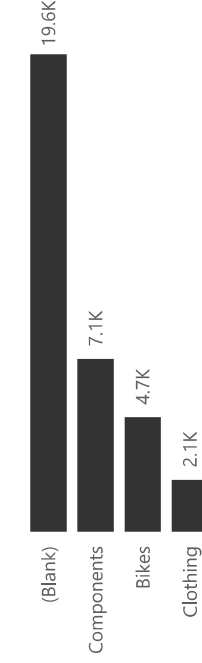
2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

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

Monthly Revenue

\$1.65M

Previous Month: \$1.54M
(+7.01%)

Monthly Orders

1,918

Previous Month: 1869
(+2.62%)

Monthly Returns

153

Previous Month: 155 (+1.29%)

Most Return Product Type:

Shorts

Most Ordered Product Type:

Tires and Tubes

Continent



Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



Price Adjustment (%)

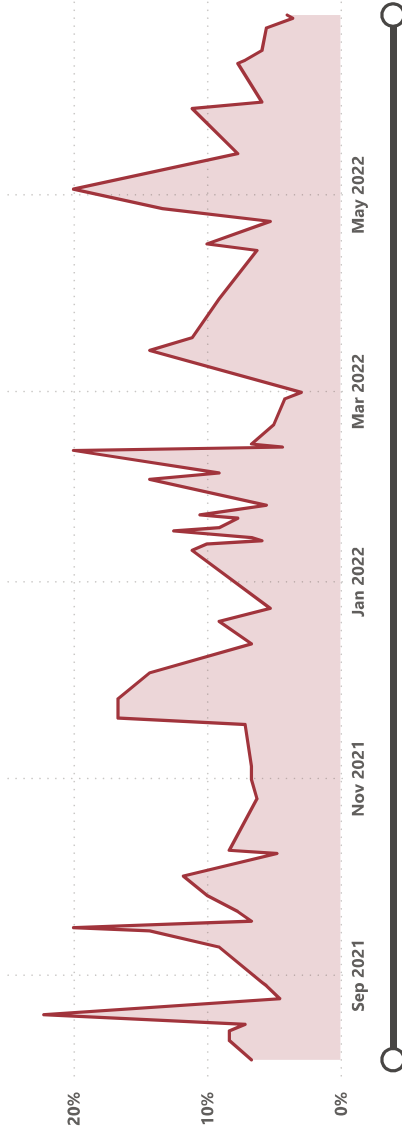
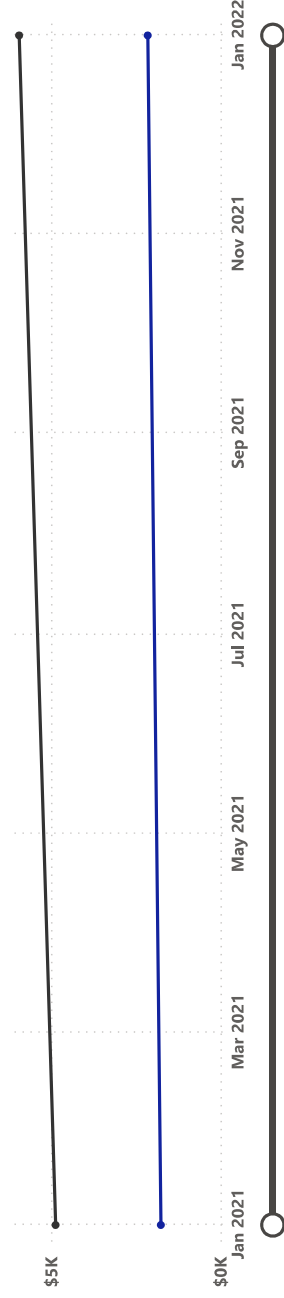
-0.40



Product Metric Selection

- ☐ Order
- ☐ Revenue
- ☐ Profit
- ☐ Return
- ☒ Return %

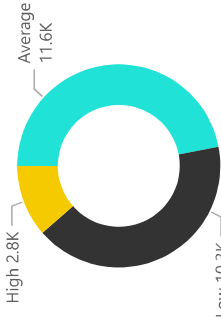
● Total Profit ● Adjusted Profit



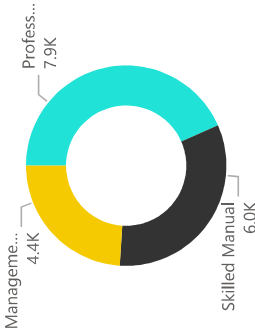
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMERS

Orders by Income Level

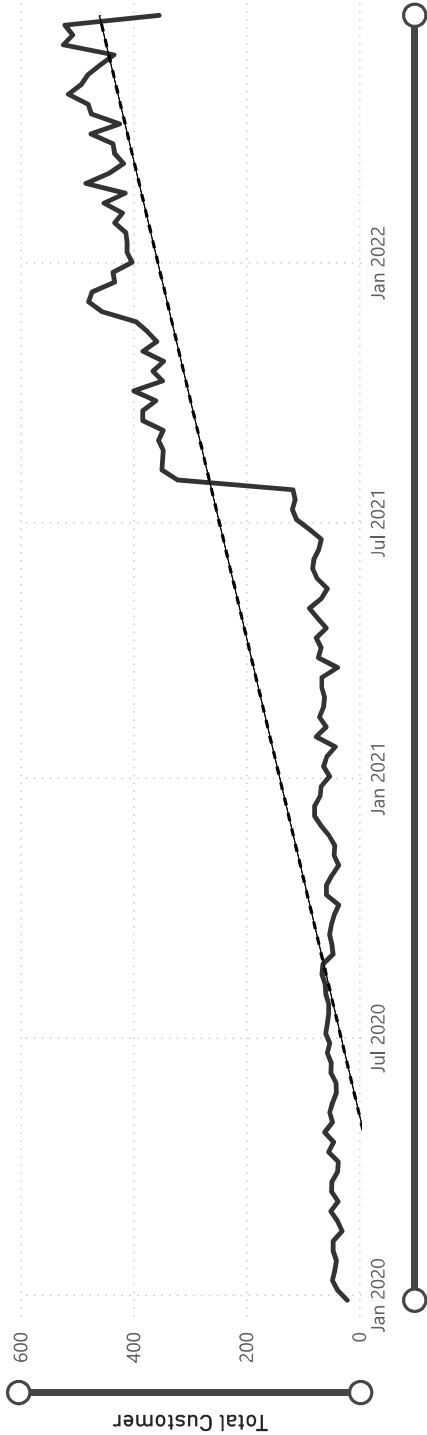


Orders by Occupation



Revenue per Customer

Total Customer Revenue per Customer



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	\$10,288
Total		1,272	\$615,329

Mr. Maurice Shan

6

12.4K



Among Customer Skilled customer Roles in 2022, Ruben Surez drove th...