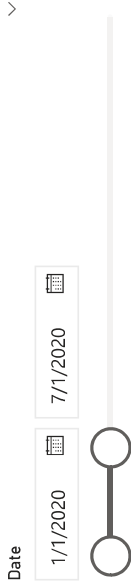


Date	Total Profit	90 days rolling profit
1/1/2020	\$3,456	\$3,456
1/2/2020	\$5,628	\$9,084
1/3/2020	\$11,477	\$20,560
1/4/2020	\$7,116	\$27,676
1/5/2020	\$3,100	\$30,776
1/6/2020	\$8,512	\$39,288
1/7/2020	\$3,386	\$42,673
1/8/2020	\$10,286	\$52,959
1/9/2020	\$5,628	\$58,587
1/10/2020	\$5,698	\$64,285
1/11/2020	\$12,883	\$77,168
1/12/2020	\$9,849	\$87,017
1/13/2020	\$3,100	\$90,117
1/14/2020	\$12,905	\$103,022
1/15/2020	\$9,018	\$112,041
1/16/2020	\$10,000	\$122,040
1/17/2020	\$10,286	\$132,326
1/18/2020	\$6,200	\$138,526
1/19/2020	\$7,321	\$145,847
1/20/2020	\$8,442	\$154,288
1/21/2020	\$10,011	\$164,299
1/22/2020	\$12,894	\$177,193
1/23/2020	\$4,221	\$181,414
1/24/2020	\$10,216	\$191,630
1/25/2020	\$2,265	\$193,895
1/26/2020	\$5,779	\$199,673
1/27/2020	\$5,995	\$205,668
1/28/2020	\$5,984	\$211,652
1/29/2020	\$4,588	\$216,240
1/30/2020	\$10,707	\$226,946
1/31/2020	\$8,868	\$235,814
2/1/2020	\$5,914	\$241,728
Total	\$1,512,563	\$796,384





\$24.9M

REVENUE

\$10.5M

PROFIT

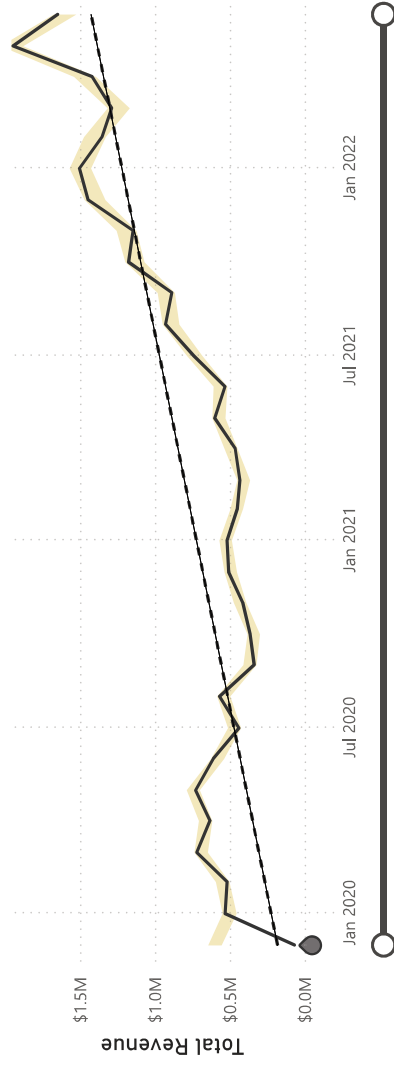
25.2K

ORDERS

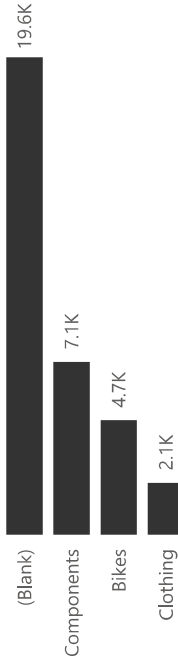
2.2%

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



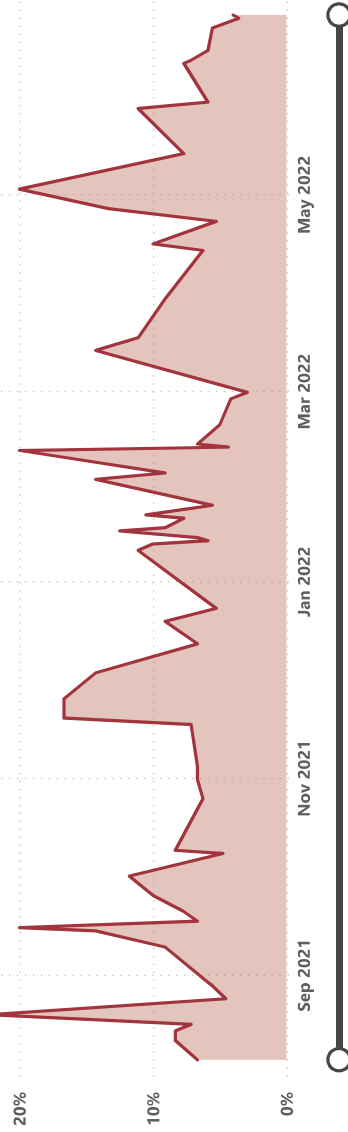
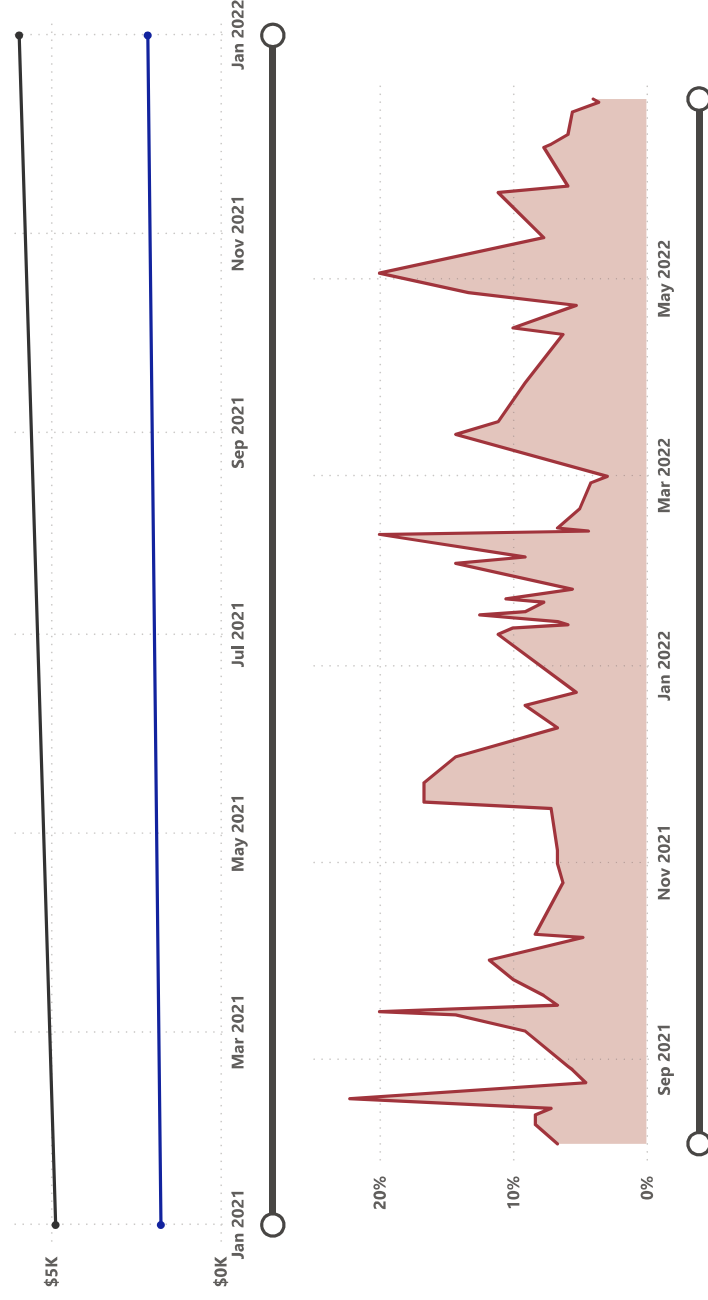
Price Adjustment (%)

-0.40

Product Metric Selection

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

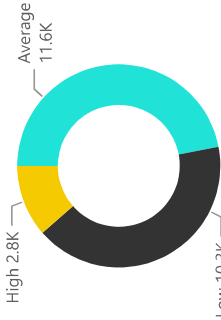
● Total Profit ● Adjusted Profit



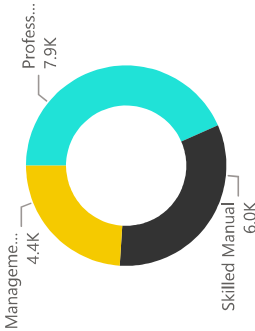
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMERS

Orders by Income Level



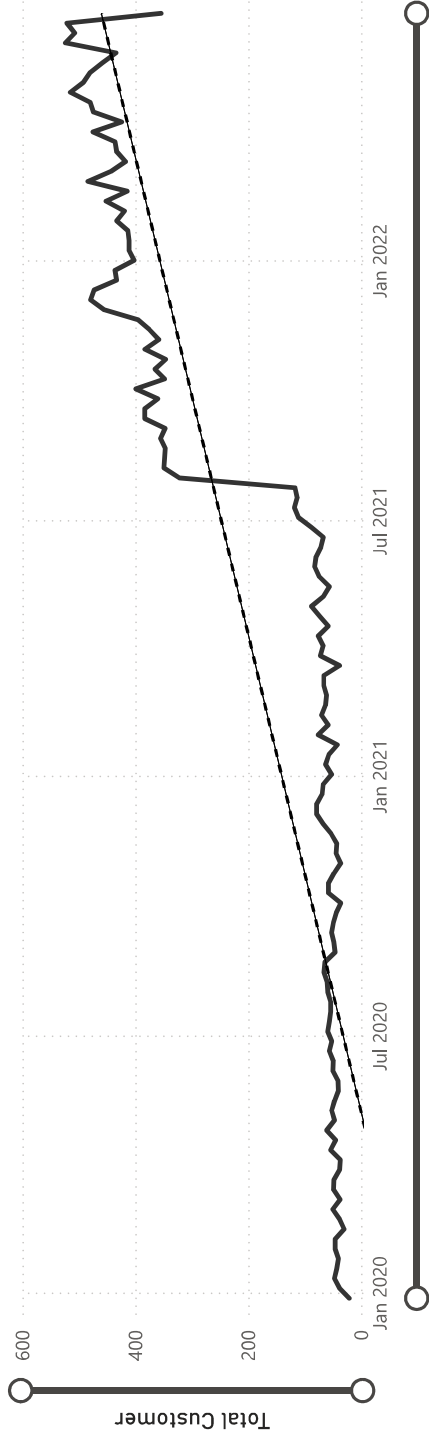
Orders by Occupation



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

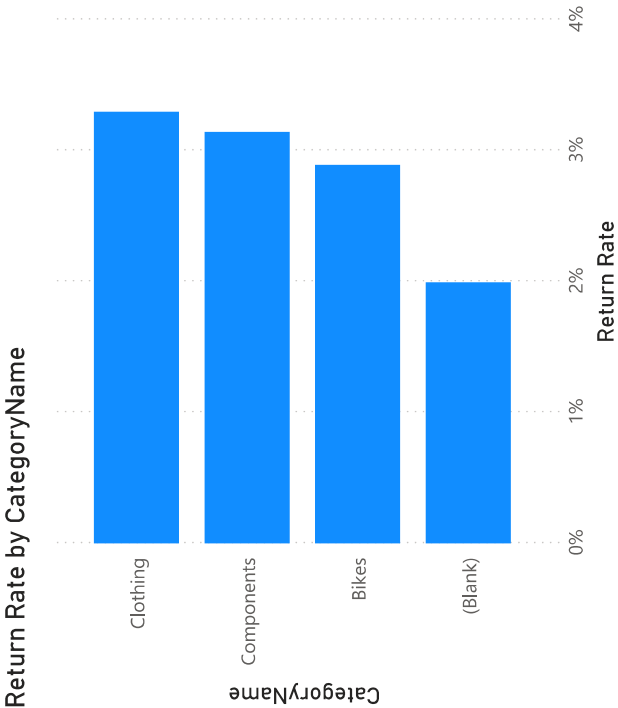
Mr. Maurice Shan

6

12.4K



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

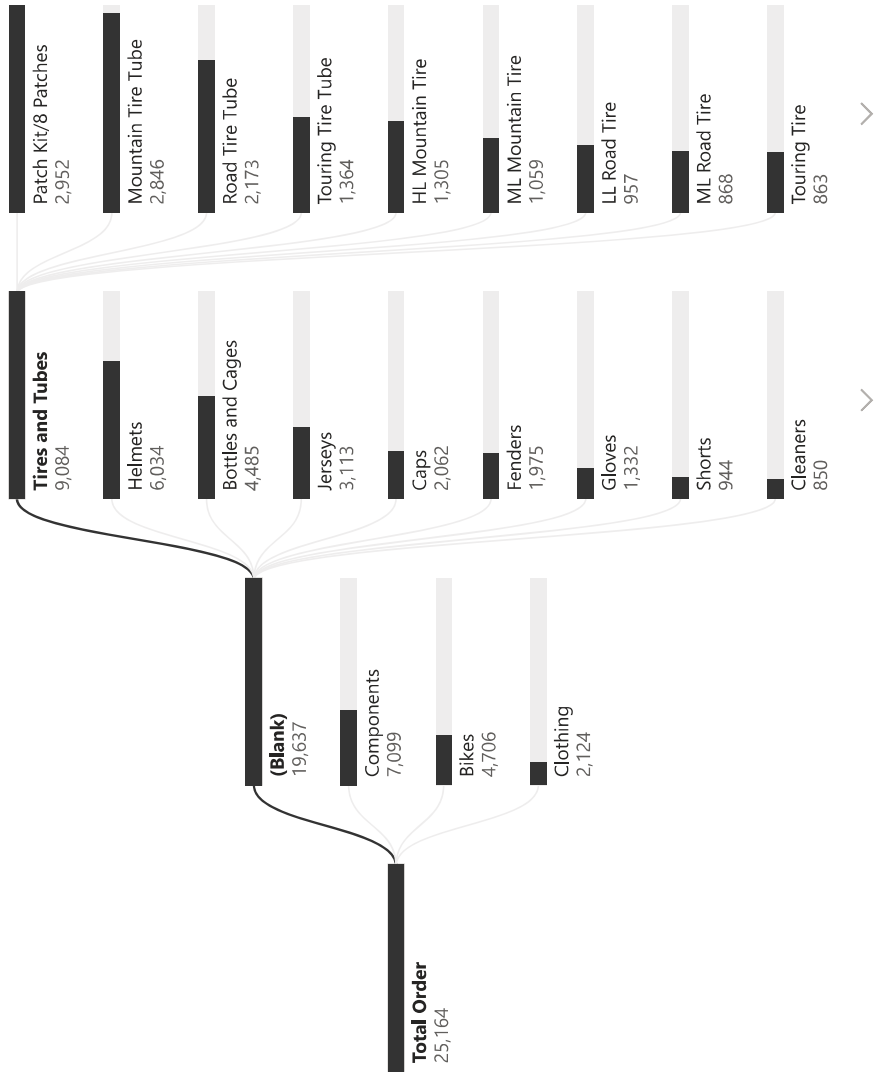


CategoryName	Total Order
<div><div></div></div>	19,637
<div><div></div></div> Bikes	4,706
Black	2,144
Silver	2,562
<div><div></div></div> Clothing	2,124
<div><div></div></div> Components	7,099
Total	25,164

CategoryName X
(Blank)

SubcategoryName X
Tires and Tubes

ProductName X



25K
Total Order

Key influencers

Top segments

When is HomeOwner more likely to be

Y

?



Key influencers

Top segments

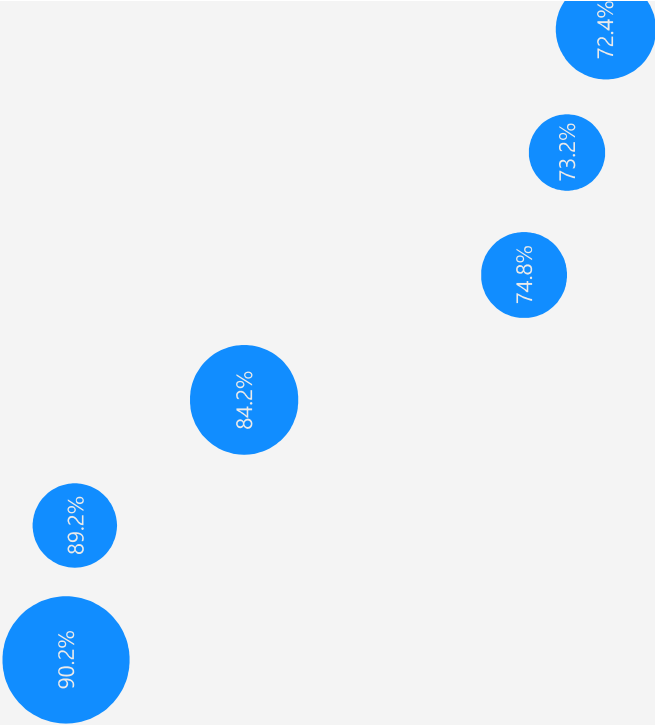
What influences Average Retail Price to

Increase

?



We found 7 segments and ranked them by % HomeOwner is Y and populat...



% HomeOwner...	90.2%	89.2%	84.2%	74.8%	73.2%	72.4%
Population count	2224	1395	1870	1407	1228	1693

When...

Sum of ProductCost goes
up 8570.61

....the average of Average
Retail Price increases by

\$478.6




Total Revenue

\$24.9M




Total Profit

\$10.5M



Total Order

25.2K



Total Revenue

\$1.65M

Last Month \$1,540,964 --

Target \$1,695,060.1396

(\$46.0920421K)

Revenue Target Gap (\$46.0920421K)

Year	Total Order	Running
2022	11,839	25,16
6/1/2022	1,918	25,16
5/1/2022	2,393	23,24
4/1/2022	1,868	20,85
3/1/2022	1,739	18,98
2/1/2022	1,788	17,24
1/1/2022	2,090	15,45
12/1/2021	43	13,36
2021	10,695	13,32
2020	2,630	2,63
Total	25,164	25,16

CategoryName	Profit	Percent of parent	Percent of gra
⊕ Bikes	\$731,547	7%	
⊕ Mountain Bikes	\$3,930,662	38%	
⊕ Clothing	\$1,427,160	14%	
⊕ Touring Bikes	\$1,427,160	100%	
⊕ Components	\$4,368,347	42%	
⊕ Road Bikes	\$4,368,347	100%	
Total	\$10,457,715	100%	

