

\$24.9M

REVENUE

\$10.5M
PROFIT

\$10.5M

PROFIT

25.2K
ORDERS

25.2K

ORDERS

2.2%

RETURN RATE

2.2%

RETURN RATE

Date	Number of people (Millions)
Jan 2020	0.25
Feb 2020	0.55
Mar 2020	0.52
Apr 2020	0.65
May 2020	0.65
Jun 2020	0.65
Jul 2020	0.48
Aug 2020	0.52
Sep 2020	0.35
Oct 2020	0.40
Nov 2020	0.32
Dec 2020	0.55
Jan 2021	0.42
Feb 2021	0.48
Mar 2021	0.48
Apr 2021	0.48
May 2021	0.50
Jun 2021	0.55
Jul 2021	0.52
Aug 2021	0.82
Sep 2021	0.80
Oct 2021	0.95
Nov 2021	1.00
Dec 2021	1.10
Jan 2022	1.65
Feb 2022	1.25
Mar 2022	1.35
Apr 2022	1.45
May 2022	1.55
Jun 2022	1.75
Jul 2022	1.80

Category	Items Sold
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

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

Revenue

Return Rate

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\$1.83M ✓
Prev Month: \$1.77M (+3.31%)

\$1.83M ✓

Prev Month: \$1.77M (+3.31%)

2,146!
Prev Month: 2165 (-0.88%)

2,146!

Prev Month: 2165 (-0.88%)

166 ✓

Prev Month: 169 (+1.78%)

166 ✓

Prev Month: 169 (+1.78%)

Tires and Tubes

Tires and Tubes

Shorts

Shorts

Select all

Europe

North America

Pacific

Canada

United States

United Kingdom

France

Germany

Australia

Selected Product

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

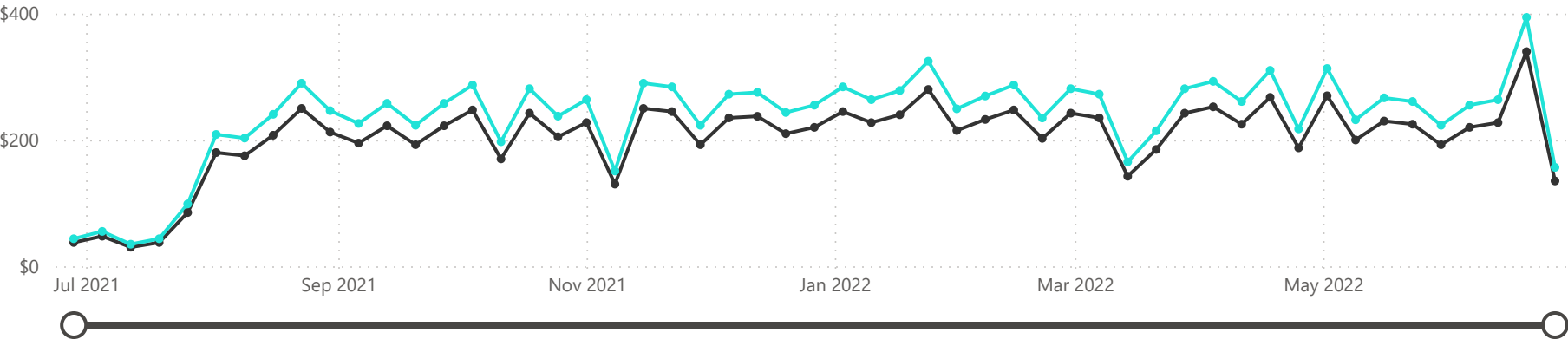


Price Adjustment (%)

0.10

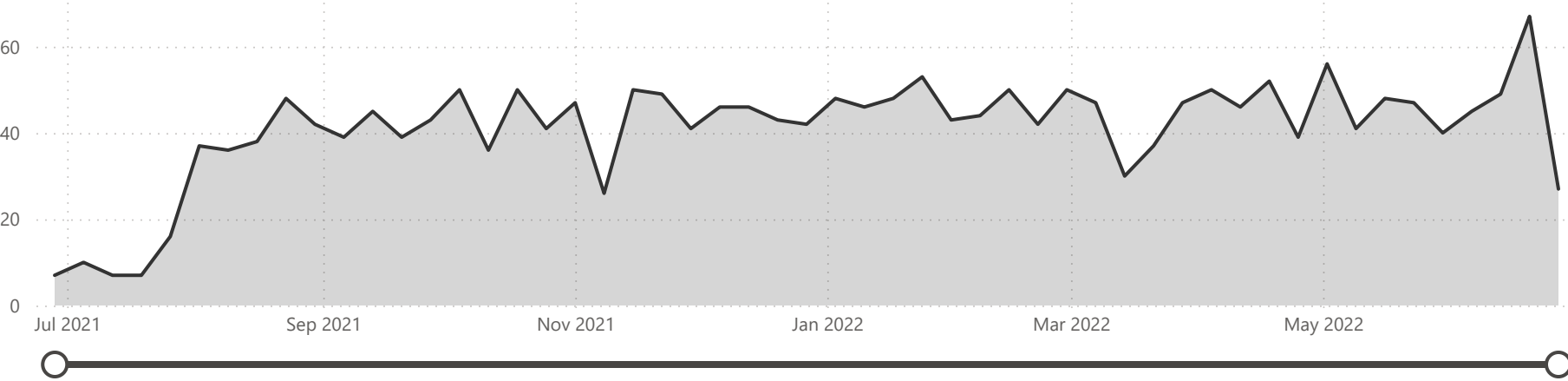


● Total Profit ● Adjusted Profit



Product Metric Selection

- ☒ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☐ Return Rate





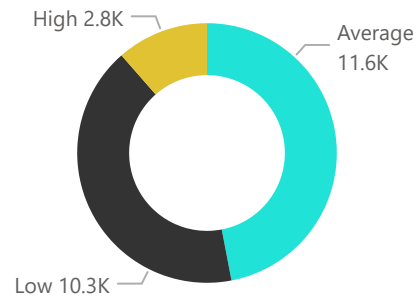
17.4K

UNIQUE CUSTOMERS

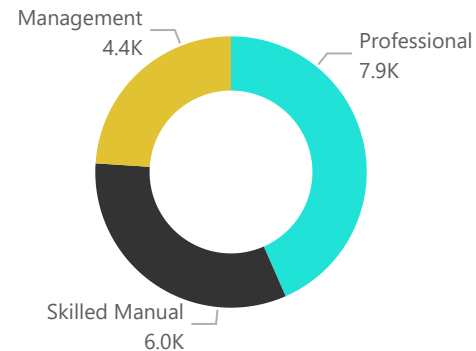
\$1,431

REVENUE PER CUSTOMER

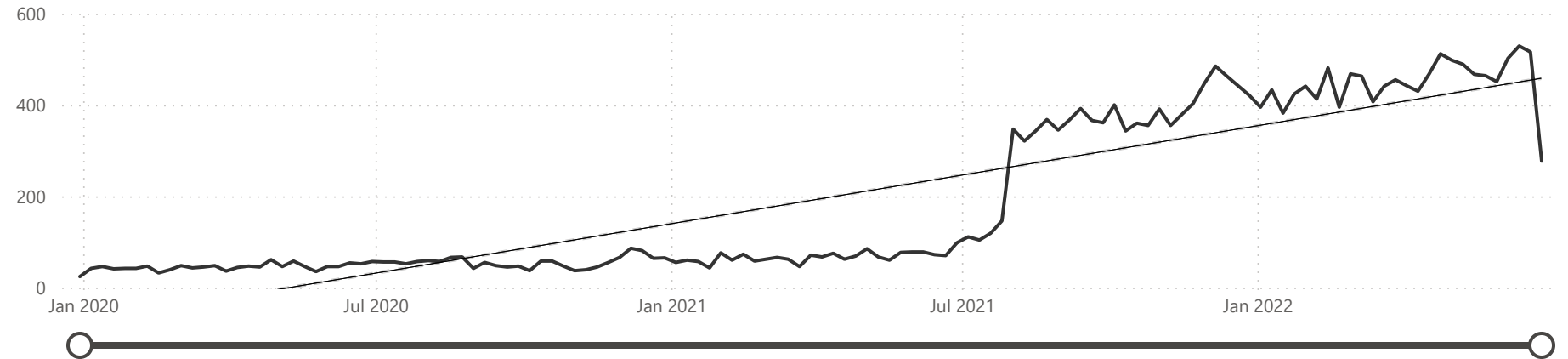
Orders by Income Level



Orders by Occupation



Customers Trending



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
Total		1,272	\$615,329

2020

2022

Top Customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

\$12.4K