

Apply all slicers



\$24.9M

Revenue

\$10.5M

Profit

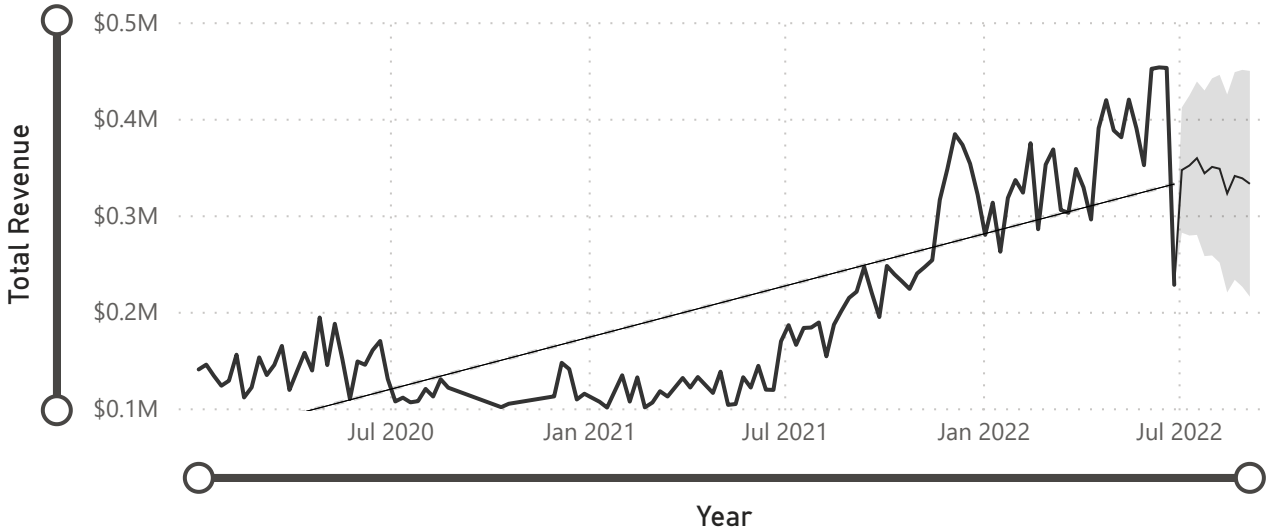
25.2K

Total Orders

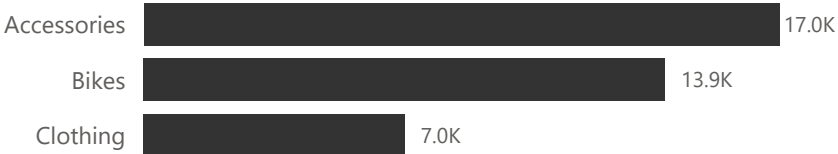
1.0

% of All Returns

Weekly Revenue



Orders By Category



Top 10 products

ProductName	Total Orders	Total Revenue
Sport-100 Helmet, Red	12	\$419.88
Water Bottle - 30 oz.	12	\$109.78
Road Bottle Cage	10	\$179.80
Sport-100 Helmet, Blue	8	\$269.15
AWC Logo Cap	6	\$95.09
Mountain Bottle Cage	5	\$109.89
Mountain-200 Black, 42	4	\$8,196.39
Total	58	\$110,268.65

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most ordered Product type

Tires and Tubes

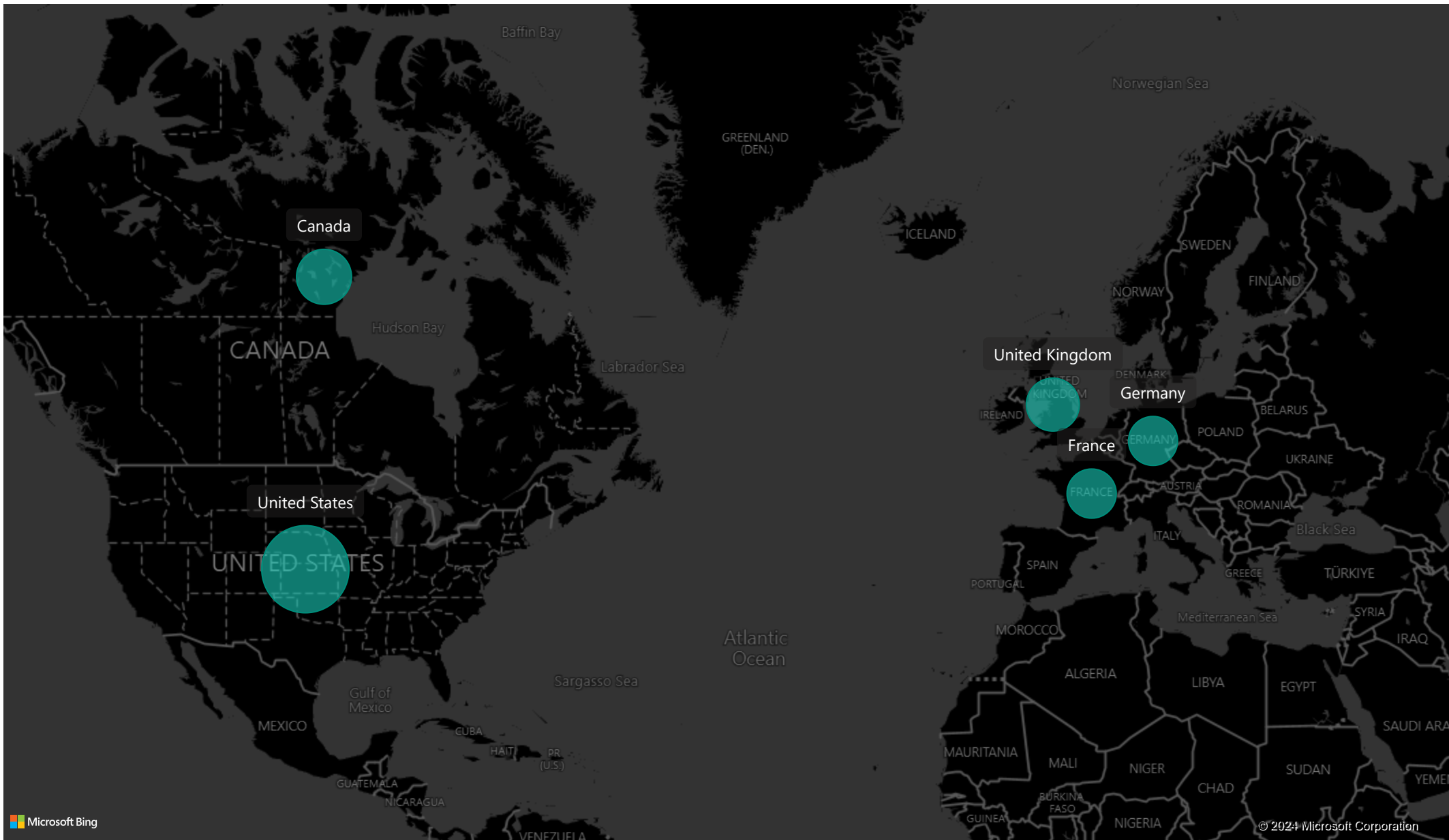
Continent

Select all

Europe

North America

Pacific





selected product is

**Road-750 Black,
48**

Price Adjustment %

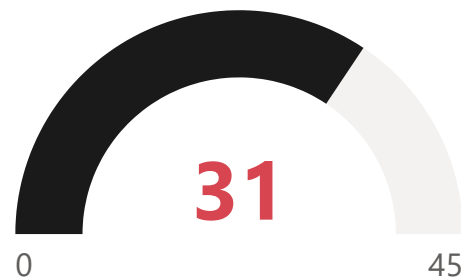
-0.10



Product Metric Selection

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

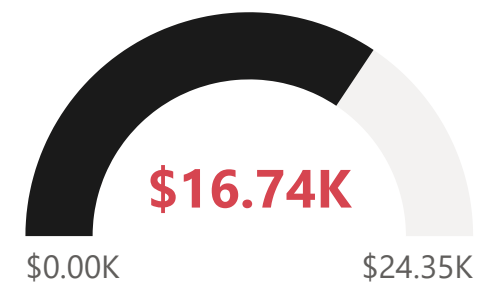
Monthly Orders vs Target



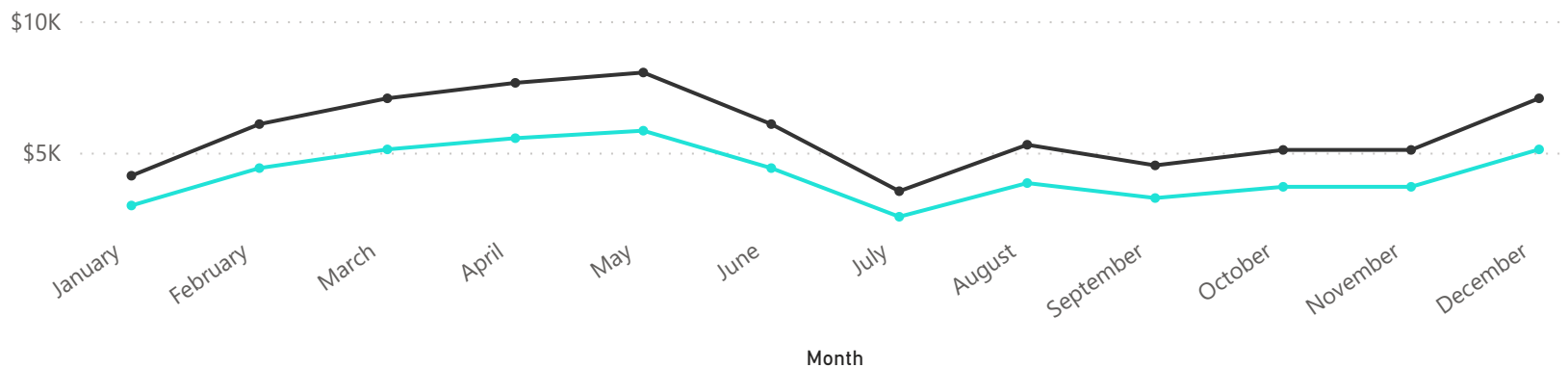
Monthly Profit vs Target



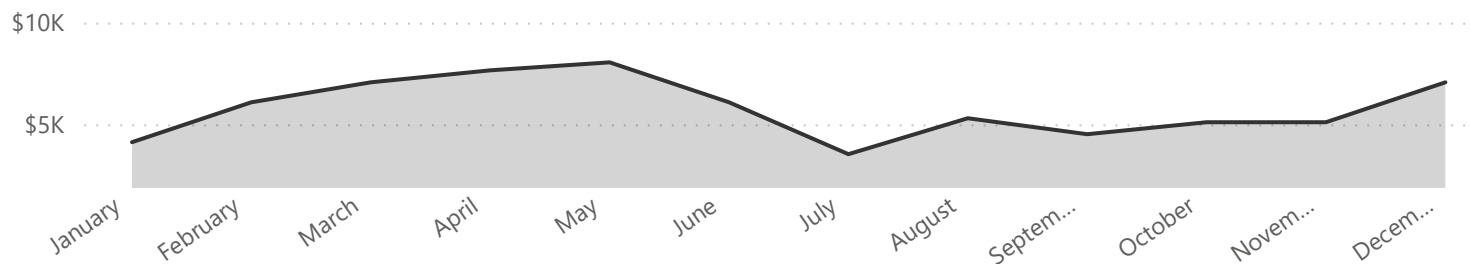
Monthly Revenue vs target



● Total Profit ● adjusted profit



Return Trending





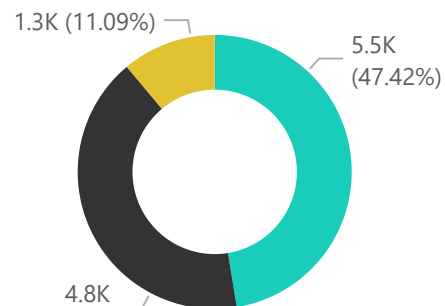
11K

Total Customers

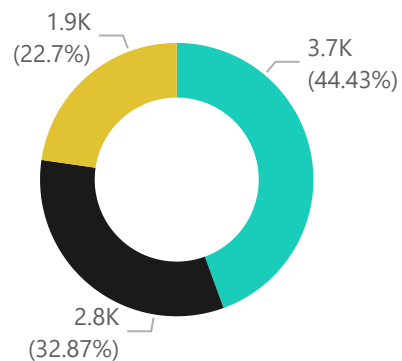
\$874.6

Average Revenue per custo...

Total Orders by Income level



Orders by Occupation



Total Customers

Revenue per customer

\$900

\$850

\$800

\$750

\$700

January

February

March

Month

April

2022

2022

Top 100 customers

CustomerKey	Full Name	Orders	Revenue
11420	Mr. Jordan Turner	5	\$6,801.96
11417	Mrs. Lacey Zheng	4	\$6,180.38
11429	Mr. Marco Lopez	4	\$6,135.52
11425	Mrs. Ariana Gray	4	\$6,035.00
11242	Mr. Larry Munoz	3	\$5,606.56
11432	Mrs. Dominique Prasad	3	\$3,677.67
11185	Mrs. Ashley Henderson	20	\$1,260.44
11300	Mr. Fernando Barnes	17	\$1,250.26
11223	Mrs. Hailey Patterson	15	\$974.80
11277	Mr. Charles Jackson	13	\$943.56
11262	Mrs. Jennifer Simmons	15	\$896.19
11330	Mr. Ryan Thompson	15	\$872.18
11711	Mr. Daniel Davis	13	\$852.28
11091	Mr. Dalton Perez	13	\$845.19
11276	Mrs. Nancy Chapman	17	\$823.54
11142	Mr. Eduardo Patterson	10	\$788.34
Total		646	\$76,868.89

Top Customer(By Revenue)

Mr. Jordan Turner

Orders:


5.00

Revenue:

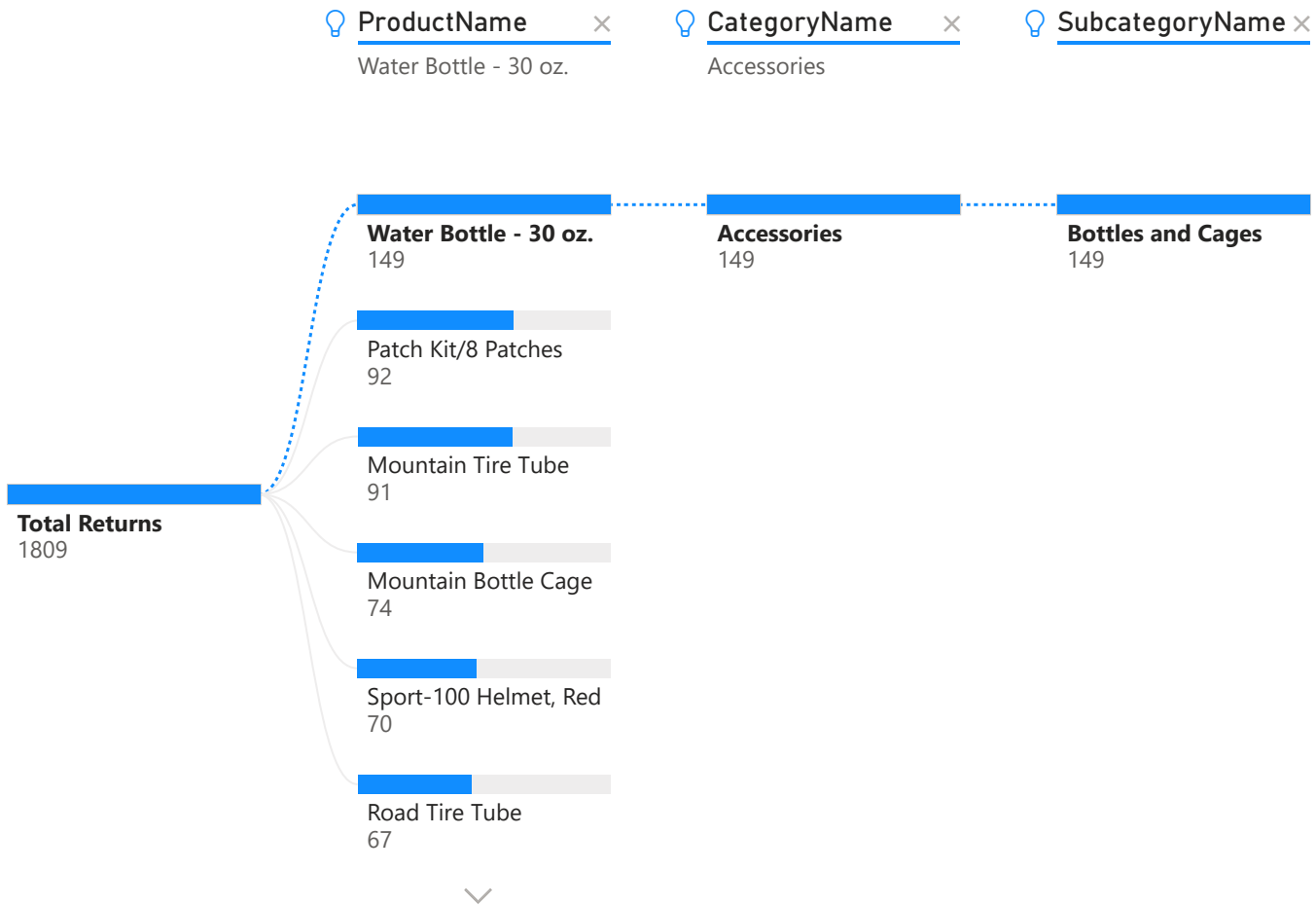
6.8K



Among 2022 skill users Ruben Suarez is most revenue at \$4600rs


Preparing Q&A

CategoryName	Total Orders
<div><div></div>Accessories</div>	16983
<div><div></div>Bikes</div>	13929
Black	5062
Blue	1263
Red	1912
Silver	2562
Yellow	3130
<div><div></div>Clothing</div>	6976
Total	25164



25K

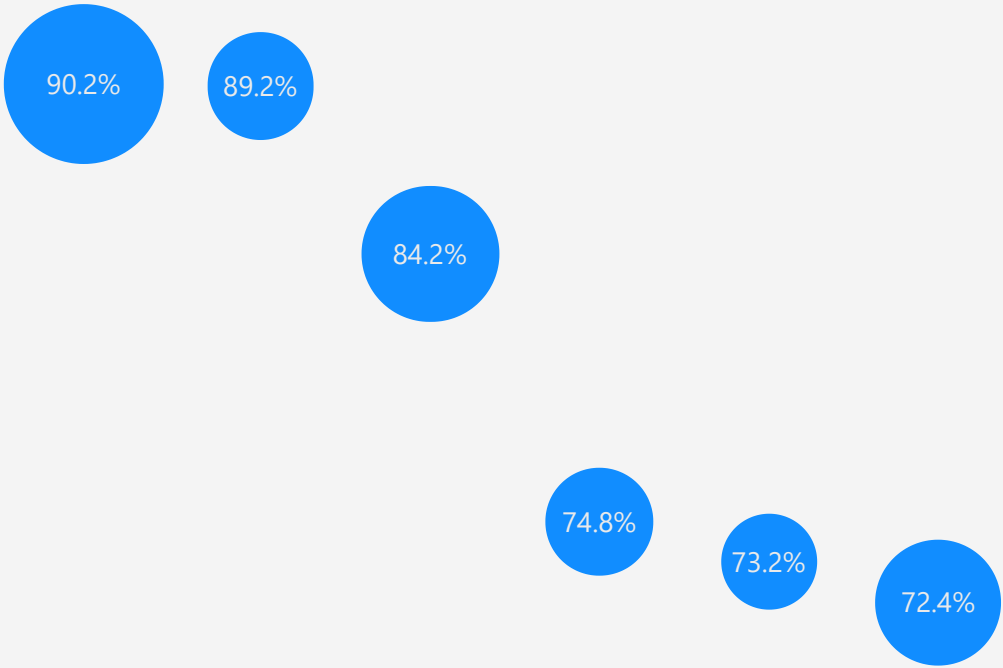
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 7 segments and ranked them by % HomeOwner is Y and population size. Se...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	90.2%	89.2%	84.2%	74.8%	73.2%	72.4%
Population count	2224	1395	1870	1407	1228	1693