



\$24.9M

REVENUE

\$10.5M

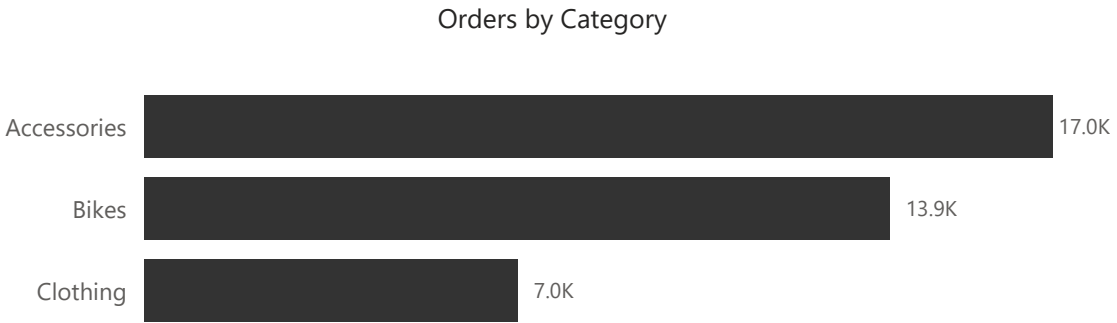
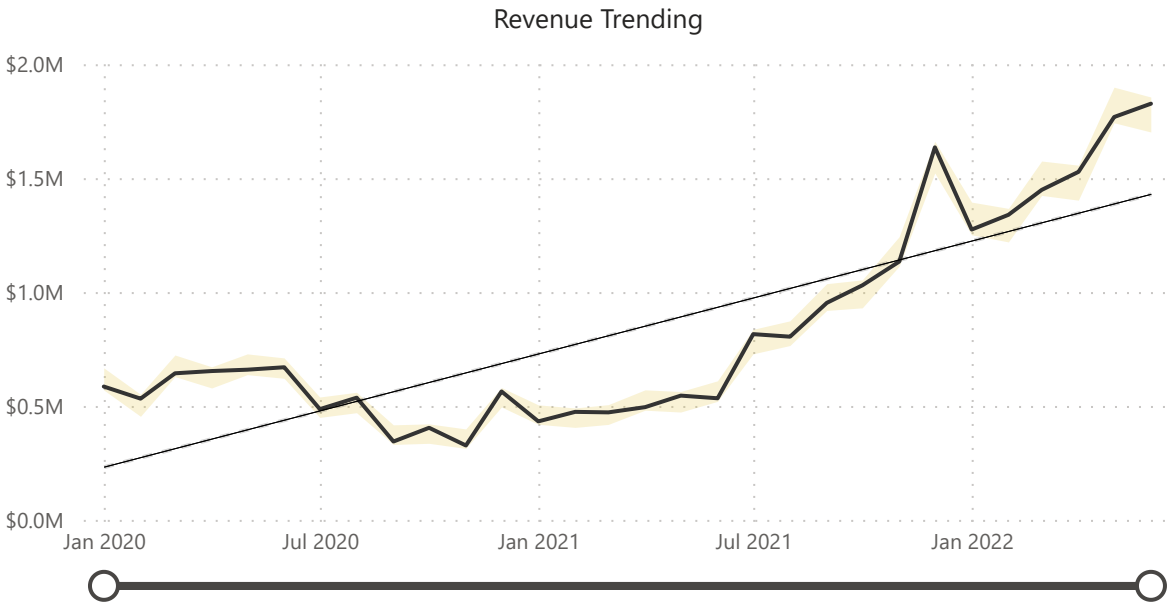
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
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%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

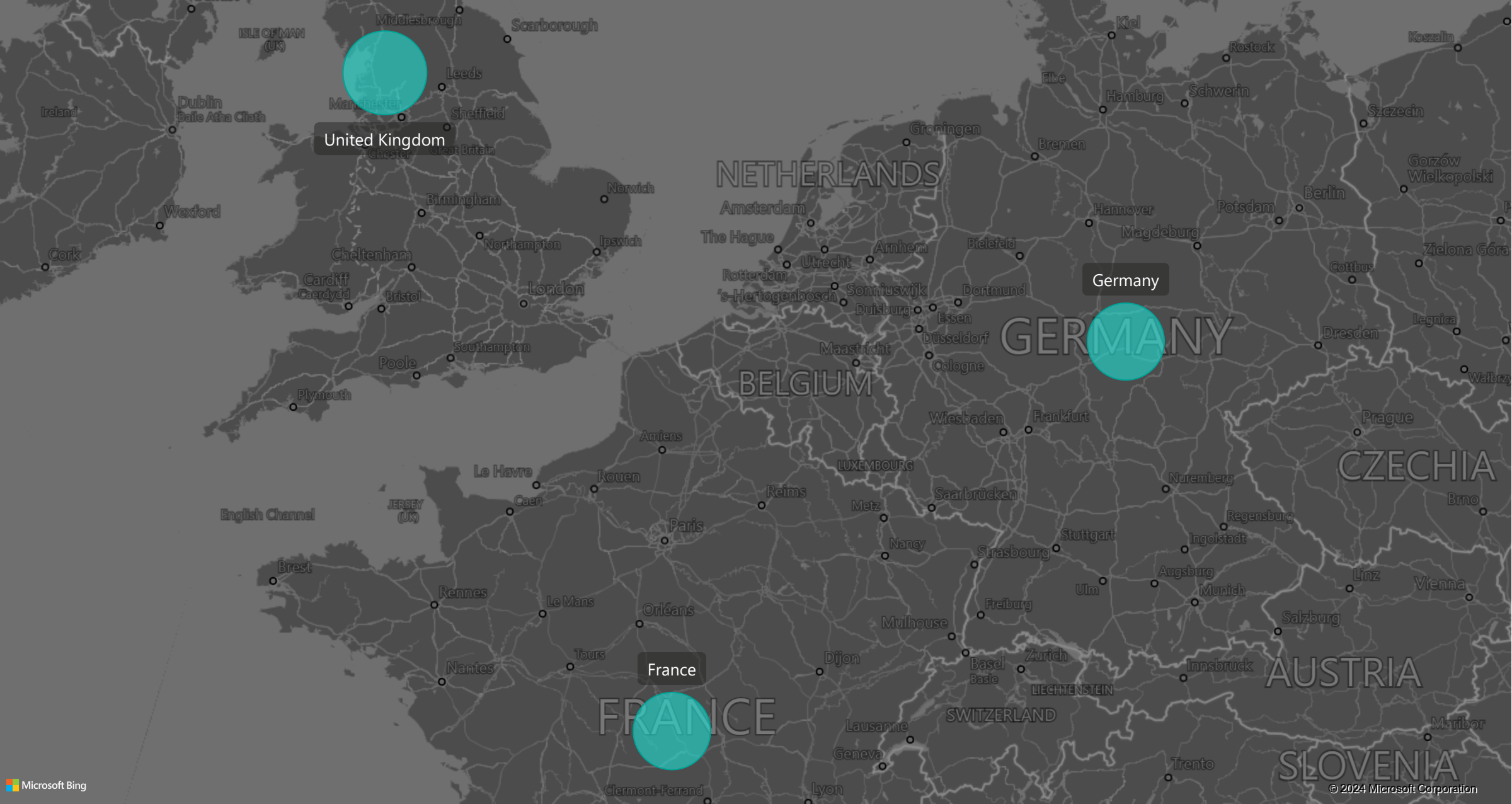
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Water Bottle -
30 oz.**

Monthly Orders vs. Target



Monthly Revenue vs. Target



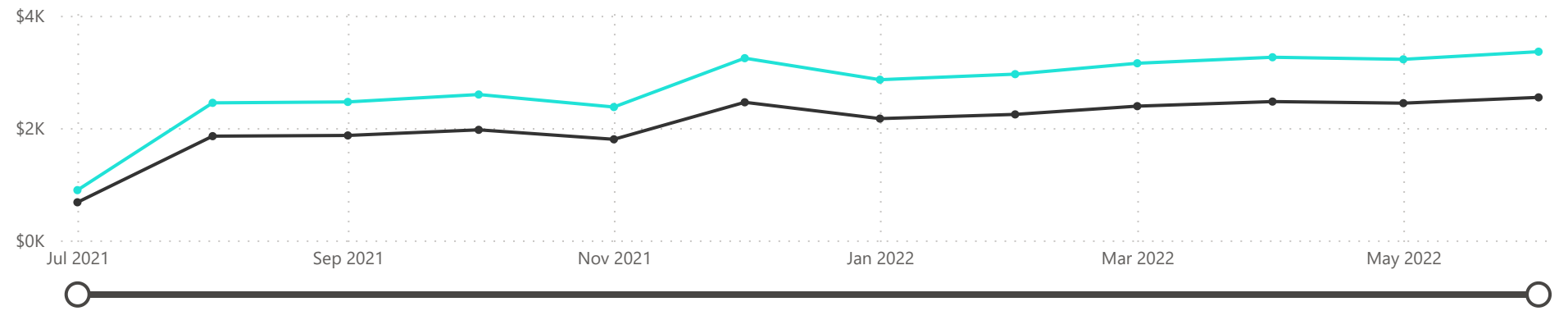
Monthly Profit vs. Target



Price Adjustment(%)

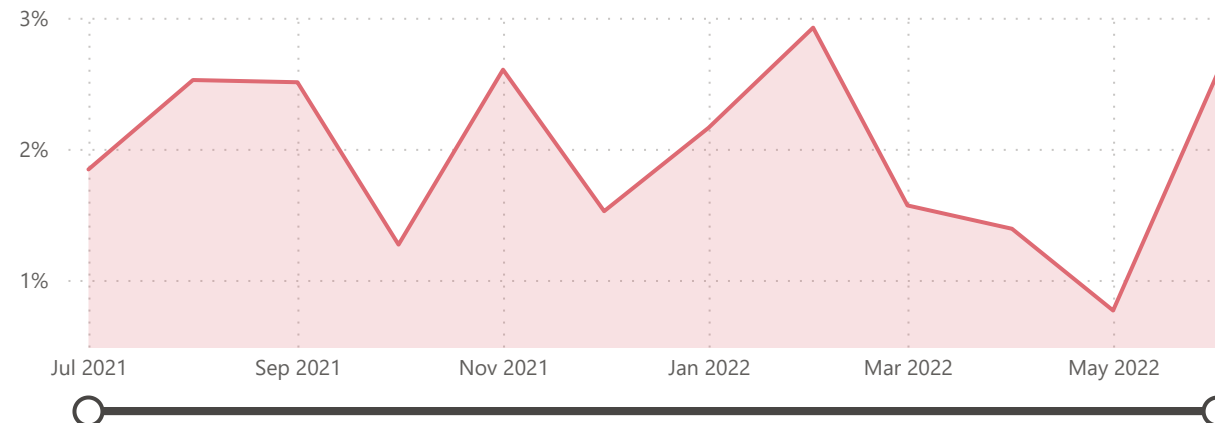
0.20

● Total Profit ● Adjusted Profit



Product Metric Selection

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



Report Summary

Total Orders for **Water Bottle - 30 oz.** were **253**

Across all metrics, **Adjusted Profit** had the most interesting recent trend and started trending up on **Thursday, July 1, 2021**, rising by **275.58%** (**2,464.78**) in **11 months**.



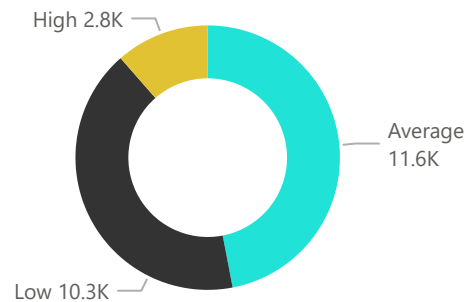
17.4K

UNIQUE CUSTOMERS

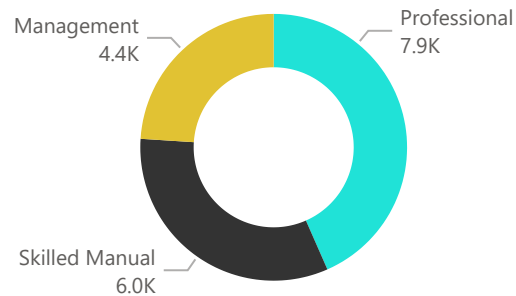
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

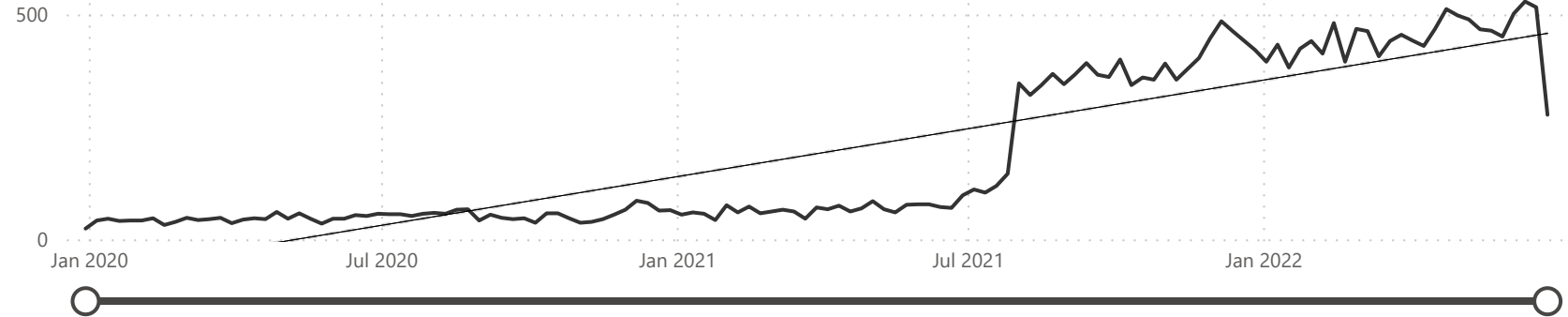


Orders by Occupation



Total Customers

Revenue Per Customer



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	\$6,15,329

2020

2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K

 total orders by date month



CategoryName Total Orders

Accessories	16,983
Bikes	13,929
Clothing	6,976
Total	25,164

Total Orders
25,164

💡 ProductName ✕
Water Bottle - 30 oz.

💡 CategoryName ✕
Accessories

💡 SubcategoryName ✕

Water Bottle - 30 oz.
3,983

Accessories
3,983

Bottles and Cages
3,983

Patch Kit/8 Patches
2,952

Mountain Tire Tube
2,846

Road Tire Tube
2,173

Sport-100 Helmet, Red
2,099

AWC Logo Cap
2,062

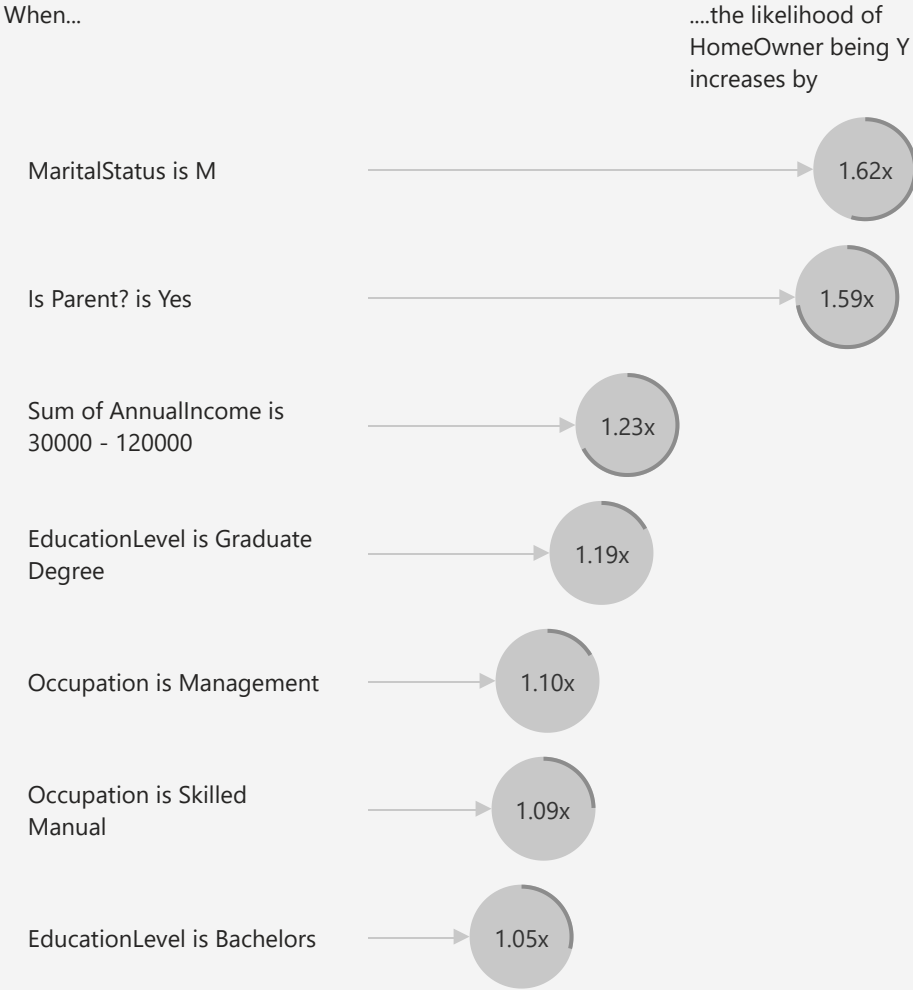


25K
Total Orders

Key influencers Top segments



What influences HomeOwner to be ?



Sort by: Impact Count

Key influencers Top segments



What influences Average Retail Price to ?

