



\$24.9M

REVENUE

\$10.5M

PROFIT

25.2K

ORDERS

2.2%

RETURN RATE

Orders by Category

Accessories

17.0K

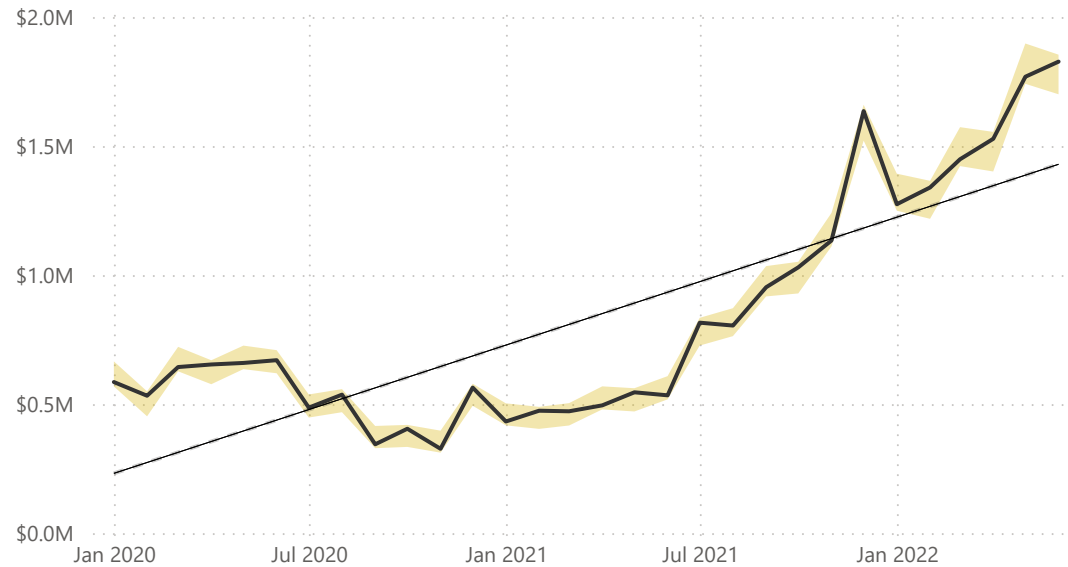
Bikes

13.9K

Clothing

7.0K

Revenue Trending



Monthly Revenue

Monthly Orders

Monthly Returns

\$1.83M✓

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

2,146!

Previous Month: 2165 (-0.88%)

166✓

Previous Month: 169 (+1.78%)

Top 10 products

	Orders	Revenue	Return Rate
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%

Most ordered product type:

Tires and Tubes

Most Returned Product type:

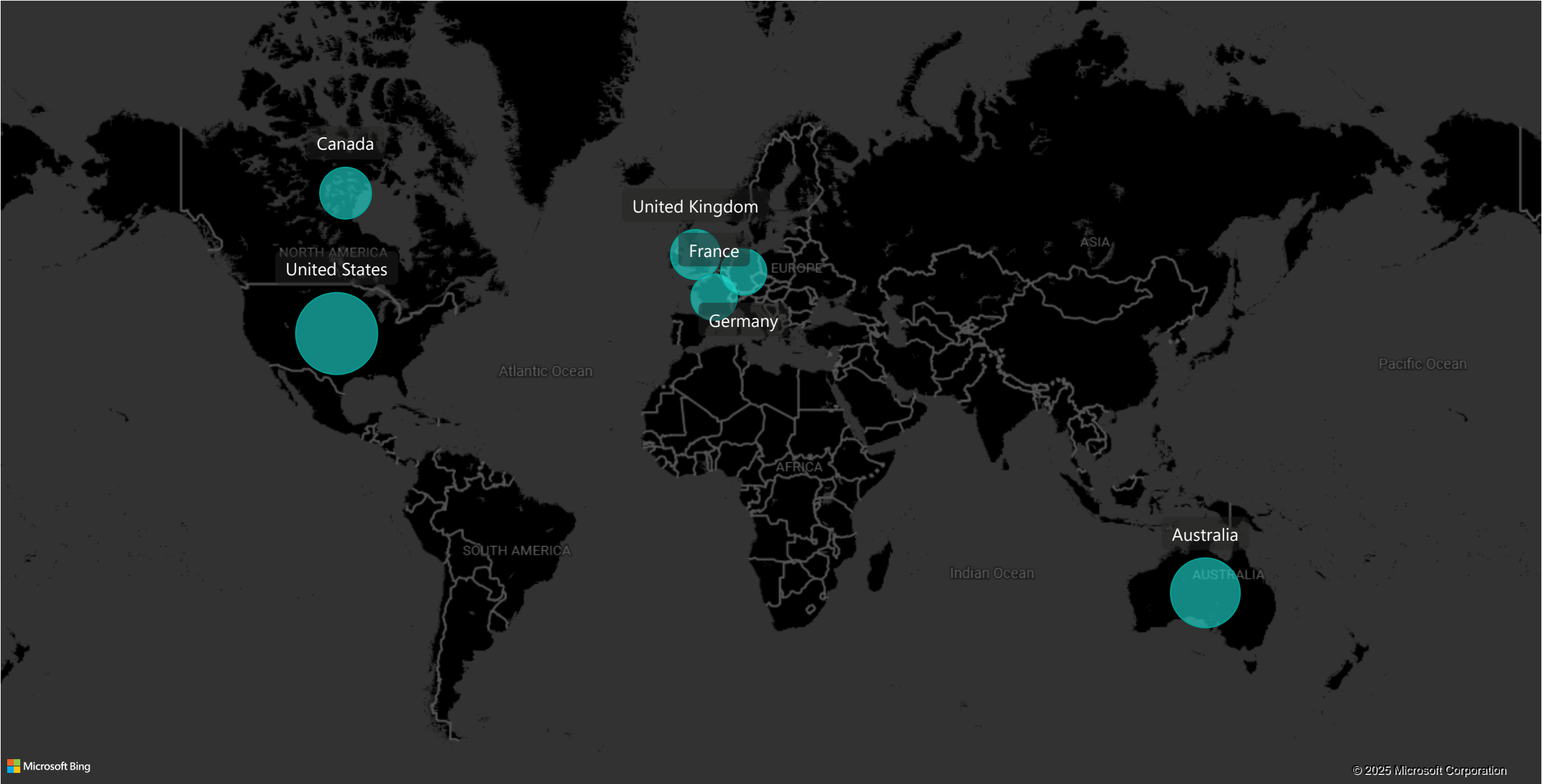
Shorts

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 (%)

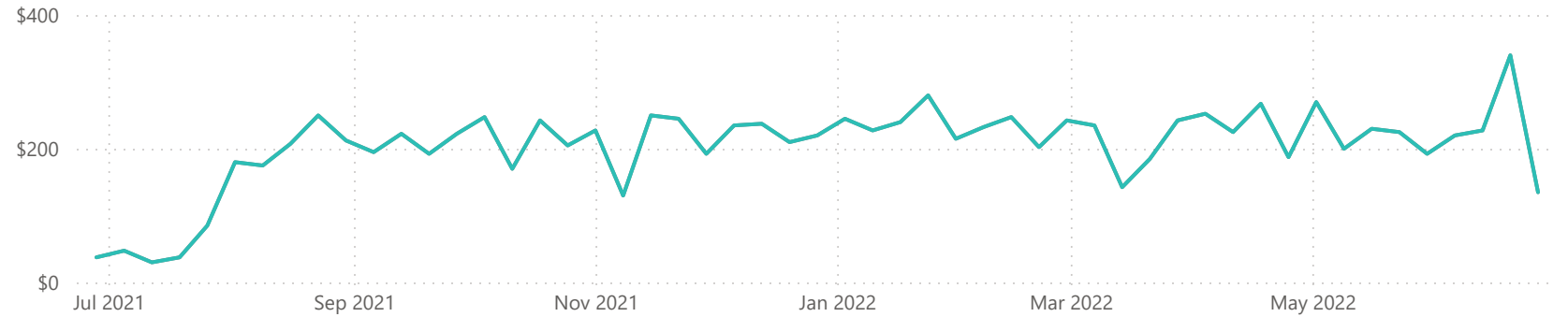
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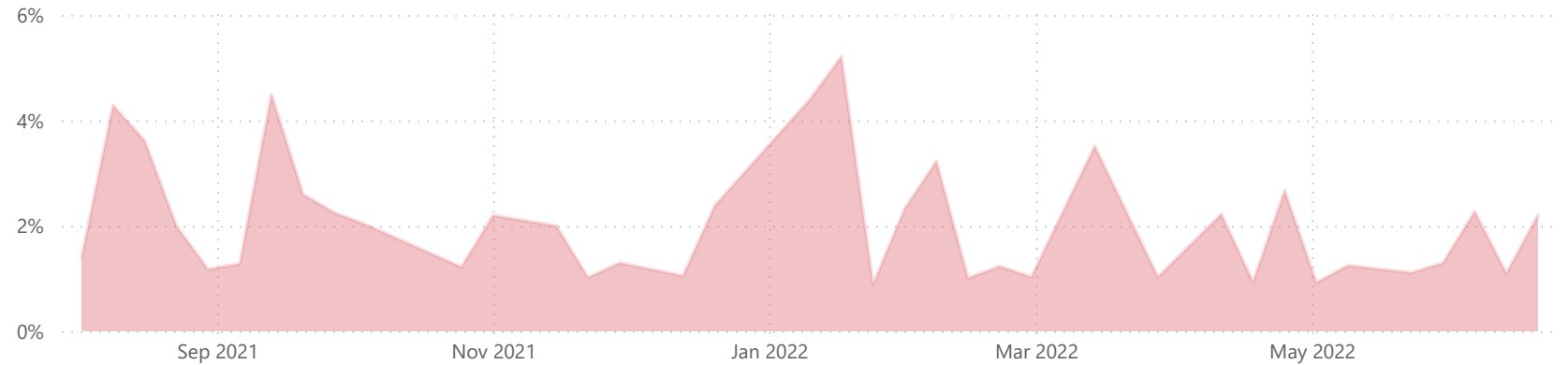
Product Metric Selection

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

▼ ● Total Profit ● Adjusted Profit



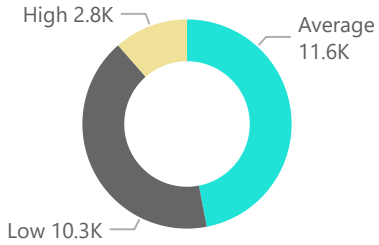
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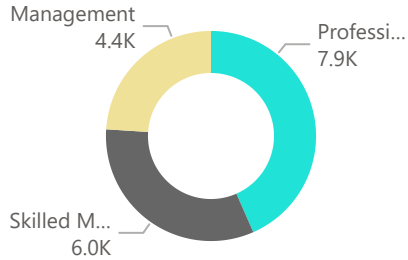
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

Total orders by Income Level



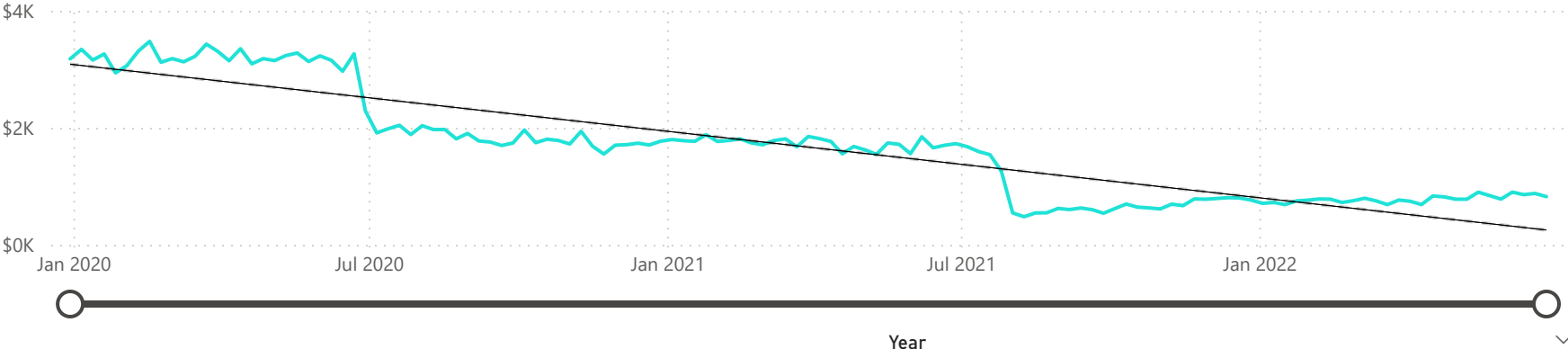
Total orders by Occupation



Top 100 Customers

CustomerKey	FullName	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	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707

Revenue per Customer



Year

2020 2022

Top Customer (by revenue):

Mr. Maurice Shan

Total Orders:

6

Revenue:

12.4K



Among customers in skilled manual roles, Ruben suarez drove the most revenue in 2022 at 4.7k



Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)



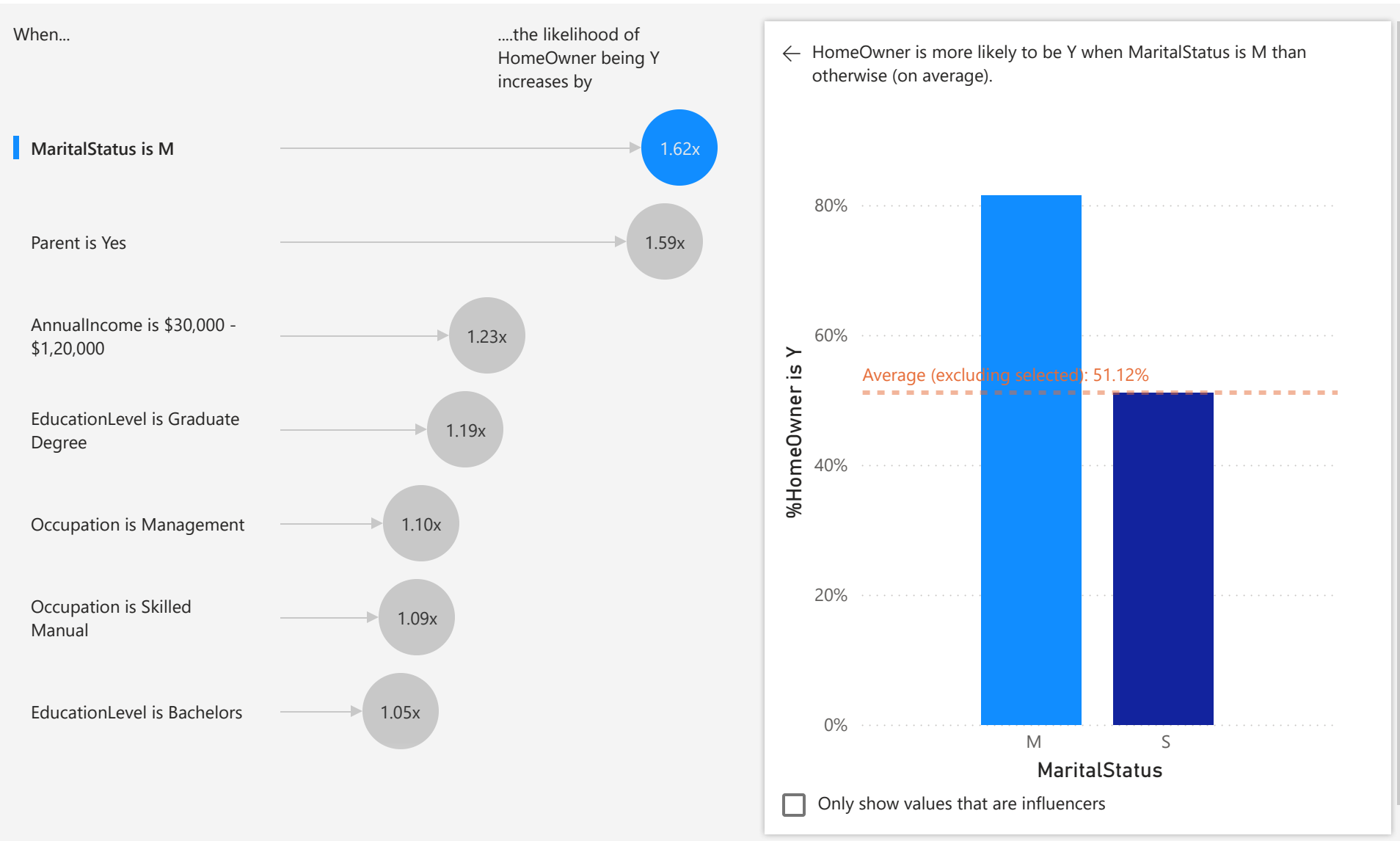
25K

Total orders



Return Rate
2.17%

What influences HomeOwner to be Y ?



What influences Return Rate to ?



No fields in 'Explain by'. [Learn more](#)