



\$24.9M

REVENUE

\$10.5M

PROFIT

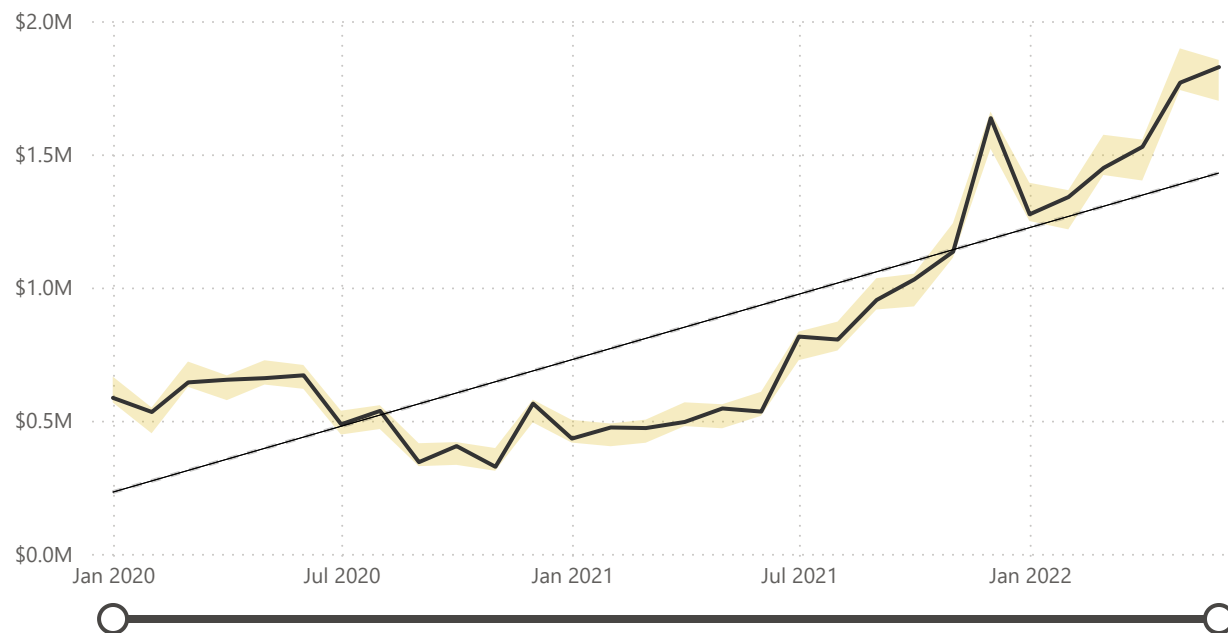
25.2K

ORDERS

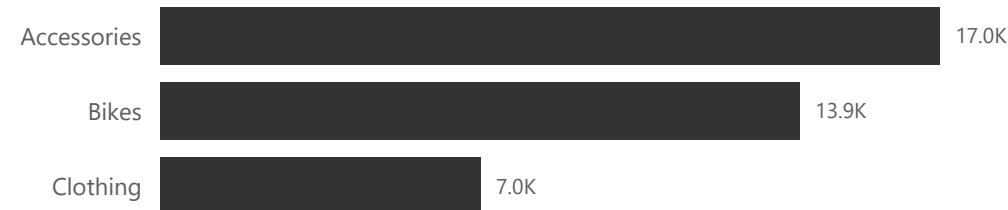
2.2%

RETURN RATE

Revenue Trending



Orders by Category



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:

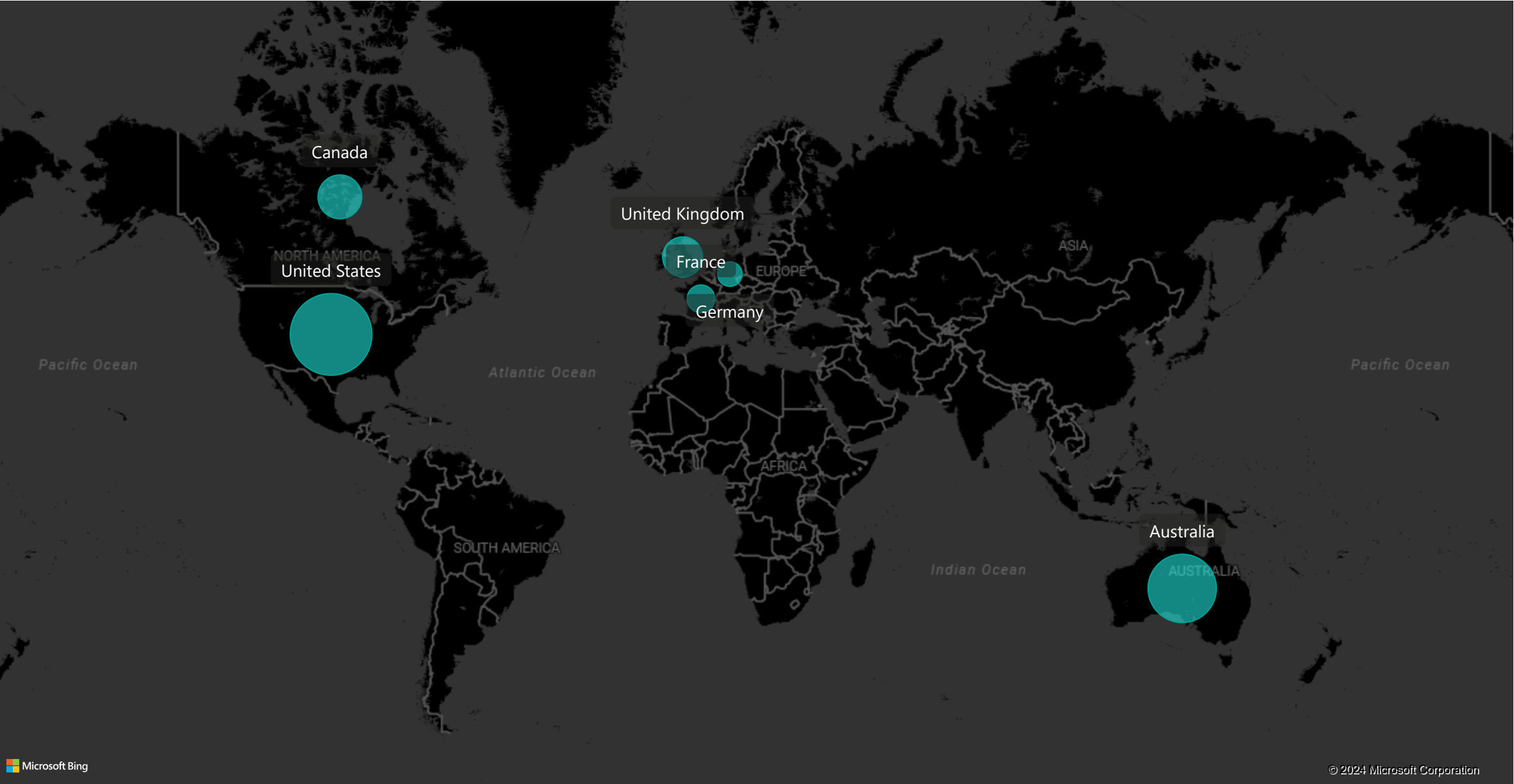
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Water Bottle -
30 oz.

Monthly Orders vs. Target



Monthly Revenue vs. Target



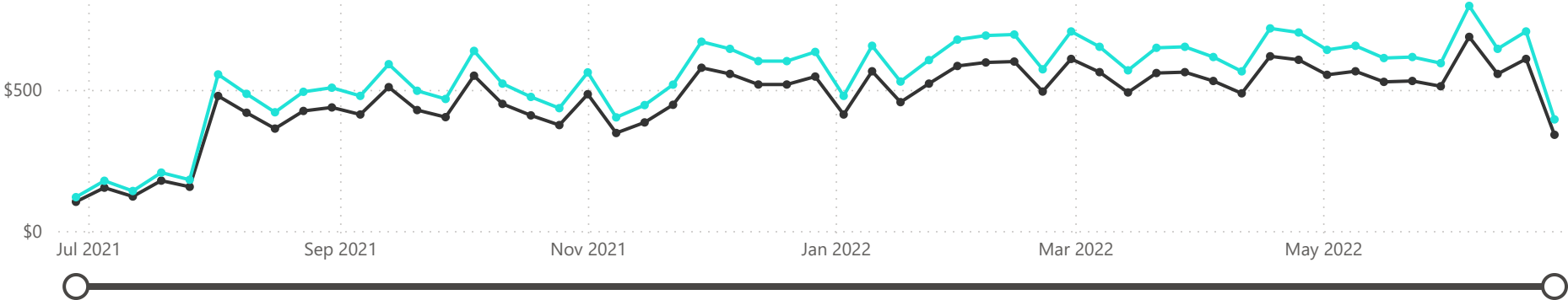
Monthly Profit vs. Target



Price Adjustment (%)

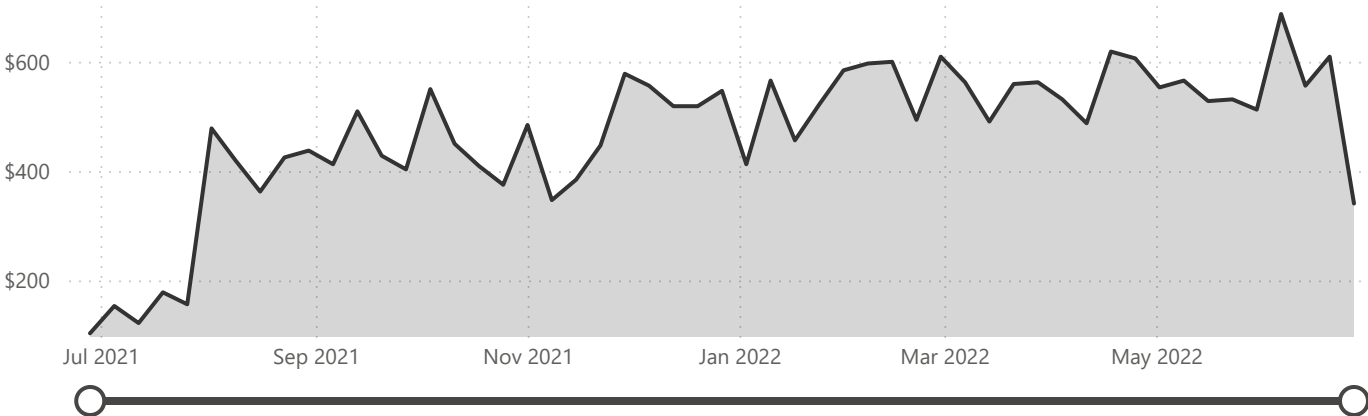
0.10

● Total Profit ● Adjusted Profit



Product Metric Selecti...

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



Report Summary

Total orders for Water Bottle - 30 oz. were 404

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit experienced the longest period



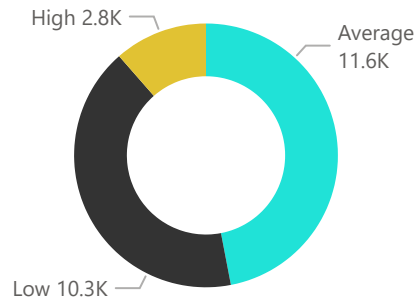
17.4K

UNIQUE CUSTOMERS

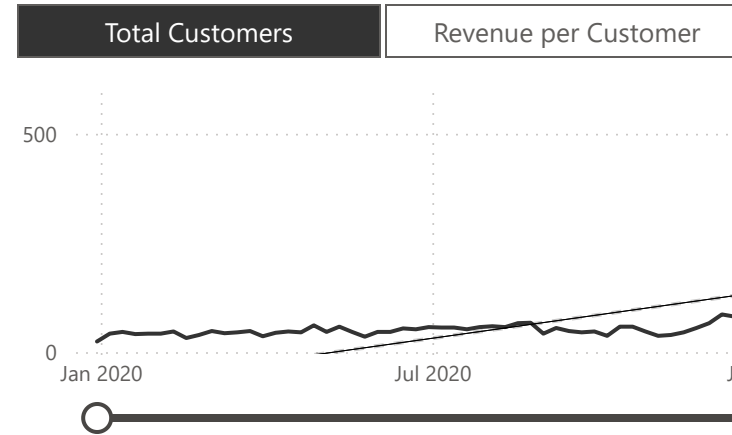
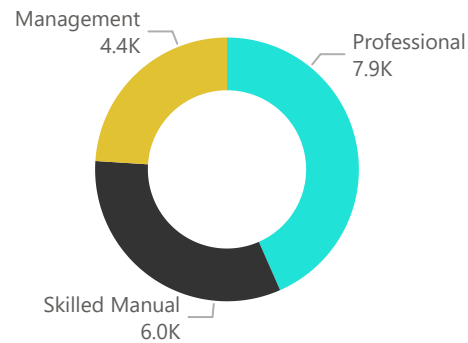
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



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	\$10,290
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
Total		1,272	\$6,15,329

Year

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:


6

Revenue:

\$12.4K




Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683



**Sign in for enhanced options** You'll have access to synonym suggestions that improve Q&A results.

Sign in




Add synonyms on your own



Orders by month



CategoryName Total Orders

 Accessories	16,983
 Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
 Clothing	6,976
Total	25,164

CategoryName ×

SubcategoryName ×


ProductName ×

Total Orders
25,164

25K
Total Orders


👍 👎

....the likelihood of
HomeOwner being Y
increases by

A circular gauge with a needle pointing to 1.59x. The gauge has a grey background and a dark grey border. The needle is a thin grey line pointing towards the top right. The text "1.59x" is displayed in the center of the gauge.

1.23x

1.19x



Count

MaritalStatus	%HomeOwner is Y
M	~82%
S	~51%

☐ Only show values that are influencers

Increase ▼ ?

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

→ \$478.6

A scatter plot showing the relationship between the Sum of ProductCost (X-axis) and Average Retail Price (Y-axis). The X-axis ranges from \$0K to \$50K, and the Y-axis ranges from \$0 to \$1,500. A positive linear trend is evident, with a regression line fitted to the data points. The data points are blue circles, and the regression line is a solid brown line.

Sum of ProductCost (\$K)	Average Retail Price (\$)
0.0	250
0.0	300
0.0	350
5.0	600
7.0	650
10.0	680
20.0	1400
30.0	1650
45.0	1500