



\$25M

Revenue

\$10M

Profit

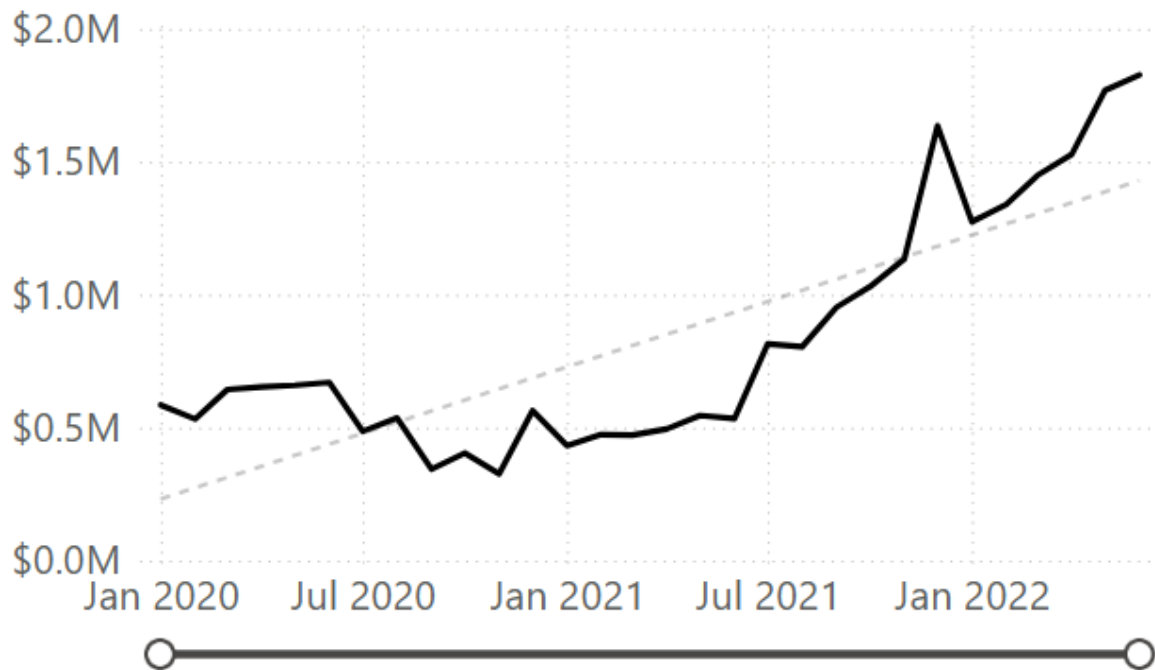
25K

Orders

2.17%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return%
AWC Logo Cap	2062	\$35,882	1.11%
Fender Set - Mountain	1975	\$87,041	1.36%
Mountain Bottle Cage	1896	\$38,062	2.02%
Mountain Tire Tube	2846	\$28,333	1.64%
Patch Kit/8 Patches	2952	\$13,506	1.61%

Monthly Revenue

\$1.83M✓

Prev. Month: 1.77M (+3.31%)

Monthly Order

2146!

Prev. Month: 2165 (-0.88%)

Monthly Return

166!

Prev. Month: 169 (-1.78%)

Most Orders Product Type:

Tires and Tubes

Most Returned Product

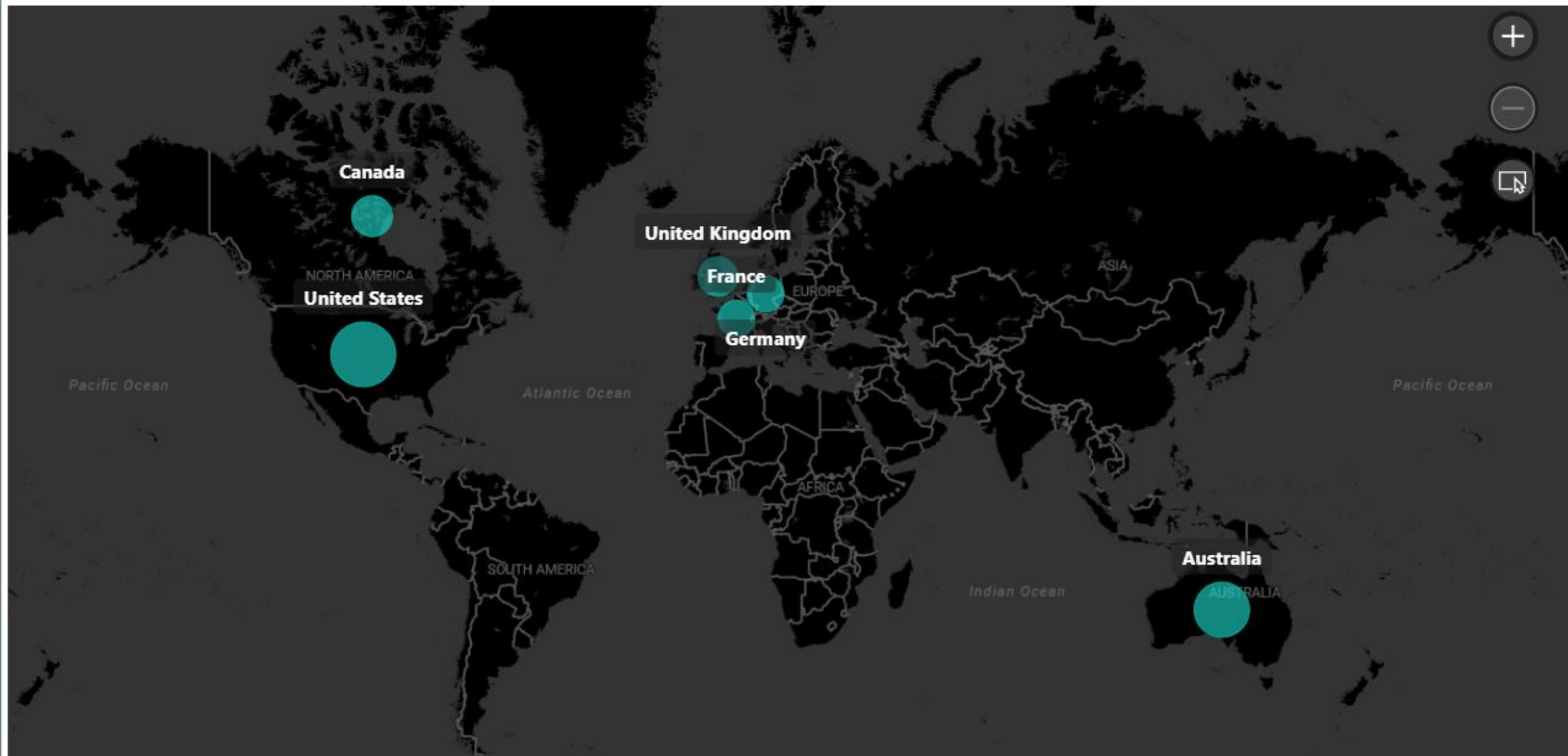
Shorts

Select all

Europe

North America

Pacific



ProductName

- ☐ All-Purpose Bike Stand
- ☒ AWC Logo Cap
- ☐ Bike Wash - Dissolver
- ☐ Cable Lock
- ☐ Chain
- ☐ Classic Vest, L

Monthly Orders vs. Target



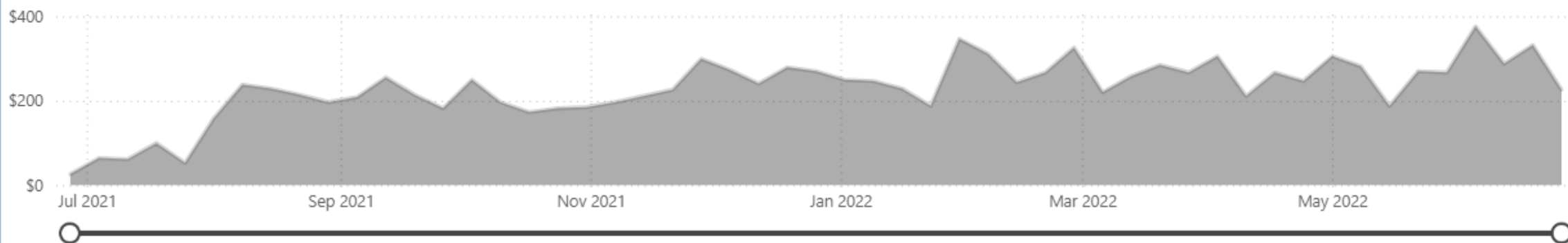
Monthly Revenue vs. Target



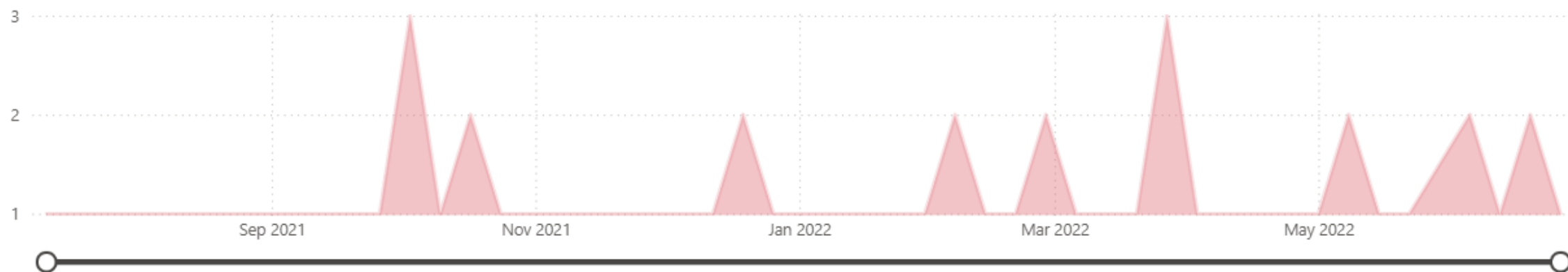
Monthly Profit vs. Target



Profit Trending



Return Trending



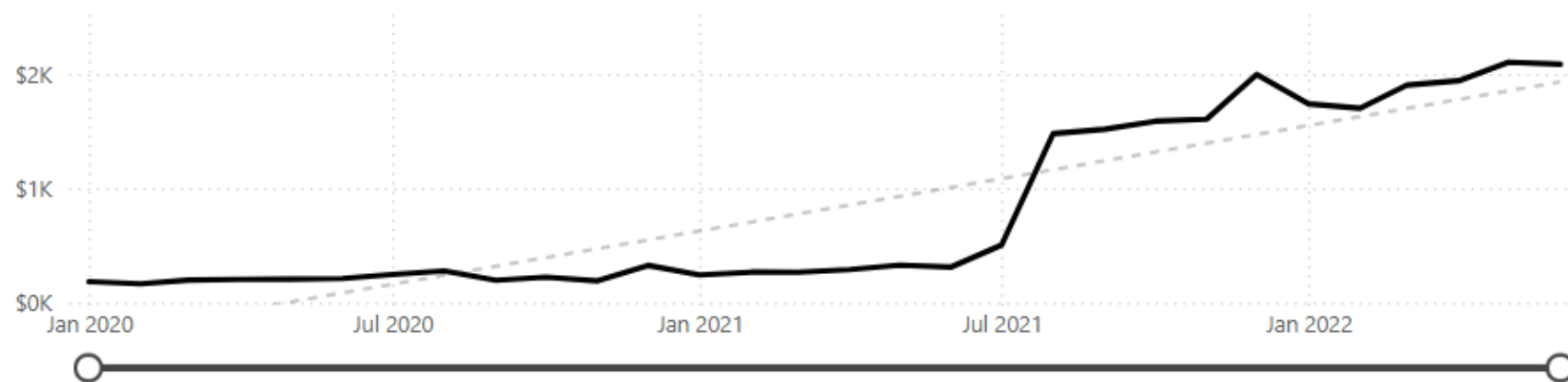
\$17.4K

Unique Customers

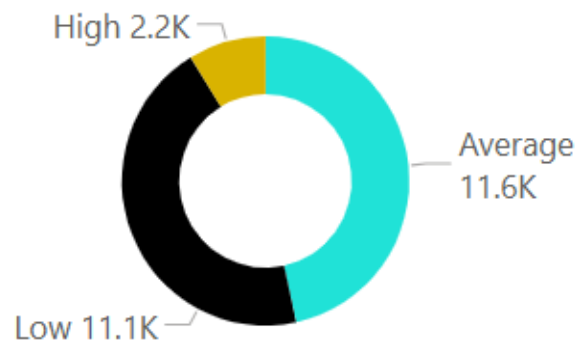
\$1,431

Revenue Per Customer

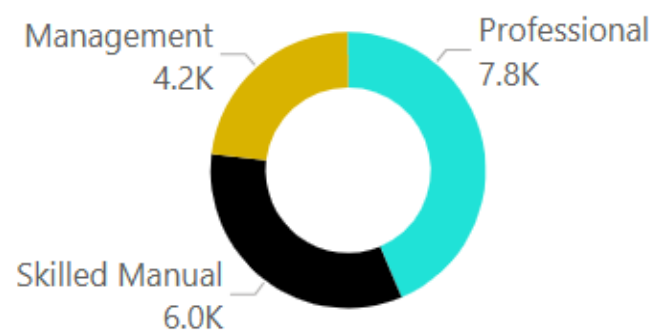
Weekly Customer



Orders by Income Level



Orders by Income Level



CustomerKey	Full Name	Total Orders	Total 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
Total		1272	\$615,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

Revenue:

6

\$12.41K