



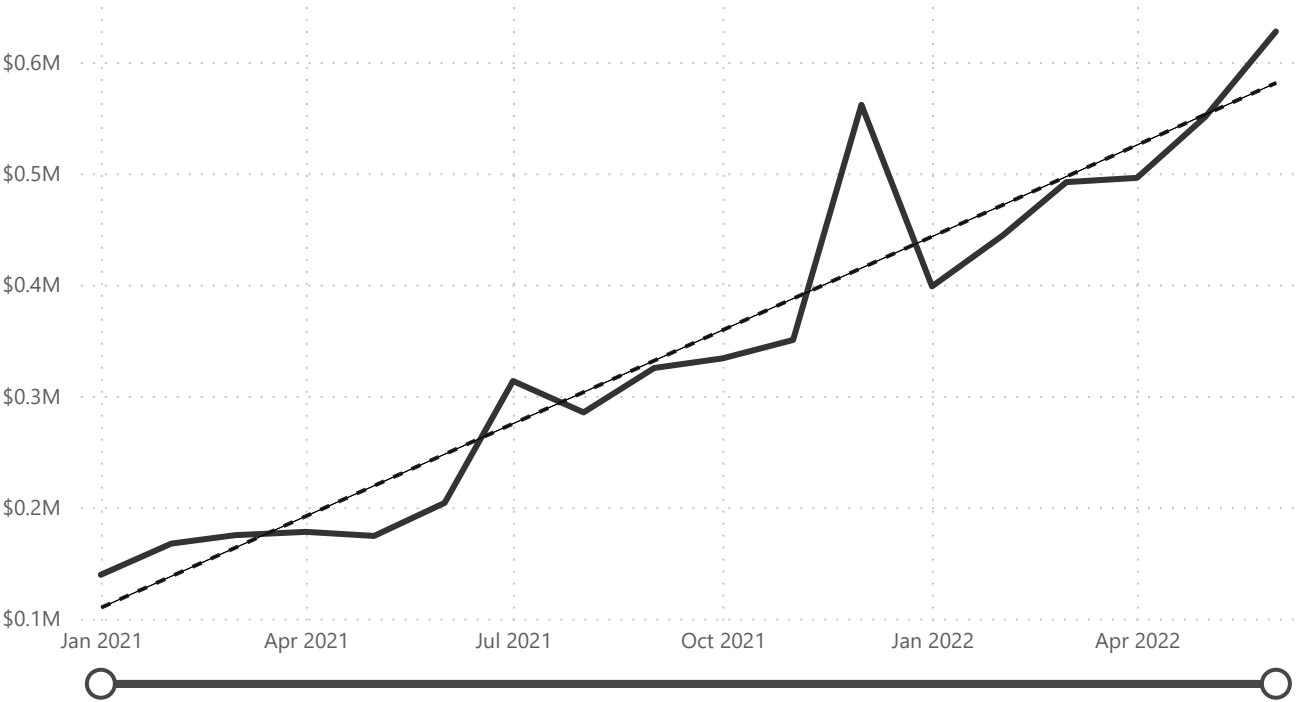
\$6.2M  
REVENUE

\$2.6M  
PROFIT

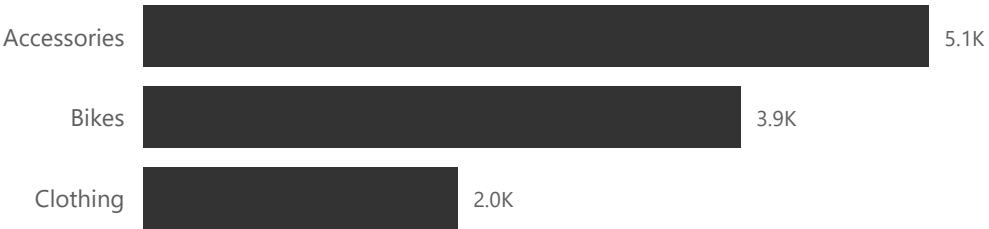
25.2K  
ORDERS

2.1%  
RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	1,164	\$11,462	1.96%
Road Tire Tube	829	\$6,611	1.63%
AWC Logo Cap	803	\$13,969	0.93%
Patch Kit/8 Patches	798	\$3,646	1.57%
Sport-100 Helmet, Red	753	\$26,347	2.79%
Touring Tire Tube	702	\$7,031	1.35%
Sport-100 Helmet, Blue	666	\$22,407	3.15%
Sport-100 Helmet, Black	626	\$21,061	3.67%
Road Bottle Cage	560	\$10,249	1.58%
Mountain Tire Tube	554	\$5,639	1.95%

Monthly Revenue

\$0.63M ✓  
Prev Month: \$0.55M (+13.91%)

Monthly Orders

644 ✓  
Prev Month: 625 (+3.04%)

Monthly Returns

57 !  
Prev Month: 43 (-32.56%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

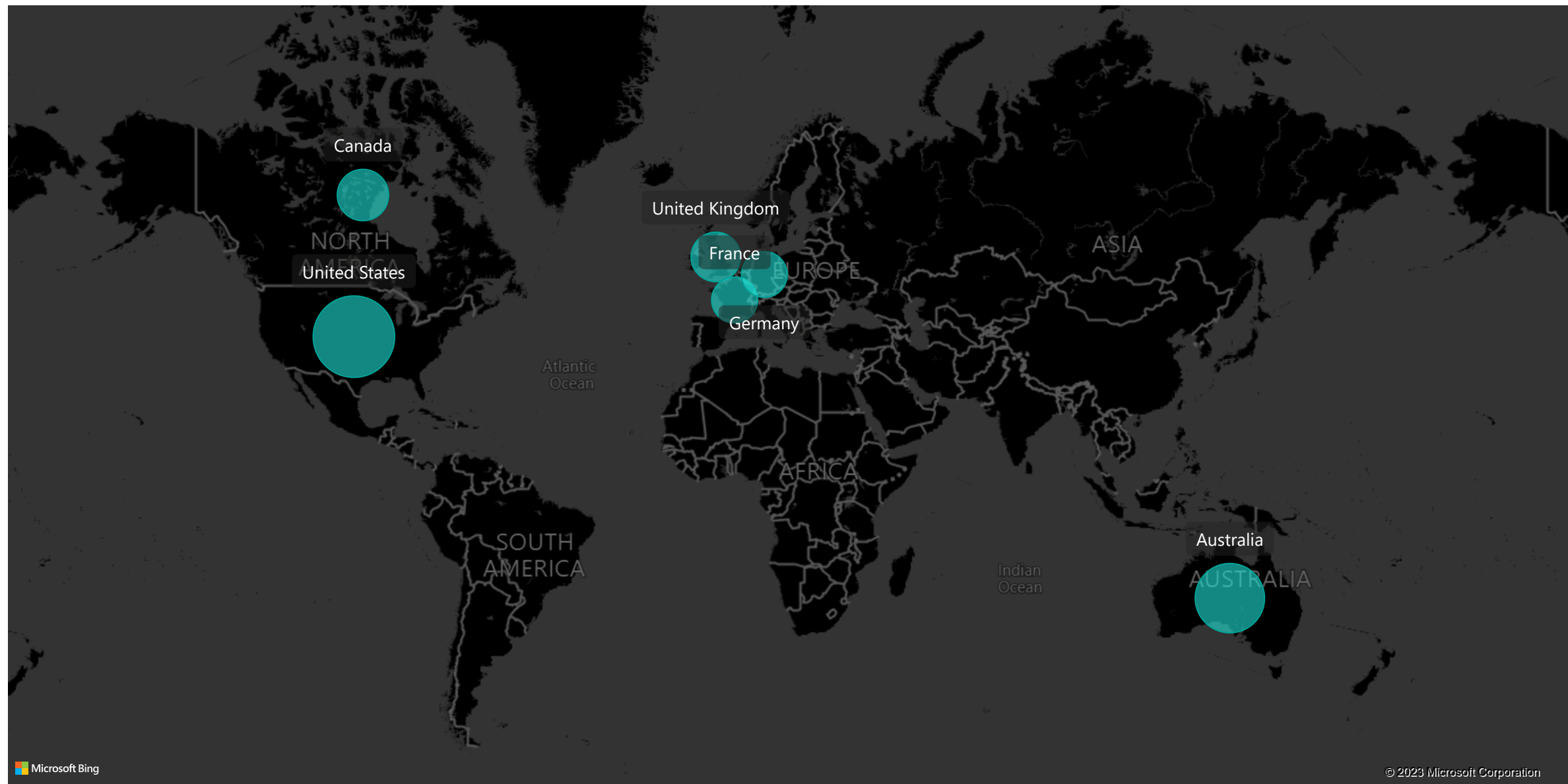
Shorts

Select all

Europe

North America

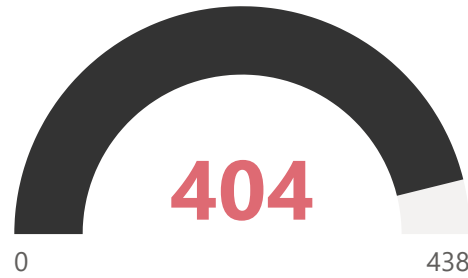
Pacific



Selected Product

**Water Bottle - 30  
oz.**

Monthly Orders vs. Target



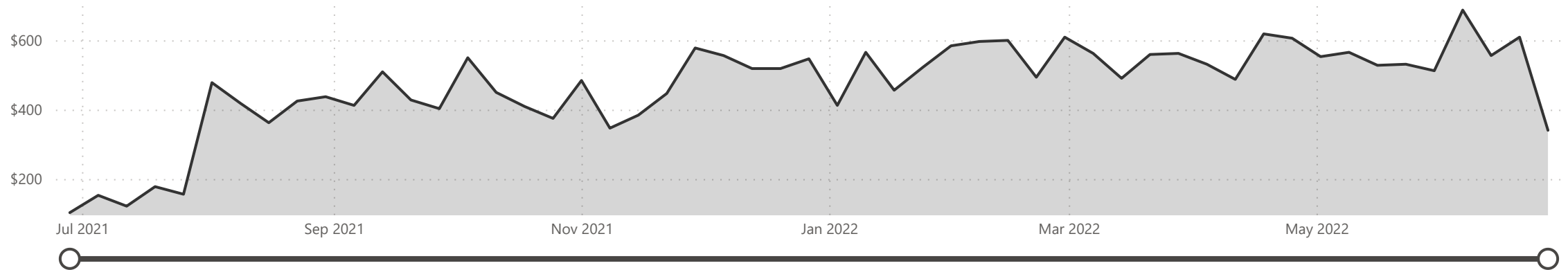
Monthly Revenue vs. Target



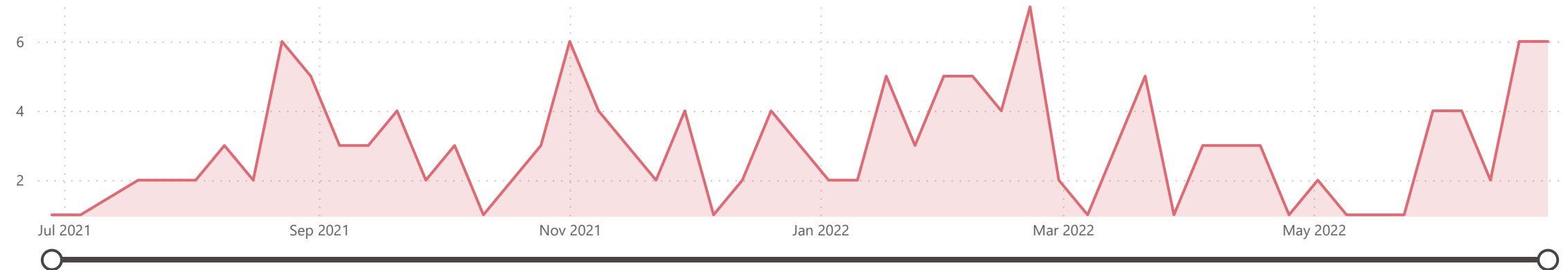
Monthly Profit vs. Target



Profit Trending



Return Trending

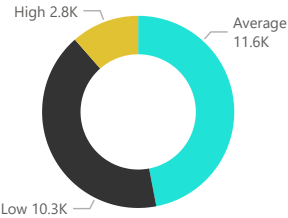




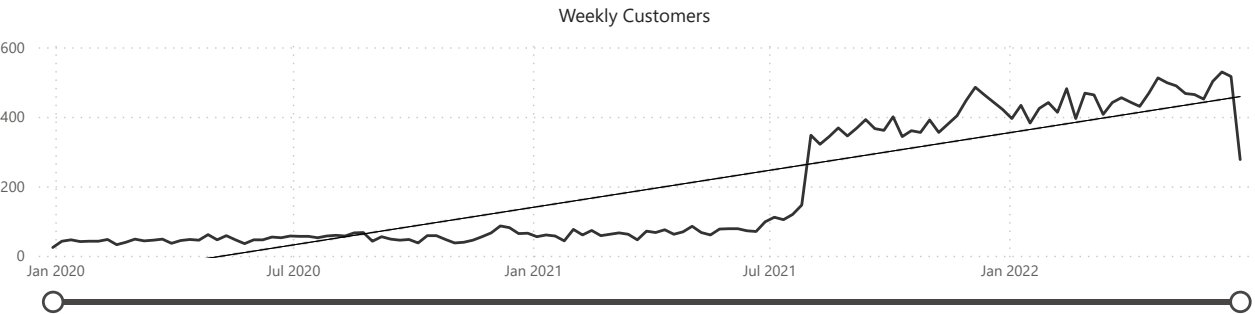
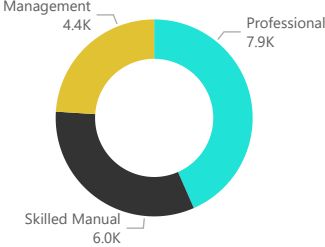
17.4K  
UNIQUE CUSTOMERS

\$1.4K  
REVENUE PER CUSTOMERS

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Total 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
Total		1,272	\$615,329

2020 2022

Top Customers (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K