



\$24.9M

REVENUE

\$10.5M

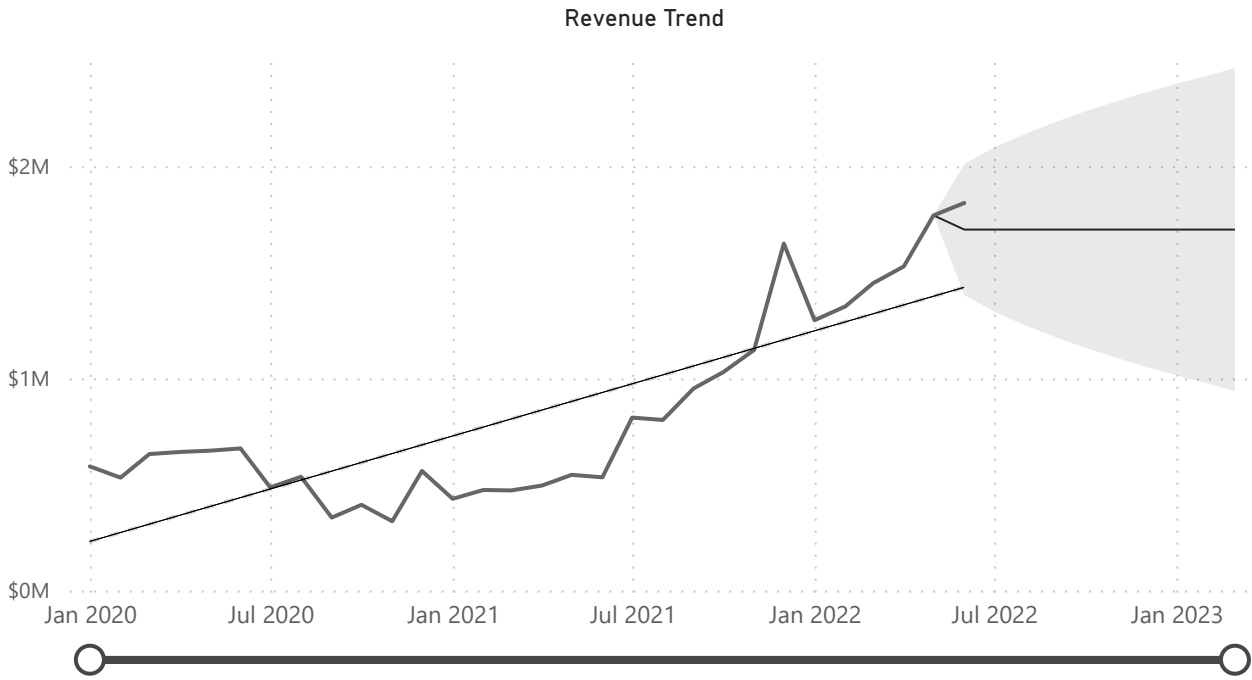
PROFIT

25.2K

ORDER

2.2%

RETURN RATE



MONTHLY REVENUE

\$1.83M✓

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

MONTHLY ORDER

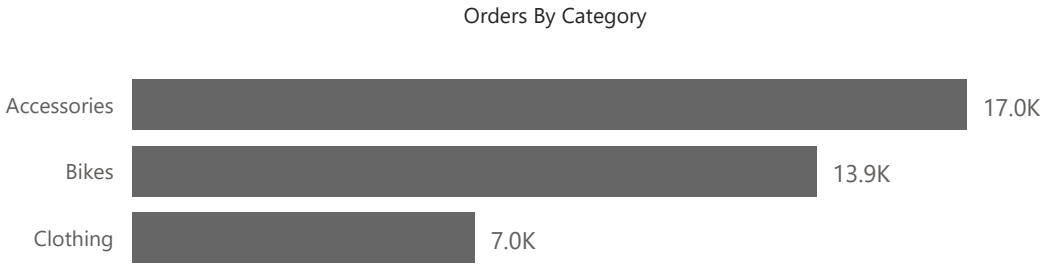
2,146!

Prev Month: 2165 (-0.88%)

MONTHLY RETURNS

166✓

Prev 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

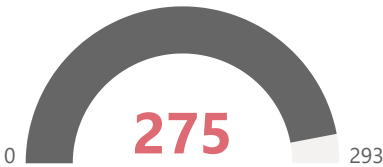
Pacific



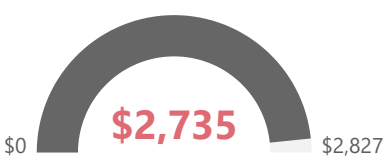
Selected

Mountain Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



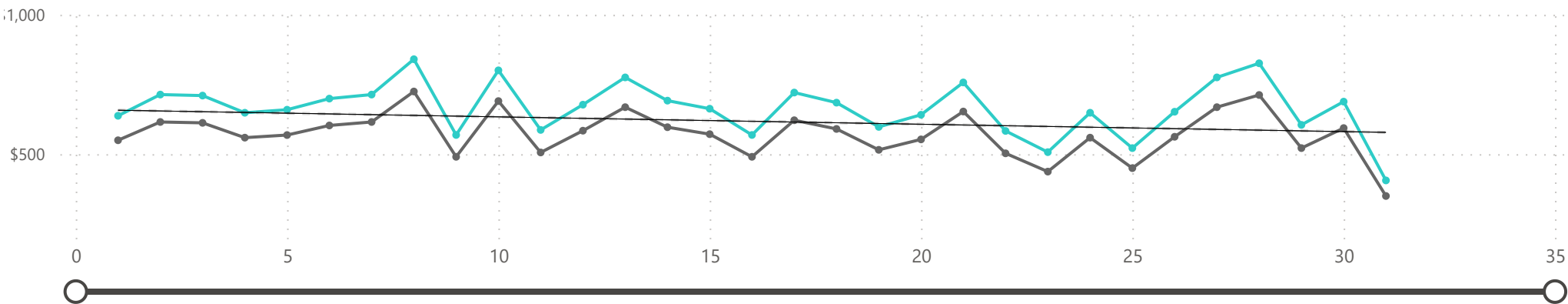
Monthly Profit vs Target



Price Adjustments %

0.10

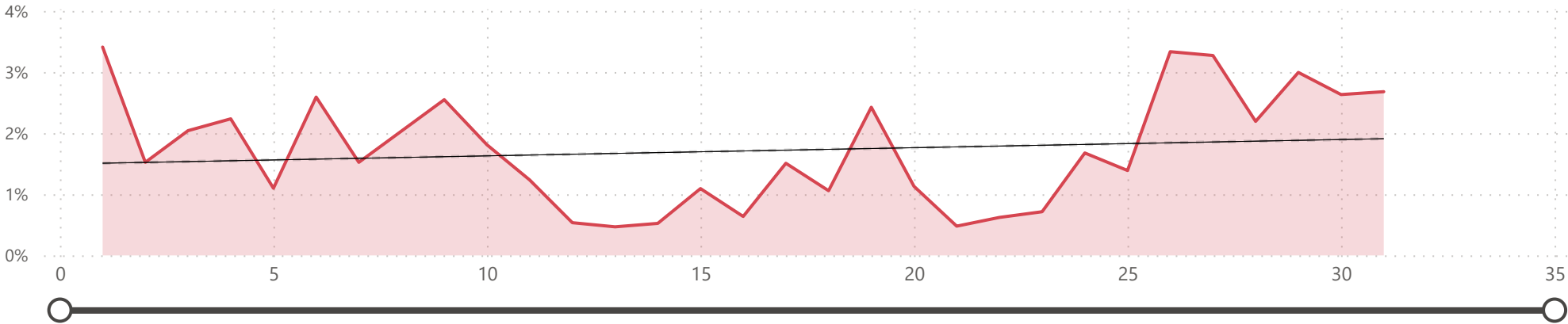
Total Profit Adjusted Profit



Product Metric Selecti...

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

Returns Trend



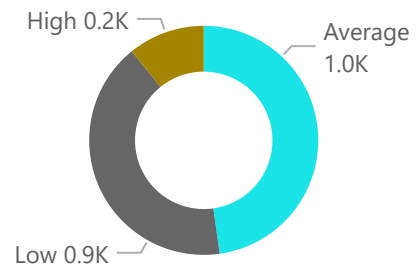
2105

UNIQUE CUSTOMERS

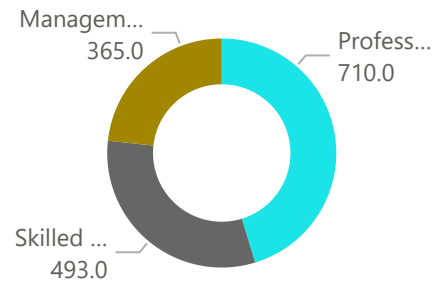
\$840

REVENUE PER CUSTOMER

Orders by Income Level



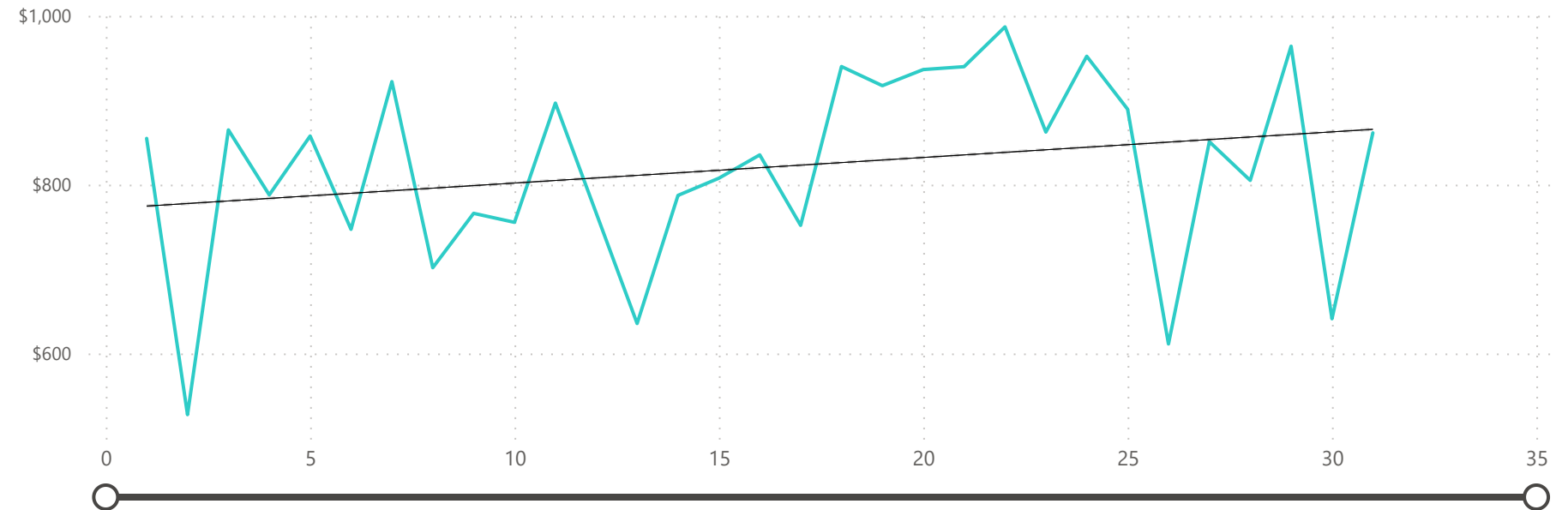
Orders by Occupation



Total Customers

Revenue Per Customer

Revenue Per Customer



Year

2022

2022

Top 100 Customers

CustomerKey	Full name	Orders	Revenue
11313	Mr. Trevor Jenkins	1	\$2
16497	Ms. Julia Peterson	1	\$2
20141	Mrs. Angelica Flores	1	\$4
24538	Mrs. Latasha Diaz	1	\$4
11231	Mr. Dennis Zhang	1	\$5
15437	Mrs. Candace Srini	1	\$5
15812	Mr. Logan Allen	1	\$5
18294	Mrs. Denise Prasad	1	\$5
27992	Mr. Dylan Taylor	1	\$5
12964	Mr. Xavier Russell	1	\$5
14620	Mr. Josiah James	1	\$5

Top Customer(By Revenue)

Mrs. Diana Ortega

Full Name (Customer Detail)

Orders Placed

2

Total Order (Custom

Revenue

\$4,158

Total Revenue (Custo