



\$24.9M

Revenue

\$10.5M

PROFIT

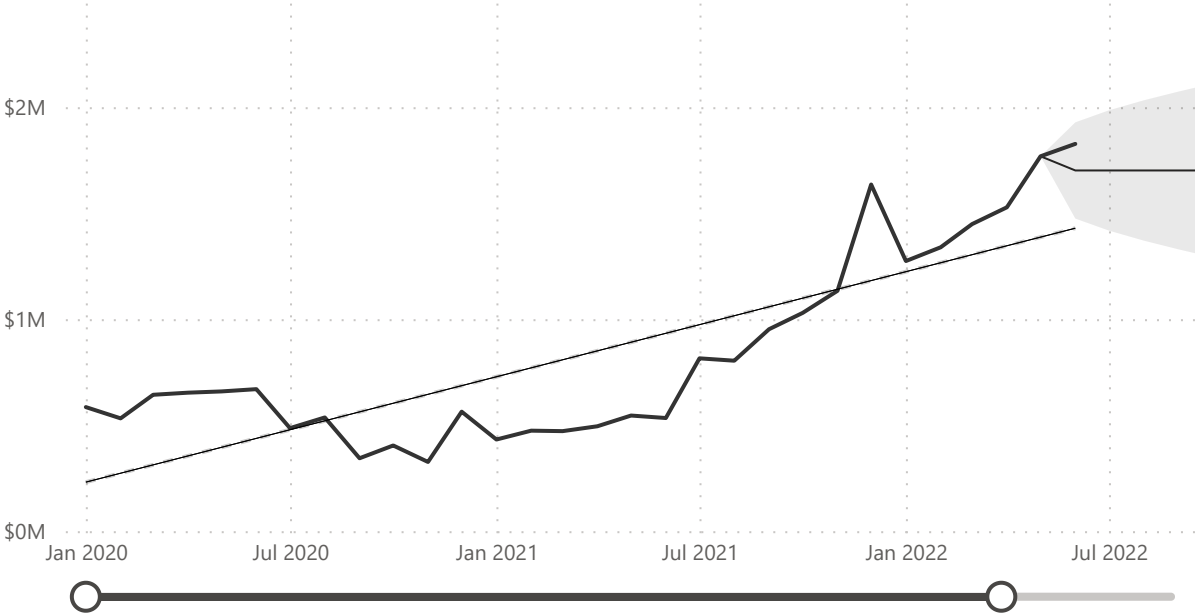
25.2K

ORDERS

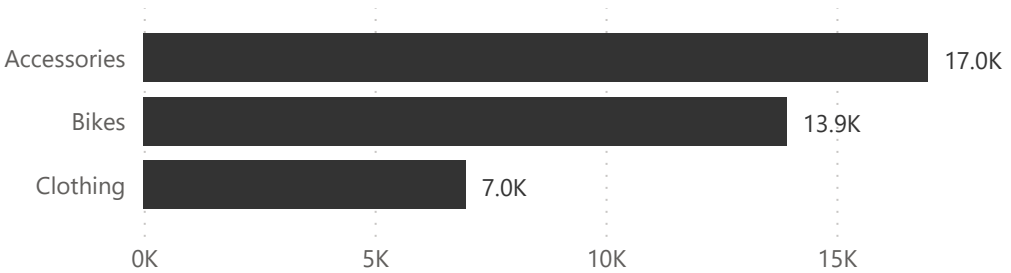
2.2%

RETURN RATE

Revenue Trending



Orders by Category



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%

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:

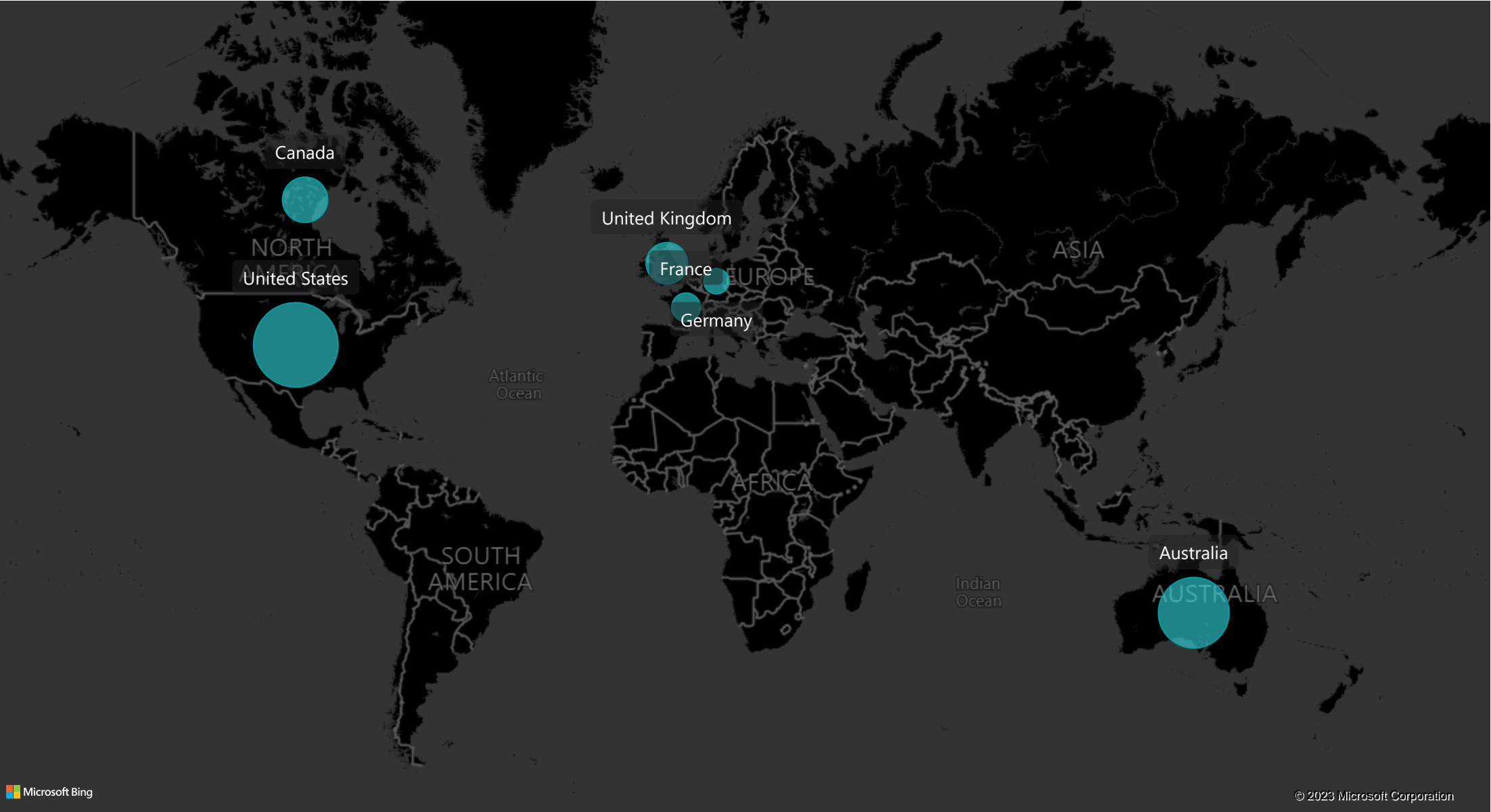
Tires and Tubes

Most returned Product Type:

Shorts

Continent

Select all	Europe	North America	Pacific
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Selected Product:

Road Tire Tube

Price Adjustment(%)

0.10



Product Metric Selection

- ☐ Orders
- ☐ Revenue
- ☐ Profit
- ☒ Returns

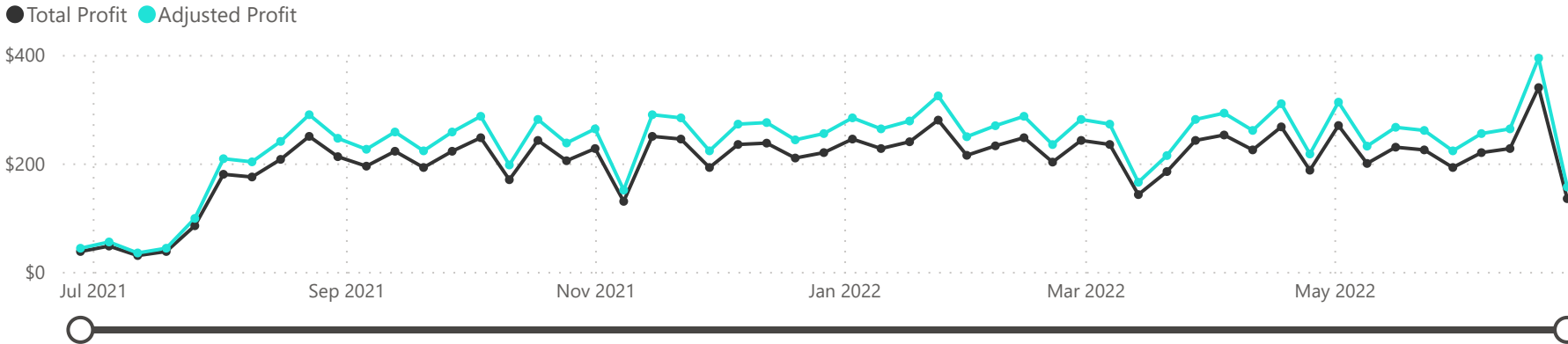
Monthly orders Vs Target



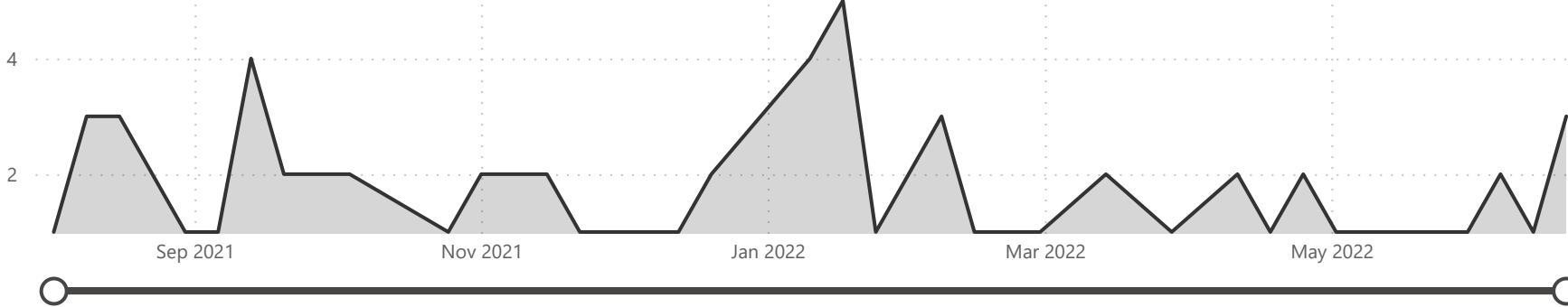
Monthly Revenue Vs Target



Monthly Profit Vs Target



Returns Trending





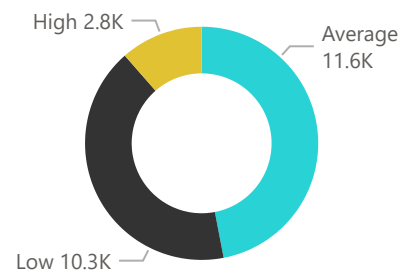
# 17.4K

UNIQUE CUSTOMERS

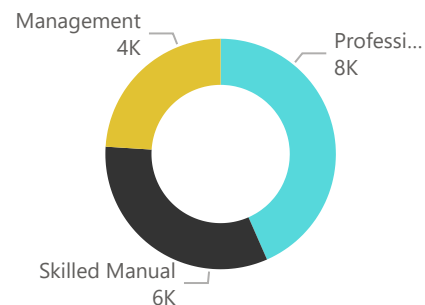
# \$1,431

REVENUE PER CUSTOMER

Orders by Income Level

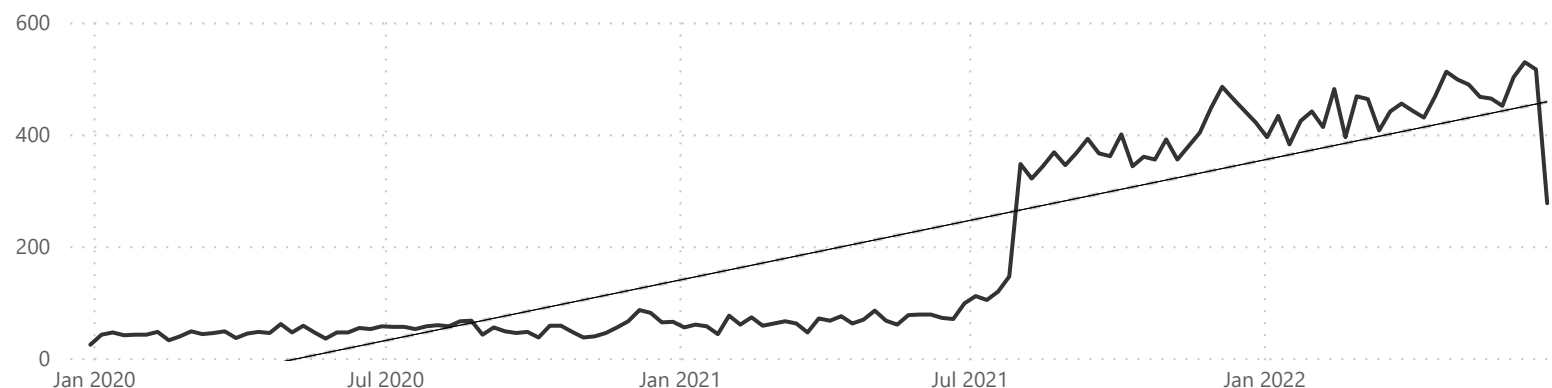


Orders by Occupation



Total Customers

Revenue per customer



Top 100 Customers

CustomerKey	Customer Full Name(cc)	Orders	Total Revenue
14332	Ms. Jade Rogers	4	\$130
16358	Mr. Samuel Jai	4	\$141
12182	Mrs. Erin Torres	4	\$147
12964	Mr. Xavier Russell	4	\$155
11748	Mr. Blake Hill	5	\$195
11712	Mrs. Shelby Rogers	5	\$196
16497	Ms. Julia Peterson	4	\$203
14282	Ms. Brianna Lewis	4	\$207
11723	Mr. Luke Coleman	4	\$208
12061	Mr. Bryce Brooks	4	\$210
11131	Ms. Amanda Rivera	4	\$212
12140	Mr. Oscar Russell	4	\$213
12166	Mr. Jared Rogers	4	\$223
12295	Mr. Dwayne Gomez	4	\$230
12106	Mr. Isaiah Baker	4	\$234
12944	Mr. Jose Jai	4	\$239
Total		1,272	\$6,15,329

2020

2022

Top Customers (By Revenue) :

## Mr. Maurice Shan

Orders :

# 6.00

Revenue :

# 12.41K

Customers in 2022-Mr.Jordan top revenue customer