



REVENUE

\$16.3M

Prev Year: \$5.8M (+179.77%)

PROFIT

\$6.8M

Prev Year: \$2.1M (+228.83%)

ORDERS

21.3K

Prev Year: 3.3K (+551.18%)

AVERAGE ORDER VALUE

\$767.8

Prev Year: \$1.8K (-57.04%)

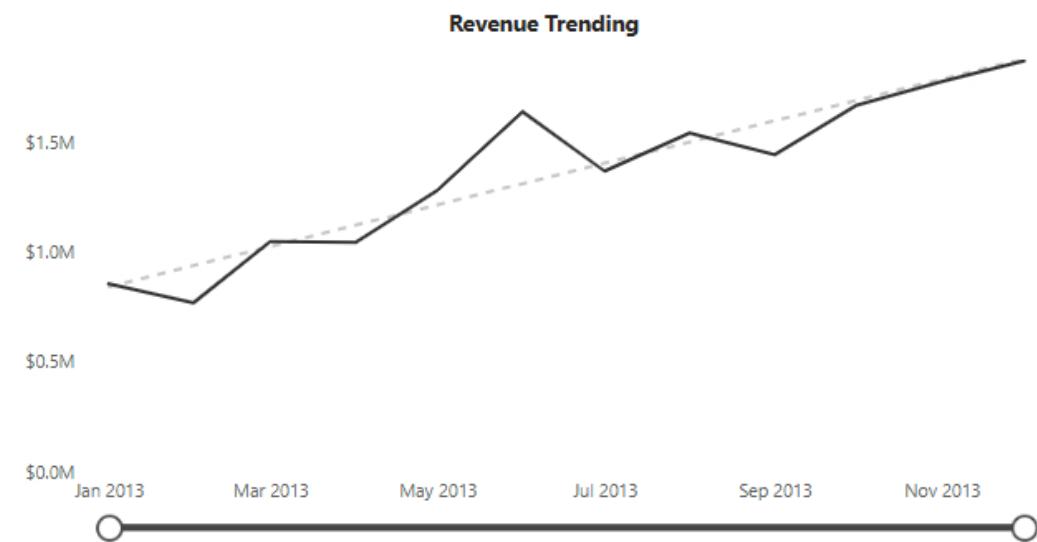
TopValue

20

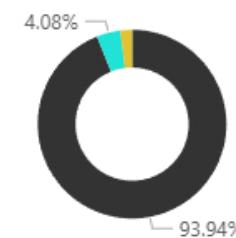
Top N Filter By

- Avg Order Value
- Orders
- Revenue

| Product Name | Revenue | Orders | Avg Order Value |
|-------------------------|-----------|--------|-----------------|
| Mountain-200 Black- 42 | \$970,785 | 423 | \$2,295 |
| Mountain-200 Silver- 38 | \$967,440 | 417 | \$2,320 |
| Mountain-200 Black- 46 | \$947,835 | 413 | \$2,295 |
| Mountain-200 Black- 38 | \$945,540 | 412 | \$2,295 |
| Mountain-200 Silver- 46 | \$921,040 | 397 | \$2,320 |
| Mountain-200 Silver- 42 | \$902,480 | 389 | \$2,320 |
| Touring-1000 Blue- 46 | \$417,200 | 175 | \$2,384 |
| Road-350-W Yellow- 40 | \$416,745 | 245 | \$1,701 |
| Touring-1000 Yellow- 46 | \$410,048 | 172 | \$2,384 |
| Road-350-W Yellow- 42 | \$394,632 | 232 | \$1,701 |
| Road-350-W Yellow- 48 | \$392,931 | 231 | \$1,701 |
| Touring-1000 Blue- 54 | \$381,440 | 160 | \$2,384 |
| Road-250 Black- 48 | \$381,108 | 156 | \$2,443 |
| Touring-1000 Yellow- 54 | \$376,672 | 158 | \$2,384 |
| Road-350-W Yellow- 44 | \$367,416 | 216 | \$1,701 |
| Touring-1000 Blue- 50 | \$355,216 | 149 | \$2,384 |
| Touring-1000 Yellow- 50 | \$355,216 | 149 | \$2,384 |
| Road-250 Black- 52 | \$351,792 | 144 | \$2,443 |
| Touring-1000 Blue- 60 | \$348,064 | 146 | \$2,384 |
| Road-250 Black- 44 | \$342,020 | 140 | \$2,443 |



Revenue by category





2011

2012

2013

17.4K
UNIQUE CUSTOMERS**\$938**
REVENUE PER CUSTOMER**1.2**

AVERAGE ORDER PER CUSTOMER

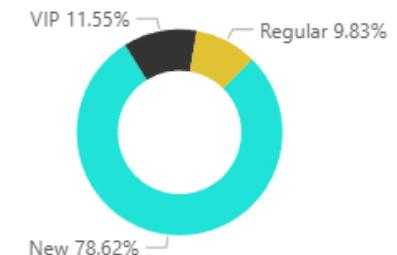
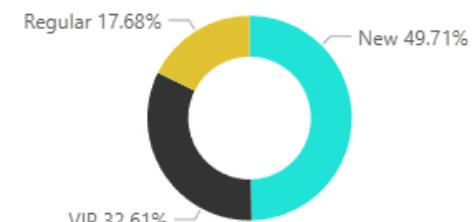
\$177.1
AVERAGE MONTHLY SPEND

Total Customers

Revenue per Customer

Revenue per Customer**Top 100 Customers**

| customer_key | customer_name | Revenue | Orders | Avg Order Value |
|--------------|-------------------|----------|--------|-----------------|
| 434 | Maurice Shan | \$10,865 | 5 | \$2,173 |
| 440 | Janet Munoz | \$10,417 | 5 | \$2,083 |
| 1302 | Nichole Nara | \$9,716 | 4 | \$2,429 |
| 1309 | Margaret He | \$9,690 | 4 | \$2,423 |
| 1132 | Randall Dominguez | \$9,687 | 4 | \$2,422 |
| 1301 | Adriana Gonzalez | \$9,664 | 4 | \$2,416 |
| 1322 | Rosa Hu | \$9,637 | 4 | \$2,409 |
| 1308 | Brad She | \$9,594 | 4 | \$2,399 |
| 1297 | Francisco Sara | \$9,586 | 4 | \$2,397 |
| 418 | Lacey Zheng | \$9,199 | 6 | \$1,533 |
| 421 | Jordan Turner | \$9,129 | 6 | \$1,522 |
| 243 | Larry Munoz | \$9,018 | 6 | \$1,503 |
| 426 | Ariana Gray | \$8,479 | 5 | \$1,696 |
| 430 | Marco Lopez | \$8,397 | 5 | \$1,679 |
| 3187 | Katrina Tang | \$7,353 | 3 | \$2,451 |
| 3186 | Frank Vazquez | \$7,342 | 3 | \$2,447 |
| 1656 | Larry Vazquez | \$7,321 | 3 | \$2,440 |
| 2264 | Kate Anand | \$7,293 | 3 | \$2,431 |

Orders by customer_segment**Revenue by customer_segment**



Selected Product:

Touring-1000
Blue- 54

\$2.4K

AVERAGE ORDER REVENUE

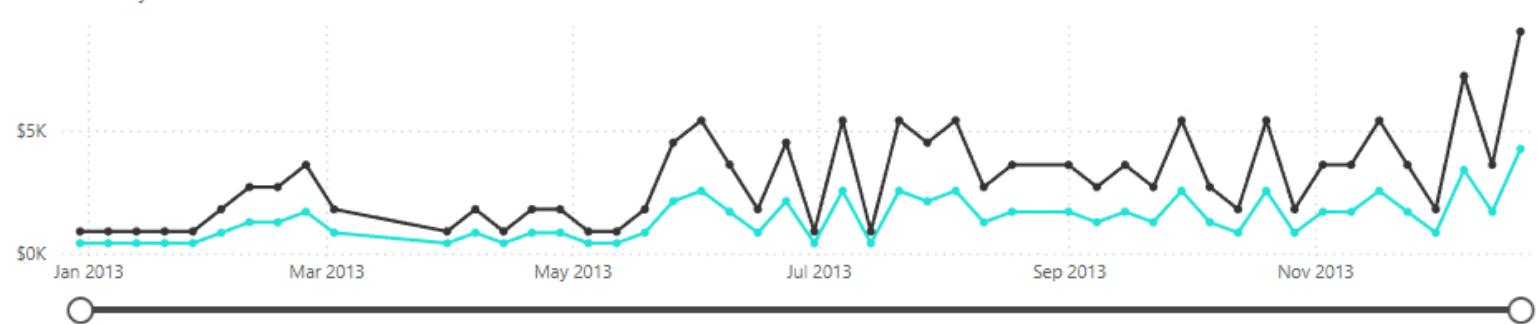
\$34.7K

AVERAGE MONTHLY REVENUE

Product Price Adjustment (%)

-0.20

● Profit ● Adjusted Profit



Product Metric Selection

- Orders
- Revenue
- Profit

