



#### 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%)

#### TopNValue

20

#### Top N Filter By

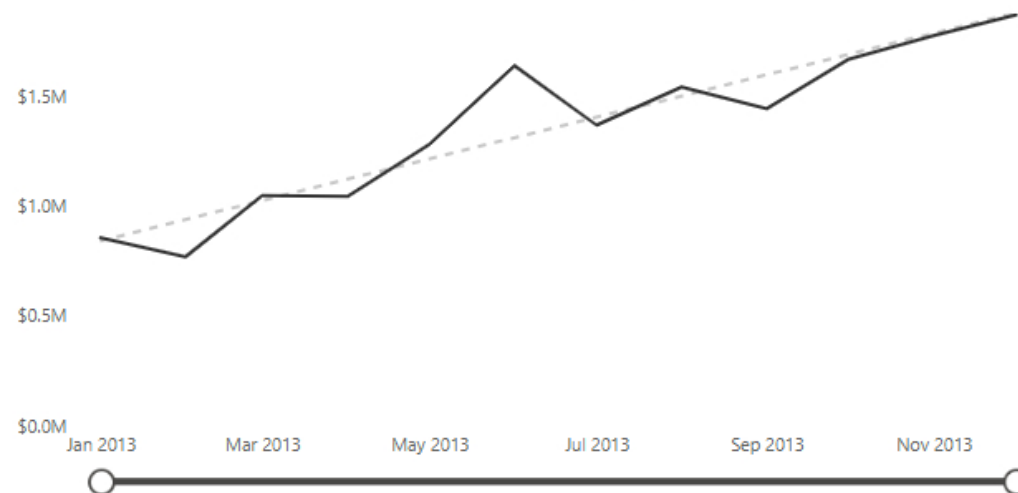
☐ Avg Order Value

☐ Orders

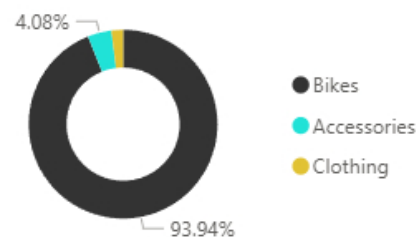
☒ Revenue

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	\$347,020	140	\$2,443

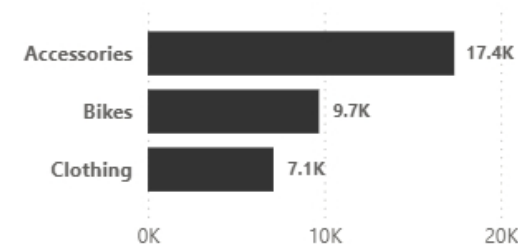
#### Revenue Trending



#### Revenue by category



#### Orders by category





2011

2012

2013

17.4K

UNIQUE CUSTOMERS

\$938

REVENUE PER CUSTOMER

1.2

AVERAGE ORDER PER CUSTOMER

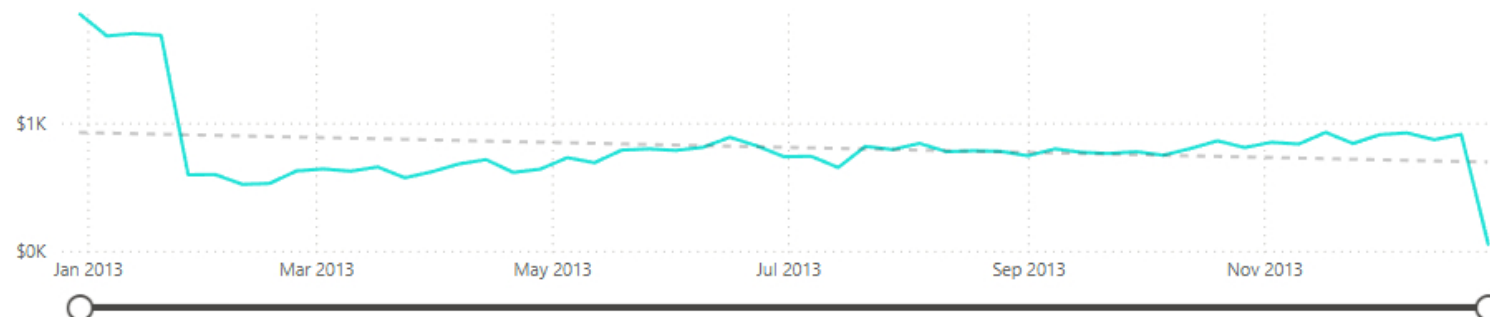
\$177.1

AVERAGE MONTHLY SPEND

Total Customers

Revenue per Customer

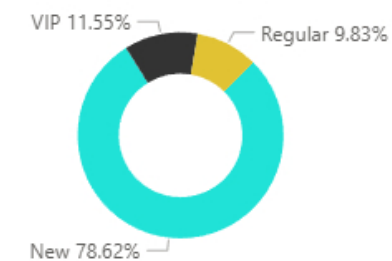
Revenue per Customer



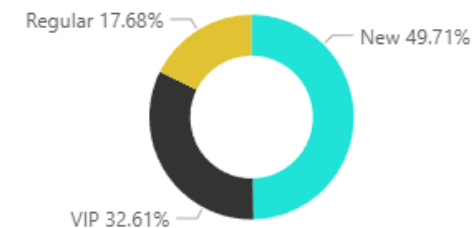
Top 100 Customers

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

Product Price Adjustment (%)

-0.20



Product Metric Selection

- ☐ Orders
- ☒ Revenue
- ☐ Profit



\$2.4K

AVERAGE ORDER REVENUE

\$34.7K

AVERAGE MONTHLY REVENUE

