





\$10.5M PROFIT

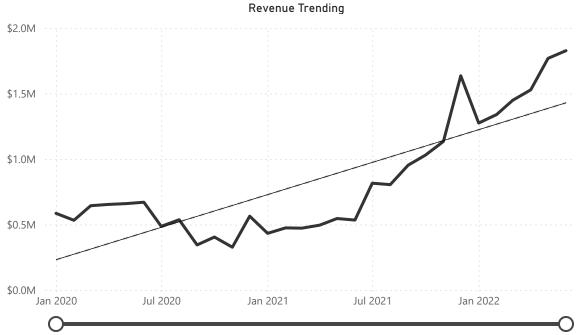
25.2K

ORDERS

2.2%

RETURN RATE

Order by Category



Monthly Revenue

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

Monthly Orders

2,146 Previous Month: 2165 (-0.88%) Monthly Returns

166 Previous Month: 169 (+1.78%)



Top 10 Products	Orders ▼	Revenue	Return %
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%

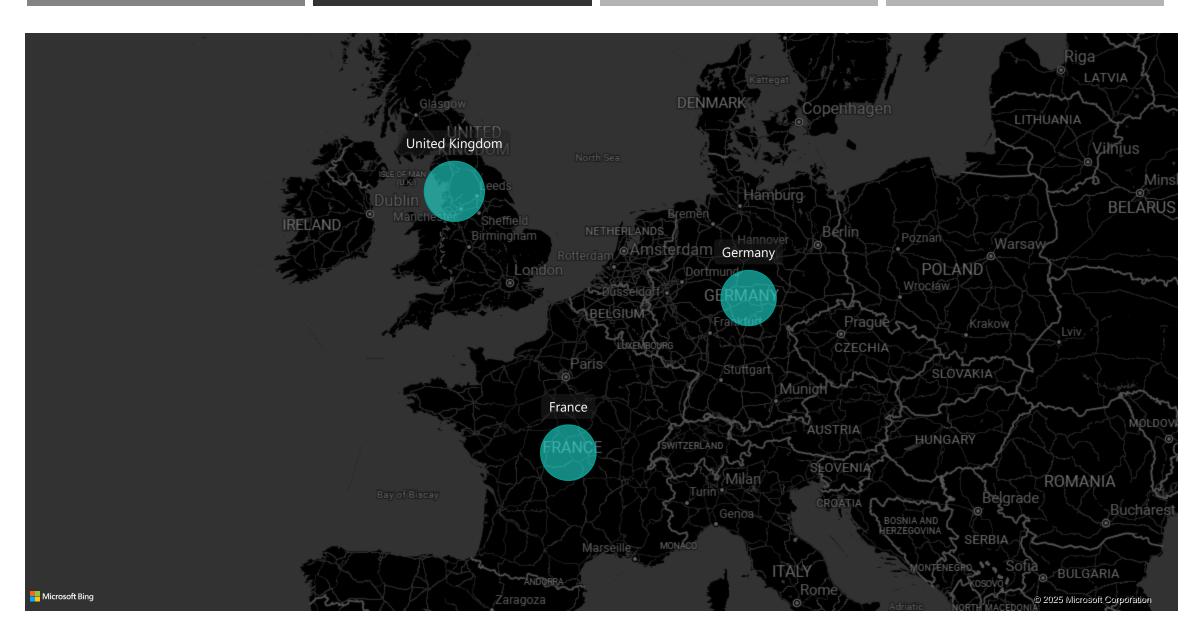
Most Ordered Product Type

Tires and Tubes

Most Returned Product

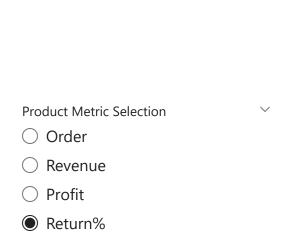
Shorts





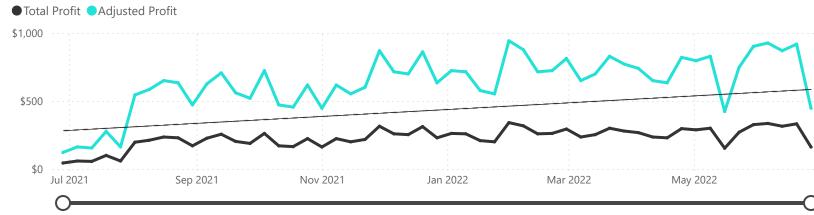


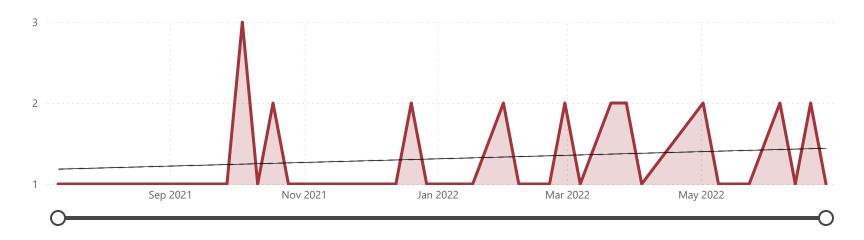




○ Rate



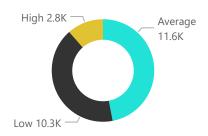




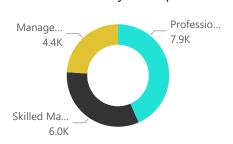
17.4K **UNIQUE CUSTOMERS**

\$1,431 **REVENUE PER CUSTOMER**

Order by Income Level



Total Order by Occupation





\$9,718

\$9,762

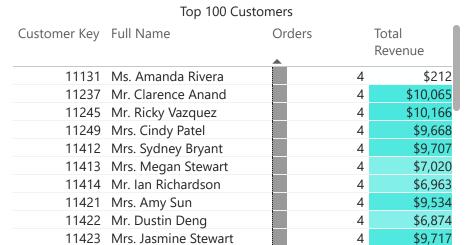
\$9,687

\$451 \$480

¢205

\$615,329

1,272



11423 Mrs. Jasmine Stewart

11428 Mrs. Deanna Perez

11431 Mr. Bryant Garcia

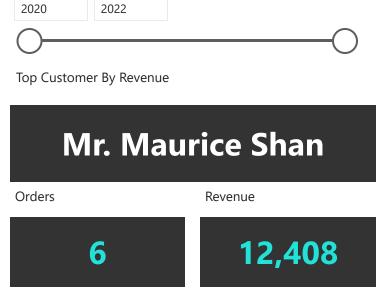
11640 Mrs. Chloe Wilson

11650 Mr Migual Adams

Total

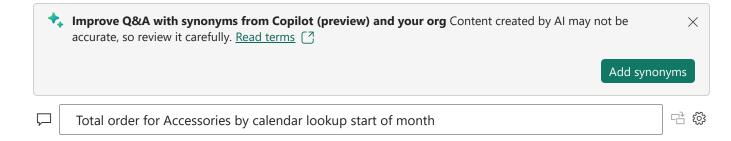
11642 Mrs. Morgan Hughes

11427 Mrs. Desiree Dominguez

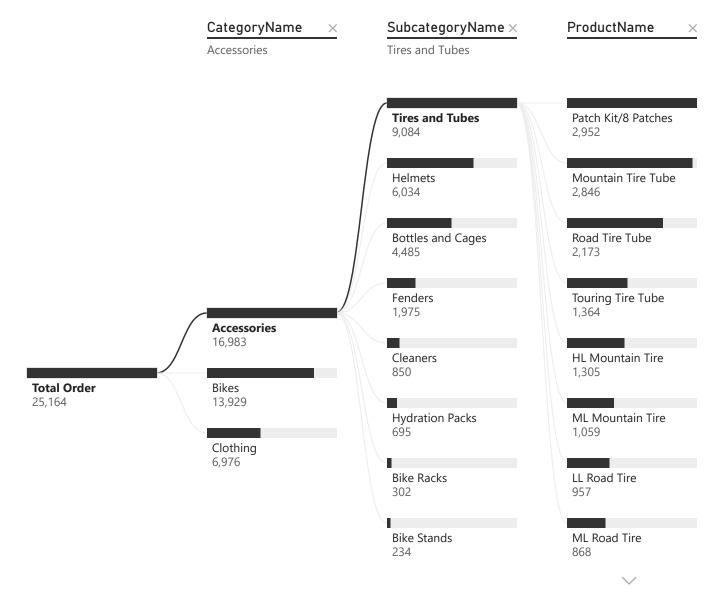




Among Customers in Skilled Manual Roles in 2022 Ruben Suarez Drove the Most Revenue at \$4,683



CategoryName	Total Order
Accessories	16,983
Bikes	13,929
Clothing	6,976
Total	25,164



25K Total Order

50

When is HomeOwner more likely to be Y

× ?

We found 6 segments and ranked them by % HomeOwner is Y and population s... 85.6% 80.9% Segment 1 Segment 2 Segment 3 Segment 4 Segment 5 Segment 6 % HomeOwner... 93.0% 89.1% 85.6% 80.9% 72.1% 69.9%



Key influencers Top segments



What influences Average Retail Price to Increase



....the average of Average When... Retail Price increases by Sum of ProductCost goes up 8570.61

