





\$10.5M PROFIT

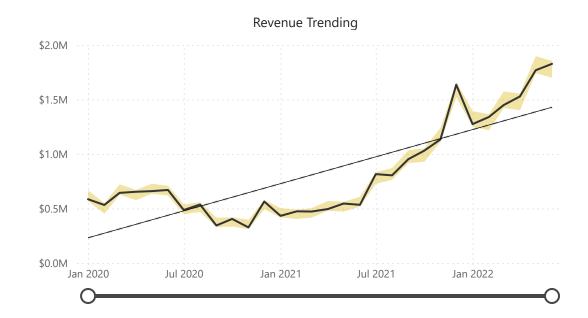
25.2K

ORDERS

2.2%

Return Rate

Orders by Category



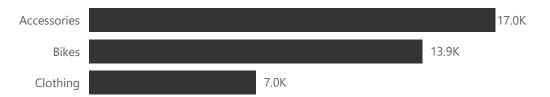
Monthly Revenue

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

Monthly Orders

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

166 Prev Month: 169 (+1.78%)



Top 10 Products	Orders	Revenue	Return %
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.11%

Most Ordered Product Type:

Most Returned Product Type:

Tires and Tubes

Shorts



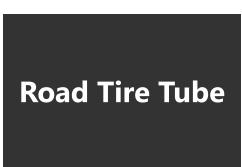
Select all **North America** Europe **Pacific** Canada United Kingdom France **United States** Germany Australia Microsoft Bing © 2024 Microsoft Corporation







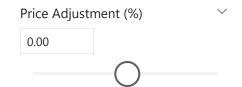
Selected Product:

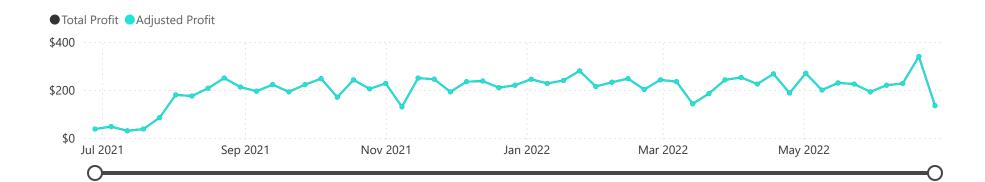




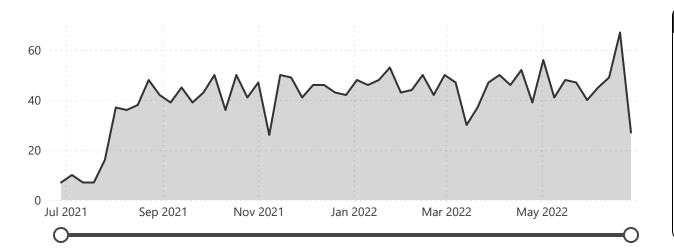












Report Summary

Total orders for **Road Tire Tube** were **213**.

All metrics trended up between Monday, June 28, 2021 and Monday, June 27, 2022, each increasing by 260.00%.Orders experienced the longest period of growth (+11) between Monday, August 16, 2021 and Monday, November 22, 2021.

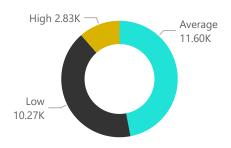




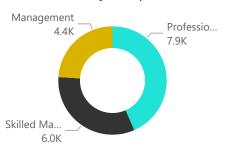
17.4K
CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

Orders by Income Level

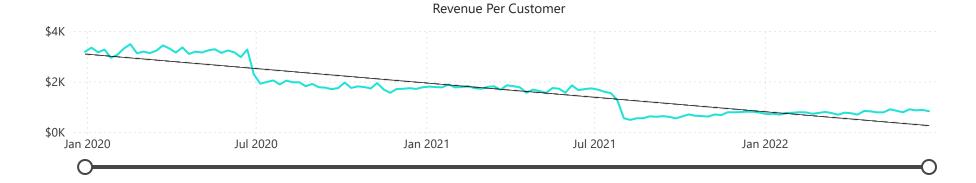


Orders by Occupation



Total Customers

Revenue Per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,196
12936	Renee Moreno	4	\$335
12650	Mr. Aaron Wright	4	\$10,329
12984	Mr. Adam Young	4	\$302
13179	Mr. Adrian Sanchez	4	\$259
11530	Mr. Andrew Martinez	15	\$758
11631	Mr. Antonio Bennett	16	\$1,001
11719	Mr. Blake Green	5	\$404
11748	Mr. Blake Hill	5	\$195
12307	Mr. Brad She	4	\$9,161
12892	Mr. Brian Peterson	4	\$496
14077	Mr. Bryan Townsend	4	\$271
11431	Mr. Bryant Garcia	4	\$9,687
12061	Mr. Bryce Brooks	4	\$210
12165	Mr. Caleb Flores	4	\$440
11277	Mr. Charles Jackson	24	\$1,777
11677	Mr Charles Waller	Е	¢272
Total		1,272	\$615,329

2020 2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

Revenue:

6.00

12,408



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Tires and Tubes Patch Kit/8 Patches 9,084 2,952 Helmets Mountain Tire Tube 6,034 2,846 **Bottles and Cages** Road Tire Tube 4,485 2,173 Accessories Touring Tire Tube Fenders 16,983 1,975 1,364 Cleaners **HL Mountain Tire Total Orders** Bikes 25,164 13,929 850 1,305 Clothing 6,976 **Hydration Packs** ML Mountain Tire 695 1,059 Bike Racks LL Road Tire 302 957 Bike Stands 234 ML Road Tire 868 Touring Tire 863

 ${\sf SubcategoryName}\,\times$

Tires and Tubes

ProductName

CategoryName

Accessories

25K
Total Orders



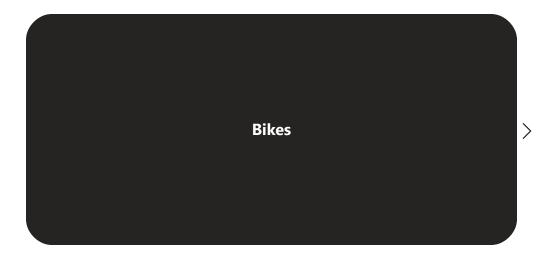
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SubcategoryName	Current Measure	Previous Month	Mom	MoM %	QTD	YTD
⊞ Vests	\$33,084	\$30,036	\$3,048	.1	\$10,414	\$20,130
⊞ Touring Bikes	\$3,771,565	\$3,312,786	\$458,778	.14	\$1,308,964	\$2,375,318
⊞ Tires and Tubes	\$380,827	\$345,419	\$35,407	.1	\$109,236	\$211,162
⊞ Socks	\$9,556	\$8,576	\$980	.11	\$2,661	\$5,214
⊞ Shorts	\$66,071	\$59,072	\$6,999	.12	\$19,387	\$36,115
⊞ Road Bikes	\$11,287,183	\$10,750,428	\$536,755	.05	\$1,525,782	\$2,715,813
	\$8,583,748	\$7,880,686	\$703,062	.09	\$1,907,379	\$3,377,724
± 2020	\$1,532,450	\$1,305,977	\$226,472	.17	\$469,560	\$1,532,450
± 2021	\$3,673,574	\$3,335,633	\$337,941	.1	\$1,331,363	\$3,673,574
□ 2022	\$3,377,724	\$3,239,075	\$138,649	.04	\$1,907,379	\$3,377,724
April	\$519,500	\$523,148	(\$3,648)	01	\$519,500	\$1,989,844
February	\$488,249	\$458,948	\$29,300	.06	\$947,197	\$947,197
January	\$458,948	\$564,413	(\$105,465)	19	\$458,948	\$458,948
June	\$703,062	\$684,818	\$18,244	.03	\$1,907,379	\$3,377,724
March	\$523,148	\$488,249	\$34,899	.07	\$1,470,345	\$1,470,345
May	\$684,818	\$519,500	\$165,318	.32	\$1,204,317	\$2,674,662
Total	\$24,914,587	\$23,087,600	\$1,826,987	.08	\$5,123,233	\$9,185,449

Accessories



Clothing

Year	Total Orders	Running sum	Moving average	Versus previous
⊞ 2020	2,630	2,630.00	2,630.00	2,630.00
± 202	10,695	13,325.00	6,662.50	8,065.00
∄ 2022	11,839	25,164.00	8,388.00	1,144.00
Tota	I 25,164	25,164.00	25,164.00	25,164.00

CategoryName	Total Revenue	Total Cost	Total Profit
□ Clothing	\$365,419	\$203,631.5151	\$161,787
⊞ Socks	\$9,556	\$3,574.1249	\$5,982
⊞ Caps	\$35,882	\$23,682.2852	\$12,200
⊞ Vests	\$33,084	\$12,373.229	\$20,710
⊞ Gloves	\$62,261	\$25,682.7584	\$36,578
⊞ Shorts	\$66,071	\$24,710.4272	\$41,360
∃ Jerseys	\$158,565	\$113,608.6904	\$44,956
Short-Sleeve Classic Jersey, L	\$19,328	\$14,882.8834	\$4,446
Short-Sleeve Classic Jersey, M	\$20,462	\$15,755.9017	\$4,706
Total	\$24,914,587	\$14,456,871.3851	\$10,457,715

