



\$24.9M

REVENUE

\$10.5M

PROFIT

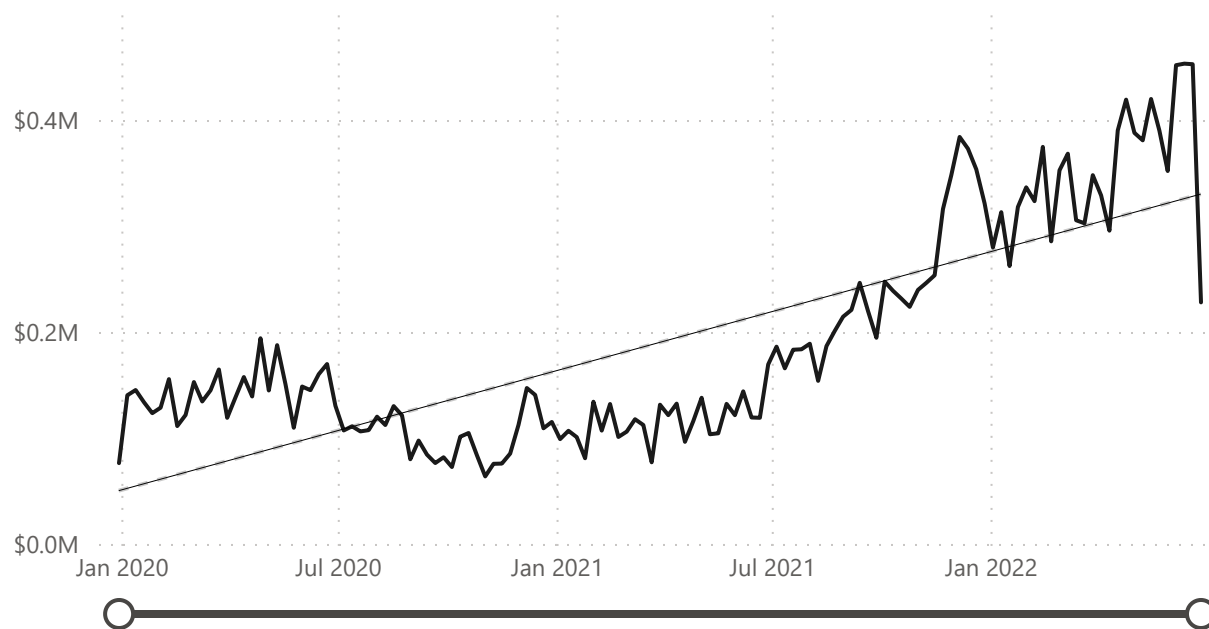
25.2K

Total Orders

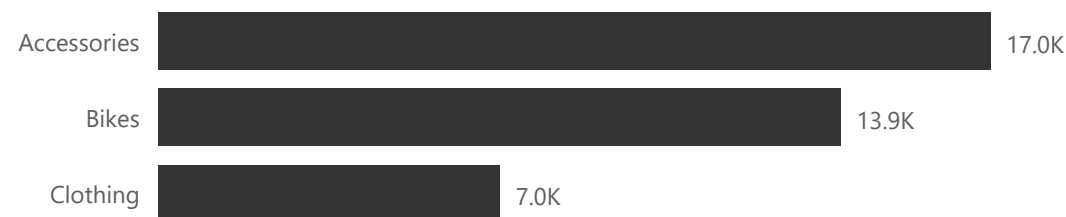
2.1%

Return Rate

### Revenue Trending



### Orders by Category



### Top 10 Product

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.87%
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%
Road Tire Tube	2,173	\$17,265	1.55%
Patch Kit/8 Patches	2,952	\$13,506	1.56%
Mountain Tire Tube	2,846	\$28,333	1.60%
Mountain Bottle Cage	1,896	\$38,062	1.94%
Fender Set - Mountain	1,975	\$87,041	1.36%
AWC Logo Cap	2,062	\$35,882	1.08%

### 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:

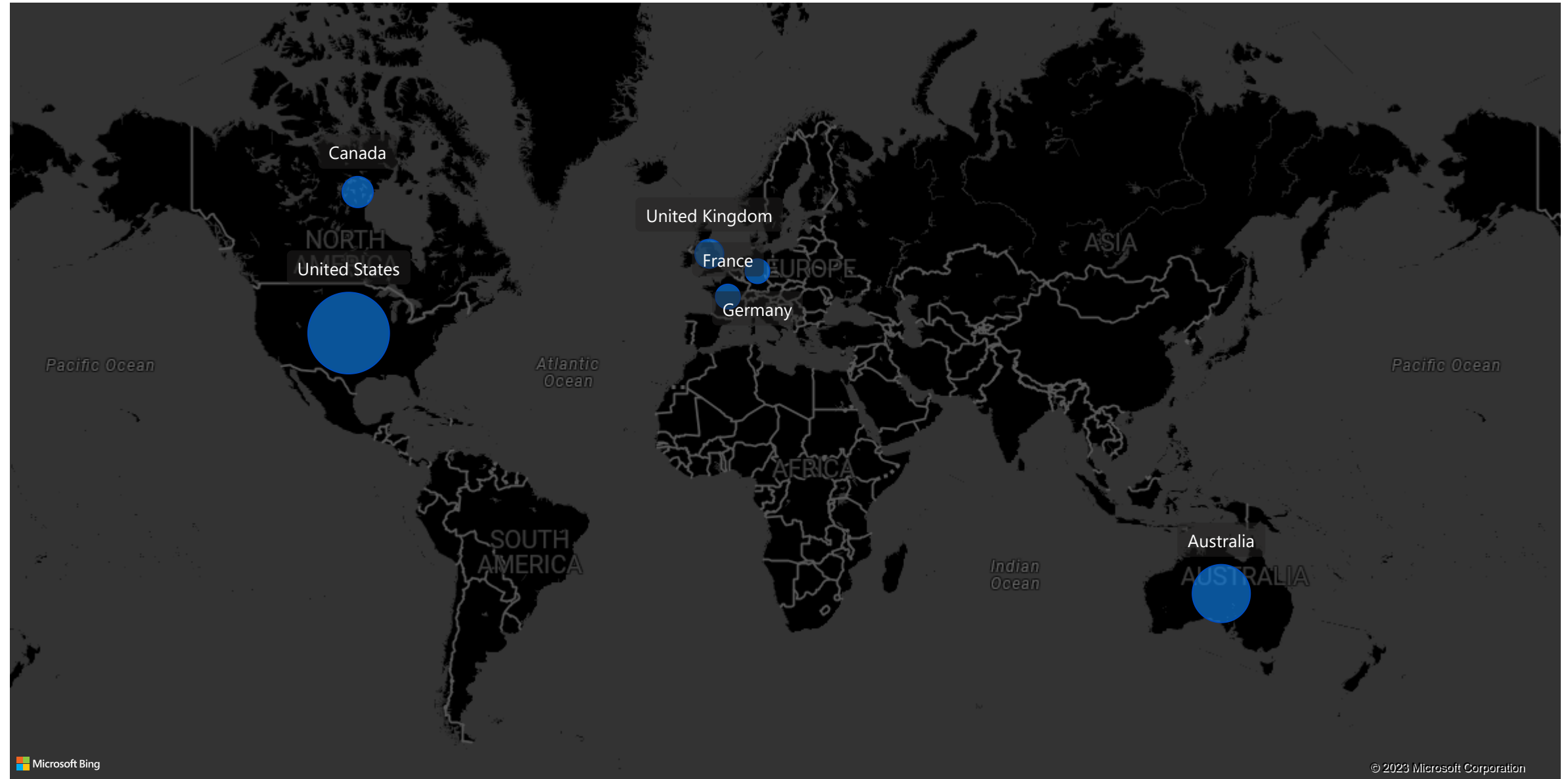
Shorts

Select all

Europe

North America

Pacific





Product Name

- ☒ All-Purpose Bike Stand
- ☐ AWC Logo Cap
- ☐ Bike Wash - Dissolver
- ☐ Cable Lock
- ☐ Chain
- ☐ Classic Vest, L
- ☐ Classic Vest, M

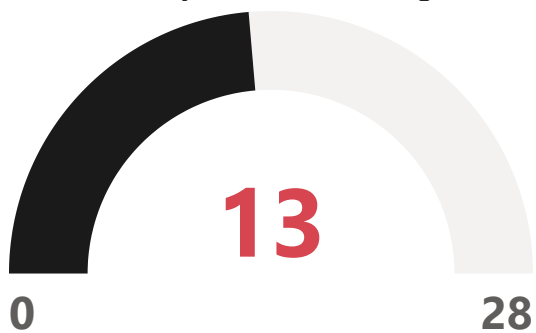
0.20



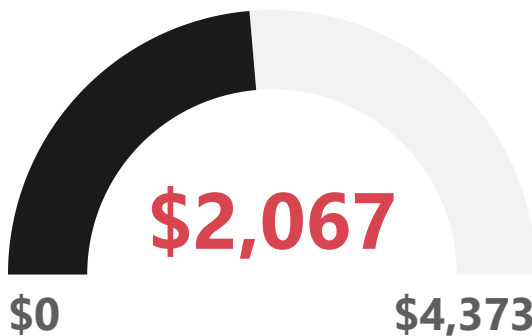
Product Metric Selection

- ☒ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☐ Return %

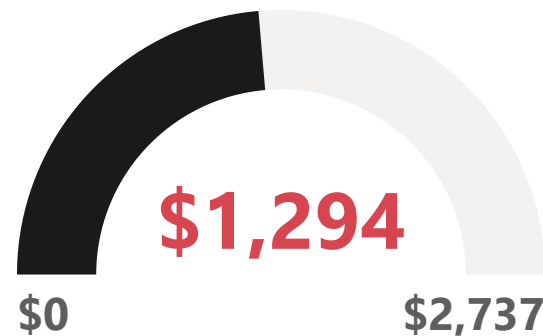
Monthly Orders Vs. Target



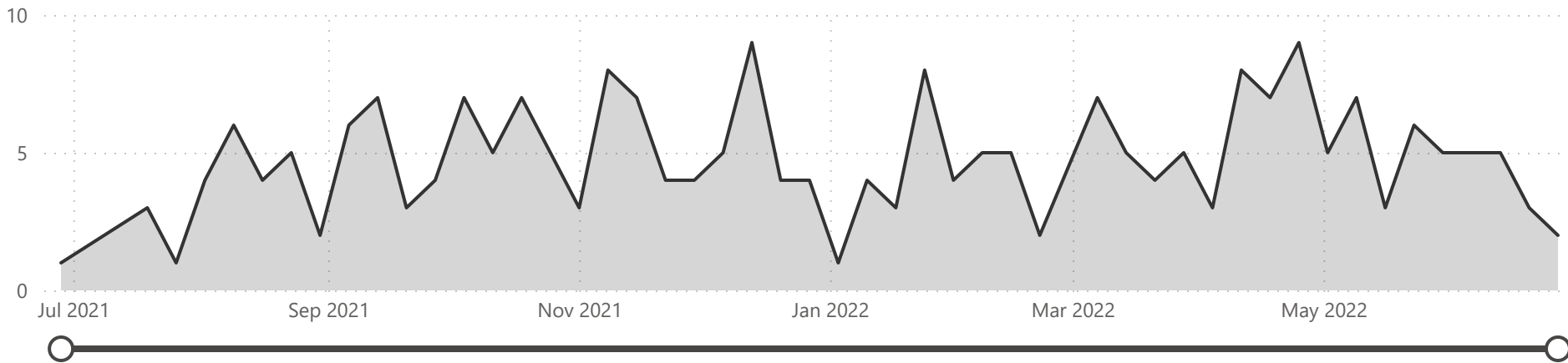
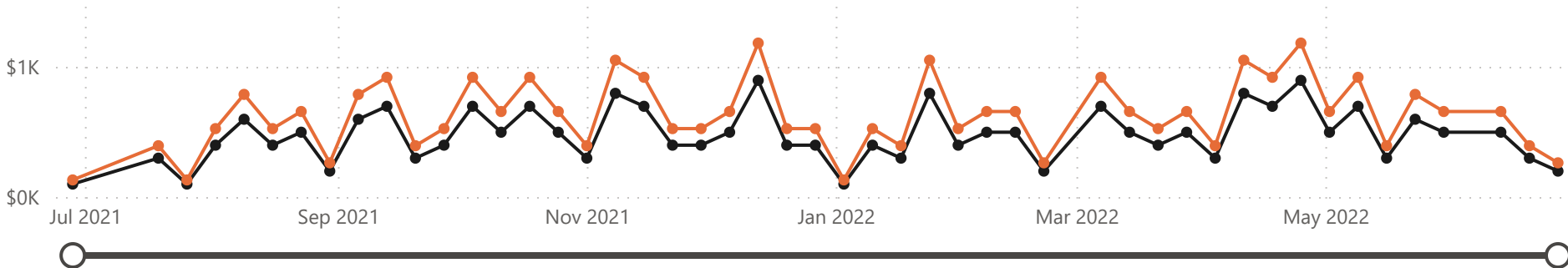
Monthly Revenue Vs. Target



Monthly Profit Vs. Target



● Total Profit ● Adjusted Profit





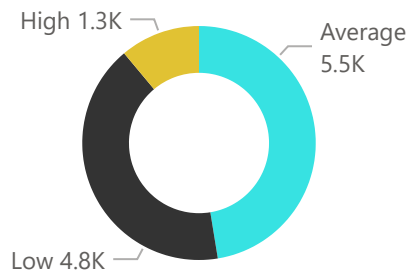
# 10.5K

UNIQUE CUSTOMERS

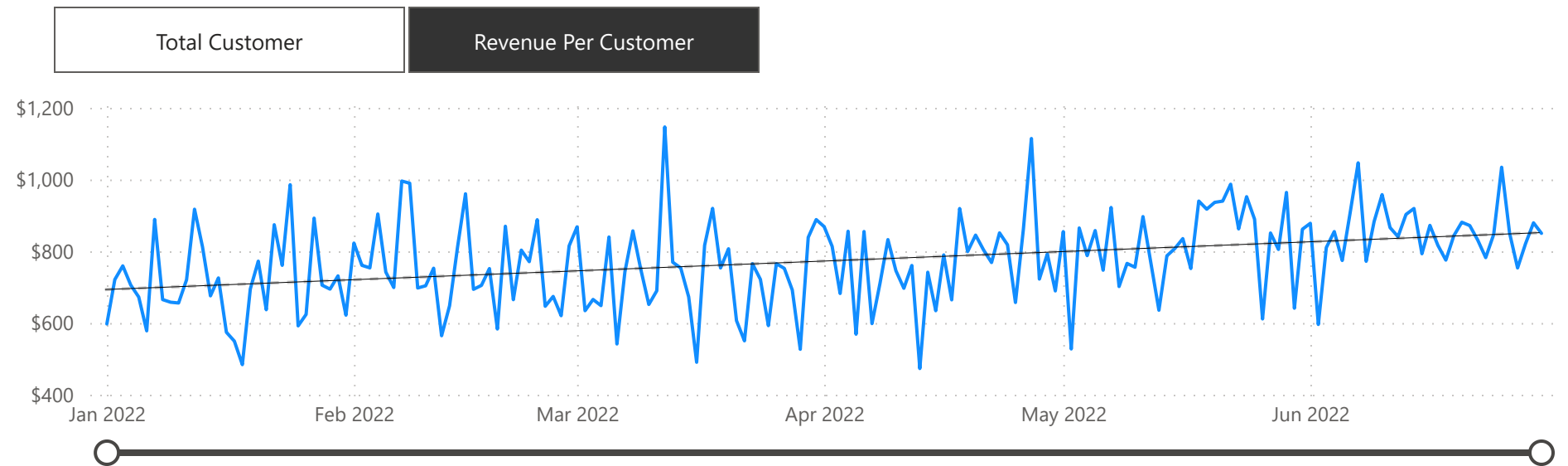
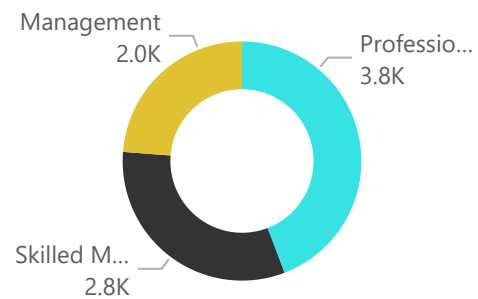
# \$875

REVENUE PER CUSTOMER

## Orders by Income Level



## Orders by Occupation



## Top 100 Customers

Customers Key	Full Name	Orders	Revenue
11420	Mr. Jordan Turner	5	\$6,802
11417	Mrs. Lacey Zheng	4	\$6,180
11429	Mr. Marco Lopez	4	\$6,136
11425	Mrs. Ariana Gray	4	\$6,035
11242	Mr. Larry Munoz	3	\$5,607
11432	Mrs. Dominique Prasad	3	\$3,678
11185	Mrs. Ashley Henderson	20	\$1,260
11300	Mr. Fernando Barnes	17	\$1,250
11223	Mrs. Hailey Patterson	15	\$975
11277	Mr. Charles Jackson	13	\$944
11262	Mrs. Jennifer Simmons	15	\$896
11330	Mr. Ryan Thompson	15	\$872
11711	Mr. Daniel Davis	13	\$852
Total		646	\$76,869

2022

2022

Top Customer (By Revenue):

## Mr. Jordan Turner

Orders:

5

Revenue:

\$6,802



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