



\$24.9M

Revenue

Quarterly Revenue

\$14.5M

Sales

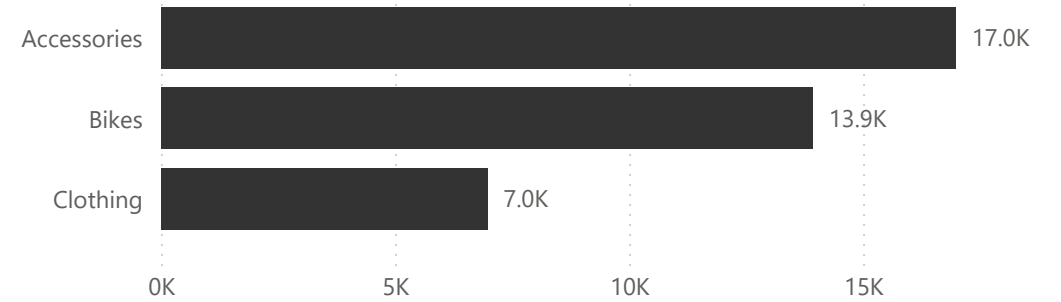
25.2K

Orders

2.2%

Return Rate

Orders by Category



Top 10 Products

Orders

Revenue

Return %

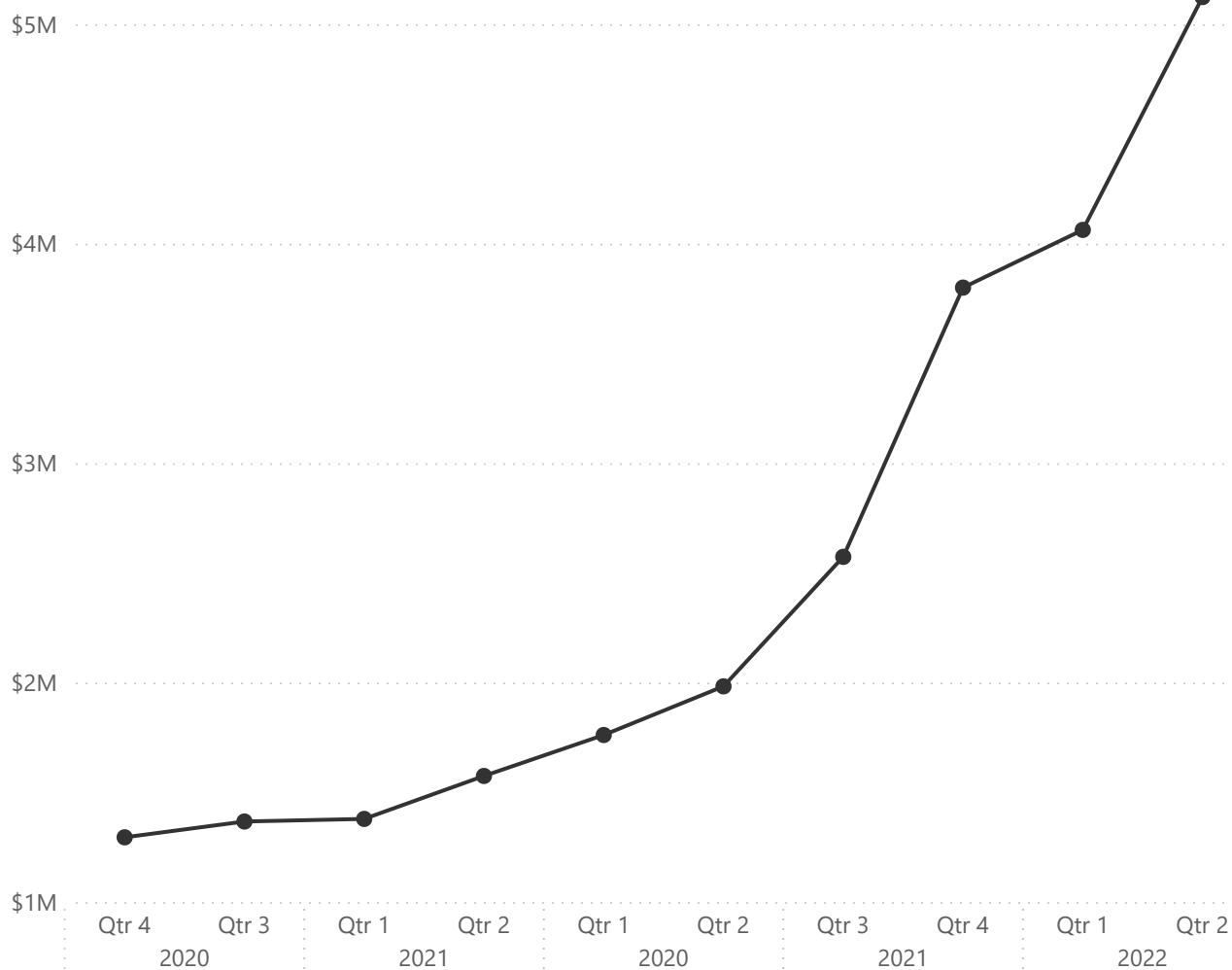
Water Bottle - 30 oz.	3983	\$39,835	8.48%
Patch Kit/8 Patches	2952	\$14,380	5.20%
Mountain Tire Tube	2846	\$28,390	5.09%
Road Tire Tube	2173	\$17,308	3.67%
Sport-100 Helmet, Red	2099	\$73,465	3.83%
AWC Logo Cap	2062	\$35,547	2.52%
Sport-100 Helmet, Blue	1995	\$67,830	3.61%
Fender Set - Mountain	1975	\$87,120	2.95%
Sport-100 Helmet, Black	1940	\$65,960	2.84%
Mountain Bottle Cage	1896	\$38,100	4.21%

Most ordered Product type:

Most Returned Product type:

Tires and Tubes

Shorts



Select all

2020

2021

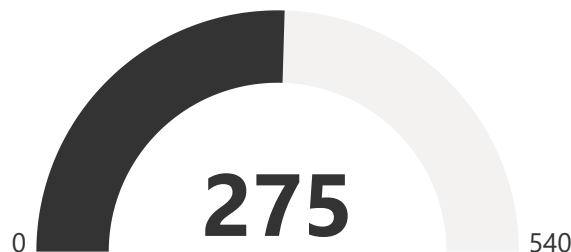
2022



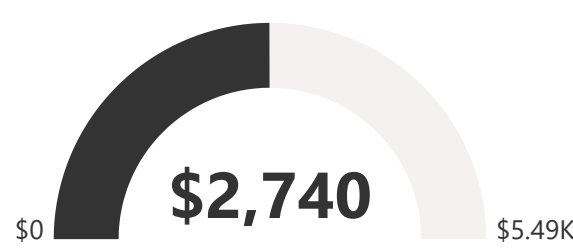


Mountain Tire Tube

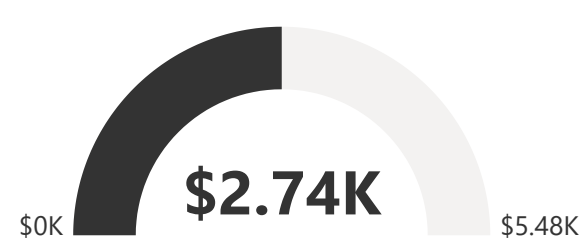
Monthly Orders vs Target



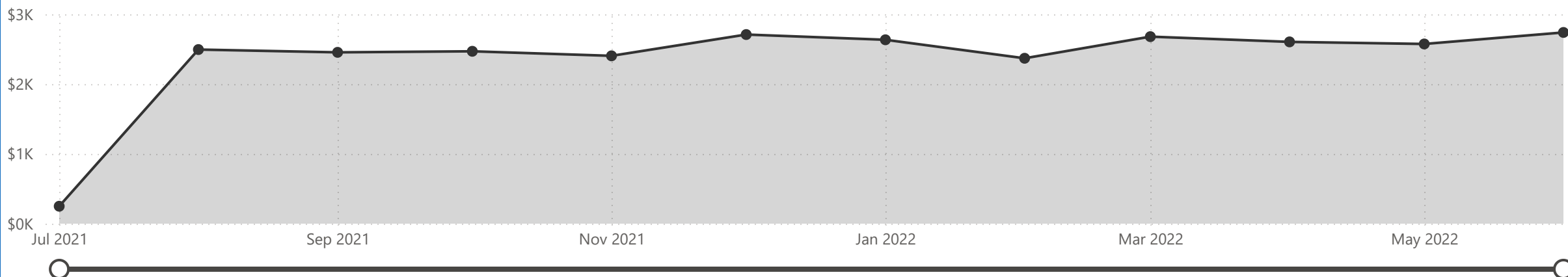
Monthly Revenue vs Target



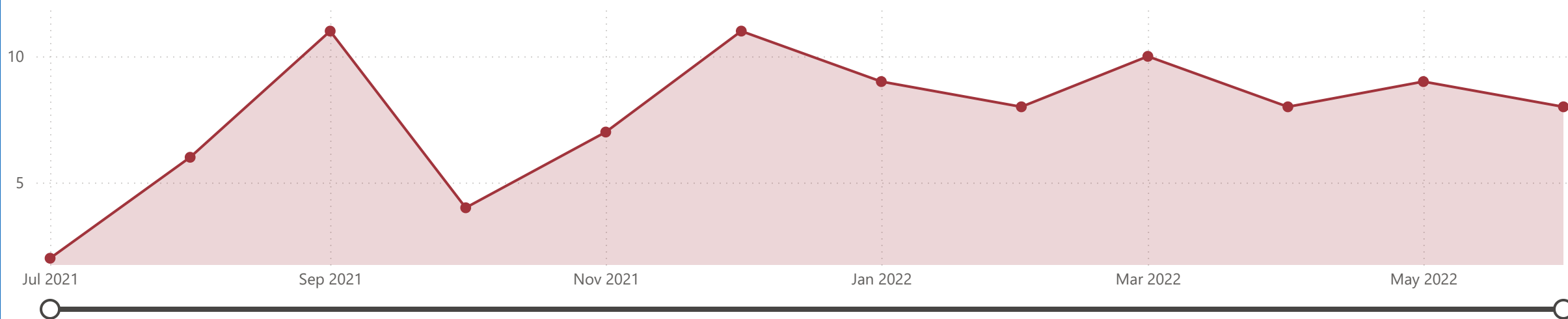
Monthly Revenue per Customer vs Target



Revenue trending



Return trending





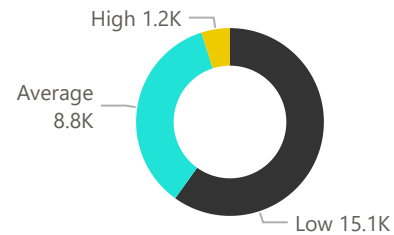
17.4K

Unique Customers

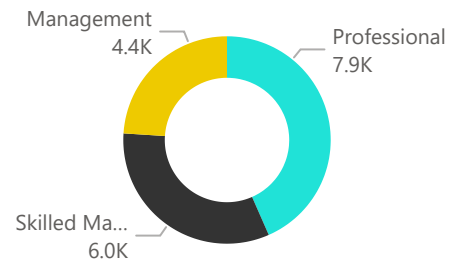
\$830.1

Average sales per customer

Total orders by Annual Income



Total orders by Occupation



Select all

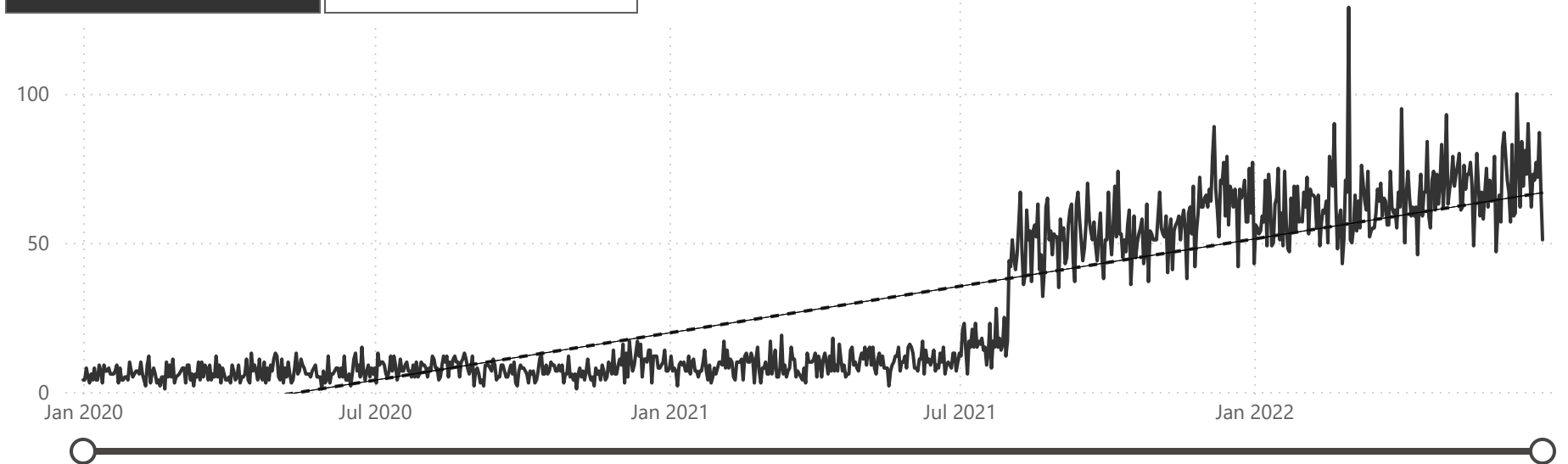
2020

2021

2022

Total customers

Sales per customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,519
11223	Mrs. Hailey Patterson	26	\$1,620
11300	Mr. Fernando Barnes	26	\$1,844
11330	Mr. Ryan Thompson	26	\$1,602
11331	Mrs. Samantha Jenkins	26	\$1,747
11185	Mrs. Ashley Henderson	25	\$1,723
11200	Mr. Jason Griffin	25	\$1,619
11176	Mr. Mason Roberts	24	\$1,533
11262	Mrs. Jennifer Simmons	24	\$1,471
11277	Mr. Charles Jackson	24	\$1,782
11287	Mr. Henry Garcia	24	\$1,447
11566	Ms. April Shan	24	\$1,427
Total		1272	\$615,510

Top customer by Revenue

Mr. Maurice Shan

Orders:

6

Revenue

\$12.4K