



# \$24.9M

Total Revenue

# \$10.5M

Total Profit

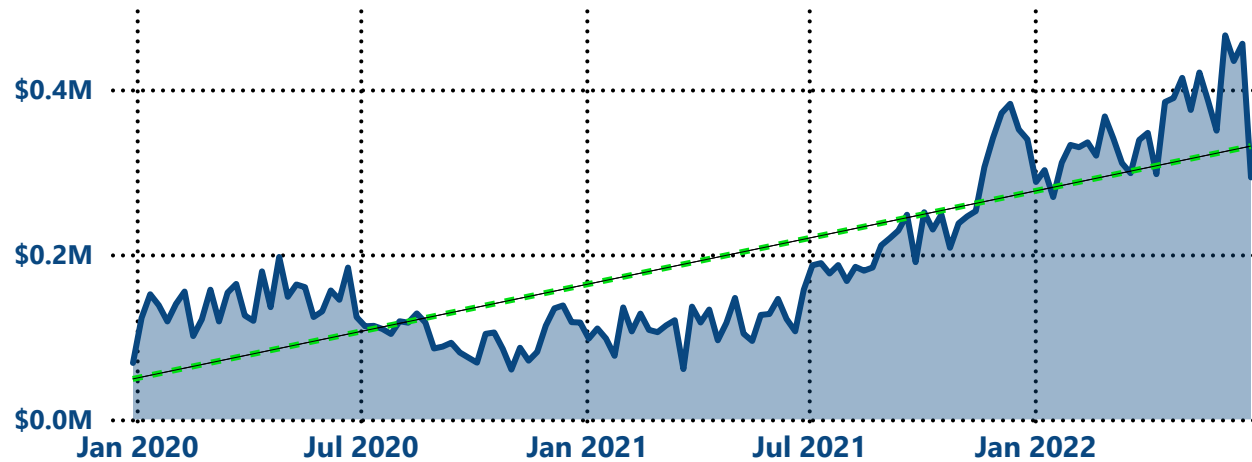
# 25.2K

Total Orders

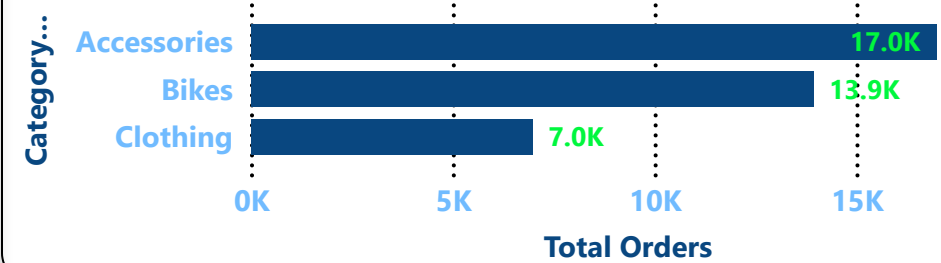
# 2.2%

Return Rates

## Weekly Revenue



## Orders by Categories



## Top 10 Products

ProductName	Total Orders	Total Revenue	Return Rates
AWC Logo Cap	2062	\$35,882.07	1.1%
Fender Set - Mountain	1975	\$87,040.80	1.4%
Mountain Bottle Cage	1896	\$38,061.90	2.0%
Mountain Tire Tube	2846	\$28,333.22	1.6%
Patch Kit/8 Patches	2952	\$13,506.42	1.6%
Road Tire Tube	2173	\$17,264.73	1.5%
Sport-100 Helmet, Black	1940	\$65,269.75	2.7%

## Total Revenue

# \$1.83M

Goal: \$1.77M (+3.31%)

## Total Order

# 2146

Goal: 2,165 (-0.88%)

## Total Returns

# 167

Goal: 169 (+1.18%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

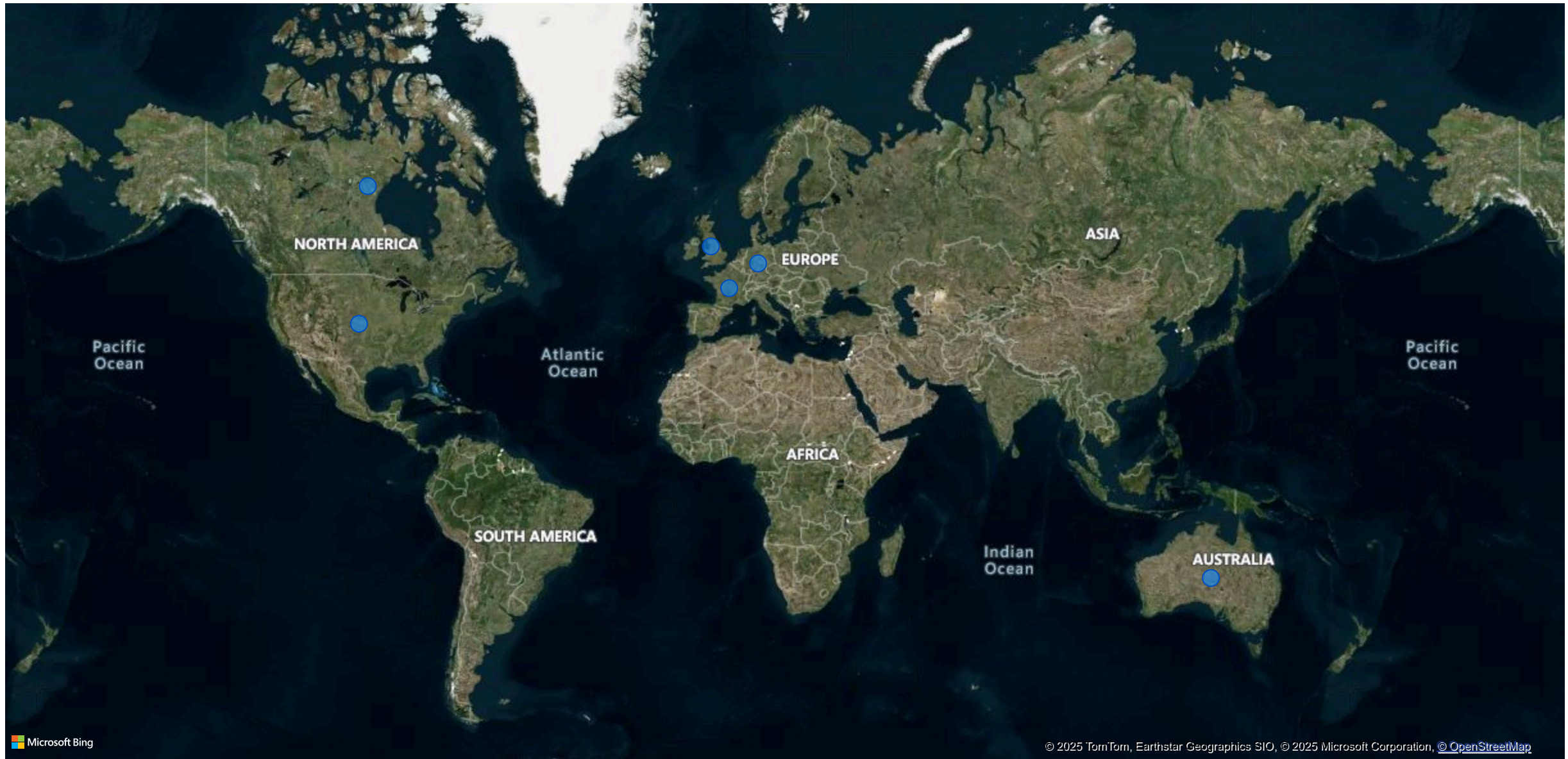
Shorts

Select all

Europe

North America

Pacific





AWC Logo  
Cap

### Monthly Orders VS Target



### Monthly Revenue VS Target



### Monthly Orders VS Target

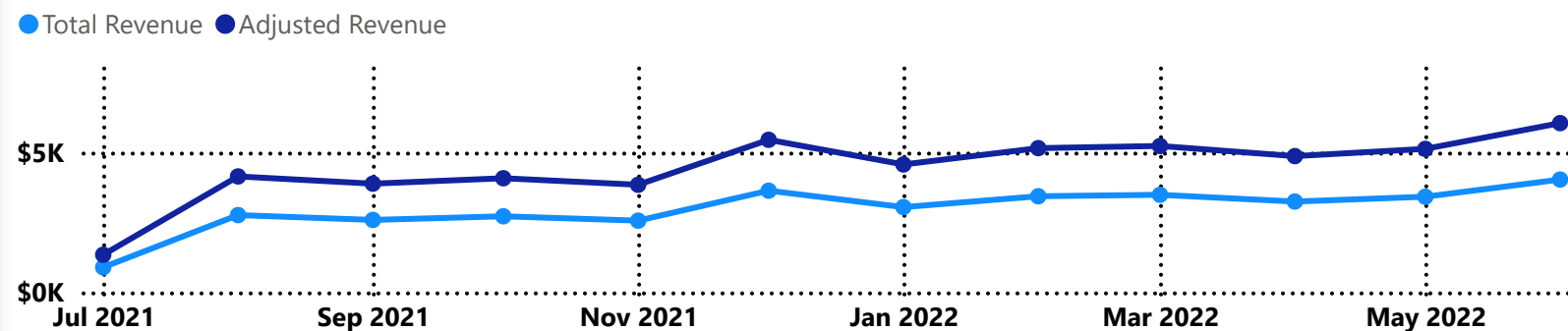


### Price Adjusted Parameter

0.50



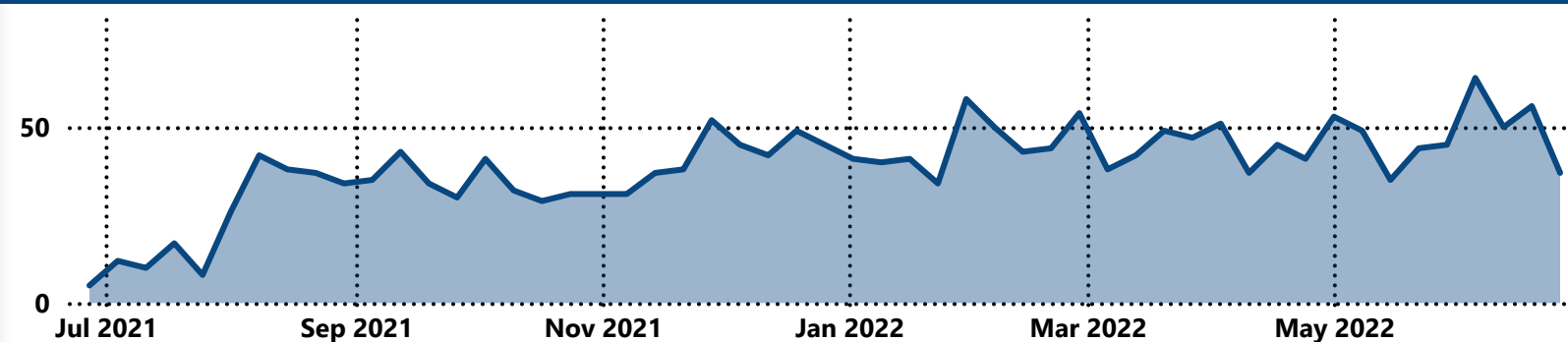
### Weekly Revenue



### Product Metric Selection

- ☒ Total Orders
- ☐ Total Returns
- ☐ Total Revenue
- ☐ Return Rates

### Weekly Product Details





# \$1,431

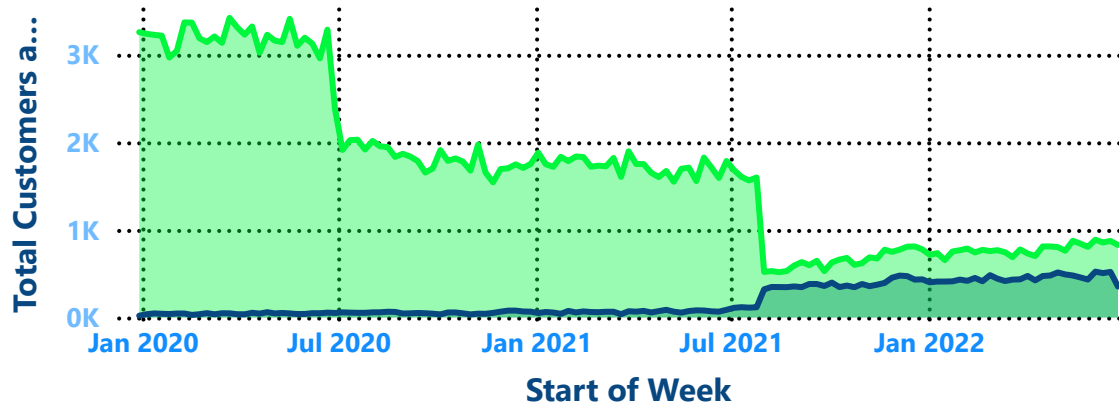
Revenue Per Customer

# 17.4K

Unique Customers

## Weekly Customers

● Total Customers ● Revenue Per Customer



Total Customers

Revenue Per Customer

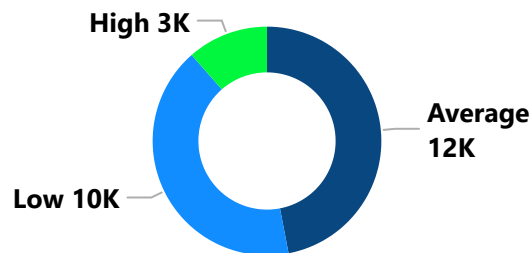
2020

2022

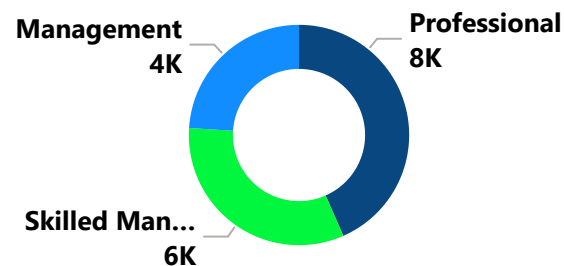
Top Customer (by revenue):

**MR. MAURICE SHAN**

## Orders by Income Level



## Orders by Occupation



## Top 100 Customers

CustomerKey	First Full Name	Total Orders	Total Revenue
11619	MS. SIERRA YOUNG	16	\$813.31
11500	MS. SARAH SIMMONS	15	\$848.91
12760	MS. KRISTA GOMEZ	4	\$389.46
11820	MS. KATELYN LOPEZ	5	\$347.87
11869	MS. KAITLYN ADAMS	4	\$328.46
16497	MS. JULIA PETERSON	4	\$202.93
11868	MS. JESSICA PETERSON	5	\$327.58
11505	MS. JASMINE POWELL	16	\$1,103.52
14332	MS. JADE ROGERS	4	\$129.53
11507	MS. ISABELLA RUSSELL	15	\$859.46
11769	MS. HALEY HERNANDEZ	5	\$593.23
11078	MS. GINA MARTIN	16	\$991.27
13144	MS. DESTINY STEWART	4	\$373.89
11581	MS. CINDY JORDAN	5	\$271.69

Orders:

6

Revenue:

**\$12.41K**