



\$24.9M

REVENUE

\$10.5M

PROFIT

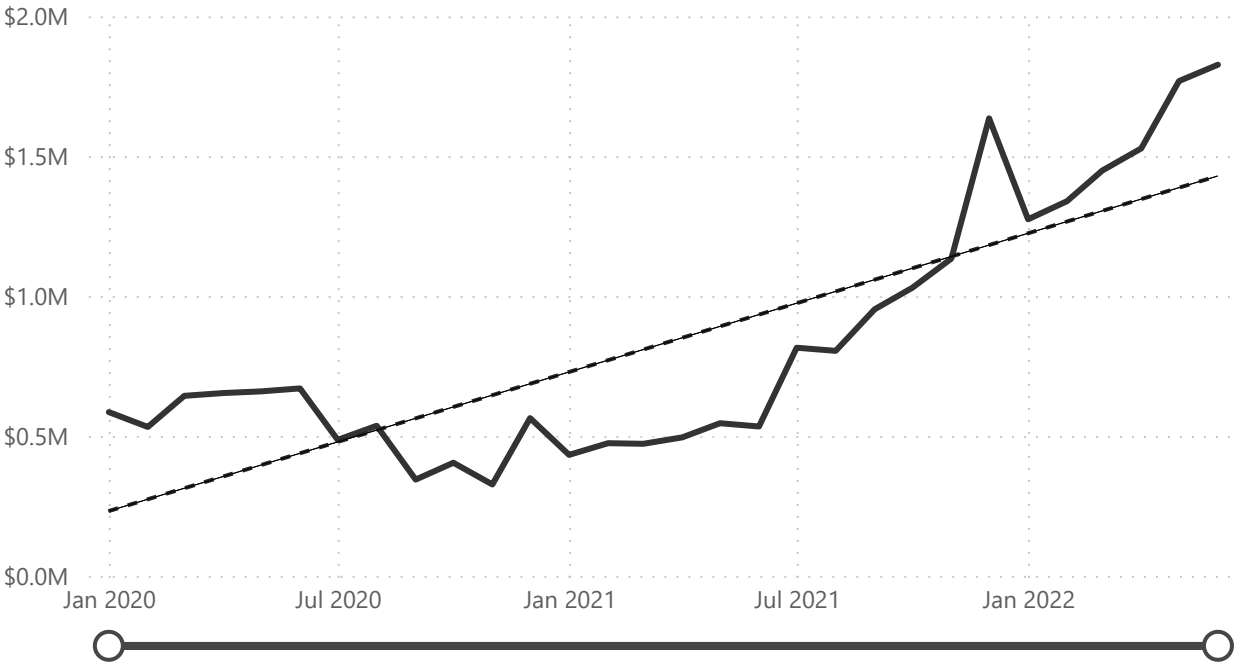
25.2K

ORDERS

2.1%

RETURN RATE

Revenue Trending



Monthly Revenue

\$1.83M✓

Goal: \$1.77M

(+3.31%)

Monthly Orders

2146!

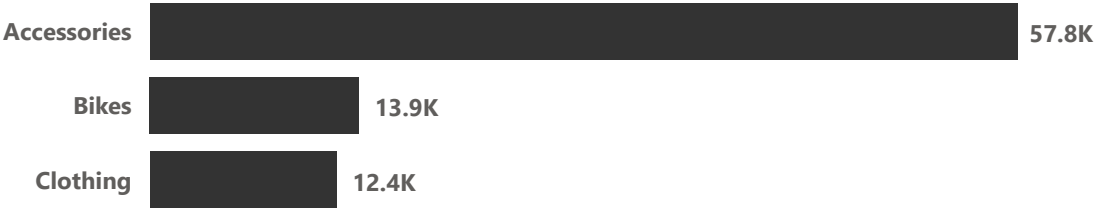
Goal: 2165 (-0.88%)

Monthly Returns

166✓

Goal: 169 (+1.78%)

ORDERS BY CATEGORY



Top 10 Products	Orders	Revenue	Return%
Water Bottle - 30 oz.	3983	\$39,755.3	1.9%
Sport-100 Helmet, Red	2099	\$73,444.0	3.3%
Sport-100 Helmet, Blue	1995	\$67,120.2	3.3%
Sport-100 Helmet, Black	1940	\$65,269.7	2.7%
Road Tire Tube	2173	\$17,264.7	1.5%
Patch Kit/8 Patches	2952	\$13,506.4	1.6%
Mountain Tire Tube	2846	\$28,333.2	1.6%
Mountain Bottle Cage	1896	\$38,061.9	1.9%
Fender Set - Mountain	1975	\$87,040.8	1.4%
AWC Logo Cap	2062	\$35,882.1	1.1%

Most ordered item

Tires and Tubes

Most returned item

Shorts

Select all

Europe

North America

Pacific



selected product

**Water Bottle - 30  
oz.**

First ProductName

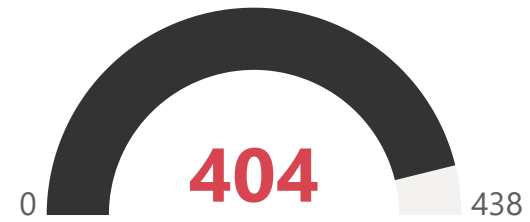
Adjusted Price %

0.00

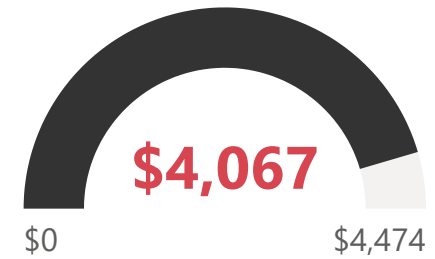
Product Metric Selec...

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

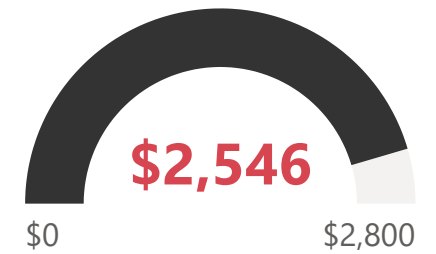
Monthly orders target



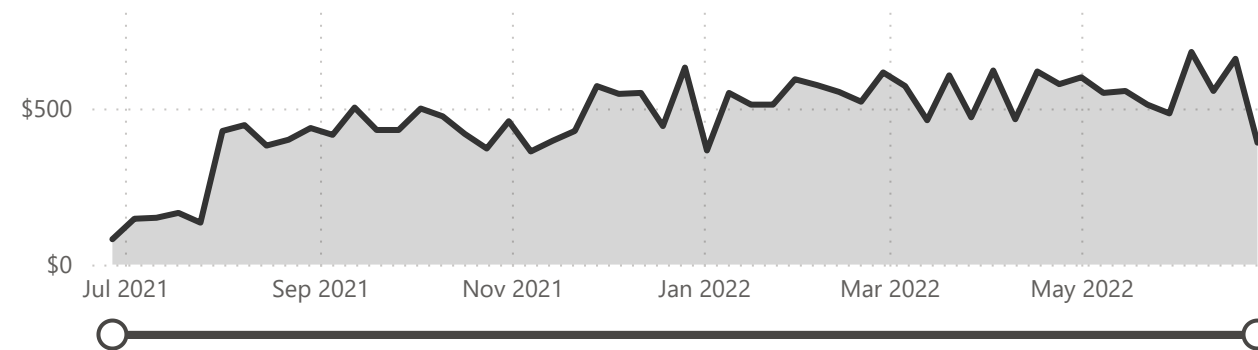
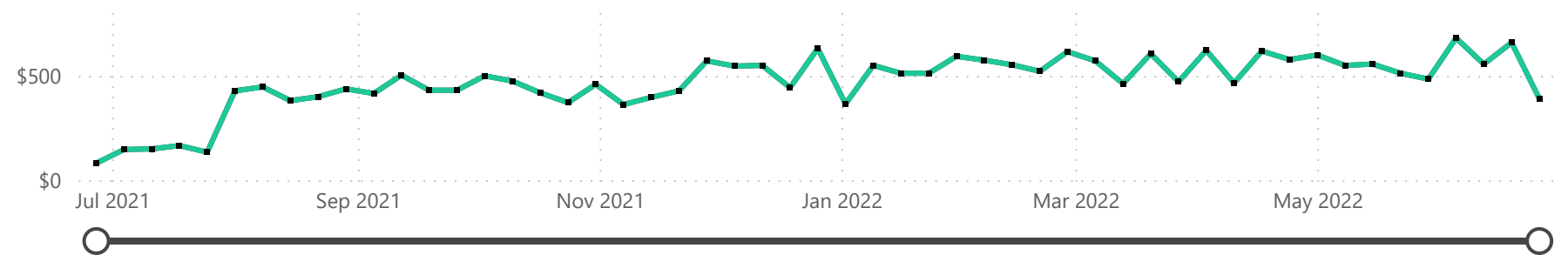
Monthly revenue target



Monthly profit target



■ Total profit ■ Adjusted Profit

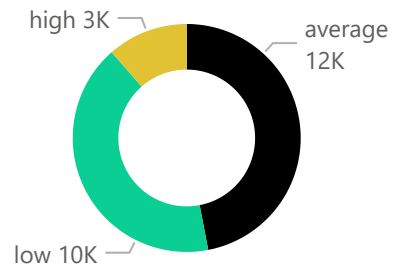




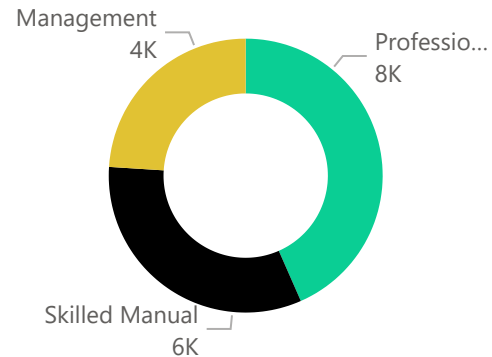
17.4K  
UNIQUE CUSTOMERS

\$1.43K  
REVENUE PER CUSTOMER

### Orders by income level

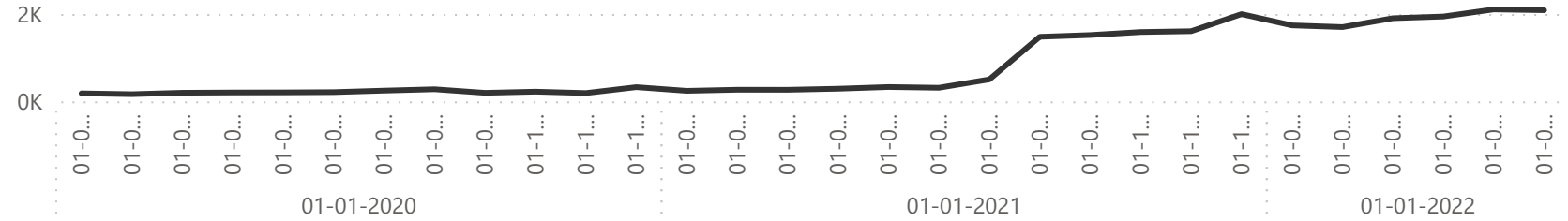


### Orders by occupation



Average Revenue Per Customer

Total Customer



### Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,195.7
12650	Mr. Aaron Wright	4	\$10,329.2
11491	Mr. Andre Perez	3	\$7,952.1
12307	Mr. Brad She	4	\$9,161.0
15695	Mr. Bruce Gomez	3	\$8,108.9
11431	Mr. Bryant Garcia	4	\$9,687.4
11900	Mr. Byron Carlson	3	\$8,015.4
11237	Mr. Clarence Anand	4	\$10,065.0
12631	Mr. Clarence Gao	4	\$10,331.7
13595	Mr. Cole Stewart	4	\$8,895.5
15354	Mr. Corey Kumar	3	\$8,090.7
14939	Mr. Cory Kapoor	3	\$8,125.1
11952	Mr. Dorothy Robinson	3	\$7,978.4
11761	Mr. Edgar Mehta	3	\$7,971.5
13405	Mr. Ethan Bryant	4	\$10,308.5
12296	Mr. Francisco Sara	4	\$9,125.6
14185	Mr. Frank Vazquez	4	\$9,051.9
17102	Mr. Franklin Y...	3	\$6,725.4

### Top Customer( by revenue)

Mr. Maurice Shan

Orders

6

Revenue

\$12.4K

2020

2022

