

## Executive Dashboard



**\$24.9M**

REVENUE

**\$10.5M**

PROFIT

**25.2K**

ORDERS

**2.2%**

RETURN RATE

Revenue Trending



Monthly Revenue

**\$1.83M** ✓

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

Monthly Orders

**2146**!

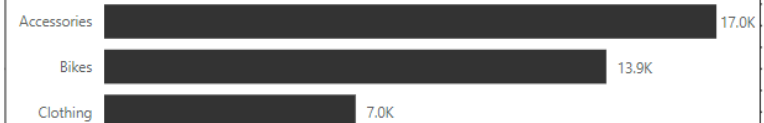
Prev Month: 2165 (-0.88%)

Monthly Returns

**166** ✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%

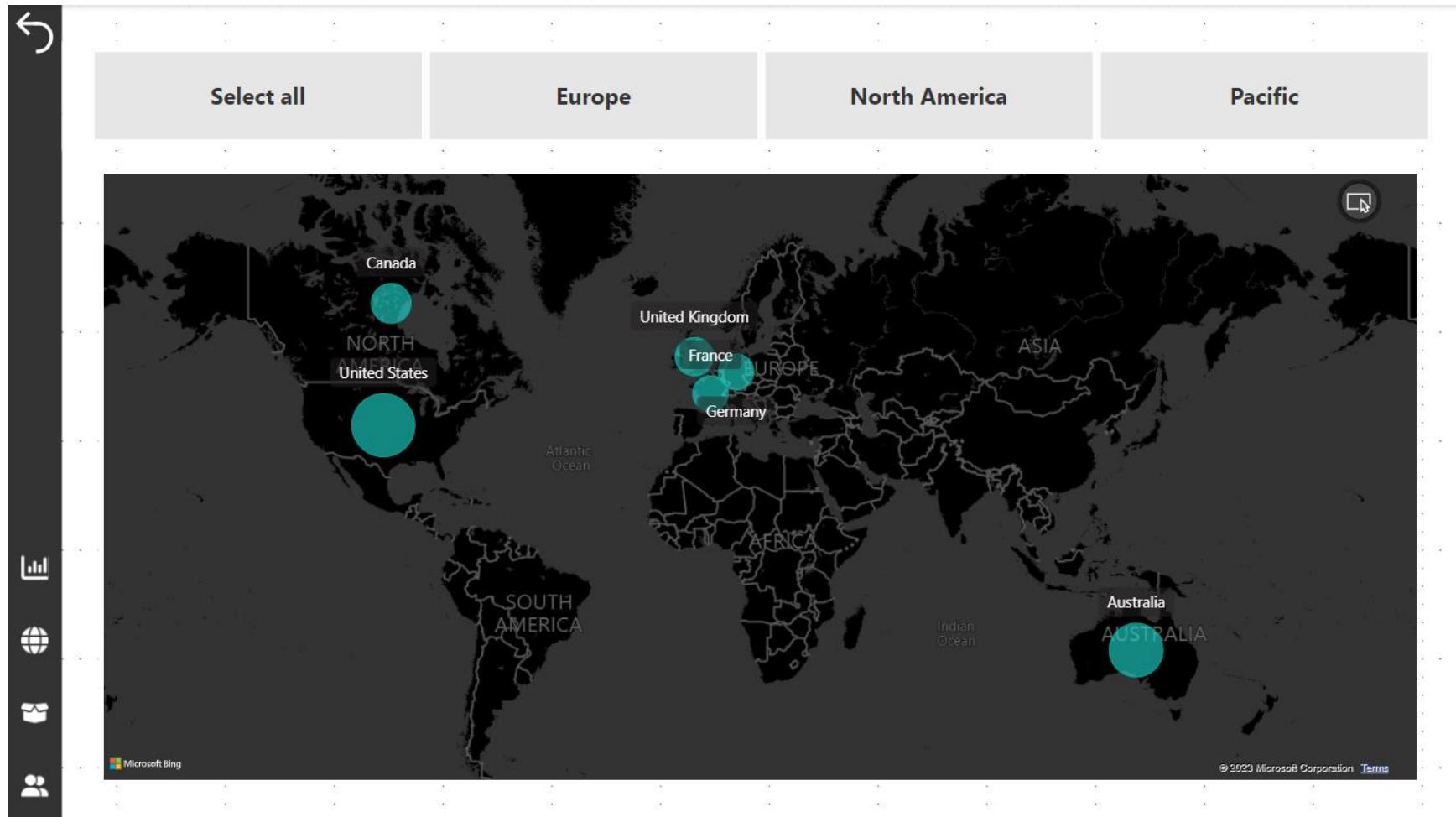
Most Ordered Product Type

**Tires and Tubes**

Most Returned Product Type

**Shorts**

# Map Dashboard



# Product Detail Dashboard

Selected Product

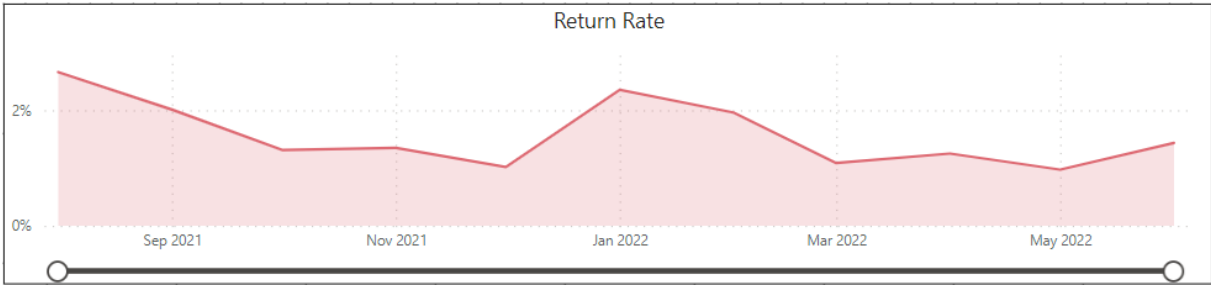
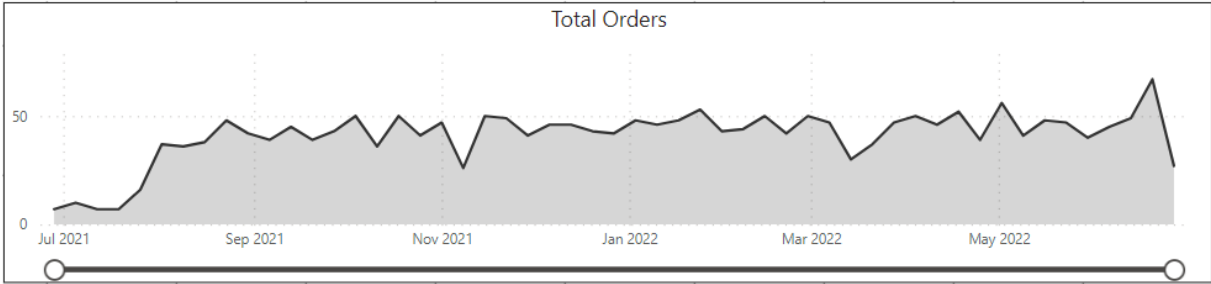
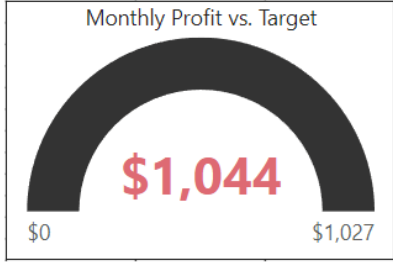
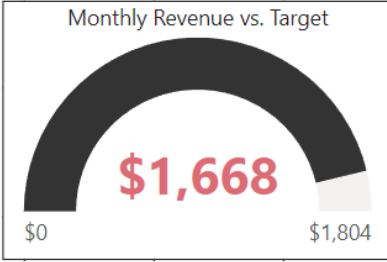
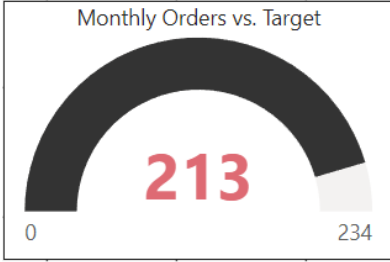
**Road Tire Tube**

Product Metric Selection

- ☒ Total Orders
- ☐ Total Revenue
- ☐ Total Profit

Return Metric Selection

- ☐ Total Returns
- ☒ Return Rate



# Customer Detail Dashboard

17.4K

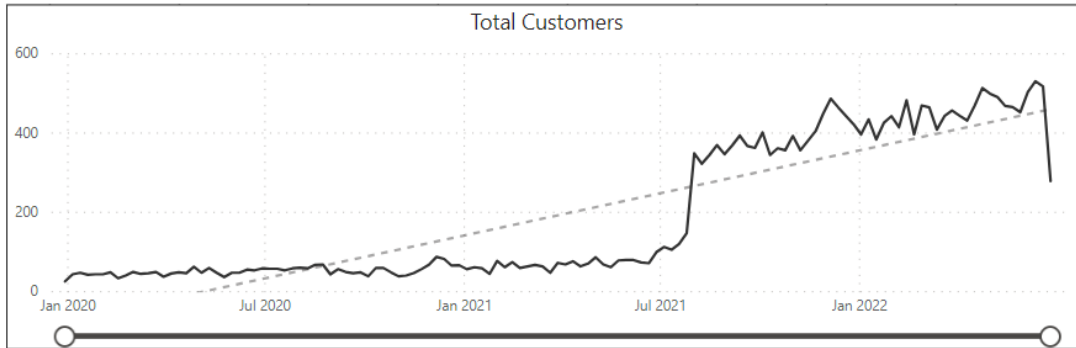
UNIQUE CUSTOMERS

\$1.4K

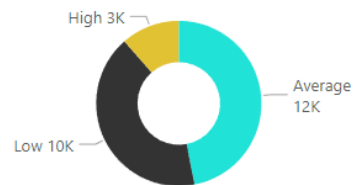
REVENUE PER CUSTOMER

Total Customers

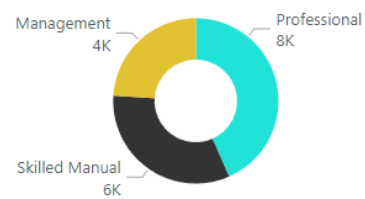
Average Revenue per Customer



Orders by Income Level



Orders by Income Level



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718

2020

2022

Top Customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

\$12,408



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