



\$24,9M

REVENUE

\$10,5M

PROFIT

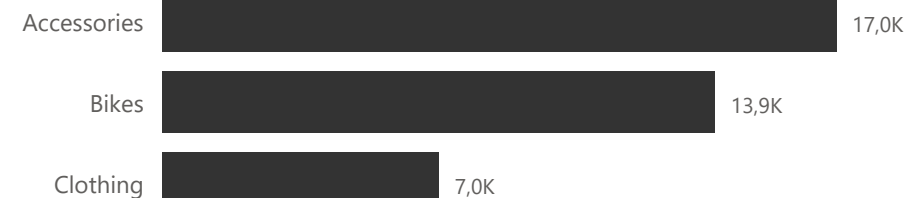
25,2K

ORDERS

2,2%

RETURN RATE

Orders by Category



Top 10 Products

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%

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%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Select all

Europe

North America

Pacific



Selected Product:

Road Tire Tube

Price Adjustment (%)

-0,50



Product Metric Selection

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

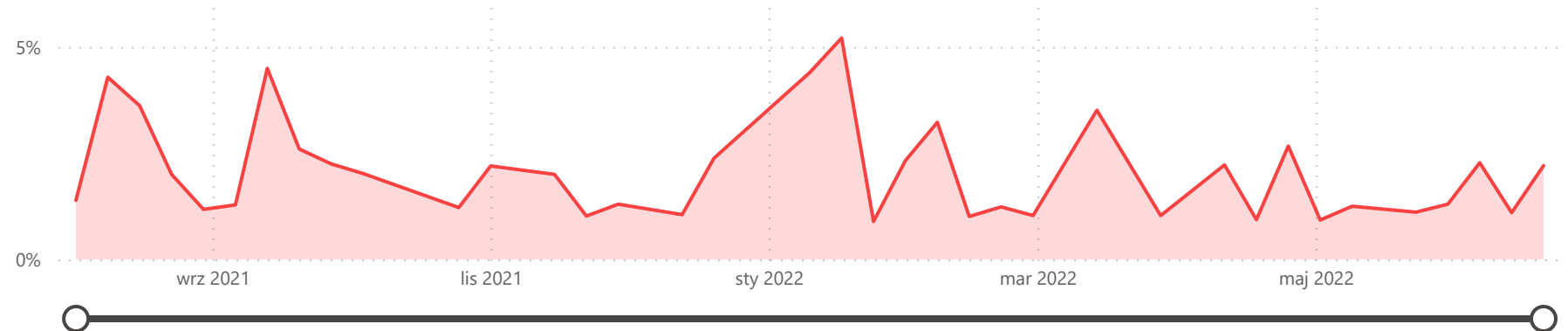
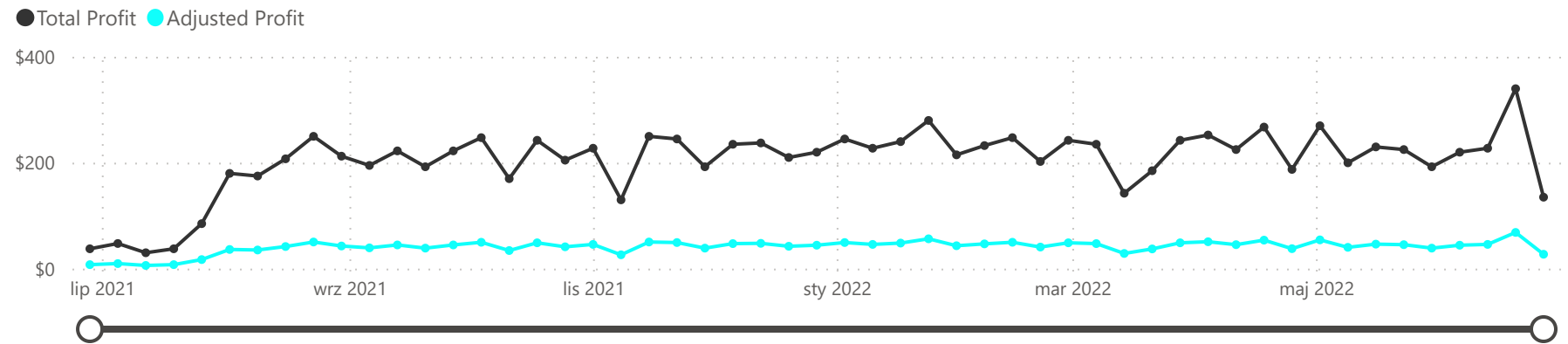
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target





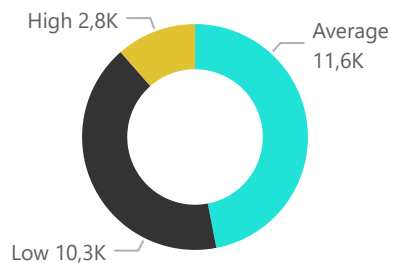
17,4K

UNIQUE CUSTOMERS

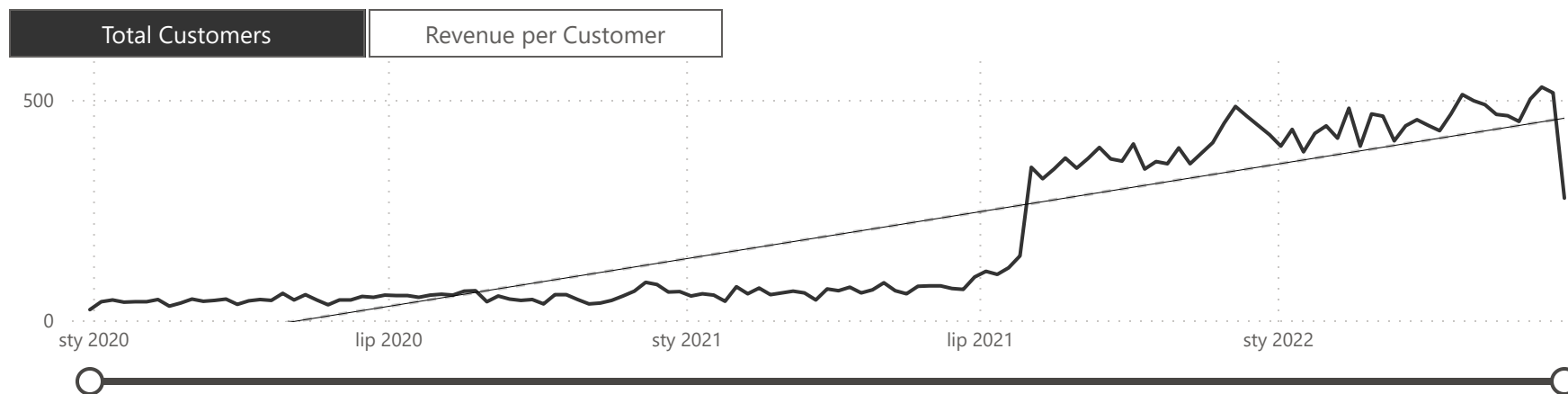
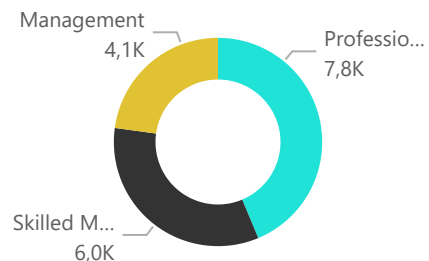
\$1 431

REVENUE PER CUSTOMER

Orders by Income



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12 408
11439	Mrs. Janet Munoz	6	\$12 019
11241	Mrs. Lisa Cai	7	\$11 330
11417	Mrs. Lacey Zheng	7	\$11 080
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	\$10 399
11425	Mrs. Ariana Gray	6	\$10 397
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	\$10 160
11237	Mr. Clarence Anand	4	\$10 069
11428	Mrs. Deanna Perez	4	\$9 762
11427	Mrs. Desiree Dominguez	4	\$9 718
11423	Mrs. Jasmine Stewart	4	\$9 717
11412	Mrs. Sydney Bryant	4	\$9 707
Total		25164	\$24 914 587

Top Customer (by Revenue):

Mr. Maurice Shan

Orders

6

Revenue:

12,4K

Year

- Select all
- 2020
- 2021
- 2022



Among customers in skilled manual roles, Ruben Suarez drove the most revenue at \$4,7k