



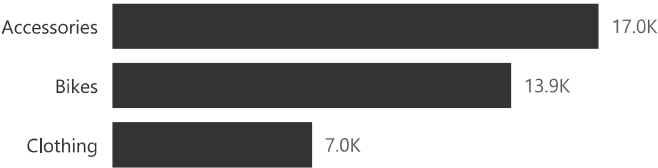
\$24.9M
REVENUE

\$10.6M
PROFIT

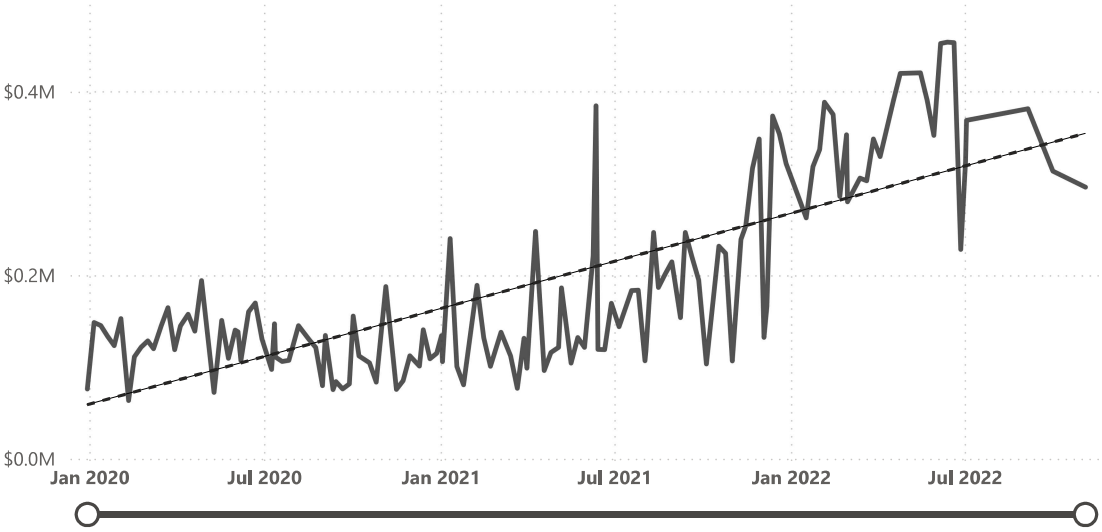
25.2K
ORDERS

2.2%
RETURN RATE

Order by Category



Weekly Revenue

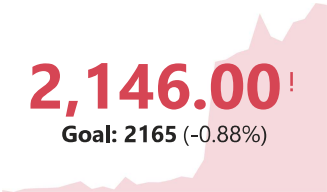


Top 10 Product	Orders	Revenue	Return Rate
AWC Logo Cap	2,062.00	\$35,882	1.11%
Fender Set - Mountain	1,975.00	\$87,041	1.36%
Mountain Bottle Cage	1,896.00	\$38,062	2.02%
Mountain Tire Tube	2,846.00	\$28,333	1.64%
Patch Kit/8 Patches	2,952.00	\$13,506	1.61%
Road Tire Tube	2,173.00	\$17,265	1.55%
Sport-100 Helmet, Black	1,940.00	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995.00	\$67,120	3.31%
Sport-100 Helmet, Red	2,099.00	\$73,444	3.33%
Water Bottle - 30 oz.	3,983.00	\$39,755	1.95%

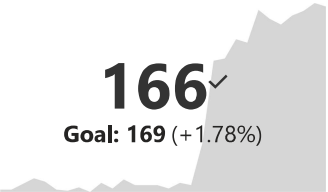
Monthly Revenue



Monthly Order



Monthly Return



Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

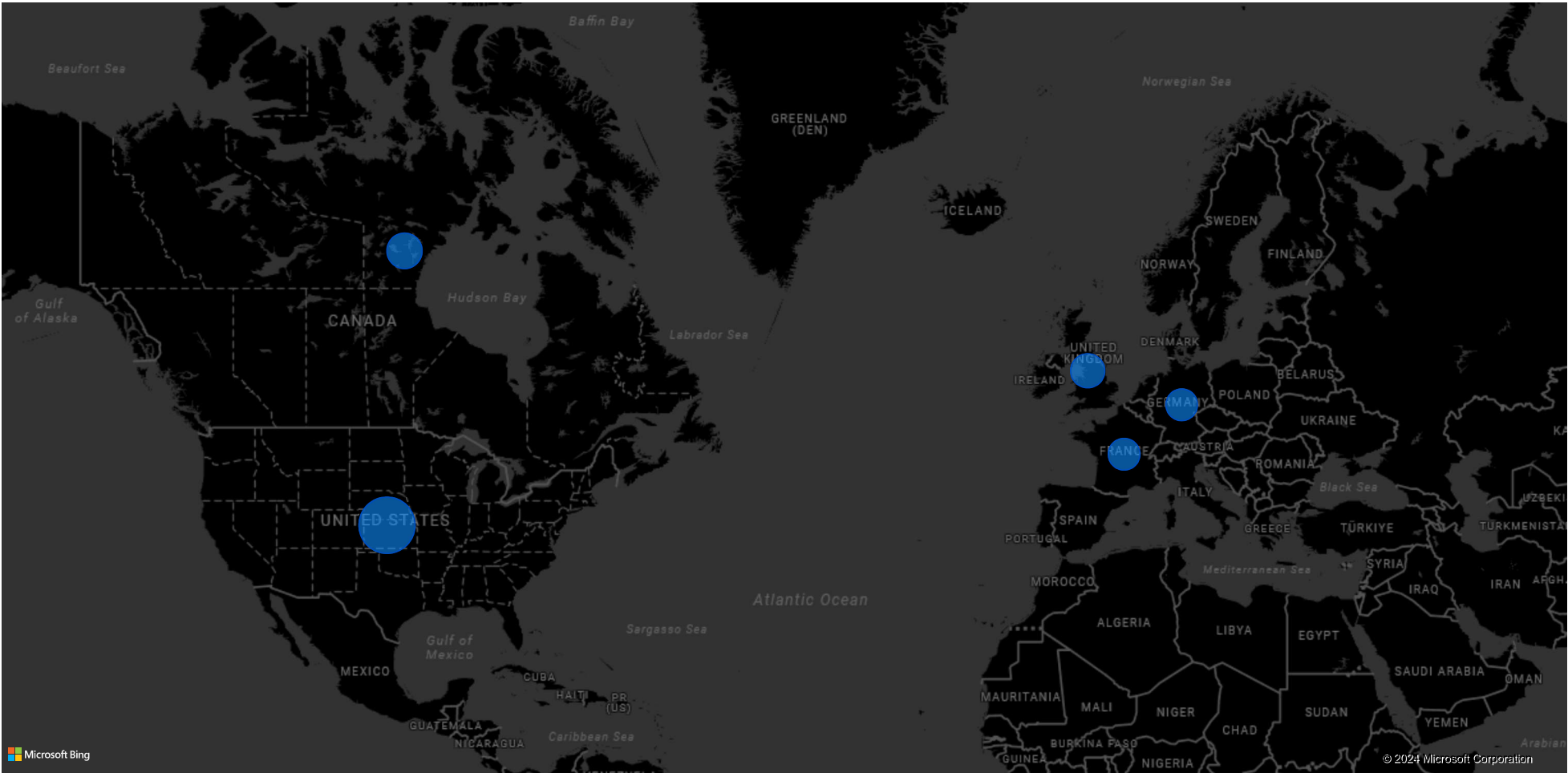


Select all

Europe

North America

Pacific





Selected Product

Fender Set - Mountain

Price Adjustment(%)

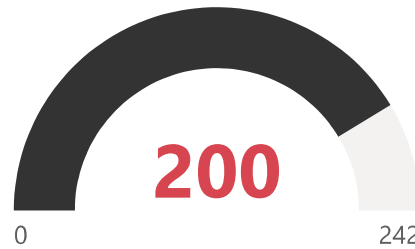
0.40



Product Metric Selection

- ☐ Order
- ☐ Return
- ☐ Profit
- ☐ Revenue
- ☒ Return %

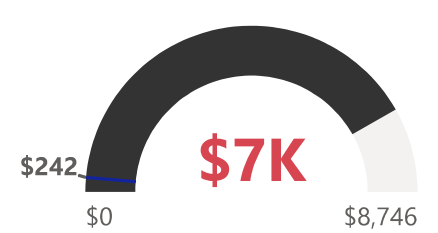
Monthly Order vs Target



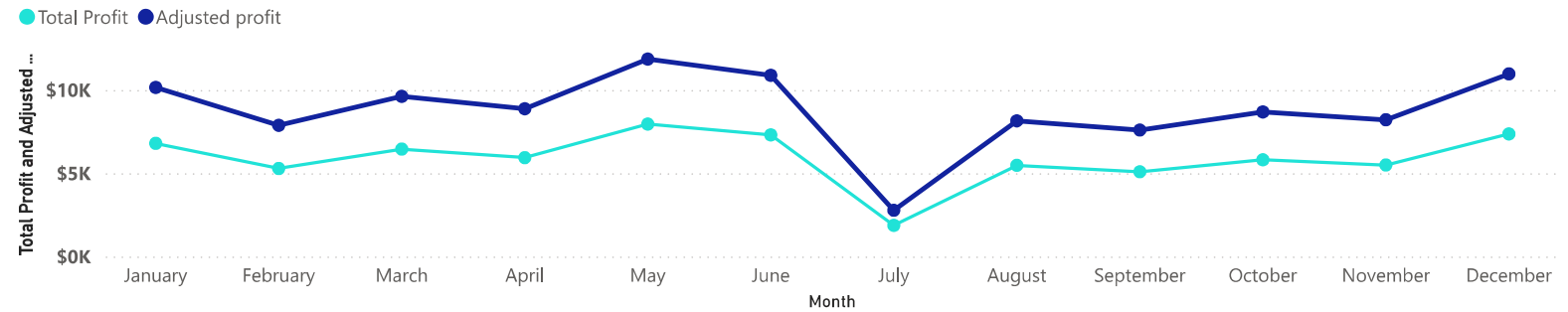
Monthly Revenue vs Target



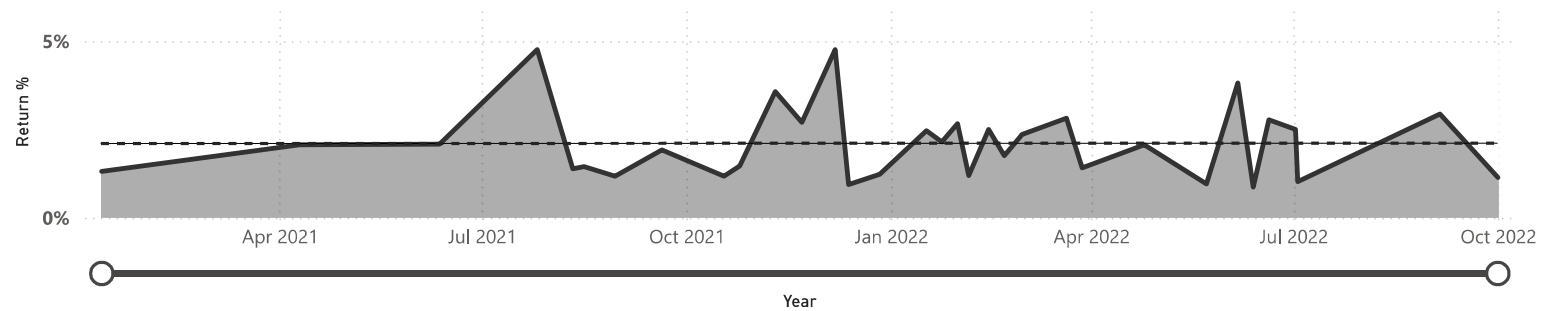
Monthly Order vs Target



weekly Profit



weekly Return



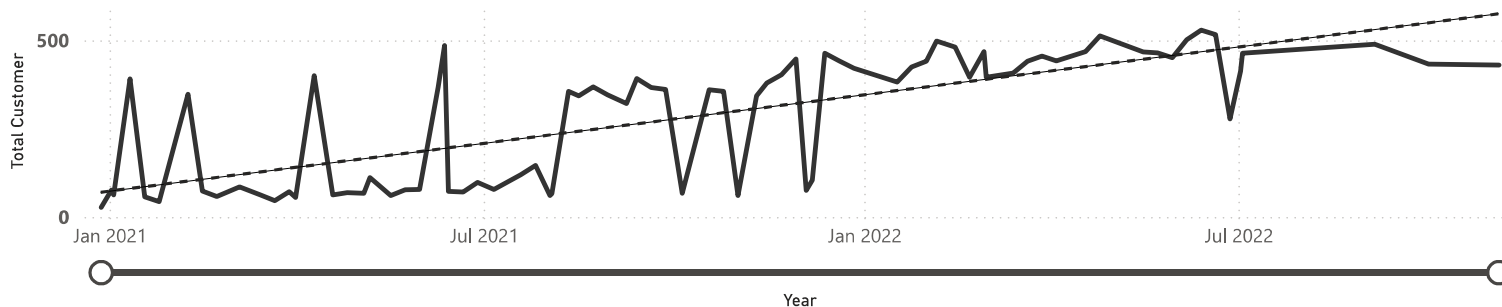
17.2K

Unique Customers

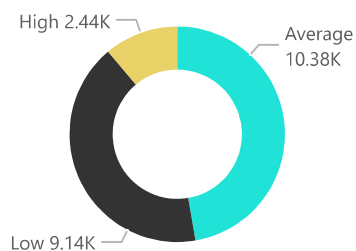
\$1,074

Average Revenue Per cust...

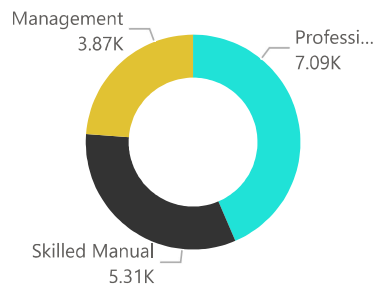
weekly Revenue



Order by Income Level



Order by Occupation



Top 100 customers

CustomerKey	Full Name	Total Order	Total Revenue
		159.00	\$1,23,841
11091	Mr. Dalton Perez	26.00	\$1,513
11223	Mrs. Hailey Patterson	26.00	\$1,616
11300	Mr. Fernando Barnes	26.00	\$1,839
11330	Mr. Ryan Thompson	26.00	\$1,597
11331	Mrs. Samantha Jenkins	26.00	\$1,740
11185	Mrs. Ashley Henderson	25.00	\$1,717
11200	Mr. Jason Griffin	25.00	\$1,614
11176	Mr. Mason Roberts	24.00	\$1,526
11262	Mrs. Jennifer Simmons	24.00	\$1,465
11277	Mr. Charles Jackson	24.00	\$1,777
11287	Mr. Henry Garcia	24.00	\$1,443
11566	Ms. April Shan	24.00	\$1,424
11711	Mr. Daniel Davis	24.00	\$1,404
11276	Mrs. Nancy Chapman	23.00	\$1,111
11203	Mr. Luis Diaz	17.00	\$1,002
11215	Mrs. Ana Perry	17.00	\$1,336
11078	Ms. Gina Martin	16.00	\$991
11211	Mrs. Samantha Russell	16.00	\$948
11253	Mr. José Hernandez	16.00	\$905
11505	Ms. Jasmine Powell	16.00	\$1,104
11619	Ms. Sierra Young	16.00	\$813
11631	Mr. Antonio Bennett	16.00	\$1,001

2021

2022

Mr. Aaron Adams

159.00

\$124K