



REVENUE

\$24.9M

Total Profit

\$10M

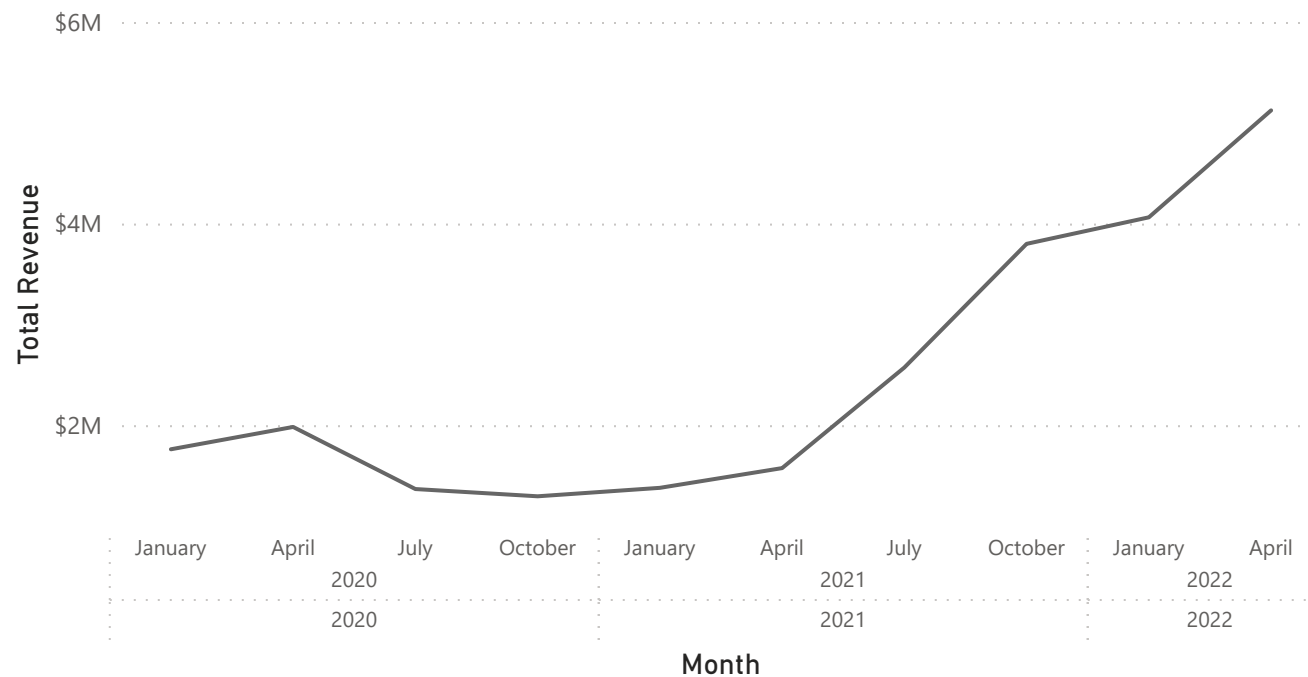
Total Order

25.2K

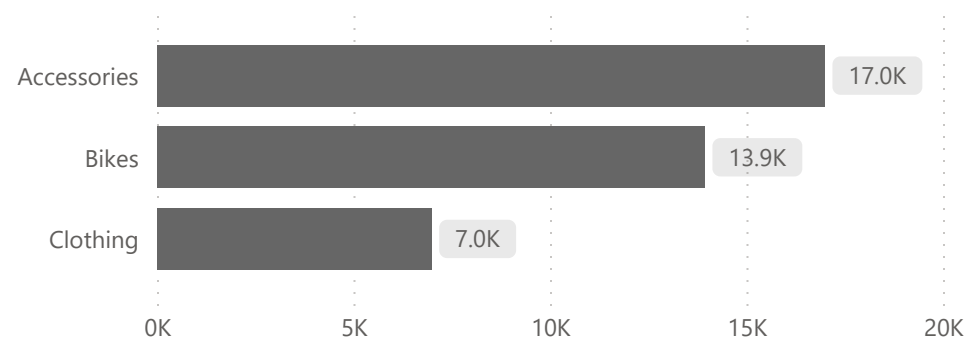
Return Rate

2.17%

Revenue Trending



Orders By Category



Top 10 ProductName	Order	Revenue	Retun Rate
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Road Tire Tube	2173	\$17,265	1.55%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Mountain Bottle Cage	1896	\$38,062	2.02%
Fender Set - Mountain	1975	\$87,041	1.36%
AWC Logo Cap	2062	\$35,882	1.11%

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 Order Product Type

Tires and Tubes

Most Return Product Type

Shorts

Select all

Europe

North America

Pacific



Selected Product

Mountain Tire
Tube

Monthly Orders vs Target



Monthly Revenue vs Target



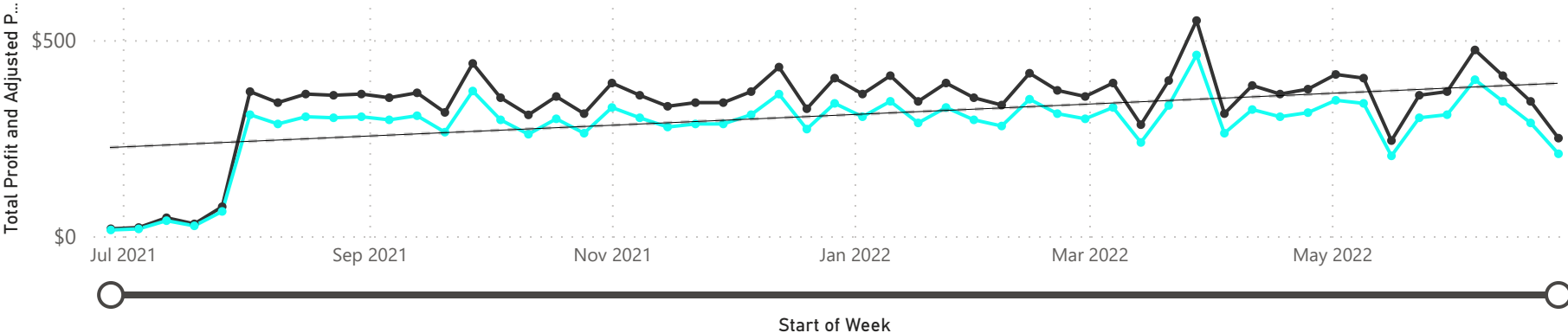
Monthly Profit vs Target



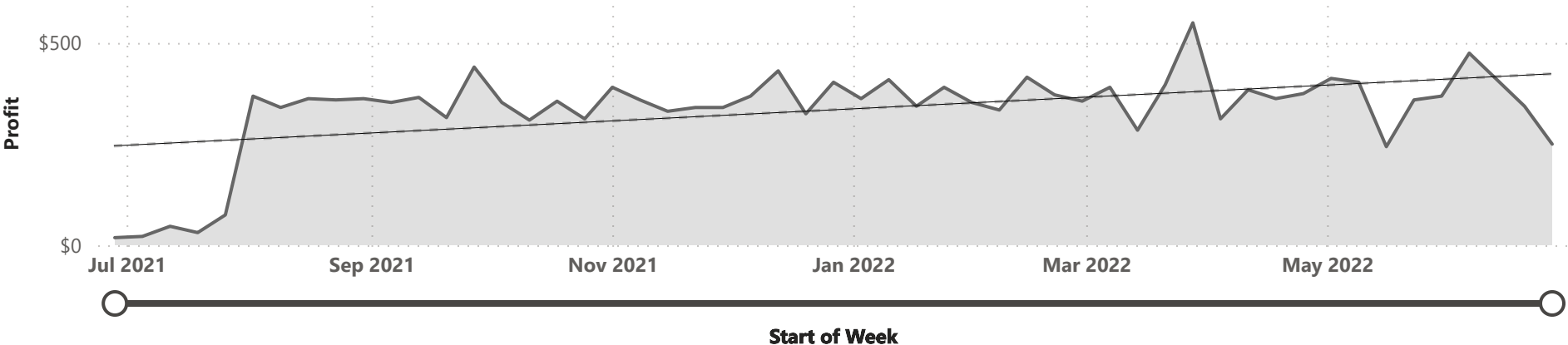
Price Adjustment(%)

-0.10

▼ ● Total Profit ● Adjusted Profit



Return Trending



Product Metric Selection

- ☐ Order
- ☐ Revenue
- ☒ Profit
- ☐ Returns
- ☐ Return Rate



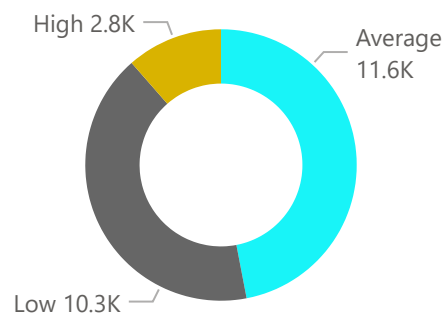
17.4K

UNIQUE CUSTOMERS

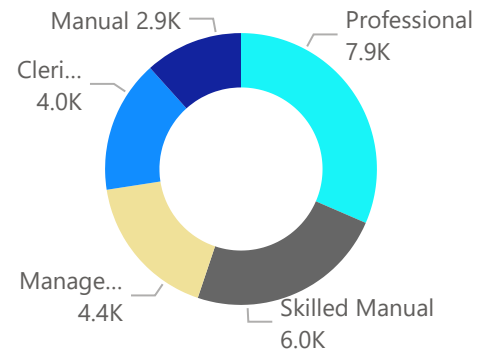
\$1.43K

Revenue Per Customer

Order by Income Level



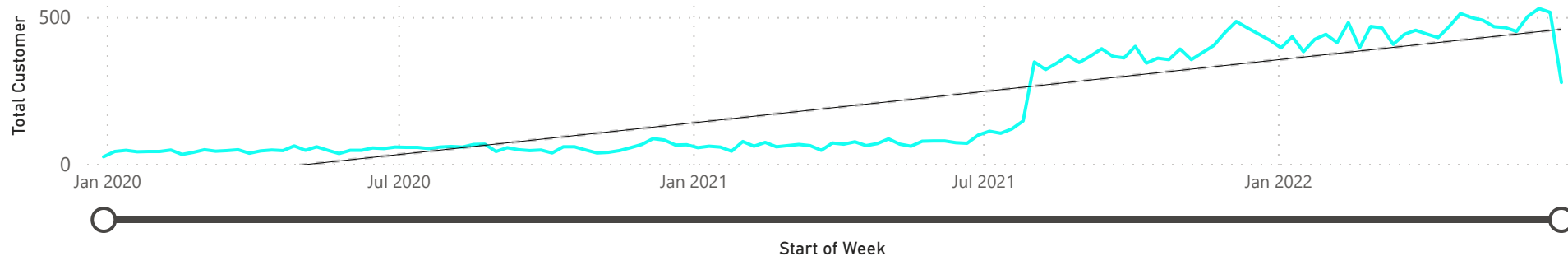
Order by Occupation



Revenue per Customer

Total Customer

Total Customer



Top 100 Customers

CustomerKey	Full Name	Order	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
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707
11431	Mr. Bryant Garcia	4	\$9,687
Total		1272	\$6,15,329

Year

2020

2022

Top Customer (by

Mr. Maurice Shan

Orders

6

Revenue

\$12K



Total Orders(Customer Detail)

Total Orders(Customer Detail)