



REVENUE

\$24.9M

Total Profit

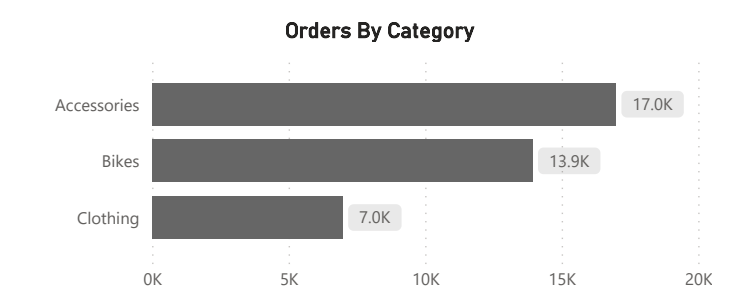
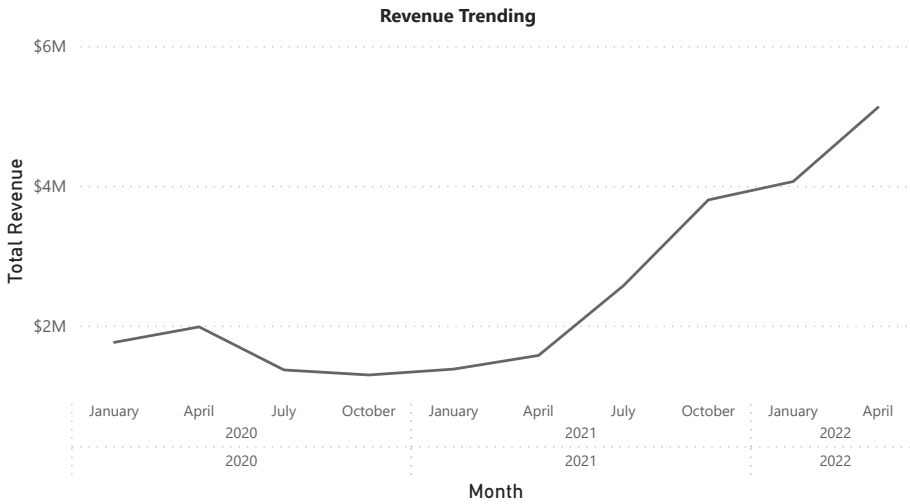
\$10M

Total Order

25.2K

Retun Rate

2.17%



| 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



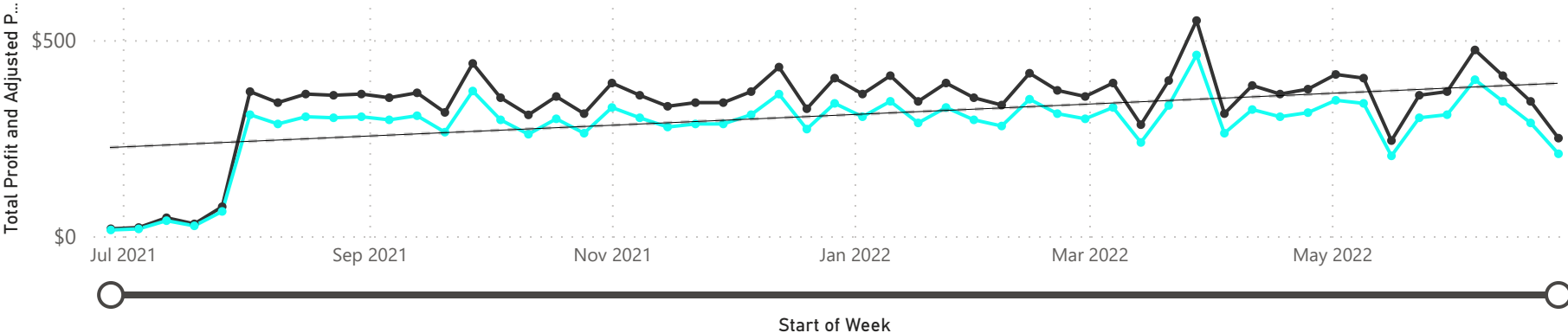
Monthly Profit vs Target



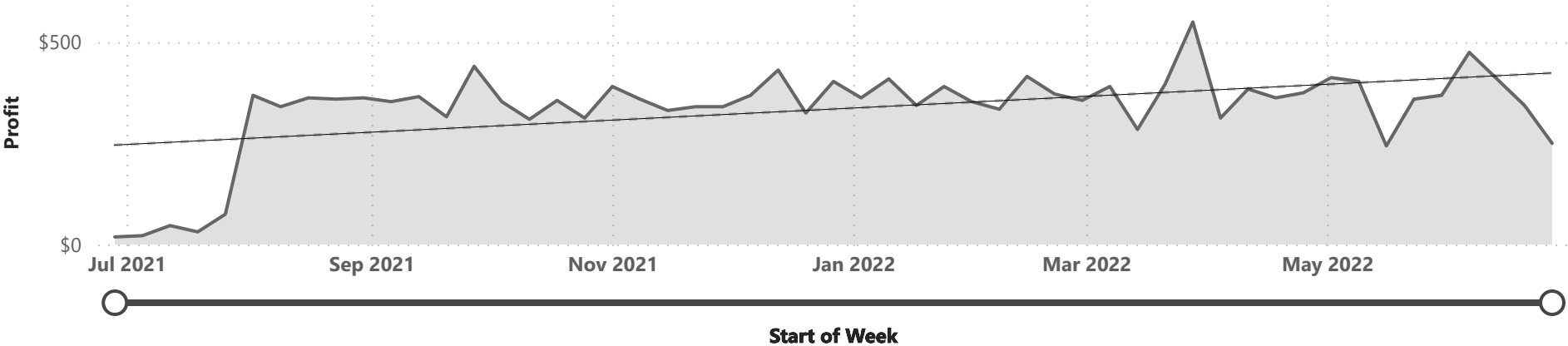
Price Adjustment(%)

-0.10

▼ ● Total Profit ● Adjusted Profit



Return Trending



Product Metric Selection

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



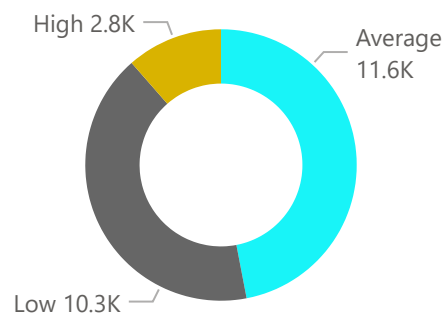
17.4K

UNIQUE CUSTOMERS

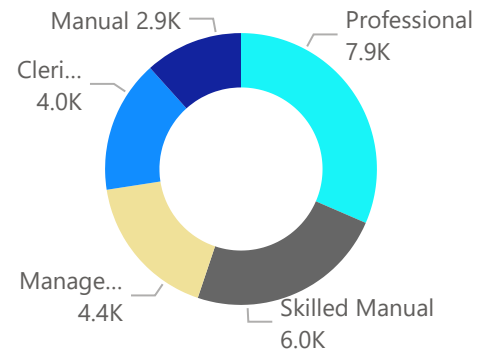
\$1.43K

Revenue Per Customer

Order by Income Level



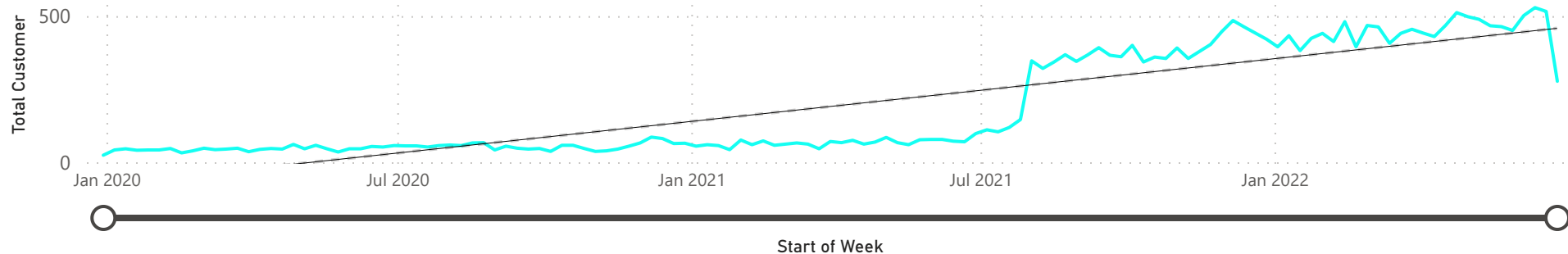
Order by Occupation



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