



24.9M

REVENUE

10.5M

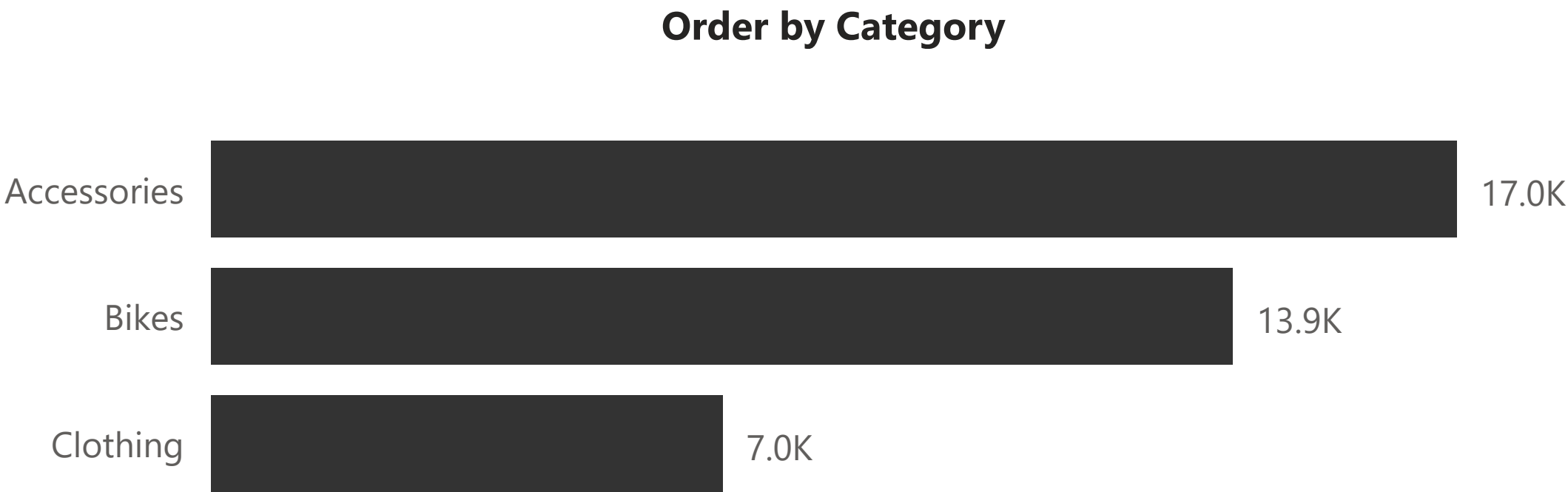
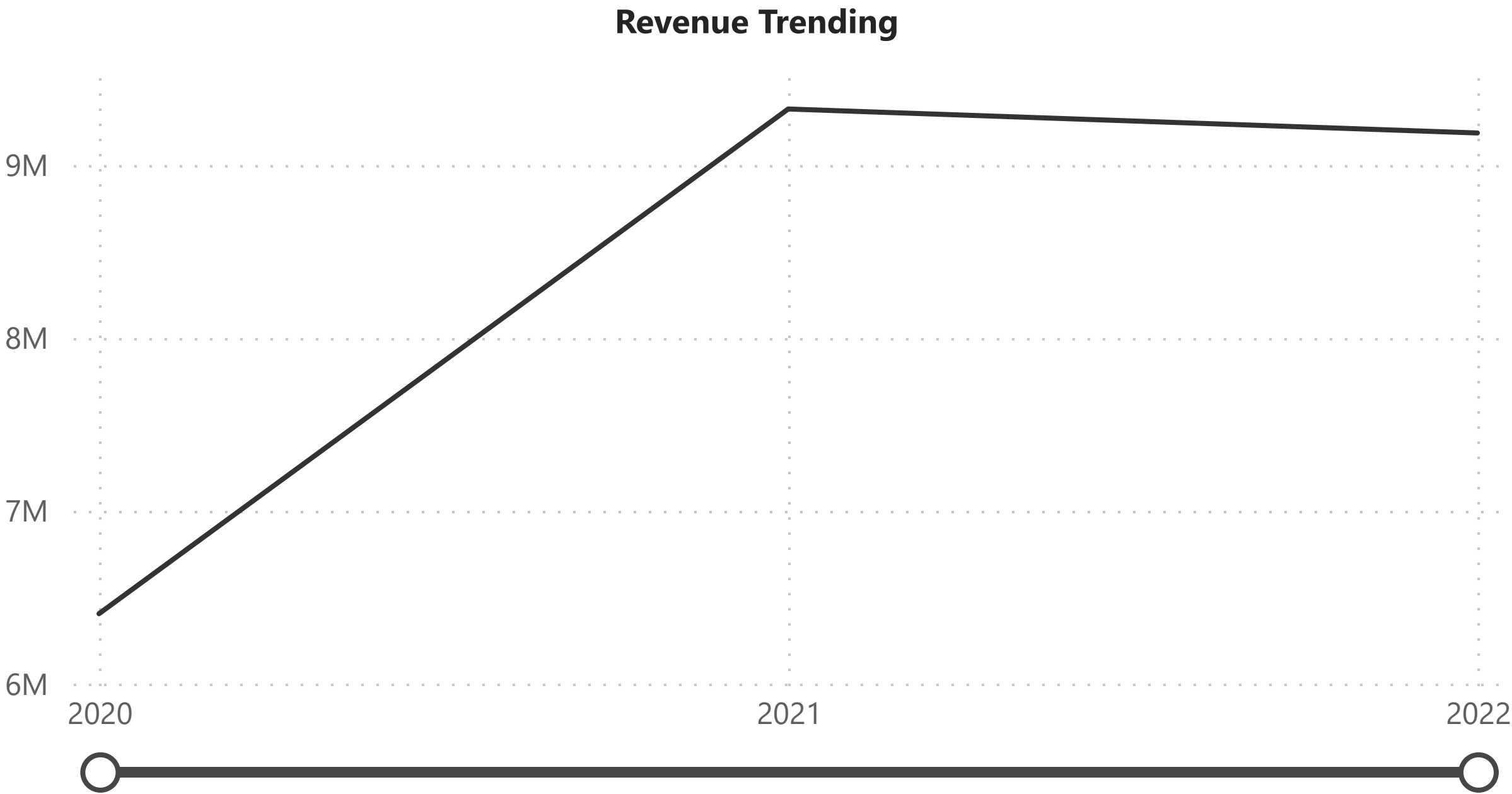
PROFIT

25.2K

ORDERS

2.2%

Return rate



Top 10 Products	Total orders	Total Revenue	Return rate
Sport-100 Helmet, Red	2099	73,444	3.33%
Sport-100 Helmet, Blue	1995	67,112	3.31%
Sport-100 Helmet, Black	1940	65,262	2.68%
Mountain Bottle Cage	1896	38,062	2.02%
Water Bottle - 30 oz.	3983	39,755	1.95%
Mountain Tire Tube	2846	28,333	1.64%
Patch Kit/8 Patches	2952	13,506	1.61%
Road Tire Tube	2173	17,265	1.55%
Fender Set - Mountain	1975	87,041	1.36%
AWC Logo Cap	2062	35,865	1.11%

Most Ordered product Type:

Tires and Tubes

Most Returned product Type:

Shorts

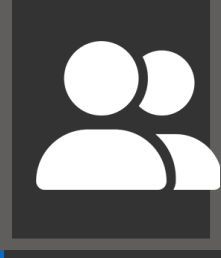
Continent

Select all

Europe

North America

Pacific

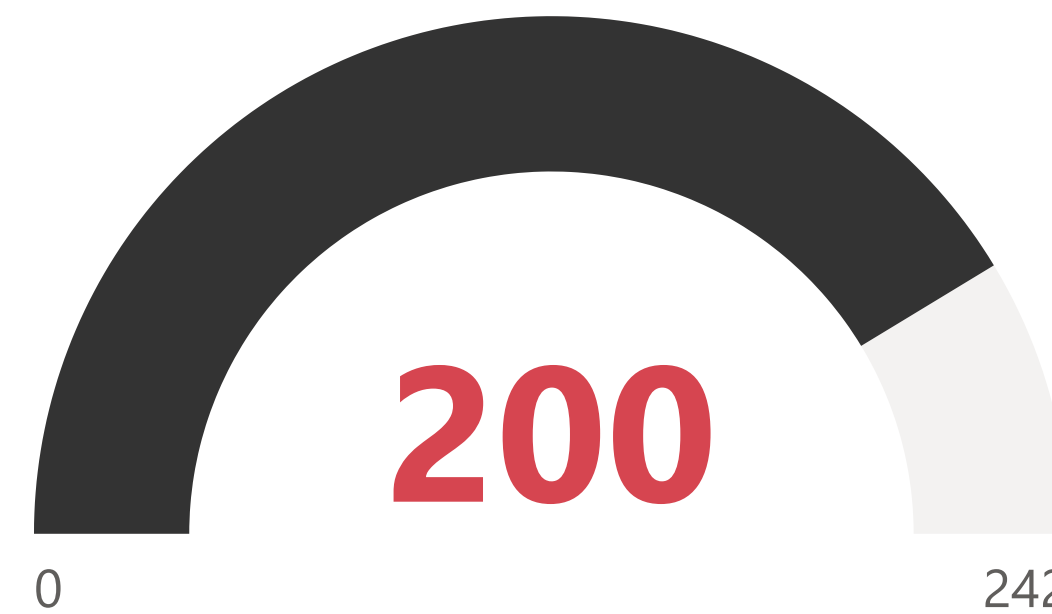


Selected Product:

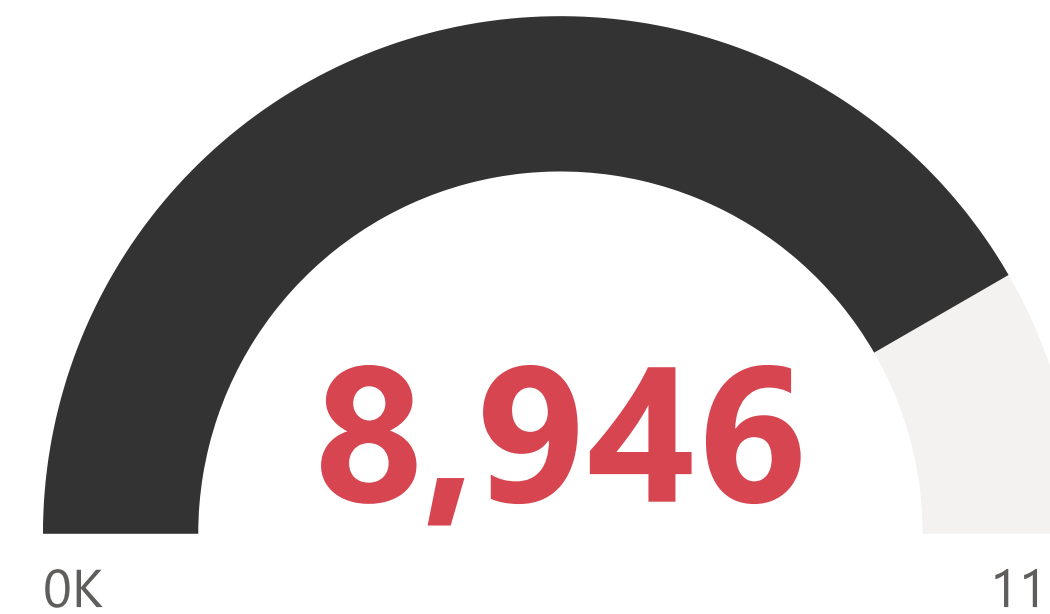
**Fender Set -  
Mountain**

First ProductName

Monthly Orders Vs. Target



Monthly Revenue Vs. Target



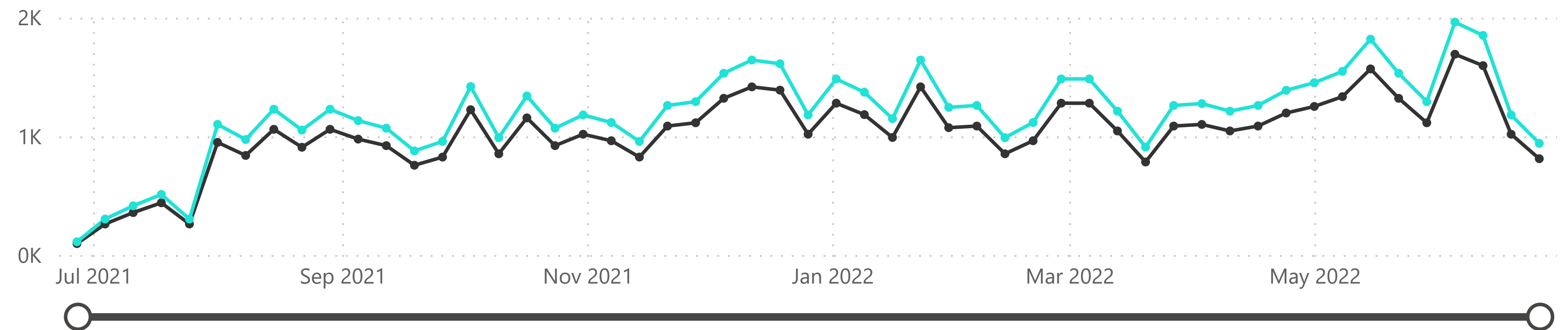
Monthly Profit Vs. Target



Price adj (%)

0.10

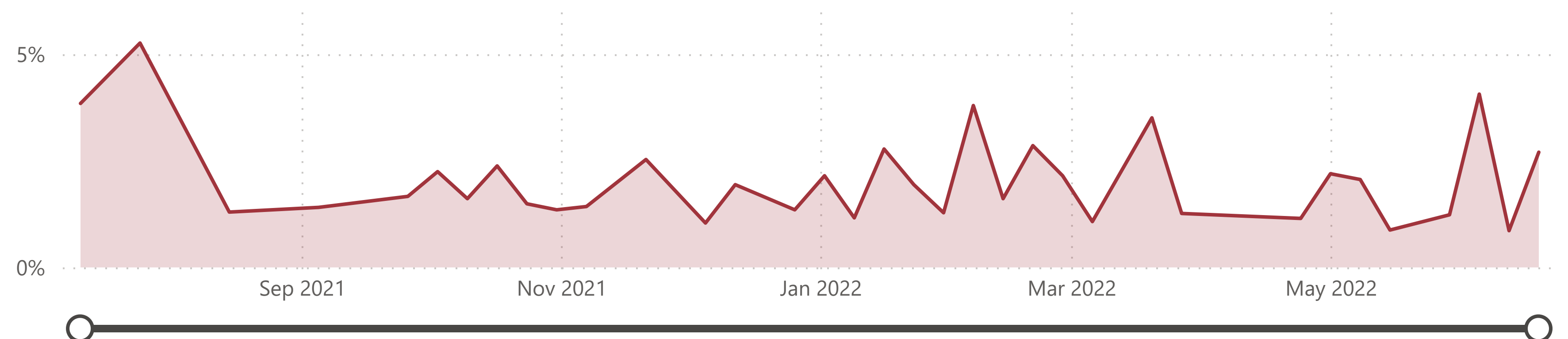
● Total Profit ● Adjusted Profit



Product Metrics selection

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

Weekly Profit



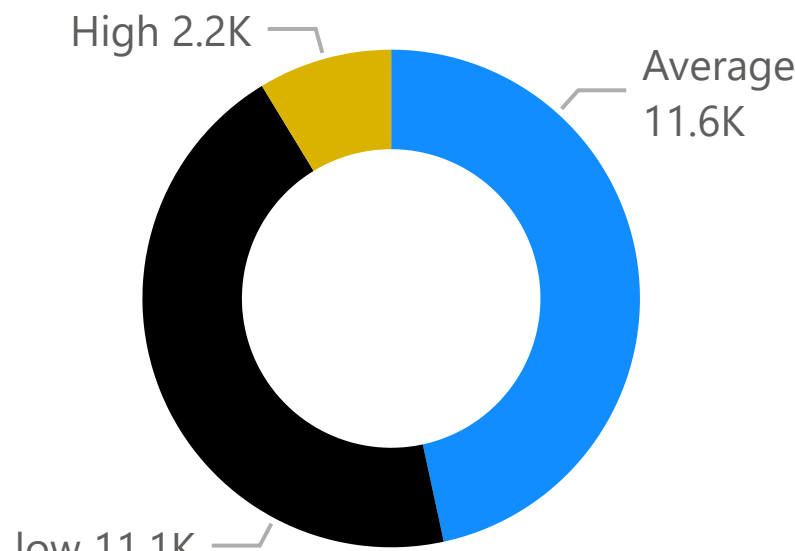
17.4K

UNIQUE CUSTOMERS

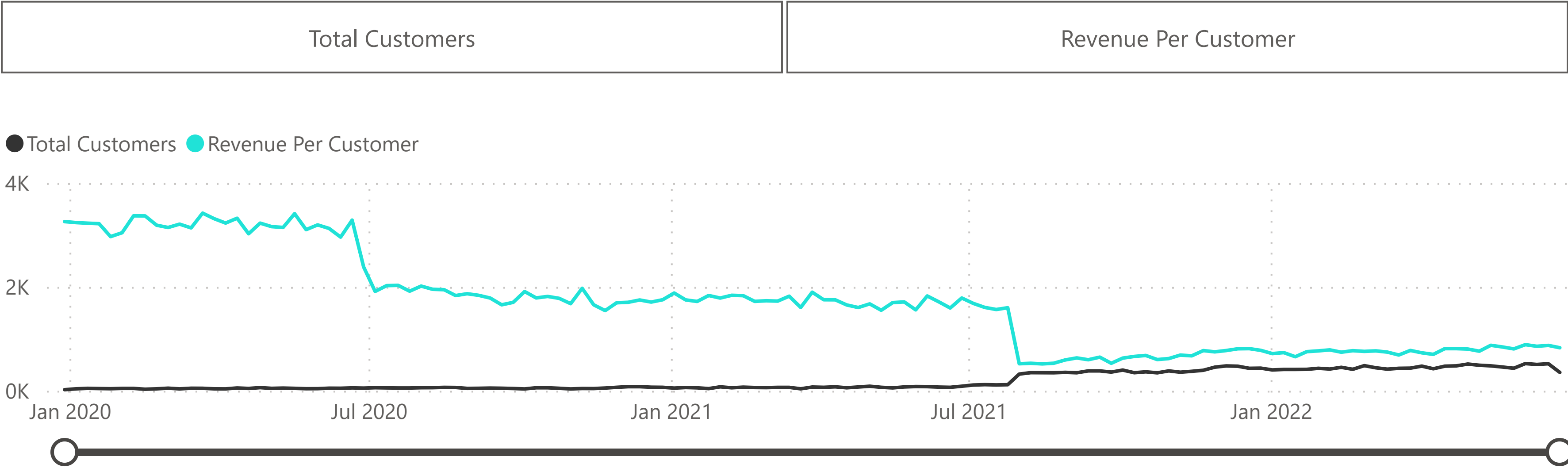
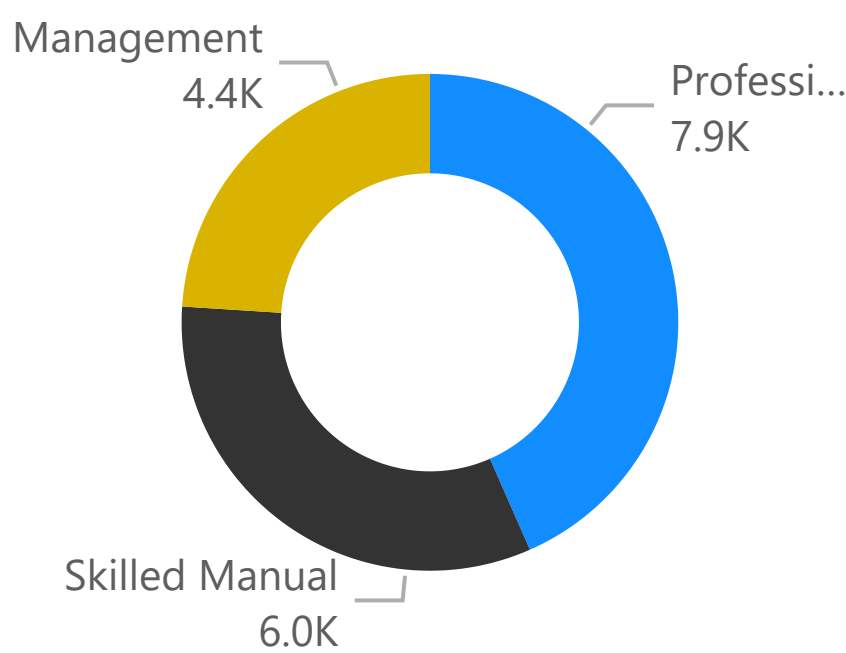
1,431

Revenue Per Customer

Total orders by Income Level



Total orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Total orders	Total Revenue
11019	Mr. Luke Lal	15	960
11078	Ms. Gina Martin	16	990
11091	Mr. Dalton Perez	26	1,510
11131	Ms. Amanda Rivera	4	210
11142	Mr. Eduardo Patterson	15	1,110
11176	Mr. Mason Roberts	24	1,520
11185	Mrs. Ashley Henderson	25	1,710
11200	Mr. Jason Griffin	25	1,610
11203	Mr. Luis Diaz	17	1,000
11211	Mrs. Samantha Russell	16	940
11212	Mrs. Chloe Campbell	15	970
11215	Mrs. Ana Perry	17	1,330
11223	Mrs. Hailey Patterson	26	1,610
11237	Mr. Clarence Anand	4	10,060
11241	Mrs. Lisa Cai	7	11,330
11242	Mr. Larry Munoz	7	10,850
11245	Mr. Ricky Vazquez	4	10,160
11249	Mrs. Cindy Patel	4	9,660
Total		1272	615,320

2020

2022

Top Customer (By Revenue):

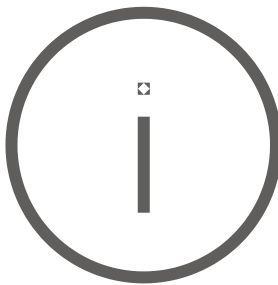
Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



Among customers in skilled manual rolls in 2022 Ruben Suarez drove the most revenue at 4683