



\$24.9M

REVENUE

\$10.5M

PROFIT

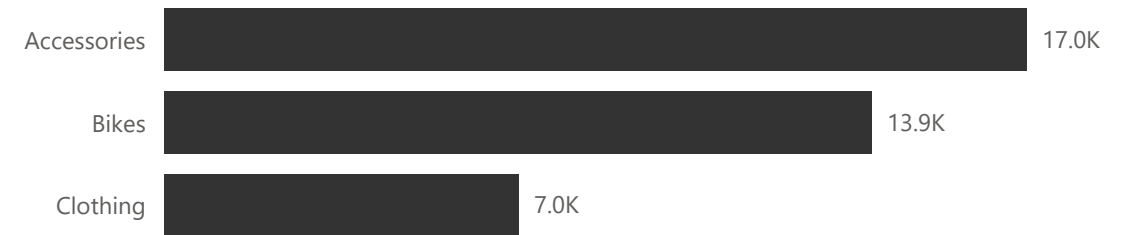
25.2K

ORDERS

2.2%

RETURN RATE

Orders by Category



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%

most ordered product type

most ordered product type

Tires and Tubes

Shorts

\$1.83M ✓

Previous Month: \$1.77M
(+3.31%)

2146!

Previous Month: 2165 (-0.88%)

166 ✓

Previous Month: 169 (+1.78%)



Select all

Europe

North America

Pacific





Selected Product

Road Tire Tube

Monthly orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

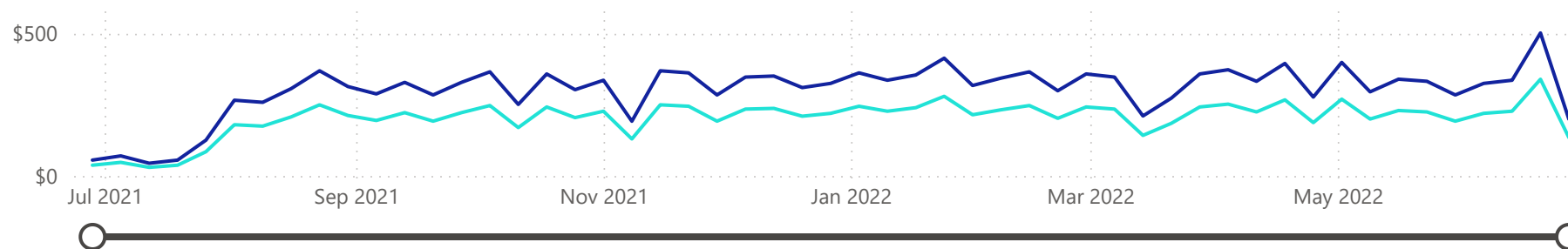


Price adjustment (%)

0.30

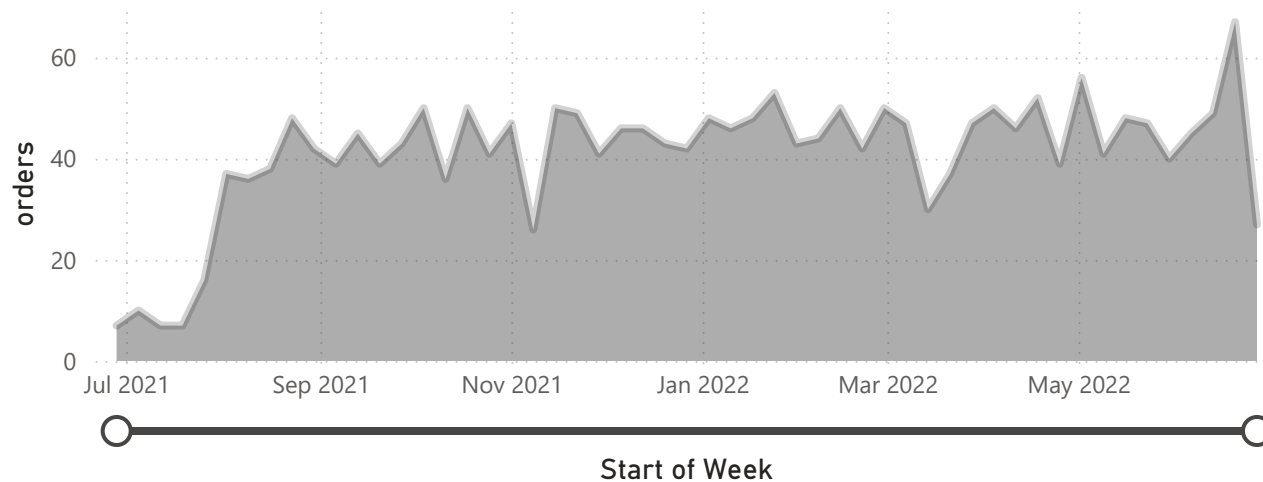


Total profit Adjusted profit



Product metric selecti...

- ☒ orders
- ☐ Revenue
- ☐ profit
- ☐ returns
- ☐ Return %



Report Summary

Adjusted profit (260.00% increase) and Total profit (260.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Across all metrics, Adjusted profit had the most interesting recent trend and started trending up on Monday, August 16, 2021, rising by 12.05% (36.95) in 5.70 months.

Total profit jumped from 37.47 to 174.84 during its steepest incline between Monday, June 28, 2021



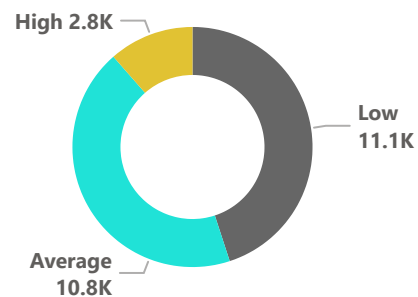
17.4K

UNIQUE CUSTOMERS

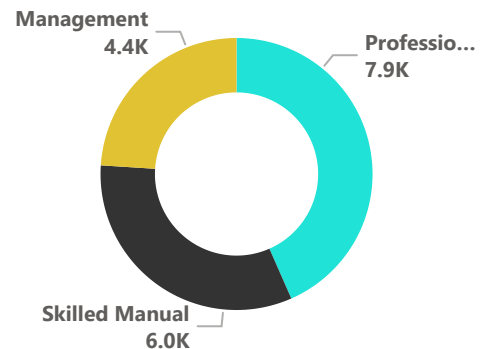
\$1,431

REVENUE PER CUSTOMER

orders by Income level



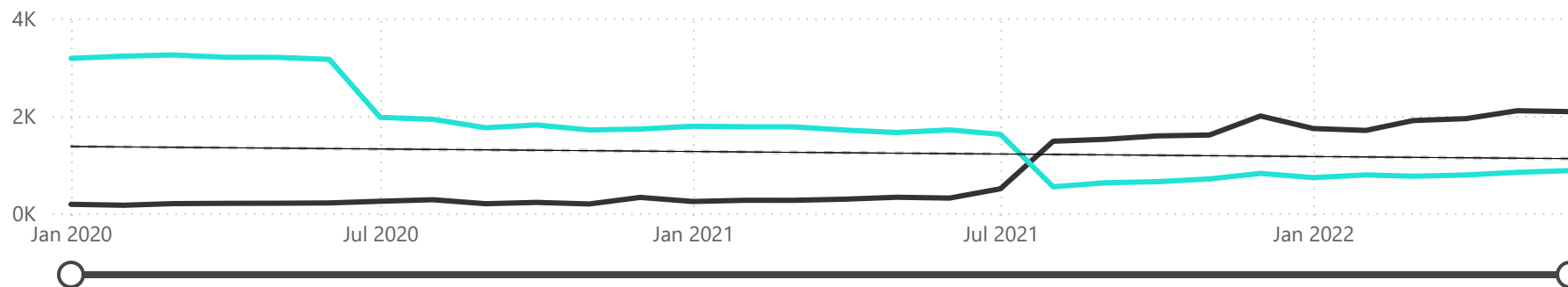
orders by occupation



Total customers

Revenue per customer

● Total customers ● Revenue per customer



Top 100 customers

Full Name	CustomerKey	Orders	Revenue
Adriana Gonzalez	12300	4	\$9,196
Renee Moreno	12936	4	\$335
Mr. Aaron Wright	12650	4	\$10,329
Mr. Adam Young	12984	4	\$302
Mr. Adrian Sanchez	13179	4	\$259
Mr. Andrew Martinez	11530	15	\$758
Mr. Antonio Bennett	11631	16	\$1,001
Mr. Blake Green	11719	5	\$404
Mr. Blake Hill	11748	5	\$195
Mr. Brad She	12307	4	\$9,161
Mr. Brian Peterson	12892	4	\$496
Mr. Bryan Townsend	14077	4	\$271
Mr. Bryant Garcia	11431	4	\$9,687
Mr. Bryce Brooks	12061	4	\$210
Mr. Caleb Flores	12165	4	\$440
Mr. Charles Jackson	11277	24	\$1,777
Mr. Charles Walker	11677	5	\$373
Mr. Clarence Anand	11227	4	\$10,065
Total		1272	\$6,15,329

Start of Year

01-01-2020

01-01-2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



Among customers in skilled manual roles in skilled 2022, Ruben Suarez drove the most revenue at 4.7k



CategoryName x

Accessories

SubcategoryName x

Tires and Tubes

ProductName x

