



\$24.9M

REVENUE

\$10.5M

PROFIT

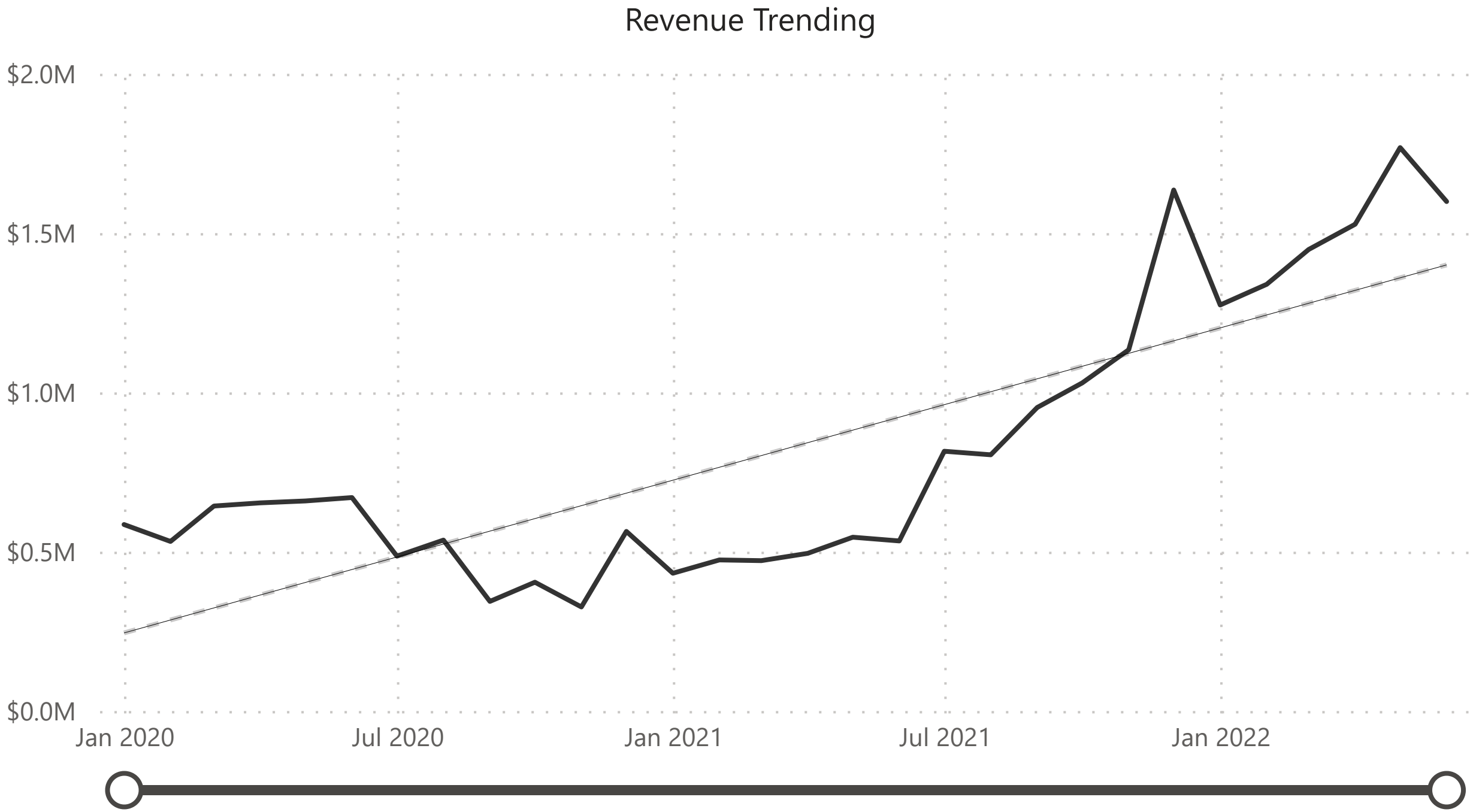
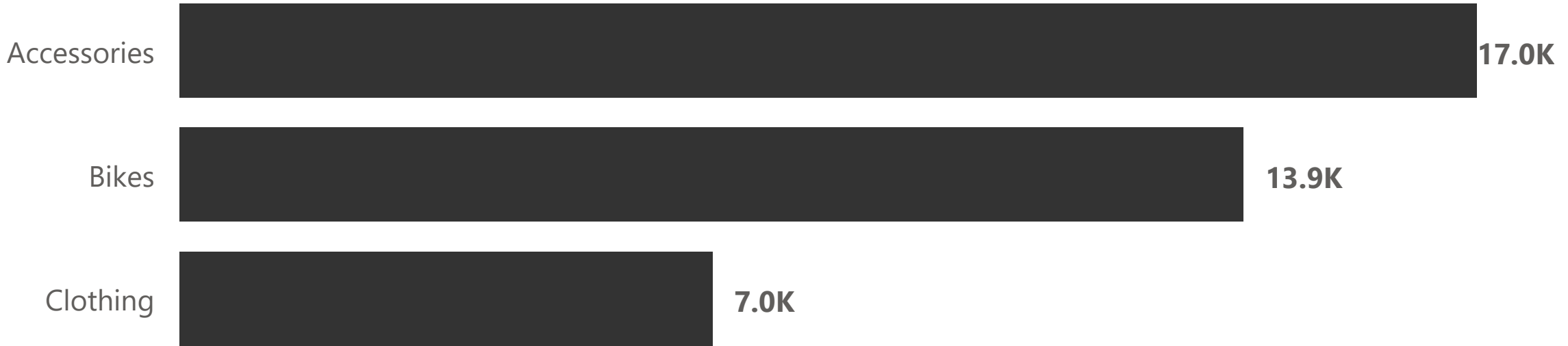
25.2K

ORDERS

2.2%

RETURN RATE

Orders by Category



Top 10 Products

	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:

Tires and Tubes

Most Returned Product type:

Shorts

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146!

Previous Month: 2,165 (-0.88%)

Monthly Returns

166✓

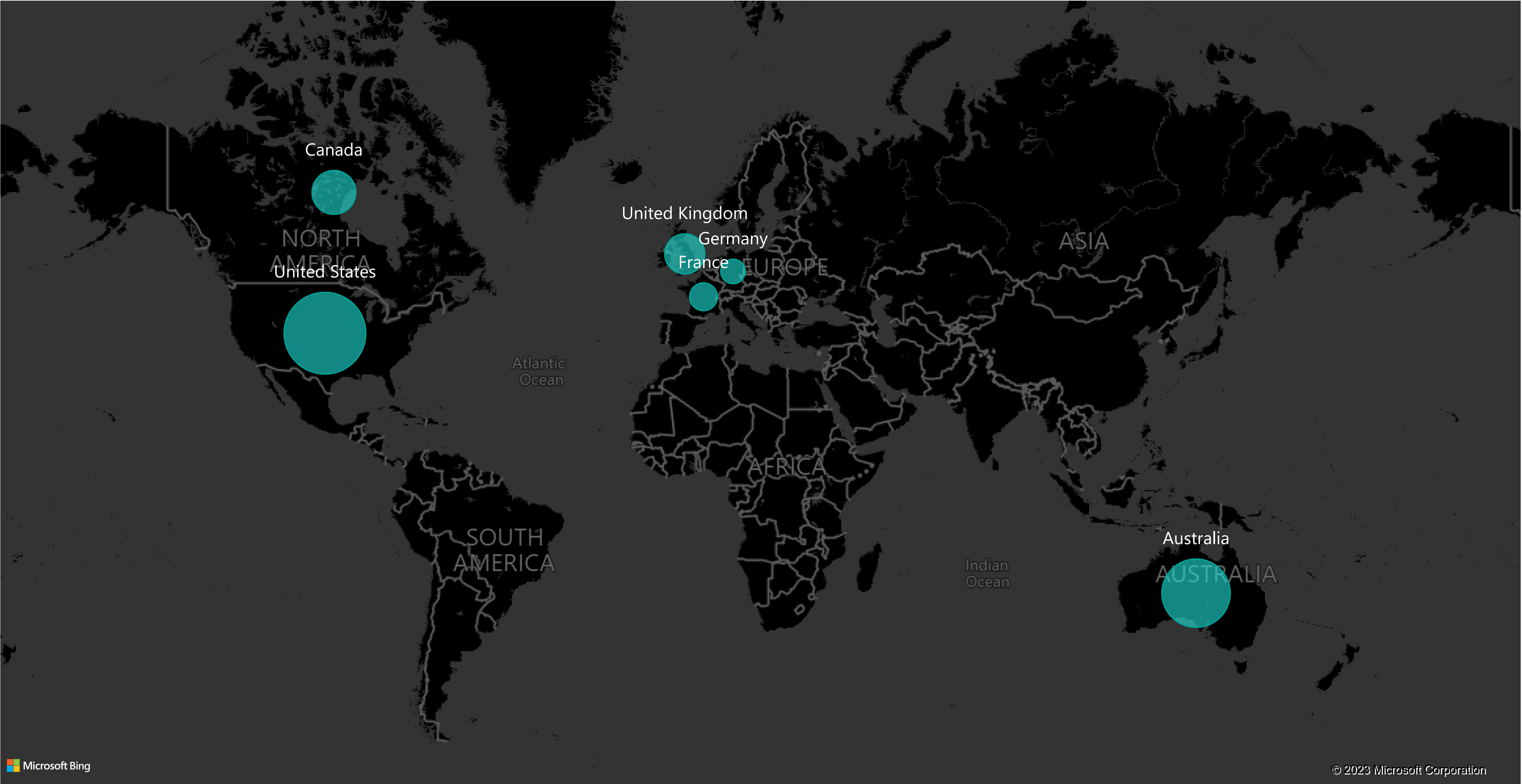
Previous Month: 169 (+1.78%)

Select all

Europe

North America

Pacific



ProductName

AWC Logo Cap



Price Adjustment

0.10



Product Metric Selection

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

Monthly Orders Vs Target



0

221

Monthly Revenue Vs Target



\$0

\$3,765

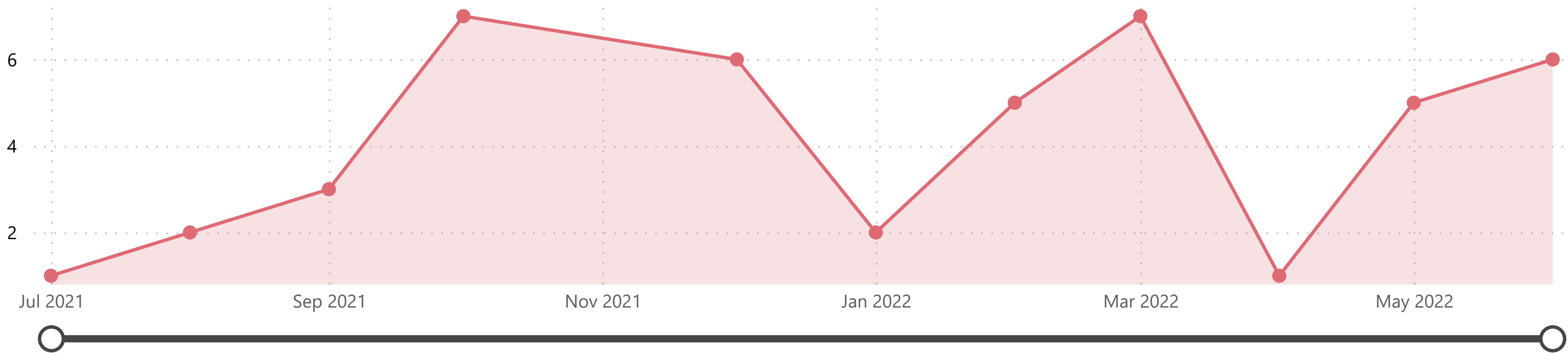
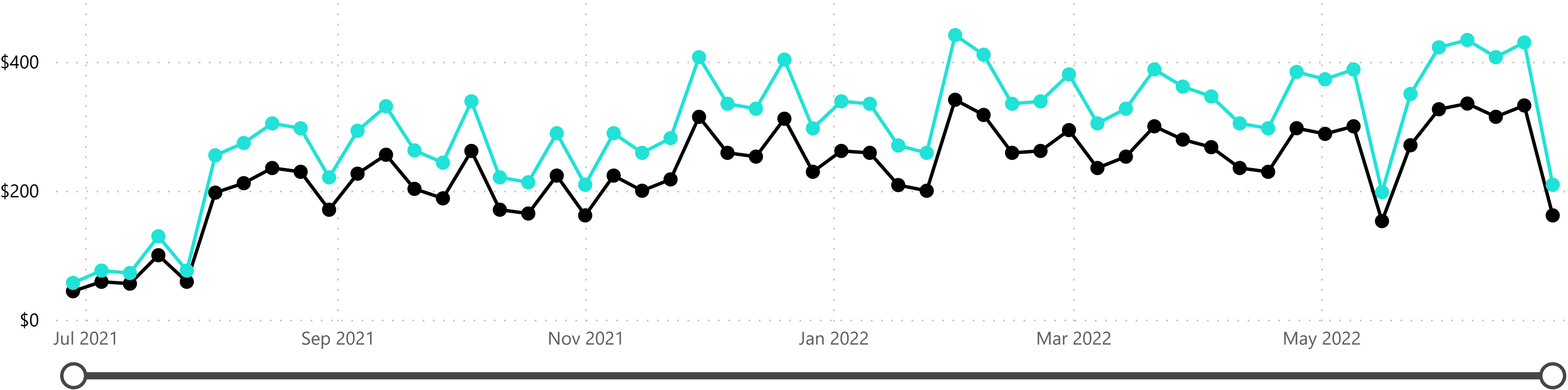
Monthly Profit Vs Target



\$0

\$1,280

● Total Profit ● Adjusted Profit

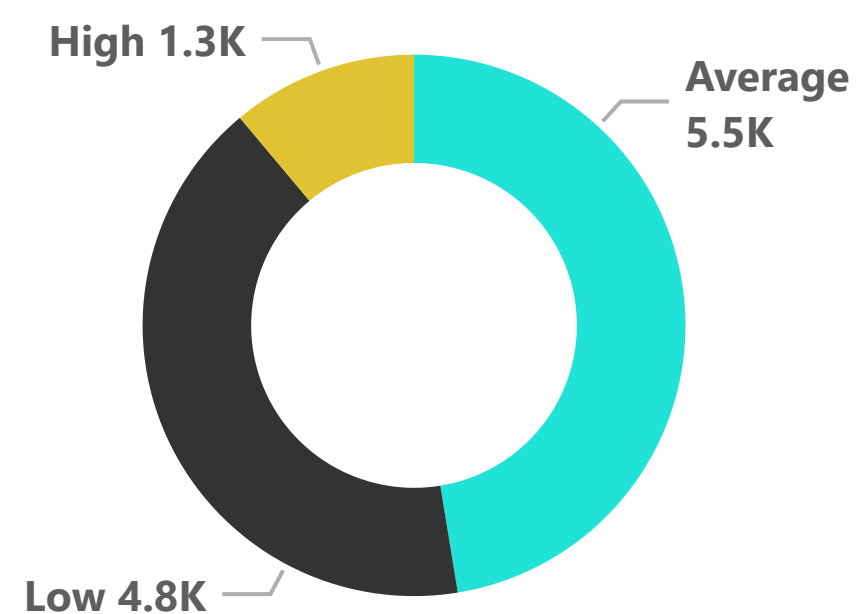




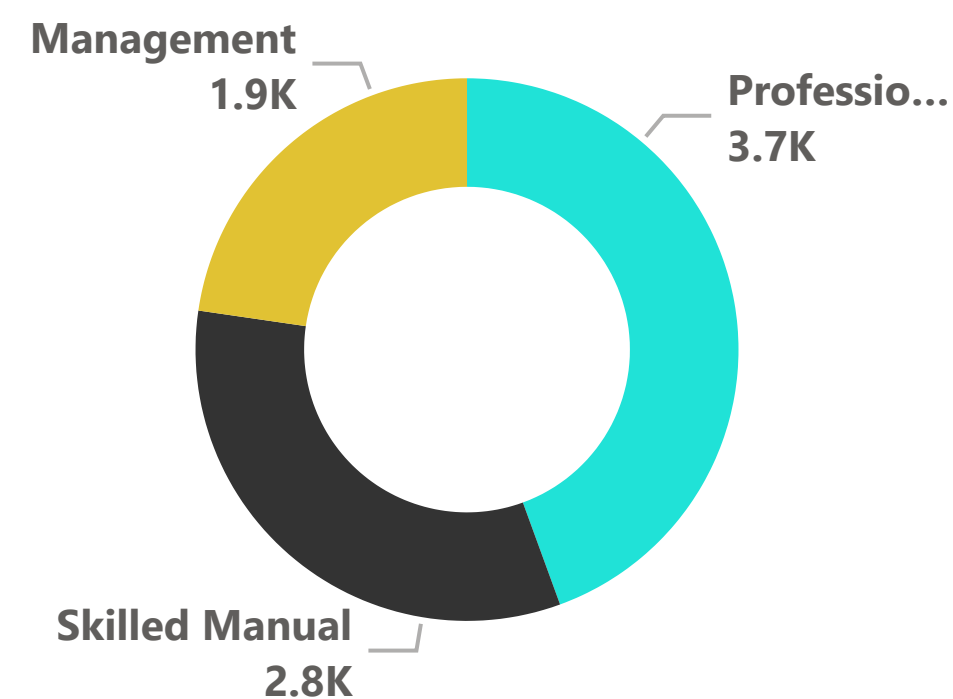
UNIQUE CUSTOMERS

REVENUE PER CUSTOMER

Orders by Income Level



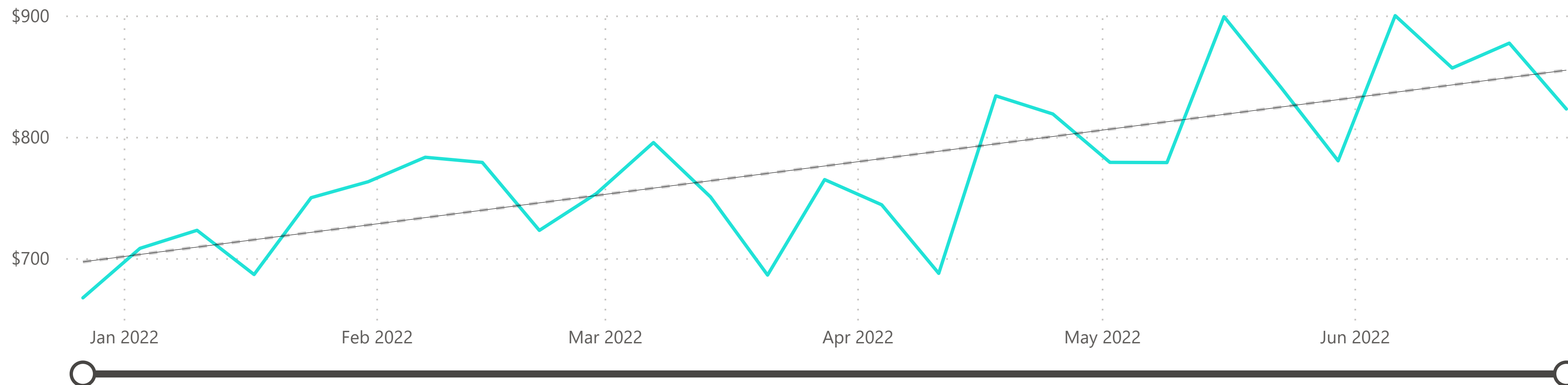
Orders by Occupation



Total Customers

Average Revenue per Customer

Average Revenue per Customer



Top 100 Customers by Orders

CustomerKey	Full name	Orders	Revenue
11420	Mr. Jordan Turner	5	\$6,802
11417	Mrs. Lacey Zheng	4	\$6,180
11429	Mr. Marco Lopez	4	\$6,136
11425	Mrs. Ariana Gray	4	\$6,035
11242	Mr. Larry Munoz	3	\$5,607
11432	Mrs. Dominique Prasad	3	\$3,678
11185	Mrs. Ashley Henderson	20	\$1,260
11300	Mr. Fernando Barnes	17	\$1,250
11223	Mrs. Hailey Patterson	15	\$975
11277	Mr. Charles Jackson	13	\$944
11262	Mrs. Jennifer Simmons	15	\$896
11330	Mr. Ryan Thompson	15	\$872
11711	Mr. Daniel Davis	13	\$852
11001	Mr. Dalton Perez	12	\$845
Total		646	\$76,869

2022

2022

Top Customer By Revenue:

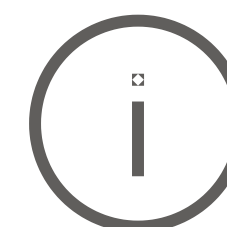
Mr. Jordan Turner

Orders:

4

Revenue:

\$7,983



On 2022, with skilled Manual Mr. Ruben is the highest revenue Customer at \$4683.