



\$24.9M

REVENUE

\$10.5M

PROFIT

25.2K

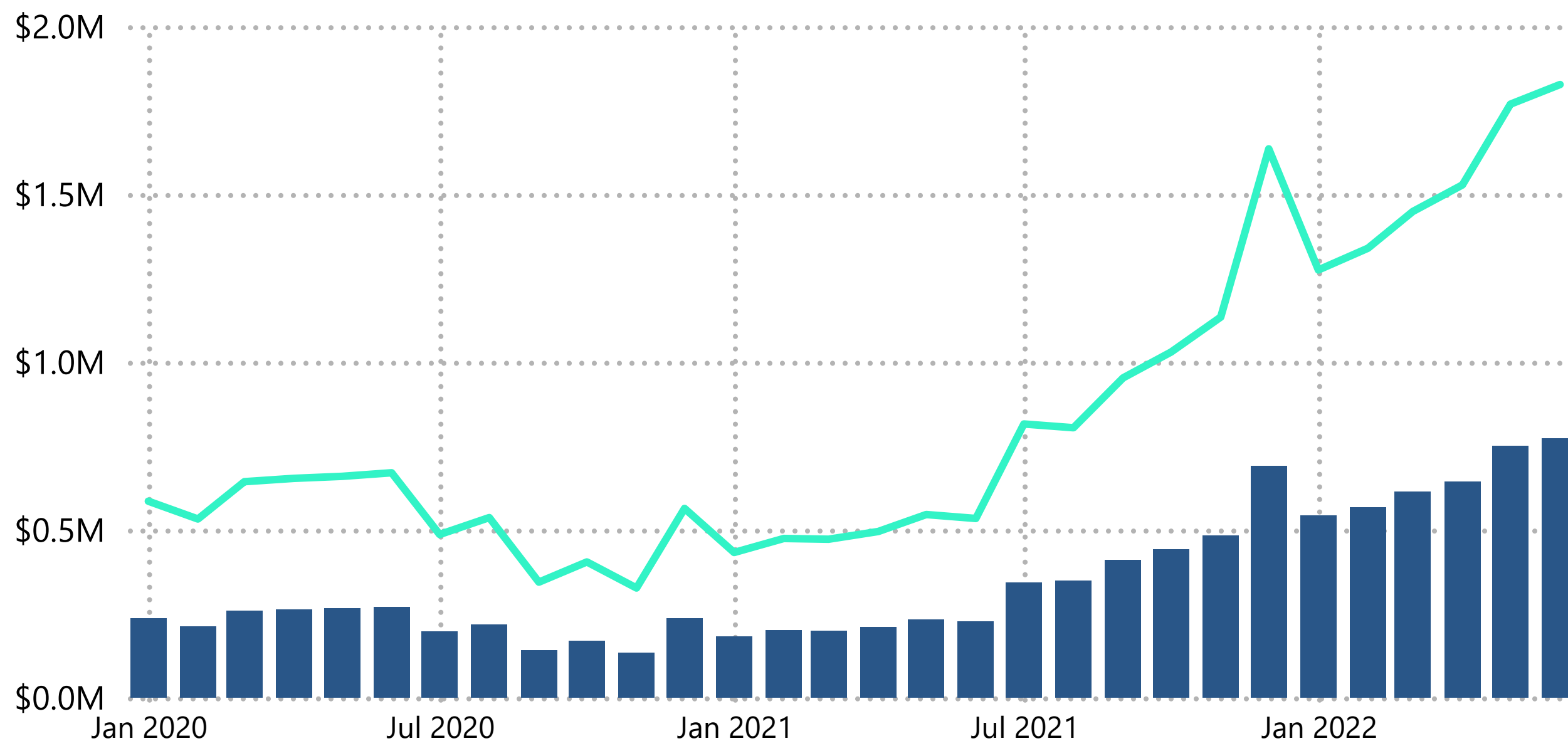
ORDERS

2.2%

Return Rate

Profit & Revenue Trending

● Total Profit ● Total Revenue



Top 10 Products

	Profit %	Order %	Return %
Water Bottle - 30 oz.	167.37	15.83%	8.24%
Sport-100 Helmet, Red	167.38	8.34%	3.87%
Sport-100 Helmet, Blue	179.72	7.93%	3.65%
Sport-100 Helmet, Black	179.72	7.71%	2.87%
Road Tire Tube	167.37	8.64%	3.70%
Patch Kit/8 Patches	167.37	11.73%	5.09%
Mountain Tire Tube	167.37	11.31%	5.03%
Mountain Bottle Cage	167.38	7.53%	4.09%
Fender Set - Mountain	167.38	7.85%	2.99%
AWC Logo Cap	51.51	8.19%	2.49%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Current Month Revenue

\$1.83M✓

Prev. Month: \$1.77M  
6/1/2022

Current Month Order

2,146!

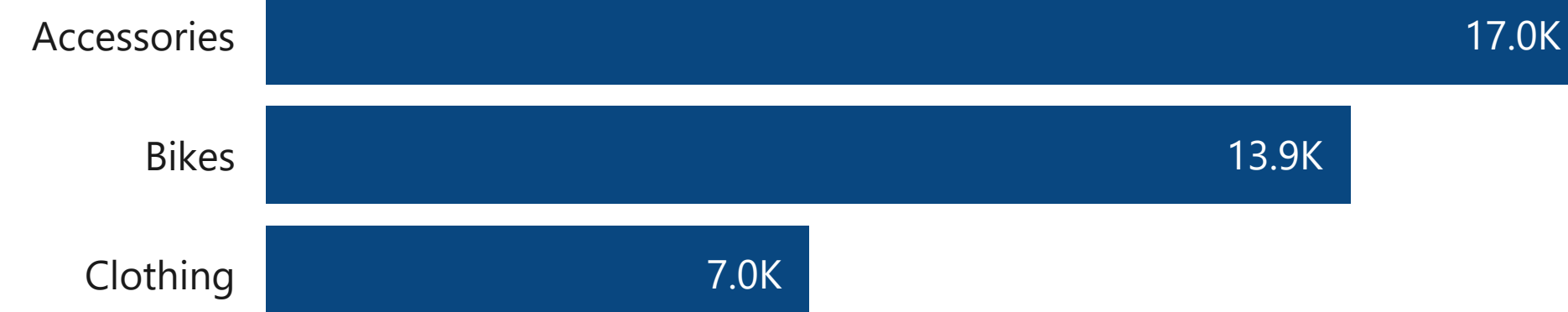
Prev. Month: 2165  
6/1/2022

Current Month Returns

166✓

Prev. Month: 169  
6/1/2022

Orders by Category



Select all

Europe

North America

Pacific



Product Name

**Water Bottle -  
30 oz.**

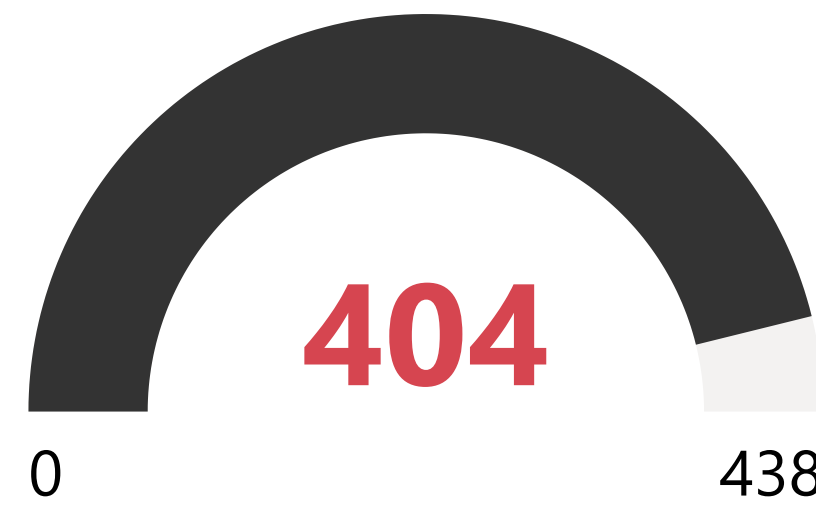
Price Adjustment(%)

0.10

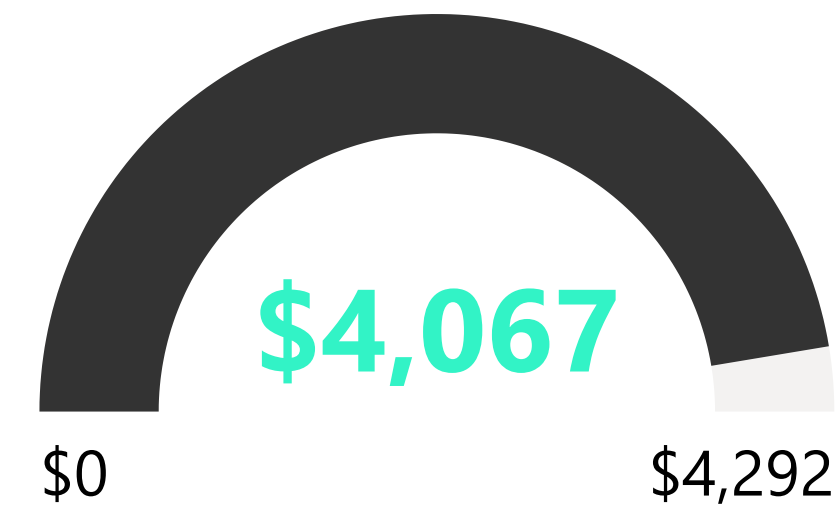
Product Metric Selection

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

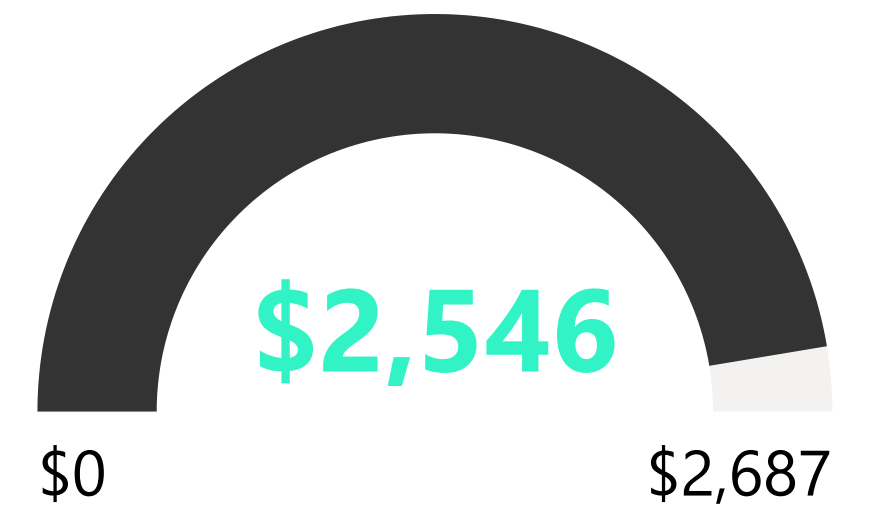
Monthly Order Vs Target



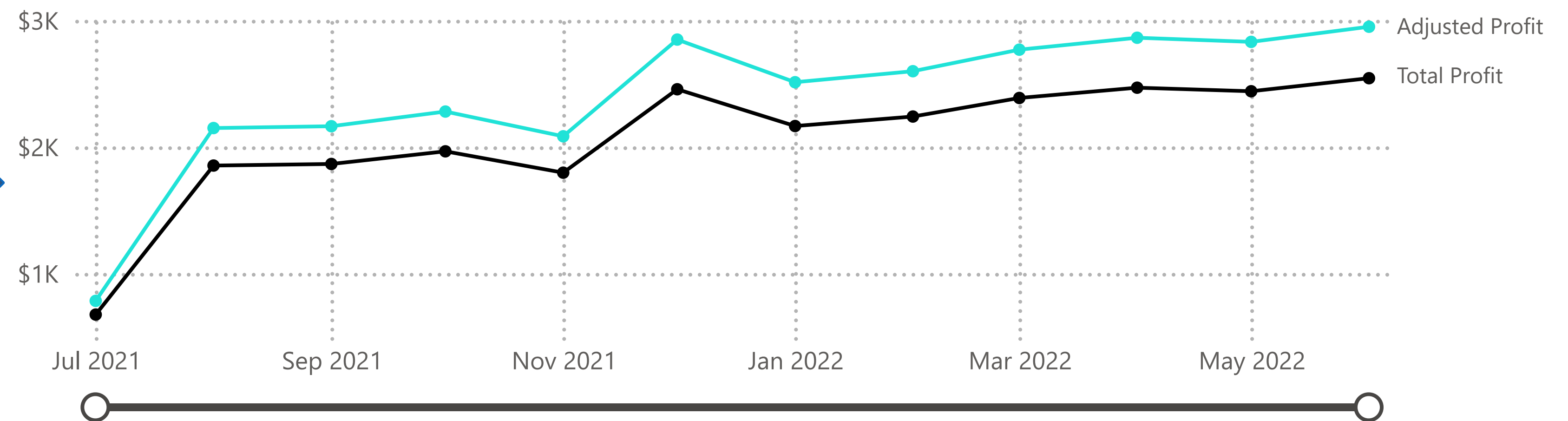
Monthly Revenue Vs Target



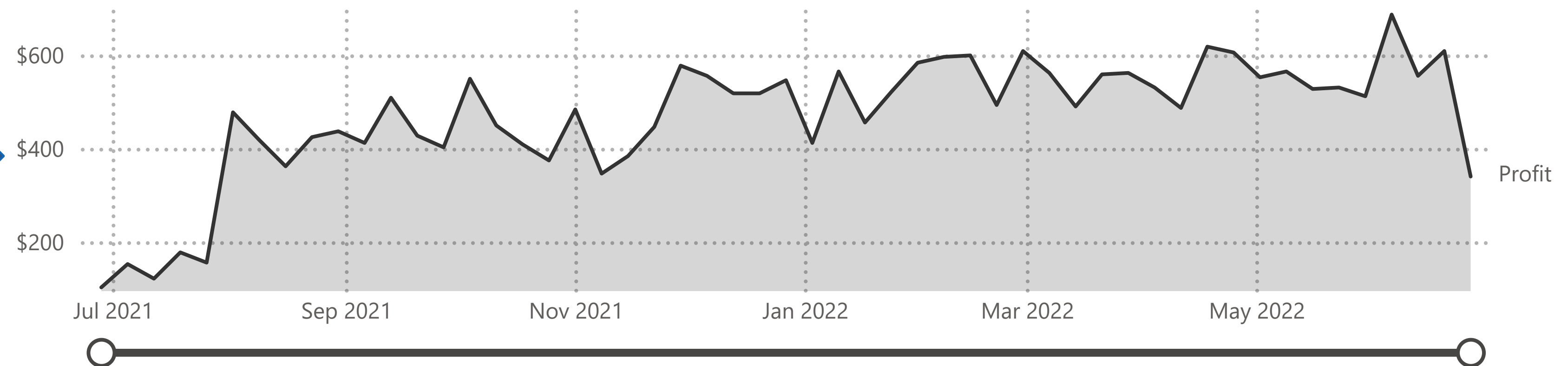
Monthly Profit Vs Target



● Total Profit ● Adjusted Profit



Product Metric



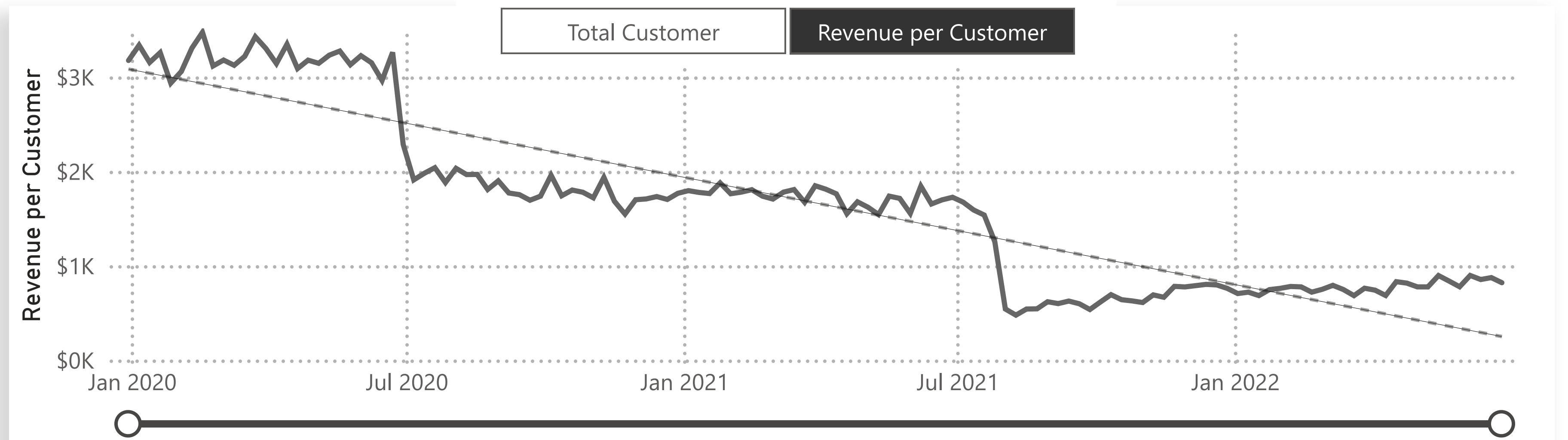


17.4K

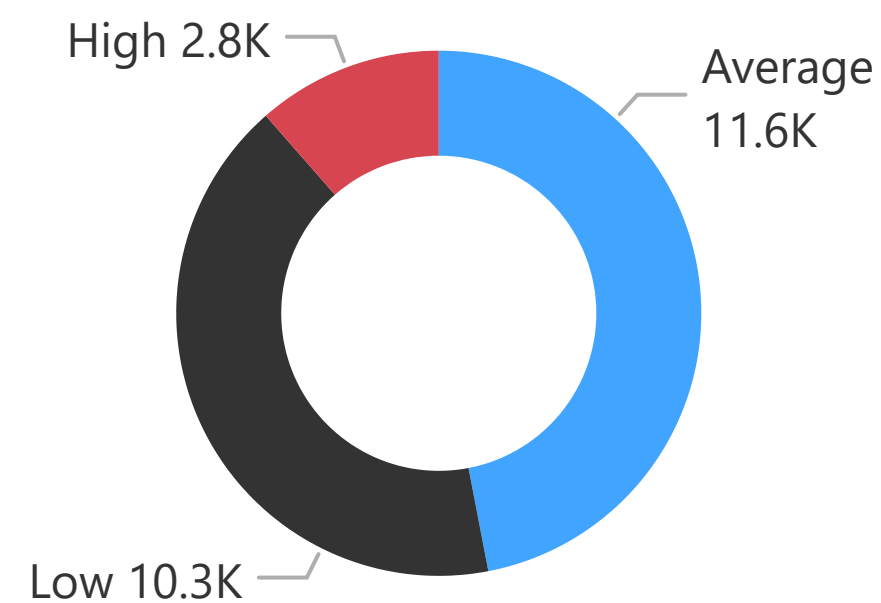
UNIQUE CUSTOMERS

\$1.4K

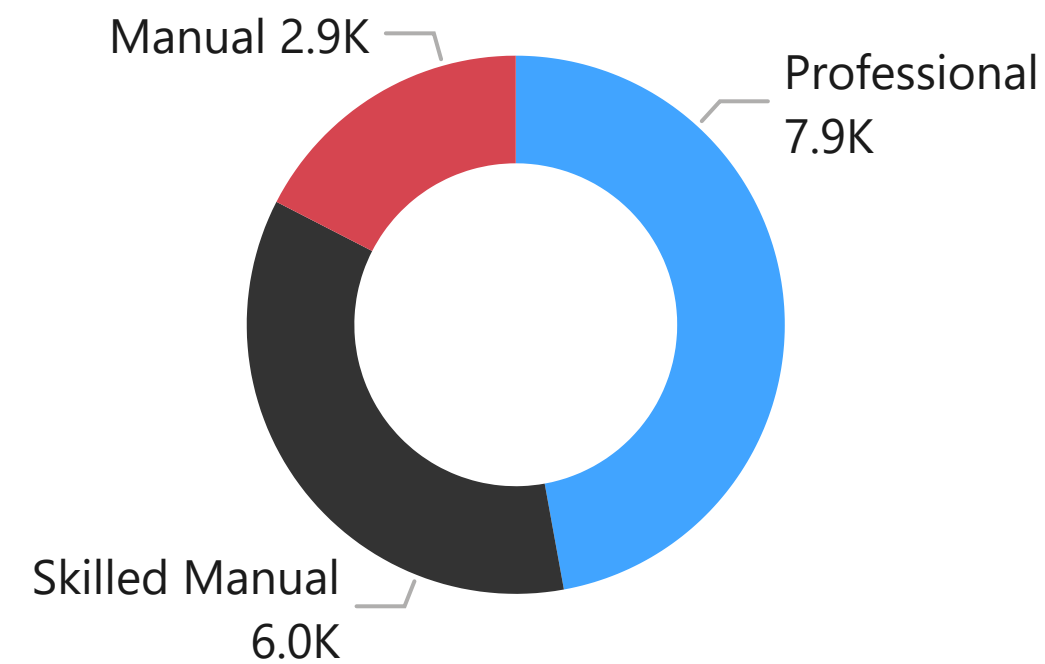
REVENUE PER CUSTOMER



### Orders by Income Level



### Orders by Occupation



Top 100 Customers			
CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43
Total		1,272	\$615,328.64

2020

2022

### Top Customer (By Revenue)

Mr. Maurice Shan

Orders

6

Revenue

\$12K

25,164

Total Orders

\$10,457,715

Total Profit

\$24,914,587

Total Revenue

1,809

Total Returns

2.17%

Return Rate

● Total Orders ● Total Profit

