



\$24.9M REVENUE

\$10.5M PROFIT

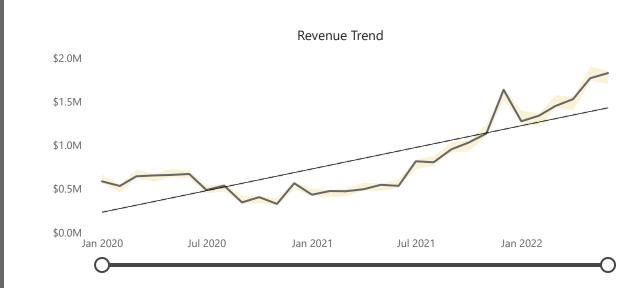
25.2K

ORDER

2.2%

**RETURN RATE** 

Order By Category



Monthly Revenue

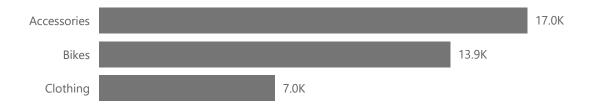
\$1.83 M \rightarrow Prev Month: \$1.77M (+3.31%)

Monthly Orders

Monthy Return

**2,146**! Prev Month: 2165 (-0.88%)

**166** ✓ Prev Month: 169 (+1.78%)



<b>Top 10 Product</b>	<b>Orders</b>	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.3	1.95%
Patch Kit/8 Patches	2,952	\$13,506.4	1.61%
Mountain Tire Tube	2,846	\$28,333.2	1.64%
Road Tire Tube	2,173	\$17,264.7	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.0	3.33%
AWC Logo Cap	2,062	\$35,882.1	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.2	3.31%
Fender Set - Mountain	1,975	\$87,040.8	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.7	2.68%
Mountain Bottle Cage	1,896	\$38,061.9	2.02%

Most Ordered Product Type

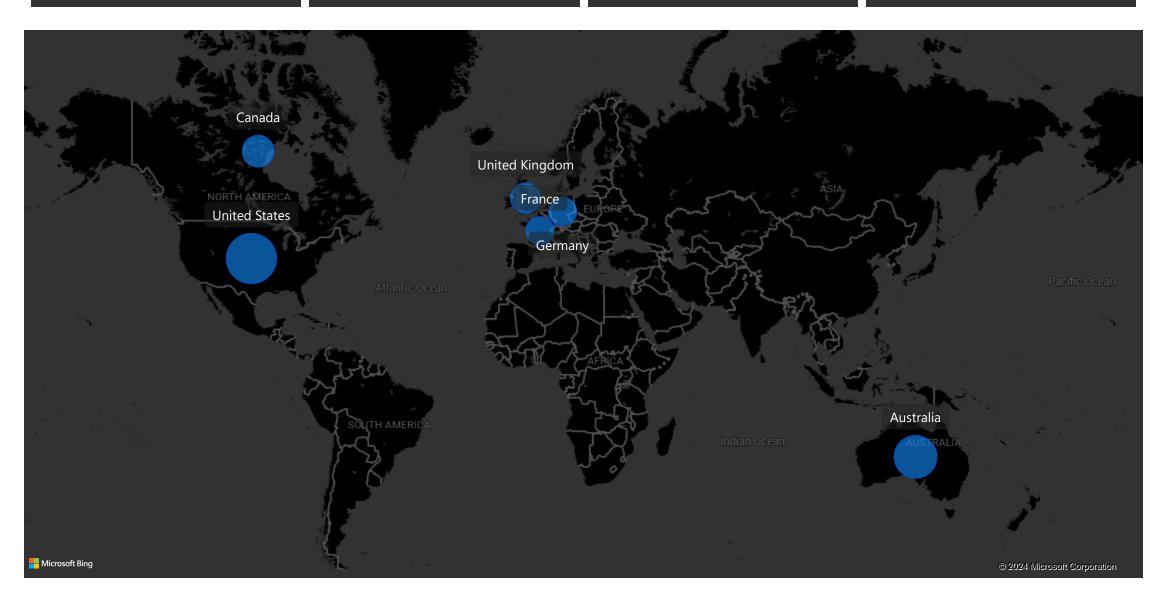
Tires and Tubes

Most Returned Product Type

Shorts



Select all Europe North America Pacific





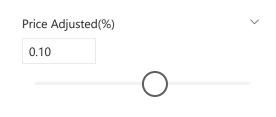






### Selected Product:

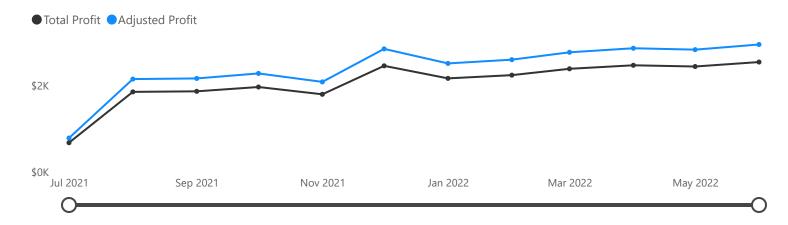
# Water Bottle - 30 oz.

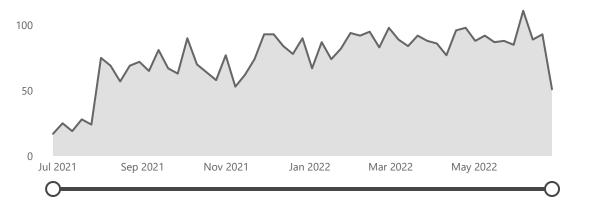




- Order
- O Profit
- Revenues
- Return
- O Return %







#### **Report Summary**

Total order for Water Bottle - 30 oz. were
Adjusted Profit (275.58% increase)

and Total Profit (275.58% increase) both trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022.Order experienced the longest period of



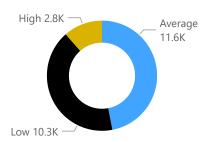




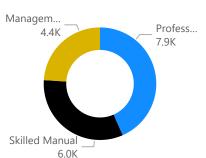
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

#### Orders By Income level

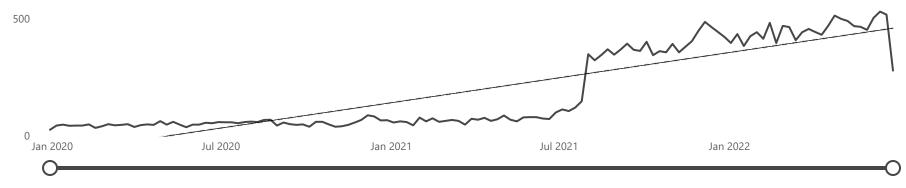


#### Orders By Occupation



#### **Total Customers**

Revenue Per Customer



Top 100 Customers

Top 100 Customer	Full Name	Orders	Revenue
11433	MR. MAURICE SHAN	6	\$12,408.0
11439	MRS. JANET MUNOZ	6	\$12,015.4
11241	MRS. LISA CAI	7	\$11,330.4
11417	MRS. LACEY ZHENG	7	\$11,085.8
11420	MR. JORDAN TURNER	7	\$11,022.4
11242	MR. LARRY MUNOZ	7	\$10,852.0
13263	MRS. KATE ANAND	4	\$10,436.5
12655	MR. LARRY VAZQUEZ	4	\$10,395.0
11425	MRS. ARIANA GRAY	6	\$10,391.4
12631	MR. CLARENCE GAO	4	\$10,331.7
12650	MR. AARON WRIGHT	4	\$10,329.2
13405	MR. ETHAN BRYANT	4	\$10,308.5
11429	MR. MARCO LOPEZ	6	\$10,289.7
12632	MRS. BONNIE NATH	4	\$10,282.9
11245	MR. RICKY VAZQUEZ	4	\$10,165.9
11237	MR. CLARENCE ANAND	4	\$10,065.0
11428	MRS. DEANNA PEREZ	4	\$9,761.6
11427	MRS. DESIREE DOMINGUEZ	4	\$9,717.7
11423	MRS. JASMINE STEWART	4	\$9,717.0



Top Customer: by Revenue

### MR. MAURICE SHAN

Order: Revenue:

6

12.4K



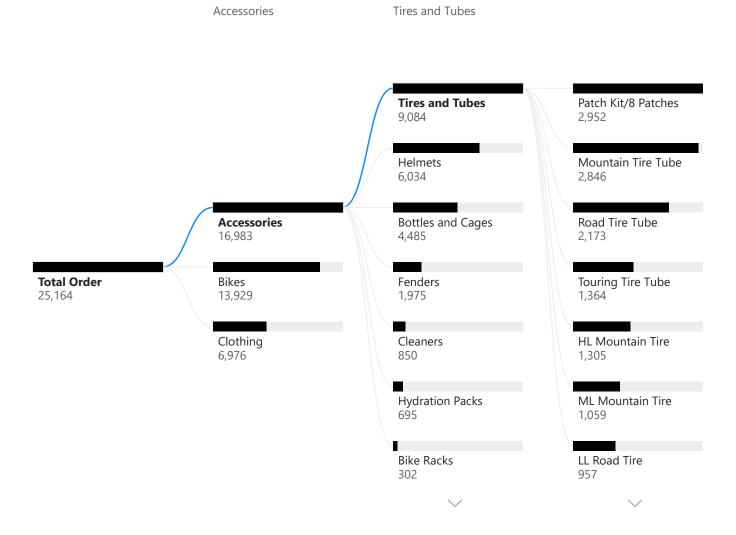






CategoryName To	otal Order
-----------------	------------

<b>H</b> Accessories	16,983
<b>⊟</b> Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
<b>⊞ Clothing</b>	6,976
Total	25,164



CategoryName

SubcategoryName ×

ProductName

## 25K Total Order

When...

MaritalStatus is M

Parent is Yes

120000

Degree

Manual

AnnualIncome is 30000 -

EducationLevel is Graduate

Occupation is Management

EducationLevel is Bachelors

Sort by: Impact Count

Occupation is Skilled

50

Key influencers Top segments

4

What influences HomeOwner to be Y

increases by

1.23x

1.19x

1.09x

1.05x

✓ ?

....the likelihood of HomeOwner being Y 1.59x

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average). 80% 60% %HomeOwner is Y 20% 0% MaritalStatus Only show values that are influencers

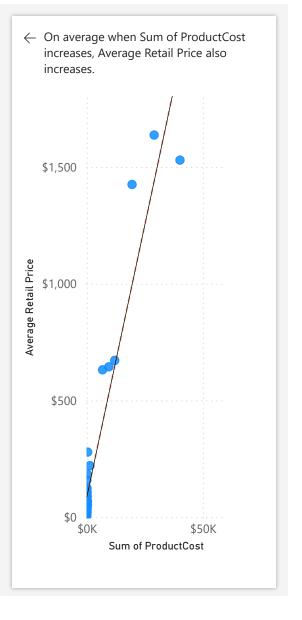
What influences Average Retail Price to Increase

....the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

When...

\$478.6



 $\vee$