



\$24.9M

REVENUE

\$10.5M

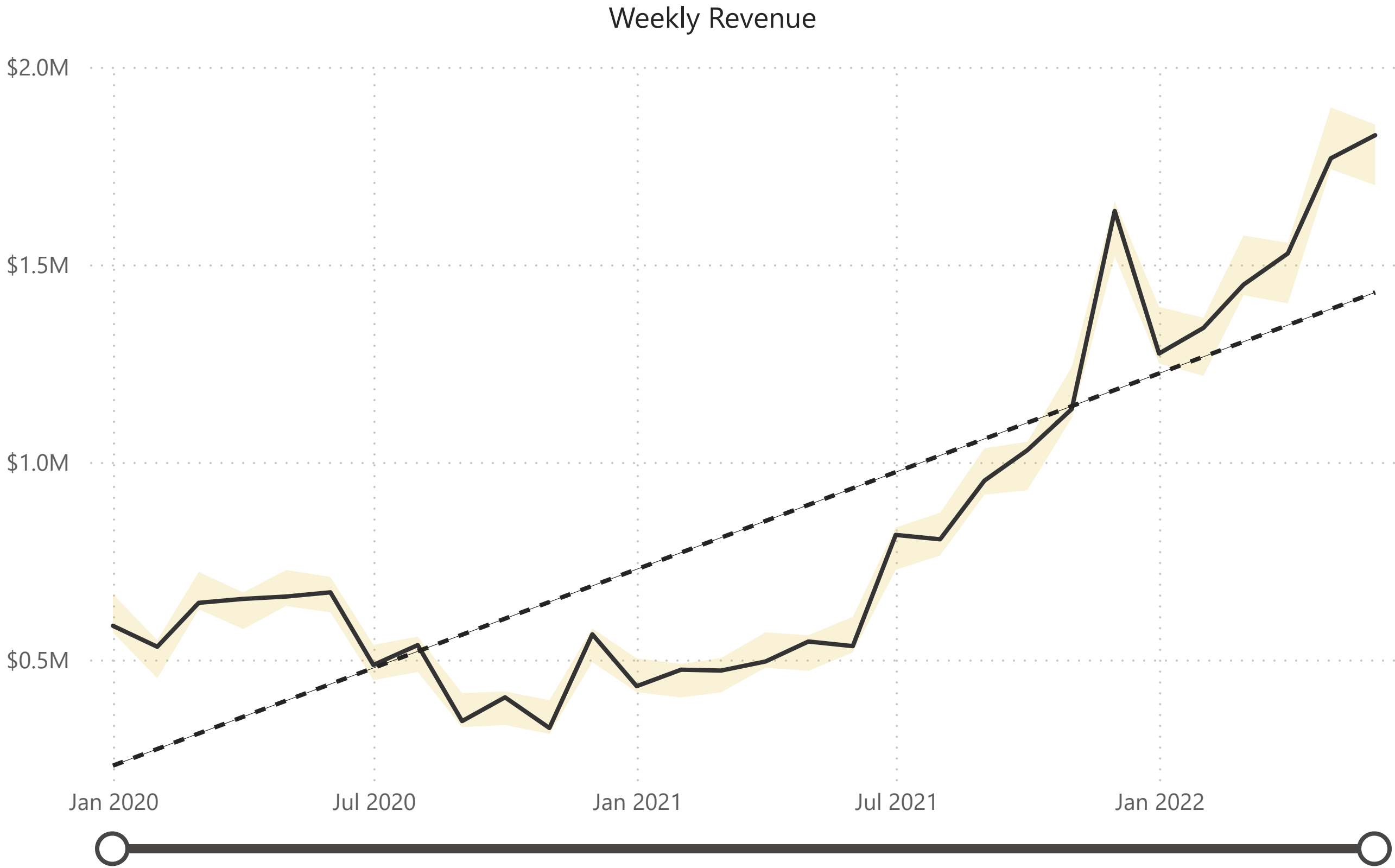
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Monthly Revenue

\$1.83M

✓

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

Monthly Orders

2,146

!

Prev Month: 2,165 (-0.88%)

Monthly Revenue

166

✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

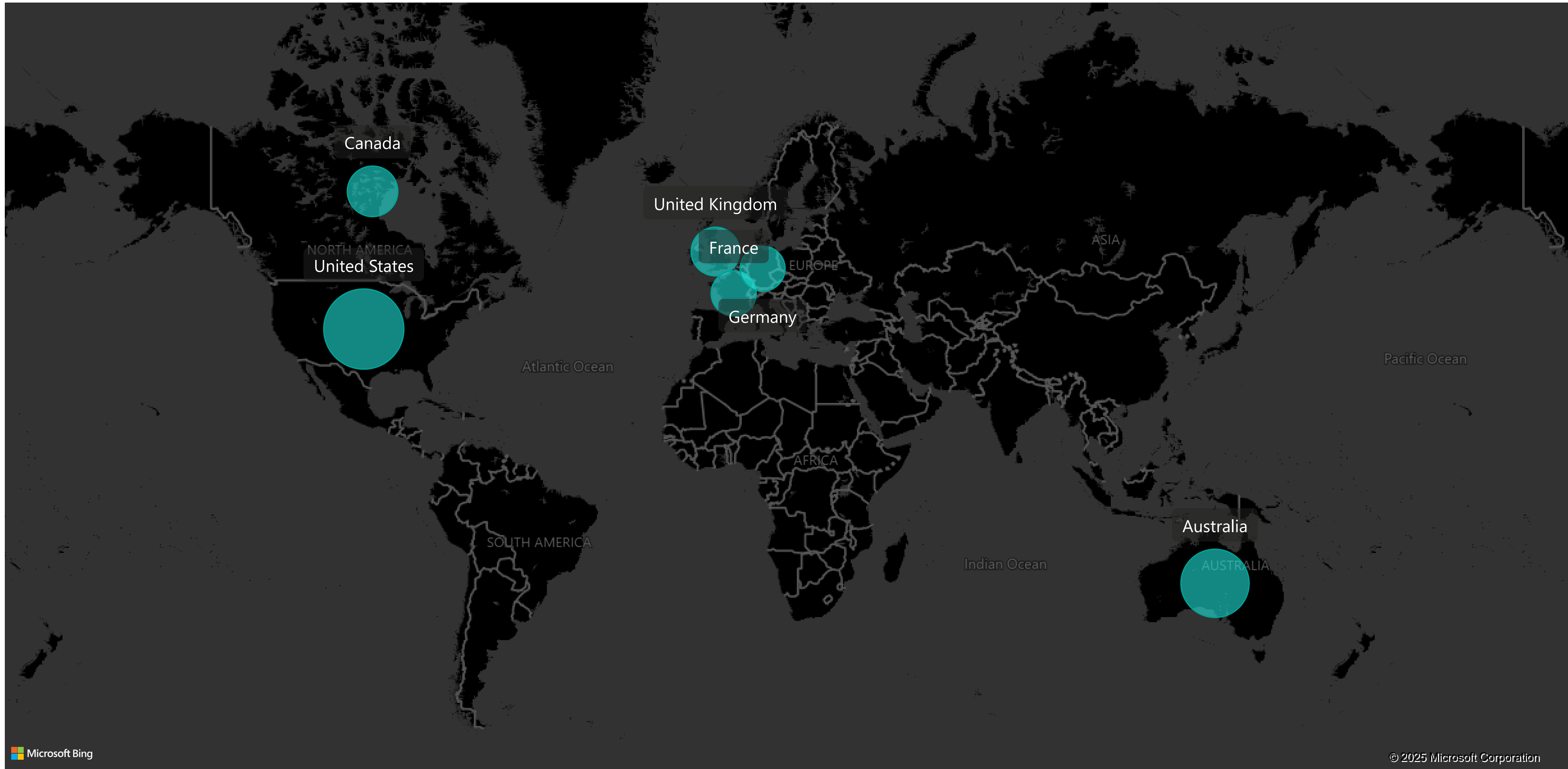


Select all

Europe

North America

Pacific





Selected Product:

Road Tire Tube

Price Adjustment (%)

-0.20



Product Metric Selection

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

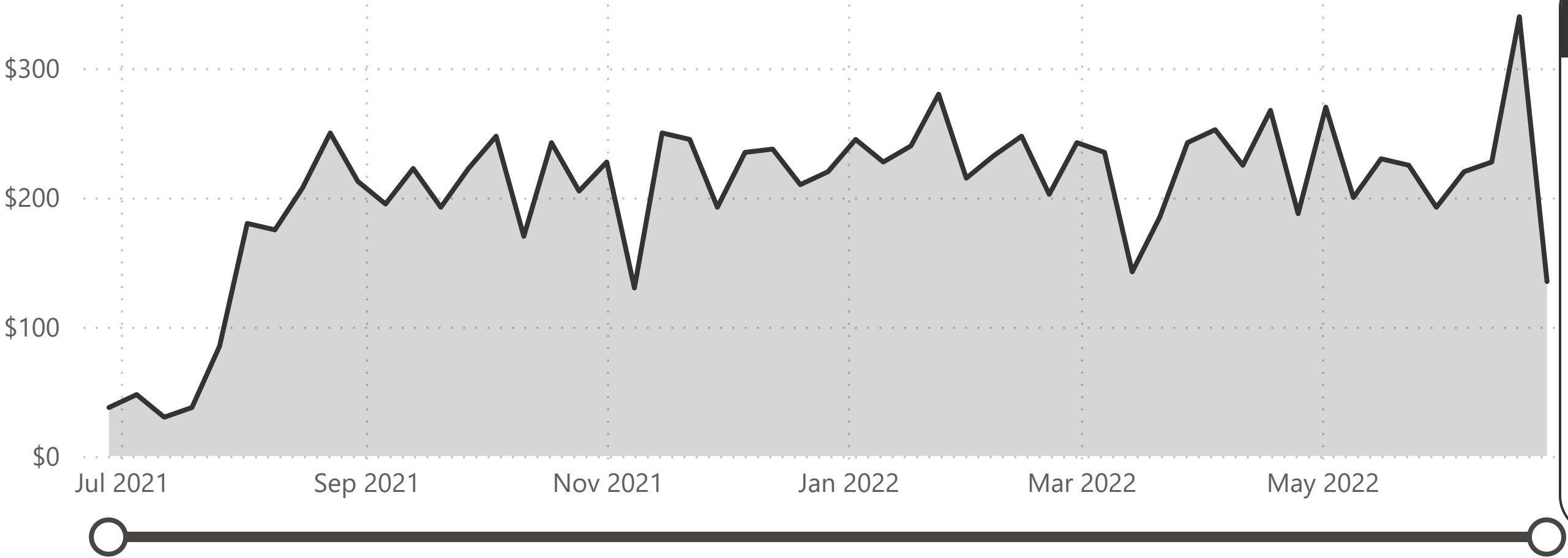
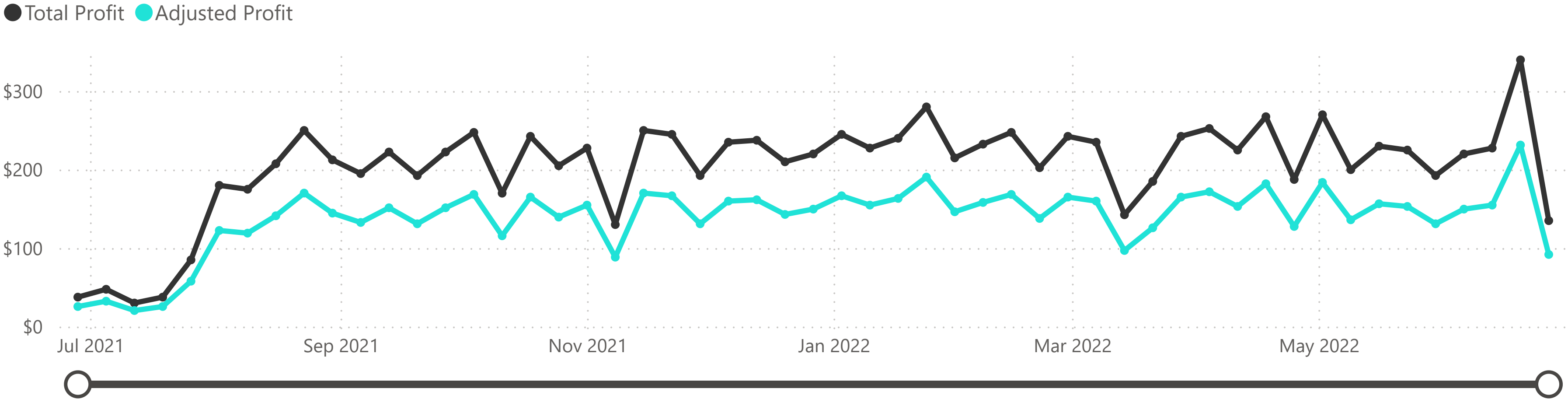
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



Report Summary

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

Across all metrics, Total Profit had the most interesting recent trend and started trending up on Monday, August 16, 2021, rising by 12.05% (24.98) in 5.70 months.

Adjusted Profit jumped from 25.50 to



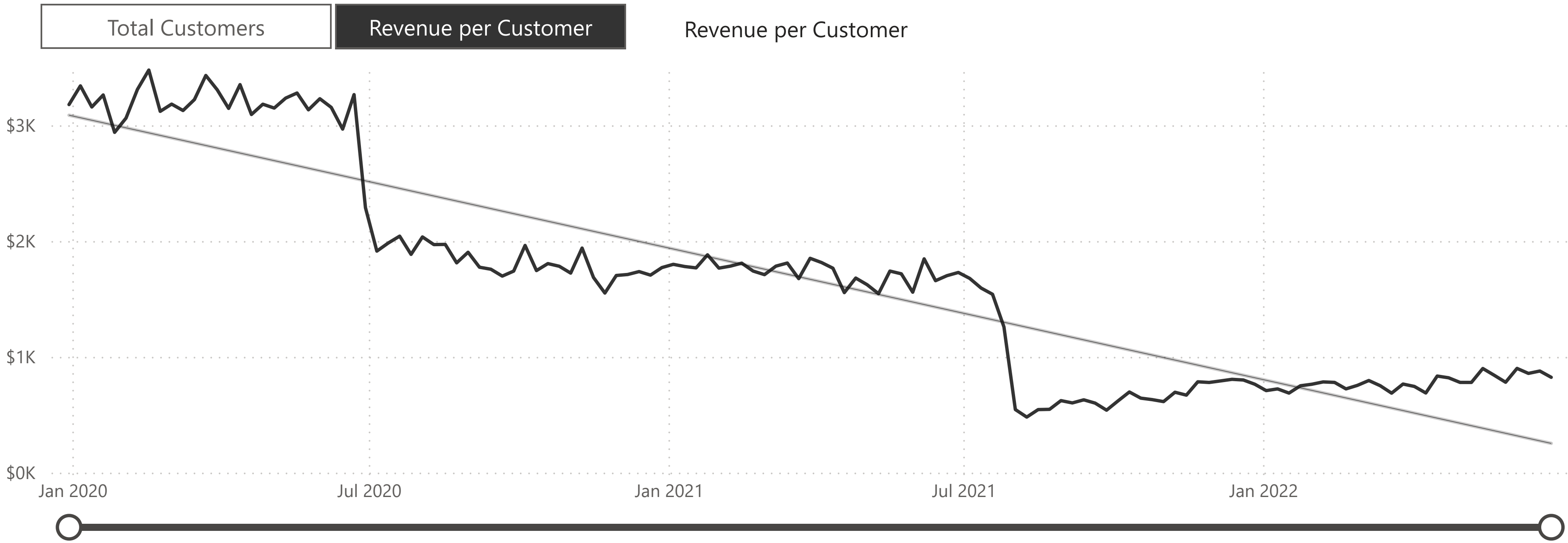
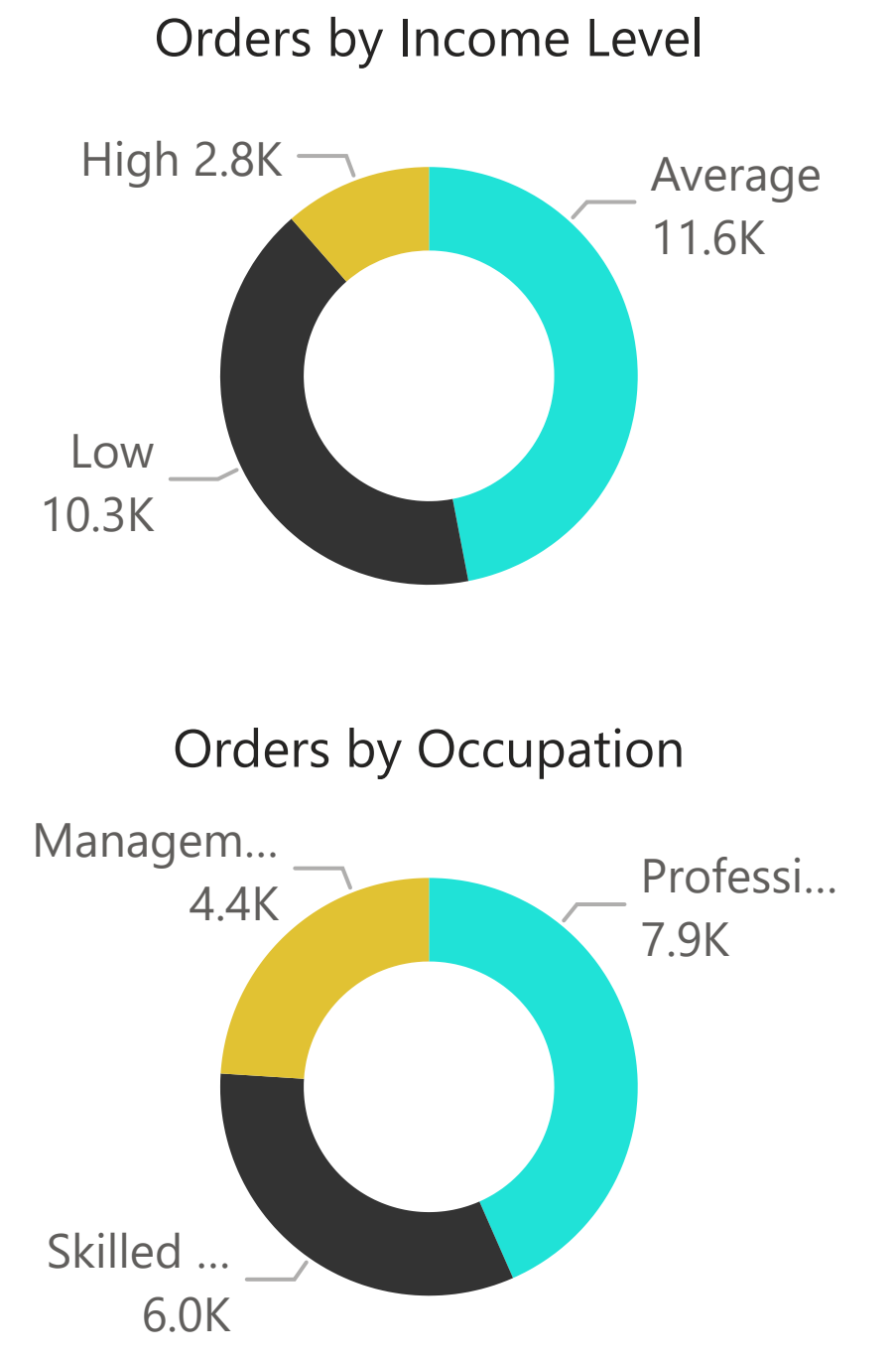
ADVENTUREWORKS
BIKE SHOP

17.4K

UNIQUE CUSTOMERS

\$1,431

REVENUE PER CUSTOMER



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
Total		1,272	\$615,329

Year

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders: 6

Revenue: 12.4K

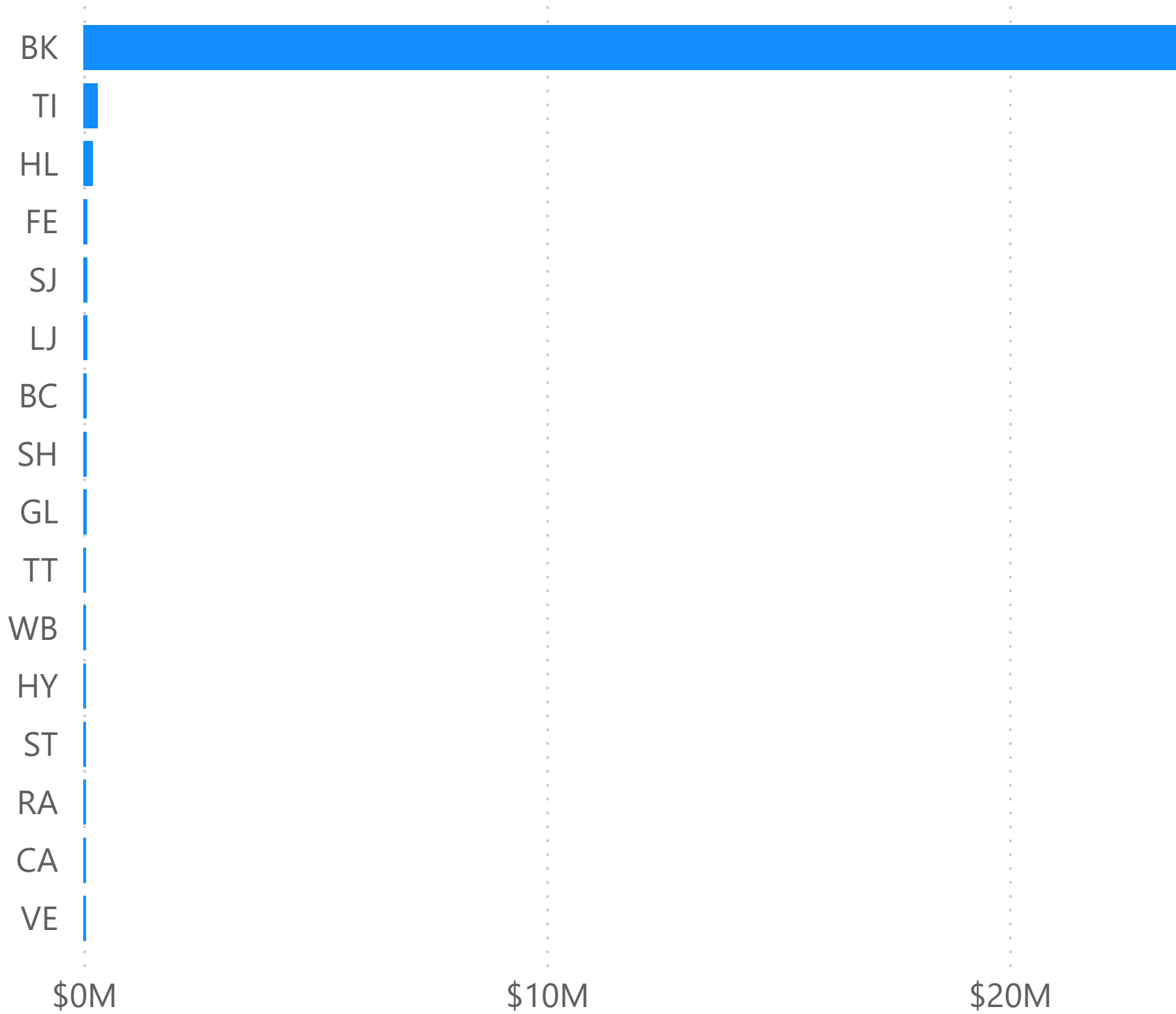
Among customers in skilled manual rles in 2022, Ruben Suarez drove the most revenue at \$4,683



revenue by category

Showing results for *SKU category and adjusted revenue*

SKU Category



Adjusted Revenue



CategoryName	Total Orders
Accessories	16,983
Bikes	13,929
Clothing	6,976
Total	25,164

Is this useful?

