



\$24.9M

Total Revenue



\$10.5M

Total Profit



25.2K

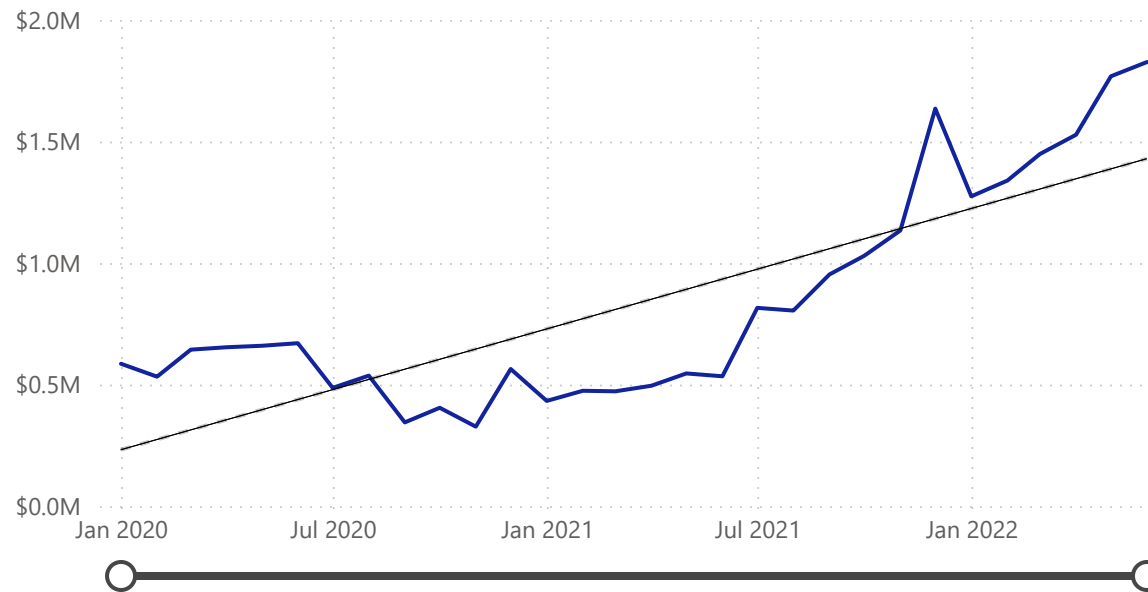
Total Ordered



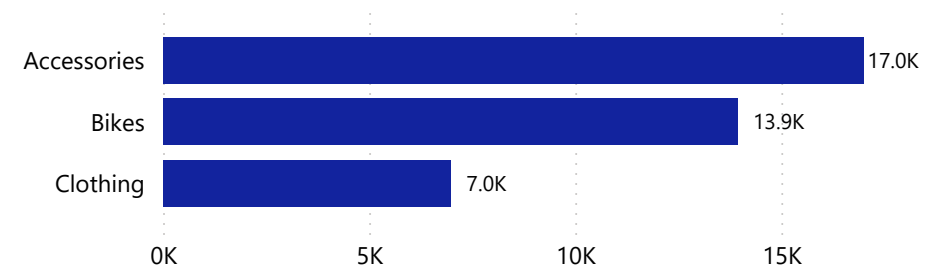
2.17%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Road Tire Tube	2,173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
AWC Logo Cap	2,062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.18	3.31%
Fender Set - Mountain	1,975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.75	2.68%

Monthly Revenue

1.83M

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

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166.0

Prev Month: 169.0 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

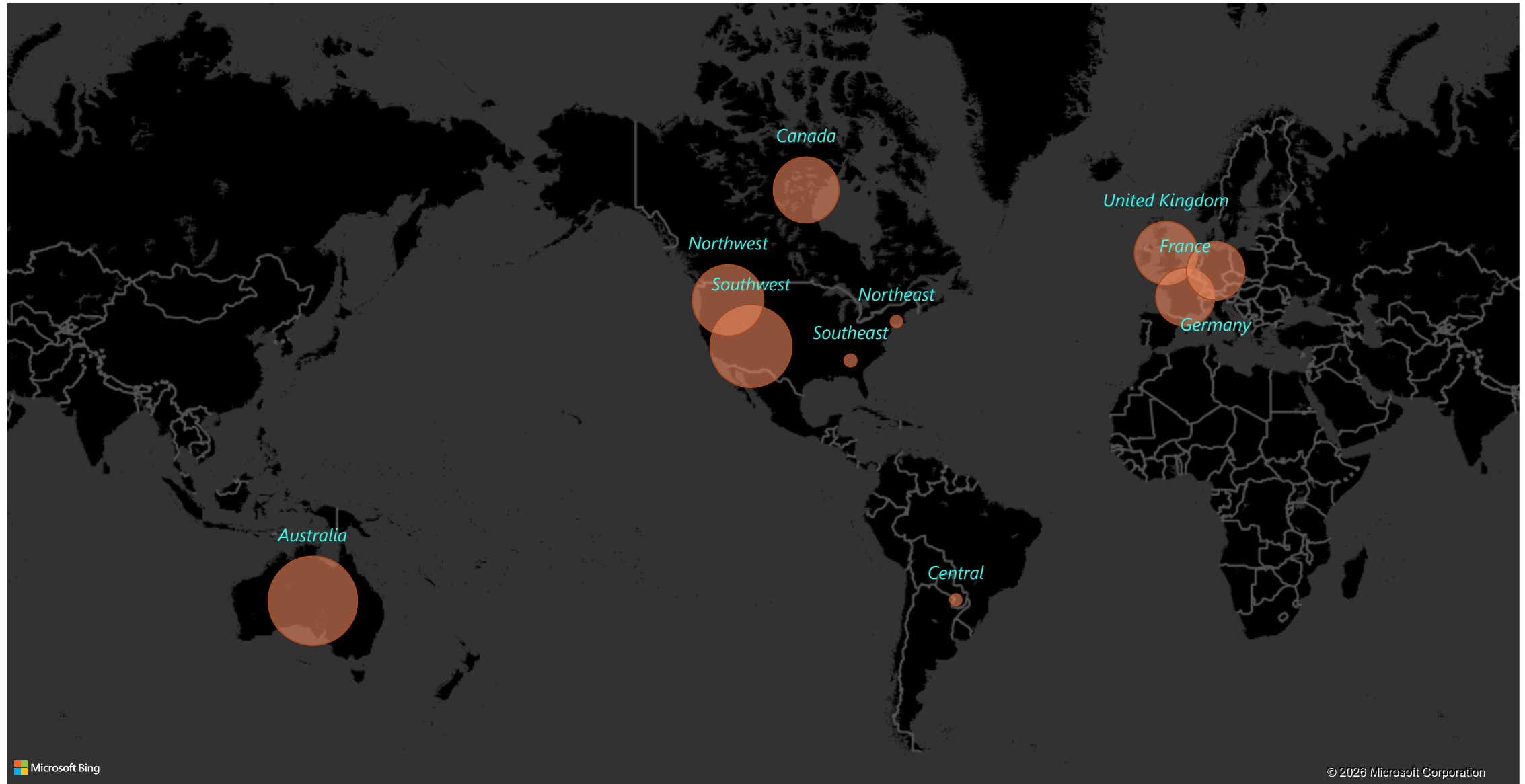
Shorts

Select all

Europe

North America

Pacific

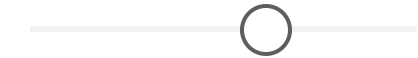


Selected Product:

Patch Kit/8
Patches

Price Adjustment (%)

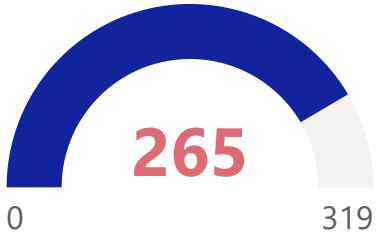
0.20



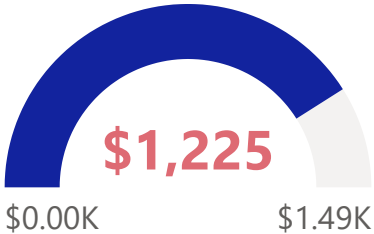
Product Metric Selection

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

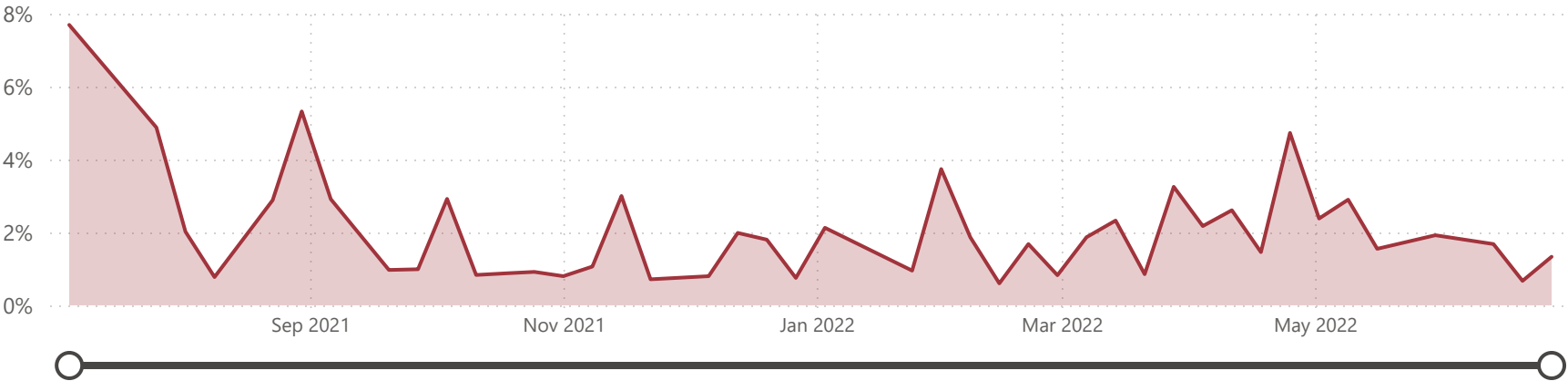
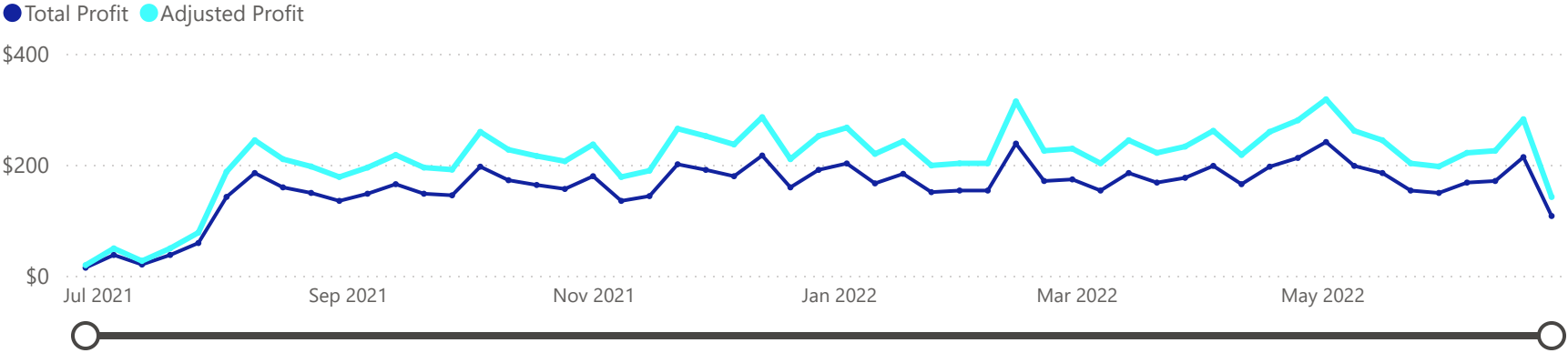
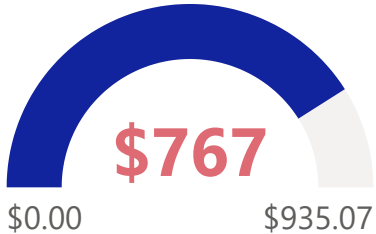
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Orders vs. Target



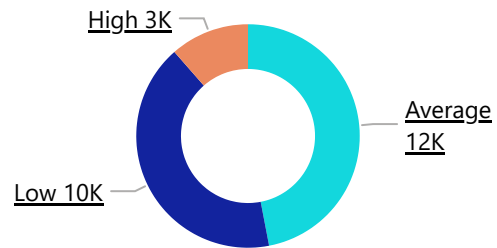
17.4K

TOTAL CUSTOMERS

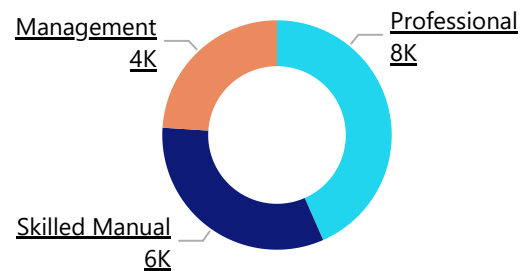
1,431

REVENUE PER CUSTOMER

Orders by Income Level



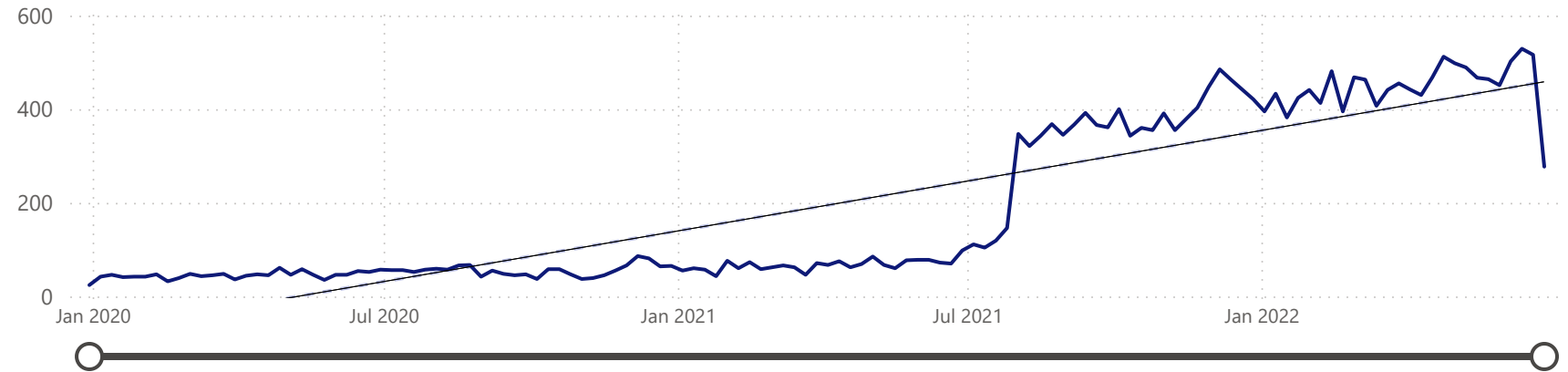
Orders by Occupation



Total customers

Revenue per Customer

Total customers



Top 100 Customers

CustomerKey	First Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	\$9,195.70
12936	Renee Moreno	4	\$335.12
12650	Mr. Aaron Wright	4	\$10,329.23
12984	Mr. Adam Young	4	\$302.03
13179	Mr. Adrian Sanchez	4	\$259.00
11530	Mr. Andrew Martinez	15	\$757.59
11631	Mr. Antonio Bennett	16	\$1,001.38
11719	Mr. Blake Green	5	\$403.83
11748	Mr. Blake Hill	5	\$194.79
12307	Mr. Brad She	4	\$9,161.01
12892	Mr. Brian Peterson	4	\$496.02
14077	Mr. Bryan Townsend	4	\$270.59

2020

2022

Top Customer (by revenue & orders)

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K

- ☐ Total Ordered
- ☐ Total Returns
- ☒ Total Revenue
- ☐ Total Profit
- ☐ Quantity Sold
- ☐ Total Cost

SubcategoryName	Current Measure	Previous Month	MoM	MoM % ▲	QTD	YTD
▢ Mountain Bikes	\$3,377,723.84	\$3,239,074.97	\$138,648.87	4.28%	\$1,907,379.05	\$3,377,723.84
▢ 2022	\$3,377,723.84	\$3,239,074.97	\$138,648.87	4.28%	\$1,907,379.05	\$3,377,723.84
1/1/2022	\$458,948.41	\$564,413.04	(\$105,464.63)	-18.69%	\$458,948.41	\$458,948.41
2/1/2022	\$488,248.85	\$458,948.41	\$29,300.43	6.38%	\$947,197.26	\$947,197.26
3/1/2022	\$523,147.53	\$488,248.85	\$34,898.69	7.15%	\$1,470,344.79	\$1,470,344.79
4/1/2022	\$519,499.55	\$523,147.53	(\$3,647.98)	-.7%	\$519,499.55	\$1,989,844.35
5/1/2022	\$684,817.58	\$519,499.55	\$165,318.03	31.82%	\$1,204,317.13	\$2,674,661.93
6/1/2022	\$703,061.91	\$684,817.58	\$18,244.34	2.66%	\$1,907,379.05	\$3,377,723.84
▢ Road Bikes	\$2,715,812.74	\$2,693,632.11	\$22,180.63	.82%	\$1,525,781.56	\$2,715,812.74
▢ 2022	\$2,715,812.74	\$2,693,632.11	\$22,180.63	.82%	\$1,525,781.56	\$2,715,812.74
1/1/2022	\$370,067.28	\$514,573.97	(\$144,506.69)	-28.08%	\$370,067.28	\$370,067.28
2/1/2022	\$394,956.61	\$370,067.28	\$24,889.33	6.73%	\$765,023.89	\$765,023.89
3/1/2022	\$425,007.29	\$394,956.61	\$30,050.68	7.61%	\$1,190,031.19	\$1,190,031.19
4/1/2022	\$471,605.85	\$425,007.29	\$46,598.55	10.96%	\$471,605.85	\$1,661,637.03
5/1/2022	\$517,421.12	\$471,605.85	\$45,815.27	9.71%	\$989,026.96	\$2,179,058.15
6/1/2022	\$536,754.60	\$517,421.12	\$19,333.48	3.74%	\$1,525,781.56	\$2,715,812.74
Total	\$6,093,536.58	\$5,932,707.08	\$160,829.50	2.71%	\$3,433,160.60	\$6,093,536.58