



# \$24.9M

Total Revenue



# \$10.5M

Total Profit



# 25.2K

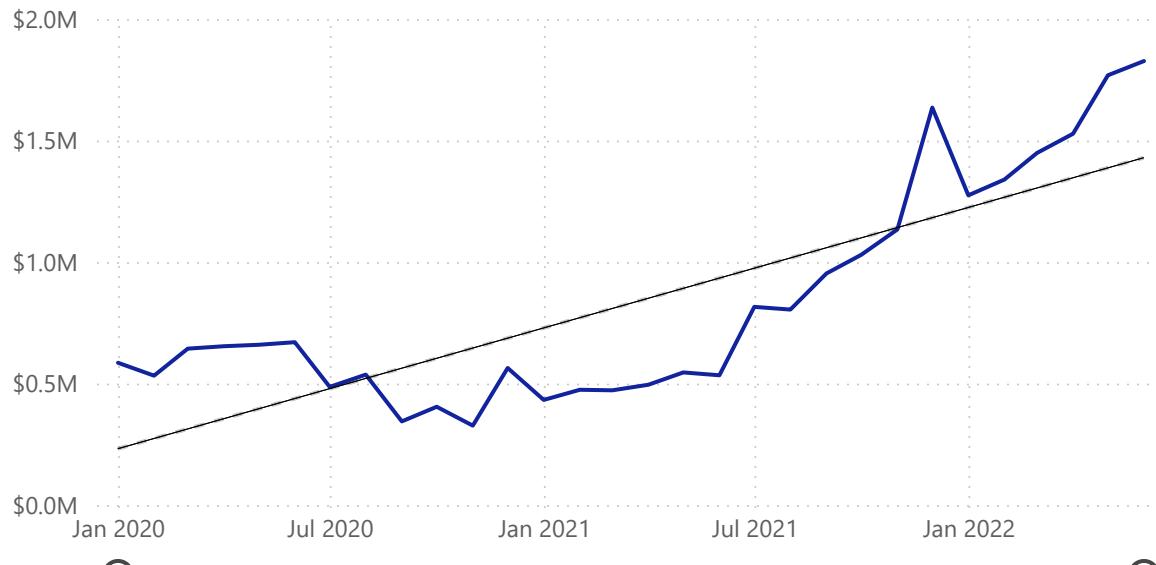
Total Ordered



# 2.17%

Return Rate

Revenue Trending



Monthly Revenue



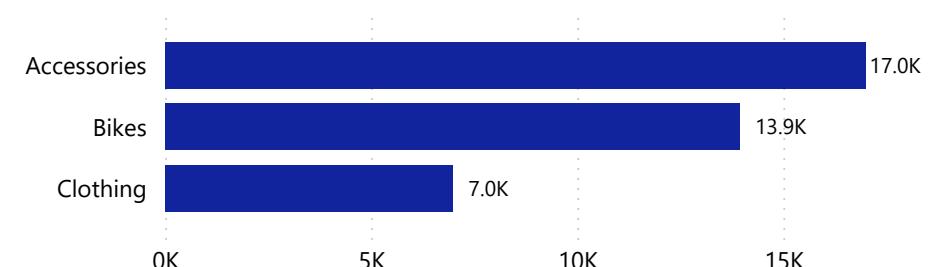
Monthly Orders



Monthly Returns



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%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

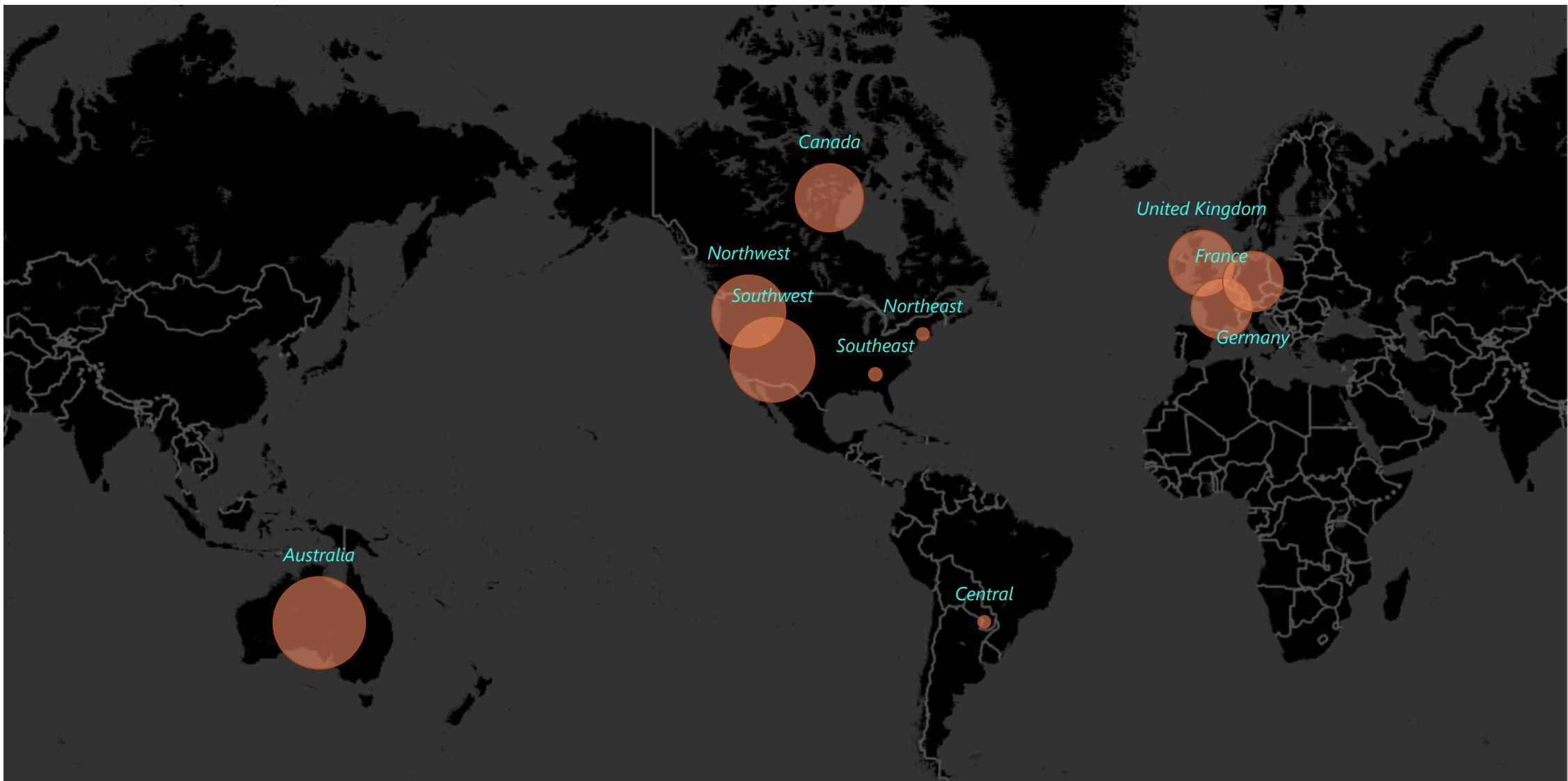
Shorts

Select all

Europe

North America

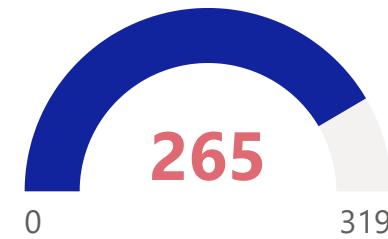
Pacific



Selected Product:

## Patch Kit/8 Patches

Monthly Orders vs. Target



Monthly Revenue vs. Target



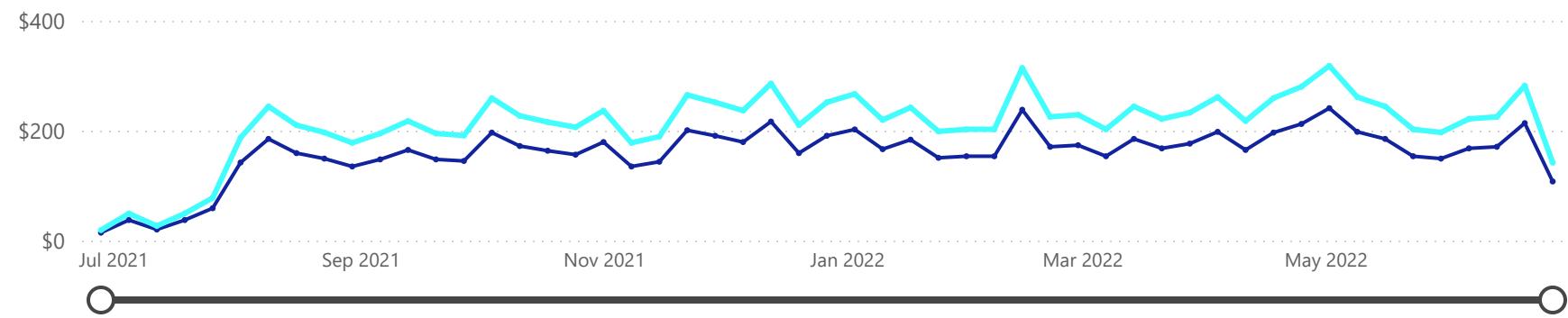
Monthly Orders vs. Target



Price Adjustment (%)

 0.20

● Total Profit ● Adjusted Profit

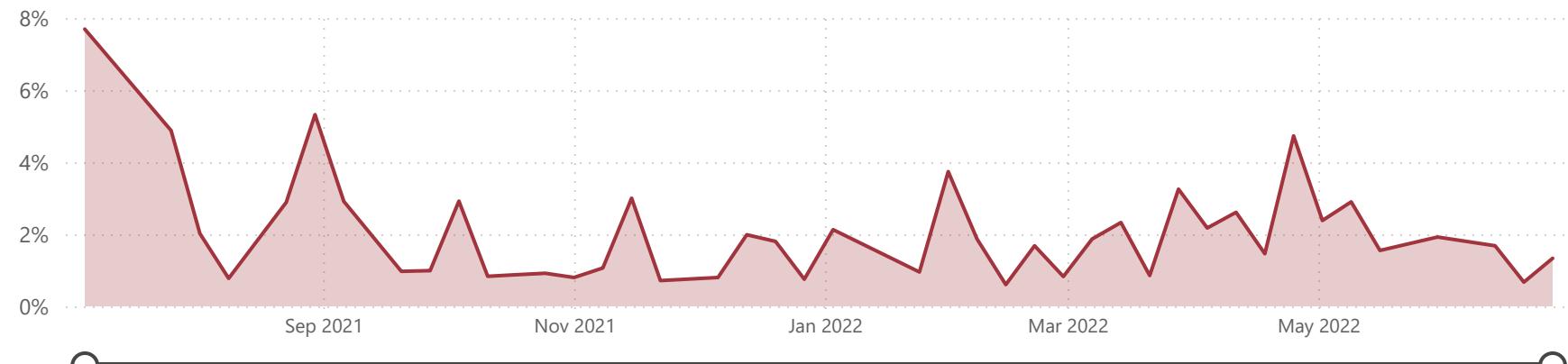


Product Metric Selection



- Orders
- Revenue
- Profit
- Returns
- Return %

▼



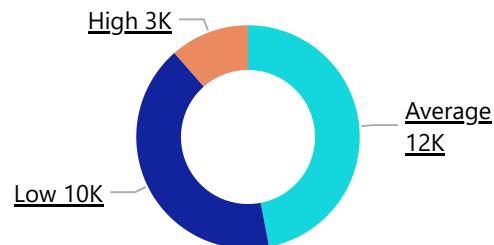
**17.4K**

TOTAL CUSTOMERS

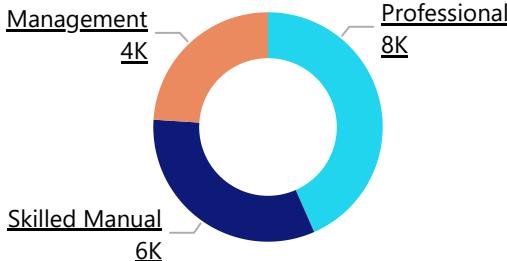
**1,431**

REVENUE PER CUSTOMER

Orders by Income Level



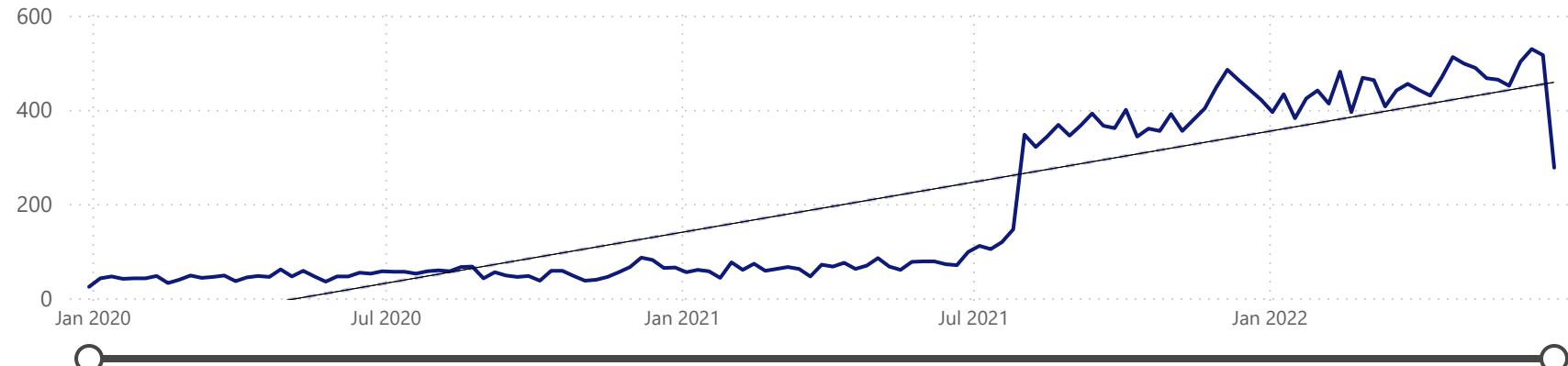
Orders by Occupation



Total customers

Revenue per Customer

Total customers



2020 2022

Top Customer (by revenue & orders)

**Mr. Maurice Shan**

Orders:

**6**

Revenue:

**\$12.4K**

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

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

SubcategoryName	Current Measure	Previous Month	MoM	MoM % ▲	QTD	YTD
✉ Mountain Bikes	<b>\$3,377,723.84</b>	<b>\$3,239,074.97</b>	<b>\$138,648.87</b>	<b>4.28%</b>	<b>\$1,907,379.05</b>	<b>\$3,377,723.84</b>
✉ 2022	<b>\$3,377,723.84</b>	<b>\$3,239,074.97</b>	<b>\$138,648.87</b>	<b>4.28%</b>	<b>\$1,907,379.05</b>	<b>\$3,377,723.84</b>
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	<b>\$2,715,812.74</b>	<b>\$2,693,632.11</b>	<b>\$22,180.63</b>	<b>.82%</b>	<b>\$1,525,781.56</b>	<b>\$2,715,812.74</b>
✉ 2022	<b>\$2,715,812.74</b>	<b>\$2,693,632.11</b>	<b>\$22,180.63</b>	<b>.82%</b>	<b>\$1,525,781.56</b>	<b>\$2,715,812.74</b>
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
<b>Total</b>	<b>\$6,093,536.58</b>	<b>\$5,932,707.08</b>	<b>\$160,829.50</b>	<b>2.71%</b>	<b>\$3,433,160.60</b>	<b>\$6,093,536.58</b>