



2.4M

REVENUE

995.2K

PROFIT

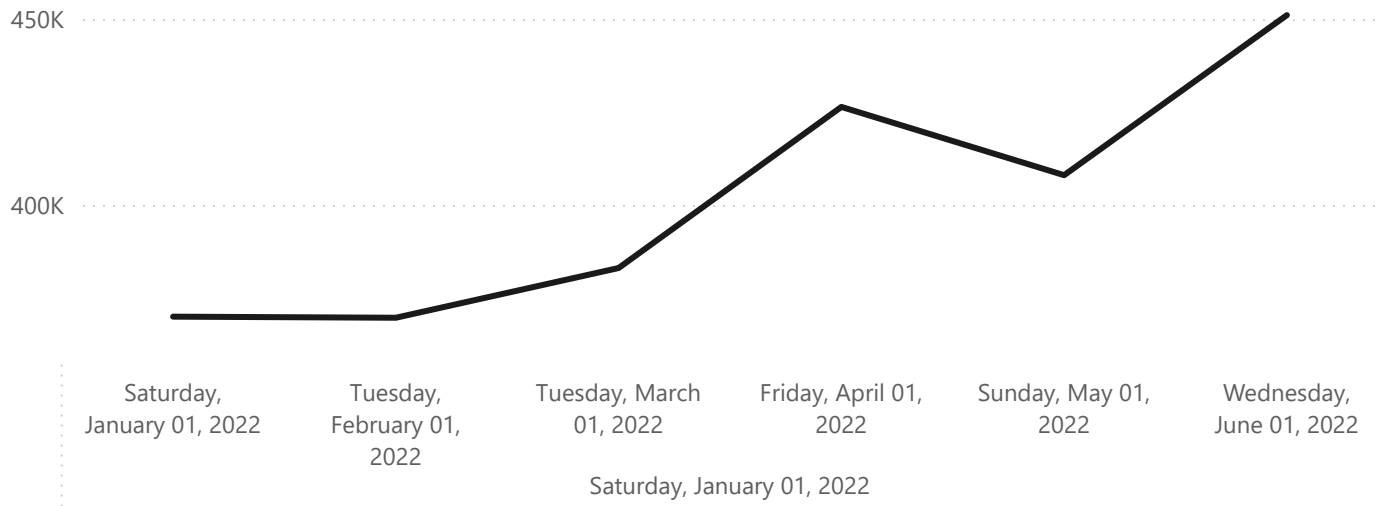
9487

ORDERS

2.2%

RETURN RATE

Weekly Revenue



Orders by CategoryName



Product Name	Orders	Revenue	Return %
Water Bottle - 30 oz.	435	4,321.34	3.00%
Patch Kit/8 Patches	359	1,669.41	1.51%
Road Bottle Cage	299	5,313.09	1.69%
Mountain Tire Tube	277	2,794.40	1.25%
Road Tire Tube	273	2,202.48	0.72%
Sport-100 Helmet, Red	248	8,677.52	4.84%
AWC Logo Cap	236	4,080.06	1.06%
Sport-100 Helmet, Black	235	7,906.39	1.70%
Sport-100 Helmet, Blue	234	7,872.74	2.56%
Fender Set - Mountain	169	7,363.30	1.49%

Monthly Revenue

451.08K✓

Goal: 408.01K (+10.56%)

Monthly Orders

479✓

Goal: 479 (+0%)

Monthly Orders

43!

Goal: 38 (-13.16%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Vests

Select all

Europe

North America

Pacific

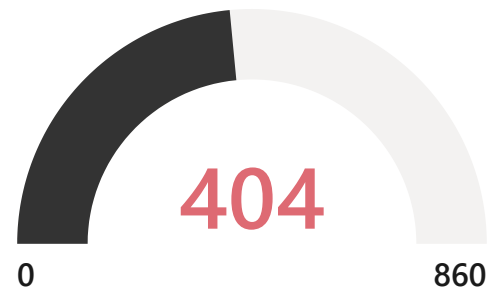


Water Bottle - 30

oz.

Product Name

Total Orders vs Target Order



Total Revenue vs Target Revenue



Total Profit vs Target Profit

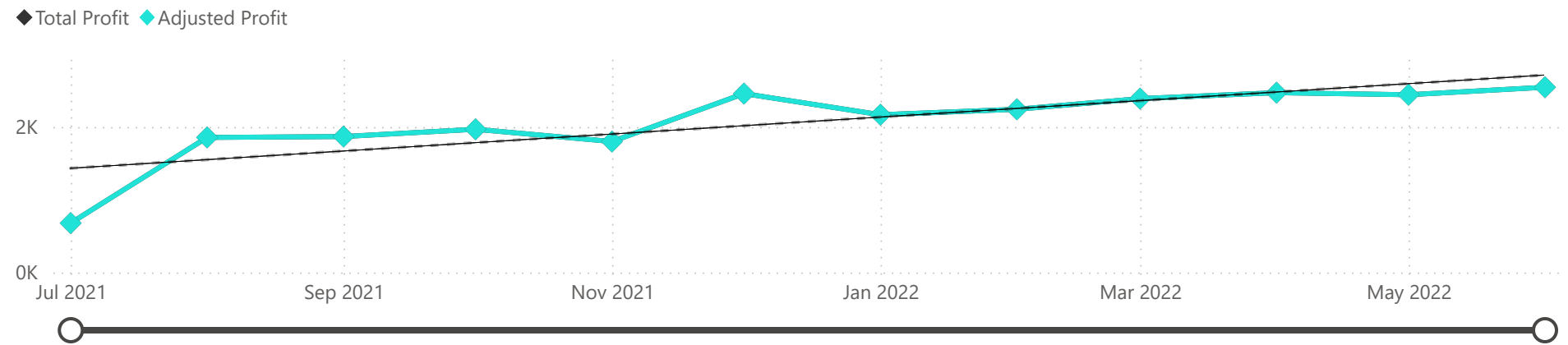


Price Adjustment

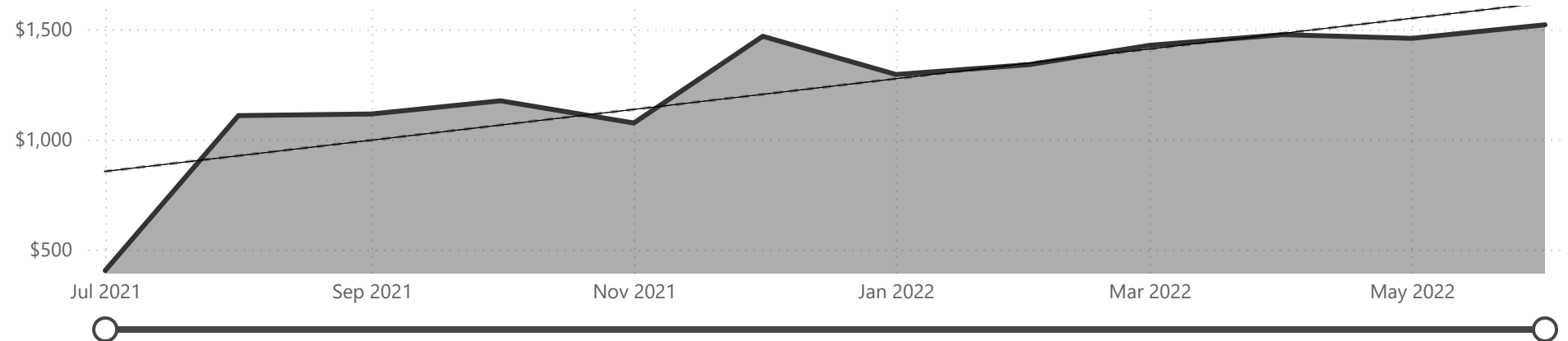
0.00



Weekly Profit



Cost



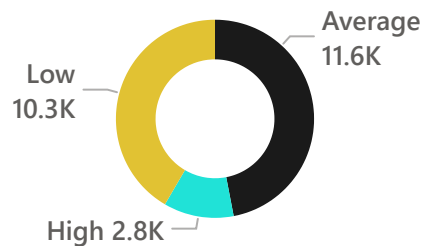
- ☒ Cost
- ☐ Orders
- ☐ Profit
- ☐ Revenue
- ☐ Returned
- ☐ Return %



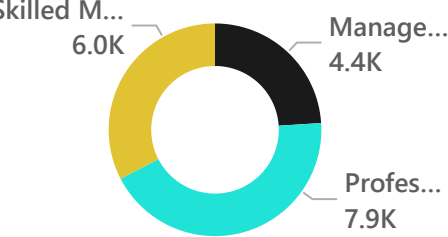
17.4K
UNIQUE CUSTOMERS

\$1,431
AVG REVENUE PER CUSTOMER

Orders by Income Level

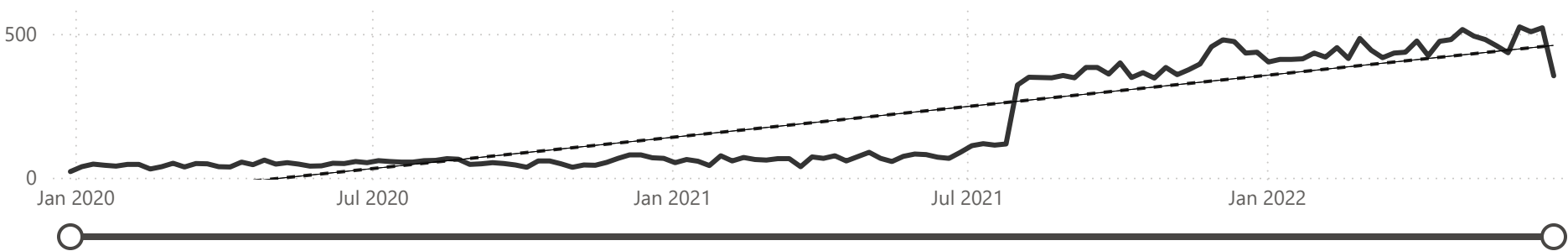


Orders by Occupation



Total Customers Revenue Per Customer

Total Customers



Top 100 Customers

Customer Key	Full Name	Total Orders	Total Revenue
11091	Mr. Dalton Perez	26	1,513.14
11223	Mrs. Hailey Patterson	26	1,615.66
11300	Mr. Fernando Barnes	26	1,839.01
11330	Mr. Ryan Thompson	26	1,596.61
11331	Mrs. Samantha Jenkins	26	1,739.58
11185	Mrs. Ashley Henderson	25	1,716.76
11200	Mr. Jason Griffin	25	1,613.88
11176	Mr. Mason Roberts	24	1,526.03
11262	Mrs. Jennifer Simmons	24	1,464.79
11277	Mr. Charles Jackson	24	1,776.69
11287	Mr. Henry Garcia	24	1,442.96
11566	Ms. April Shan	24	1,424.49
11711	Mr. Daniel Davis	24	1,403.85
11276	Mrs. Nancy Chapman	23	1,111.23
11203	Mr. Luis Diaz	17	1,002.05
11215	Mrs. Ana Perry	17	1,335.85
11078	Ms. Gina Martin	16	991.27
11211	Mrs. Samantha Russell	16	947.96
11253	Mr. José Hernandez	16	904.53
11505	Ms. Jasmine Powell	16	1,103.52
Total		1272	615,328.64

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K

Click button to analyse the low income customer

Click button to reset to customer details page