



# \$24.9M

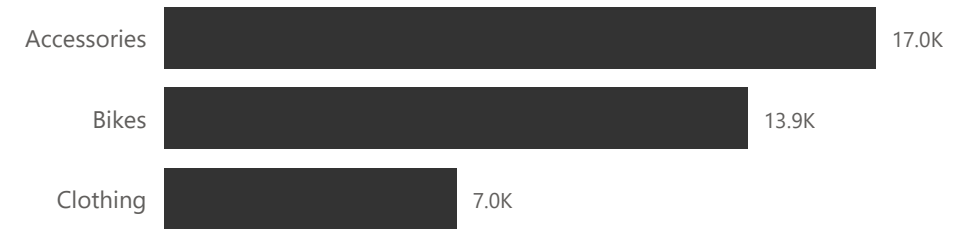
**\$10.5M**

25.2K

2.2%

## RETURN RATE

## Orders by Category



### Top 10 Products

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	\$35,882.0742	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.179	3.31%
Fender Set - Mountain	1,975	\$87,040.8	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.748	2.68%
Mountain Bottle Cage	1,896	\$38,061.9	2.02%

### Most Ordered Product Type

## Tires and Tubes

### Most Returned Product Type

## Shorts

Monthly Revenue

**\$1.83M**✓

Prev Month: ₹ 1.77M (+3.31%)

## Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

## Monthly Returns

166✓

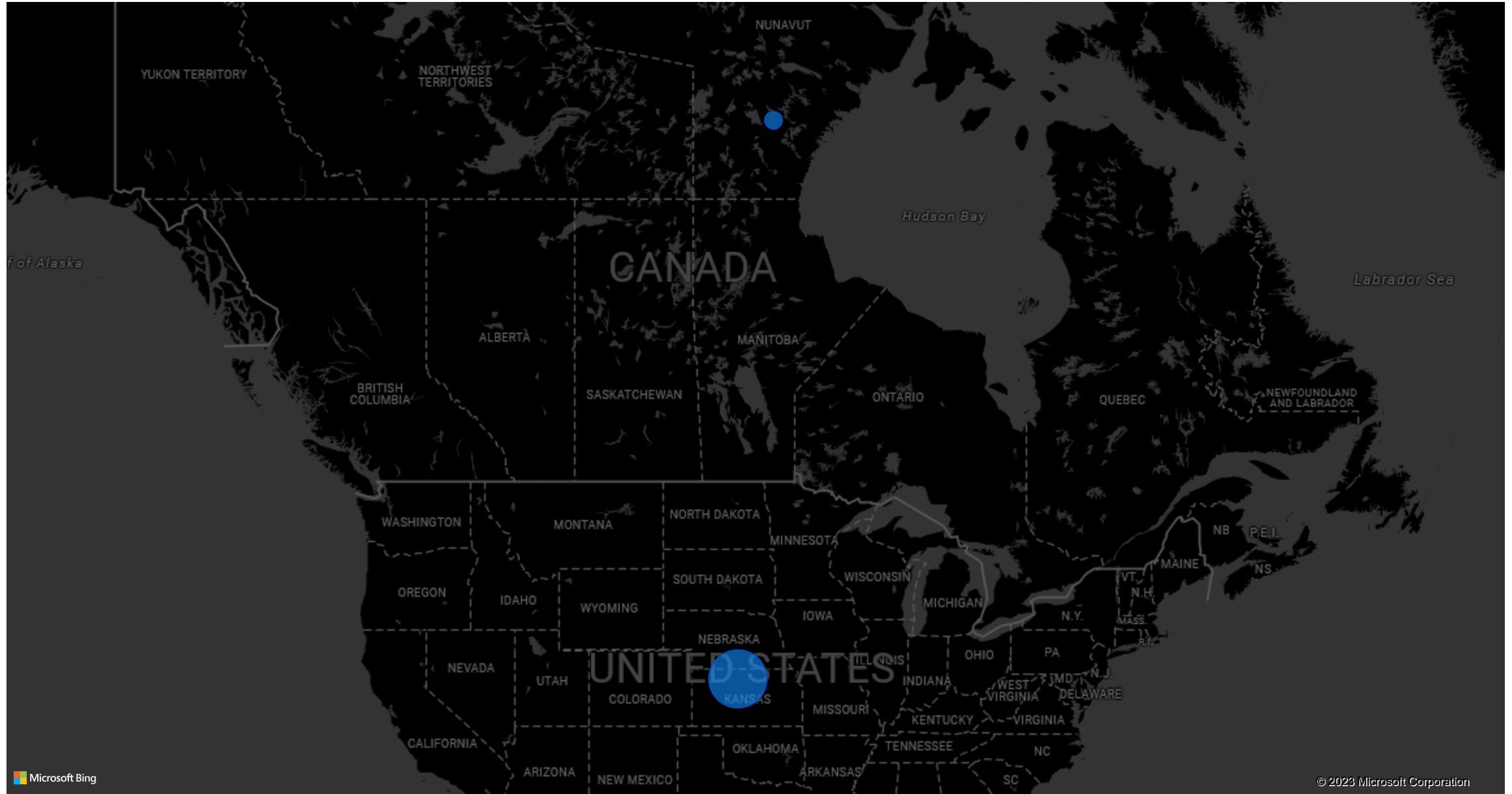
Prev Month: 169 (+1.78%)

Select all

Europe

North America

Pacific



Selected Product

**Water Bottle**  
- 30 oz.

Monthly Order vs. Target



Monthly Revenue vs. Target



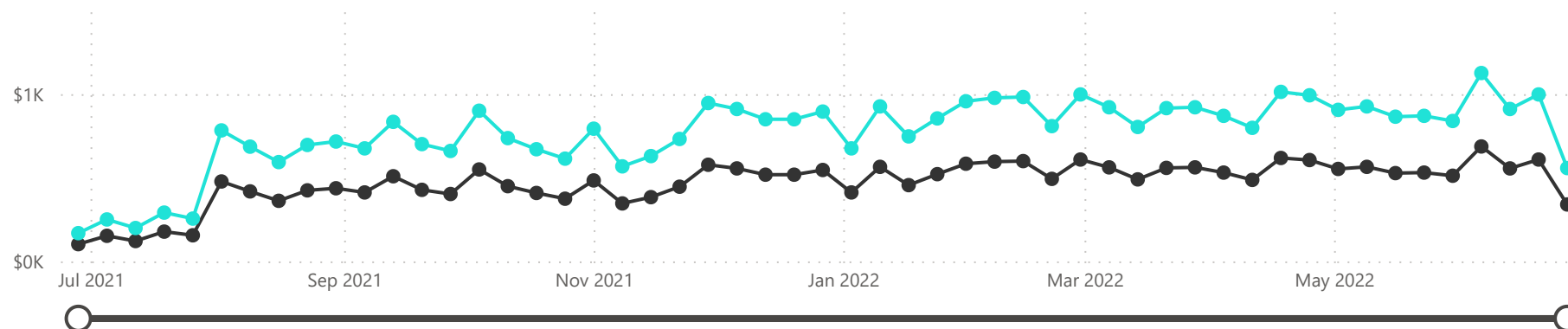
Monthly Profit vs. Target



Price Adjustment (%)

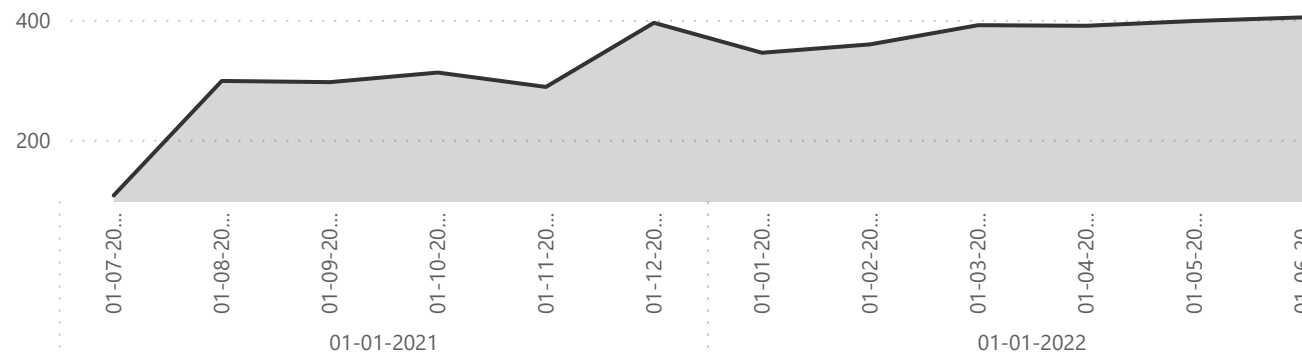
0.40

● Total Profit ● Adjusted Profit



Product Metric Solution

- Orders
- Profit
- Return
- Revenue
- Return %



### Report Summary

Total Orders for **Water Bottle - 30 oz.** were **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Total Profit jumped from 103.08 to 477.93 during its steepest incline



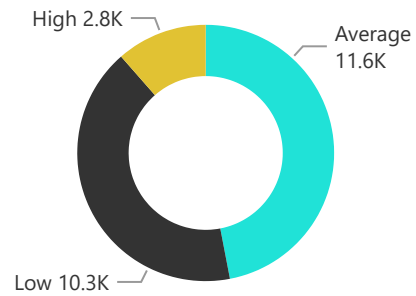
17.4K

UNIQUE CUSTOMERS

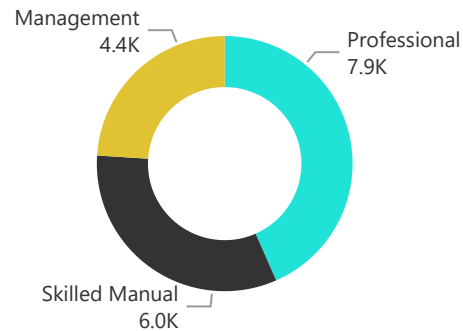
\$1,431

Average revenue per customer

Orders by Income Level



Orders by Occupation

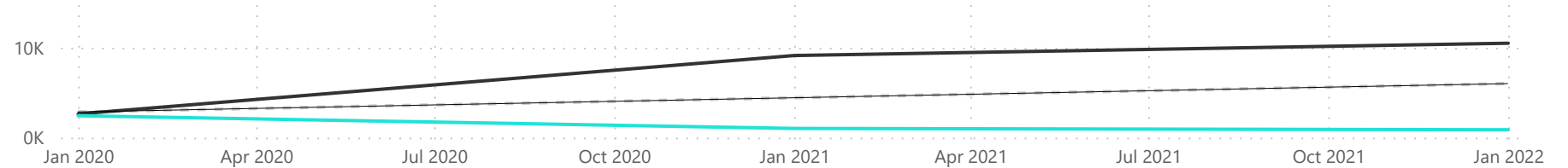


Total Customer

revenue per customer

revenue per customer

● Total Customer ● revenue per customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513.1358
11223	Mrs. Hailey Patterson	26	\$1,615.6584
11300	Mr. Fernando Barnes	26	\$1,839.0095
11330	Mr. Ryan Thompson	26	\$1,596.6127
11331	Mrs. Samantha Jenkins	26	\$1,739.5752
11185	Mrs. Ashley Henderson	25	\$1,716.7586
11200	Mr. Jason Griffin	25	\$1,613.8803
11176	Mr. Mason Roberts	24	\$1,526.0318
11262	Mrs. Jennifer Simmons	24	\$1,464.7873
11277	Mr. Charles Jackson	24	\$1,776.6914
11287	Mr. Henry Garcia	24	\$1,442.9618
11566	Ms. April Shan	24	\$1,424.487
11711	Mr. Daniel Davis	24	\$1,403.8506
11276	Mrs. Nancy Chapman	23	\$1,111.2256
11203	Mr. Luis Diaz	17	\$1,002.0515
11215	Mrs. Ana Perry	17	\$1,335.8495
Total		1,272	\$6,15,328.637

2020

2022



Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12.4K