

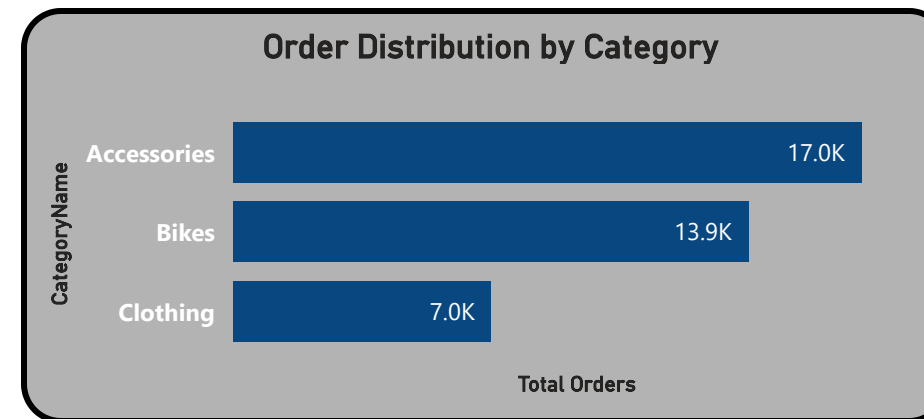
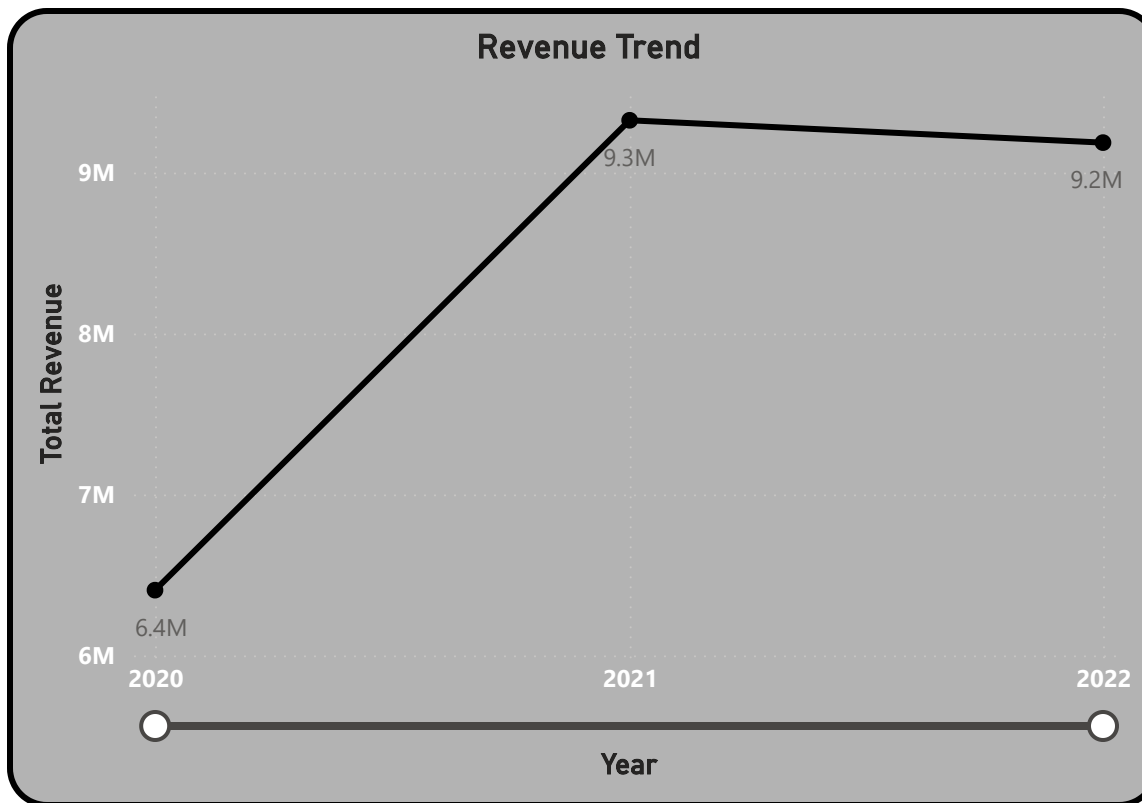


Total Revenue
25M

Return Rate
2.17%

Total Orders
25K

Total Profit
10M



ProductName	Total Orders	Total Revenue	Return Rate
AWC Logo Cap	2062	35,882.07	0.01
Fender Set - Mountain	1975	87,040.80	0.01
Mountain Bottle Cage	1896	38,061.90	0.02
Mountain Tire Tube	2846	28,333.22	0.02
Patch Kit (8 Patches)	2852	12,506.42	0.02
Total	15587	465,678.41	0.02

Monthly Revenue

1.77M!
Goal: 1.83M (-3.2%)

Monthly Orders

2165✓
Goal: 2146 (+0.89%)

Monthly Returns

169✓
Goal: 166 (+1.81%)

Most Ordered Product

Tires and Tubes

Most Returned Item

Tires and Tubes



Select all

2020

2021

2022





Product Name

All

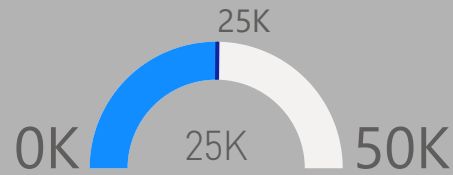
Price Adjustment



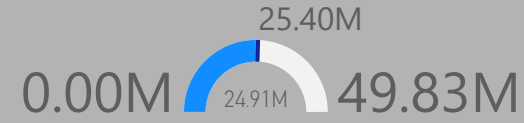
Product Metric Selection

- ☐ Select all
- ☐ Total Revenue
- ☐ Total Profit
- ☐ Total Orders
- ☐ Total Returns

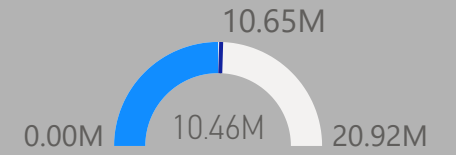
Monthly Orders vs Target



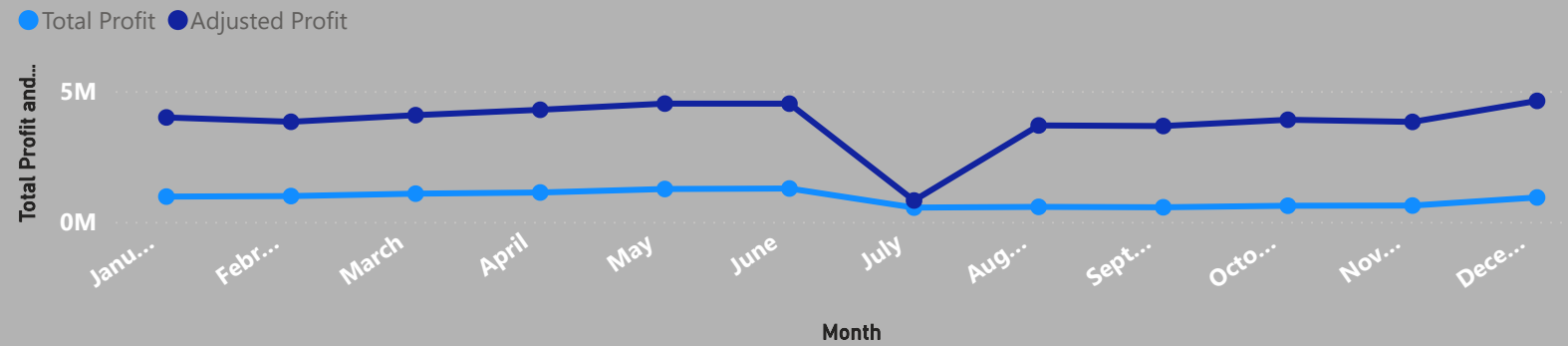
Monthly Revenue vs Target



Monthly Profit vs Target



Profit Trend vs Adjusted Profit



Product Metric Trend





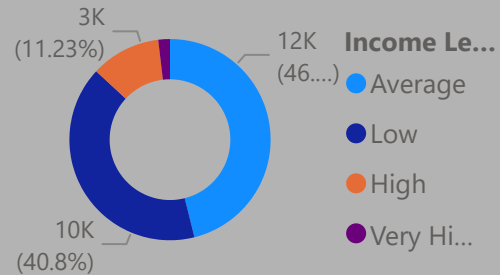
Unique Customers

56K

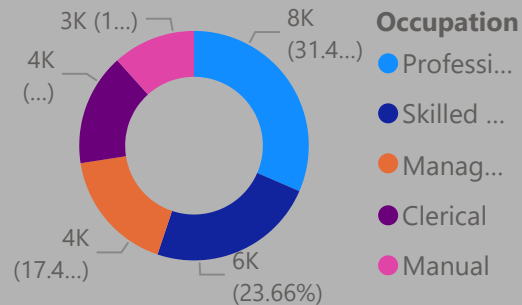
Revenue Per Customer

\$444.54

Orders by Income Level

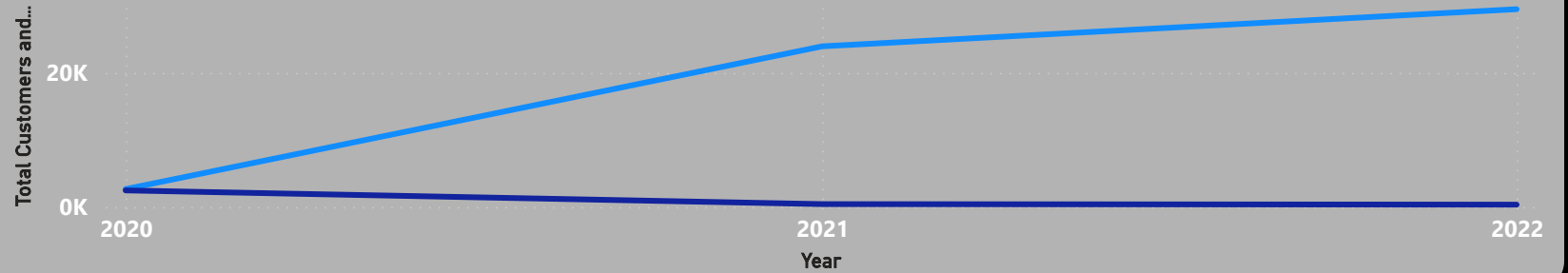


Orders by Occupation



Customers Trend

Total Customers Avg Revenue Per Customer



Top 50 Customers

CustomerKey	Full Name	Total Orders	Total Revenue
11237	CLARENCE ANAND	4	10,065.01
11241	LISA CAI	7	11,330.45
11242	LARRY MUNOZ	7	10,852.03
11245	RICKY VAZQUEZ	4	10,165.92
11249	CINDY PATEL	4	9,668.02
11412	SYDNEY BRYANT	4	9,706.91
11417	LACEY ZHENG	7	11,085.75
11420	JORDAN TURNER	7	11,022.40
11421	AMY SUN	4	9,534.15
11423	JASMINE STEWART	4	9,716.99
11425	ARIANA GRAY	6	10,391.43
11427	DESIREE DOMINGUEZ	4	9,717.65
11428	DEANNA PEREZ	4	9,761.60
11429	MARCO LOPEZ	6	10,289.69
Total		217	479,004.74

Select all

2020

2021

2022

Top Customer

JORDAN TURNER

Total Order

130

Total Revenue

15.57K

10,457,715.43

Total Profit

1809

Total Returns

25164

Total Orders

24,914,586.82

Total Revenue