



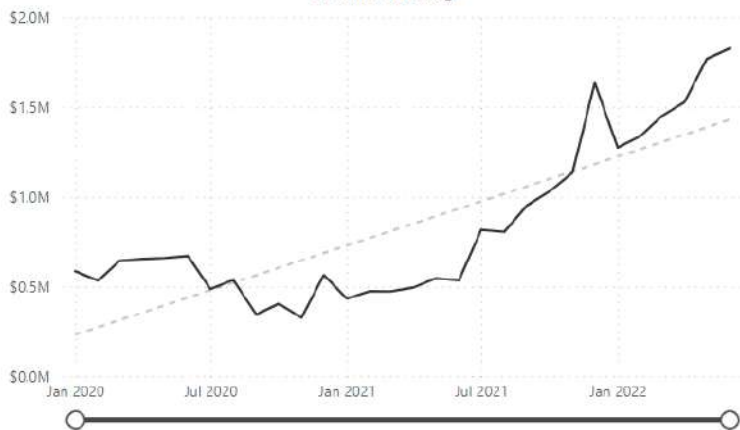
\$24.9M
REVENUE

\$10.5M
PROFIT

25.2K
ORDERS

2.2%
RETURN RATE

Revenue Trending



Orders By Category



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Road Tire Tube	2173	\$17,265	1.55%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.54%
Mountain Bottle Cage	1896	\$38,062	2.02%
Fender Set - Mountain	1975	\$87,041	1.36%
...

Monthly Revenue

\$1.83M ✓
Prev Month: \$1.77M
(+3.31%)

Monthly Orders

2146 !
Prev Month: 2165 (-0.88%)

Monthly Returns

166 ✓
Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts



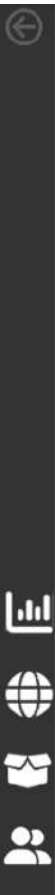
Select all

Europe

North America

Pacific



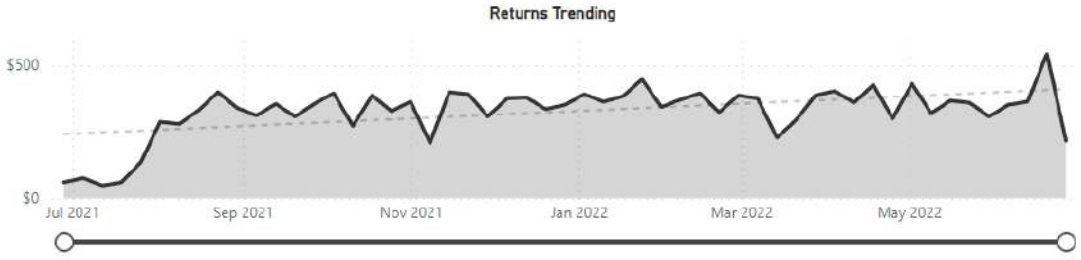
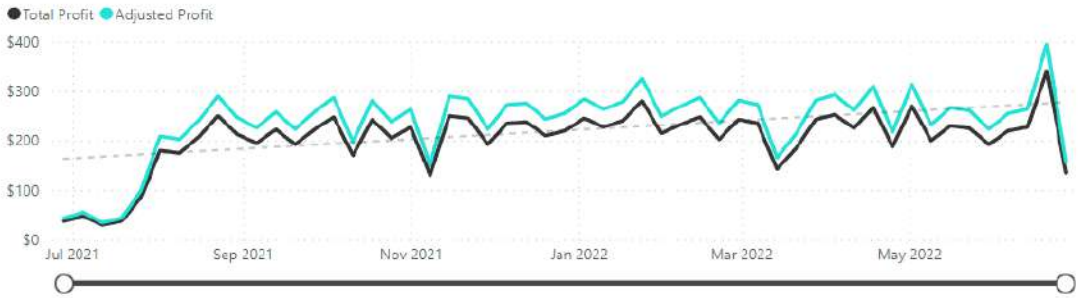


Selected Product

Road Tire Tube

Price Adjustment(%)

- Product Metric Selection
- ☐ Orders
 - ☒ Revenue
 - ☐ Profit
 - ☐ Return
 - ☐ Rate

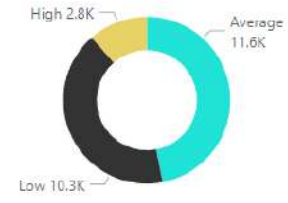




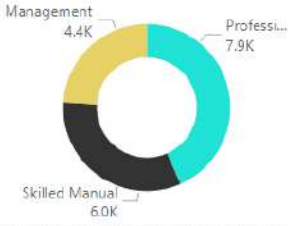
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

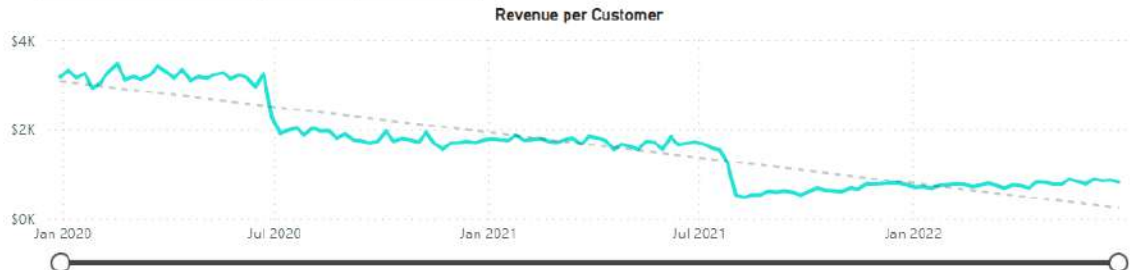
Orders By Income Level



Orders By Occupation



Total Customers Revenue per Customer



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,015
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,437
12655	Mr. Larry Vazquez	4	\$10,395
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,309
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Denise	4	\$9,718
Total		1272	\$615,329

2020 2022



Top Customer (by revenue)

Mr. Maurice Shan

Orders
6

Revenue
\$12.4K

Among customers in skilled manual roles in 2022, Maurice Shan drilled 12k revenue.