



\$24.9M

Total Revenue

\$10.5M

PROFIT

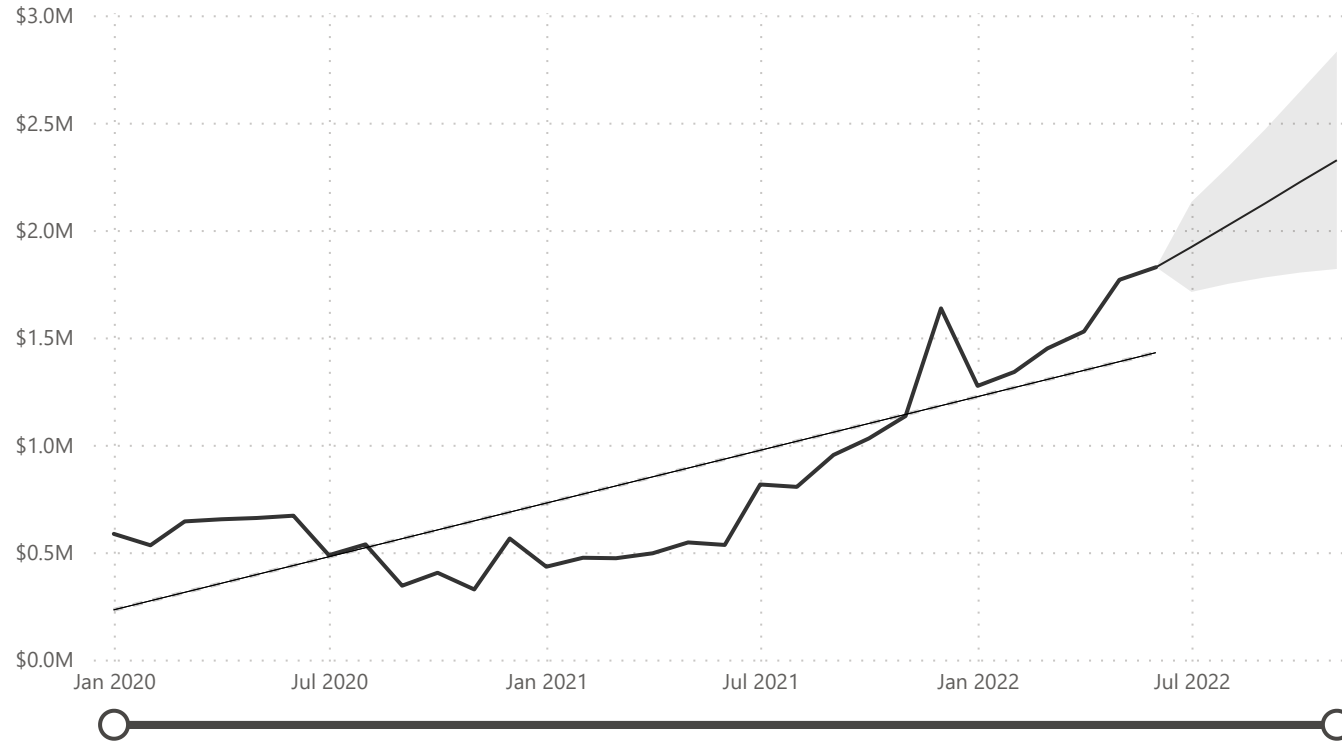
25.2K

ORDERS

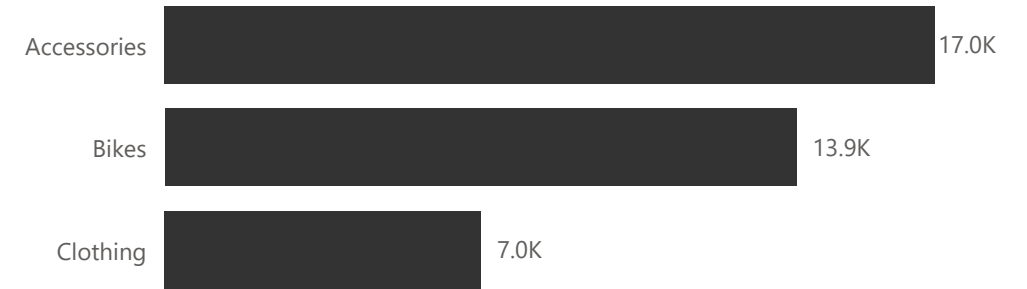
2.2%

RETURN RATE

Monthly Revenue



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%

Monthly Revenue

\$1.83M ✓

Previous Month: \$1.77M  
(+3.31%)

Monthly Orders

2,146 !

Previous Month: 2165 (-0.88%)

Monthly Revenue

166 ✓

Previous Month: 169 (+1.78%)

Europe

North America

Pacific

Select all

Europe

North America

Pacific



Selected Product :

Sport-100  
Helmet, Red

Monthly Orders vs. Target



Monthly Revenue vs. Target



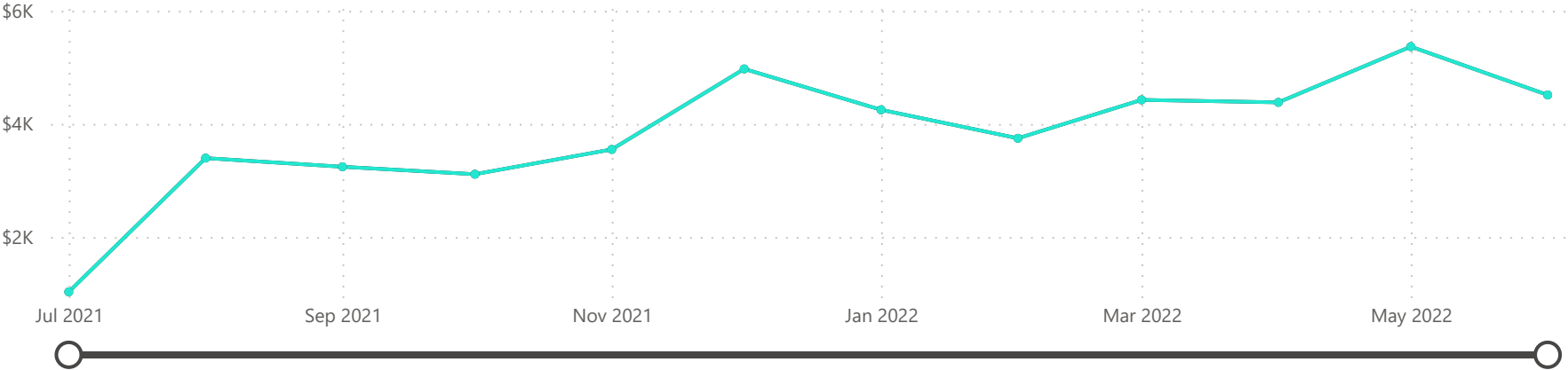
Monthly Profit vs. Target



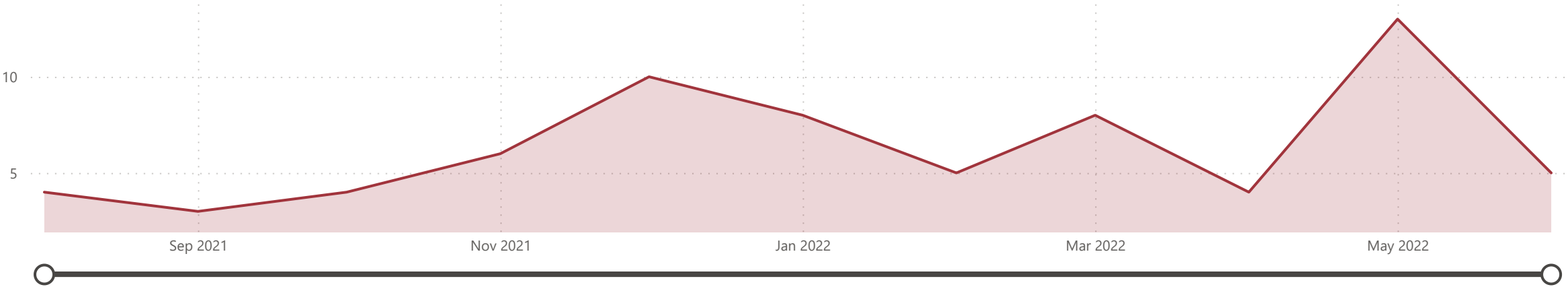
Price Adjustment %

0.00

● Total Profit ● Adjusted Profit



Returns Trending





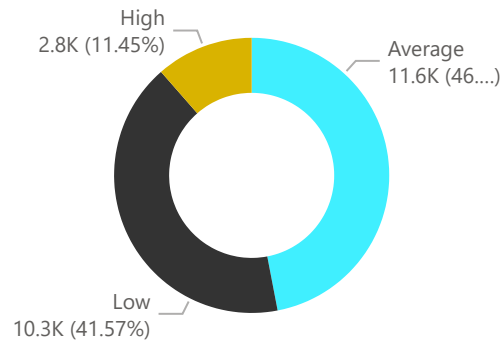
17.4K

UNIQUE CUSTOMERS

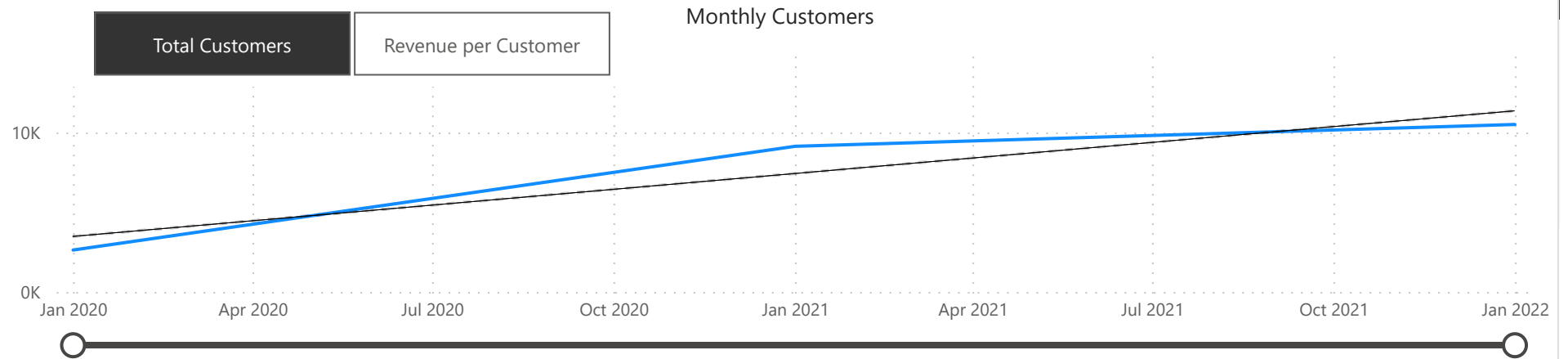
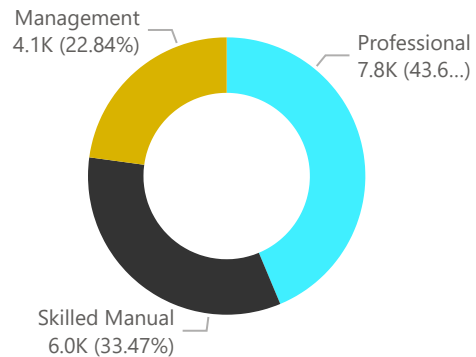
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Income Level



CustomerKey	Customer Full Name (CC)	Total Orders	Total 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. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707
Total		25,164	\$2,49,14,587

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders :

6

Revenue :

12.4K



Among Customer in Skilled Manual Roles in 2022, Mr. Ruben Suarez drove the most Revenue at \$4,683