

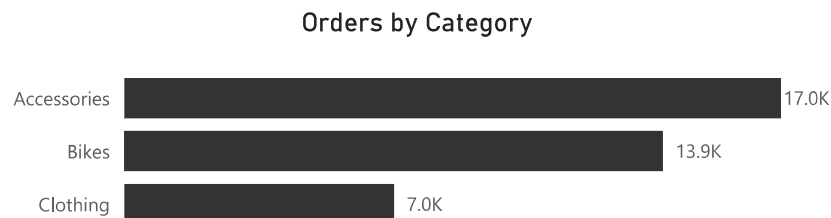
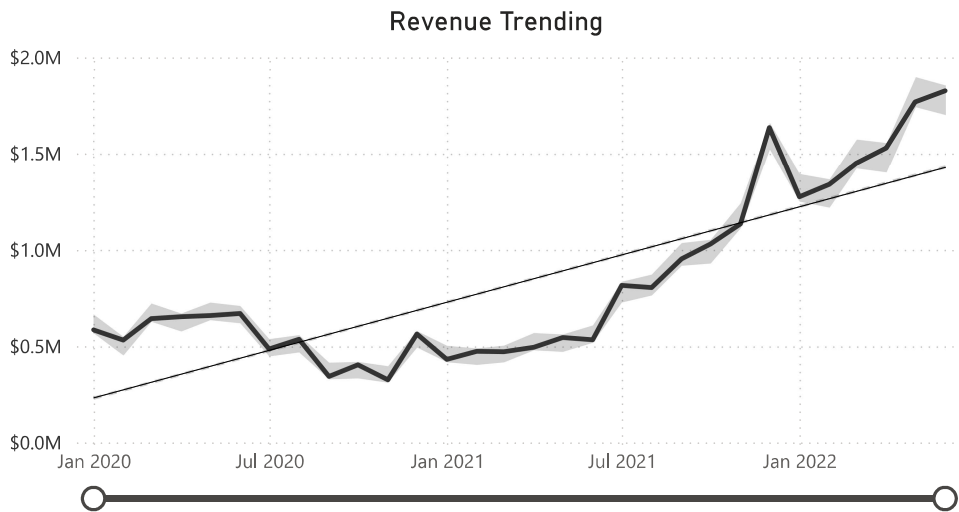


\$24.9M
REVENUE

\$10.5M
PROFIT

25.2K
ORDERS

2.2%
Return Rate



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%



Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific

Canada

United States

United Kingdom

France

Germany

Australia

Selected Product:

Water Bottle
- 30 oz.

Monthly Orders Vs Target



Monthly Revenue Vs Target



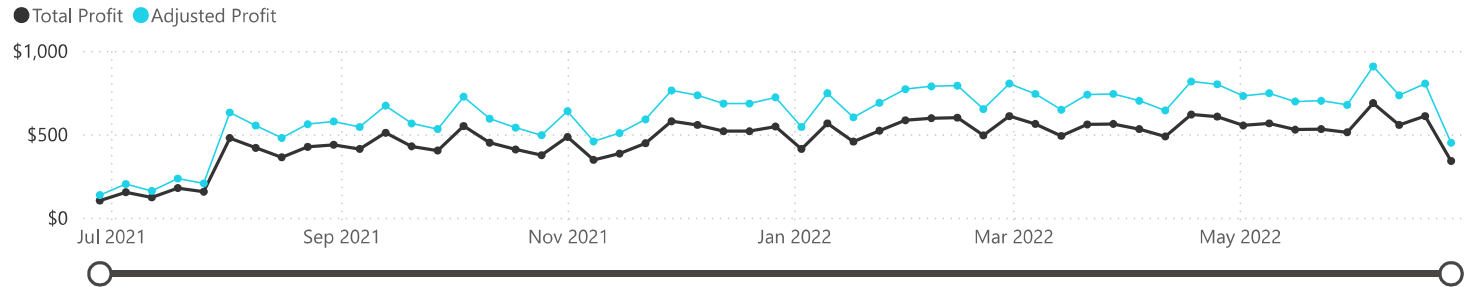
Monthly Profit Vs Target



Price Adjustment (%)

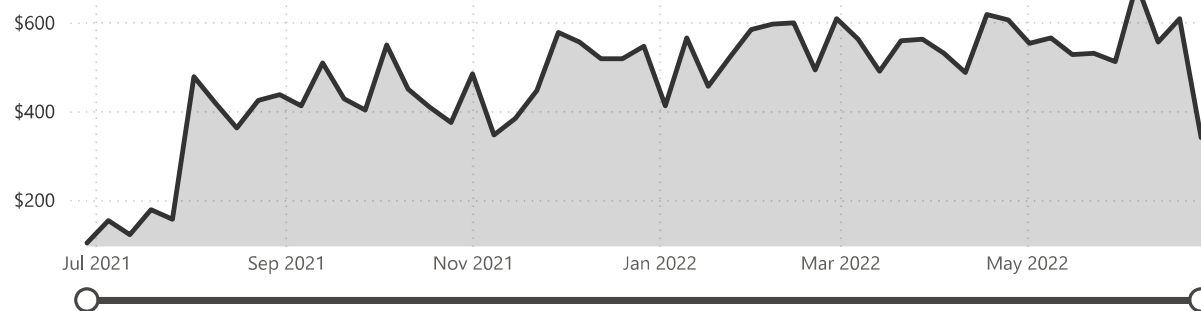
0.20

Profit Trending



Product Metric Selection

- ☐ Orders
- ☐ Revenue
- ☒ Profit
- ☐ Returns
- ☐ Return %



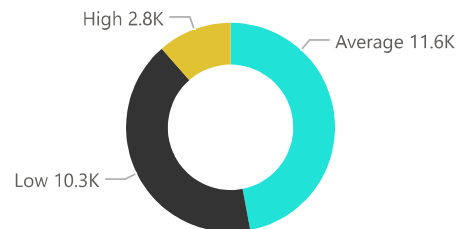
Product Report Summary

Total orders for Water Bottle - 30 oz. in June were 404. It generated total \$4,067 in revenue.

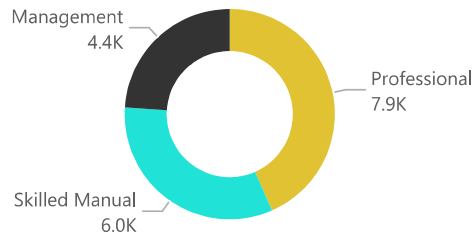
17.4K
UNIQUE CUSTOMERS

\$1,431
REVENUE PER CUSTOMER

Orders by Income Level



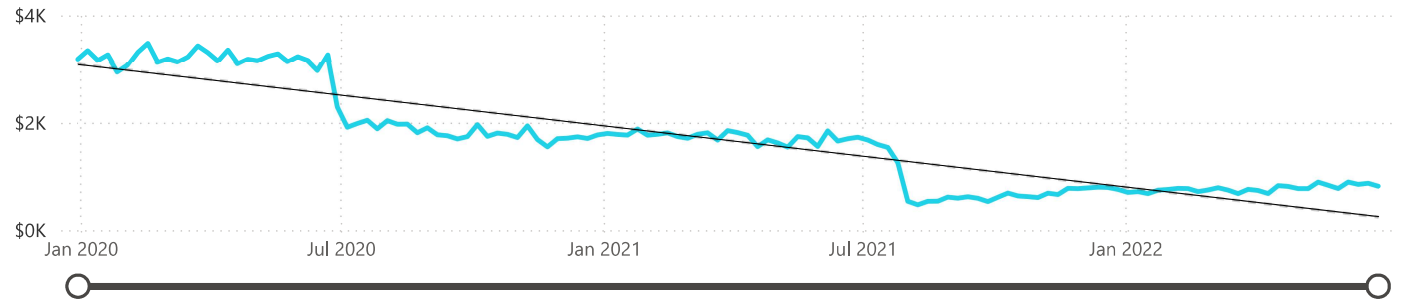
Orders by Occupation



Total Customers

Revenue per Customer

Revenue per Customer



Customer Key	Full name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991

2020

2022

Top Customer (by revenue)

Mr. Maurice Shan

Orders

6

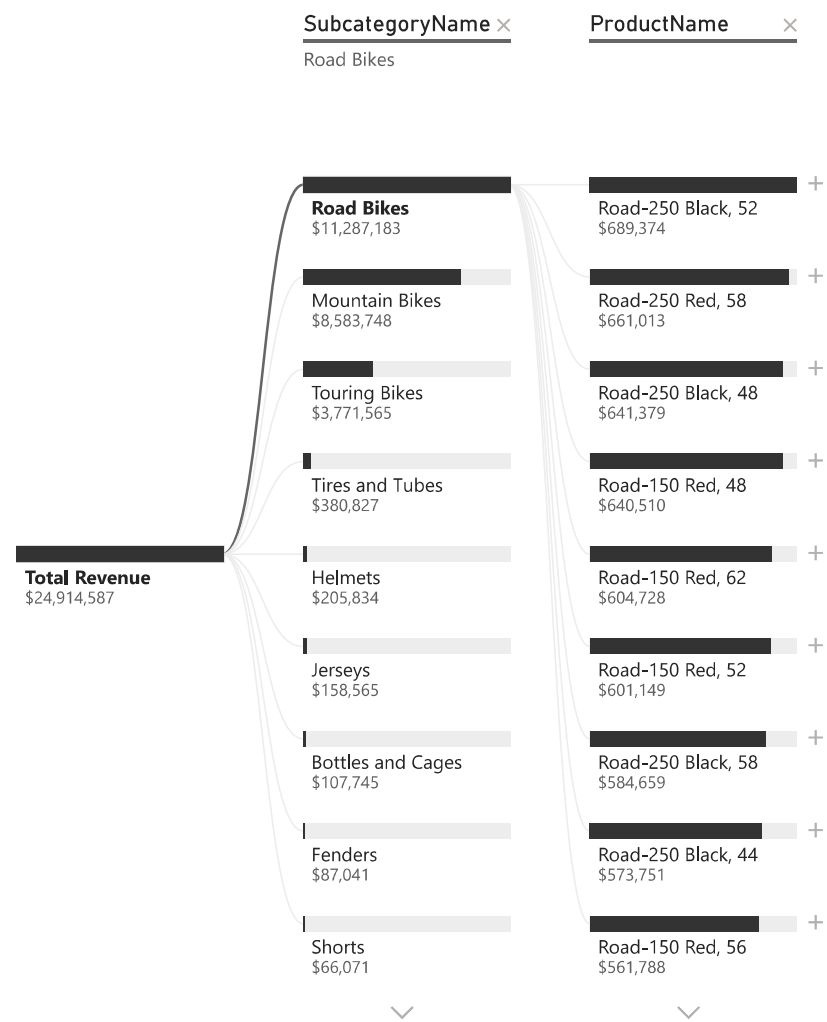
Revenue

\$12.4K

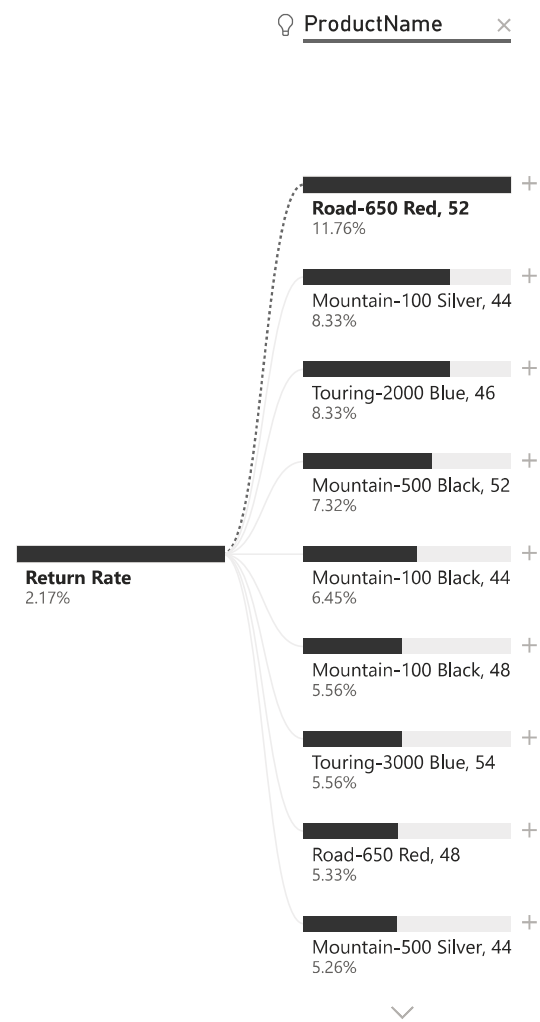


Mrs. Janet Munoz has generated maximum revenue in the year 2021 in all the income levels.

Revenue Decomposition Tree



Return rate Decomposition Tree



Key influencers Top segments



What influences HomeOwner to be ?

When...

....the likelihood of HomeOwner being Y increases by

MaritalStatus is M

1.61x

Parent is Yes

1.59x

AnnualIncome is \$30,000 - \$120,000

1.23x

EducationLevel is Graduate Degree

1.19x

Occupation is Management

1.10x

Sort by: Impact Count

Key influencers Top segments



What influences Average Retail Price to ?

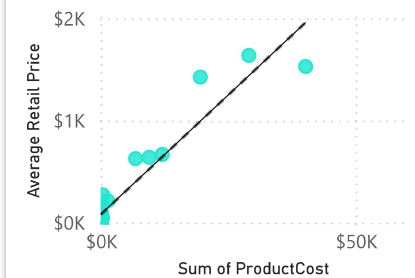
When...

....the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

\$478.6

← On average when Sum of ProductCost increases, Average Retail Price also increases.



Sort by: Impact Count