



\$24.9M

REVENUE

\$10.5M

PROFIT

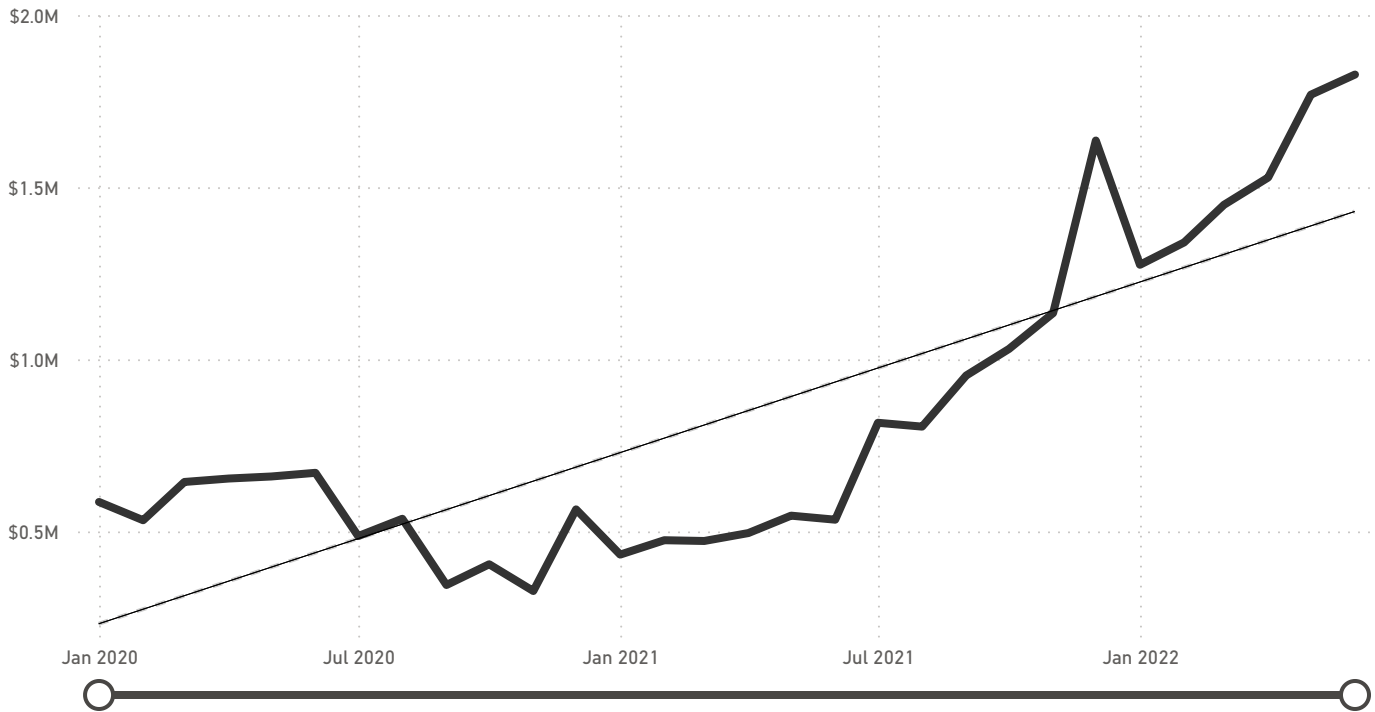
25.2K

ORDERS

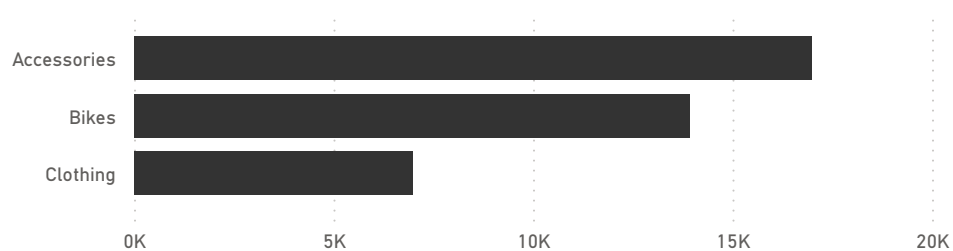
2.2%

RETURN RATE

Revenue Trending



Orders By Category



Top 10 Products

Orders

Revenue

Return %

Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Sport-100 Helmet, Blue	1995	\$67,120.179	3.31%
Sport-100 Helmet, Black	1940	\$65,269.748	2.68%
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Road Tire Tube	2173	\$17,264.73	1.55%
Fender Set - Mountain	1975	\$87,040.8	1.36%
AWC Logo Cap	2062	\$35,882.0742	1.11%

Monthly Revenue

\$1.83M✓

Prev month: \$1.77M (+3.31%)

Monthly Orders

2146!

Prev month: 2146 (-99.88%)

Monthly Returns

166!

Prev month: 169 (-1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Continent

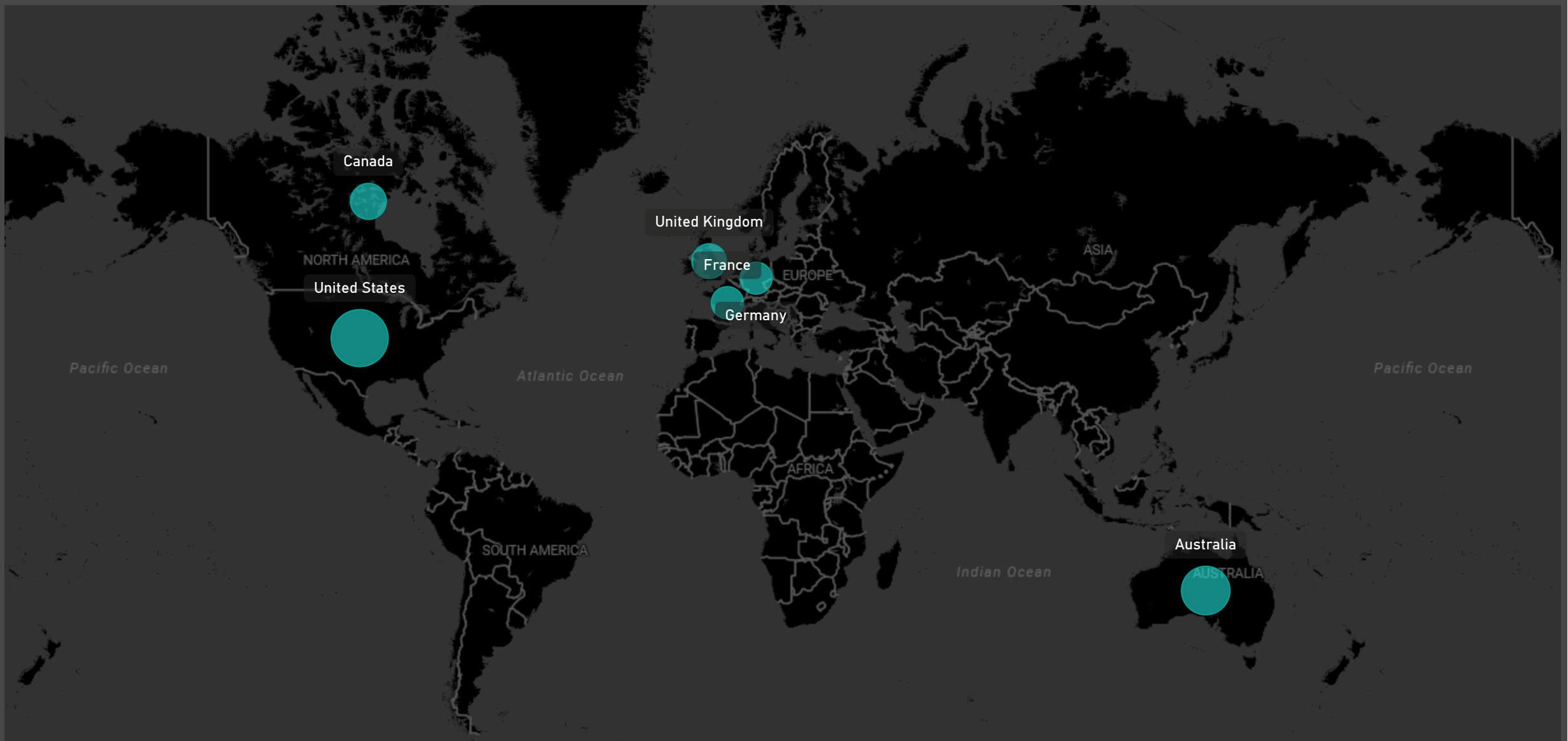


Select all

Europe

North America

Pacific



## Selected Product

Long-Sleeve  
Logo Jersey, M

## Price Adjustment (%)

0.00



## Product Metric Selection

- ☒ Total Orders
- ☐ Total Revenue
- ☐ Total Profit
- ☐ Total Returns
- ☐ Return Rate

## Monthly Orders vs. Target



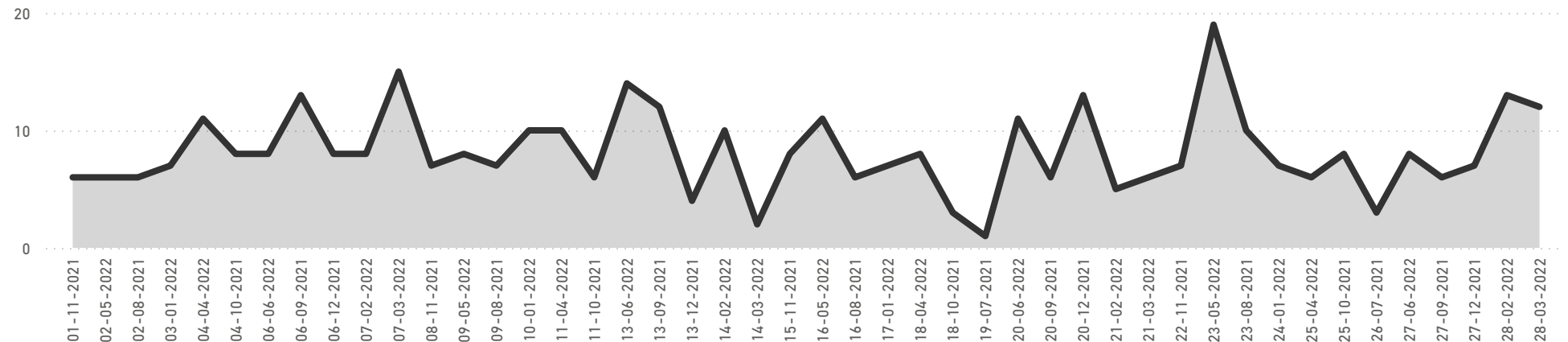
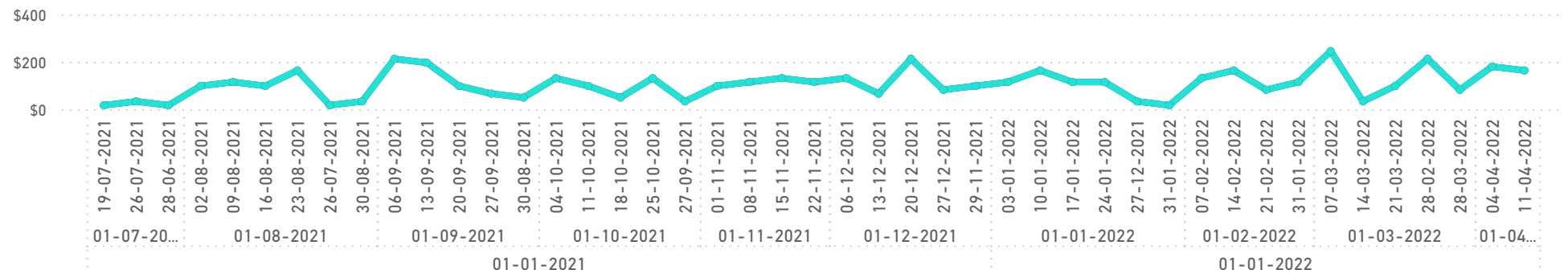
## Monthly Revenue vs. Target



## Monthly Profit vs. Target



● Total Profit ● Adjusted Profit





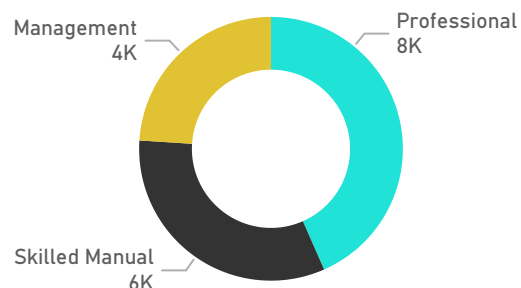
17.4K

UNIQUE CUSTOMERS

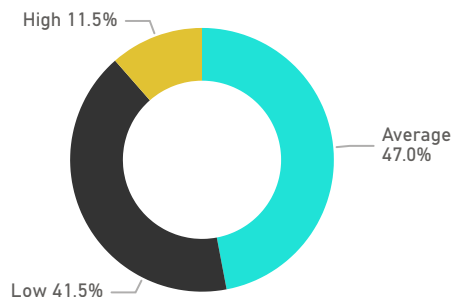
\$1,431

REVENUE PER CUSTOMER

### Orders by Occupation



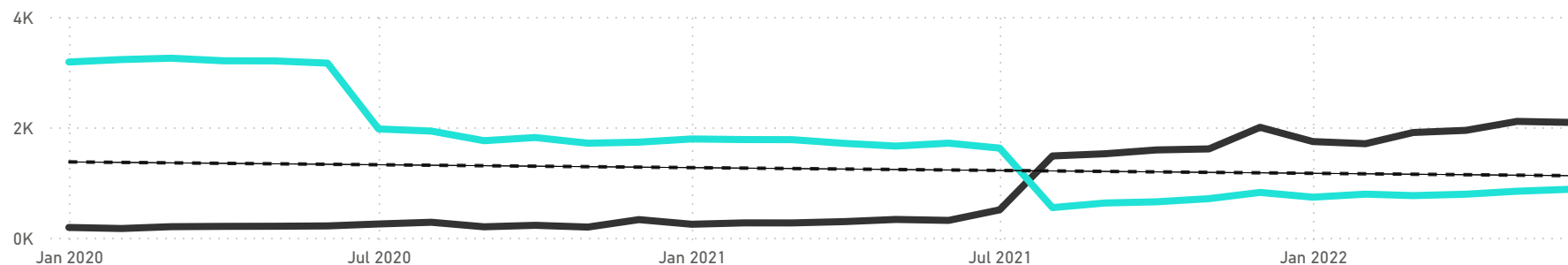
### Orders by Income Level



Total Customers

Average Revenue per Customer

● Total Customers ● Average Revenue per Customer



### Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.9545
11439	Mrs. Janet Munoz	6	\$12,015.4029
11241	Mrs. Lisa Cai	7	\$11,330.4494
11417	Mrs. Lacey Zheng	7	\$11,085.7504
11420	Mr. Jordan Turner	7	\$11,022.4002
11242	Mr. Larry Munoz	7	\$10,852.034
13263	Mrs. Kate Anand	4	\$10,436.5079
12655	Mr. Larry Vazquez	4	\$10,394.9836
11425	Mrs. Ariana Gray	6	\$10,391.4304
12631	Mr. Clarence Gao	4	\$10,331.7349
12650	Mr. Aaron Wright	4	\$10,329.2291
13405	Mr. Ethan Bryant	4	\$10,308.5249
11429	Mr. Marco Lopez	6	\$10,289.6862
12632	Mrs. Bonnie Nath	4	\$10,282.9121
Total		1264	\$6,05,797.8165

Year: All

2020

2021

2022

### Top Customer By Revenue

Mr. Maurice Shan

Total Orders

6

Total Revenue

12.41K



Among customers in Skilled Manual roles in 2022, Ruben Suarez drove the highest revenue at \$4683