



\$24.9M

REVENUE

\$10.5M

PROFIT

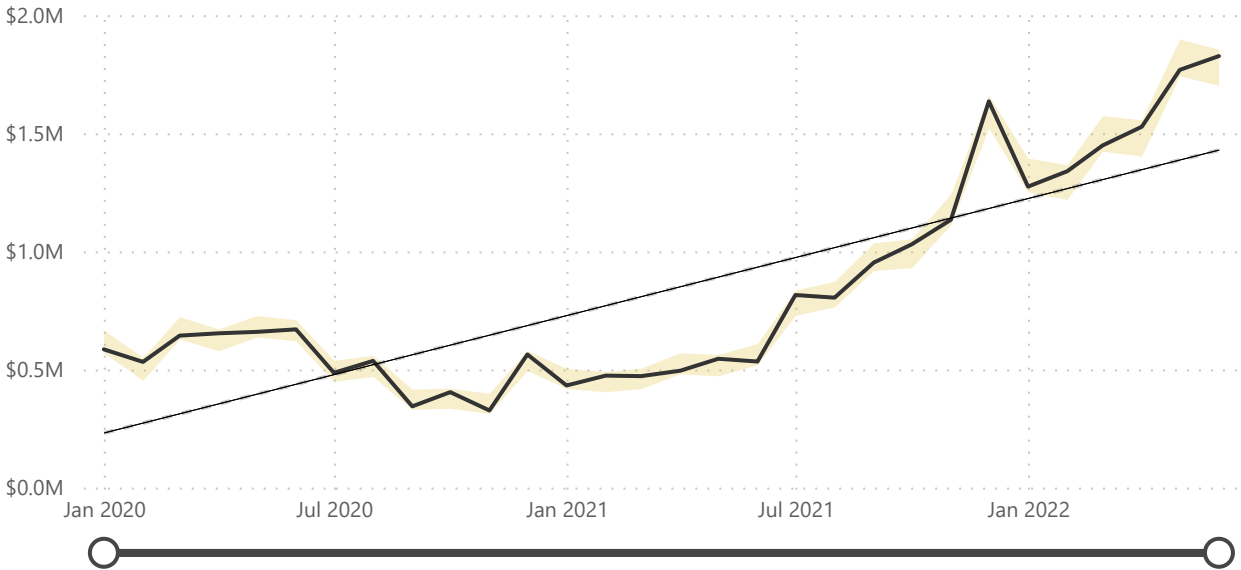
25.2K

ORDERS

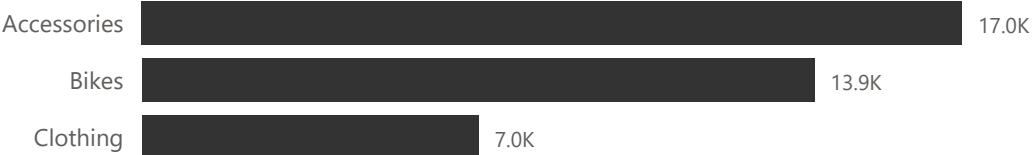
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Product Name	Orders	Revenue	Return Rate
Women's Mountain Shorts, S	283	\$19,807	4.24%
Women's Mountain Shorts, M	327	\$22,887	3.36%
Women's Mountain Shorts, L	334	\$23,377	5.09%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Touring-3000 Yellow, 62	48	\$35,633	4.17%
Touring-3000 Yellow, 58	46	\$34,148	4.35%
Touring-3000 Yellow, 54	47	\$34,890	
Touring-3000 Yellow, 50	56	\$41,572	1.79%
Touring-3000 Yellow, 44	59	\$43,799	5.08%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

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

**Water Bottle -  
30 oz.**

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



Price Adjustment (%)

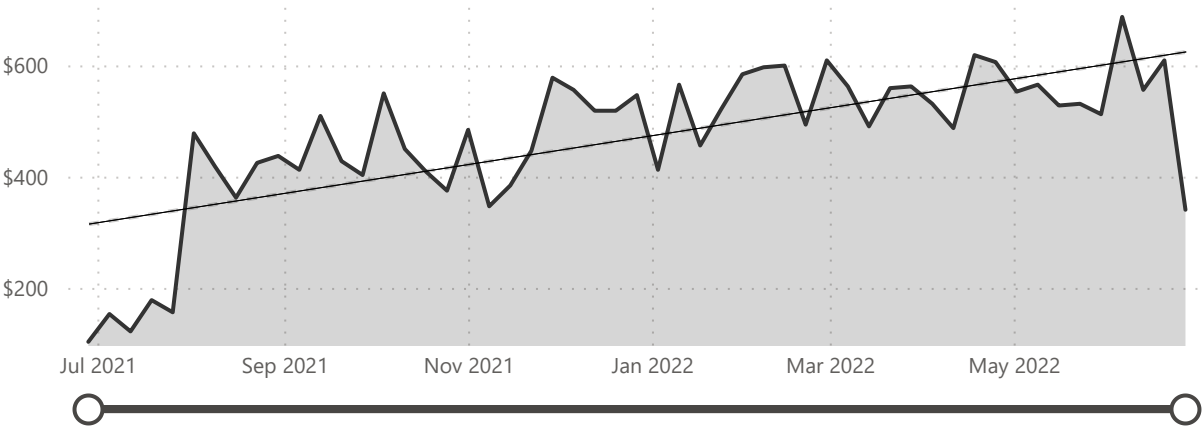
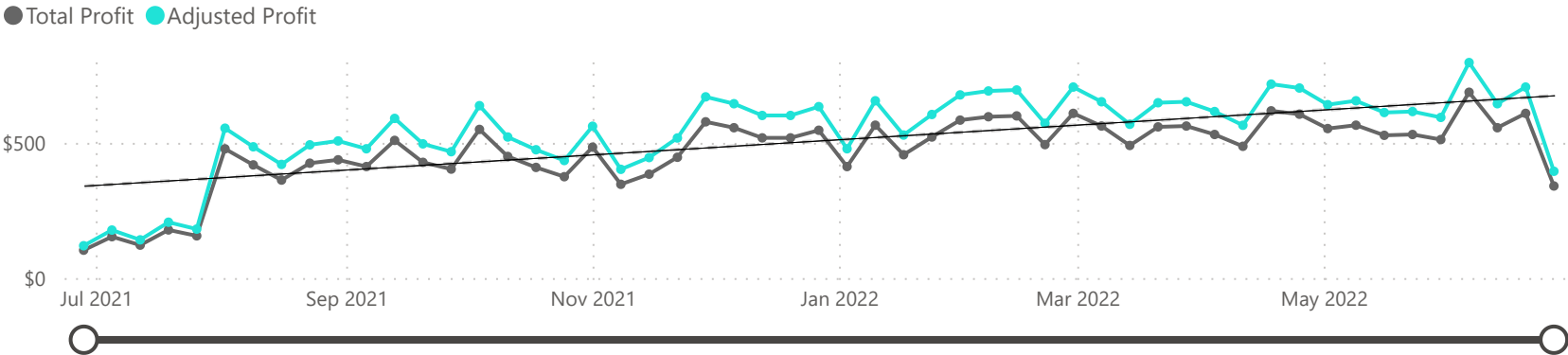
0.10



Product Metric Selection

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

Profit Trending



Report Summary

Total orders for **Water Bottle - 30 oz.** were **404**,

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Profit experienced the longest period of decline (-\$34) between Monday, August 9, 2021 and



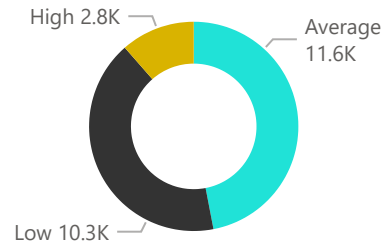
17.4K

UNIQUE CUSTOMERS

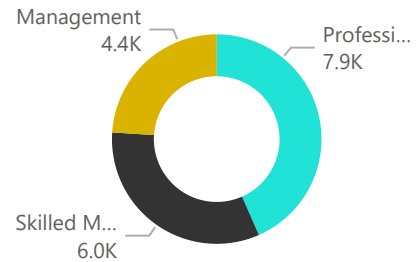
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level

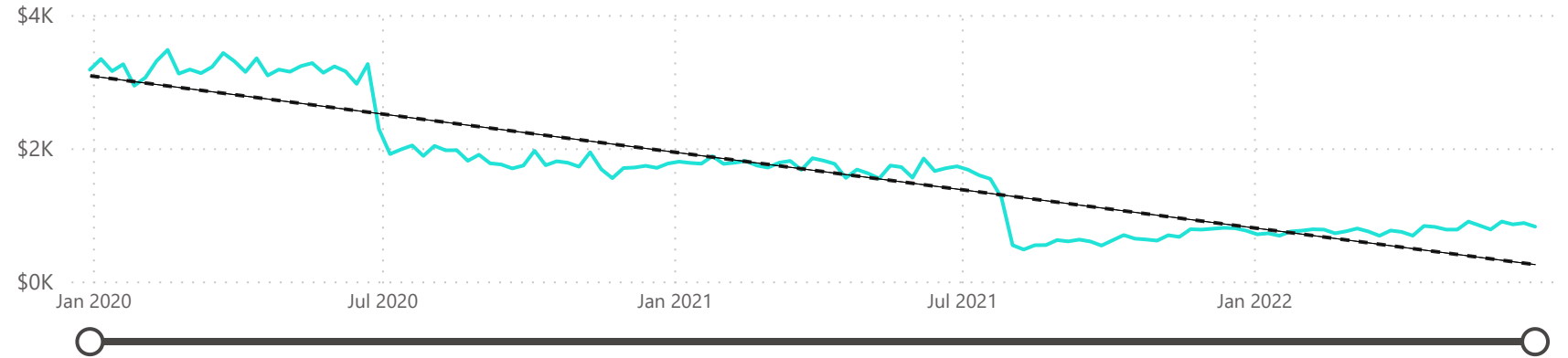


Orders by Occupation



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
Total		1,272	\$615,329

2020

2022

Top Customer By Revenue

Mr. Maurice Shan

Orders

6

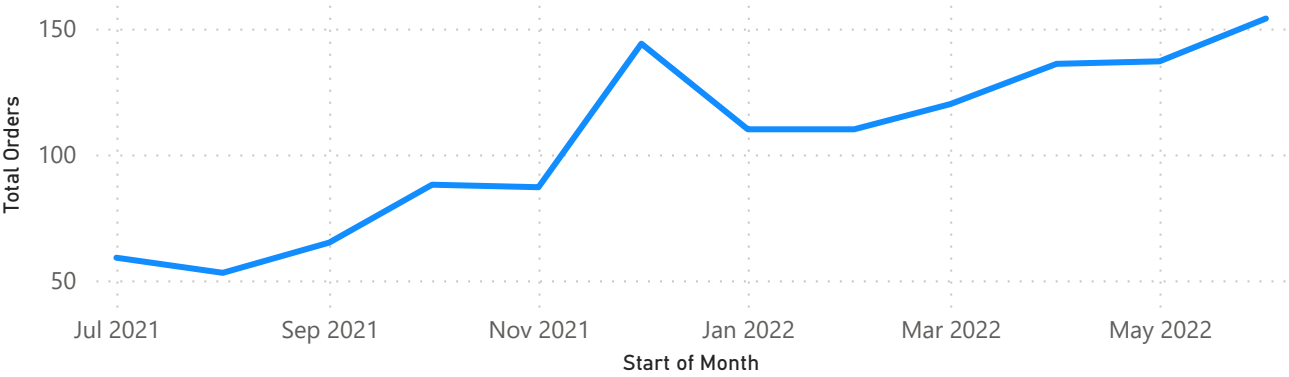
Revenue

\$12.408K



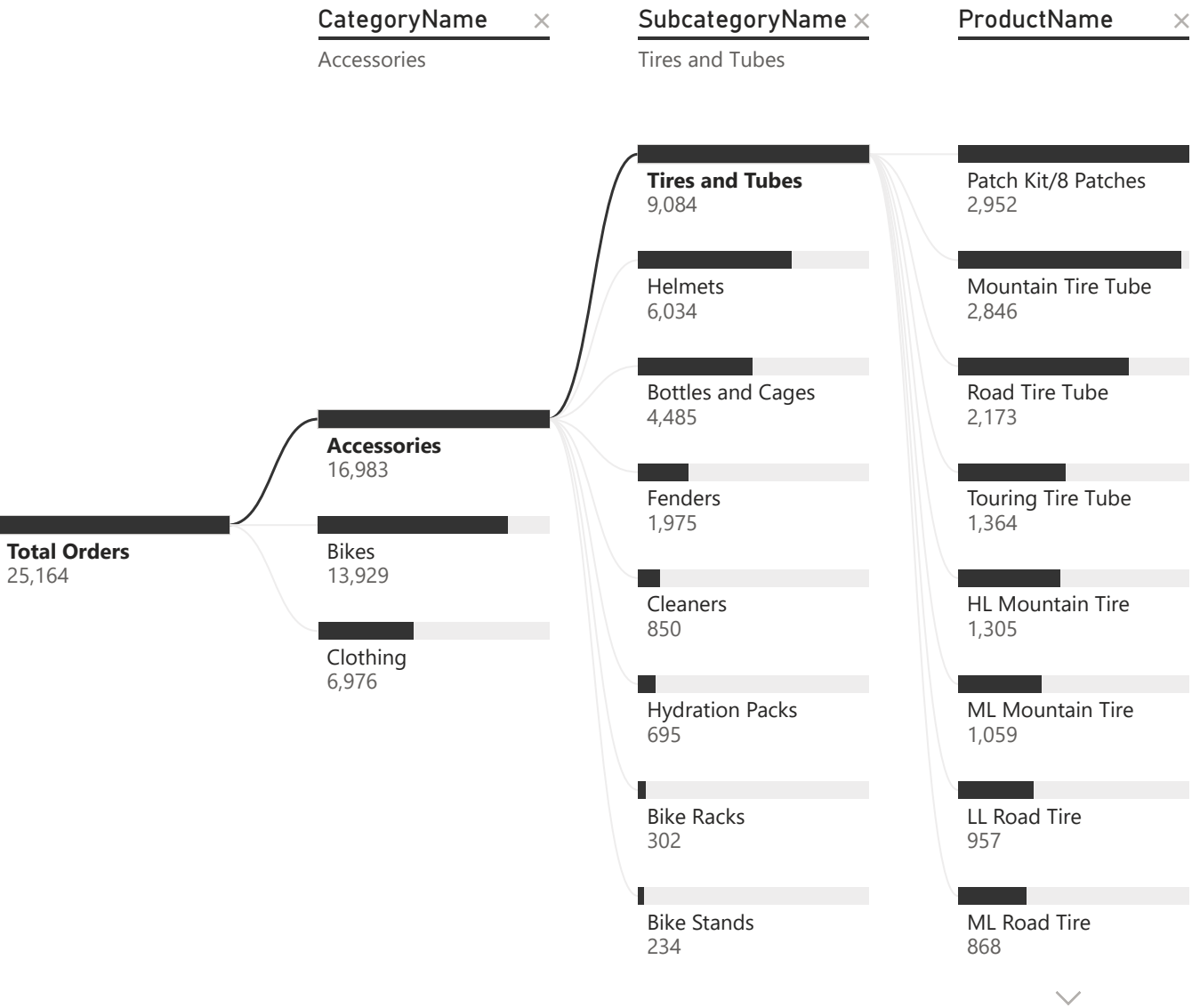
Among customers in skilled manual roles in 2022. Ruben Suarez drove the most revenue at \$4,683

🗨 Total Orders for blue Bikes by calendar lookup start of month



CategoryName	Total Orders
Accessories	16,983
Bikes	13,929
Clothing	6,976
Total	25,164

Content created by AI may be inaccurate.[Read terms](#)

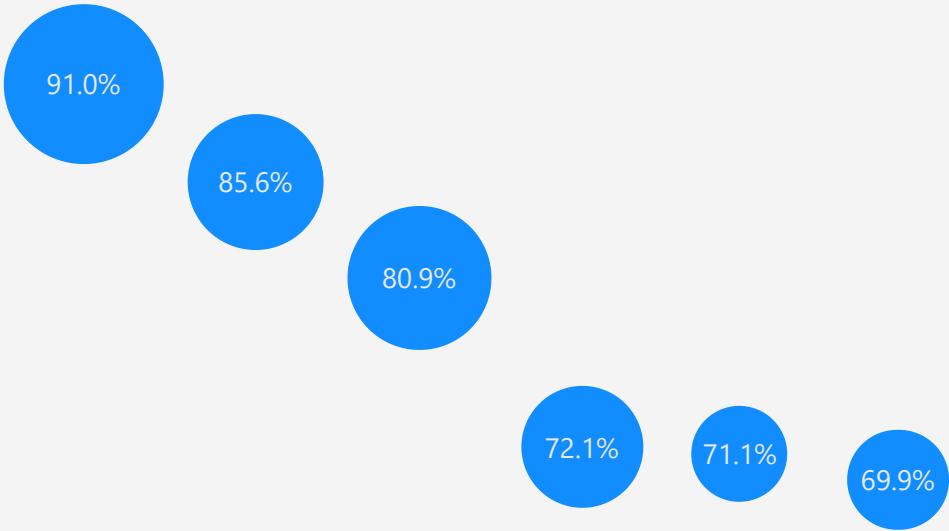


Key influencers Top segments



When is HomeOwner more likely to be  ?

We found 6 segments and ranked them by % HomeOwner is Y and population size...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279

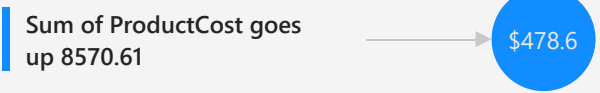
Key influencers Top segments



What influences Average Retail Price to  ?

When...

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



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

