



\$24.9M

REVENUE

\$10.5M

PROFIT

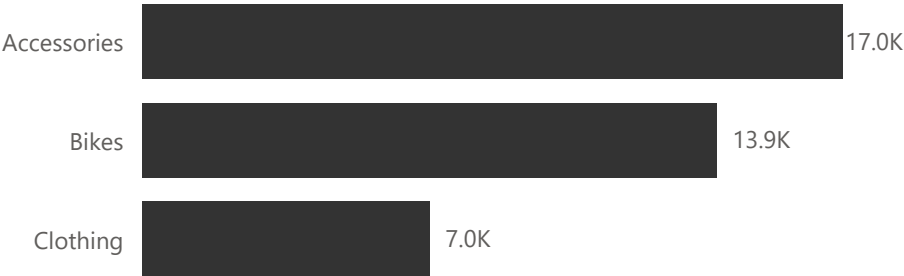
25.2K

ORDERS

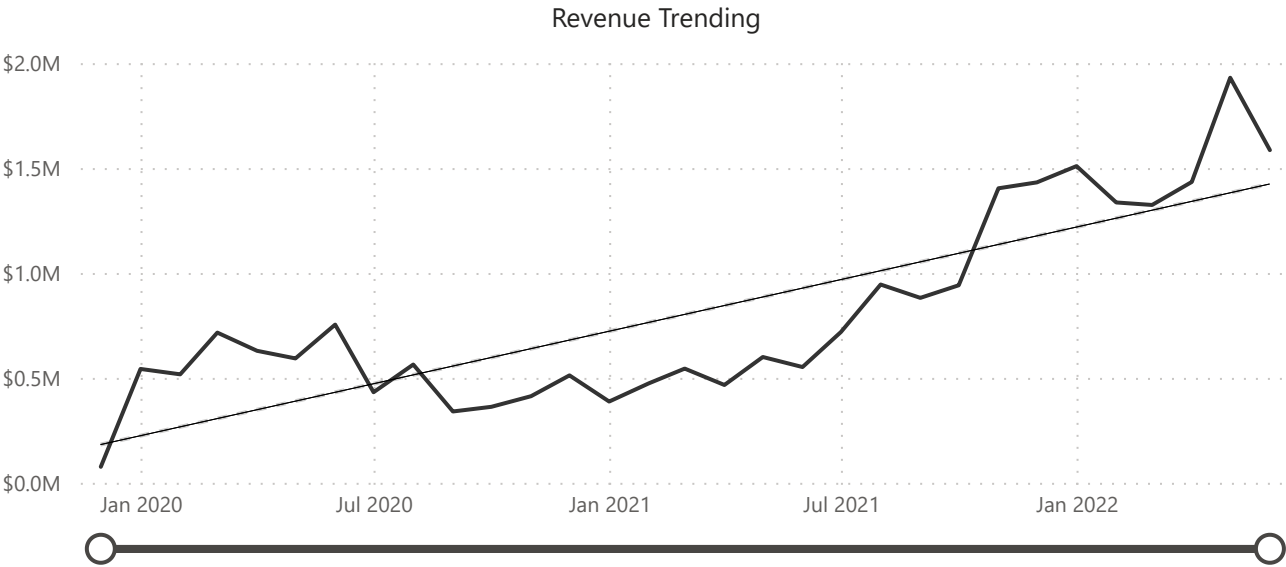
2.2%

RETURN RATE

Orders by Category



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Total	15,587	\$465,678	1.85%



Monthly Revenue

\$1.59M✓

Prev Month: \$1.47M  
(+7.62%)

Monthly orders

1,836✓

Prev Month: 1,790 (+2.57%)

Monthly Returns

150!

Prev Month: 148 (-1.35%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

Continent

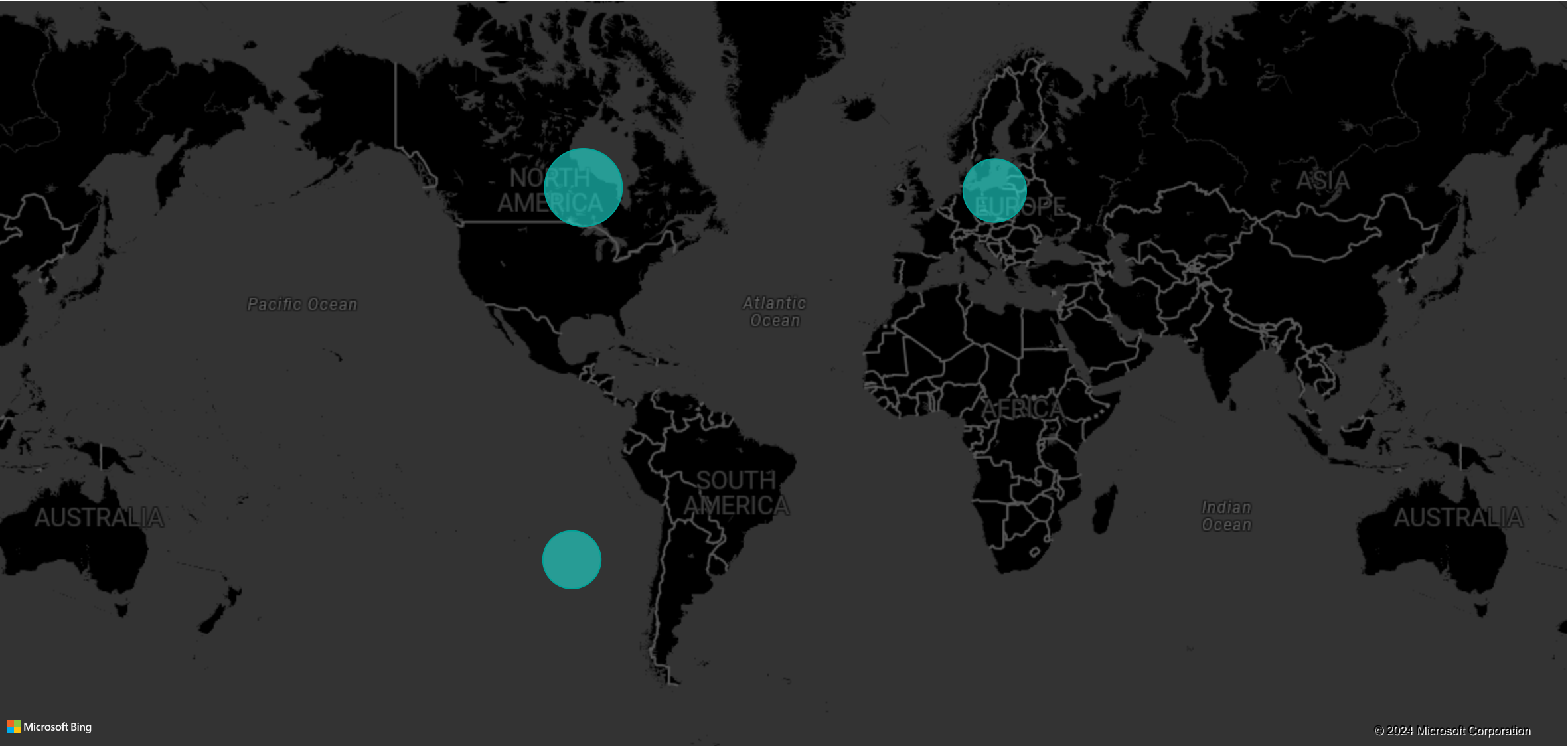


Select all

Europe

North America

Pacific



Selected Product

Mountain Tire  
Tube

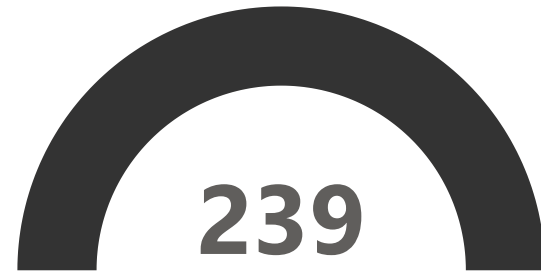
Price adjustment (%)

0.10

Product metric sel...

- orders
- Revenue
- profit
- returns
- Return %

Montly Orders vs. Target



0 238

Montly Revenue vs. Target



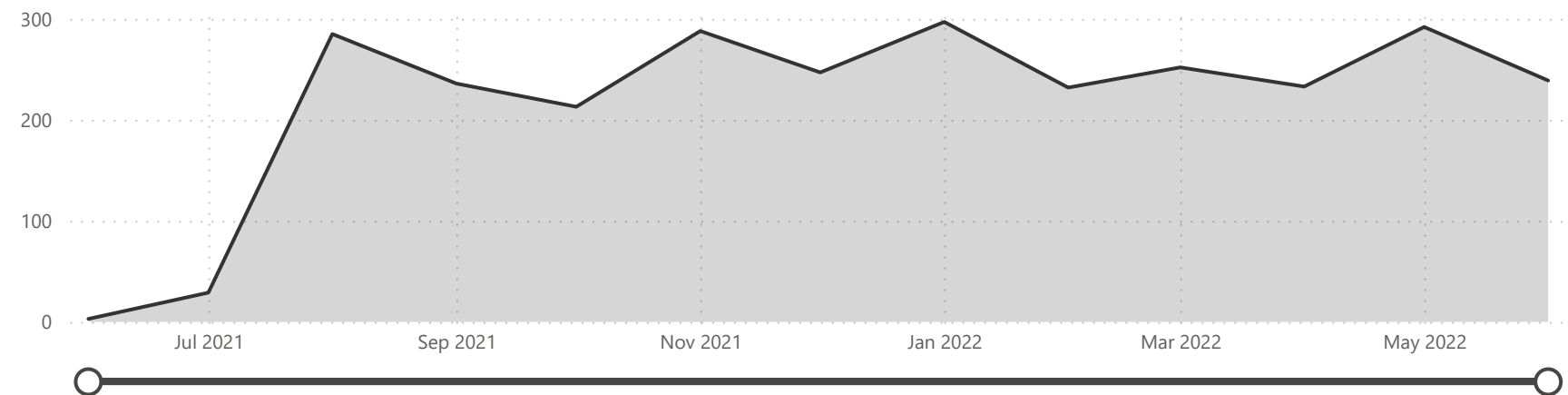
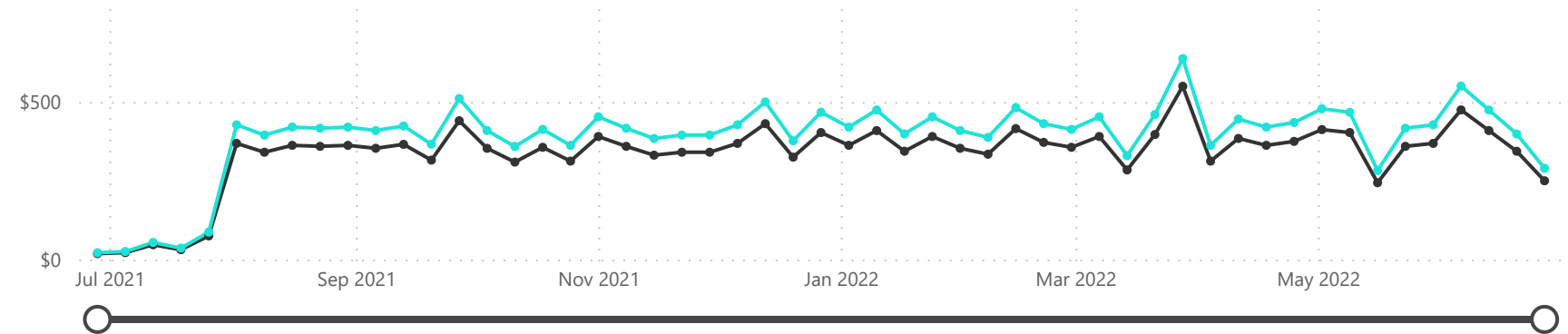
\$0 \$2,333

Montly profit vs. Target



\$0 1,460

● Total profit ● Adjusted profit





# 17.4K

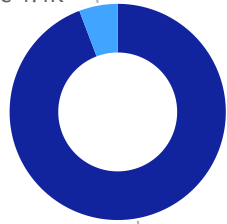
UNIQUE CUSTOMERS

# \$1,431

REVENUE PER CUSTOMER

orders by Income level

Average 1.4K



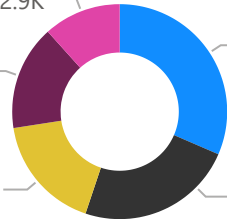
high 23.4K

Orders by occupation

Manual 2.9K

Clerical 4.0K

Management 4.4K



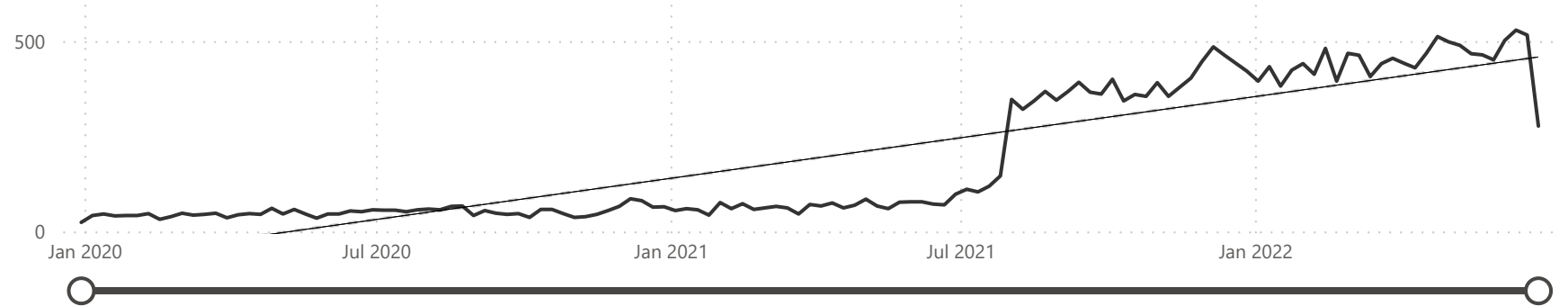
Professional 7.9K

Skilled Man... 6.0K

Total customer

revenue per customer

Total customer



Top 100 Customers

CustomerKey	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
Total		1,272	\$615,329

Year

2020

2022

Top customer By Revenue

## Mr. Maurice Shan

Orders

# 6

Revenue

# \$12.4K



Amongs customers in skilled manula roles in 2022 rronald has most revenue 8,982 \$