



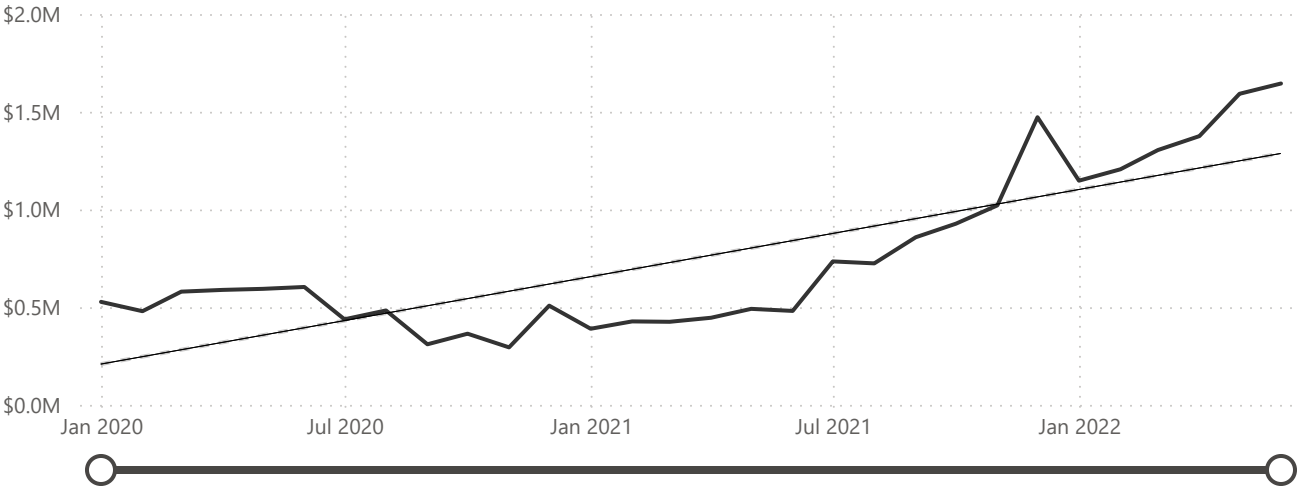
\$22.4M
REVENUE

\$8.0M
PROFIT

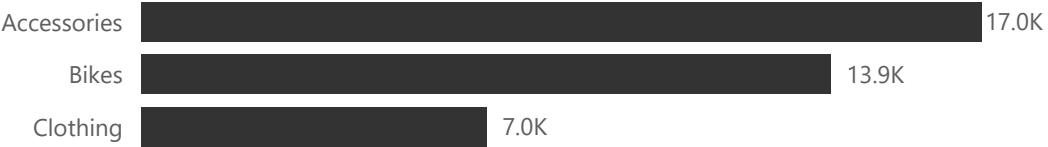
25.2K
ORDERS

2.2%
RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products	Orders	Revenue	Return %
Sport-100 Helmet, Red	2099	\$66,100	3.33%
Sport-100 Helmet, Blue	1995	\$60,408	3.31%
Sport-100 Helmet, Black	1940	\$58,743	2.68%
Mountain Bottle Cage	1896	\$34,256	2.02%
Water Bottle - 30 oz.	3983	\$35,780	1.95%
Mountain Tire Tube	2846	\$25,500	1.64%
Patch Kit/8 Patches	2952	\$12,156	1.61%
Road Tire Tube	2173	\$15,538	1.55%
Fender Set - Mountain	1975	\$78,337	1.36%
AWC Logo Cap	2062	\$32,294	1.11%

Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered Product type:

Tires and Tubes

Most Return Product type:

Shorts

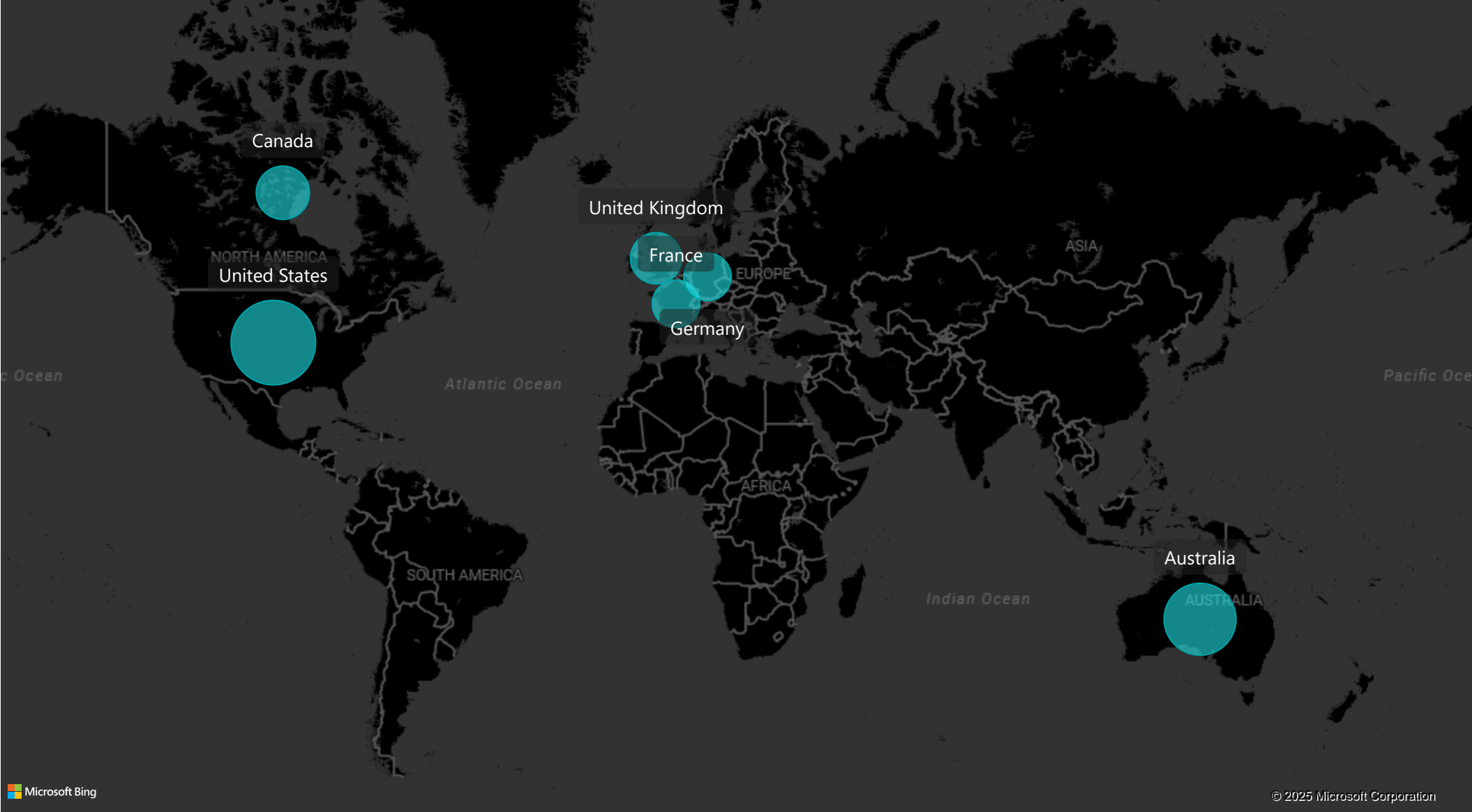


Select all

Europe

North America

Pacific



Selected Product

Mountain Tire
Tube

Price adjustment(%)

0.00



Product Metric Selection

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

Monthly orders Vs Target



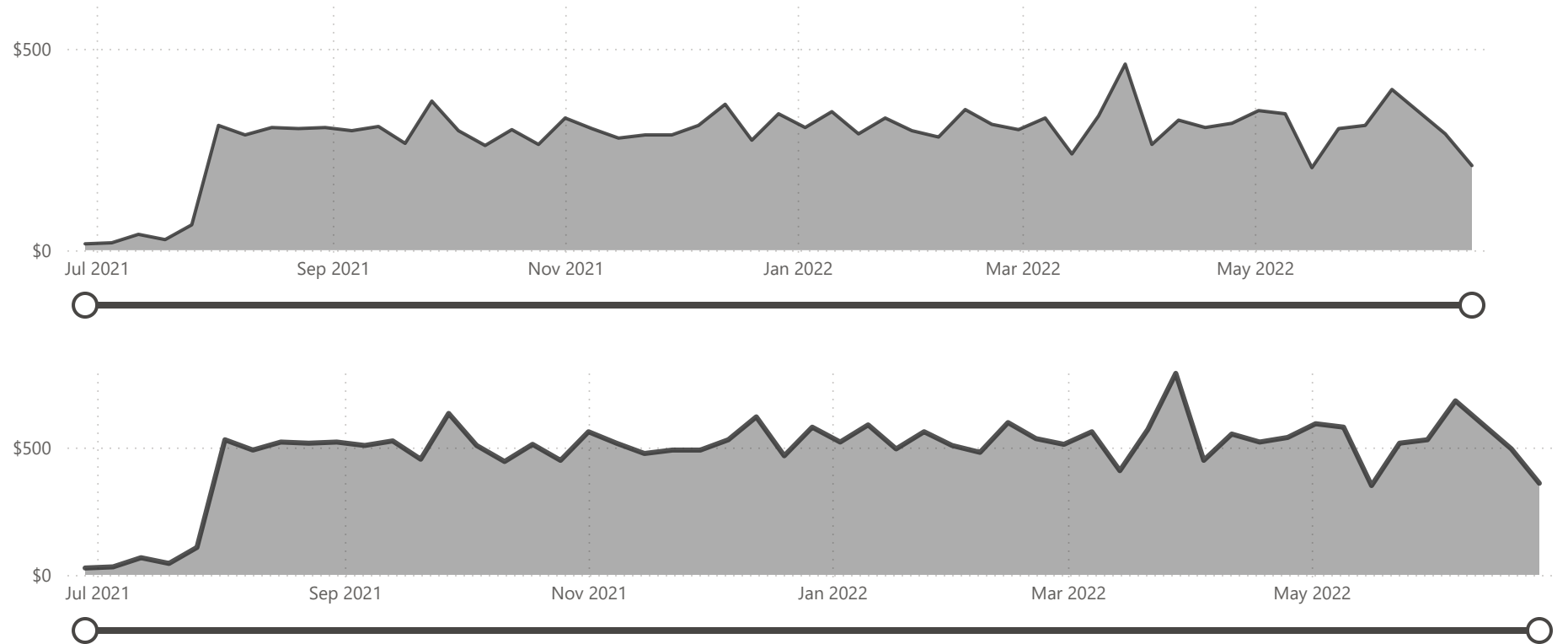
Monthly Revenue Vs Target



Monthly Profit Vs Target



Weekly Profit





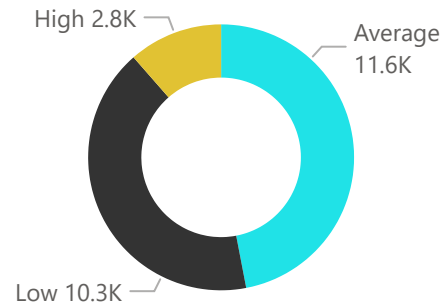
17.4K

UNIQUE CUSTOMERS

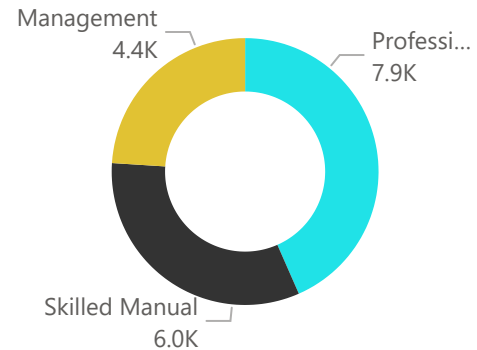
\$1,288

REVENUE PER CUSTOMER

Orders by Income level



Orders by Occupation

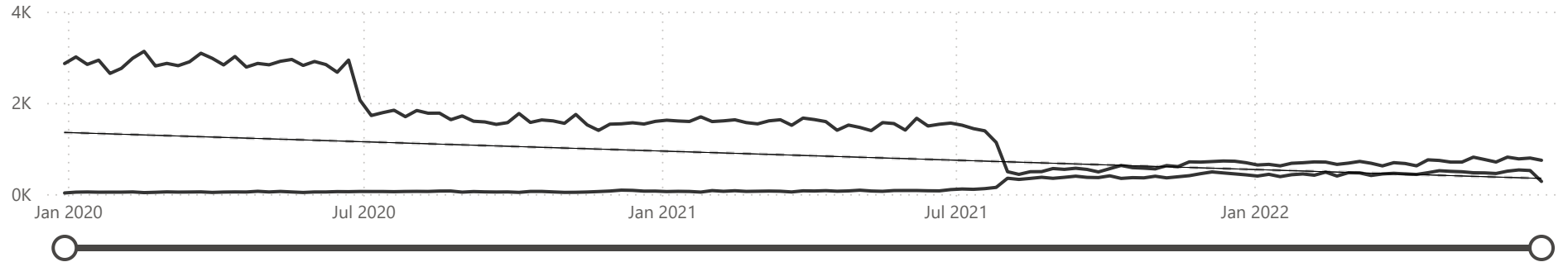


Total Customers

Revenue per customer

Revenue per customer

● Total Customers ● Revenue per customer



Top 100 customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$11,167
11439	Mrs. Janet Munoz	6	\$10,814
11241	Mrs. Lisa Cai	7	\$10,197
11417	Mrs. Lacey Zheng	7	\$9,977
11420	Mr. Jordan Turner	7	\$9,920
11242	Mr. Larry Munoz	7	\$9,767
13263	Mrs. Kate Anand	4	\$9,393
12655	Mr. Larry Vazquez	4	\$9,355
11425	Mrs. Ariana Gray	6	\$9,352
12631	Mr. Clarence Gao	4	\$9,299
12650	Mr. Aaron Wright	4	\$9,296
13405	Mr. Ethan Bryant	4	\$9,278
11429	Mr. Marco Lopez	6	\$9,261
12632	Mrs. Bonnie Nath	4	\$9,255
11245	Mr. Ricky Vazquez	4	\$9,149
11237	Mr. Clarence Anand	4	\$9,059
11428	Mrs. Deanna Perez	4	\$8,785
Total		1272	\$5,53,796

Year

2020

2022

Top customer by Revenue

Mr. Maurice Shan

Orders

6

Revenue

\$11.2K



Among customers in skilled manual role in 2022, Ruben Suarez drove the most revenue at \$4.2k