



\$24.9M

REVENUE

\$10.5M

Total Profit

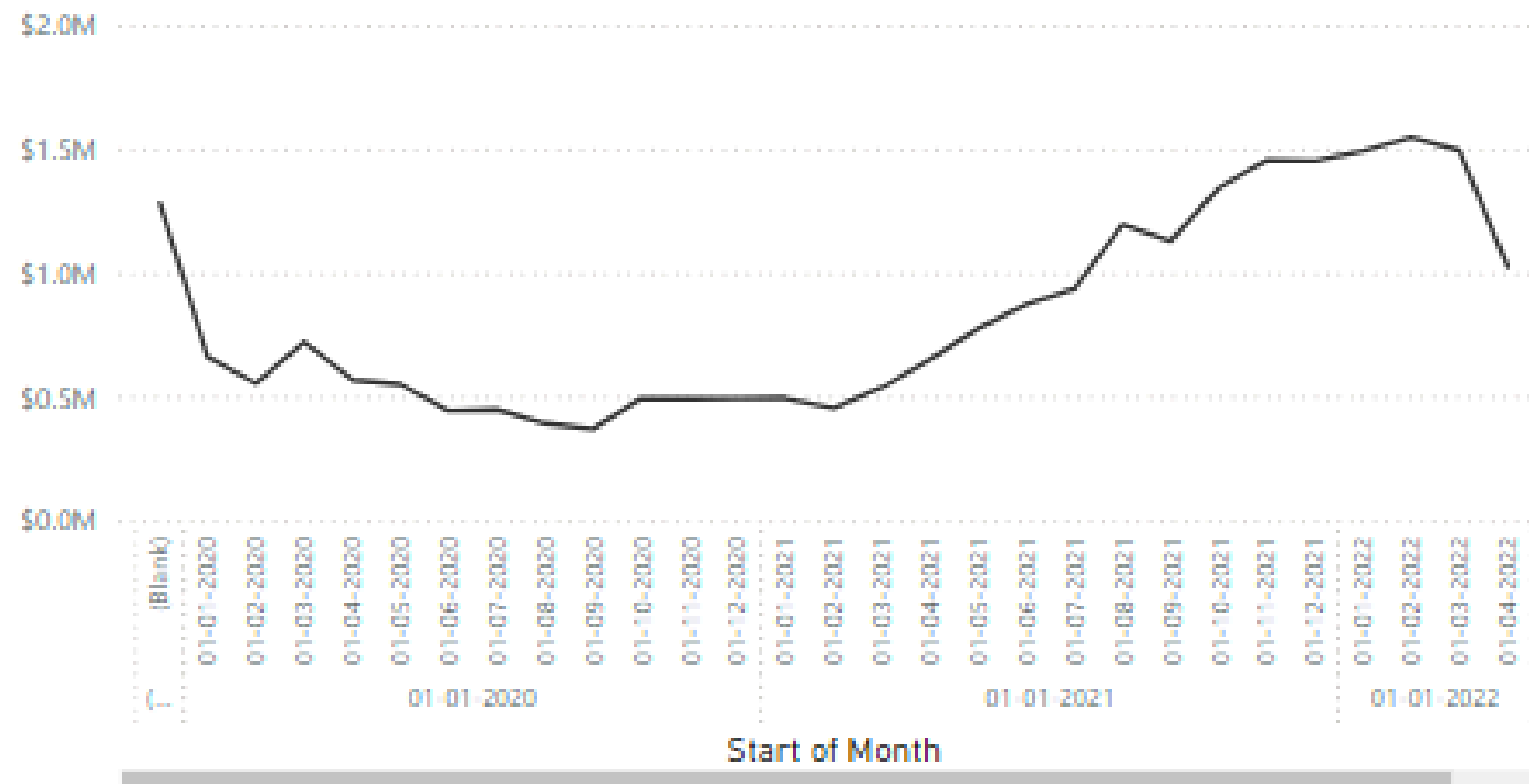
25.2K

ORDERS

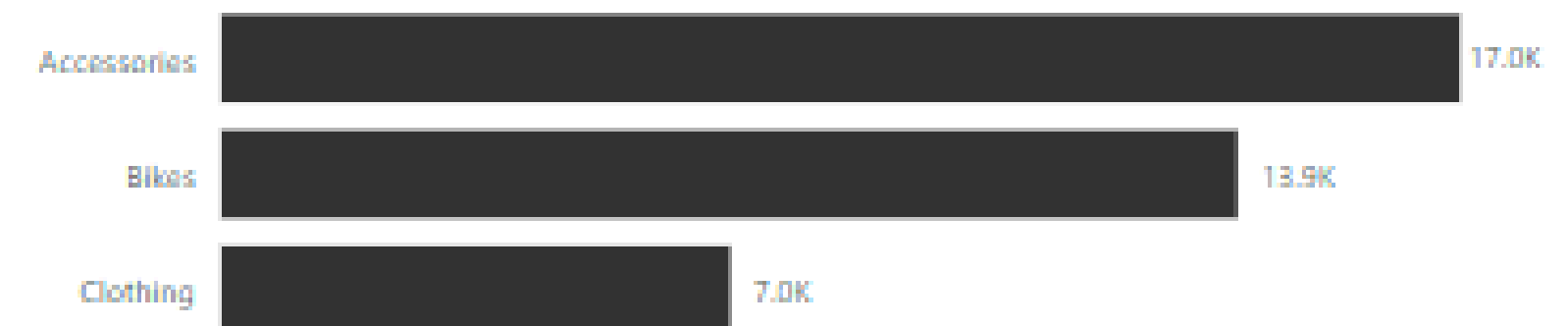
2.2%

Return Rate

Revenue Trending



Orders by Category



Top 10 Products

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

Monthly Revenue

\$1.94M

Prev Month: \$1.95M (-0.2%)

Monthly Orders

3980

Prev Month: 3856 (+3.22%)

Monthly Returns

176

Prev Month: 141 (-24.82%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

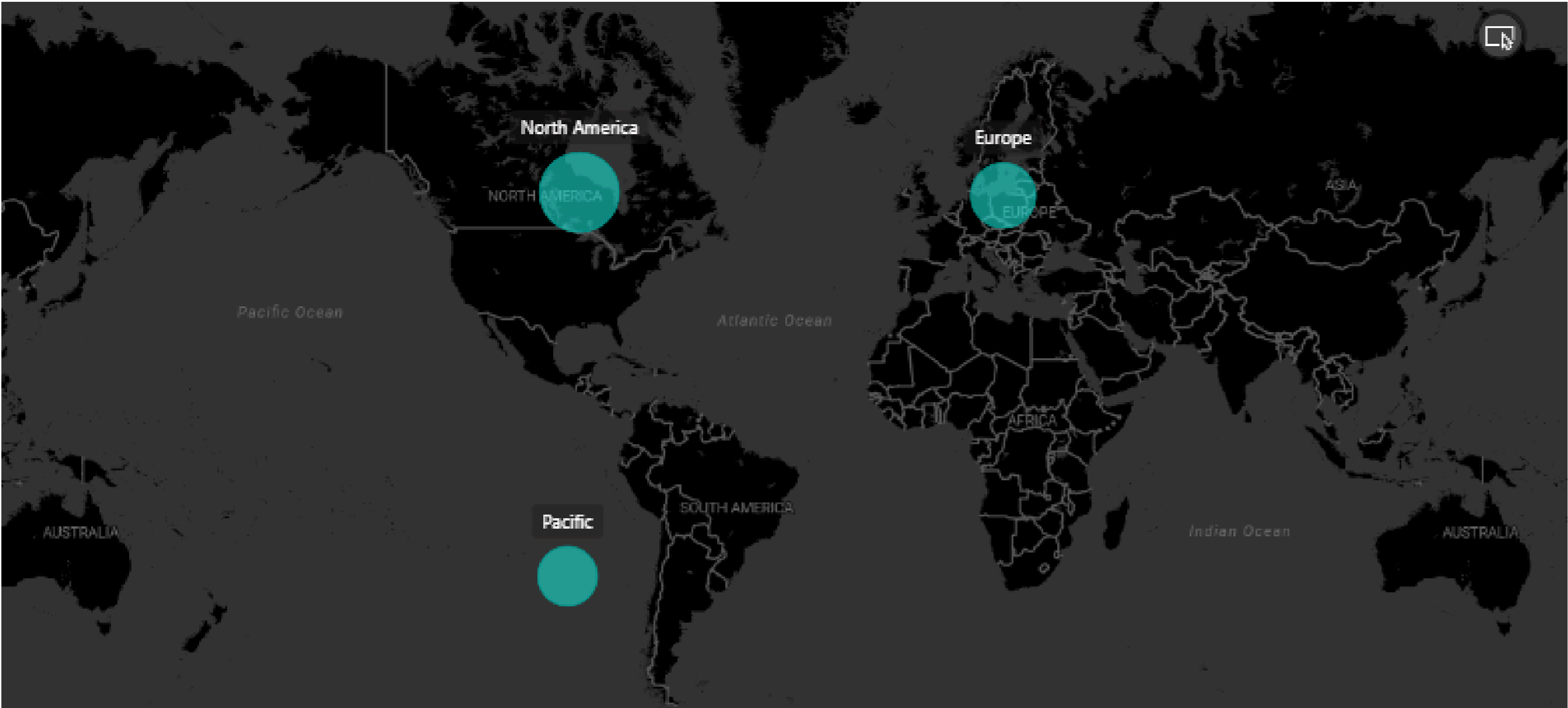
Shorts

Select all

Europe

North America

Pacific



Selected Product :

Sport-100 Helmet, Blue

Monthly Orders vs Target



Monthly Revenue vs Target



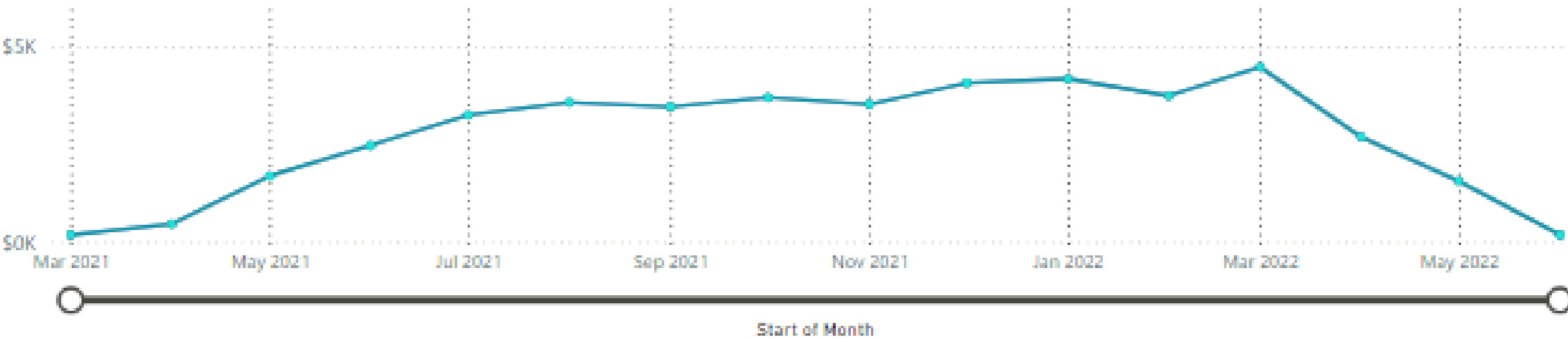
Monthly Profit vs Target



Price Adjustment (%)

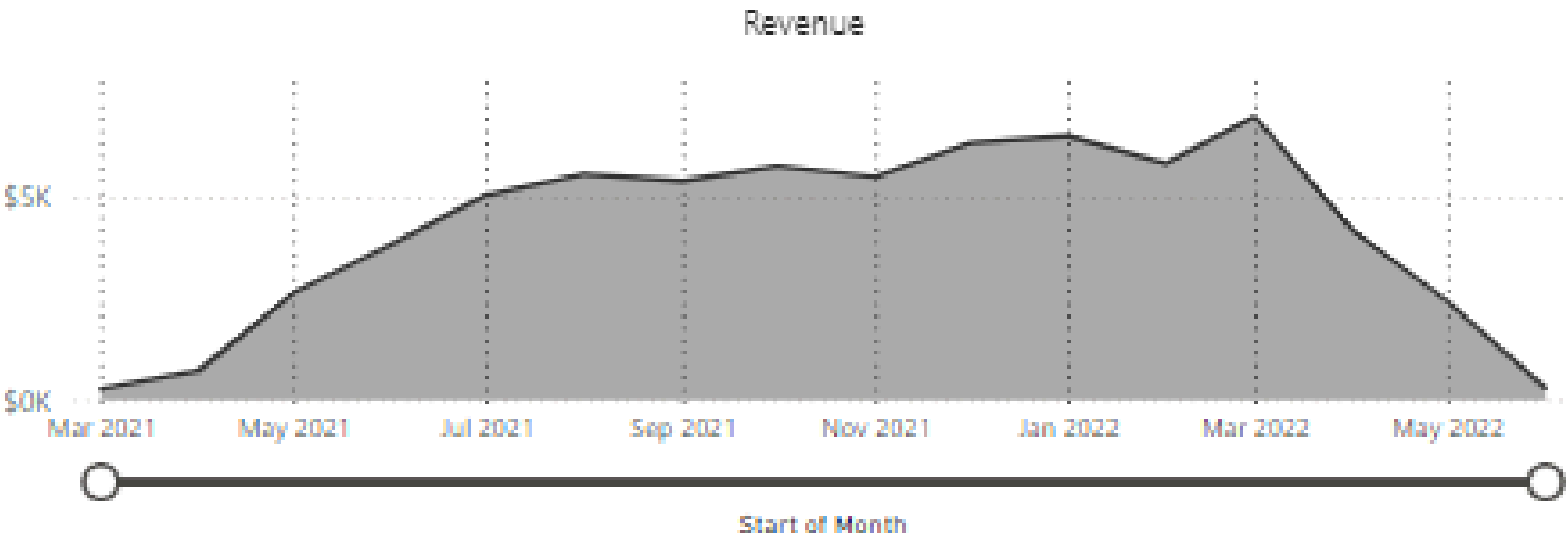
0.00

● Total Profit ● Adjusted Profit



Product Metric Selection

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



Report Summary

Total Orders For Sport-100 Helmet, Blue were 118

All metrics remained relatively constant between Monday, March 1, 2021 and Wednesday, June 1, 2022.

Total Profit was trending up but had a significant change in trend and dropped by 3,566.71 starting

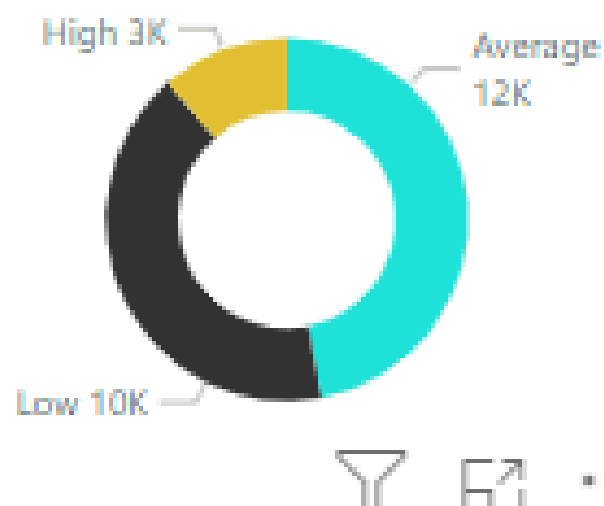
17.4K

Unique Customers

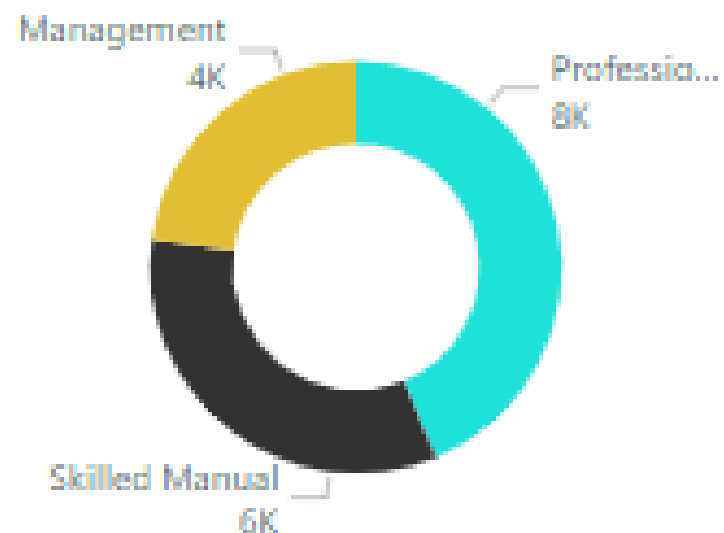
\$1.4K

Revenue Per Customer

Orders by Income Level



Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



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
11237	Mr. Clarence Anand	4	\$10,065
11428	Mrs. Deanna Perez	4	\$9,762
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707
11431	Mr. Bryant Garcia	4	\$9,687
Total		1272	\$6,15,329

Year

2020

2022

Top Customer (By Revenue)

Mr. Maurice Shan

Orders

6

Revenue

\$12K

\$2,49,14,587

Total Revenue

\$1,04,57,715

Total Profit

25164

Total orders

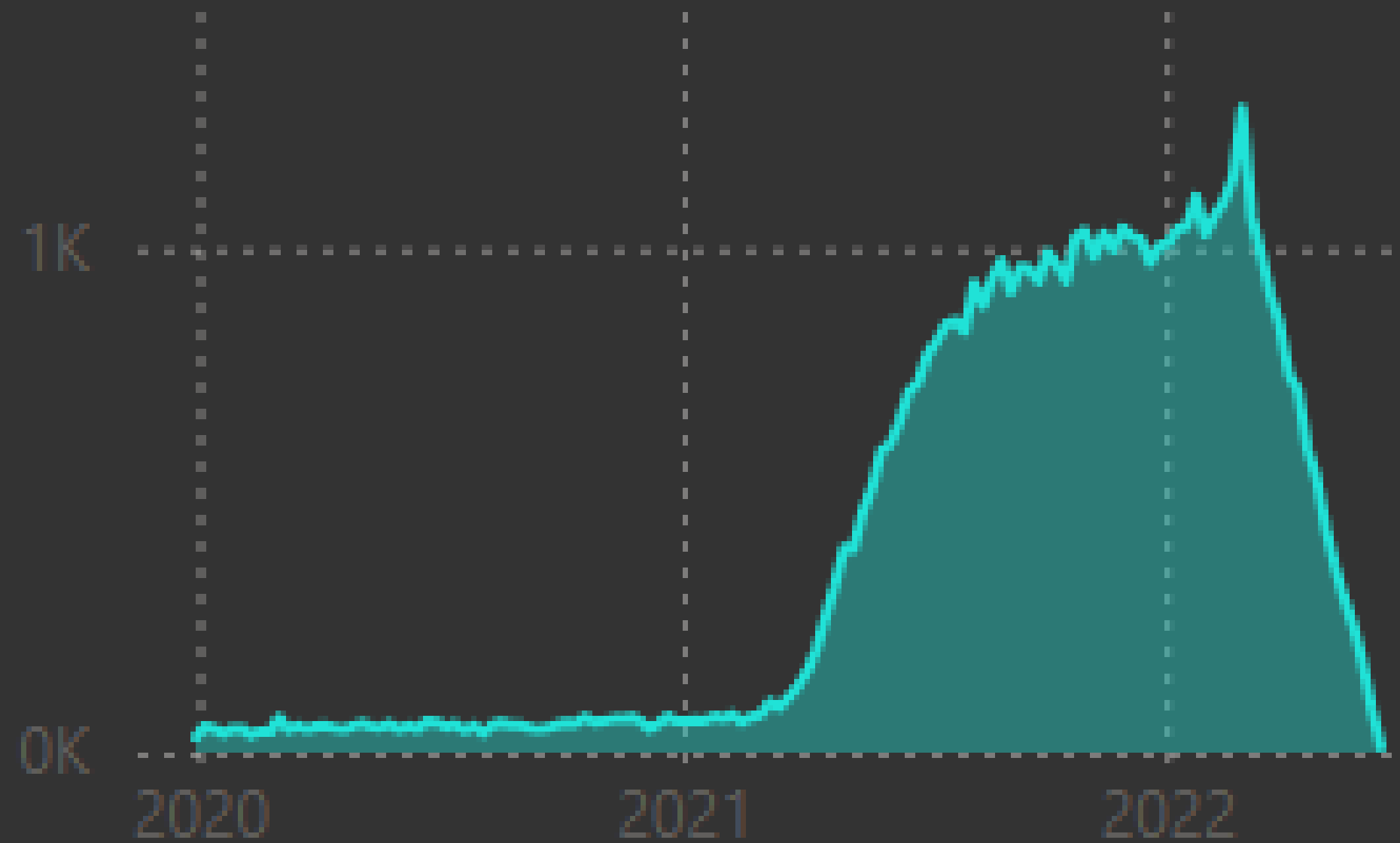
1,809

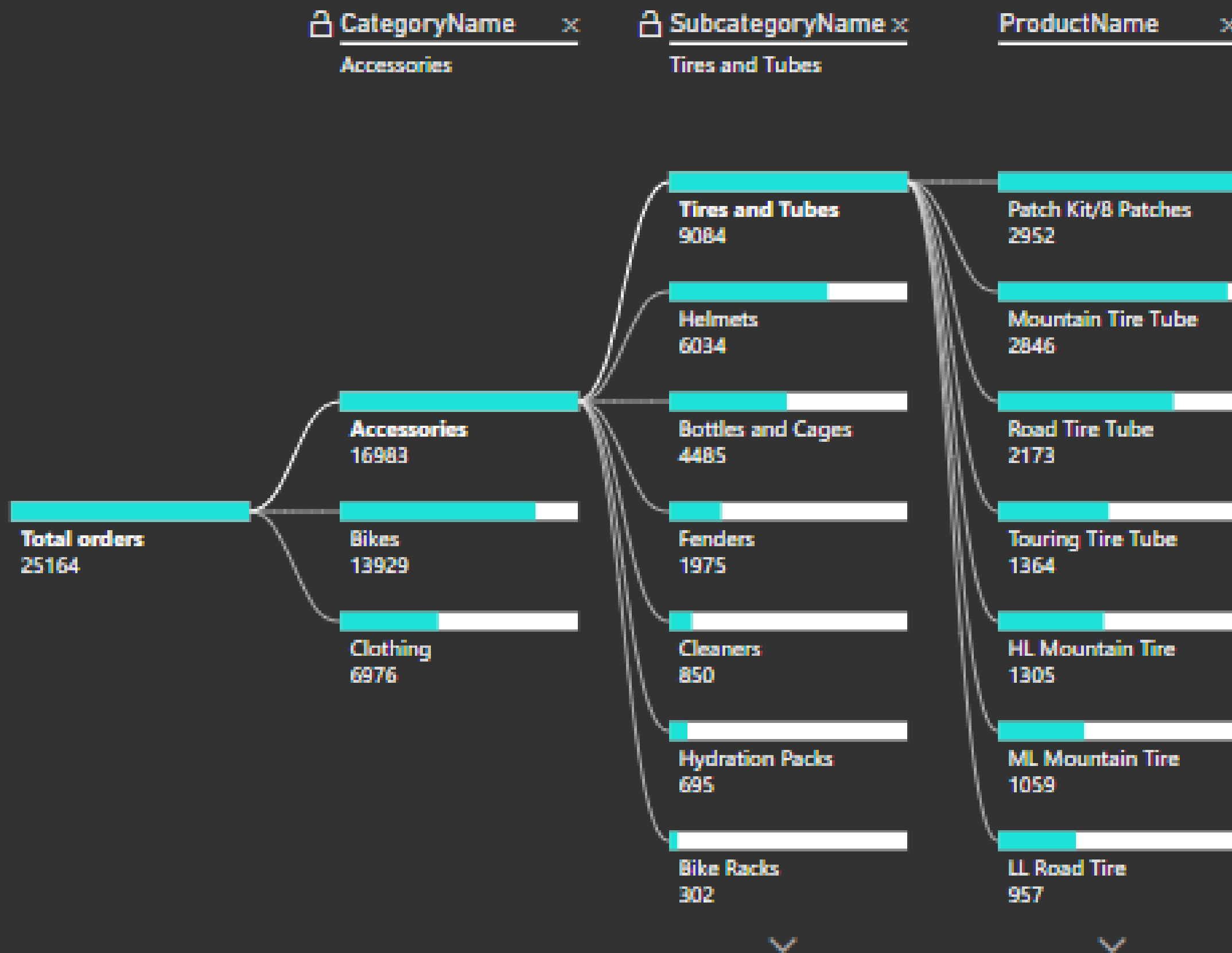
Total returns

2.17%

Return Rate

Weekly Orders





25K

Total orders

Key influencers Top segments

When is HomeOwner more likely to be Y ?

91.0% 85.6% 80.9% 72.1% 71.1% 69.9%

Segment 6

EducationLevel is High School

MaritalStatus is M

parent is yes

In segment 6, 69.9% of HomeOwner is Y. This is 2 percentage points higher than average (67.6%).



Segment 6 contains 1,279 data points (7.0% of the data).



> [Learn more about this segment](#)

