

sinajafari96@gmail.com

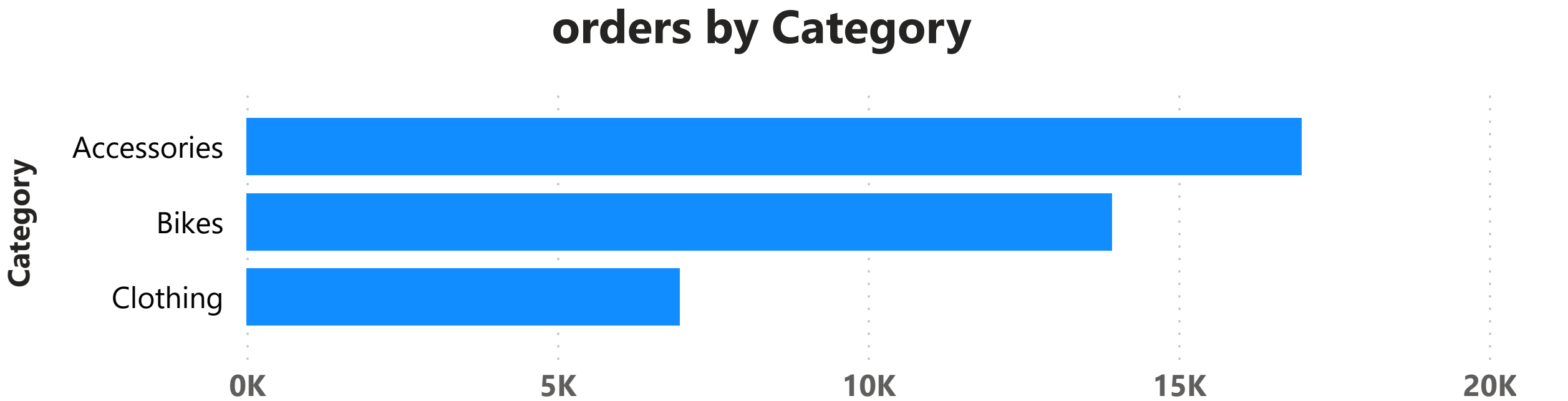
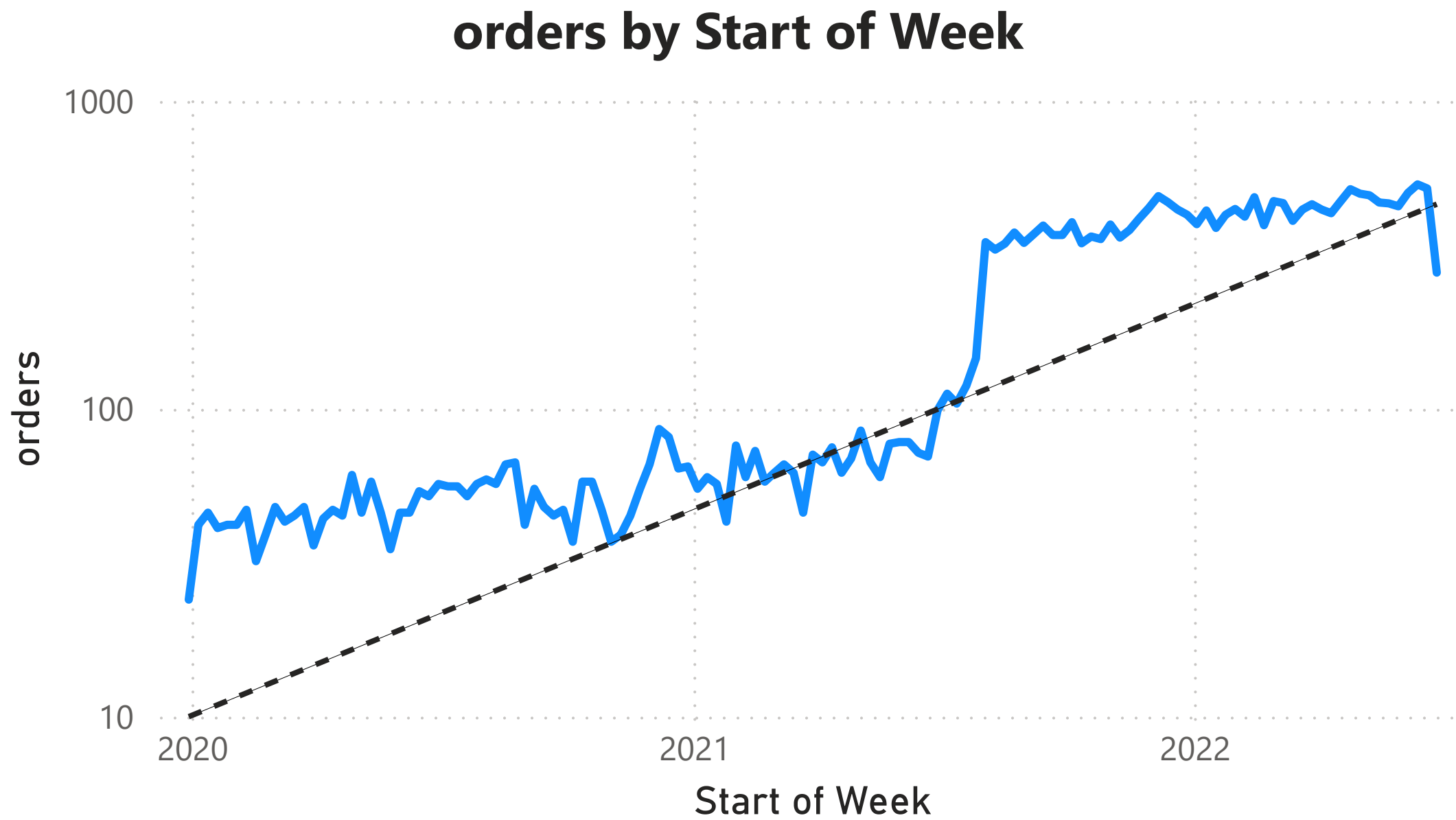
25K
total orders

2.17%
return rate

\$10.46M
total profit

\$24.9M
total revenue

- profit
- revenue
- returns
- orders



monthly orders

2146!

Goal: 2165 (-0.88%)

monthly returns

166✓

Goal: 169 (+1.78%)

monthly profit

\$772K✓

Goal: \$751K (+2.77%)

most profitable item

Road Bikes

most ordered item

Tires and Tubes

most returned item

Shorts

Top 100 products					
Category	orders	% of all orders	weekend orders	return rate	profit
Accessories	16983	67.49%	2561	1.95%	\$569,760.06
Bike Racks	302	1.20%	45	2.65%	\$22,686.24
Hitch Rack - 4-Bike	302	1.20%	45	2.65%	\$22,686.24
Bike Stands	234	0.93%	41	3.42%	\$23,290.96
All-Purpose Bike Stand	234	0.93%	41	3.42%	\$23,290.96
Bottles and Cages	4485	17.82%	641	1.91%	\$67,447.73
Mountain Bottle Cage	1896	7.53%	289	2.02%	\$23,826.60
Road Bottle Cage	1668	6.63%	229	1.68%	\$18,734.61
Water Bottle - 30 oz.	3983	15.83%	567	1.95%	\$24,886.52
Cleaners	850	3.38%	120	1.47%	\$8,490.25
Bike Wash - Dissolver	850	3.38%	120	1.47%	\$8,490.25
Fenders	1975	7.85%	313	1.36%	\$54,487.62
Fender Set - Mountain	1975	7.85%	313	1.36%	\$54,487.62
Helmets	6034	23.98%	900	3.12%	\$131,036.40
Sport-100 Helmet, Black	1940	7.71%	297	2.68%	\$41,935.82
Sport-100 Helmet, Blue	1895	7.63%	286	2.31%	\$42,124.72
Total	24598	97.75%	3581	2.15%	\$9,845,603.93



17.4K

1,431

A donut chart illustrating the distribution of the number of people who have been in contact with someone who has COVID-19. The chart is divided into four segments, each representing a different level of contact. The segments are labeled with their respective categories and values:

- Average 11K** (Blue segment, the largest portion)
- High 7K** (Dark blue segment)
- Low 4K** (Orange segment)
- Very High 3K** (Purple segment, the smallest portion)

A donut chart illustrating the distribution of the workforce by skill level. The chart is divided into five segments, each representing a different skill level and its corresponding number of workers in thousands (K).

Skill Level	Count (K)
Professional	8K
Skilled Manual	6K
Management	4K
Clerical	4K
Manual	3K

total customers

The chart displays the total number of customers over time. The y-axis, labeled 'total customers', ranges from 0 to 600 in increments of 200. The x-axis, labeled 'Start of Week', spans from January 2020 to January 2022, with major ticks every six months. The data is represented by a blue line. From January 2020 to mid-2021, the customer count remains relatively low, fluctuating between approximately 20 and 100. Starting in mid-2021, there is a significant and rapid increase in the number of customers. The count rises to about 350 by late 2021, then continues to climb with some volatility, reaching a peak of approximately 550 in late 2021. Following this peak, the number of customers drops sharply to around 280 by the end of the period shown in the chart.

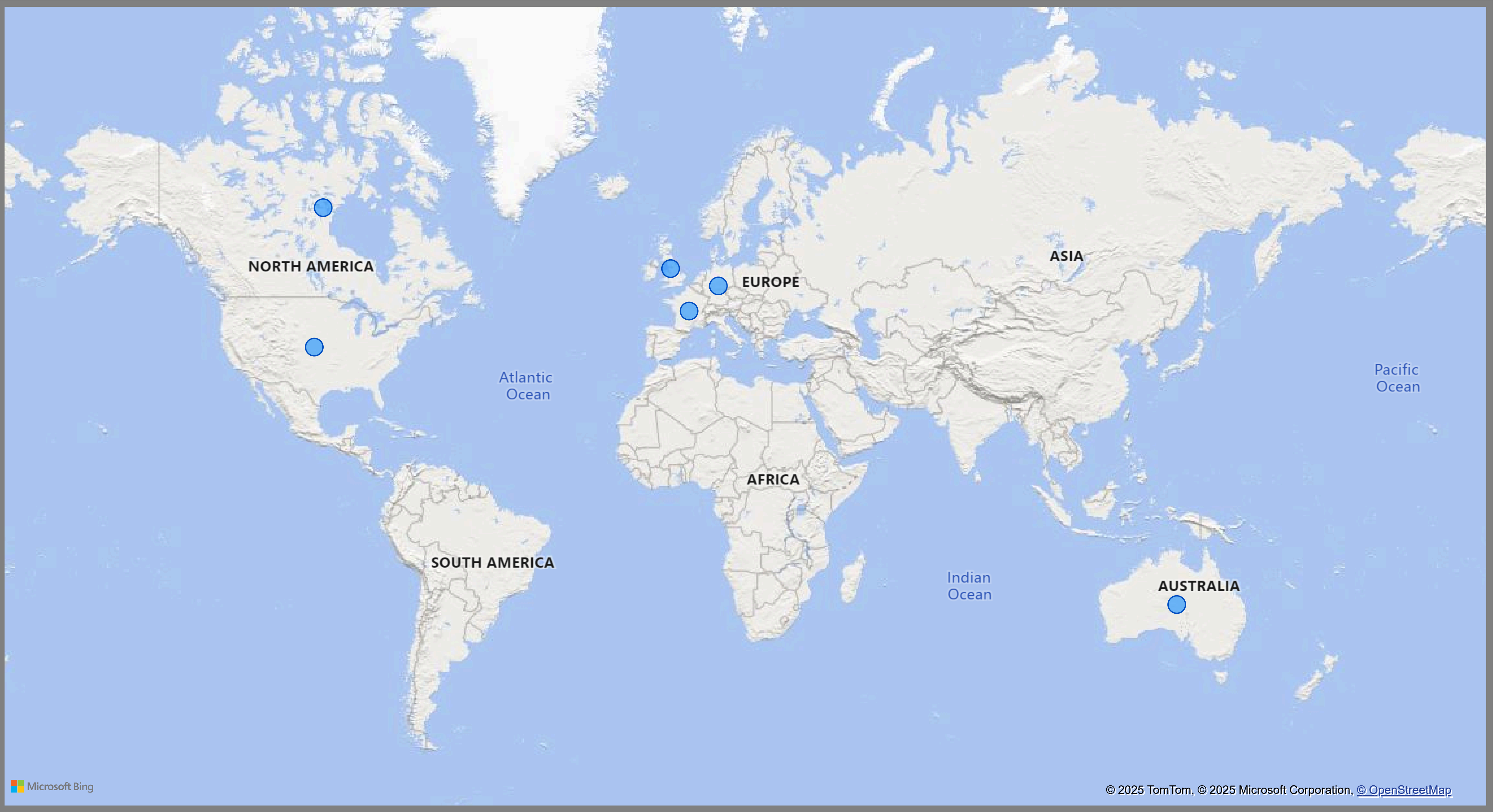
top 100 customers					
CustomerKey	First Full Name	total orders	total profit	First IncomeLevel	bulky orders
885	Mrs. Lisa Cai	7	\$4,780.91	Very High	4
886	Mr. Larry Munoz	7	\$4,505.97	Very High	2
890	Mrs. Lacey Zheng	7	\$4,650.96	High	4
891	Mr. Jordan Turner	7	\$4,611.74	Very High	3
892	Mrs. Ariana Gray	6	\$4,403.15	High	3
893	Mr. Marco Lopez	6	\$4,319.28	High	3
894	Mrs. Dominique Prasad	6	\$3,918.64	High	3
895	Mr. Maurice Shan	6	\$5,074.77	High	1
896	Mrs. Janet Munoz	6	\$4,971.54	High	2
902	Mr. Randall Dominguez	4	\$3,723.98	High	1
903	Mrs. Kaitlyn Henderson	4	\$3,771.82	Very High	3
908	Mrs. Nichole Nara	4	\$3,737.38	Very High	3
916	Mrs. Bonnie Nath	4	\$4,165.86	High	
917	Mr. Aaron Wright	4	\$4,172.23	High	1
Total	Adriana Gonzalez	372	\$370,293.31	Average	182

Select all

Europe

North America

Pacific



All-Purpose Bike Sta...

Item selection

- ☐ Select all
- ✓

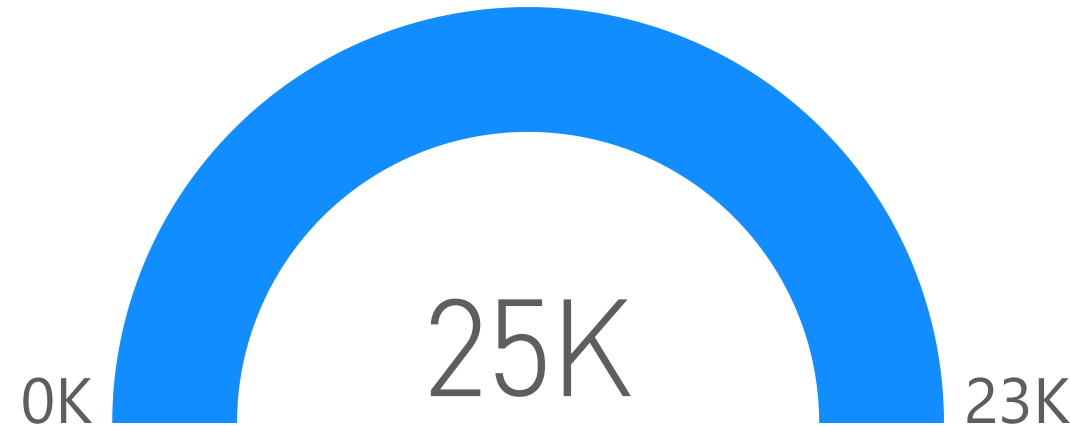
☐ Accessories
- ✓

☐ Bikes
- ✓

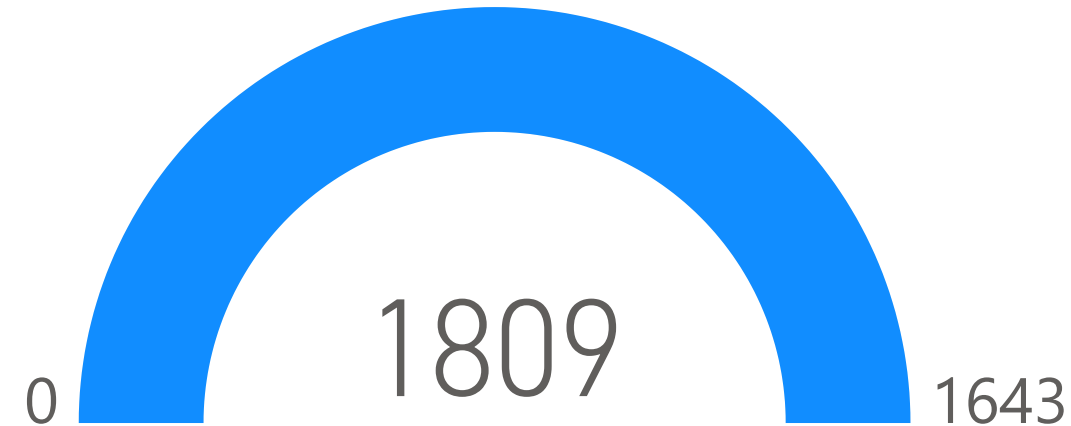
☐ Clothing
- ✓

☐ Components

total orders and previous month order

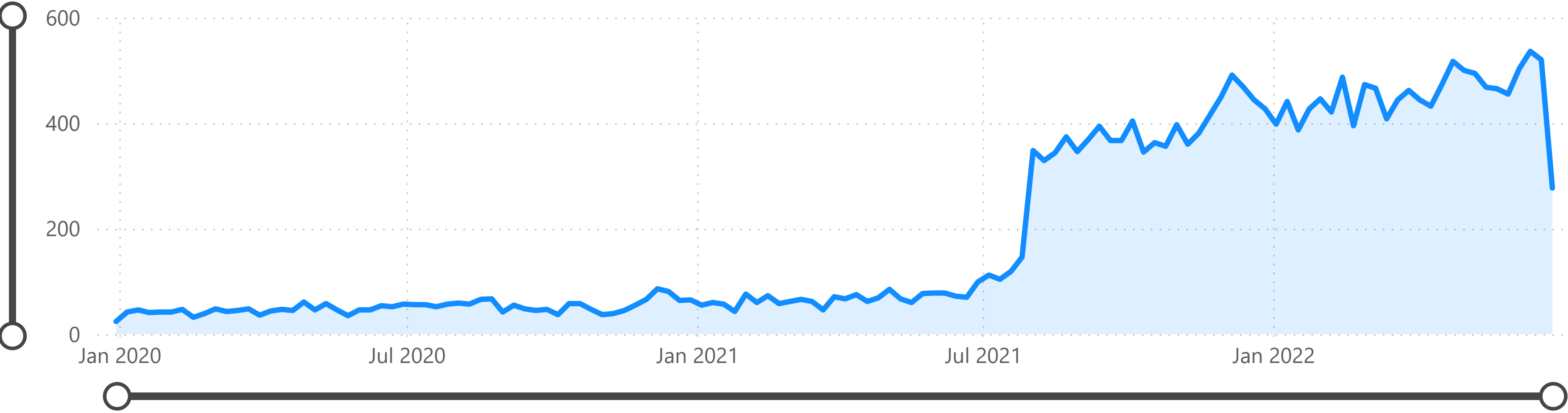


total returns and previous month return



orders	orders	returns	profit
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orders by Start of Week



25164

total orders

1809

total returns

\$24,914,586.8

total revenue

\$10,457,715.43

total profit

2.17%

return rate

orders

