



\$24.9M

REVENUE

\$10.5M

Profit

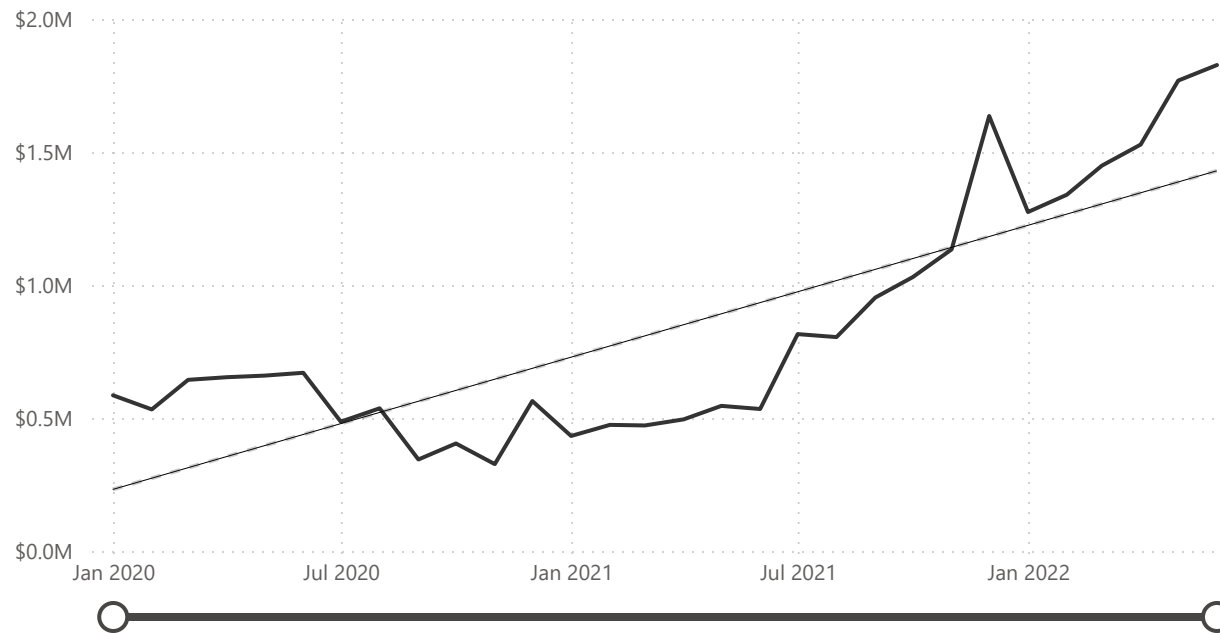
25.2K

ORDERS

2.2%

Return Rate

Revenue Trending



Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

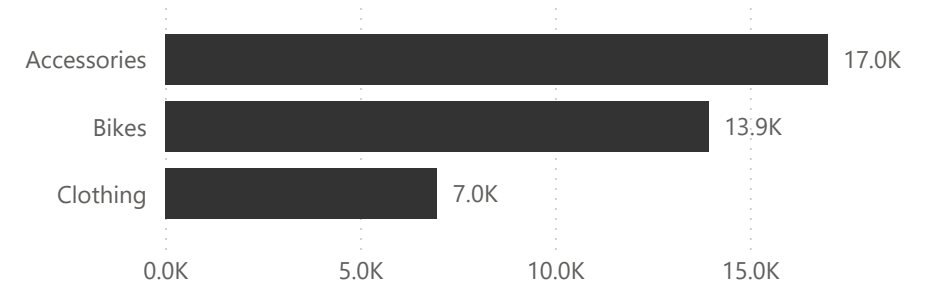
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

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%

Most Ordered Product

Tires and Tubes

Most returned Product

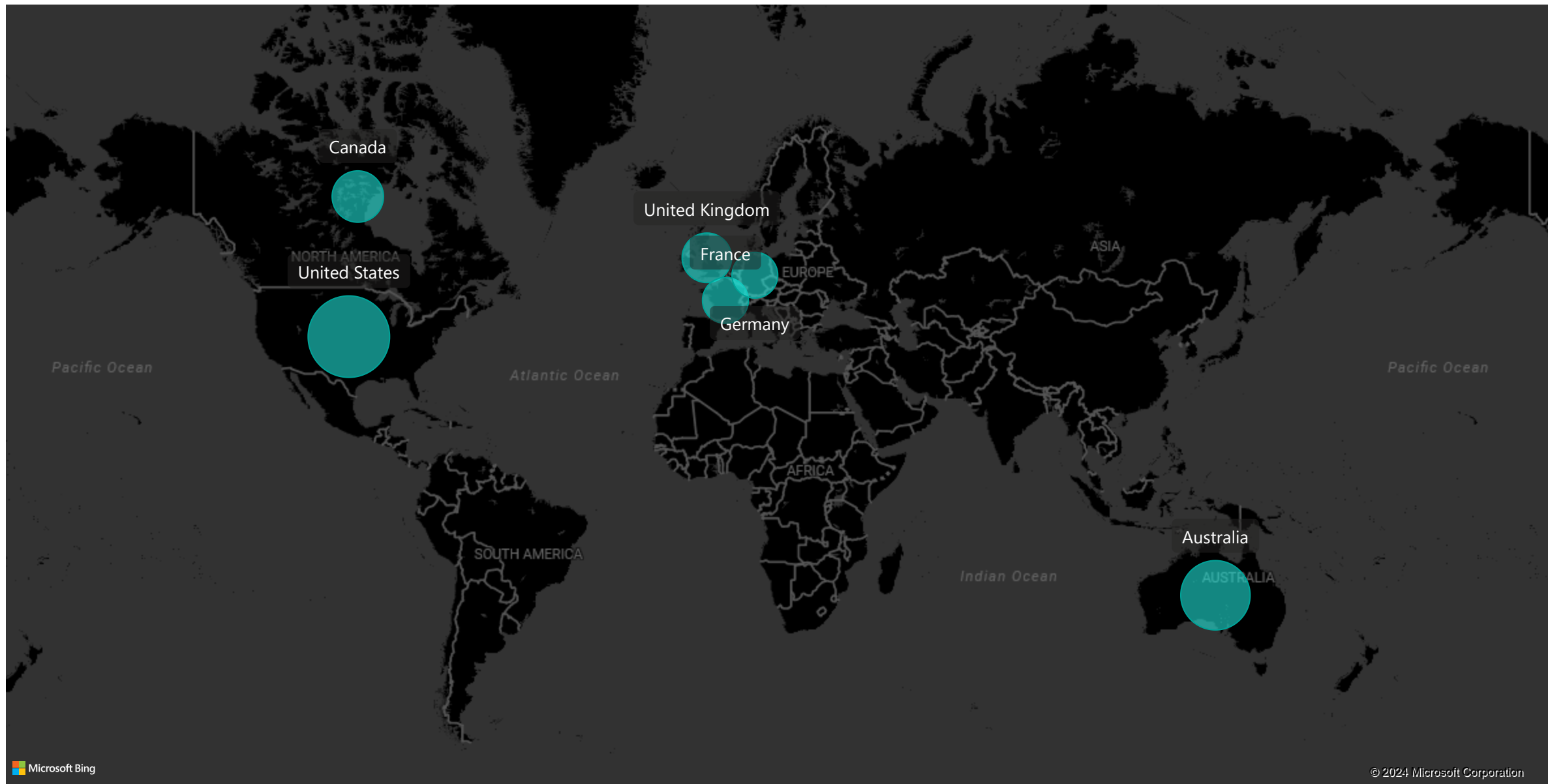
Shorts

Select all

Europe

North America

Pacific



Selected Product:

Touring-3000
Blue, 54

Price Adjustment (%)

0.00



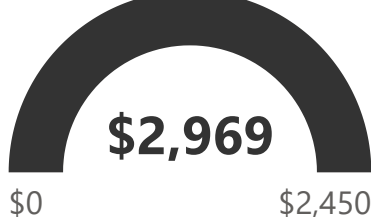
Product Metric Selection

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

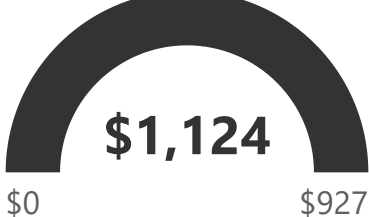
Monthly Orders vs Target



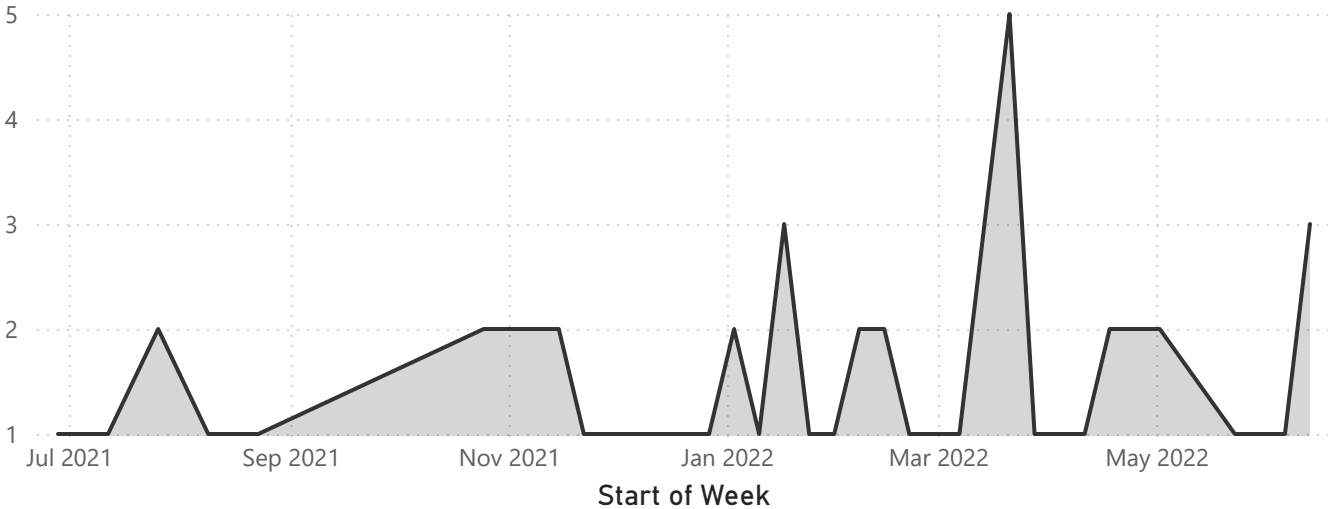
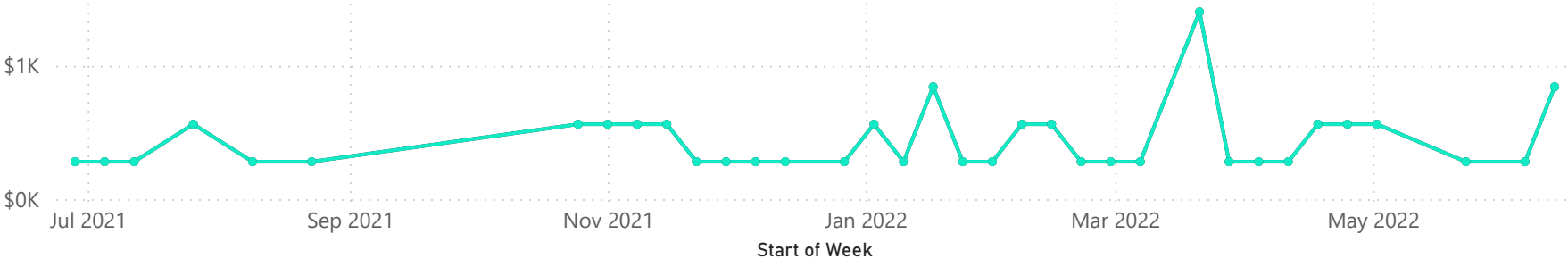
Monthly Revenue vs Target



Monthly Profit vs Target



● Total Profit ● Adjusted Profit



Report Summary

Total Order for **Touring-3000 Blue, 54** were **4**

All metrics trended up between [Monday, June 28, 2021](#) and [Monday, June 13, 2022](#), each increasing by [200.00%](#).

Profit experienced the longest period of growth ([+\\$562](#)) between [Monday, April 11, 2022](#) and [Monday, June 13, 2022](#).

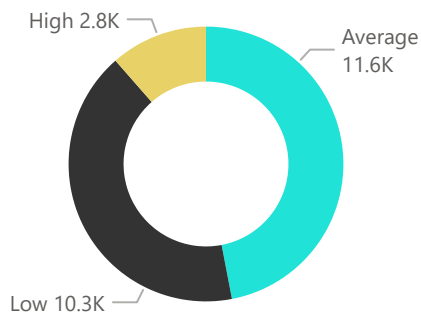
17.4K

Total Customers

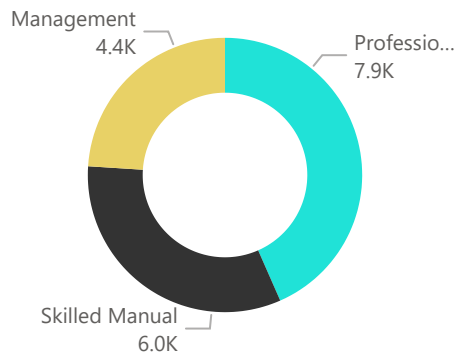
\$1,431

REVENUE PER CUSTOMER

Orders by Income level



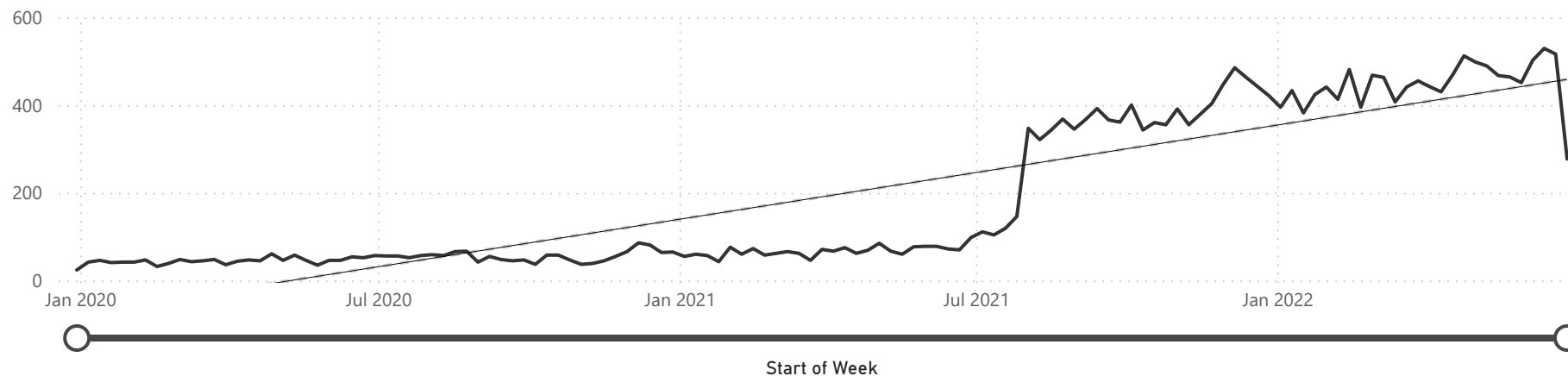
Orders by Occupation



Total Customers

Revenue per Customer

Total Customers



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
11427	MRS. DESIREE	4	\$9,718
Total		1,272	\$6,15,329

2020

2022

Top Customer (by revenue):

MR. MAURICE SHAN

Orders:


6

Revenue:

12.4K

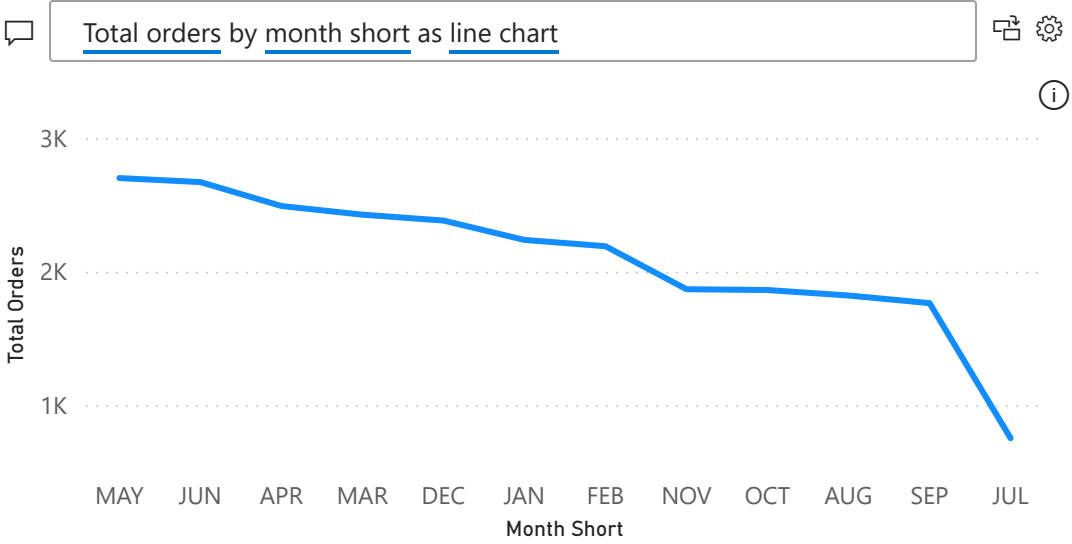


Among Customers in Professional roles in 2022, Lacey Zheng drove the most revenue at \$6180.

**Sign in for enhanced options** You'll have access to synonym suggestions that improve Q&A results.

Sign in

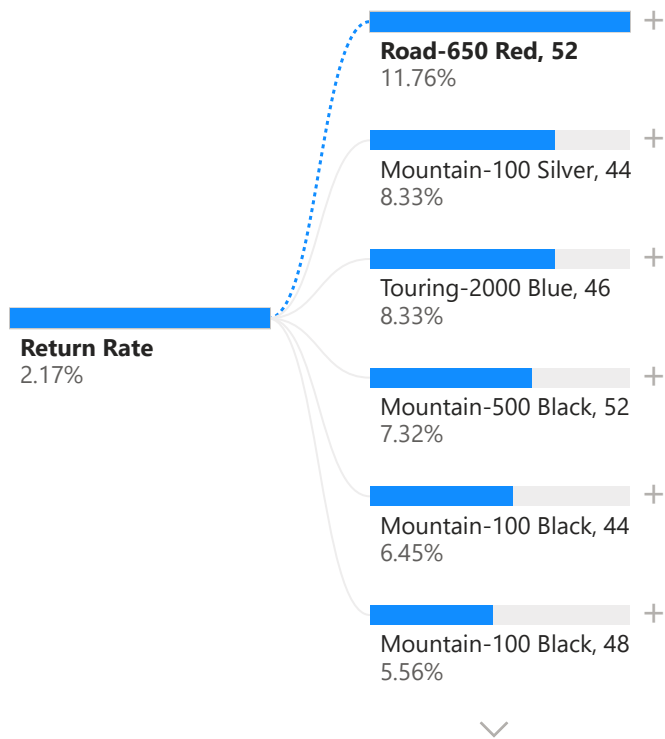
Add synonyms on your own



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

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

💡 ProductName ✕



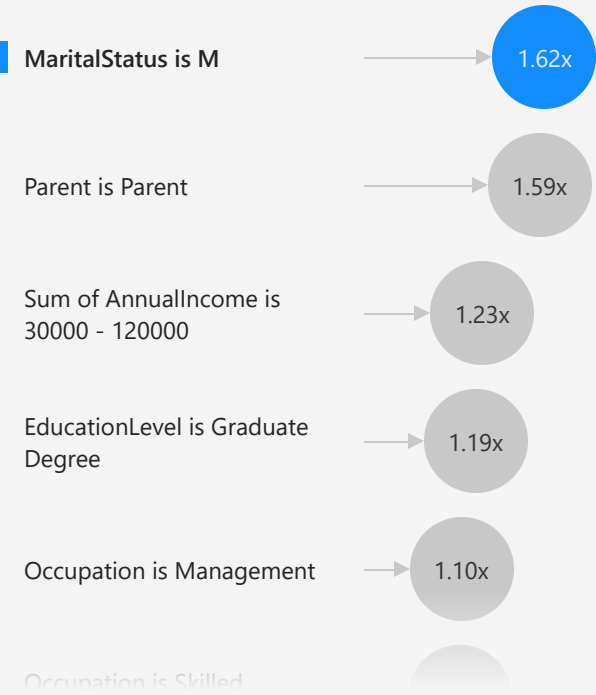
25.2K

Total Orders

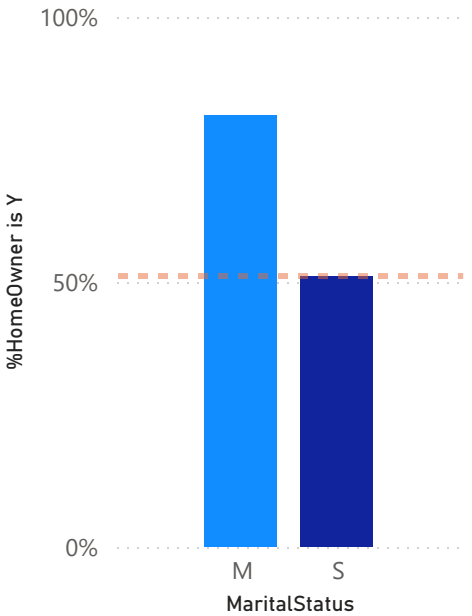


What influences HomeOwner to be Y ?

When...
....the likelihood of
HomeOwner being Y
increases by



← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



☐ Only show values that are influencers