



\$24.9M

REVENUE

\$10.5M

PROFIT

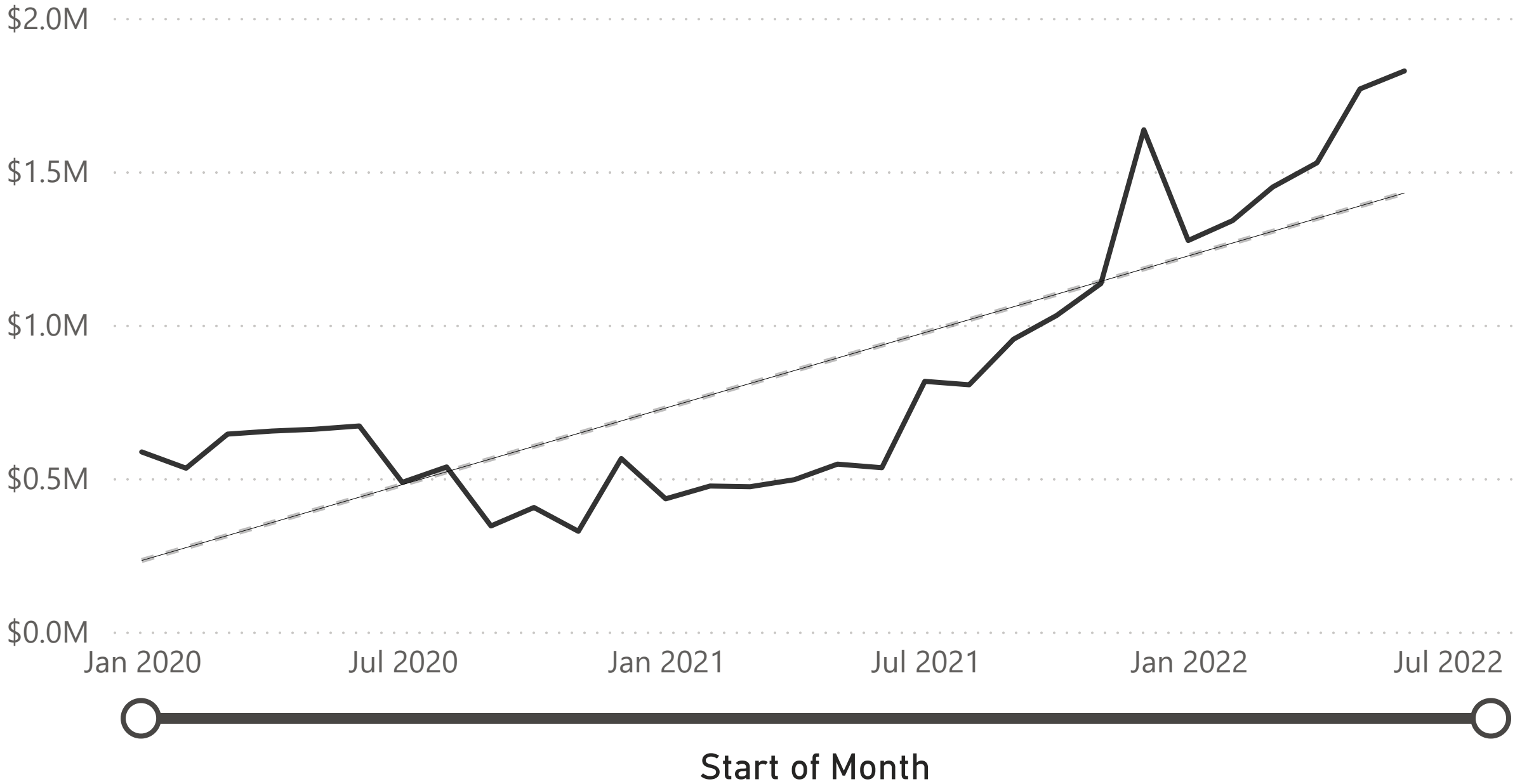
25.2K

Total Orders

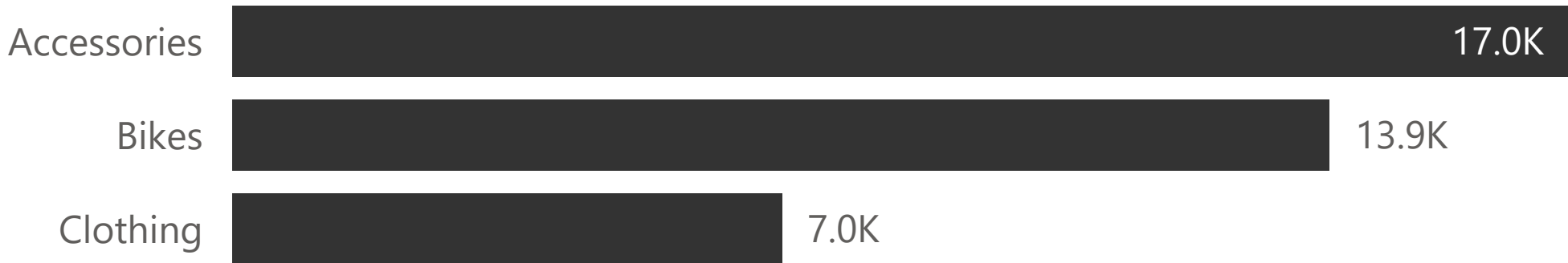
2.2%

RETURN RATE

Revenue Trend



Orders by Category



Top 10 Products

	Orders	Revenue	Return Rate
Mountain-200 Black, 46	606	\$1,241,754	2.97%
Mountain-200 Black, 42	602	\$1,233,557	3.49%
Mountain-200 Silver, 38	586	\$1,213,852	2.90%
Mountain-200 Silver, 46	571	\$1,182,781	2.10%
Mountain-200 Black, 38	569	\$1,165,937	2.64%
Mountain-200 Silver, 42	547	\$1,133,067	2.74%
Road-250 Black, 52	316	\$689,374	3.48%
Road-250 Red, 58	303	\$661,013	3.63%
Road-250 Black, 48	294	\$641,379	2.72%
Road-150 Red, 48	170	\$610,510	1.17%

Monthly Revenue

\$1.83M✓

Previous Month: \$1,768,433 (+3.31%)

Monthly Orders

2,146!

Previous Month: 2165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

MOST ORDERED PRODUCT TYPE

Tires and Tubes

MOST RETURNED PRODUCT TYPE

Shorts



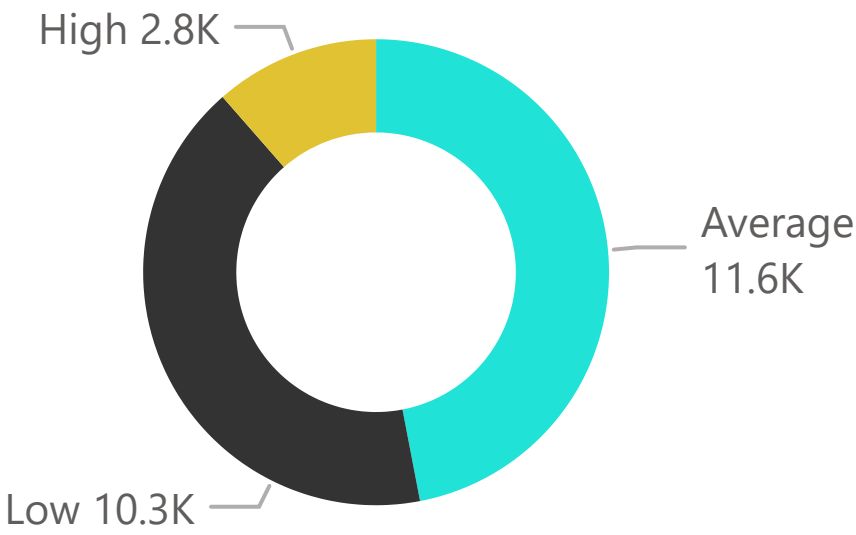
17.4K

UNIQUE CUSTOMERS

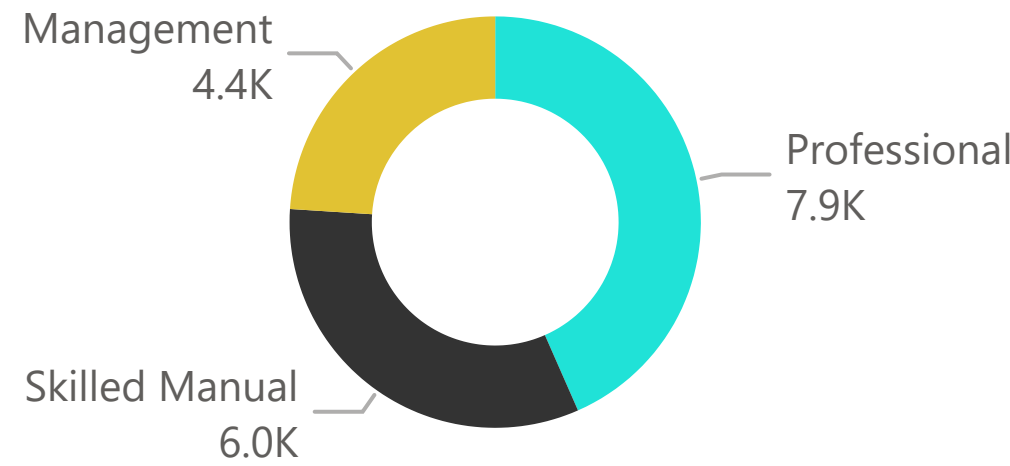
\$1.43K

REVENUE PER CUSTOMER

Orders by Income Level

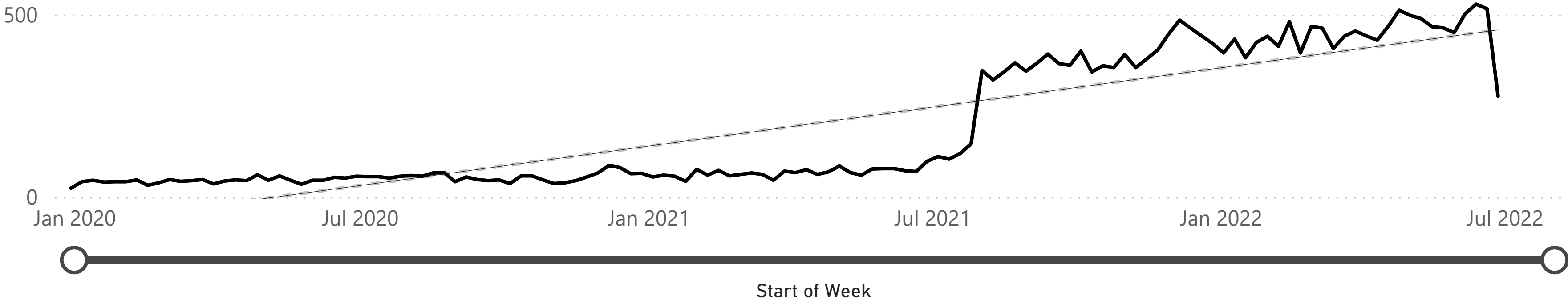


Orders by Occupation (Top 3)



Total Customers

Revenue per Customer



TOP 100 CUSTOMERS

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.40
11241	Mrs. Lisa Cai	7	\$11,330.45
11417	Mrs. Lacey Zheng	7	\$11,085.75
11420	Mr. Jordan Turner	7	\$11,022.40
11242	Mr. Larry Munoz	7	\$10,852.03
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.43
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.23
13405	Mr. Ethan Bryant	4	\$10,308.52
11429	Mr. Marco Lopez	6	\$10,289.69
12632	Mrs. Bonnie Nath	4	\$10,282.91
11245	Mr. Ricky Vazquez	4	\$10,165.92
11237	Mr. Clarence Anand	4	\$10,065.01
11438	Mrs. Deanna Davis	4	\$9,761.60
Total		1,272	\$615,328.64

Year

2020

2022

TOP CUSTOMER BY REVENUE

Mr. Maurice Shan

REVENUE

12.4K

ORDERS

6

Select all

Europe

North America

Pacific



SELECTED PRODUCT:

Water Bottle -
30 oz.

MONTHLY ORDERS vs TARGET



MONTHLY REVENUE vs TARGET



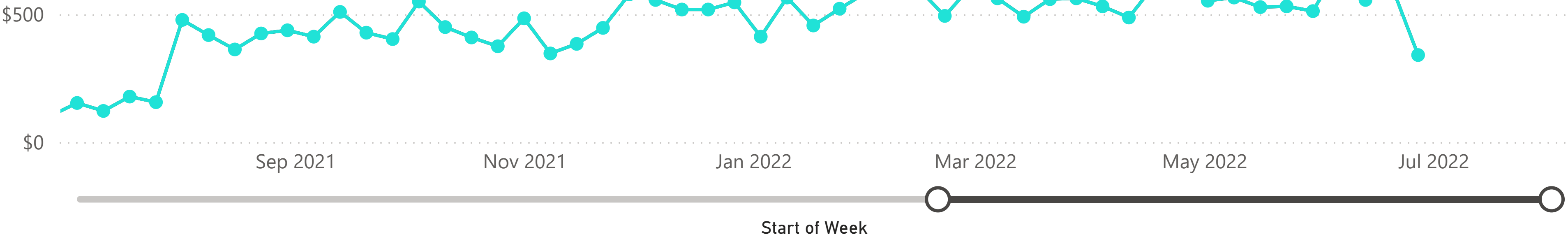
MONTHLY PROFIT vs TARGET



● Total Profit ● Adjusted Profit

Price adjustment (%)

0.00



Product Metric Selection

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

