



\$24.9M

REVENUE

\$10.5M

PROFIT

25.2K

ORDERS

2.2%

RETURN RATE

Revenue Trending



\$1.83M ↘

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

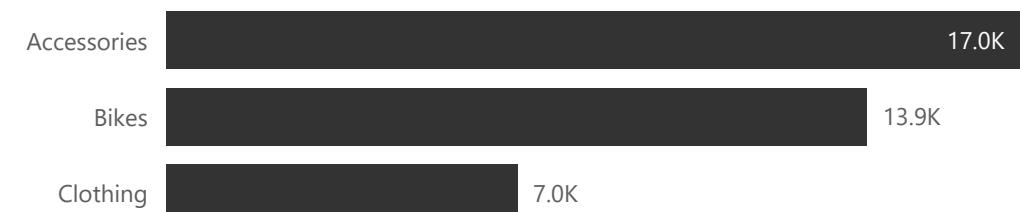
2,146 ↘

Prev Month: 2,165 (-0.88%)

166 ↗

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

Orders	Revenue	Return %
3,983	\$39,755	1.95%
2,952	\$13,506	1.61%
2,846	\$28,333	1.64%
2,173	\$17,265	1.55%
2,099	\$73,444	3.33%
2,062	\$35,882	1.11%
1,995	\$67,120	3.31%
1,975	\$87,041	1.36%
1,940	\$65,270	2.68%
1,896	\$38,062	2.02%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

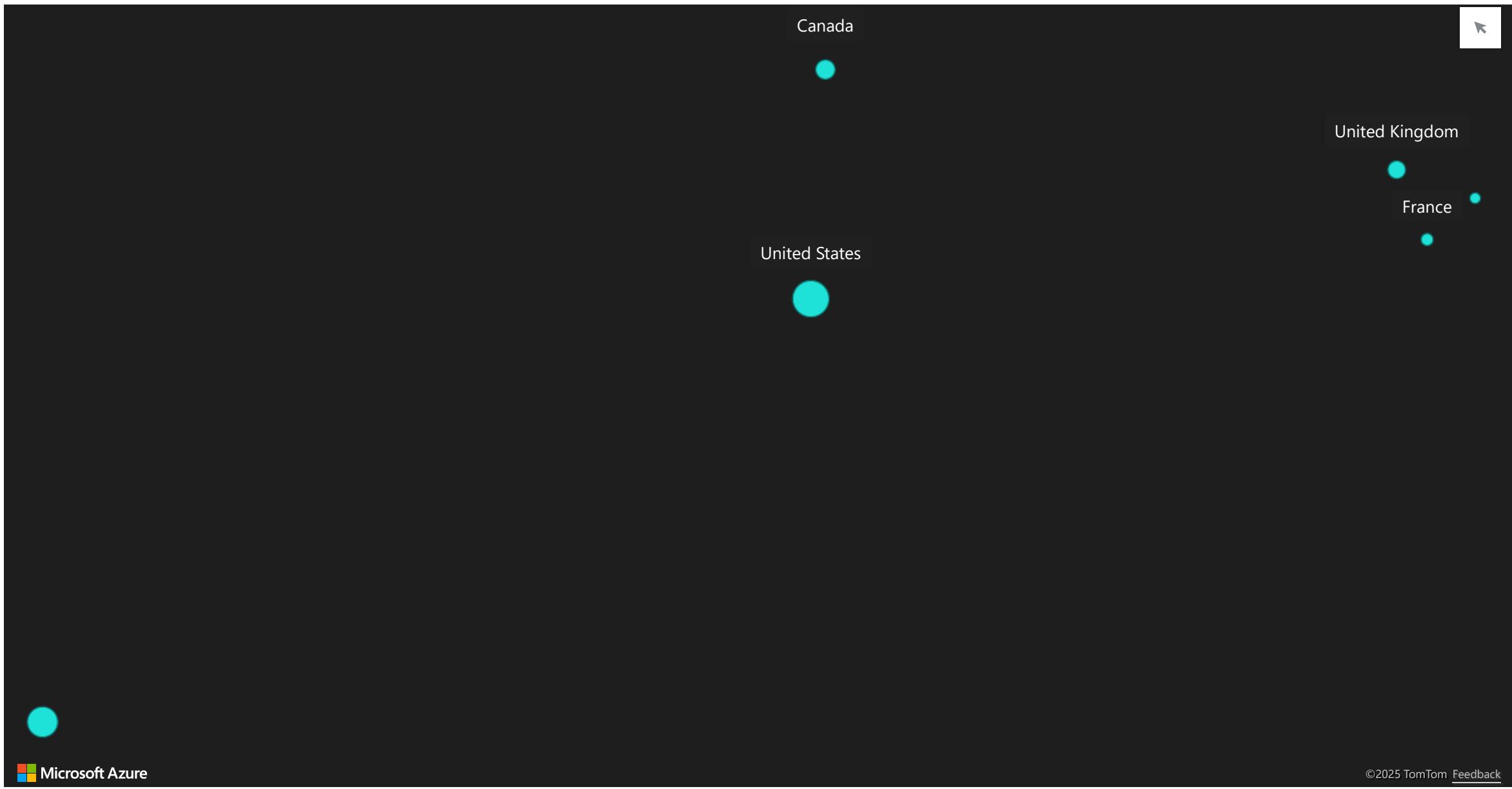
Shorts

Select all

Europe

North America

Pacific





Selected Product:

Road Tire Tube

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target

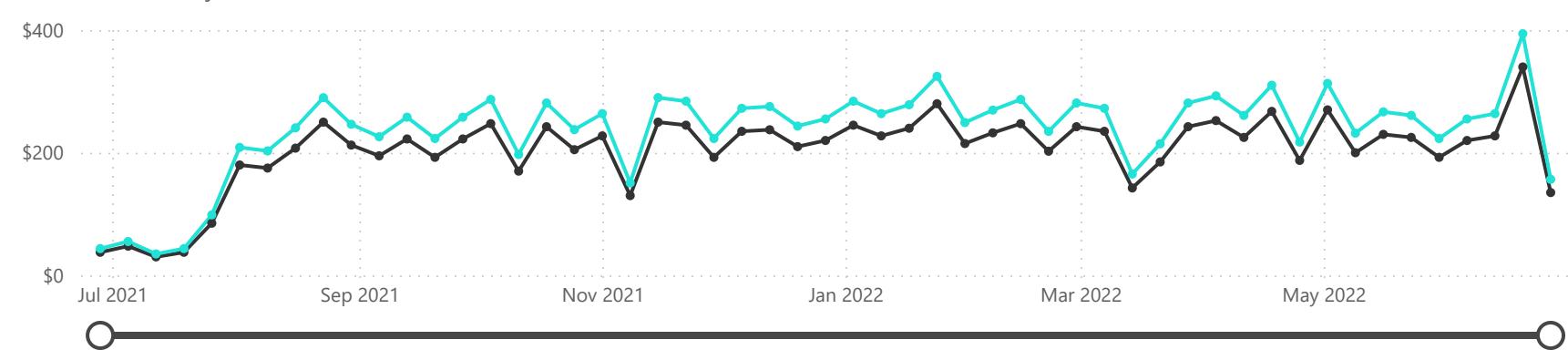


Price Adjustments (%)

0.10

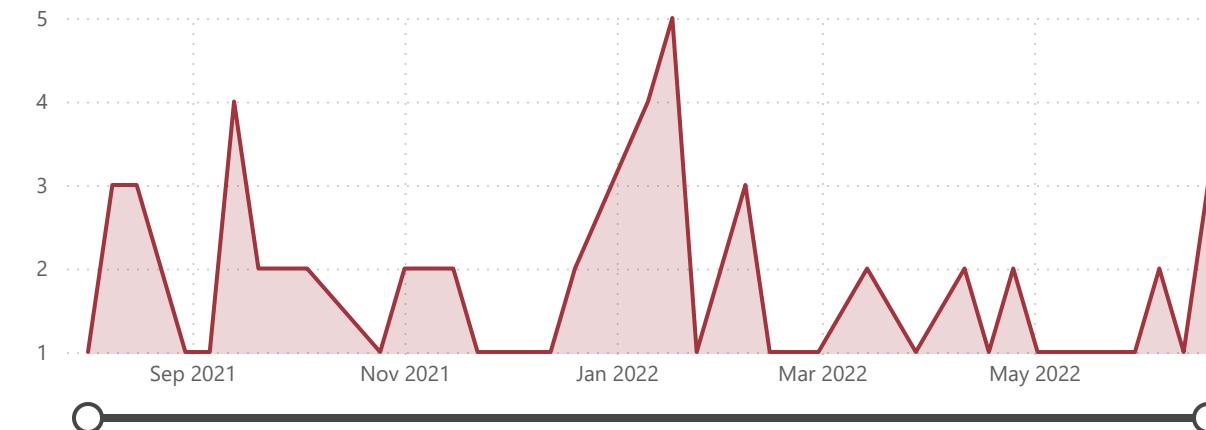


● Total Profit ● Adjusted Profit



Product Metric Selection

- Orders
- Profit
- Returns
- Revenue
- Return %



Report Summary

Total Orders for Road Tire Tube were 213

Adjusted Profit (260.00% increase) and Total Profit (260.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022. Total Profit jumped from 37.47 to 174.84 during its steepest incline between Monday, June 28, 2021





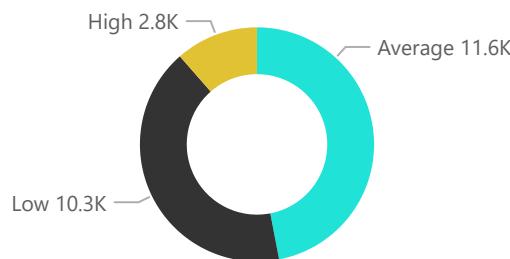
17.4K

UNIQUE CUSTOMERS

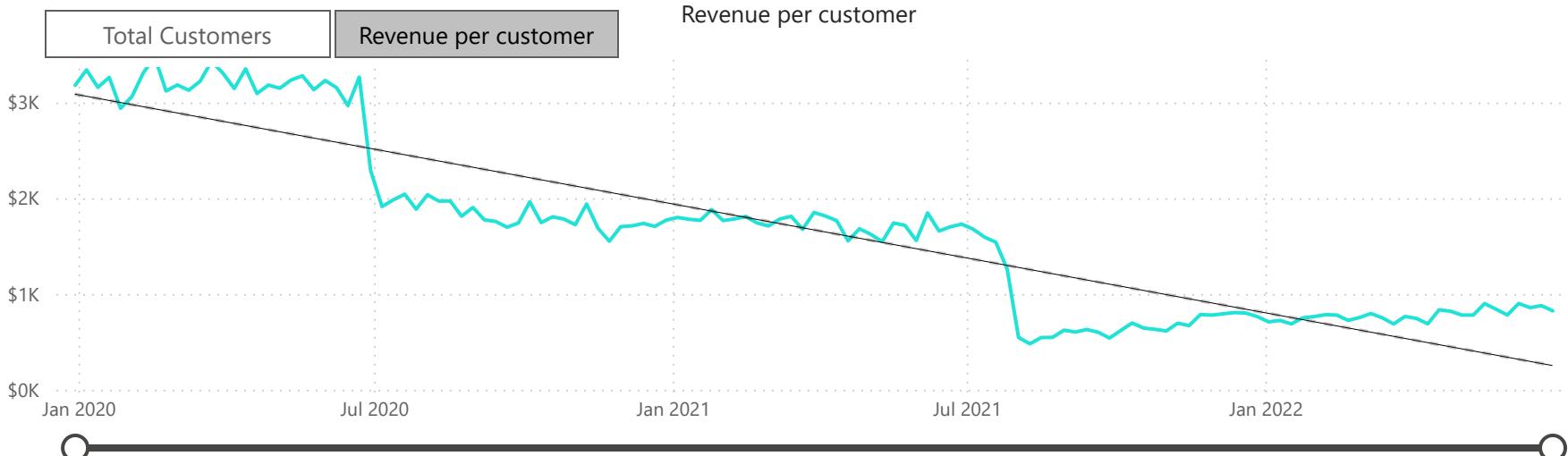
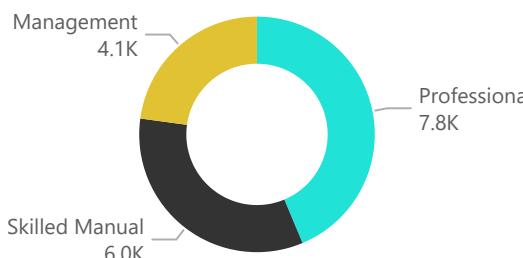
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
Total		1,272	\$6,15,329

Year

2020

2022

Top Customer (by revenue):

Mr. Maurice Shan

Orders:

6

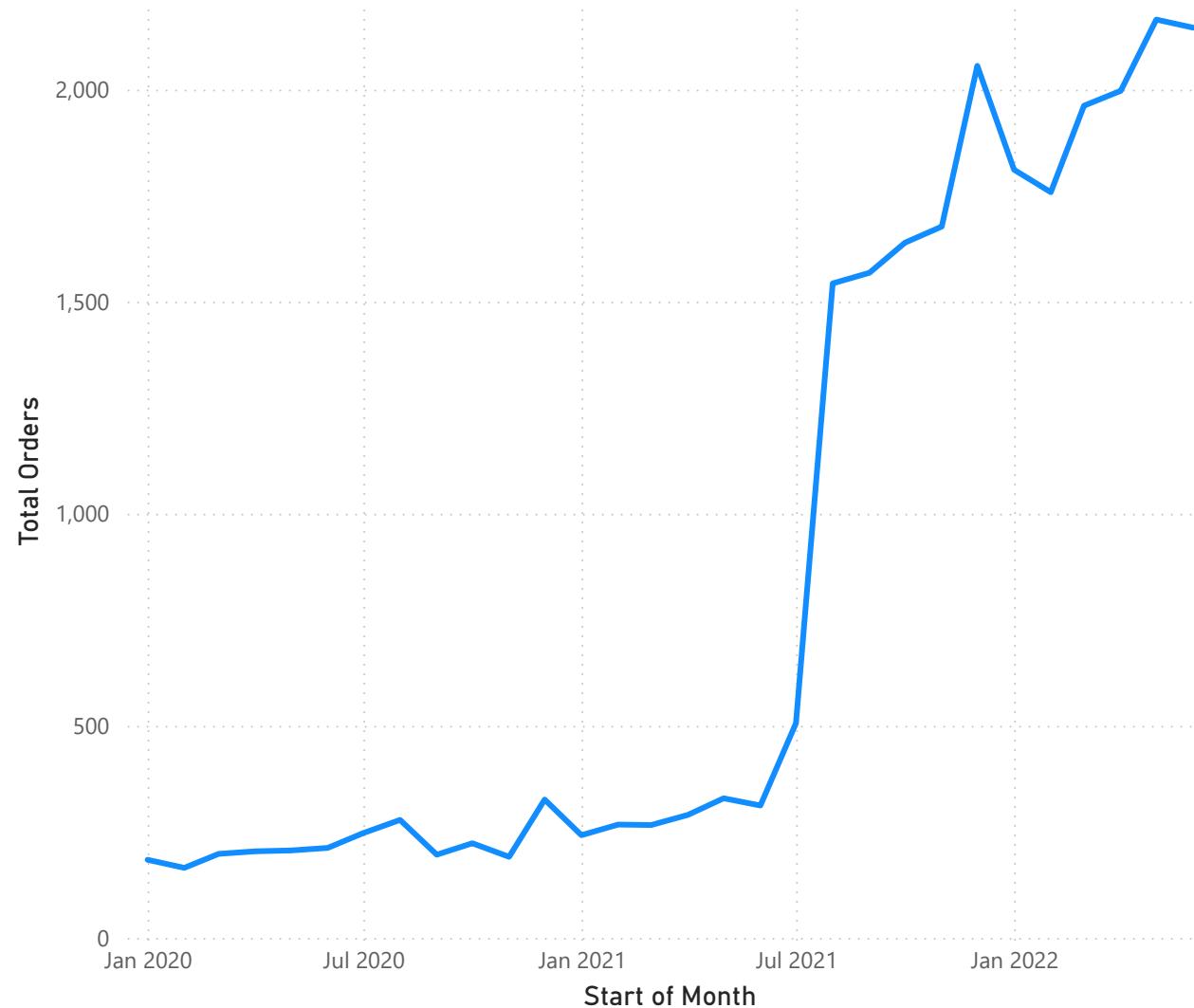
Revenue:

12.4K



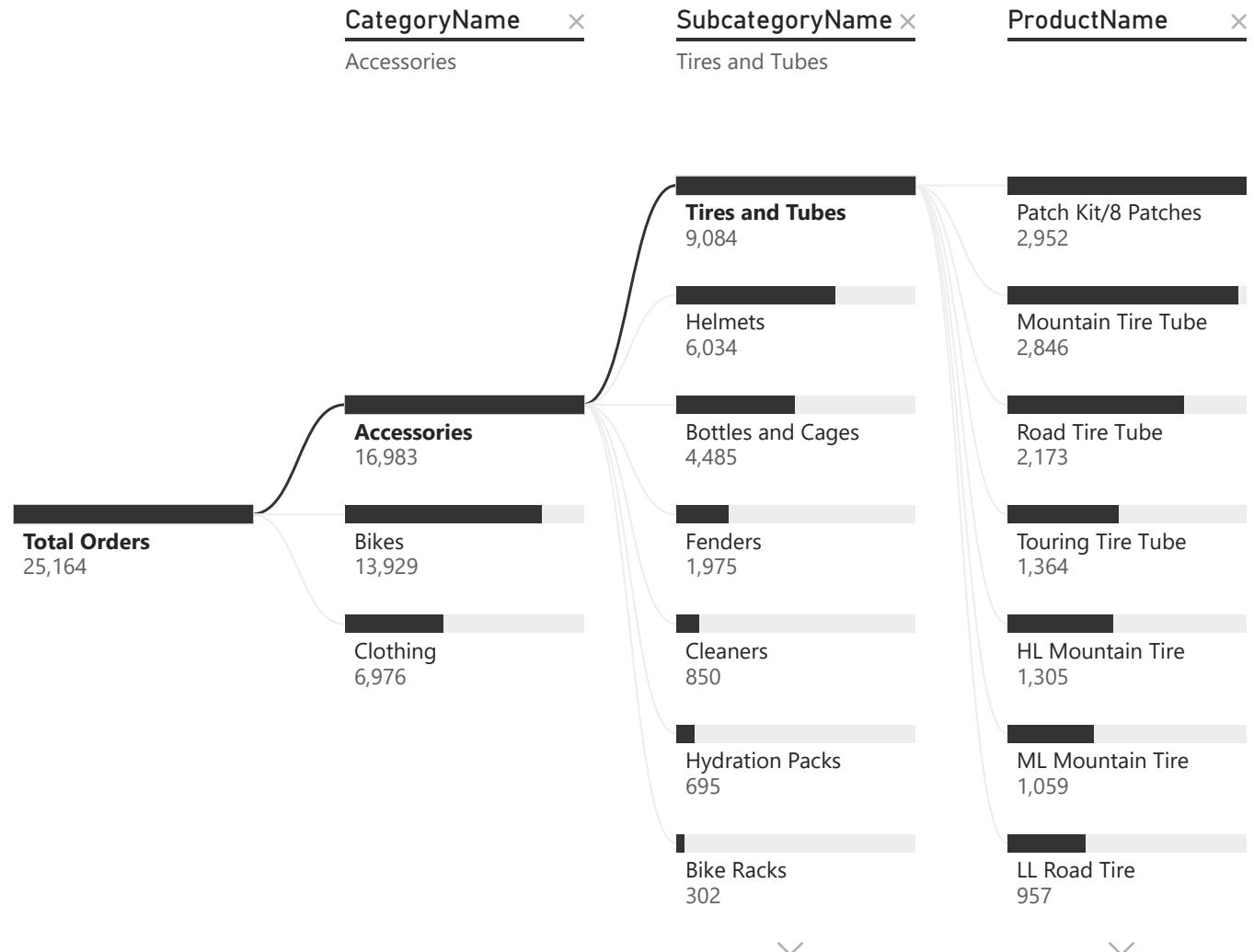
Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Total Orders by Start of Month



CategoryName Total Orders

CategoryName	Total Orders
Accessories	16,983
Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Yellow	3,130
Clothing	6,976
Total	25,164



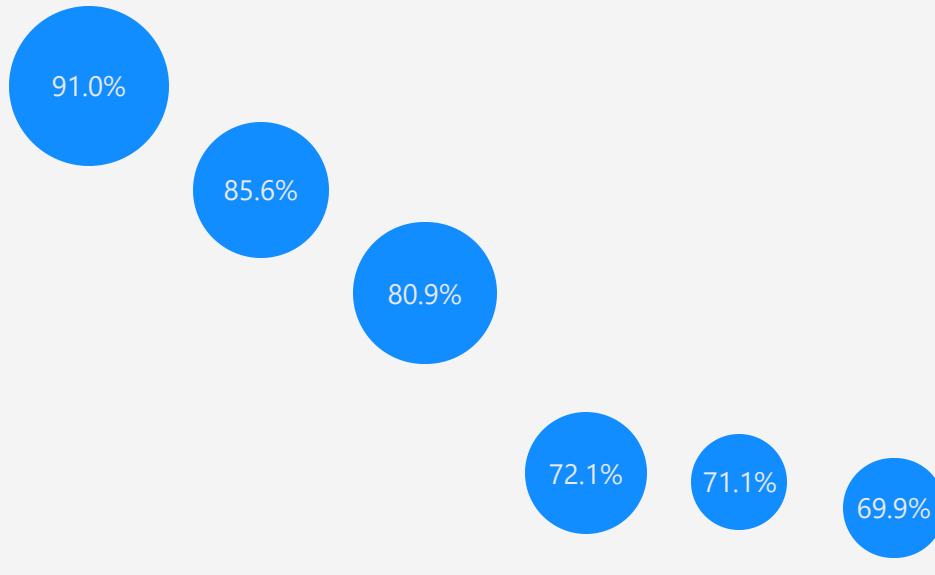
25K
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y and populatio...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	91.0%	85.6%	80.9%	72.1%	71.1%	69.9%
Population count	2552	2039	2199	1748	1178	1279

Key influencers Top segments



What influences Average Retail Price to ?

When...
...the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

\$478.6

← On average when Sum of ProductCost increases, Average Retail Price also increases.

