

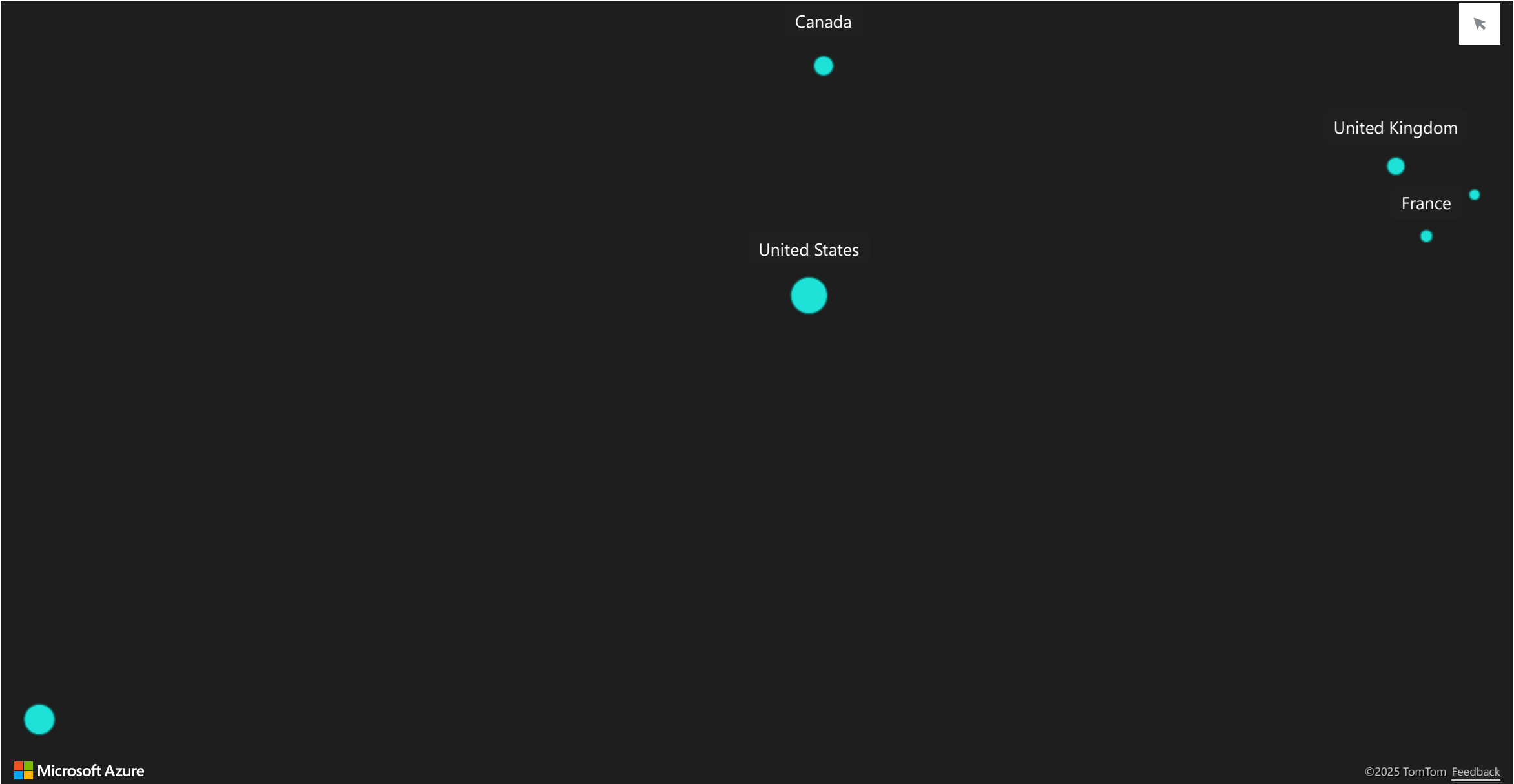


Select all

Europe

North America

Pacific





Selected Product:

Road Tire Tube

Price Adjustments (%)

0.10



Product Metric Selection

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

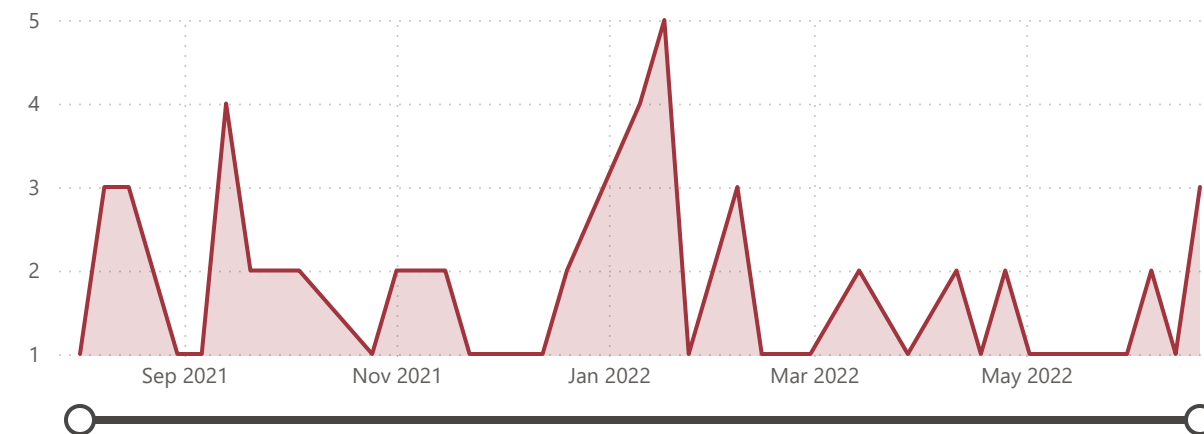
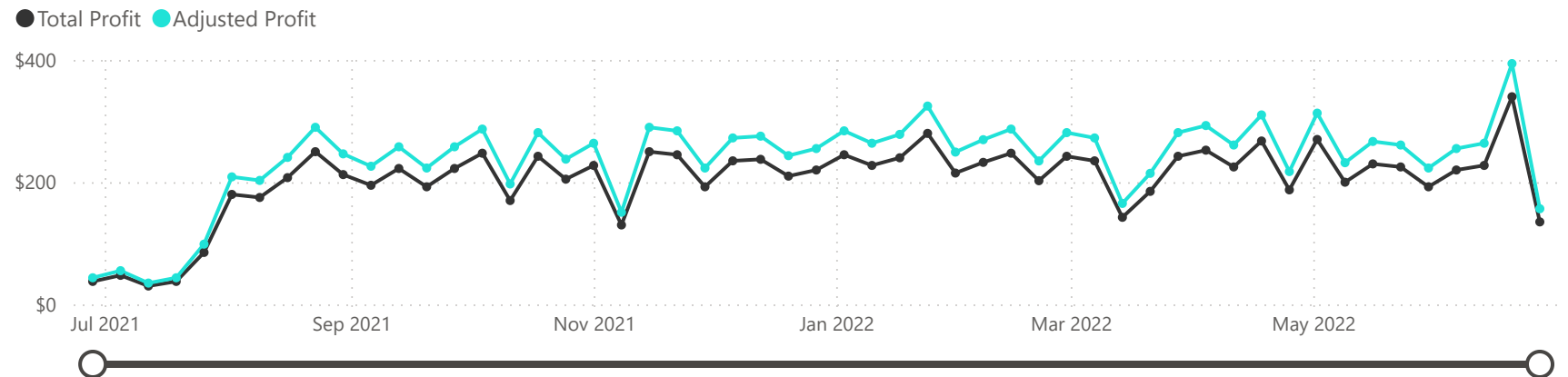
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



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



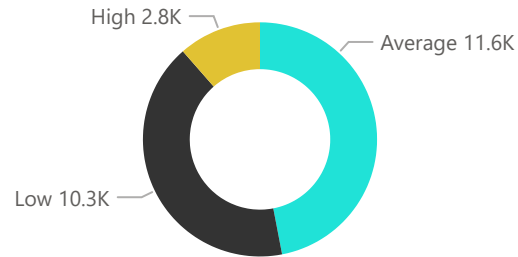
17.4K

UNIQUE CUSTOMERS

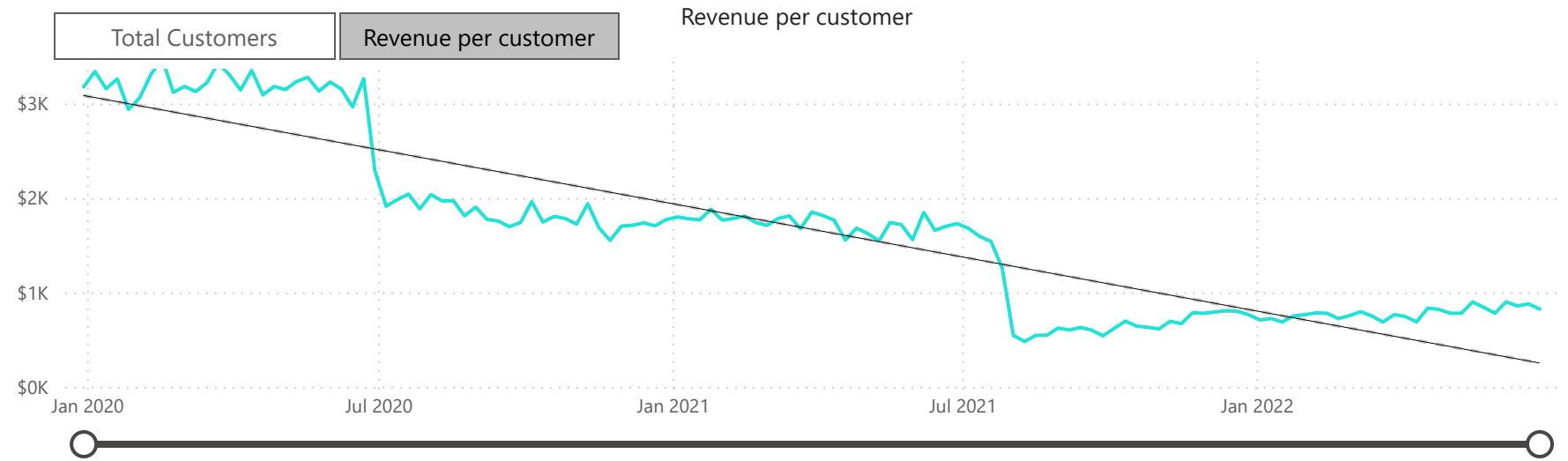
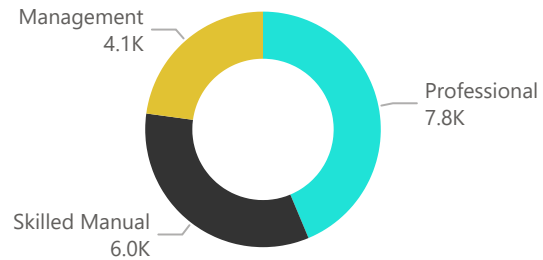
\$1,431

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

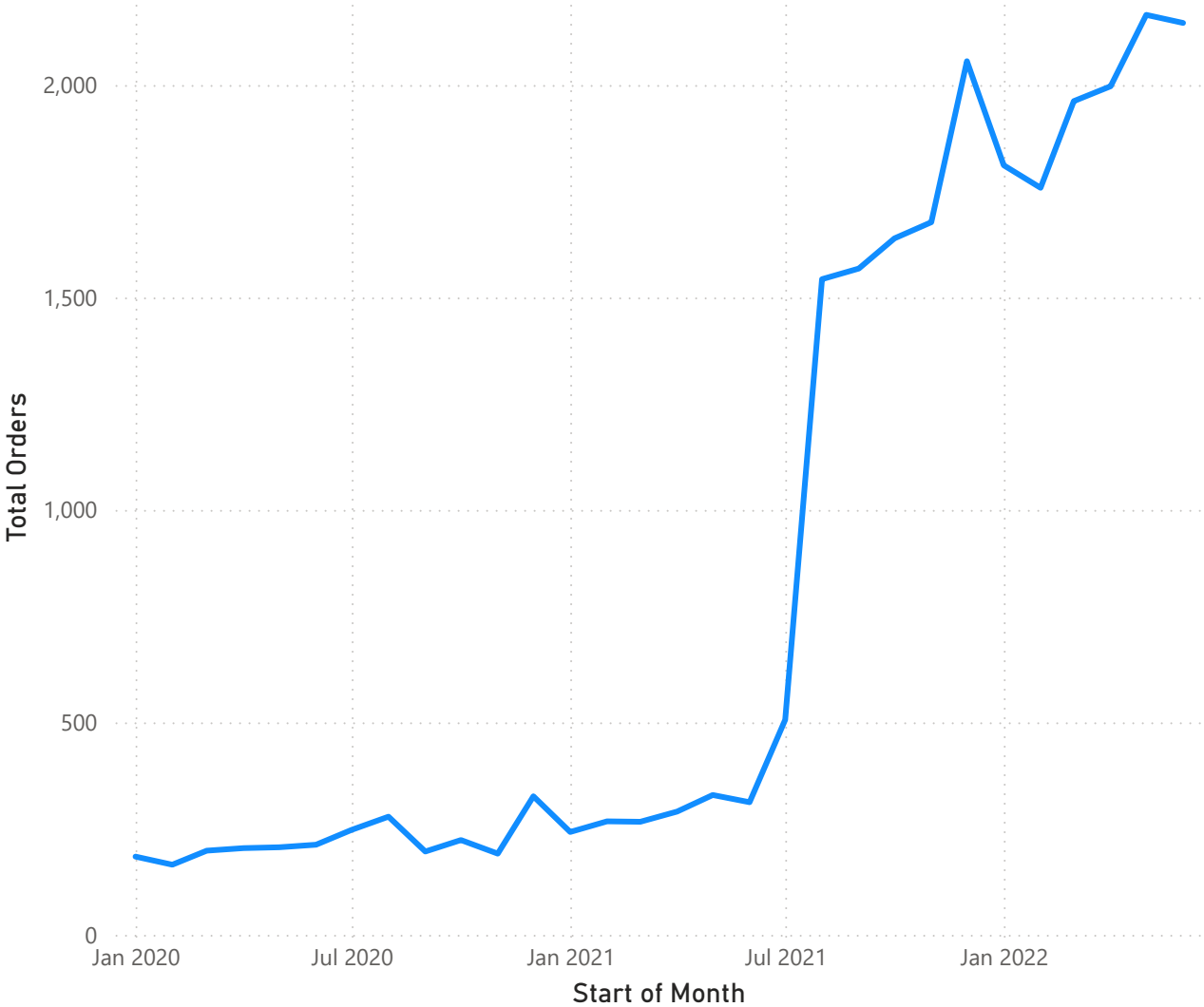
Revenue:

12.4K

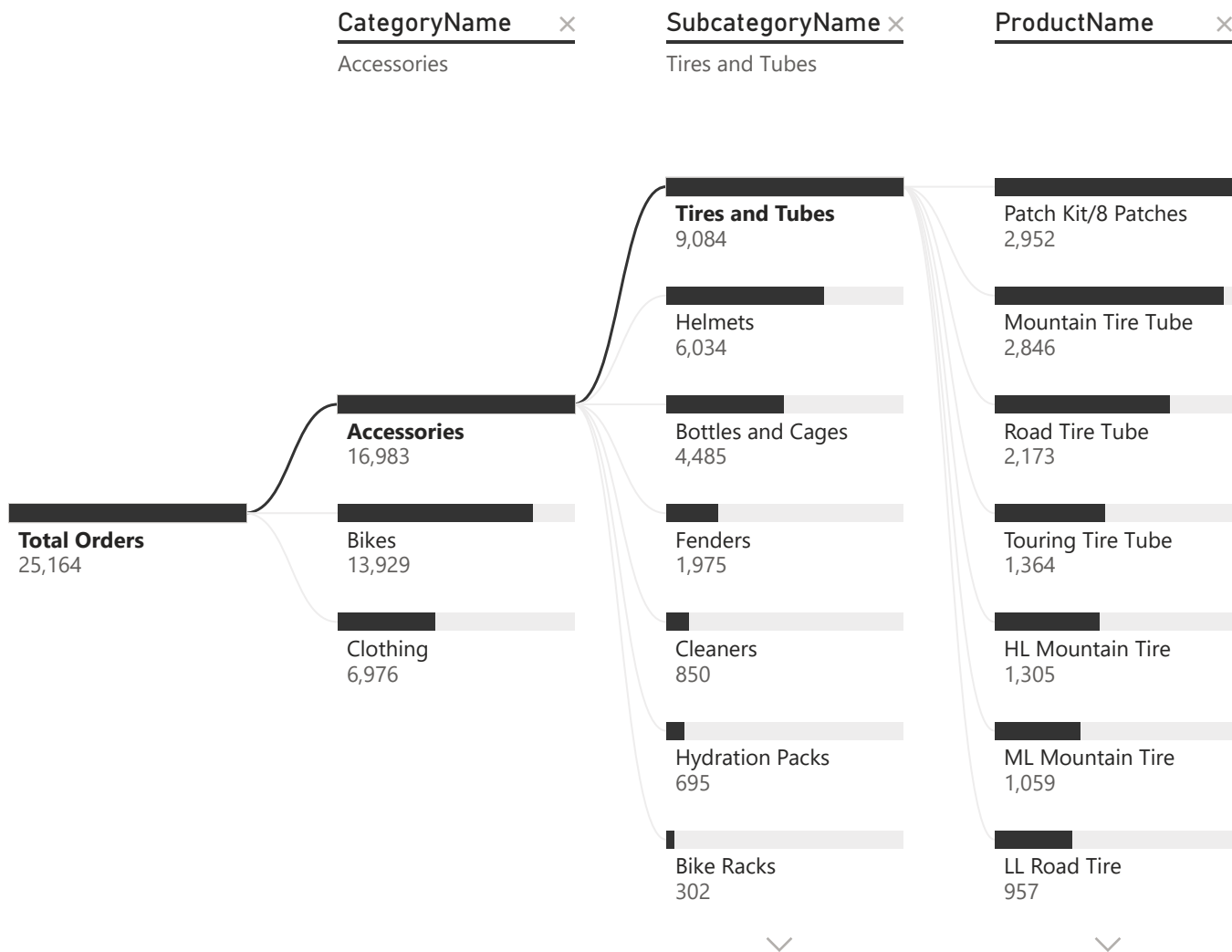


Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Total Orders by Start of Month



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

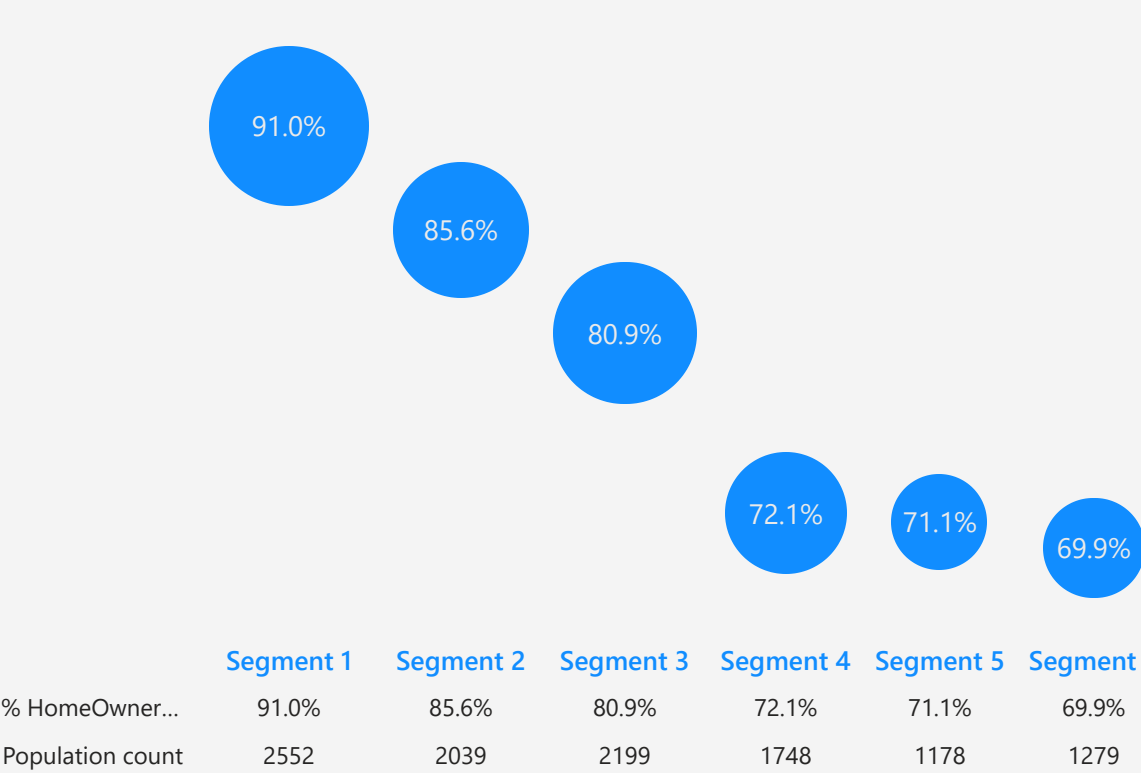


Key influencers Top segments



When is HomeOwner more likely to be ?

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



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

