



\$24.9M

REVENUE

\$10.5M

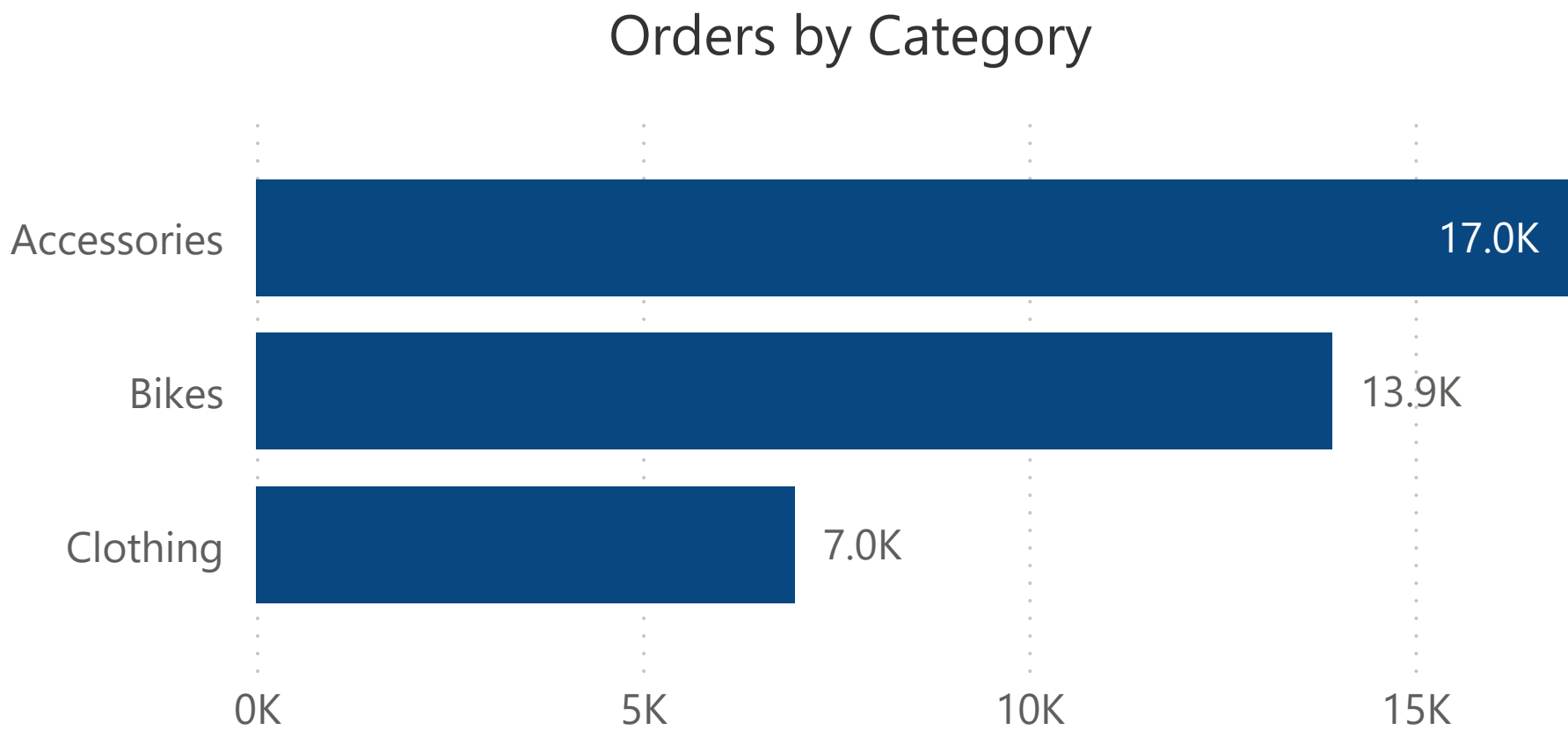
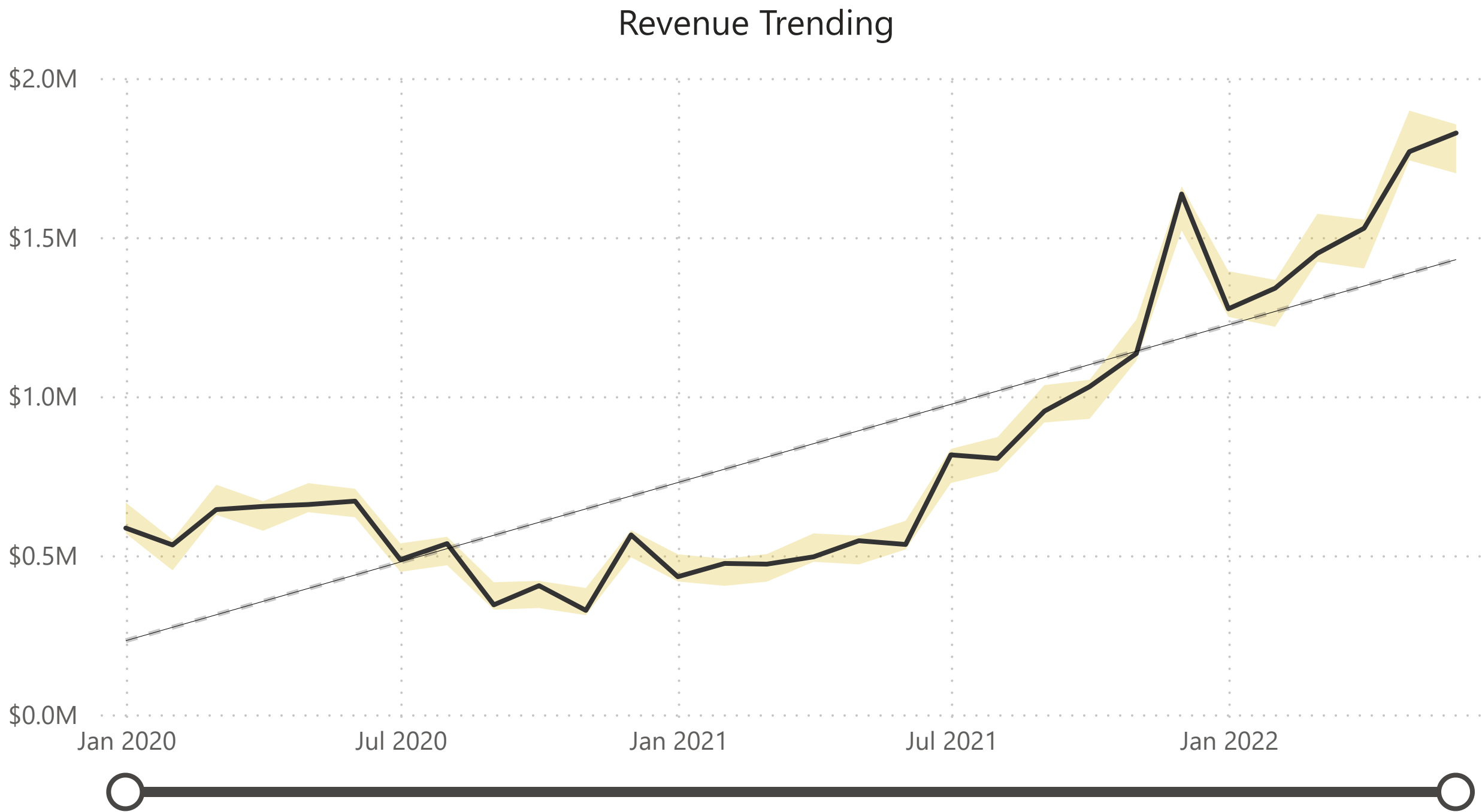
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products

	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,865	1.11%

Monthly Revenue

\$1.83M✓

Prev Month: 1.77M (+3.31%)

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Tires and Tubes

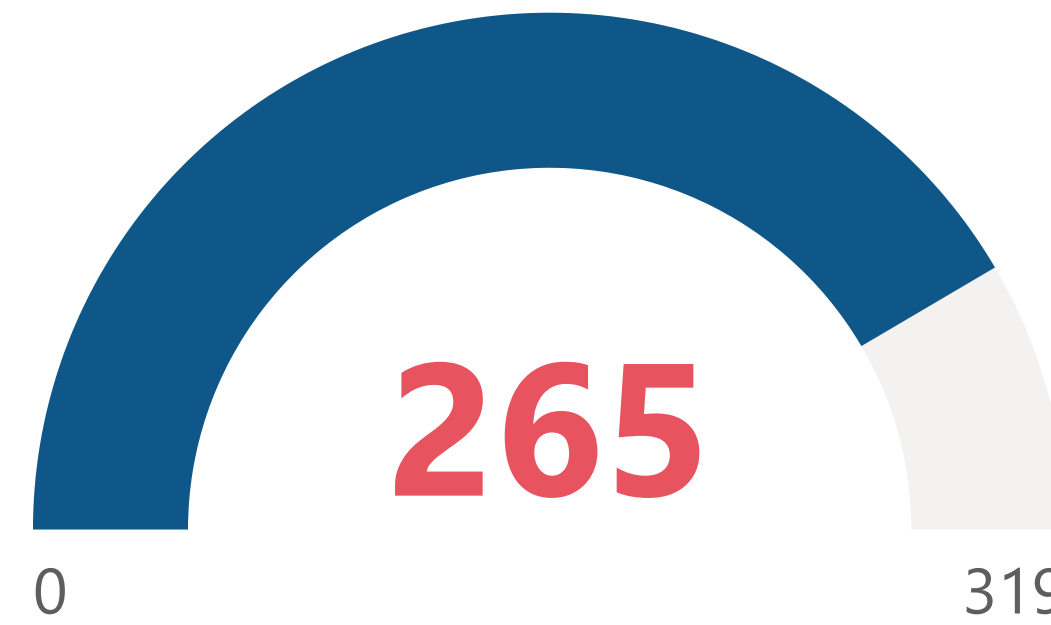
Most ordered product type

Shorts

Most returned product type

Patch Kit/8 Patches

Monthly Orders vs Order



Monthly Revenue vs Target



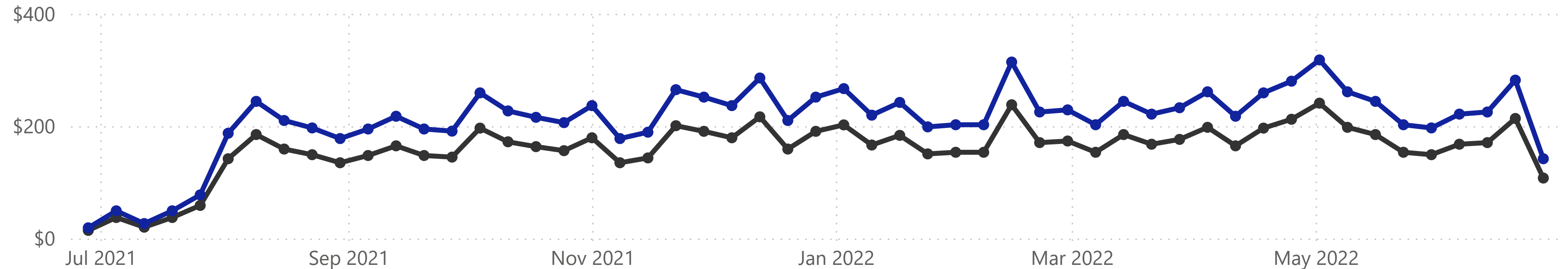
Monthly Profit vs Target



Price Adjustment(%)

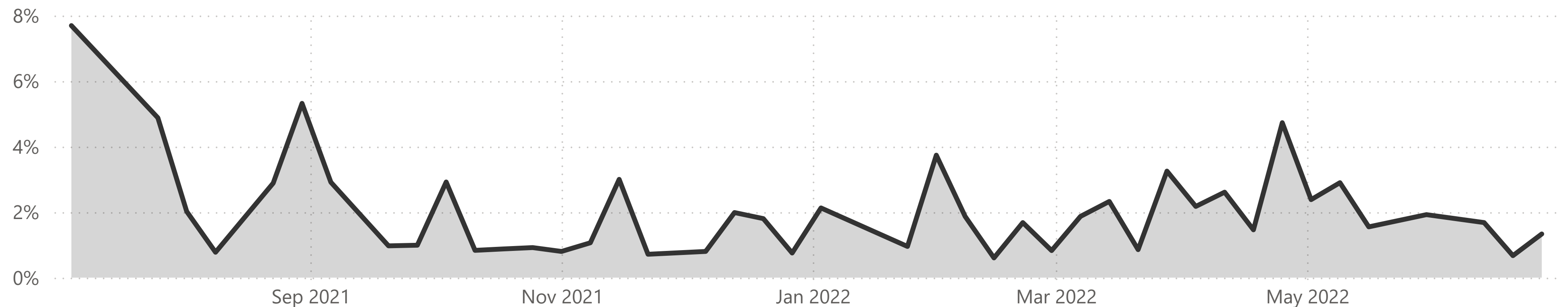
0.20

● Total Profit ● Adjusted Profit



Product Metric Selection

- ☐ Orders
- ☐ Revenue(cc)
- ☐ Profit
- ☐ Returns
- ☒ Return Rate





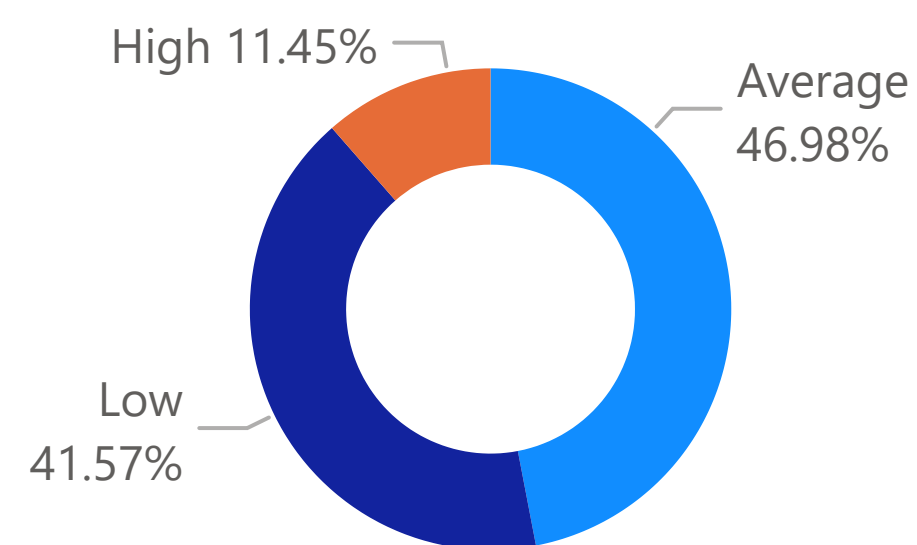
17.4K

UNIQUE CUSTOMERS

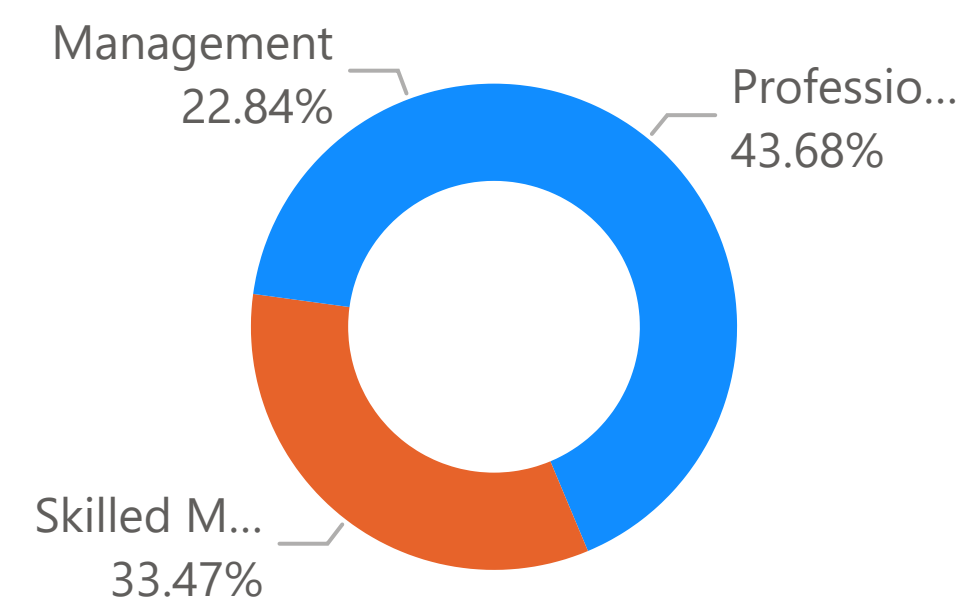
1.4K

REVENUE PER CUSTOMER

Total Orders by Income Level



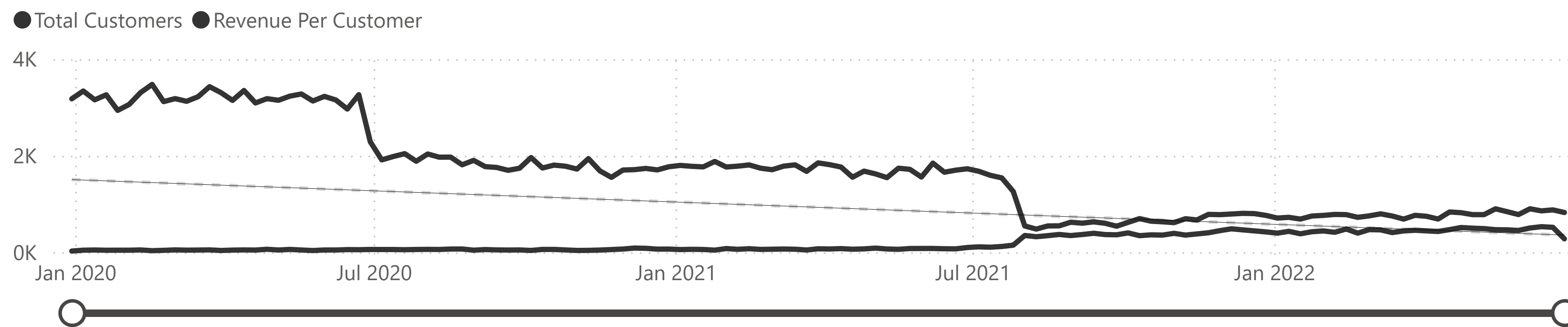
Orders by Occupation



Total Customers

Revenue Per Customer

Customers by Week



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
Total		1272	\$615,328

2020

2021

2022

Top Customer by(revenue)

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



Mr.Jordan Turner is the most revenue generated customer in year 2022 of \$6802

