



REVENUE

PROFIT

ORDERS

RETURN RATE

The chart displays the progression of COVID-19 cases in the United States. The Y-axis is labeled with values from \$0.0M to \$2.0M in increments of \$0.5M. The X-axis marks time at Jan 2020, Jul 2020, Jan 2021, Jul 2021, and Jan 2022. A solid black line tracks the actual case counts, showing a notable peak around March 2021 (reaching approximately \$1.6M) and a subsequent decline, followed by a sharp rise starting in late 2021. A straight black line indicates the overall linear trend, showing a consistent upward trajectory from about \$0.25M in Jan 2020 to nearly \$1.5M in Jan 2022.

Date	Actual Cases (Millions)	Trend Line (Millions)
Jan 2020	0.25	0.25
Jul 2020	0.50	0.45
Jan 2021	0.45	0.65
Jul 2021	0.80	0.95
Jan 2022	1.45	1.45

Category	Count
Accessories	17.0K
Bikes	13.9K
Clothing	7.0K

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%

\$1.83M ✓
Previous Month: 1.77M
(+3.31%)

2,146!
Previous Month: 2,165 (-0.88%)

166✓
Previous Month: 169 (+1.78%)

Tires and Tubes

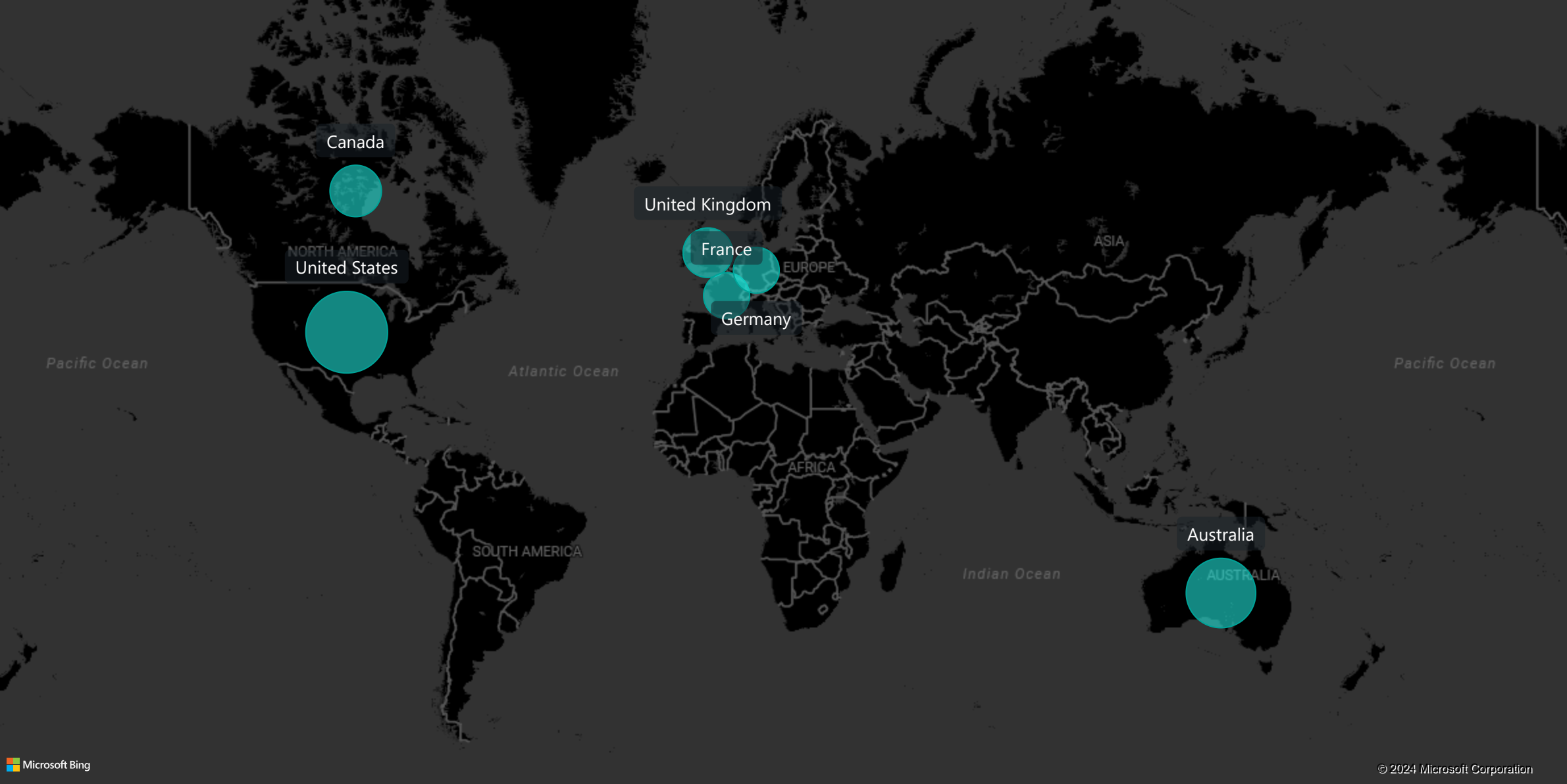
Shorts

Select all

Europe

North America

Pacific

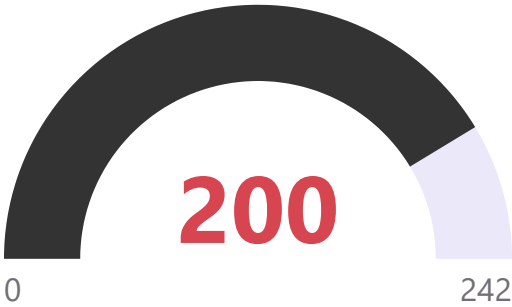




Selected Product:

Fender Set - Mountain

Monthly Orders vs Target



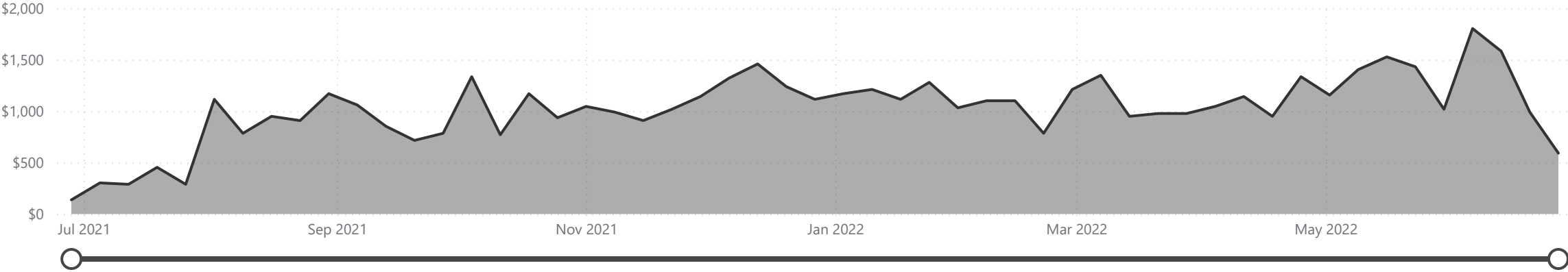
Monthly Revenue vs Target



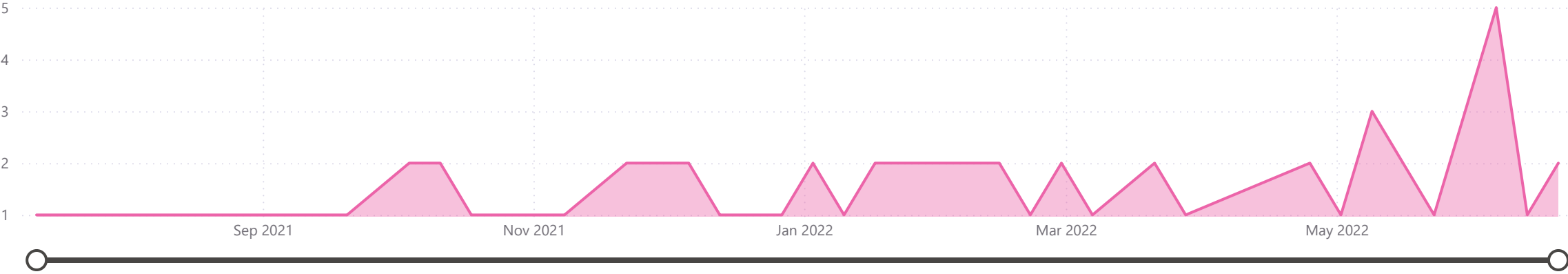
Monthly Profit vs Target



Profit Trending



Return Trending





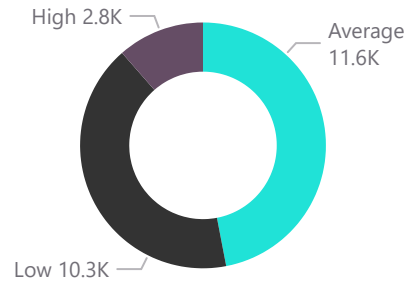
17.4K

UNIQUE CUSTOMERS

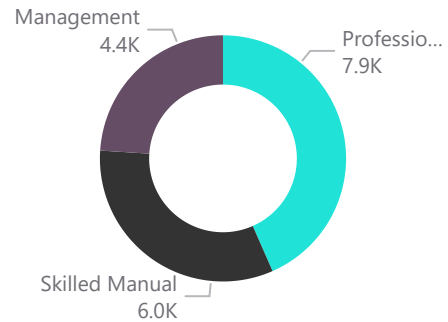
\$1,431

REVENUE PER CUSTOMER

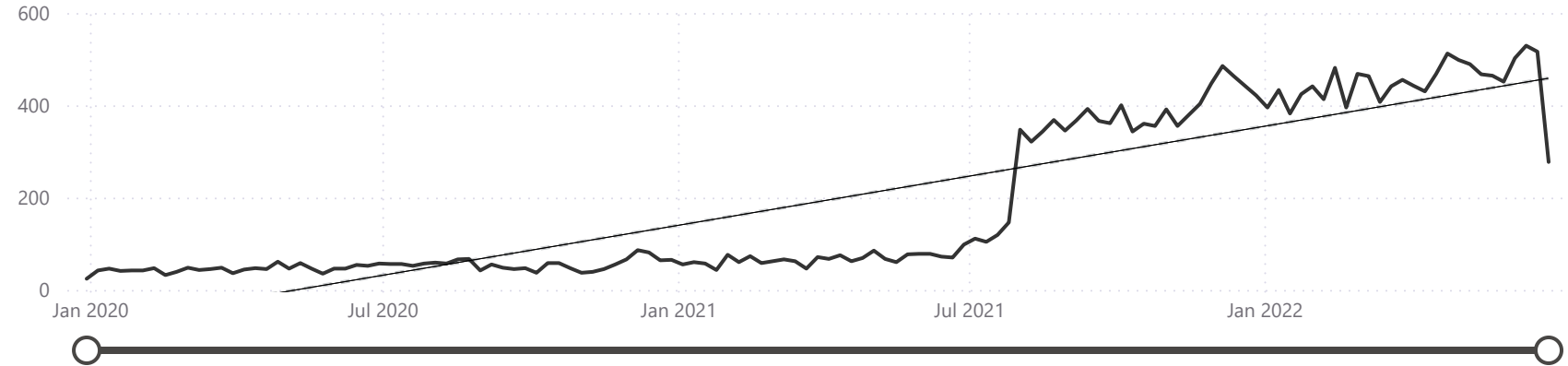
Orders by Income level



Orders by Occupation



Weekly 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 Dominguez	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 skilled manual role in 2022, Ruben Suarez drove the most revenue at \$4683

\$2,49,14,587

Total Revenue

\$1,04,57,715

Total profit

25,164

Total orders

1,809

Total returns

2.17%

Return Rate

