



\$15.6M

REVENUE

\$6.5M

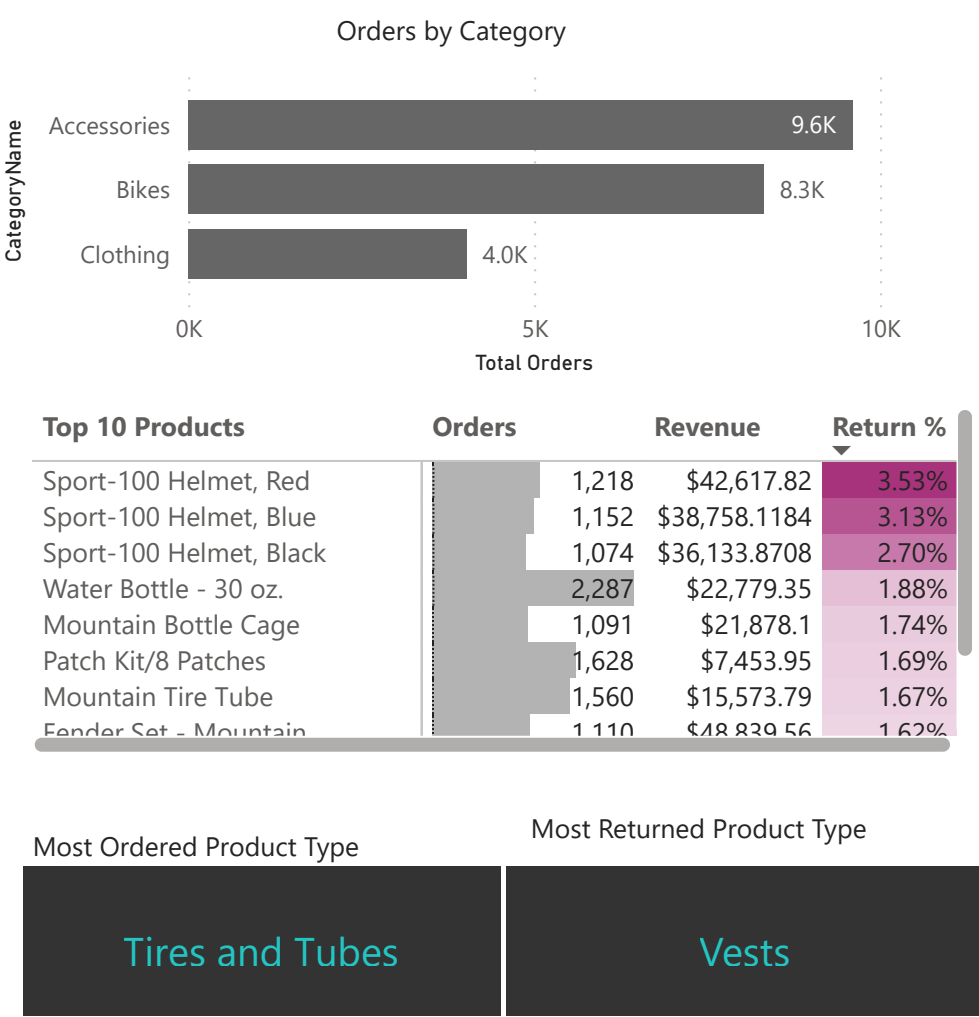
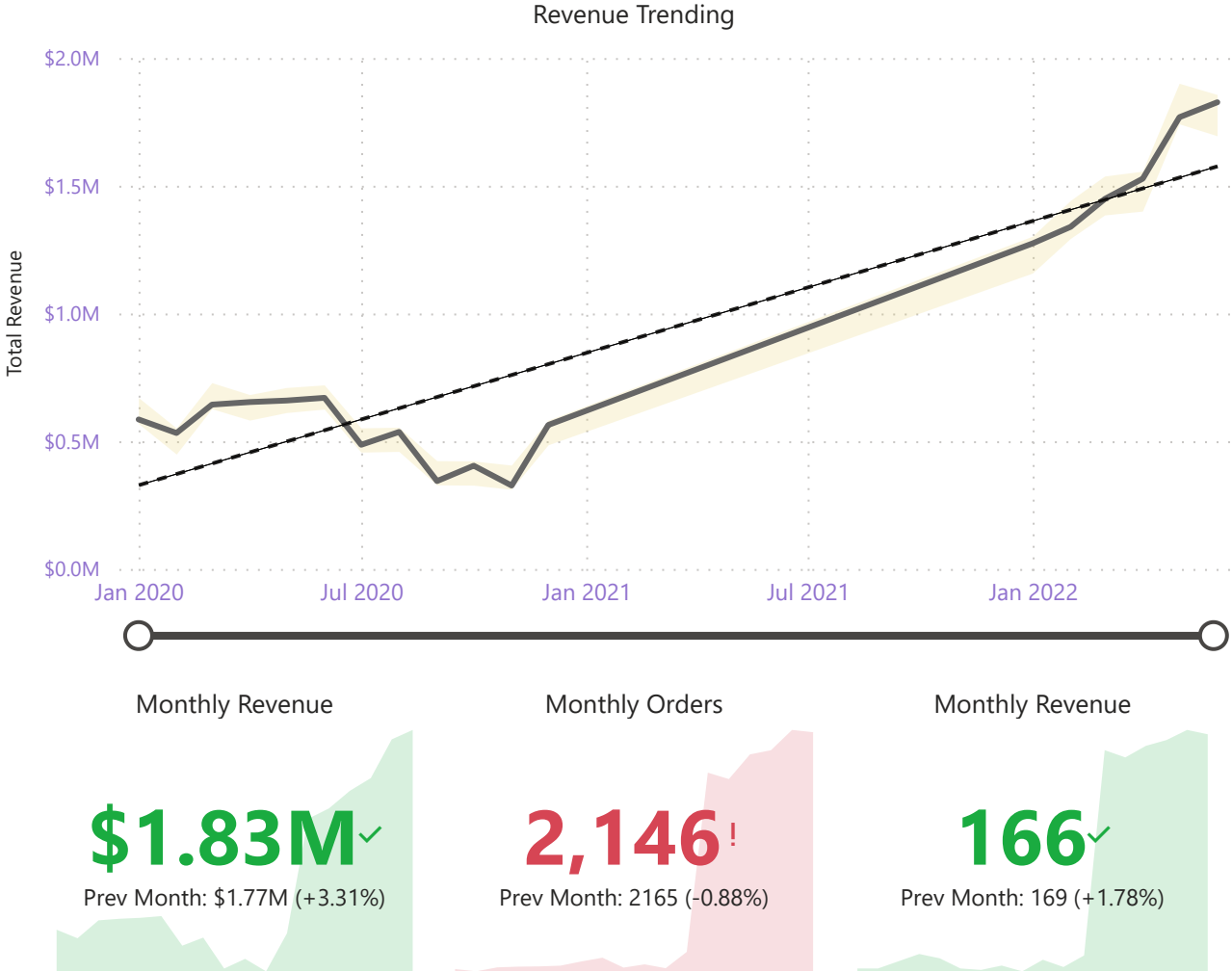
PROFIT

14.5K

ORDERS

2.2%

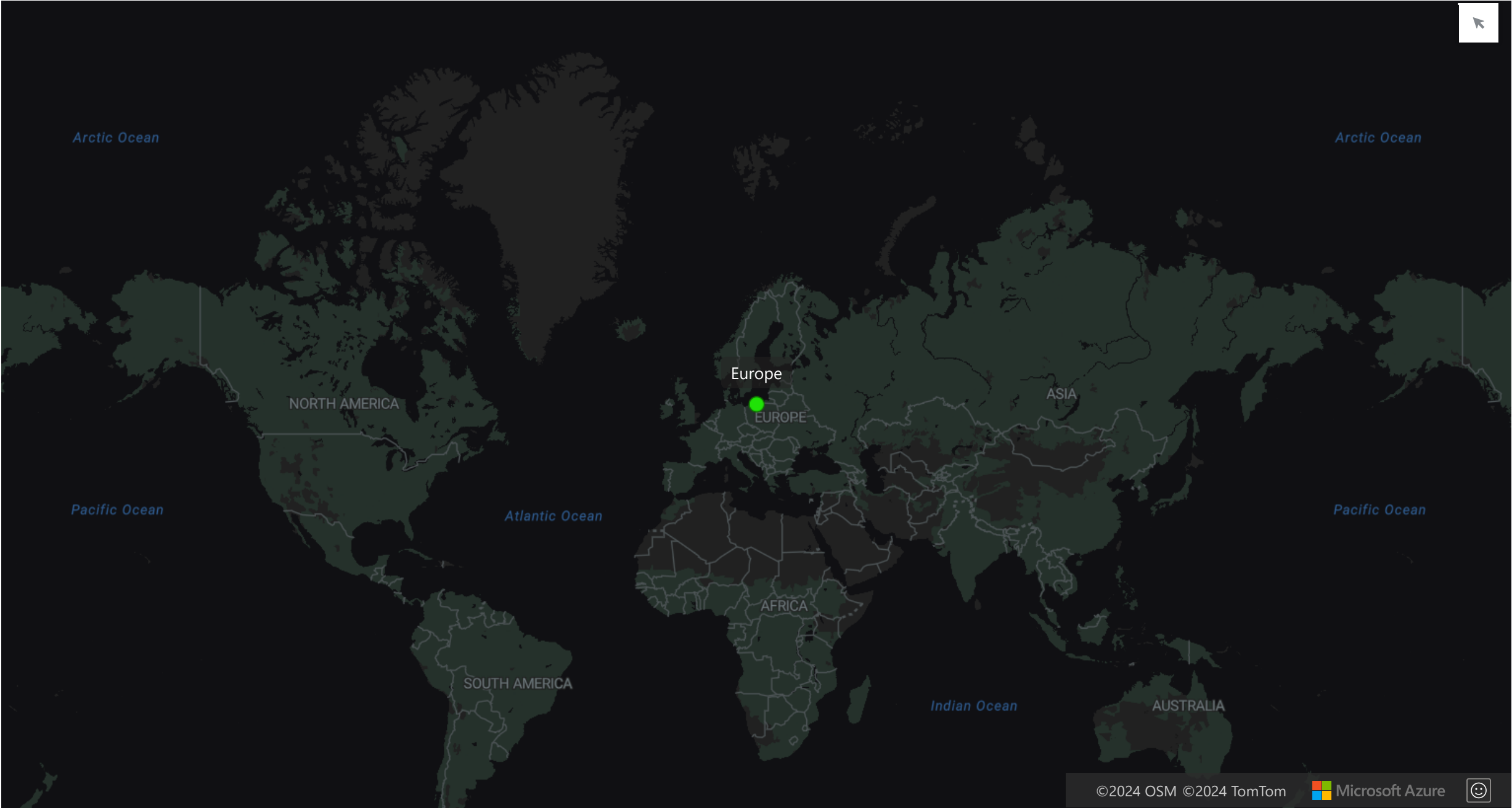
RETURN RATE



Europe

North America

Pacific





- Product Name ▼
- ☒ All-Purpose Bike S...
 - ☐ AWC Logo Cap
 - ☐ Bike Wash - Dissol...
 - ☐ Cable Lock

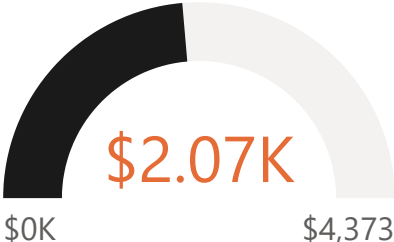
price Adjustment(%) ▼

- Product Metric Selecti... ▼
- ☒ Orders
 - ☐ Revenue
 - ☐ Profit
 - ☐ Returns
 - ☐ Return %

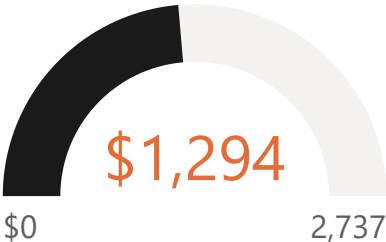
Monthly Orders vs. Target



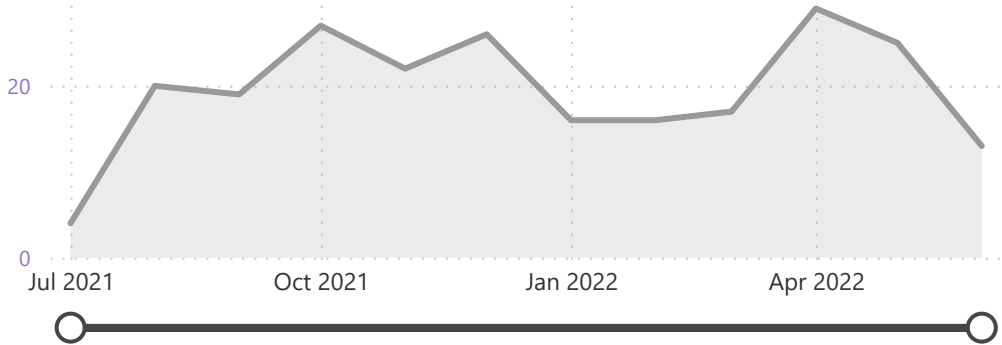
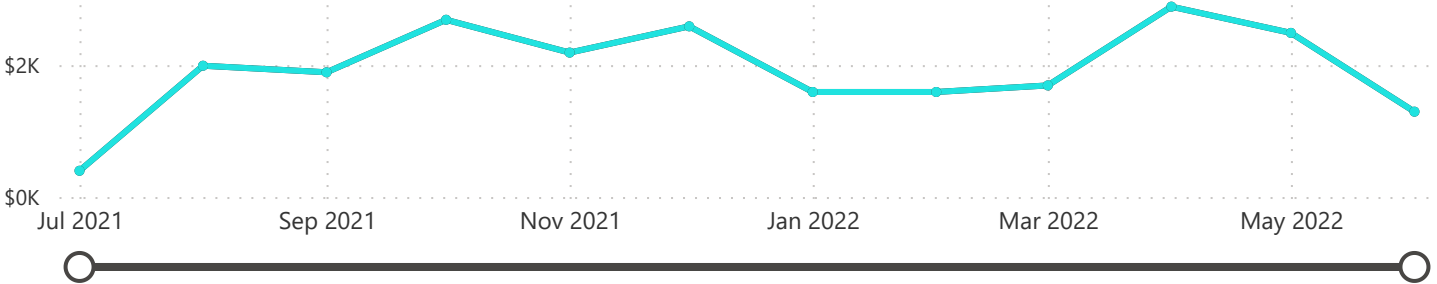
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Report Summary

Total orders for All-Purpose Bike Standwere 234

All metrics trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022, each increasing by 225.00%.

Profit experienced the longest

←

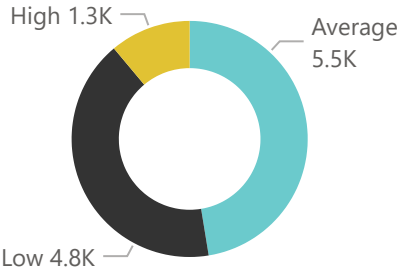
10.5K

UNIQUE CUSTOMER

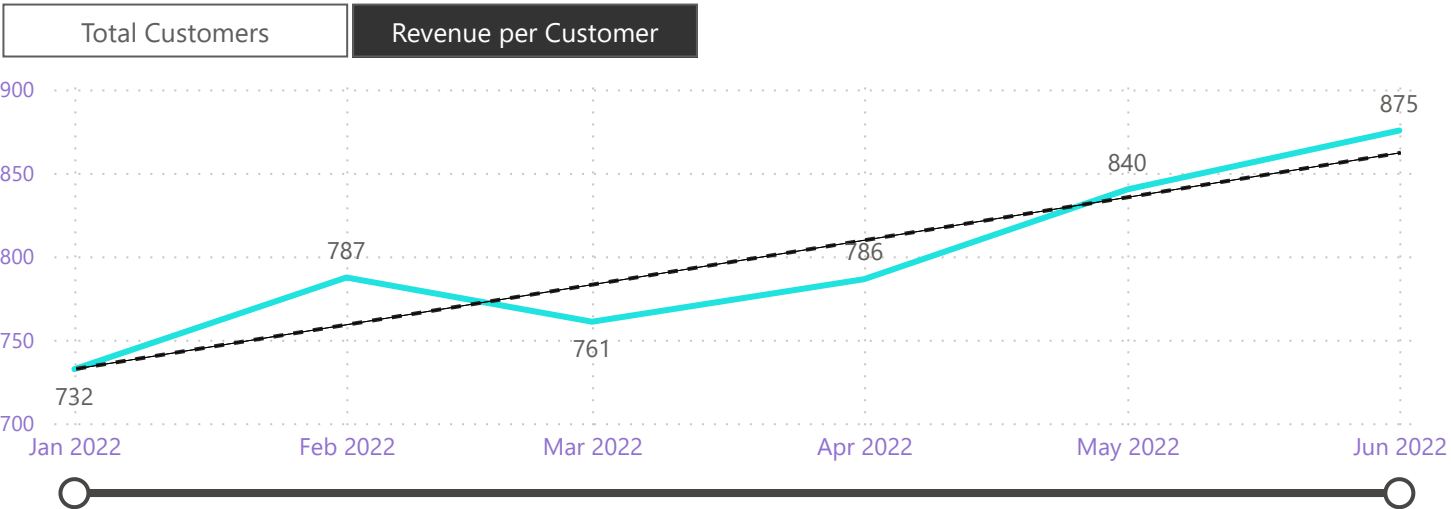
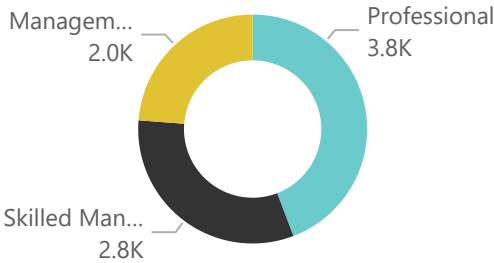
875

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name (CC)	Orders	Revenue
12936	Renee Moreno	4	\$335.1242
13179	Mr. Adrian Sanchez	3	\$153.1642
13008	Mr. Alberto Muñoz	3	\$209.6942
11530	Mr. Andrew Martinez	5	\$320.2204
11631	Mr. Antonio Bennett	7	\$375.0481
13707	Mr. Austin Smith	3	\$202
11748	Mr. Blake Hill	3	\$94.8684
12892	Mr. Brian Peterson	3	\$332.4699
14077	Mr. Bryan Townsend	4	\$270.5862
13466	Mr. Bryce James	3	\$186.0162
Total		646	\$76,868.8948

2022

2022

Top Customer (By Revenue):

Mr. Jordan Turner

Orders:

5

Revenue:

6,802



\$24,914,586.8193

Total Revenue

\$10,457,715

Total Profit

25,164

Total Orders

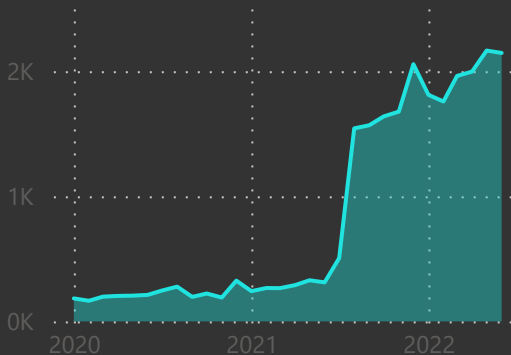
1809

Total Returns

2.17%

Return Rate

Weekly Orders



X Label



0

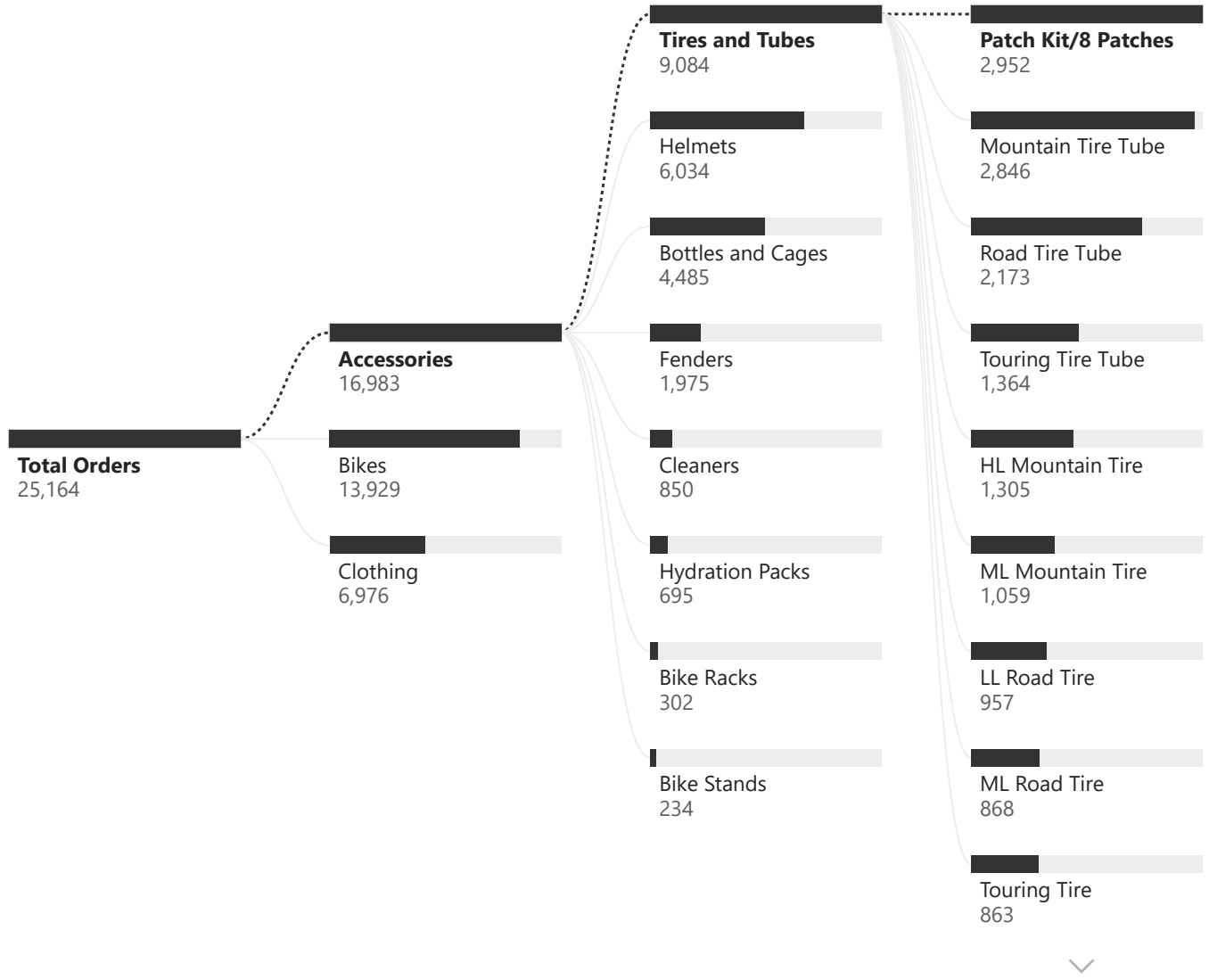
0 20 40 50 60 80 100 120 140 150




 Total orders by calendar lookup start of month



CategoryName	Total Orders
 Accessories	16,983
 Bikes	13,929
Black	5,062
Blue	1,263
Red	1,912
Silver	2,562
Total	25,164

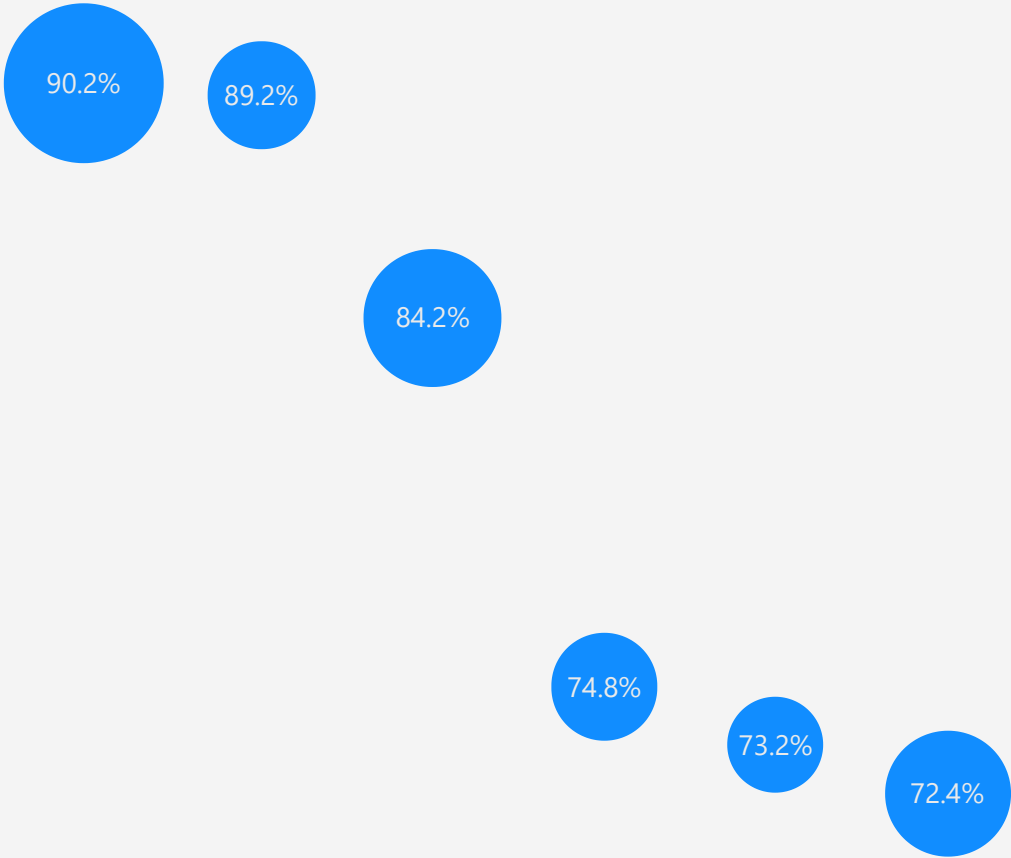


Key influencers Top segments



When is HomeOwner more likely to be ?

We found 7 segments and ranked them by % HomeOwner is Y and population size. Sel...

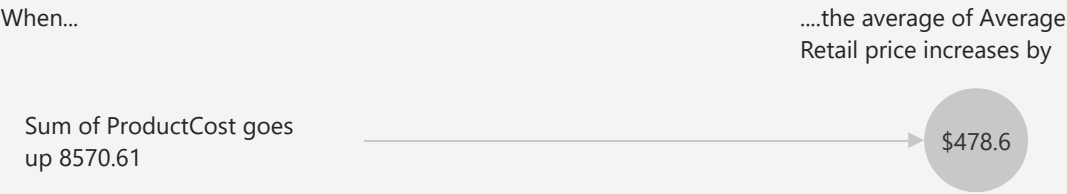


	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	90.2%	89.2%	84.2%	74.8%	73.2%	72.4%
Population count	2224	1395	1870	1407	1228	1693

Key influencers Top segments



What influences Average Retail price to ?



Total Revenue

\$24.9M

Total Profit

\$10.5M

Total Orders

25.2K

Return Rate

2.17%