



\$24.91M
revenu

\$10.46M
profit

25K
total order

2.17%
return rate

Weekly revenu



monthly revenue

\$1.65M
Goal: \$1.54M (+7.01%)

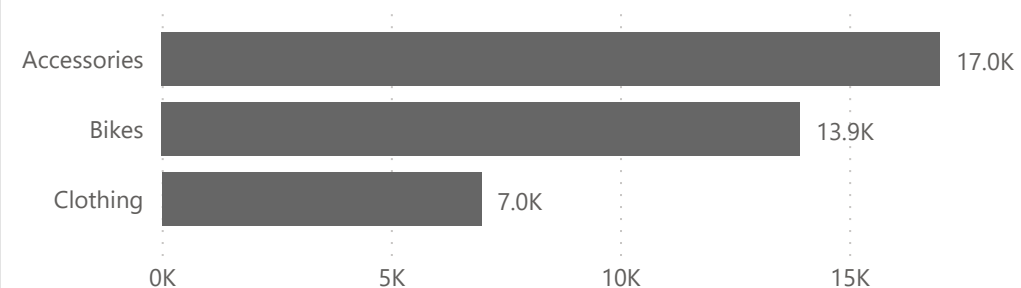
monthly order

1.92K
Goal: 1.87K (+2.62%)

monthly return

153
Goal: 154 (+0.65%)

orders by catogori



ProductName	order	revenu	return %
Mountain Bottle Cage	1896	\$38,061.9000000002	2.02%
Sport-100 Helmet, Black	1940	\$65,269.74800000009	2.68%
Fender Set - Mountain	1975	\$87,040.80000000006	1.36%
Sport-100 Helmet, Black	1995	\$67,120.178999999979	3.31%
Total	15587	\$4,65,678.4112000011	1.85%

Bib-Shorts

First SubcategoryName

Bib-Shorts

First SubcategoryName



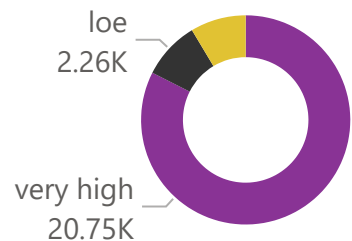
18K

unique customers

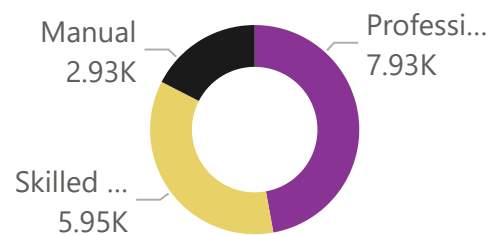
714.44

average revanu

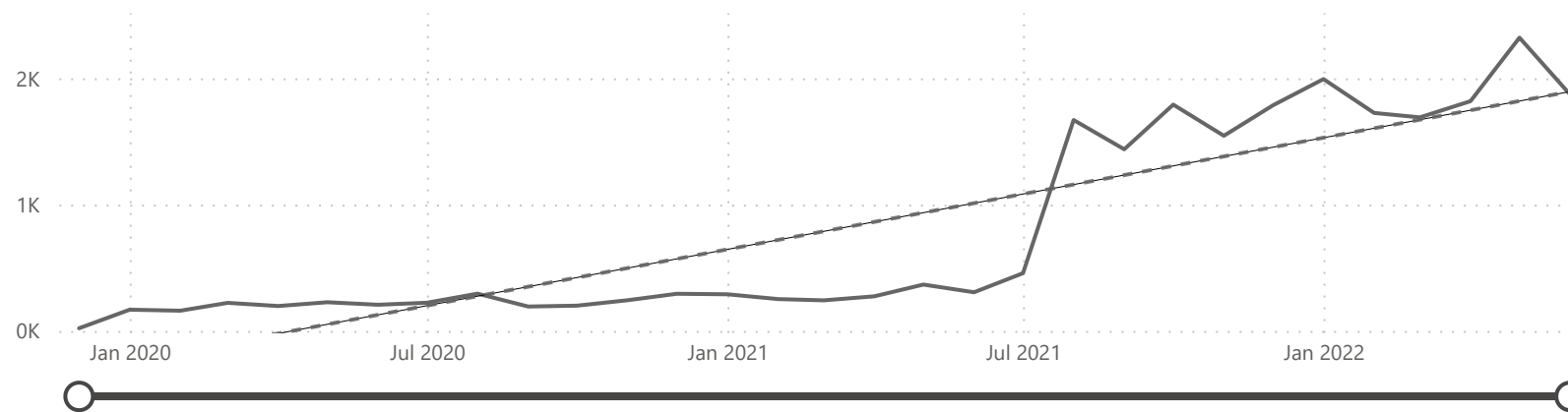
order by income level



order by occupation



Weekly customers



Top 100 customers

CustomerKey	full name	order	revanu
12300	ADRIANA GONZALEZ	12	\$9,195.6963
12936	RENEE MORENO	14	\$335.1242
12650	Mr. AARON WRIGHT	12	\$10,329.2291
12984	Mr. ADAM YOUNG	20	\$302.0268
13179	Mr. ADRIAN SANCHEZ	18	\$259.0042
11530	Mr. ANDREW MARTINEZ	43	\$757.5879000000000
11631	Mr. ANTONIO BENNETT	58	\$1,001.3815
11719	Mr. BLAKE GREEN	20	\$403.8346
11748	Mr. BLAKE HILL	14	\$194.7884
12207	Mr. BRAD CUE	16	\$0.161000100000000
Total		4827	\$6,15,328.6369999

2020

2022

Mr. MAURICE SHAN

full name (customer detail)

6

total order(custo...

12.41K

total revenu(cus...

Top customers(by revenue)

Select all

Europe

North America

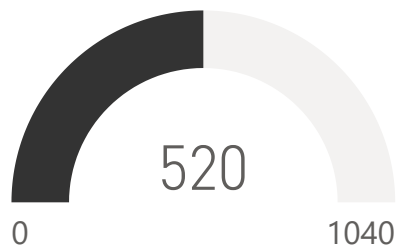
Pacific



selected product

Mountain Tire
Tube

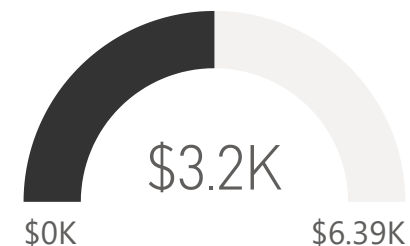
total order



monthly revenue target



monthly profit



price adjustment (%)

0.50

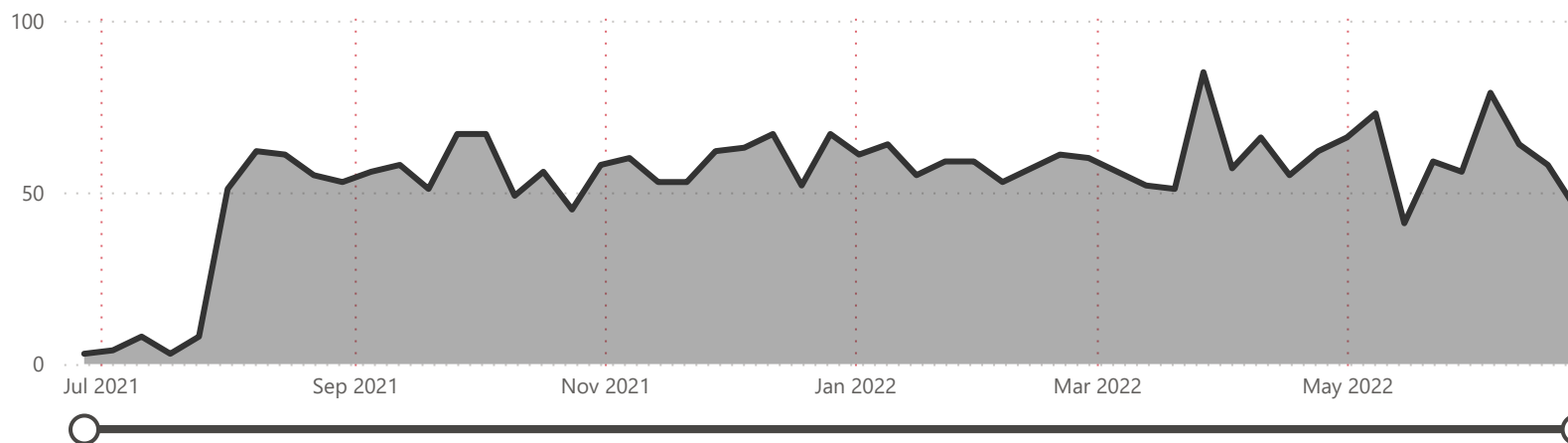
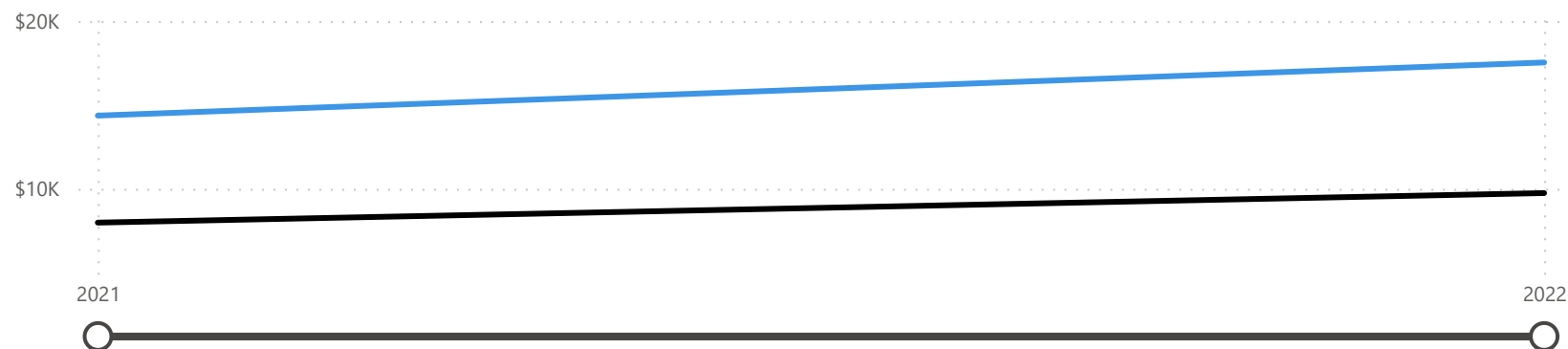


product matrix select...

- ☒ total order
- ☐ total cost
- ☐ return rate
- ☐ total profit

Weekly profit

● total profit ● adjusted profit



adjusted profit (22.06% increase) and total profit (22.06% increase) both trended up between 2021 and 2022.

total returned experienced the longest period of decline (-2) between Sunday, January 16, 2022 and Sunday, June 26, 2022.

\$1,04,57,715.434...

total profit

25164

total order

\$2,49,14,586.819...

total revanu

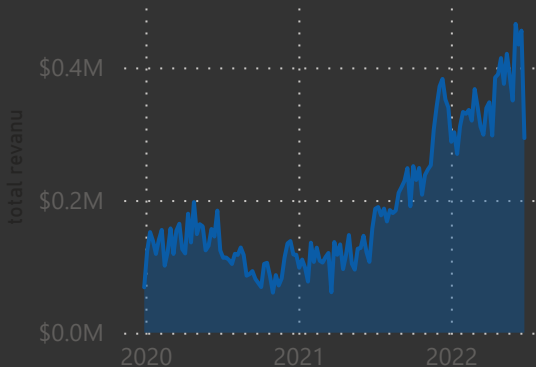
1809

total returned

2.17%

return rate

weekly revanu



Key influencers Top segments



What influences HomeOwner to be Y?

When...

....the likelihood of
HomeOwner being Y
increases by

MaritalStatus is M

1.61x

parants is yes

1.56x

EducationLevel is Graduate Degree

1.19x

AnnualIncome is 100000

 $1.15x$

Occupation is Management

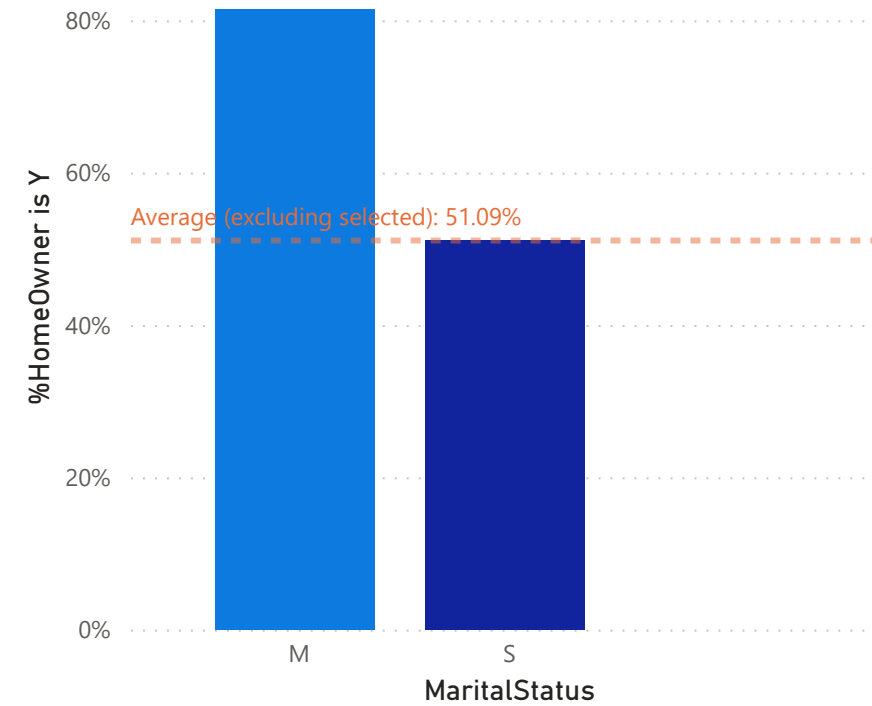
1.11x

Occupation is Skilled
Manual

1.10x

AnnualIncome is 120000

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).

☐ Only show values that are influencers