



\$24.9M

REVENUE

\$10.5M

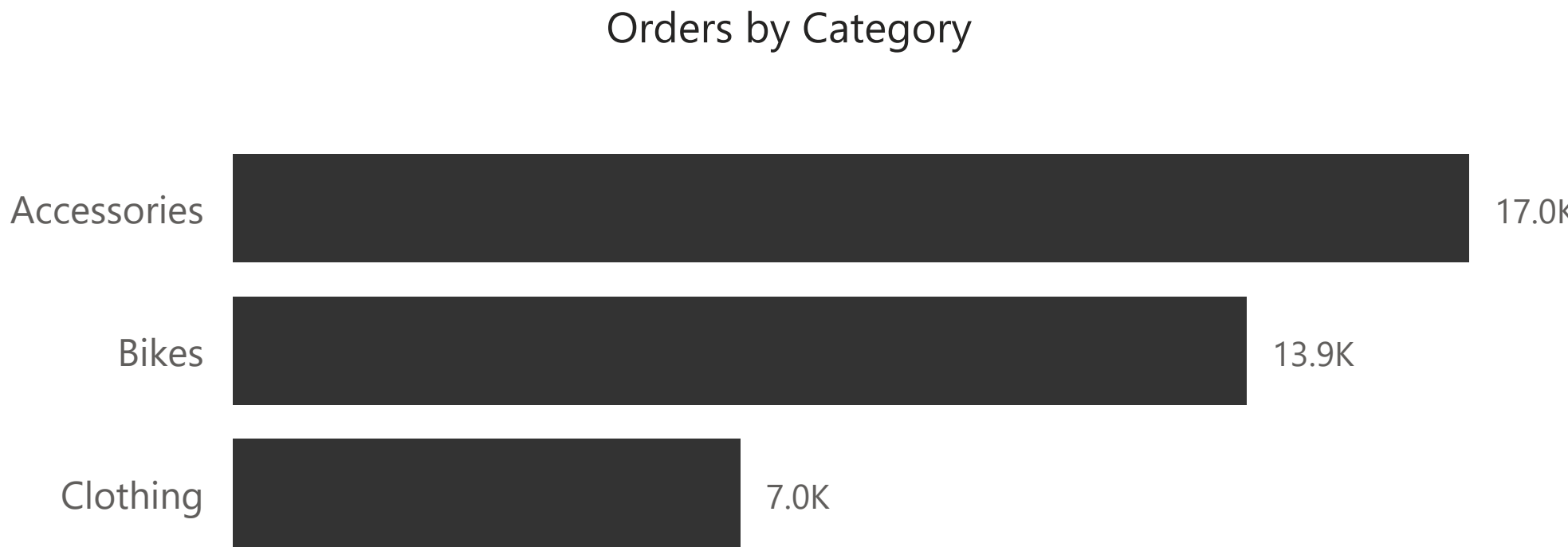
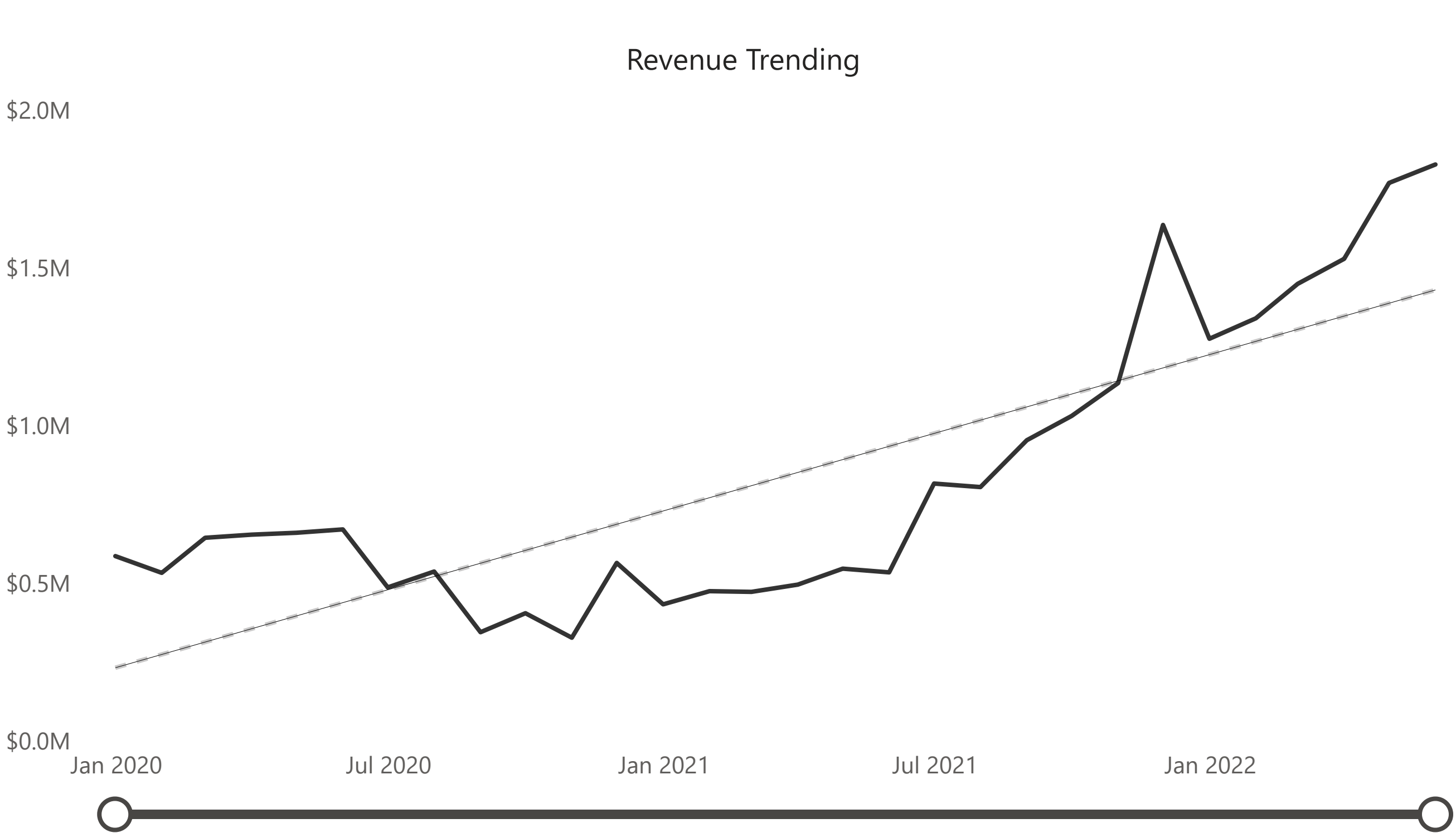
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
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%
Mountain Bottle Cage	1,896	\$38,062	2.02%

Monthly Revenue

\$1.83M✓

Prev Month: \$1.77M (+3.31%)

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product

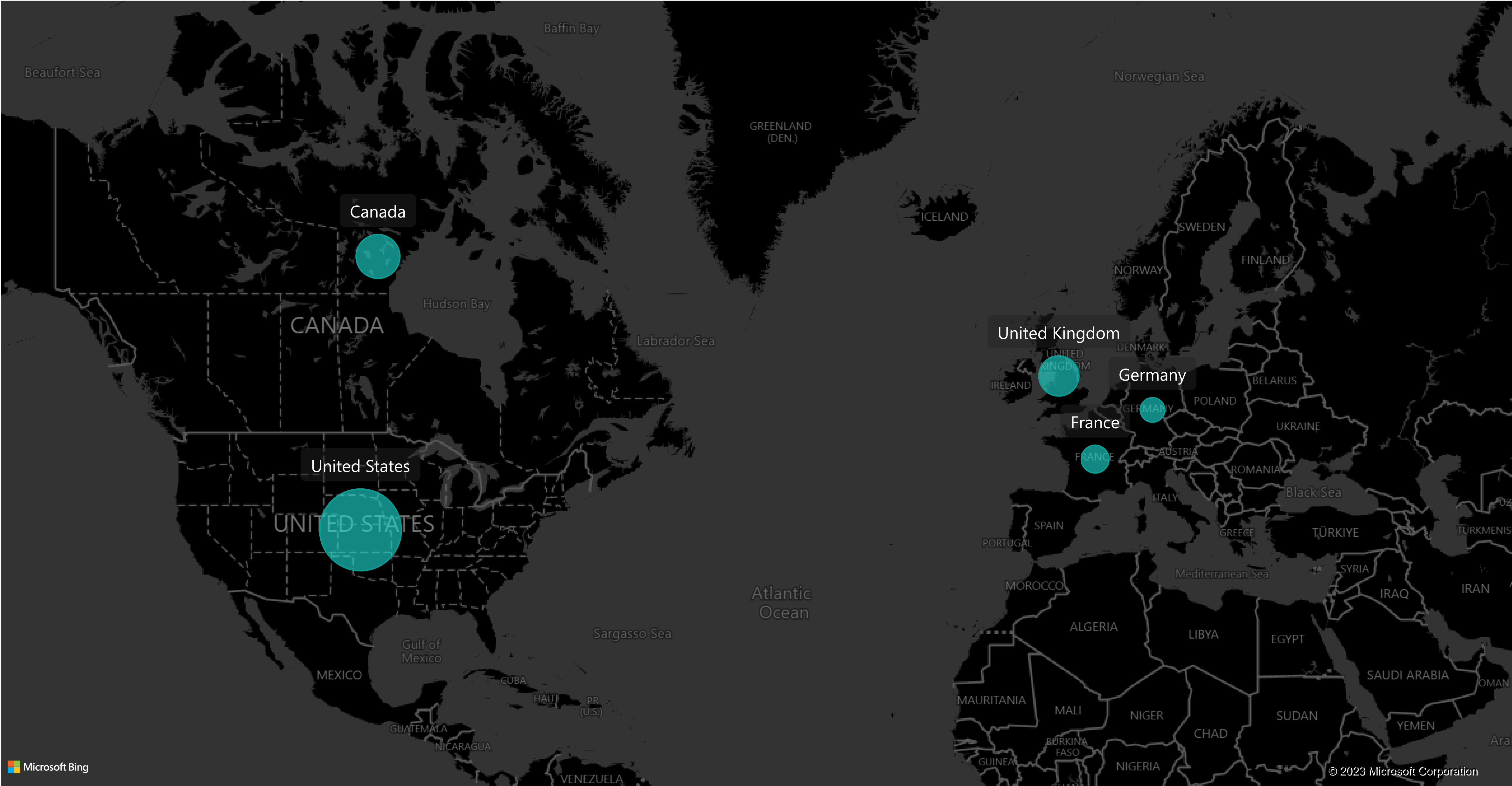
Shorts

Select all

Europe

North America

Pacific

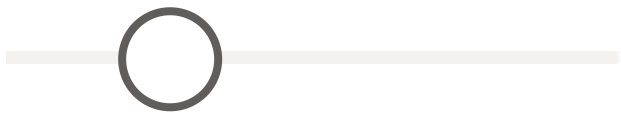


Selected Product:

**Water Bottle -
30 oz.**

Price Adjustment (%)

-0.50



Product Metric Seleciton

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

Monthly Orders vs. Target



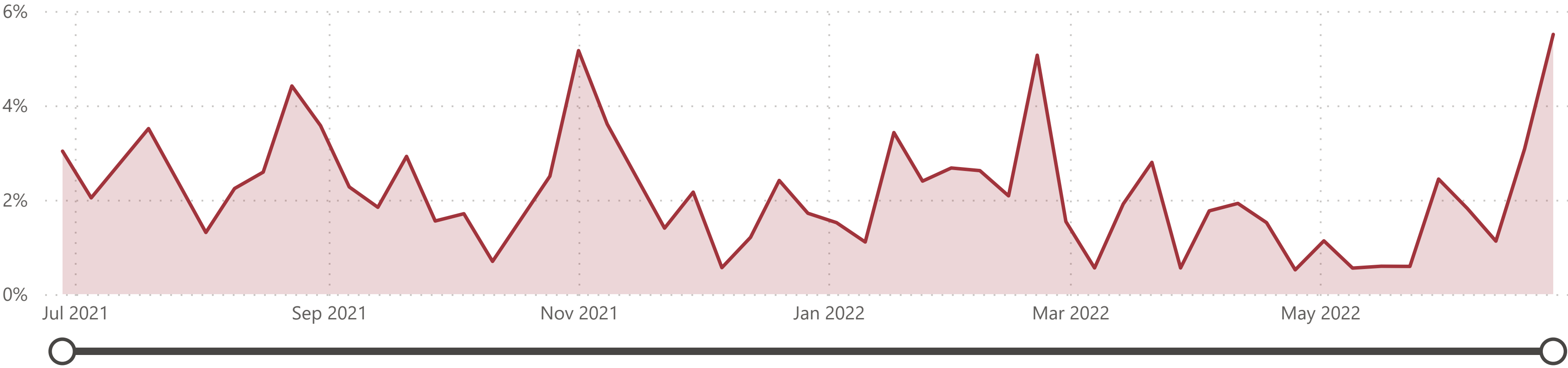
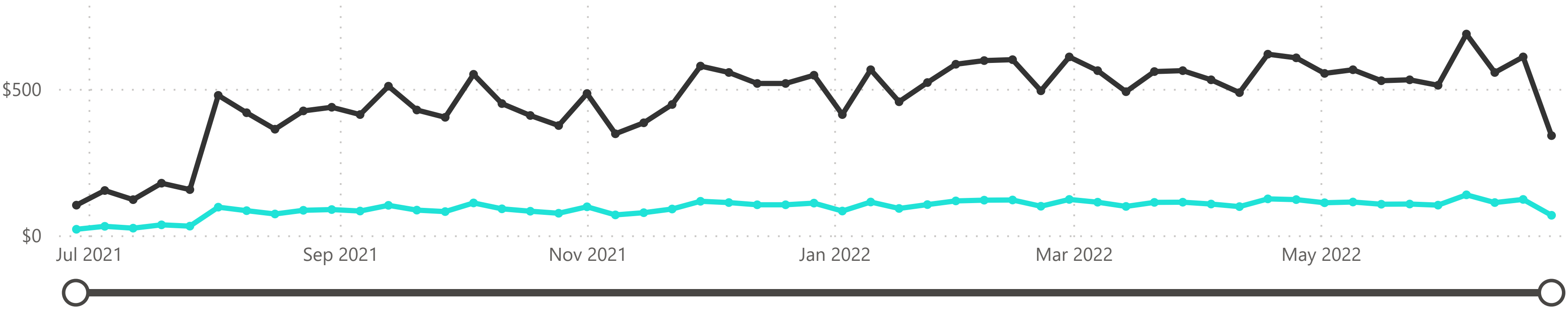
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit





UNIQUE CUSTOMERS

REVENUE PER CUSTOMER

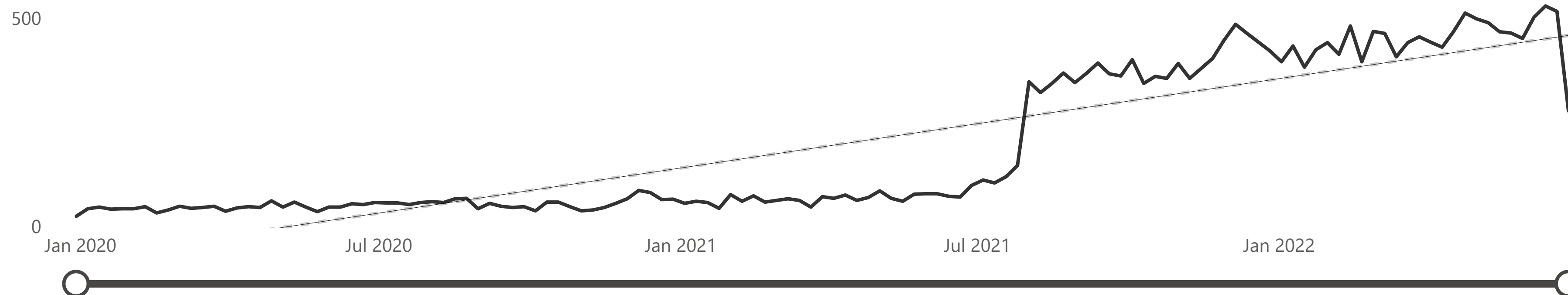
A donut chart illustrating the distribution of data points. The chart is divided into three segments: a large cyan segment representing 'Average 12K' (approximately 65%), a black segment representing 'Low 10K' (approximately 25%), and a small yellow segment representing 'High 3K' (approximately 10%).

Category	Count	Percentage
Average	12K	~65%
Low	10K	~25%
High	3K	~10%

A donut chart illustrating the distribution of the UK workforce by skill level. The chart is divided into three segments: Professional (8K, cyan), Skilled Manual (6K, black), and Management (4K, yellow). The segments are arranged in a circle, with Professional at the top right, Skilled Manual at the bottom, and Management at the top left.

Skill Level	Count
Professional	8K
Skilled Manual	6K
Management	4K

Revenue per Customer



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
11078	Ms. Gina Martin		16	\$991
Total			1,272	\$615,329

2020

2022

Top Customer (by Revenue)

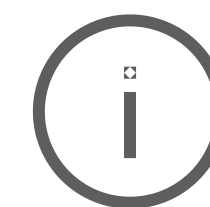
Mr. Maurice Shan

Orders

6

Revenue

\$12.4K



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

\$24,914,587

Total Revenue

\$10,457,715

Total Profit

25,164

Total Orders

1809

Total Returns

2.17%

Return Rate

Weekly Orders

