





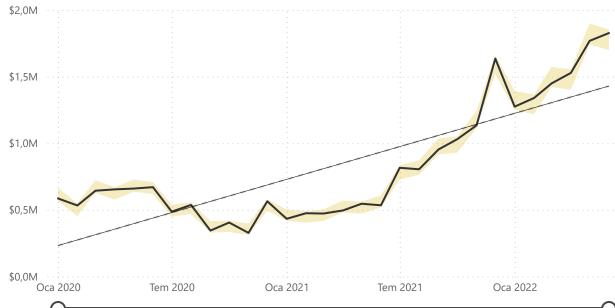
\$10,5M **PROFIT**

25,2K **ORDERS**

2,2%

RETURN RATE





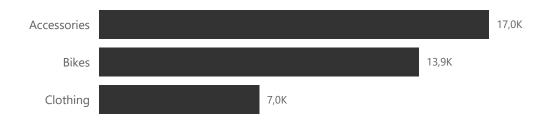
Monthly Revenue

\$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%)

Orders by Category



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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts





Select all Europe North America Pacific













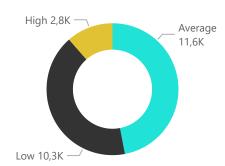




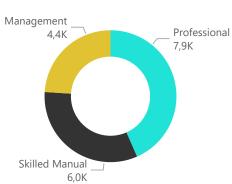
17,4K
UNIQUE CUSTOMERS

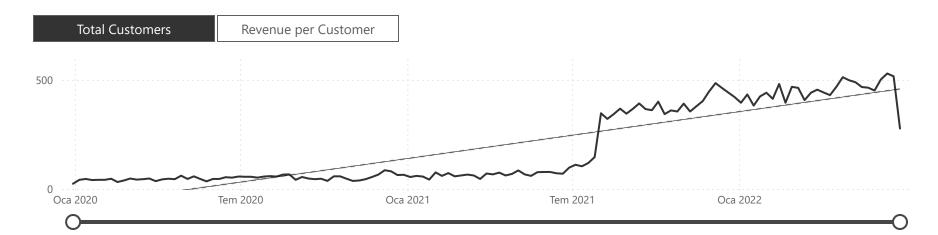
\$1.431
REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation





Top 100 Customers

Customer Key	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	\$615.329

Year 2020 2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

\$12,4K

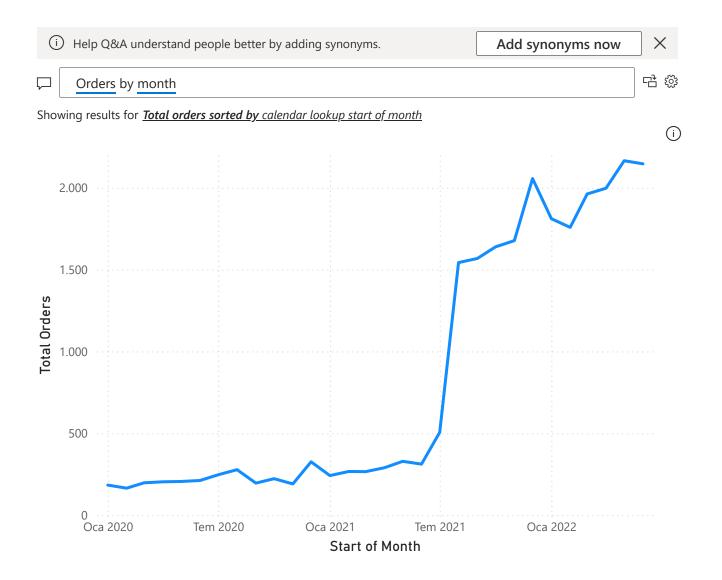


Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683









C-4NI	T-4-1	OI
CategoryName	iotai	Orders

Accessories	16.983
⊟ Bikes	13.929
Black	5.062
Blue	1.263
Red	1.912
Silver	2.562
Yellow	3.130
⊞ Clothing	6.976
Total	25.164

25K
Total Orders

Total Orders 25.164 What influences HomeOwner to be Y

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

MaritalStatus is M

1.62x

Is Parent? is Yes

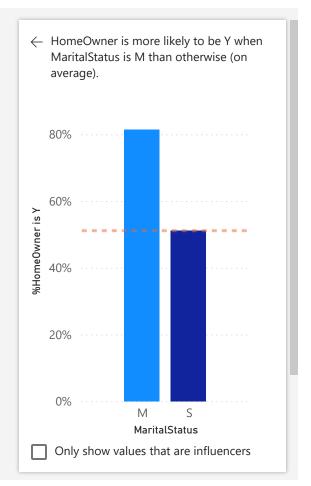
AnnualIncome is 30000 120000

EducationLevel is Graduate
Degree

Occupation is Management

Occupation is Skilled
Manual

Sort by: Impact Count



✓ ?

What influences Average Retail Price to Increase

Increase \vee ?

When...the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

