

\$24.9M

REVENUE

\$10.5M

PROFIT

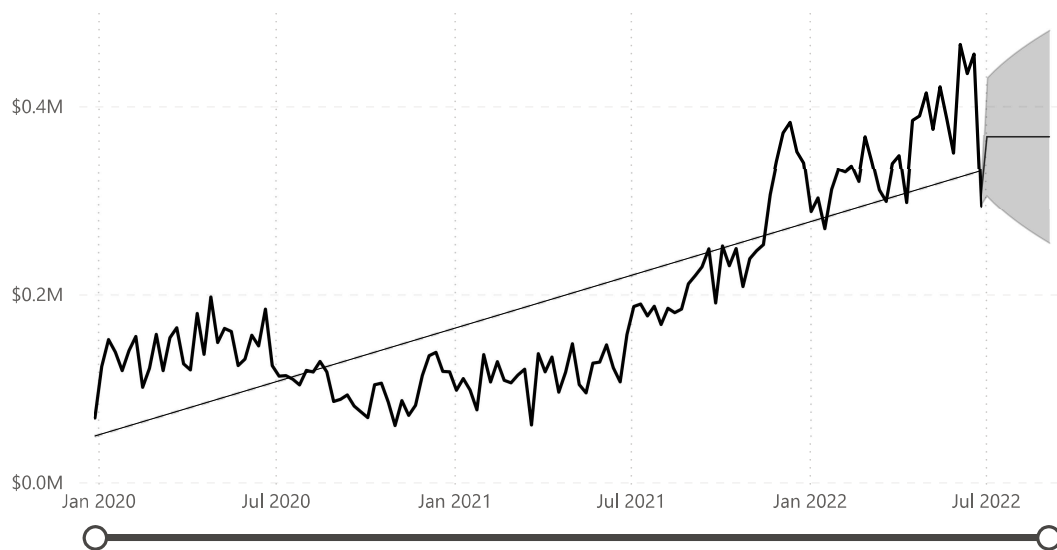
25.2K

ORDERS

2.2%

RETURN RATE

Revenue



Orders by CategoryName



ProductName	Orders	Revenue	Return %
AWC Logo Cap	2062	\$35,882.0742	1.11%
Fender Set - Mountain	1975	\$87,040.8	1.36%
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Road Tire Tube	2173	\$17,264.73	1.55%
Sport-100 Helmet, Black	1940	\$65,269.748	2.68%
Sport-100 Helmet, Blue	1995	\$67,120.179	3.31%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%

Monthly Revenue

\$1.83M ✓

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

Monthly Orders

2146 !

Prev. Month: 2165 (-0.88%)

Monthly Returns

167 ✓

Prev. Month: 169 (+1.18%)

Most Ordered Product

Tires and Tubes

Most Returned Product

Shorts



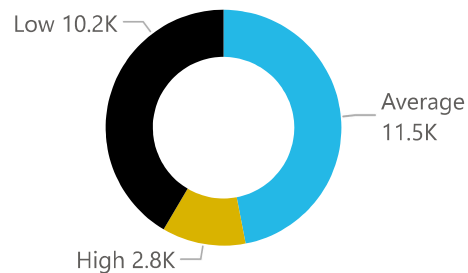
**\$714.4**

Average retail price

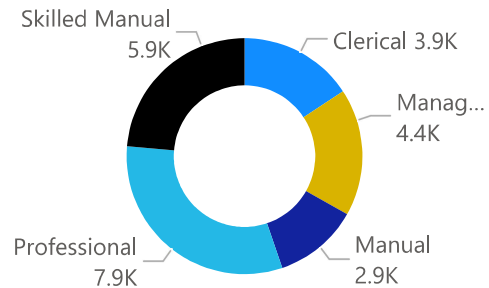
**17.4K**

Total unique customers

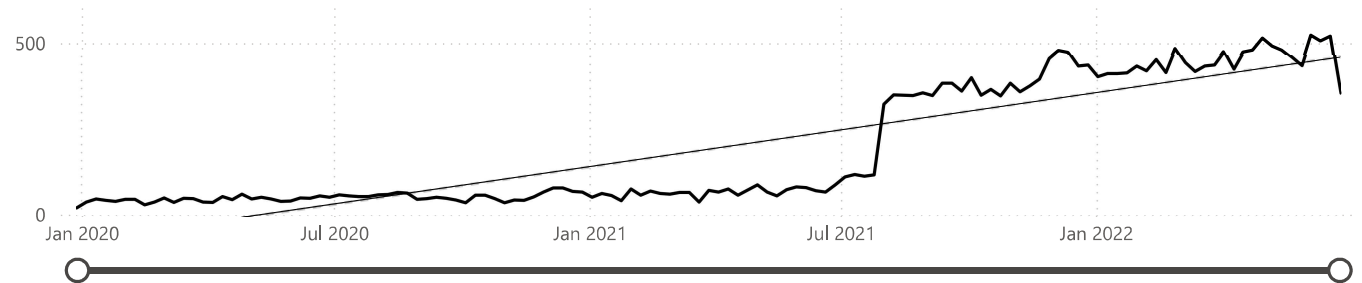
#### Orders by Income Level



#### 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
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707

Start of Year

1/1/2020

1/1/2022

Top Customers (by Revenue)

(Blank)

Orders

170

Revenue

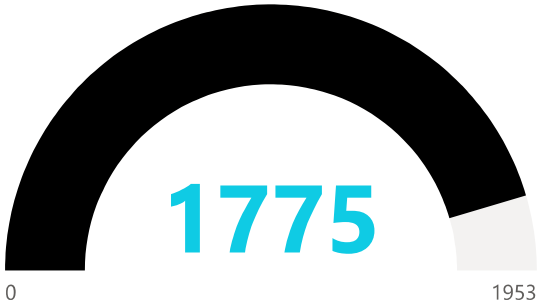
\$155.9K



Selected Product

**Fender Set -  
Mountain**

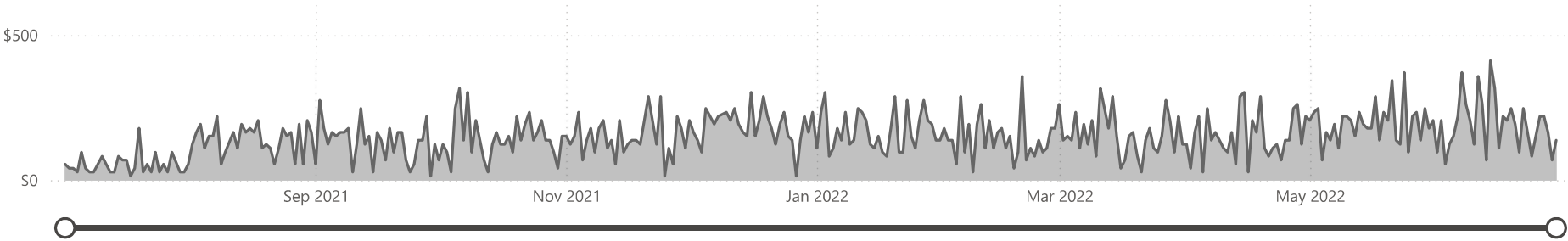
Monthly Orders vs Target



Monthly Revenue vs Target



Weekly Profit



Weekly Return

