



\$24.9M

REVENUE

\$10.5M

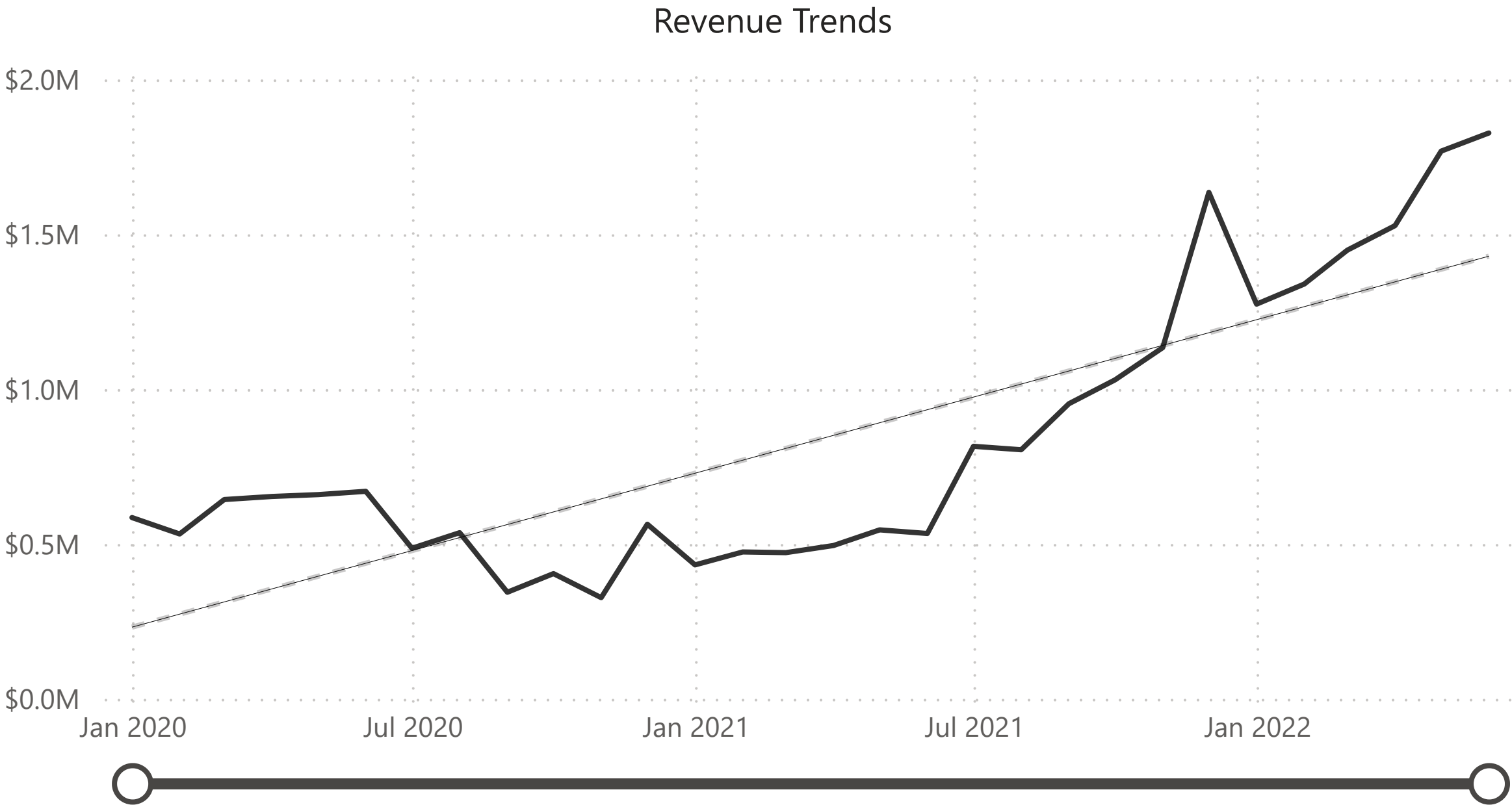
PROFIT

25.2K

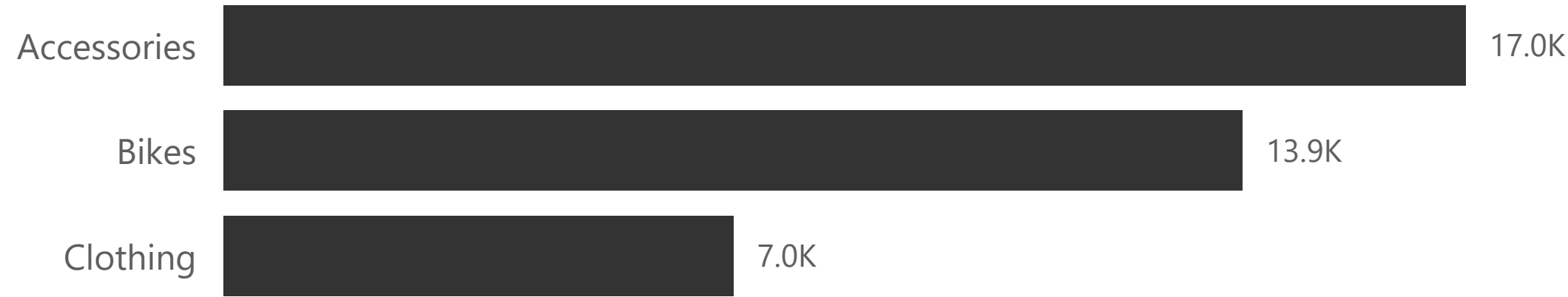
ORDERS

2.2%

RETURN RATE



Orders by Category



Top 10 Products

	Orders	Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
Water Bottle - 30 oz.	3,983	\$39,755	1.95%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Monthly Revenue



Monthly Orders



Monthly Returns

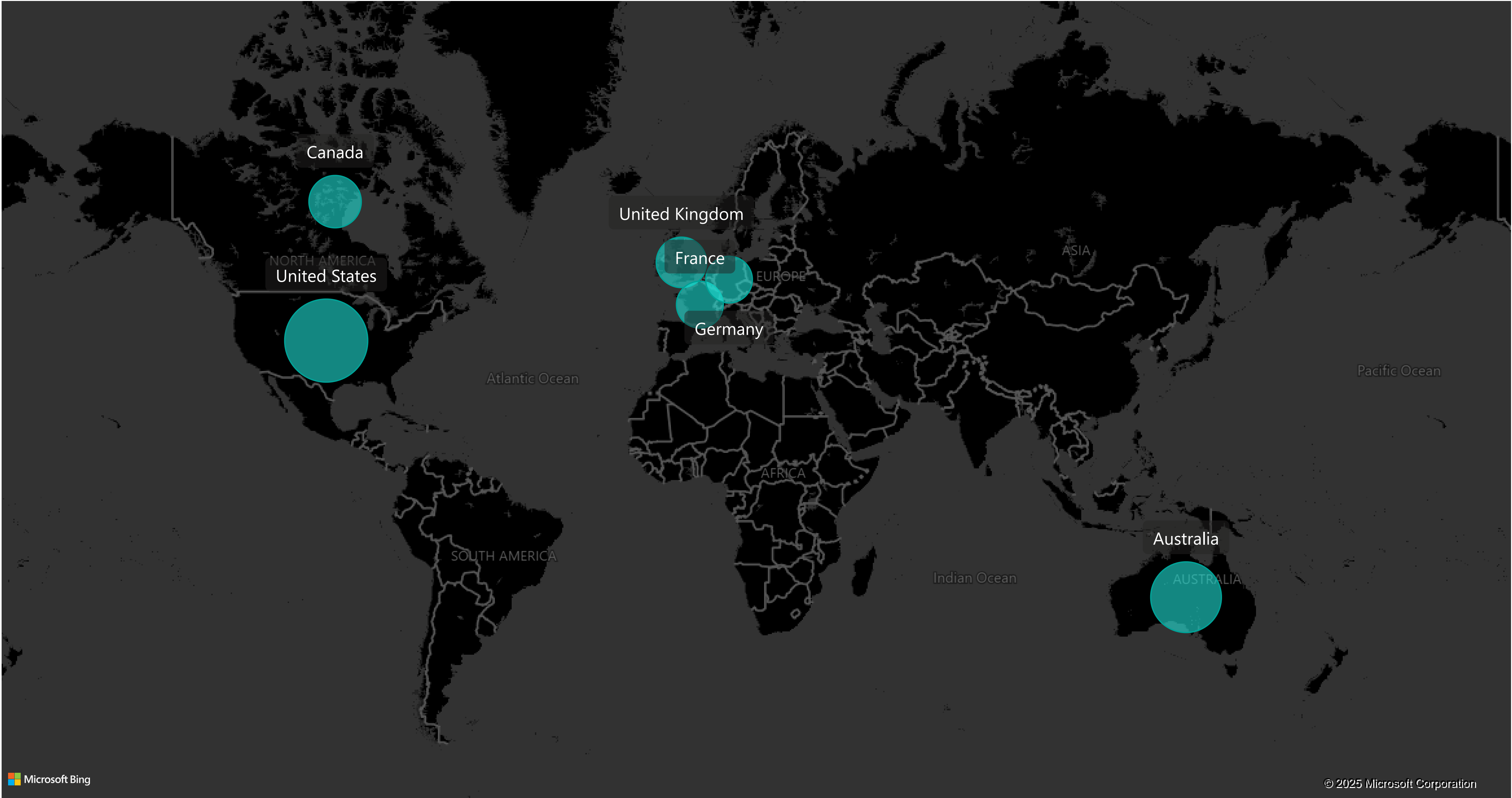


Select all

Europe

North America

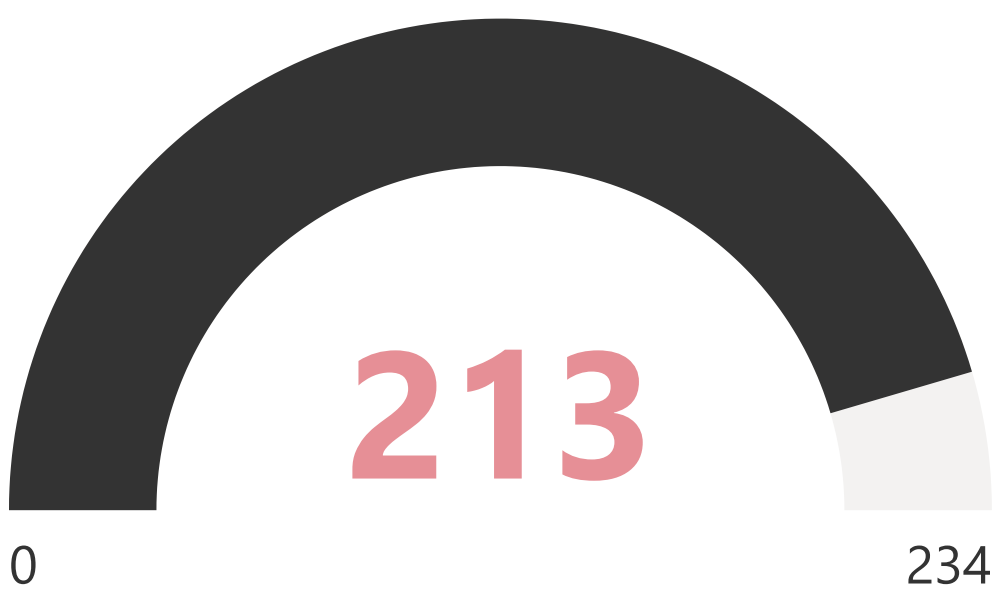
Pacific



Selected Product:

Road Tire  
Tube

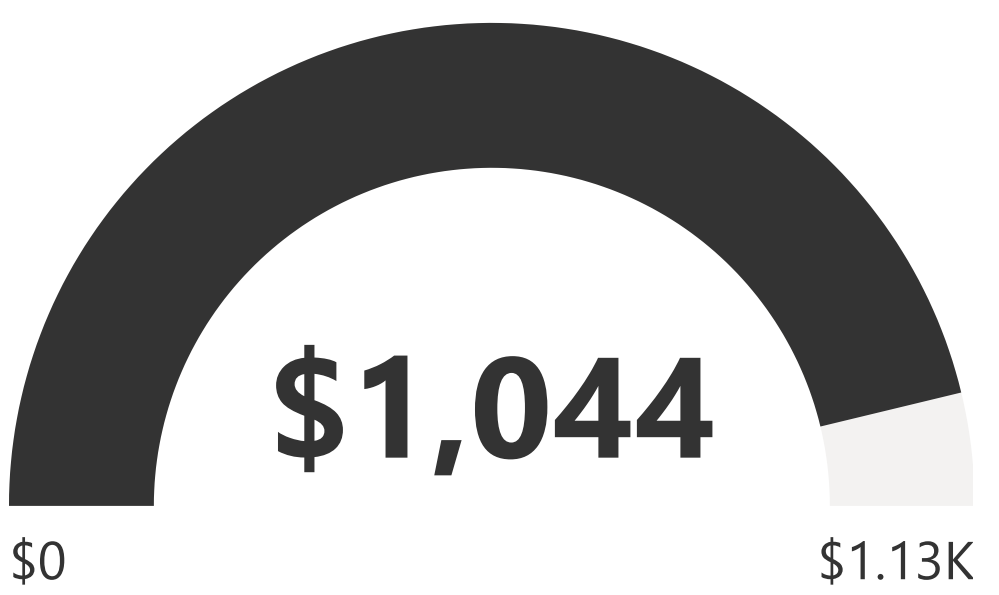
Monthly Orders vs Target



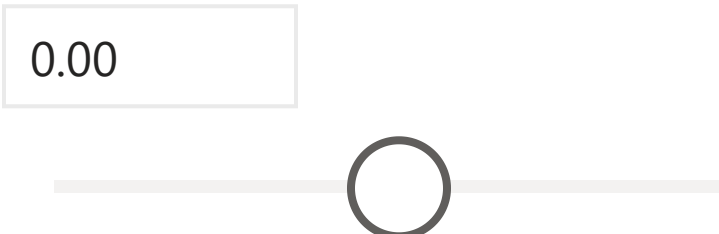
Monthly Revenue vs Target



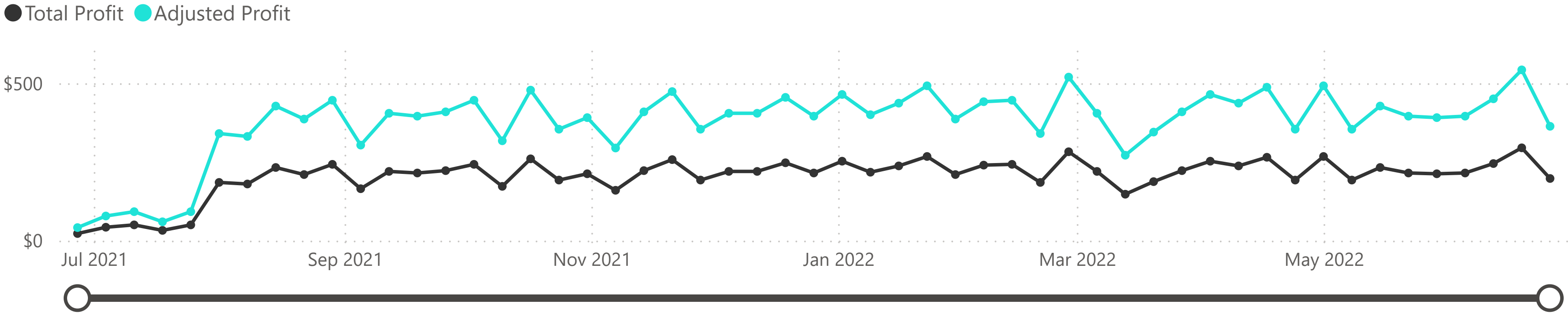
Monthly Profit vs Target



Price Adjustment(%)

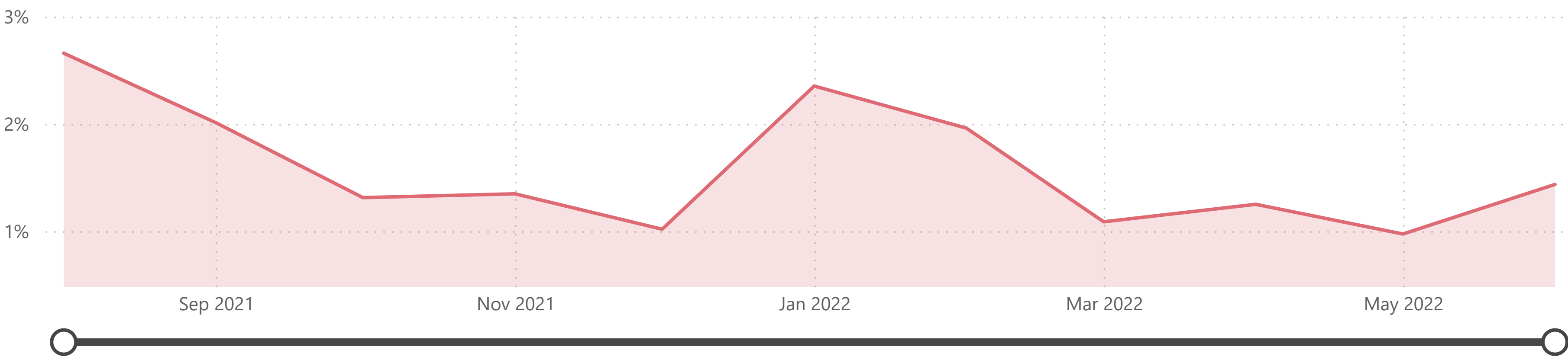


Profit Trends



Product Metric Selection

- ☐ Total Orders
- ☐ Total Revenue
- ☐ Total Profit
- ☐ Total Returns
- ☒ Return rate

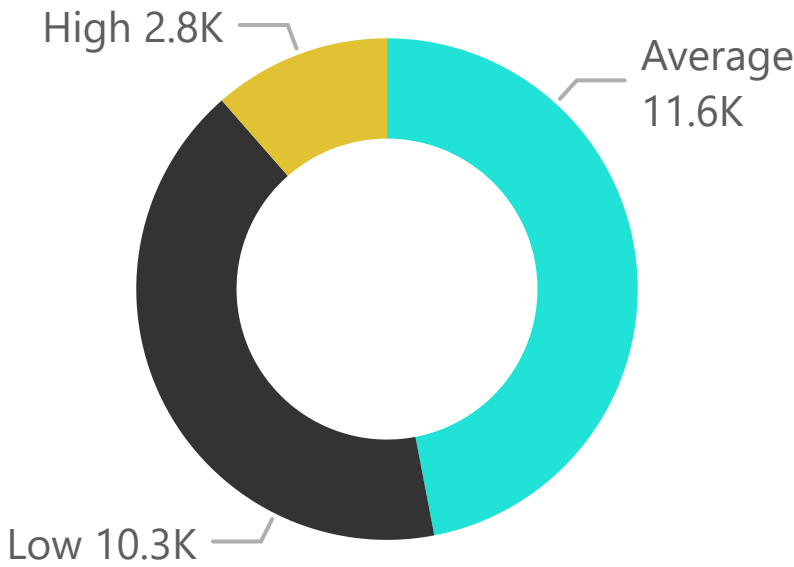




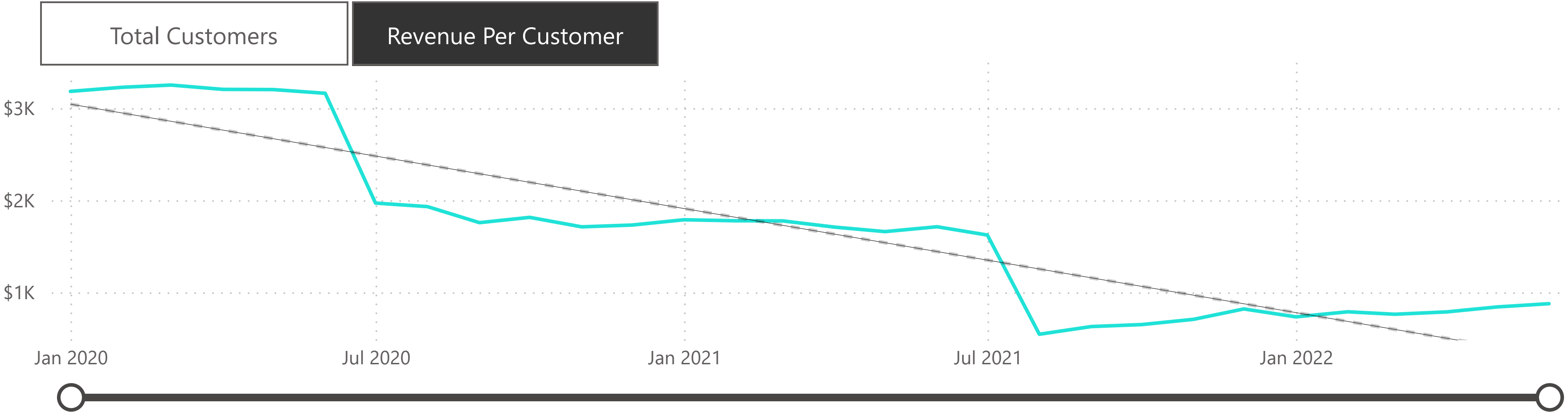
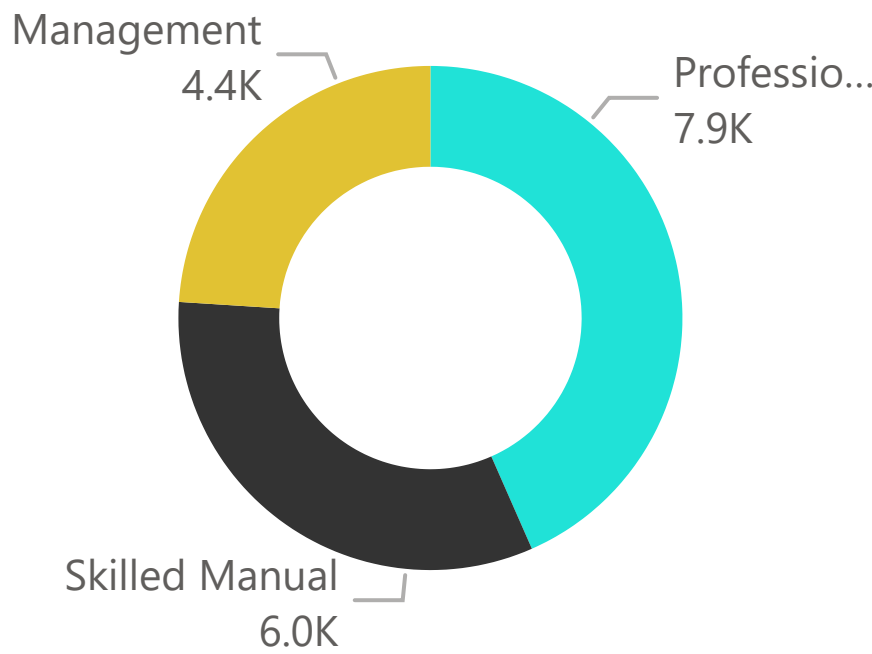
17.4K  
UNIQUE CUSTOMERS

\$1.43K  
REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Total Orders	Total 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
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 the year 2022, Ruben Suarez drove the most revenue at 4.3k

\$24,914,587

Total Revenue

25,164

Total Orders

\$10,457,715

Total Profit

1809

Total Returns

2.17%

Return rate

Weekly Orders

