



\$24.9M

TOTAL REVENUE

\$10.5M

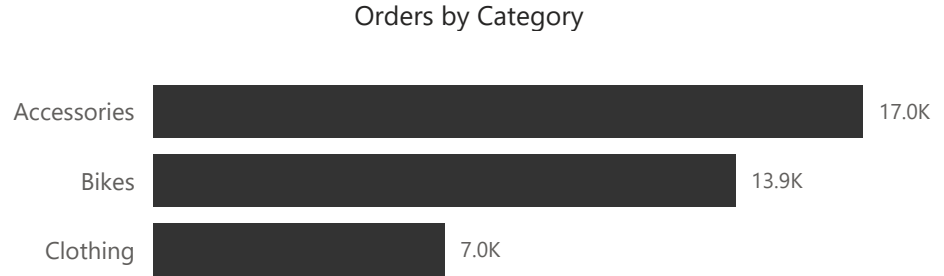
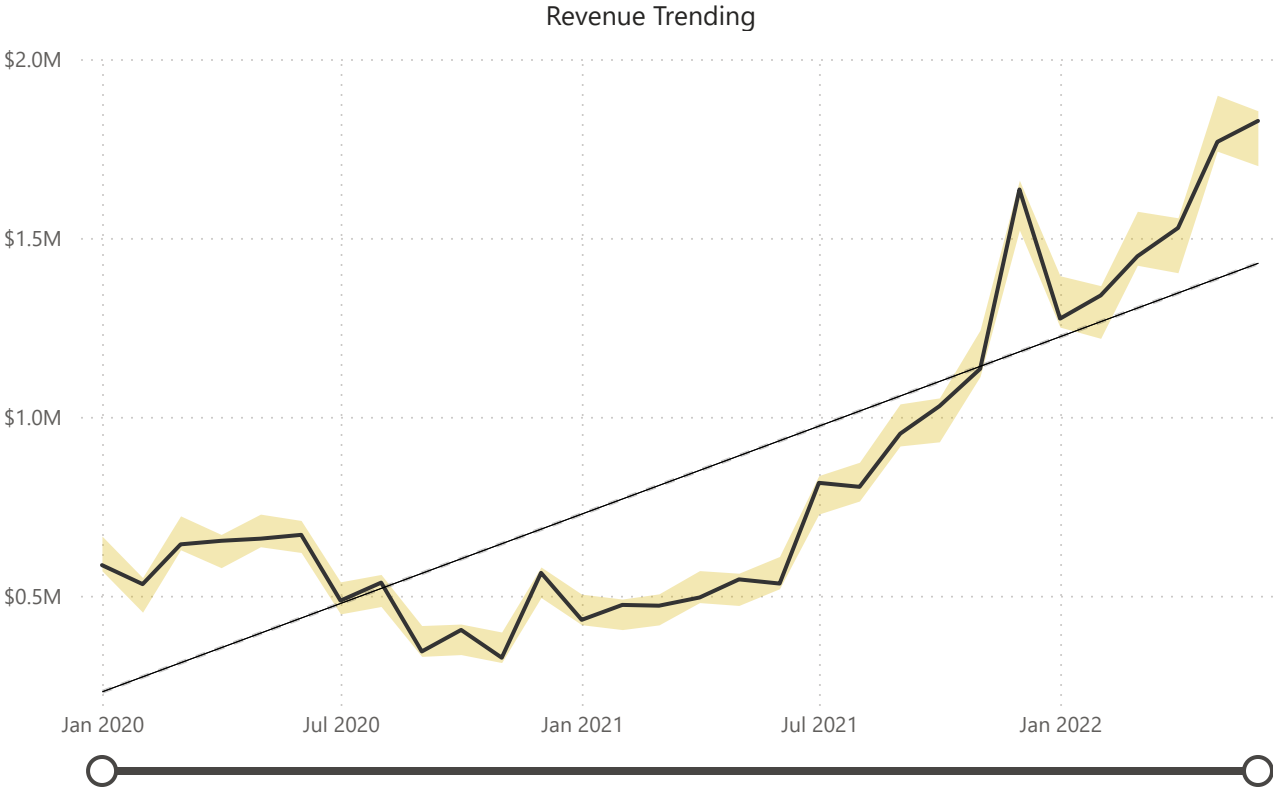
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
AWC Logo Cap	2062.00	\$35,882	1.11%
Fender Set - Mountain	1975.00	\$87,041	1.36%
Mountain Bottle Cage	1896.00	\$38,062	2.02%
Mountain Tire Tube	2846.00	\$28,333	1.64%
Patch Kit/8 Patches	2952.00	\$13,506	1.61%
Road Tire Tube	2173.00	\$17,265	1.55%
Sport-100 Helmet, Black	1940.00	\$65,270	2.68%
Sport-100 Helmet, Blue	1995.00	\$67,120	3.31%
Sport-100 Helmet, Red	2099.00	\$73,444	3.33%
Water Bottle - 30 oz.	3983.00	\$39,755	1.95%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2146.00!

Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

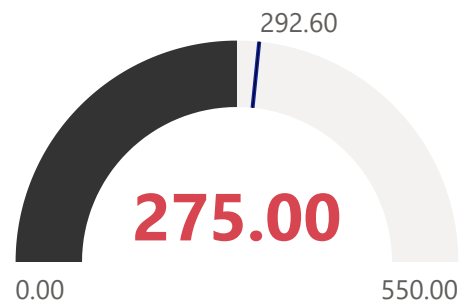
Pacific



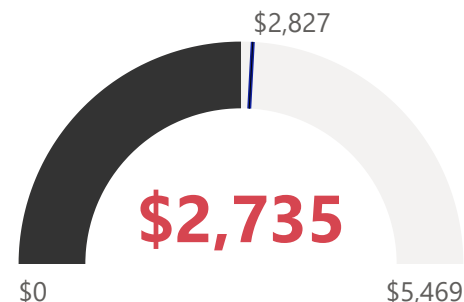
Selected Product:

Mountain Tire Tube

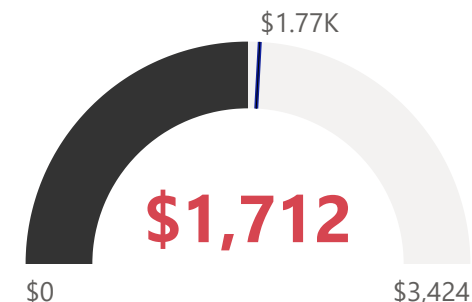
Total Orders and Order Target



Monthly Revenue vs. Target



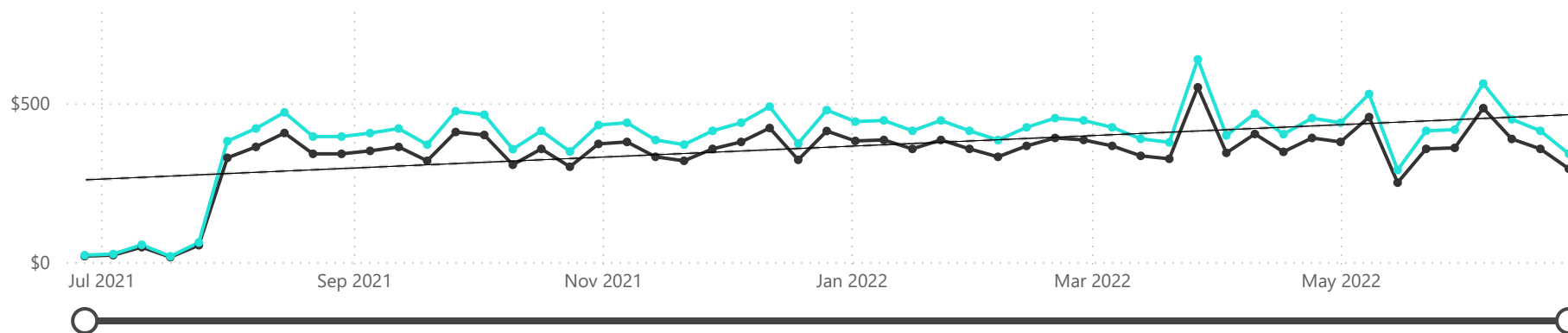
Monthly Profit vs. Target



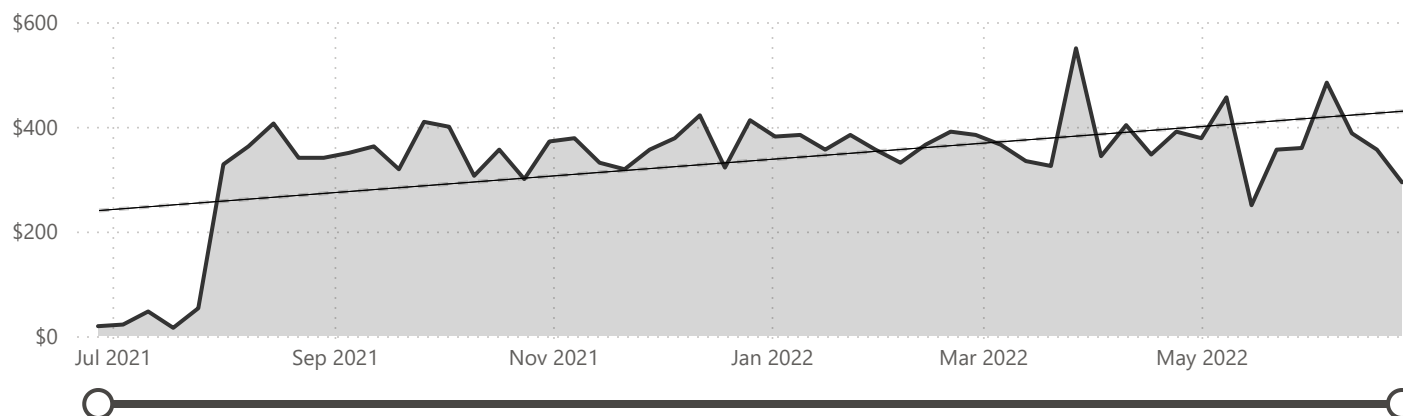
Price Adjustment (%)

0.10

● Total Profit ● Adjusted Profit



Return Trending



Product Metric Selection

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

Reports Summary

Total orders for **Mountain Tire Tube**

Adjusted Profit (1,466.67% increase) and Total Profit (1,466.67% increase) both trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022.

Across all metrics, Adjusted Profit had the most



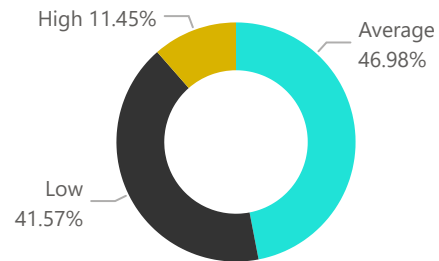
\$1.43K

REVENUE PER CUSTOMER

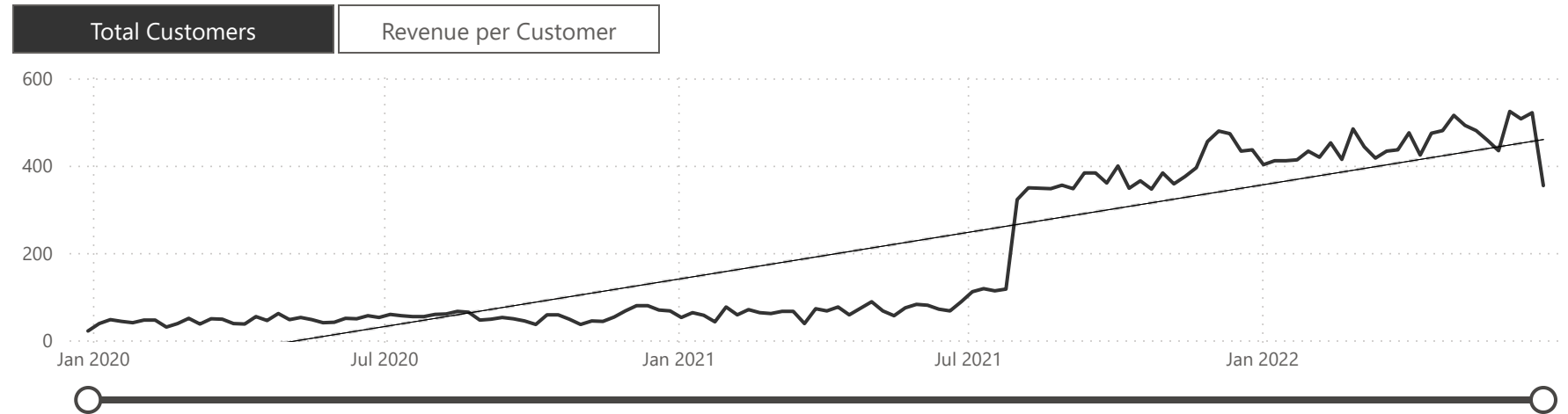
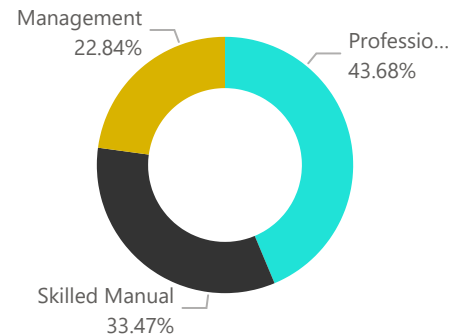
17.4K

TOTAL CUSTOMERS

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6.00	\$12,408
11439	Mrs. Janet Munoz	6.00	\$12,015
11241	Mrs. Lisa Cai	7.00	\$11,330
11417	Mrs. Lacey Zheng	7.00	\$11,086
11420	Mr. Jordan Turner	7.00	\$11,022
11242	Mr. Larry Munoz	7.00	\$10,852
13263	Mrs. Kate Anand	4.00	\$10,437
12655	Mr. Larry Vazquez	4.00	\$10,395
11425	Mrs. Ariana Gray	6.00	\$10,391
12631	Mr. Clarence Gao	4.00	\$10,332
12650	Mr. Aaron Wright	4.00	\$10,329
13405	Mr. Ethan Bryant	4.00	\$10,309
11429	Mr. Marco Lopez	6.00	\$10,290
12632	Mrs. Bonnie Nath	4.00	\$10,283
11245	Mr. Ricky Vazquez	4.00	\$10,166
Total		1272.00	\$615,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Top Customer's Orders:

6.00

Top Customer's Revenue:

12.4K



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