



**\$24.9M**

## Total Revenue

**\$10.5M**

## Total Profit

25.2K

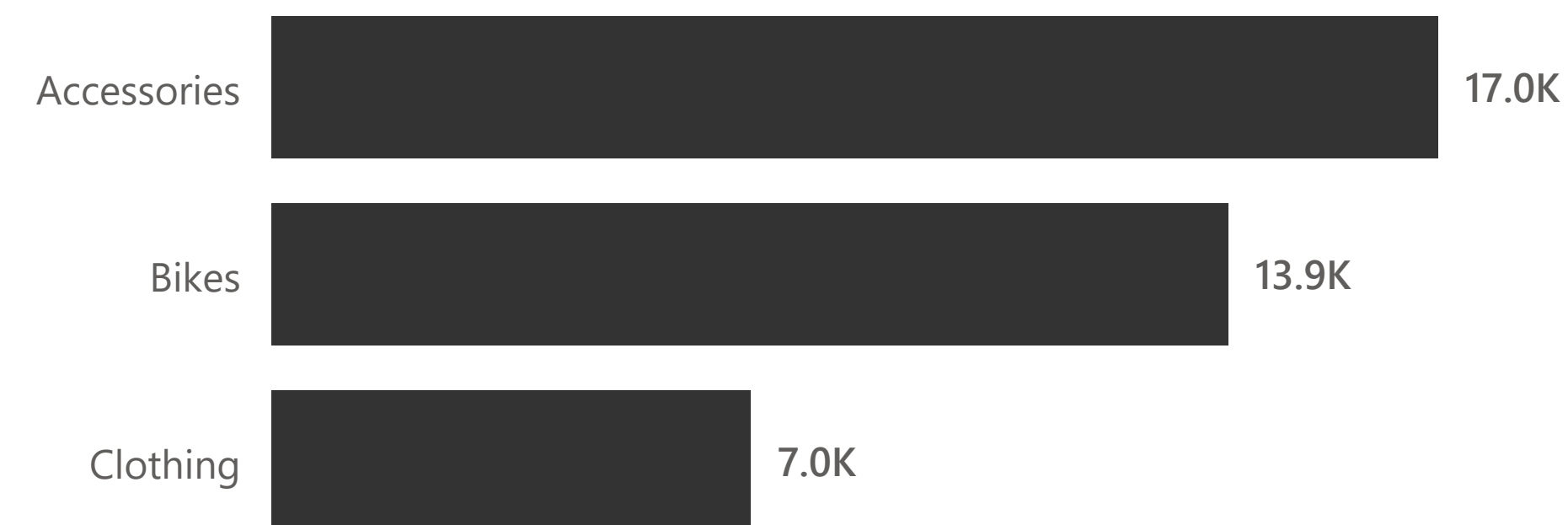
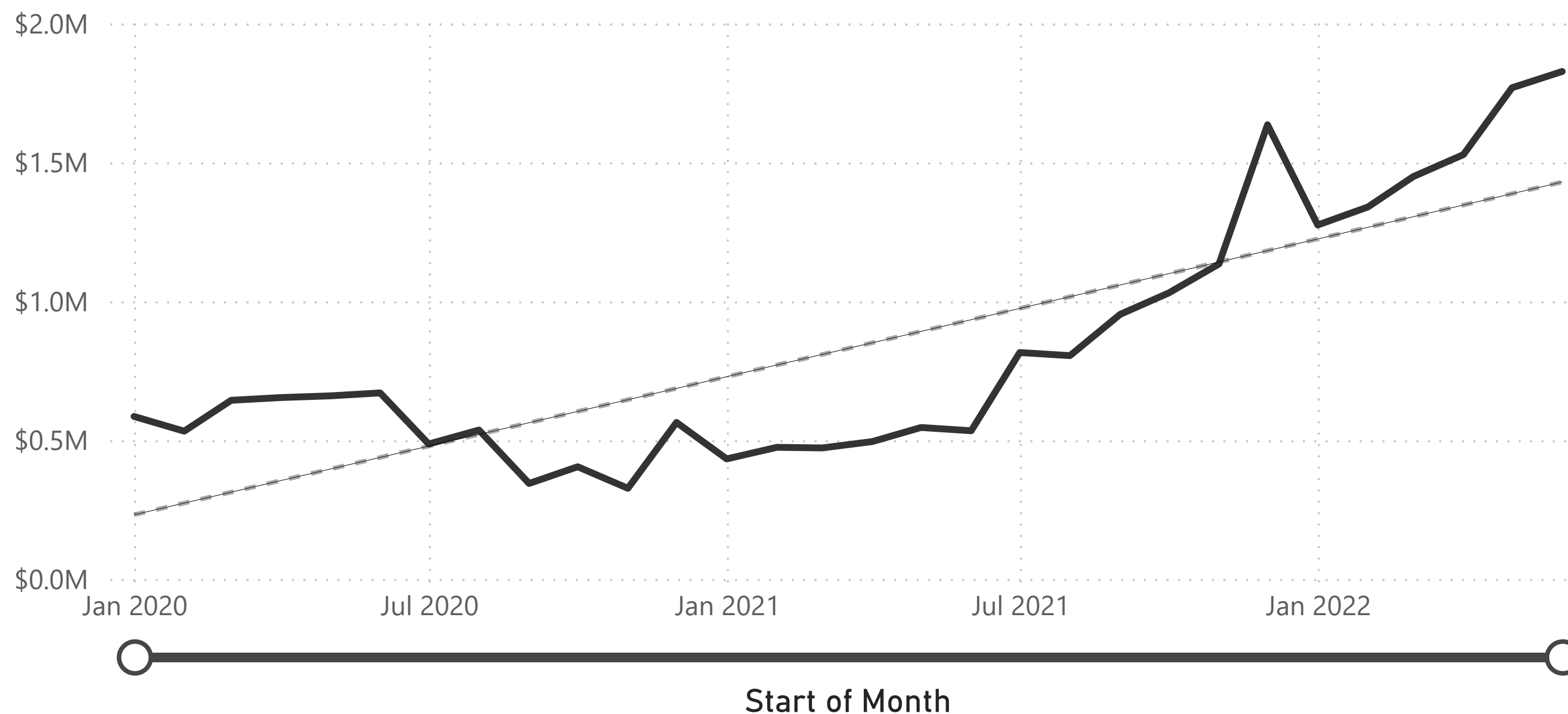
## Total Orders

2.2%

## Return Rate

## Orders by Category

## Revenue Trending



## Top 10 Products

Top 10 Products	Orders	Total Revenue	Return %
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Road Tire Tube	2173	\$17,265	1.55%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Mountain Bottle Cage	1896	\$38,062	2.02%
Fender Set - Mountain	1975	\$87,041	1.36%
AWC Logo Cap	2062	\$35,882	1.11%

**Most Ordered Product:**

## Tires and Tubes

**Most Returned Product:**

## Shorts

## Monthly Revenue

**\$1.83M** ✓

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

## Monthly Orders

2146!

Prev Month: 2,165 (-0.88%)

## Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Select all

Europe

North America

Pacific



Selected Product:

Water Bottle -  
30 oz.

Monthly Orders vs. Target



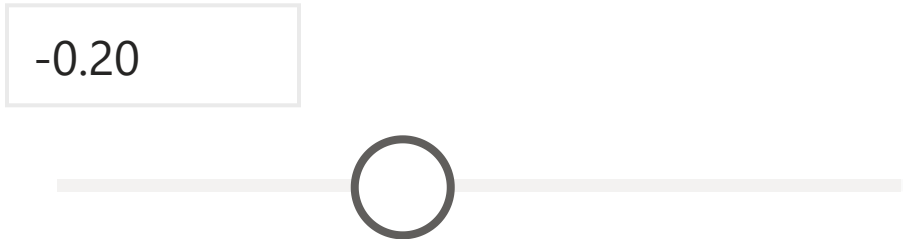
Monthly Revenue vs. Target



Monthly Profit vs. Target



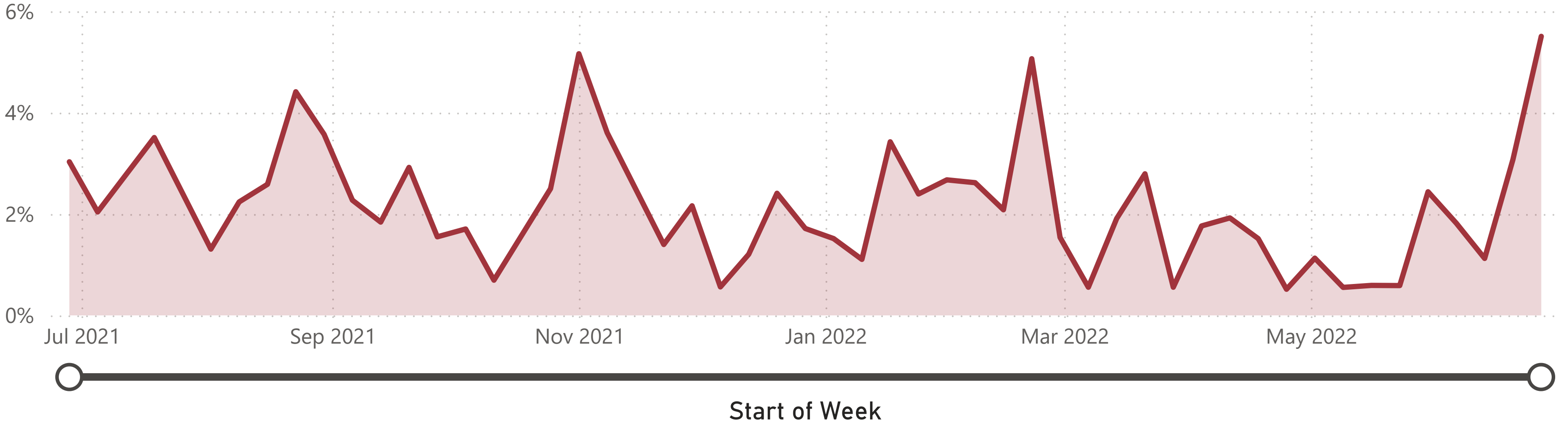
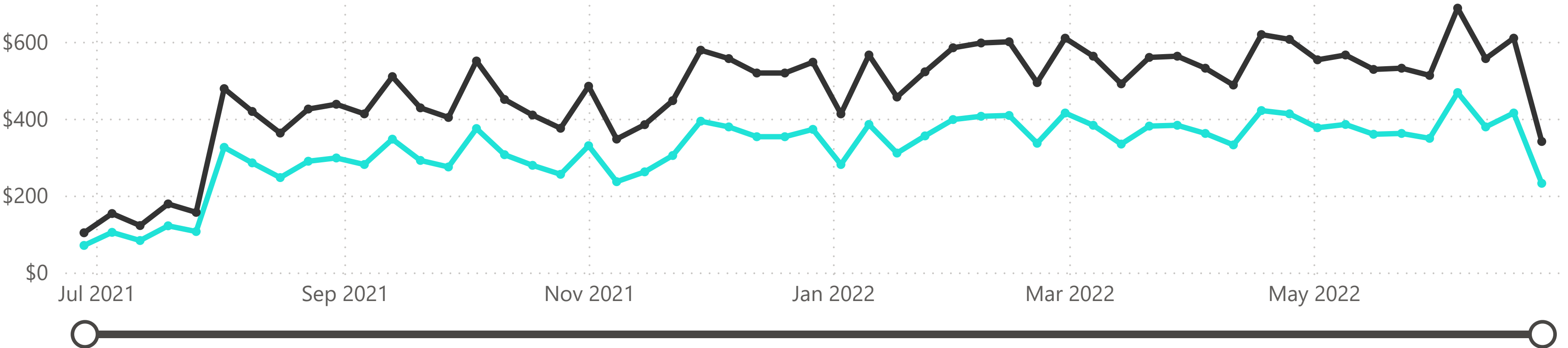
Price Adjustment Slicer (%)



Product Metric Selection

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

Profit Trending

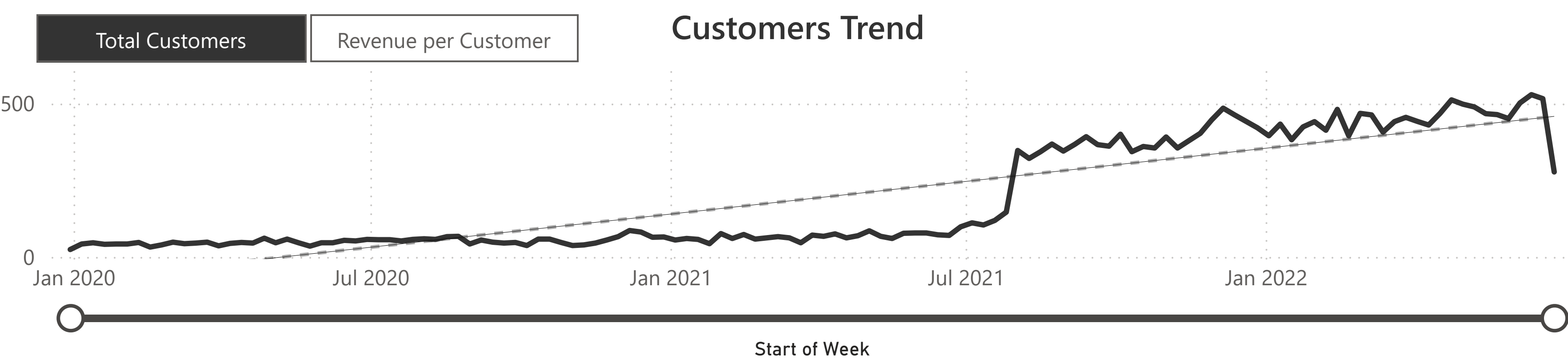
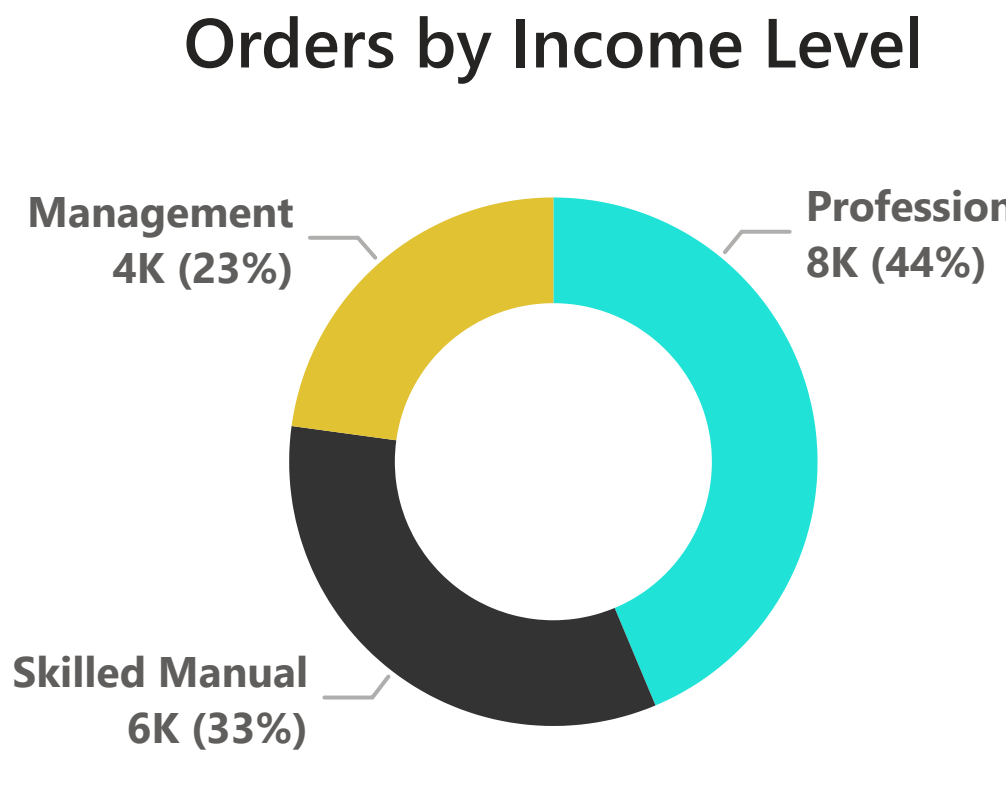
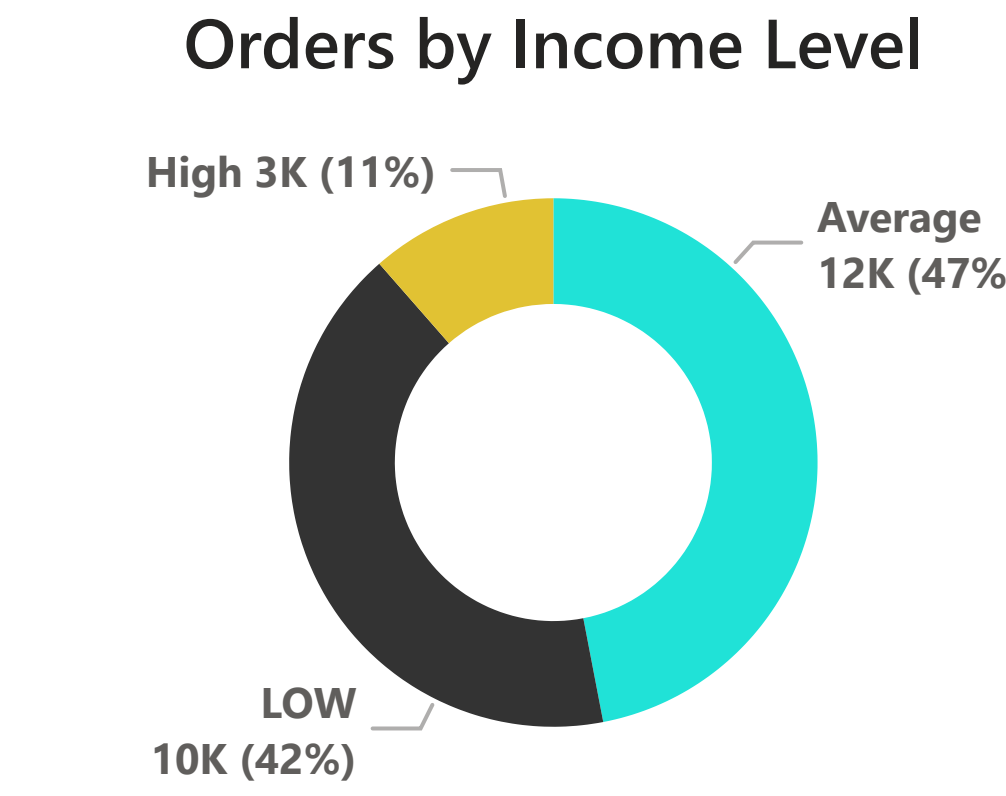


17.4K

Unique Customers

\$1,431

Revenue per Customer



CustomerKey	Full Name	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
11427	Mrs. Desiree Dominguez	4	\$9,718
11423	Mrs. Jasmine Stewart	4	\$9,717
11412	Mrs. Sydney Bryant	4	\$9,707
Total		25164	\$24,914,587



Top Customer (By Revenue):

Mr. Maurice Shan

Total Orders:

6

Total Revenue:

\$12.4K

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In Jan 2021, The company generated the highest revenue for that month from Mrs. Janet Munoz, and the trend went uphill afterwards.

**\$24,914,587**

Total Revenue

**\$10,457,715**

Total Profit

**25164**

Total Orders

**1809**

Total Returns

**2.17%**

Return Rate

Weekly Orders

