



\$24.9M

REVENUE

\$10.5M

PROFIT

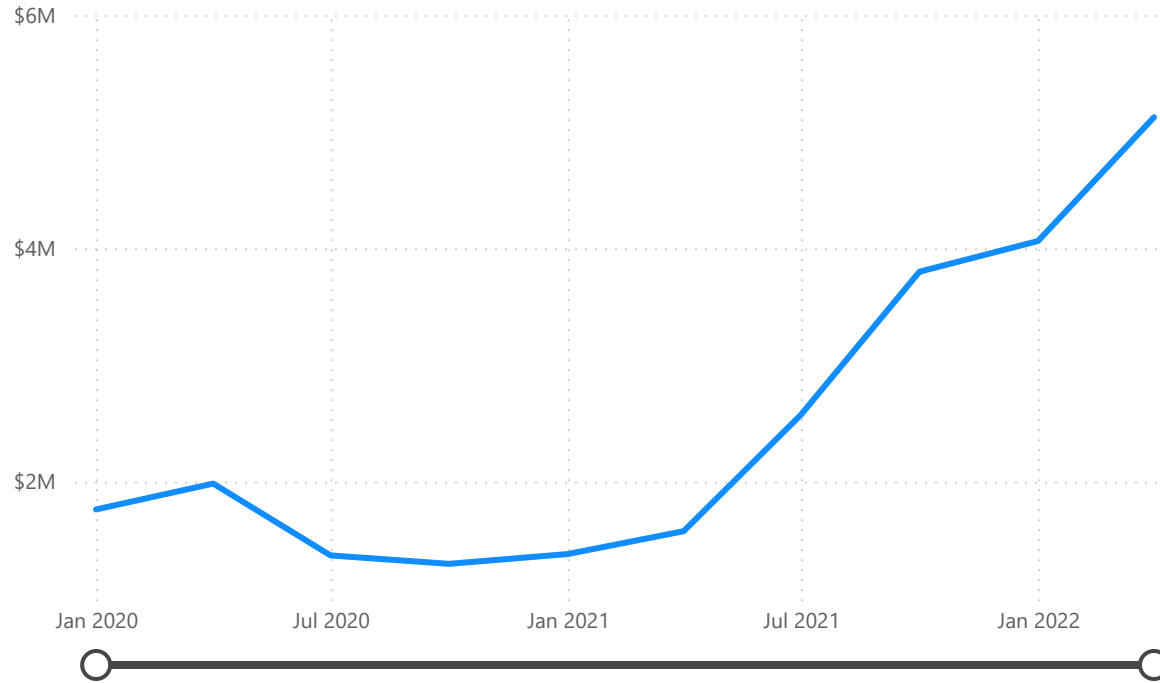
25.2K

ORDERS

2.2%

RETURN RATE

REVENUE TRENDING



MONTHLY REVENUE

\$1.83M✓

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

MONTHLY REVENUE

2146!

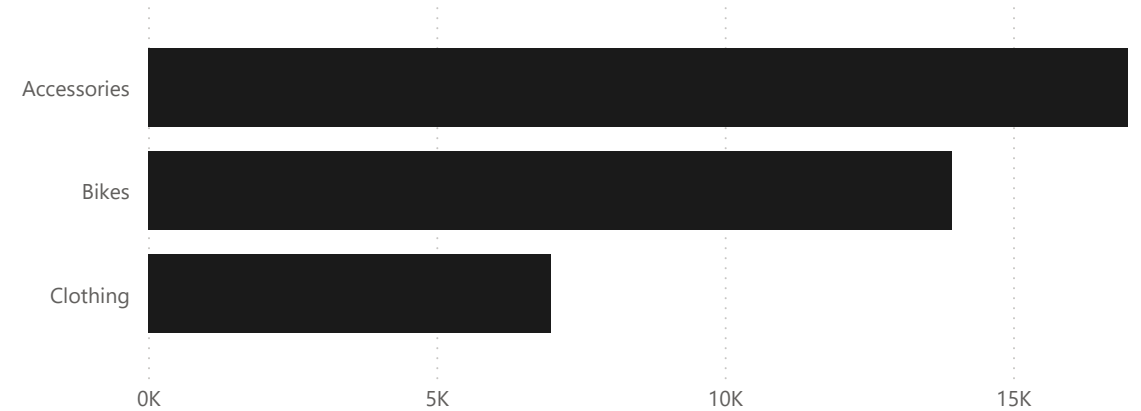
Previous Month : 2,165 (-0.88%)

MONTHLY REVENUE

166!

Previous Month : 169 (-1.78%)

ORDERS BY CATEGORY



TOP 10 PRODUCTS

ORDERS

REVENUE

RETURN RATE %

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

MOST ORDER PRODUCT TYPE

Tires and Tubes

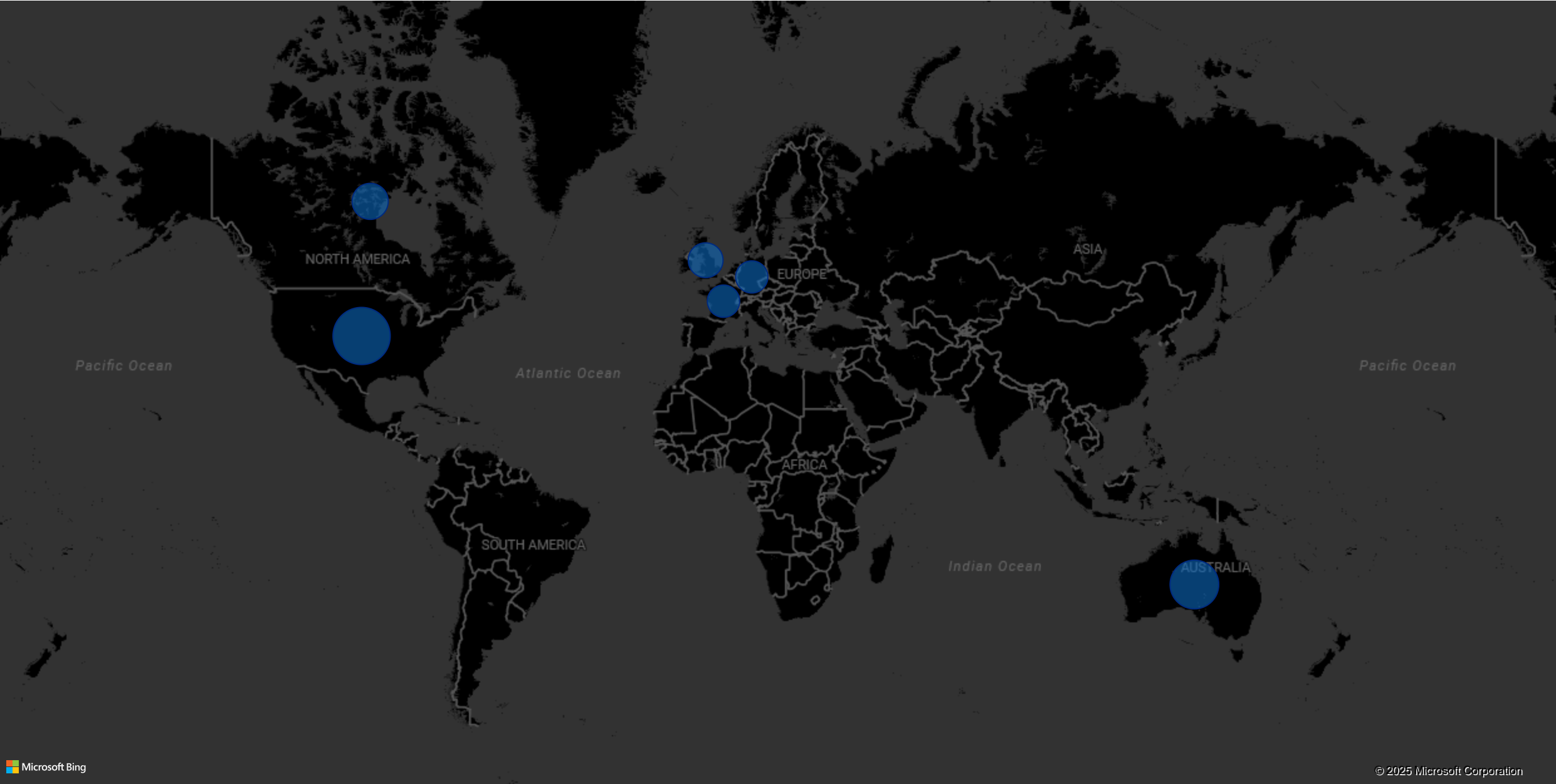
Shorts

Select all

Europe

North America

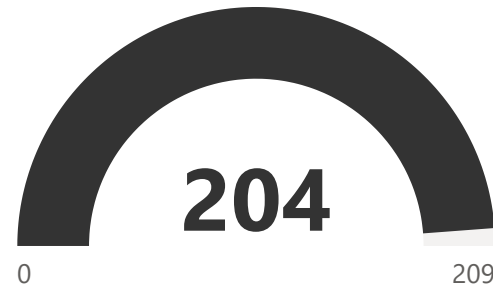
Pacific



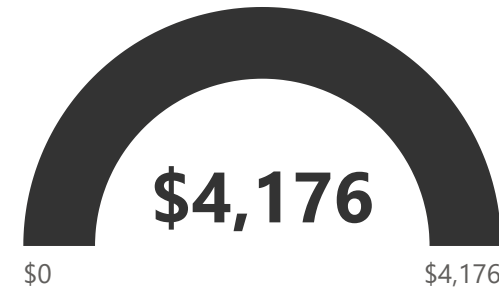
SELECTED PRODUCT

Mountain Bottle Cage

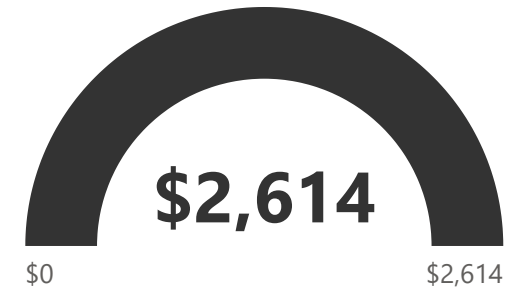
MONTHLY ORDERS VS TARGETS



MONTHLY REVENUE VS TARGETS



MONTHLY PROFITS VS TARGETS



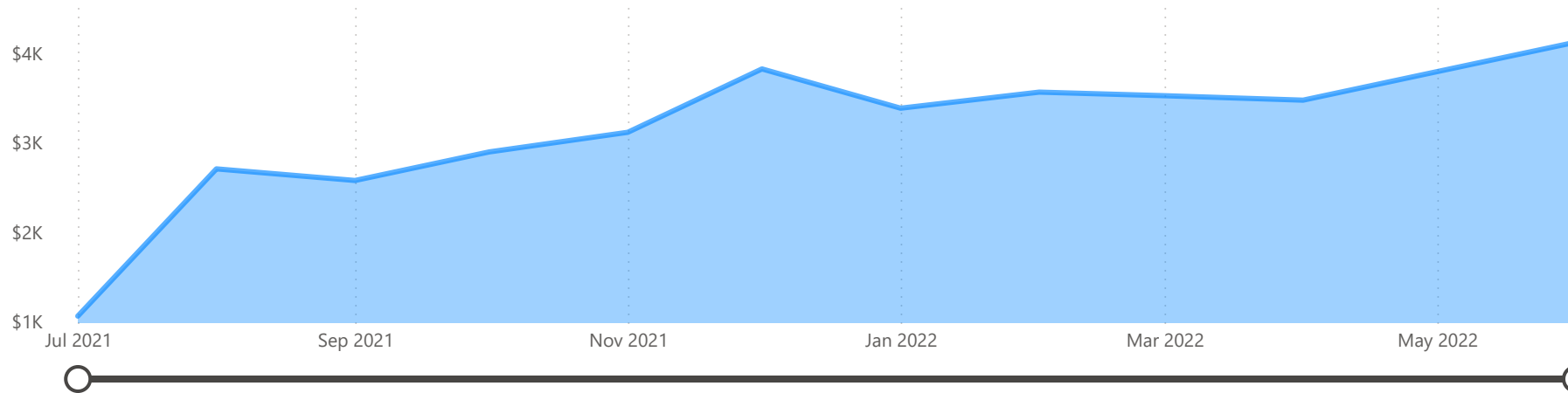
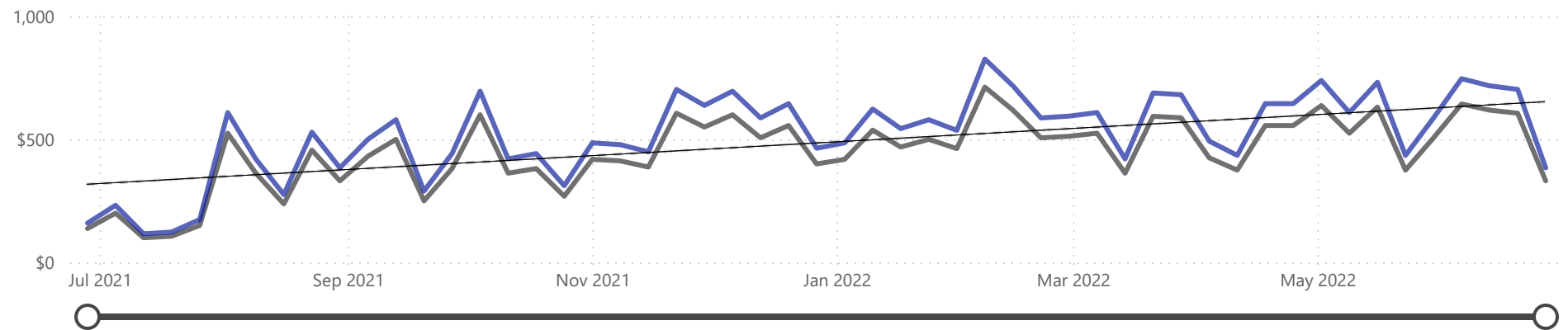
Price Adjustment (%)

0.10

Product Metric Selection

- ☒ Total Revenue (CC)
- ☐ Profit
- ☐ ALL ORDERS
- ☐ Return Rate

Profit Adjusted Profit



REPORT SUMMARY

TOTAL ORDERS FOR WERE
Mountain Bottle Cage178

Adjusted Profit (140.91% increase) and
Profit (140.91% increase) both trended
up between Monday, June 28, 2021 and
Monday, June 27, 2022.

Total Revenue (CC) was unexpectedly
low on Thursday, July 1, 2021. It had a
value of \$1,059, which is outside the
expected range of 1,661.44-3,337.90.

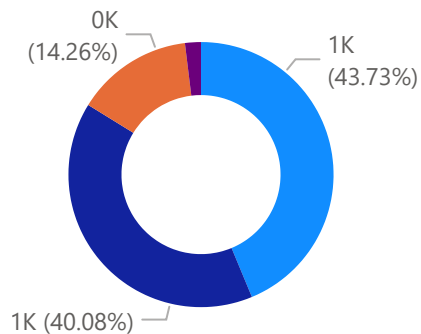
2630

UNIQUE CUSTOMER

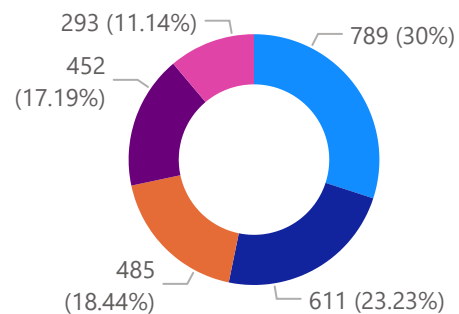
\$2.4K

REVENUE PER CUSTOMER

ORDERS BY INCOME LEVEL

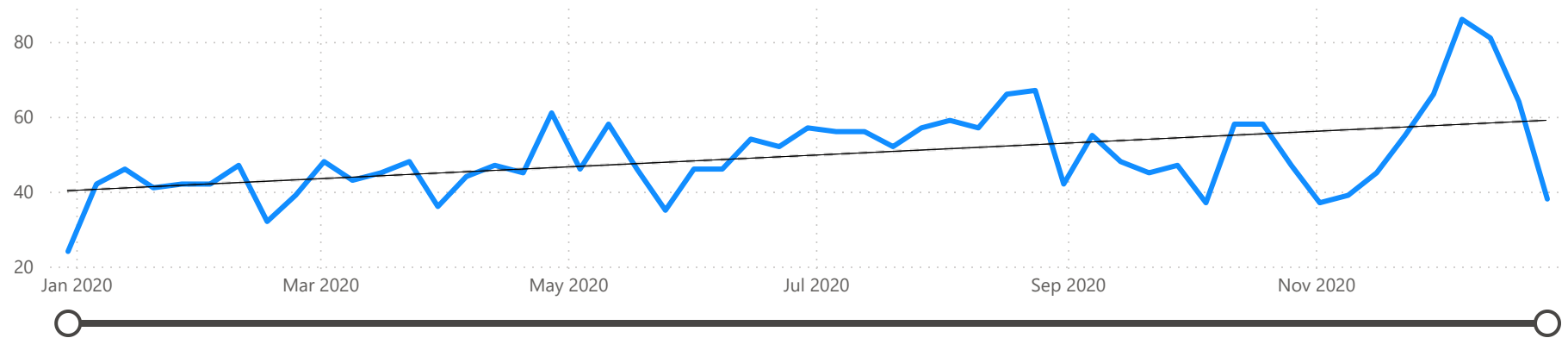


ORDERS BY OCCUPATION



Total Customers

Average Revenue per customer



TOP 100 CUSTOMERS

CustomerKey	FULL NAME	Distinct Order	Total Revenue (CC)
11090	Mr. Trevor Bryant	1	\$3,578
11129	Ms. Julia Wright	1	\$3,578
11171	Mr. Jonathan Hill	1	\$3,578
11175	Mr. Luis Wang	1	\$3,578
11191	Mrs. Kristi Perez	1	\$3,578
11216	Mrs. Jasmine Torres	1	\$3,578
11217	Mrs. Natalie Adams	1	\$3,578
11224	Mrs. Tiffany Li	1	\$3,578
11227	Mr. Marshall Chavez	1	\$3,578
11252	Mr. Nicholas Thompson	1	\$3,578
11257	Mrs. Jacqueline Powell	1	\$3,578
11259	Mrs. Victoria Stewart	1	\$3,578
11261	Mrs. Stephanie Collins	1	\$3,578
11263	Mrs. Trinity Richardson	1	\$3,578
11266	Ms. Taylor Howard	1	\$3,578
11267	Mr. David Diaz	1	\$3,578
11270	Mr. Robert Lee	1	\$3,578

2020

2021

2022

TOP CUSTOMER NAME

MULTIPLE CUSTOMERS

ORDERS

-

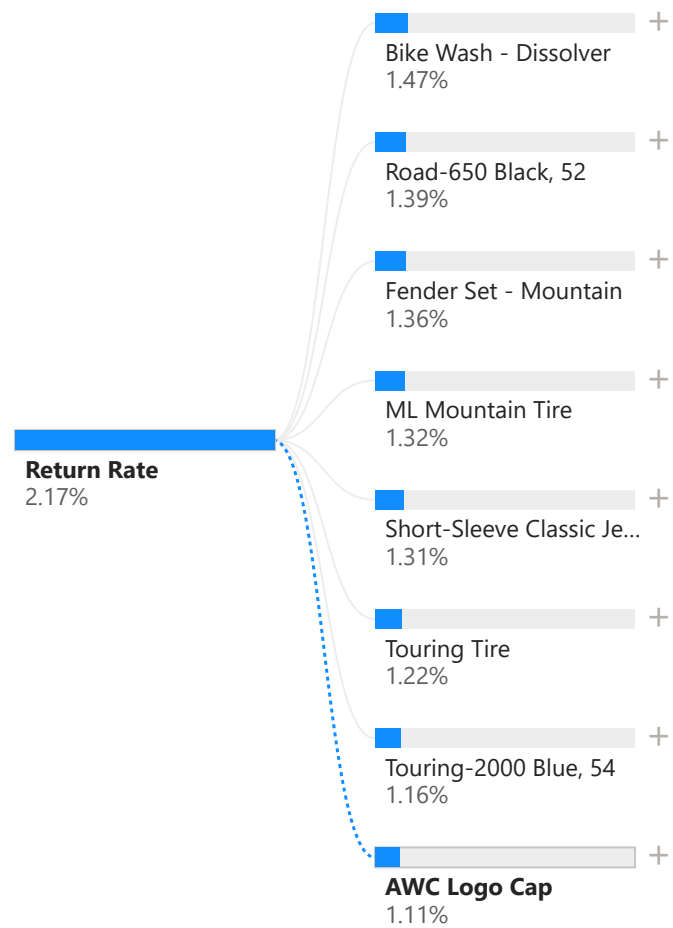
REVENUE

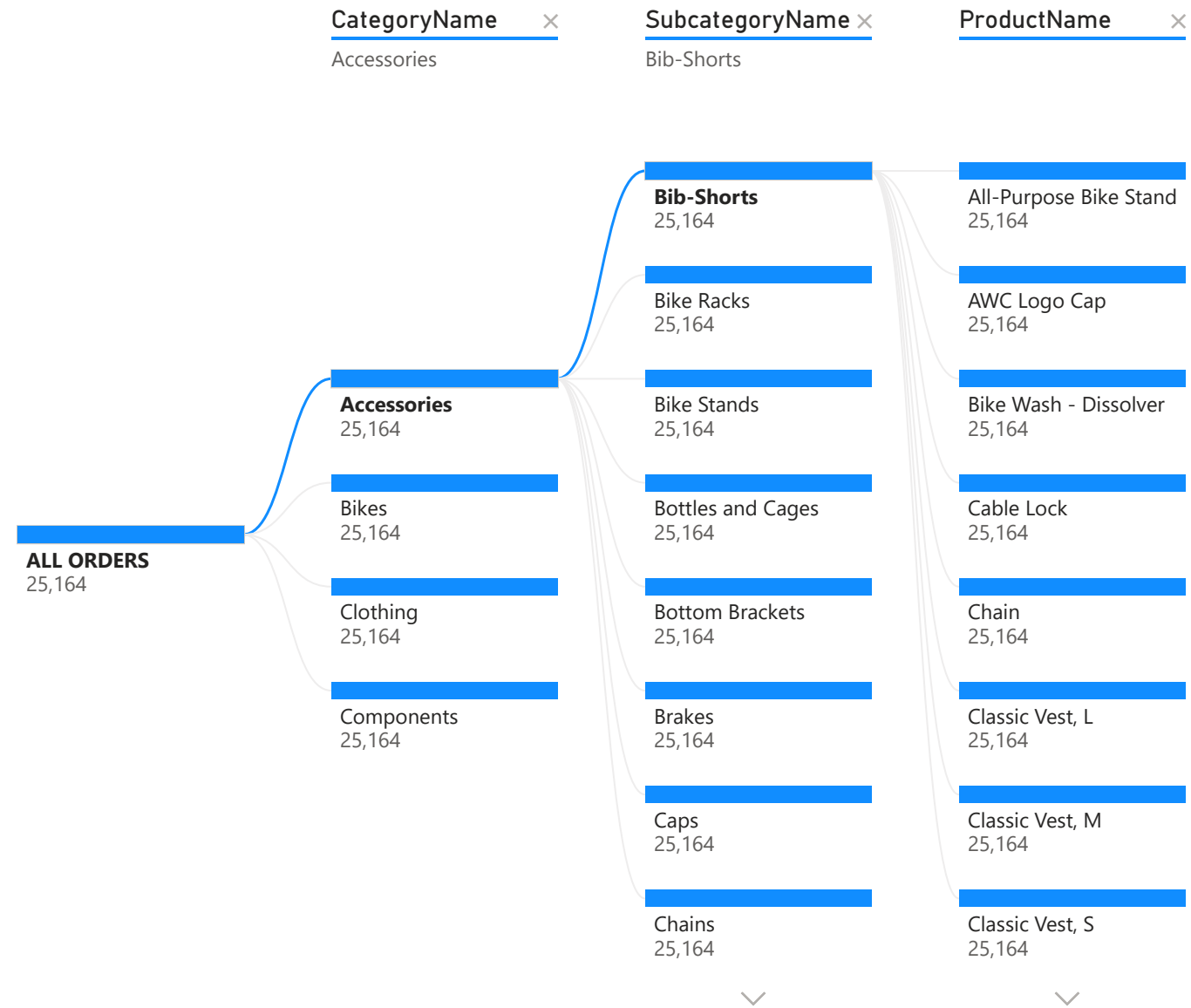
-



Among Customers in Skilled Manual 2022

💡 ProductName ✕





Key influencers Top segments



What influences HomeOwner to be Y ?

When...

...the likelihood of HomeOwner being Y increases by

MaritalStatus is M

1.62x

Parent is YES

1.59x

AnnualIncome is 30000 - 120000

1.23x

EducationLevel is Graduate Degree

1.19x

Occupation is Management

1.10x

Occupation is Skilled Manual

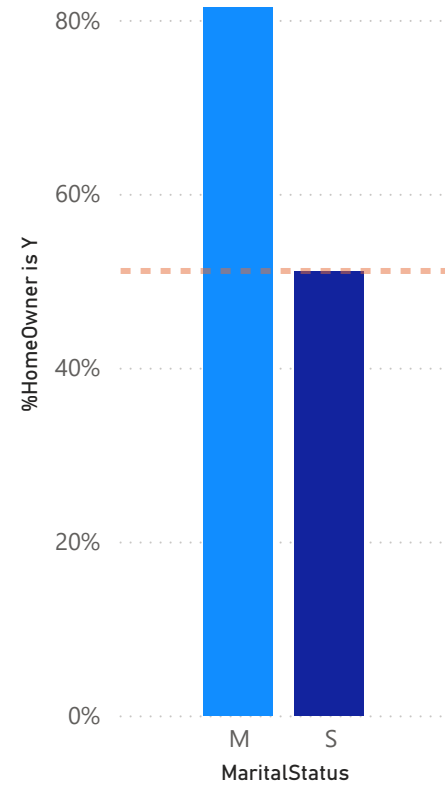
1.09x

EducationLevel is Bachelors

1.05x

Sort by: Impact Count

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



☐ Only show values that are influencers

Key influencers Top segments



What influences ProductPrice to Increase ?

When...

...the average of ProductPrice increases by

Sum of ProductCost goes up 516.73

\$865.7

← On average when Sum of ProductCost increases, ProductPrice also increases.

