



01-01-2020

30-06-2022

Total Orders by Category

Accessories

Bikes

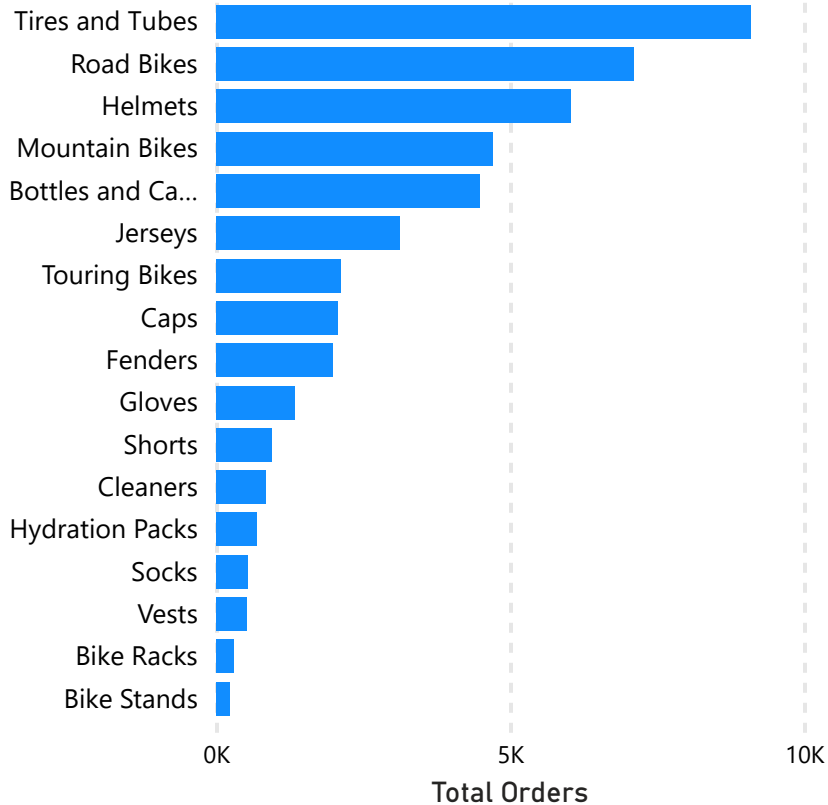
Clothing

17K

14K

7K

Total Orders by Subcategory



ProductName	Total Orders	Return Rate
All-Purpose Bike Stand	234	3.42%
AWC Logo Cap	2,062	1.11%
Bike Wash - Dissolver	850	1.47%
Classic Vest, L	182	2.20%
Classic Vest, M	182	3.85%
Classic Vest, S	157	5.10%
Fender Set - Mountain	1,975	1.36%
Half-Finger Gloves, L	414	2.14%
Half-Finger Gloves, M	465	1.74%
Half-Finger Gloves, S	453	1.69%
Hitch Rack - 4-Bike	302	2.65%
HL Mountain Tire	1,305	3.75%
HL Road Tire	795	3.52%
Hydration Pack - 70 oz.	695	3.60%
LL Mountain Tire	788	2.50%
LL Road Tire	957	2.26%
Long-Sleeve Logo Jersey, L	424	3.54%
Total	25,164	2.17%

View Product Detail



Monthly Revenue

\$1.83M

Goal: \$1.77M (+3.31%)

Monthly Orders

2,146

Goal: 2165 (-0.88%)

Monthly Returns

166

Goal: 169 (+1.78%)

Top Product by Total Orders

Water Bottle - 30 oz.

Top Product by Total Profit

Mountain-200 Black, 46

Select all

Europe

North America

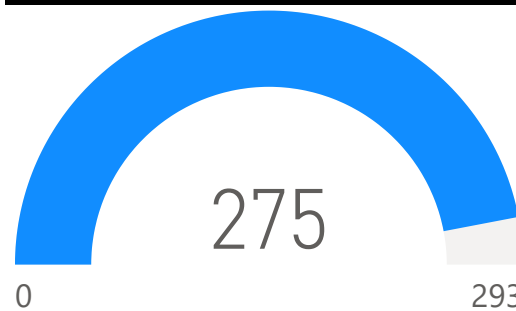
Pacific



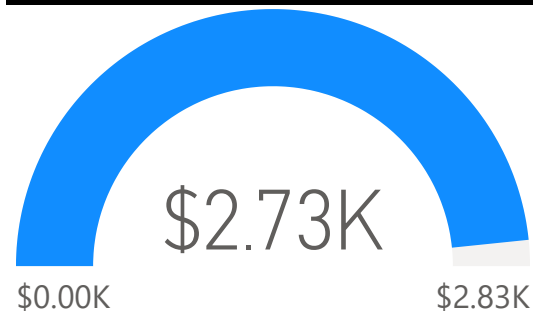


Mountain Tire Tube

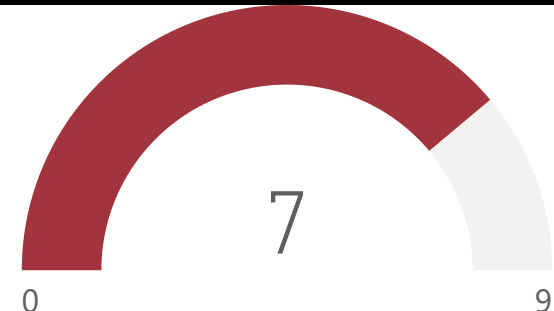
Current Month Orders vs Target



Current Month Revenue vs Target



Current Month Returns vs Prev Returns



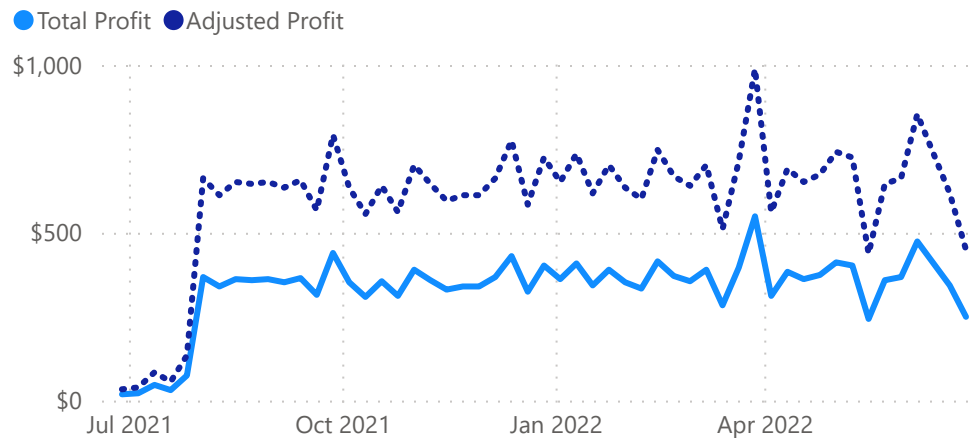
Price Adjustment (%)

0.50

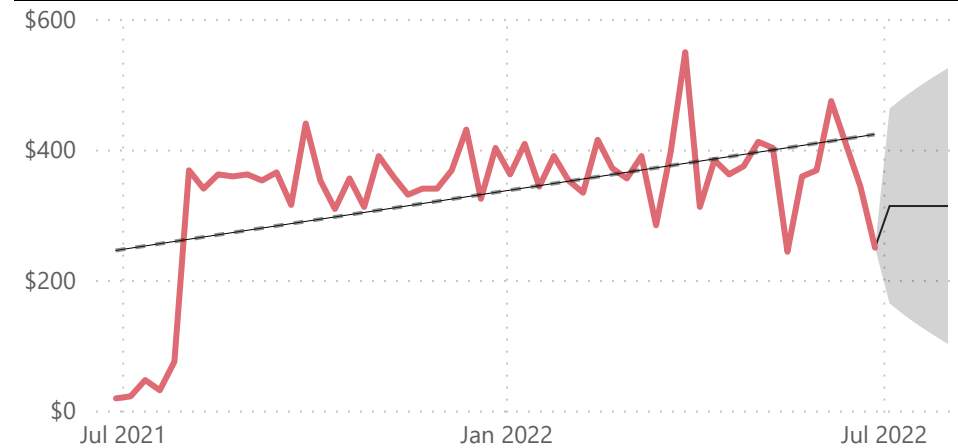
\$4.99
Avg Retail Pr...

\$7.49
Adjusted Price

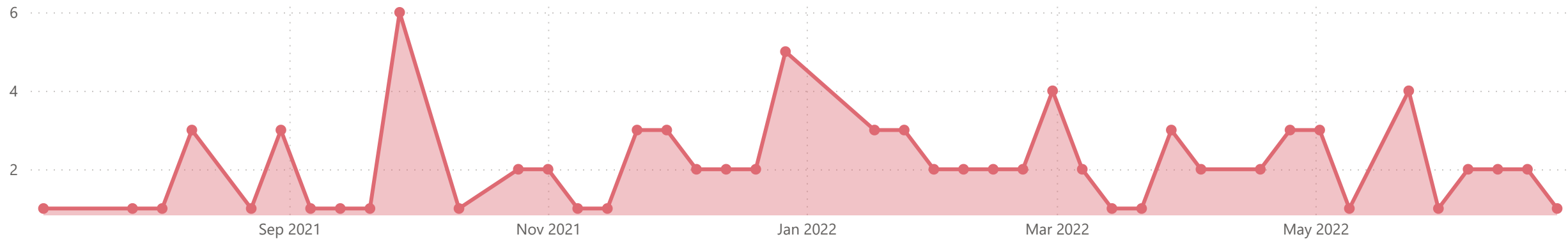
Total Profit with Adjusted Profit



Weekly Profit



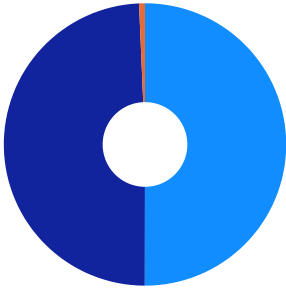
Weekly Returns



FullName	Total Orders	Total Revenue
Adriana Gonzalez	4	\$9,195.69
Mr. Aaron Wright	4	\$10,329.22
Mr. Andre Perez	3	\$7,952.06
Mr. Brad She	4	\$9,161.01
Mr. Bruce Gomez	3	\$8,108.92
Mr. Bryant Garcia	4	\$9,687.36
Mr. Byron Carlson	3	\$8,015.38
Mr. Clarence Anand	4	\$10,065.01
Mr. Clarence Gao	4	\$10,331.73
Mr. Cole Stewart	4	\$8,895.48
Mr. Corey Kumar	3	\$8,090.66
Mr. Cory Kapoor	3	\$8,125.05
Mr. Dorothy Robinson	3	\$7,978.37
Mr. Edgar Mehta	3	\$7,971.46
Mr. Ethan Bryant	4	\$10,308.52
Mr. Francisco Sara	4	\$9,125.54
Mr. Frank Vazquez	4	\$9,051.91
Mr. Franklin Xu	6	\$10,863.44
Mr. Gerrit Straatsma	4	\$9,121.03
Mr. Isaiah Ramirez	3	\$7,949.34
Mr. Joe Rana	3	\$7,965.90
Mr. Jon Gao	3	\$8,063.76
Mr. Jordan Turner	7	\$11,022.38
Mr. José Saraiva	3	\$8,119.67
Total	373	\$8,85,306.56

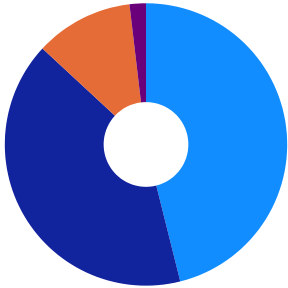
Order by Gender

Gender M F NA



Order by Income Level

Incom... Average Low High



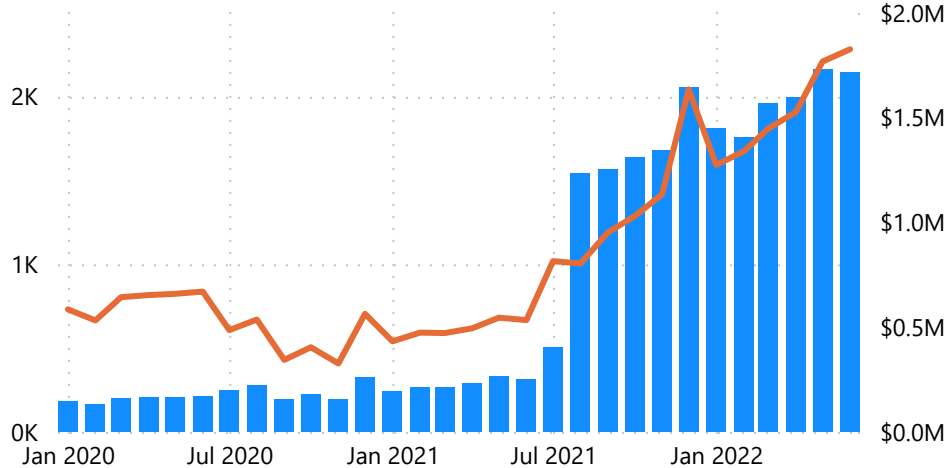
Order by Occupation

Occup... Professional Skilled Manual

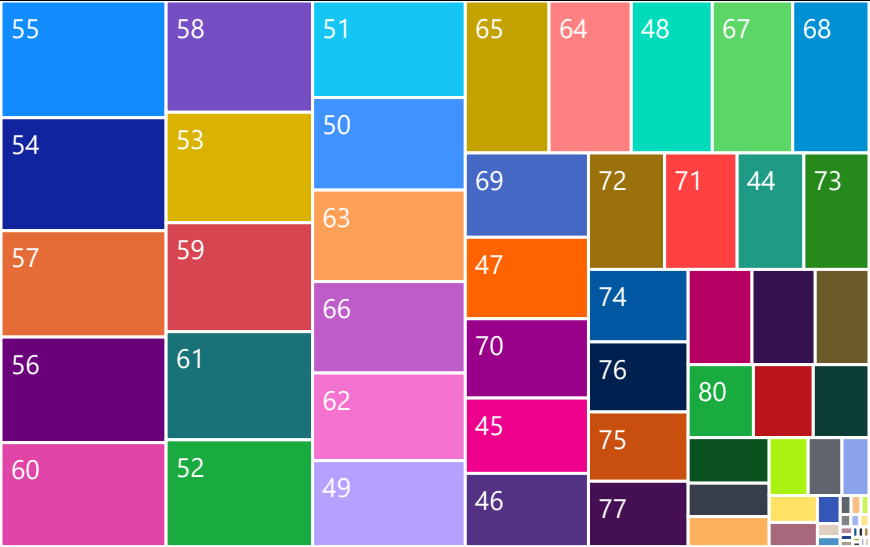


Total Orders and Total Revenue by Start of Month

Total Orders Total Revenue



Total Orders by Current Age



Top Customer

Customer Orders

3,983

Customer Revenue

\$39.76K

Executive Summary →