



\$24.9M

REVENUE

\$10.5M

Total Profit

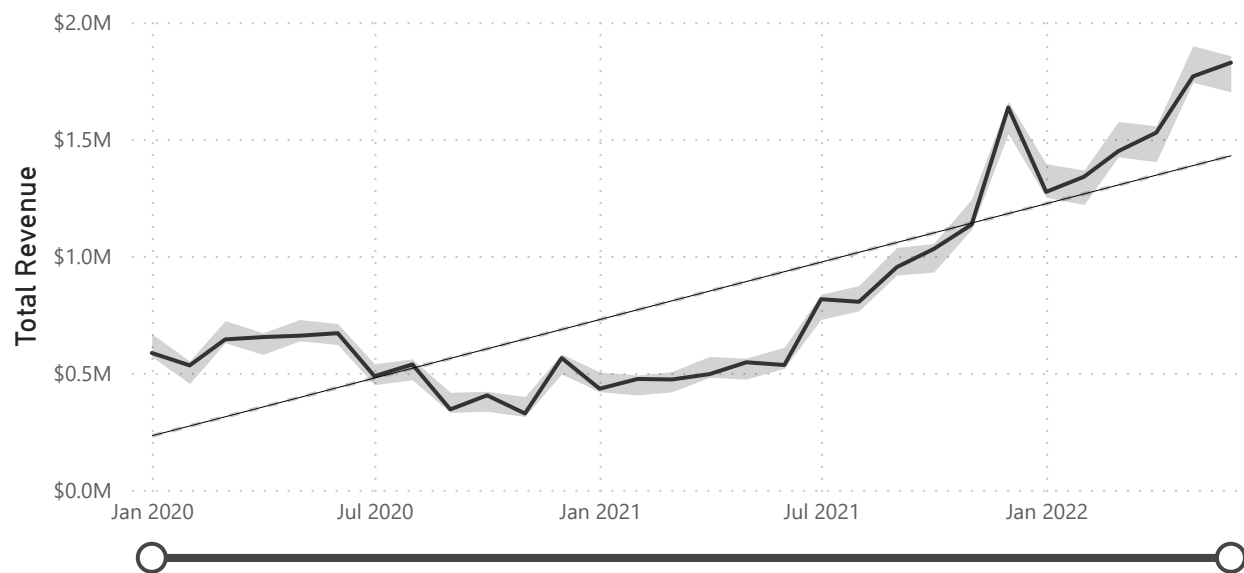
25.2K

Total Orders

2.2%

Return Rate

Revenue Trending



Start of Month

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

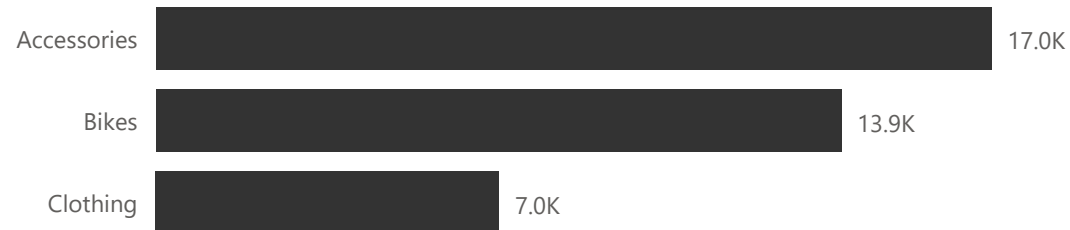
Prev Month: 2165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return %
All-Purpose Bike Stand	234	\$37,206	3.42%
AWC Logo Cap	2,062	\$35,882	1.11%
Bike Wash - Dissolver	850	\$13,563	1.47%
Classic Vest, L	182	\$11,557	2.20%
Classic Vest, M	182	\$11,557	3.85%
Classic Vest, S	157	\$9,970	5.10%
Fender Set - Mountain	1,975	\$87,041	1.36%
Half-Finger Gloves, L	414	\$19,780	2.14%
Half-Finger Gloves, M	465	\$21,617	1.74%
Half-Finger Gloves, S	453	\$20,864	1.69%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

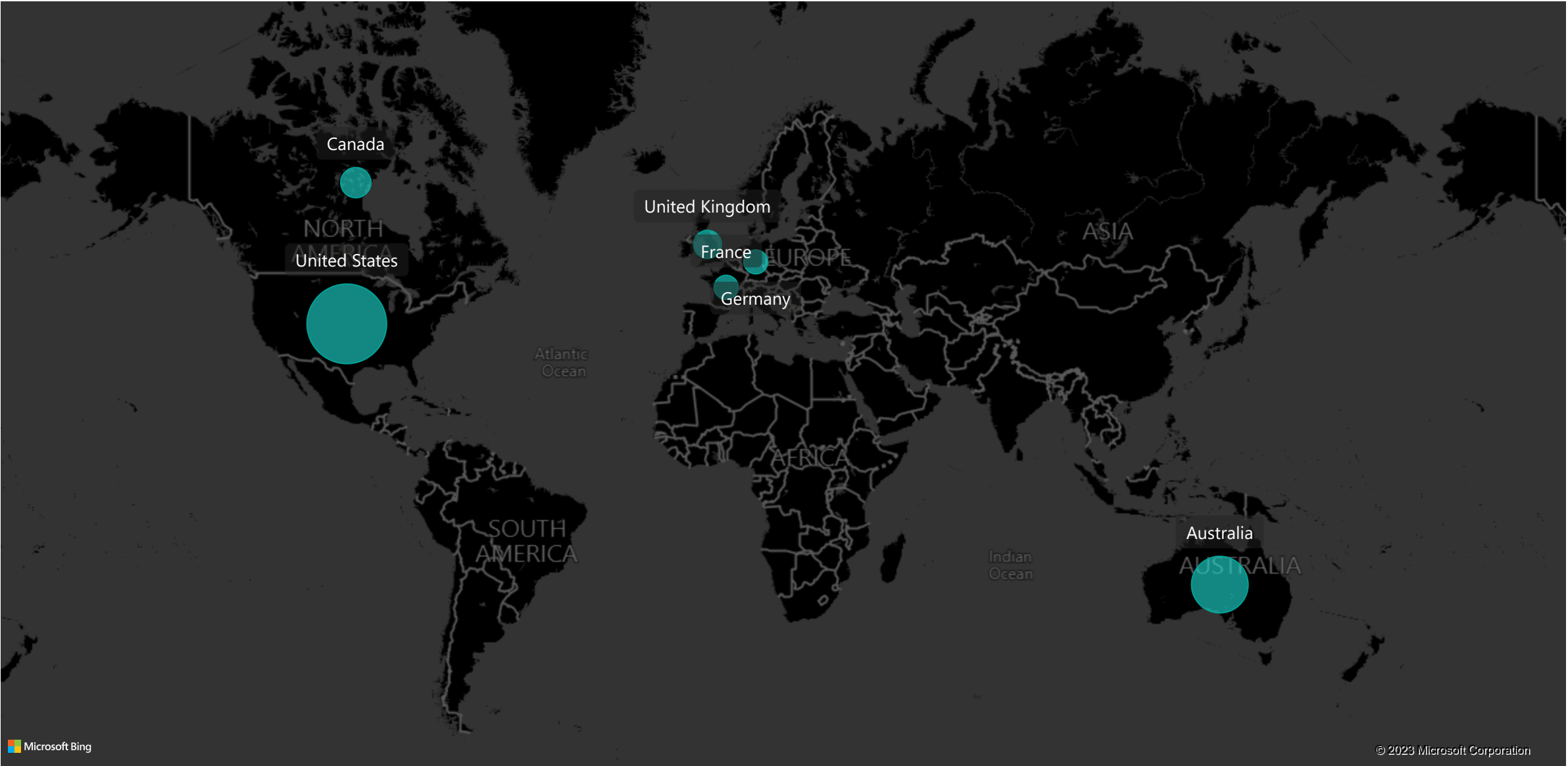
Shorts

Select all

Europe

North America

Pacific





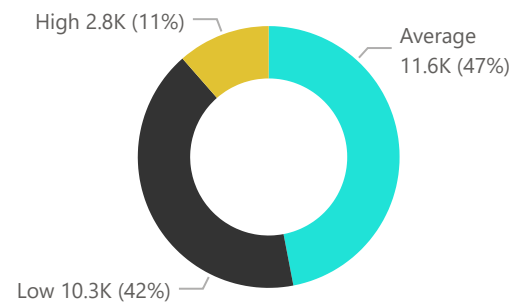
17.4K

UNIQUE CUSTOMERS

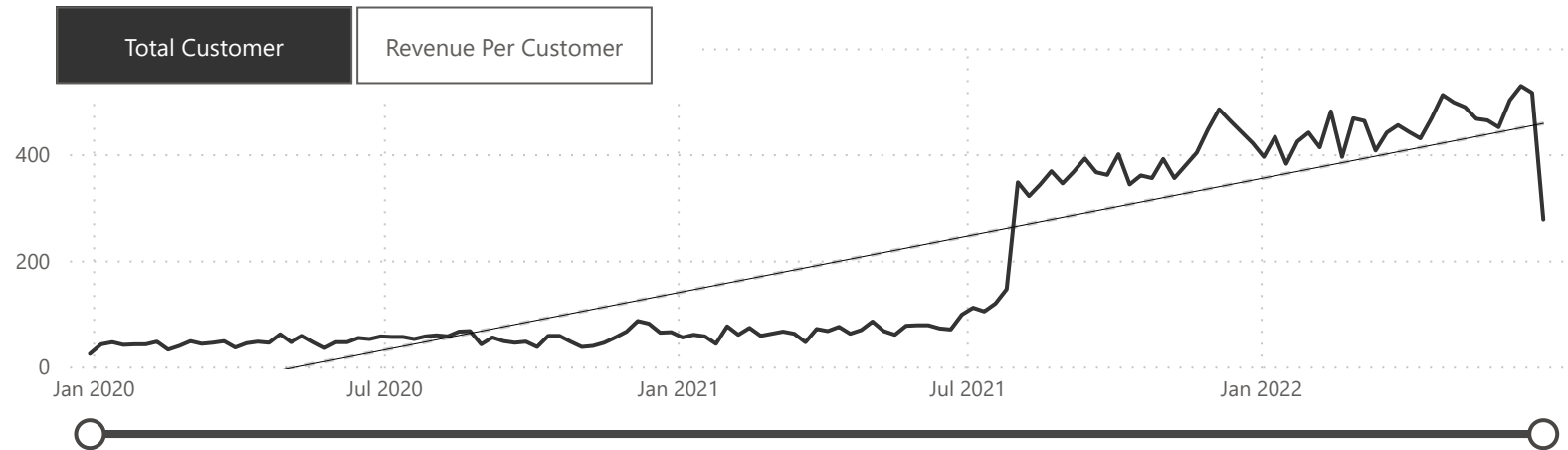
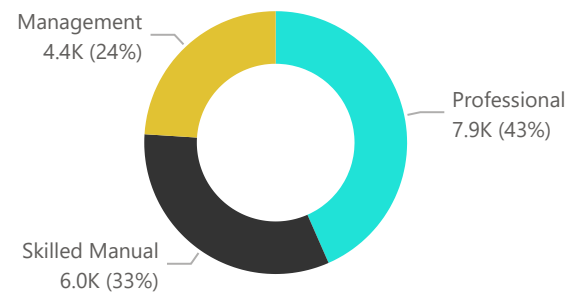
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full name	Orders	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
Total Adriana Gonzalez		1,272	\$6,15,329

2020

2022

Top Customer by Revenue:

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



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

Selected Product:

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



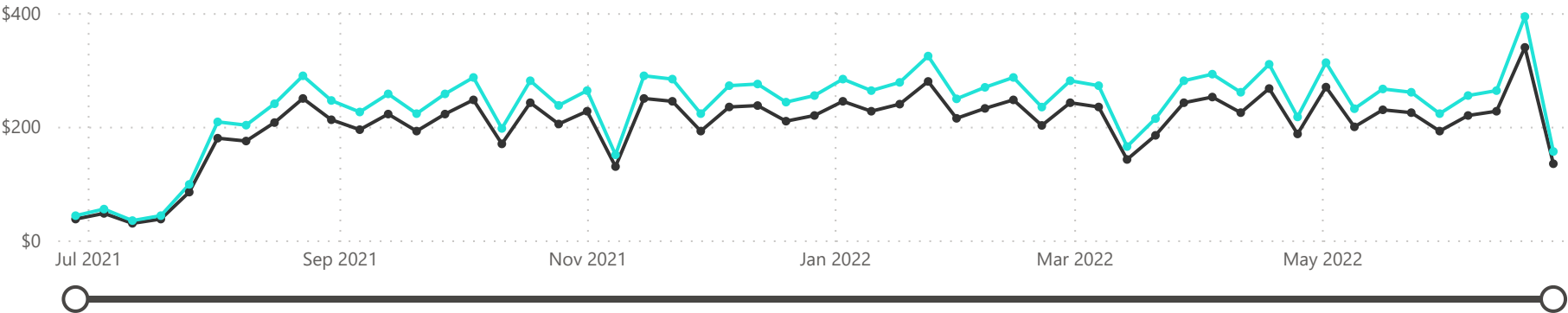
Monthly Profit vs. Target



Price Adjustments (%)

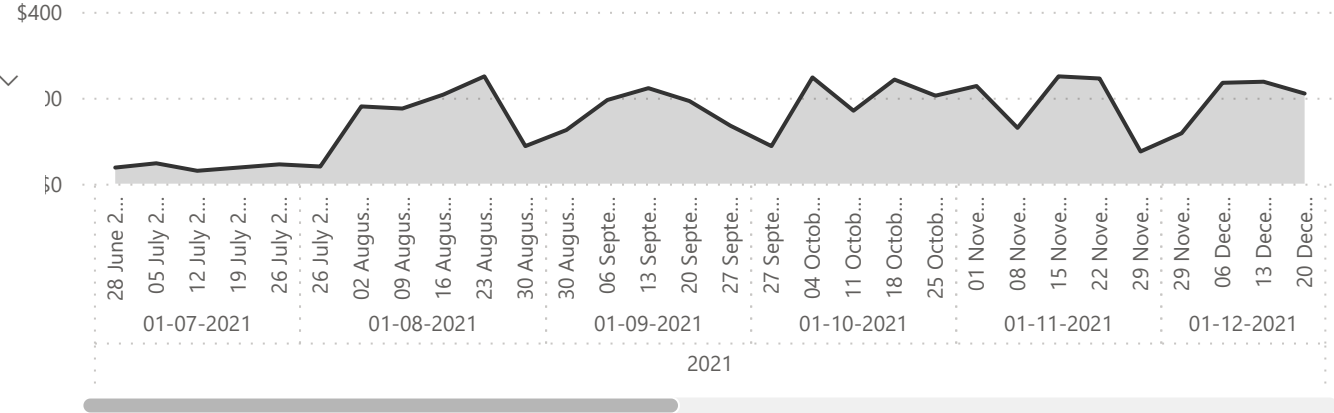


● Total Profit ● Adjusted Profit



Product Metric Selection

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

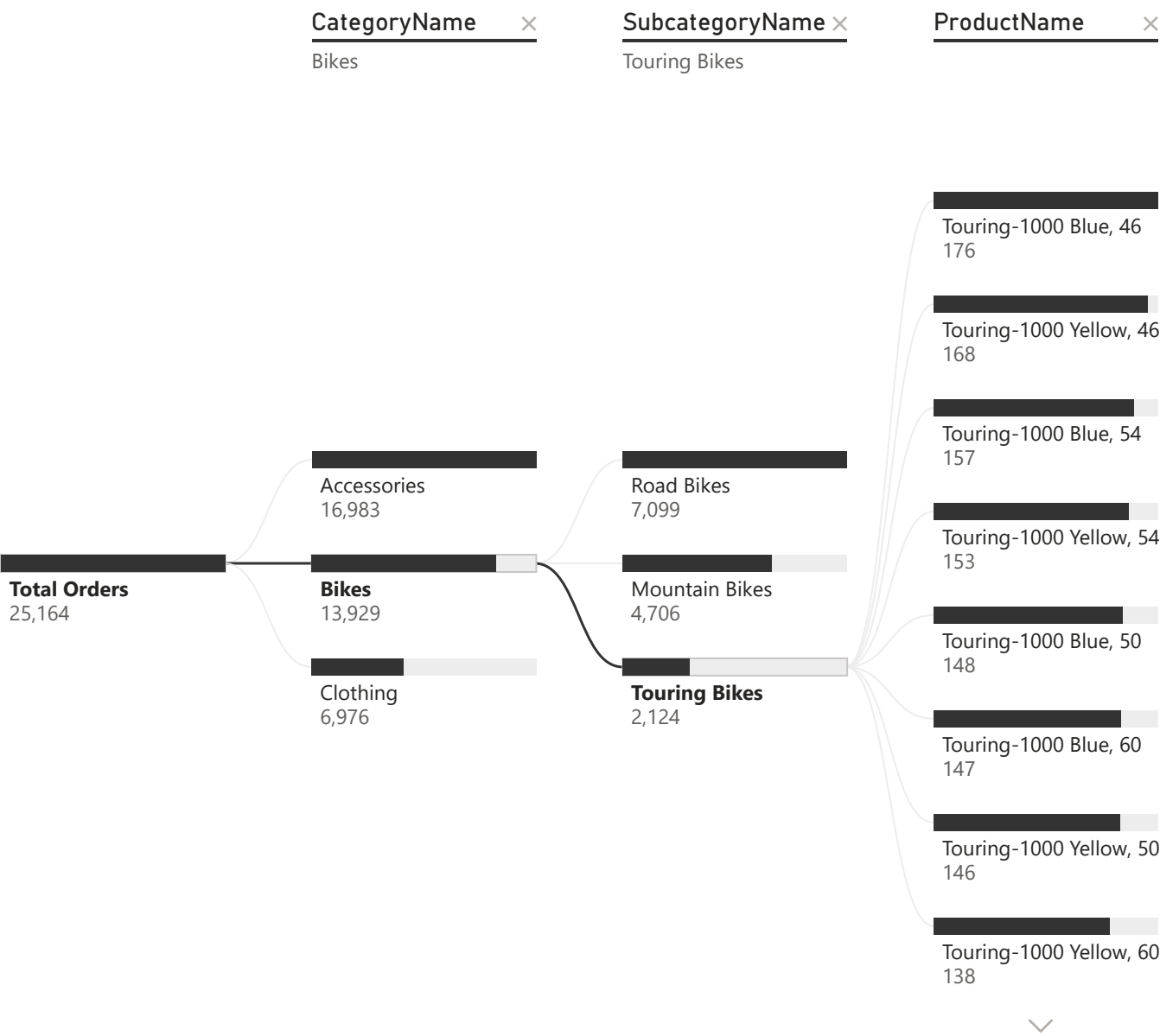


Report Summary

Total orders for **Road Tire Tube** were **213**

Adjusted Profit (260.00% increase) and Total Profit (260.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Across all metrics, Adjusted Profit had the most interesting recent trend and started trending up on



25K
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 6 segments and ranked them by % HomeOwner is Y and population size. Sel...

