



\$24.9M

REVENUE

\$10.5M

PROFIT

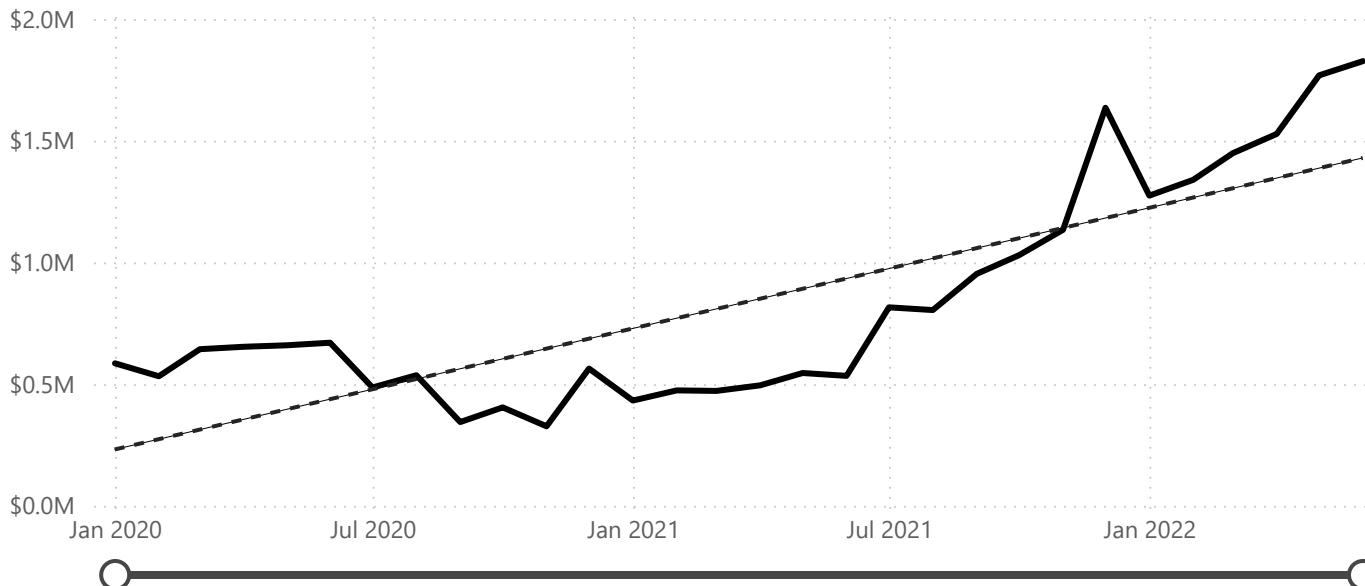
25.2K

ORDERS

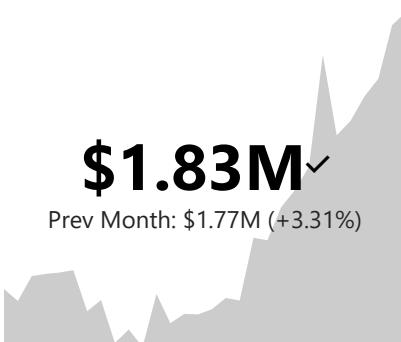
2.17%

RETURN %

Revenue Trending



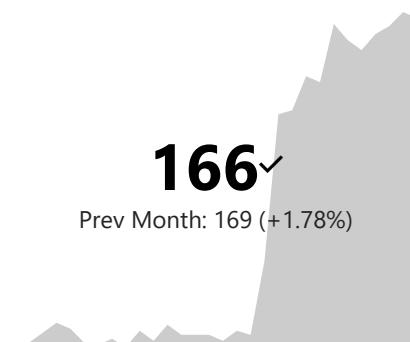
Monthly Revenue



Monthly Orders



Monthly Returns



Orders by Category



ProductName Total Orders Total Revenue Return Rate

ProductName	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Road Tire Tube	2173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
AWC Logo Cap	2062	\$35,882.07	1.11%
Sport-100 Helmet, Blue	1995	\$67,120.18	3.31%
Fender Set - Mountain	1975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1940	\$65,269.75	2.68%
Mountain Bottle Cage	1896	\$38,061.90	2.02%

Most Ordered Product type:

Tires and Tubes

Most Returned Product type:

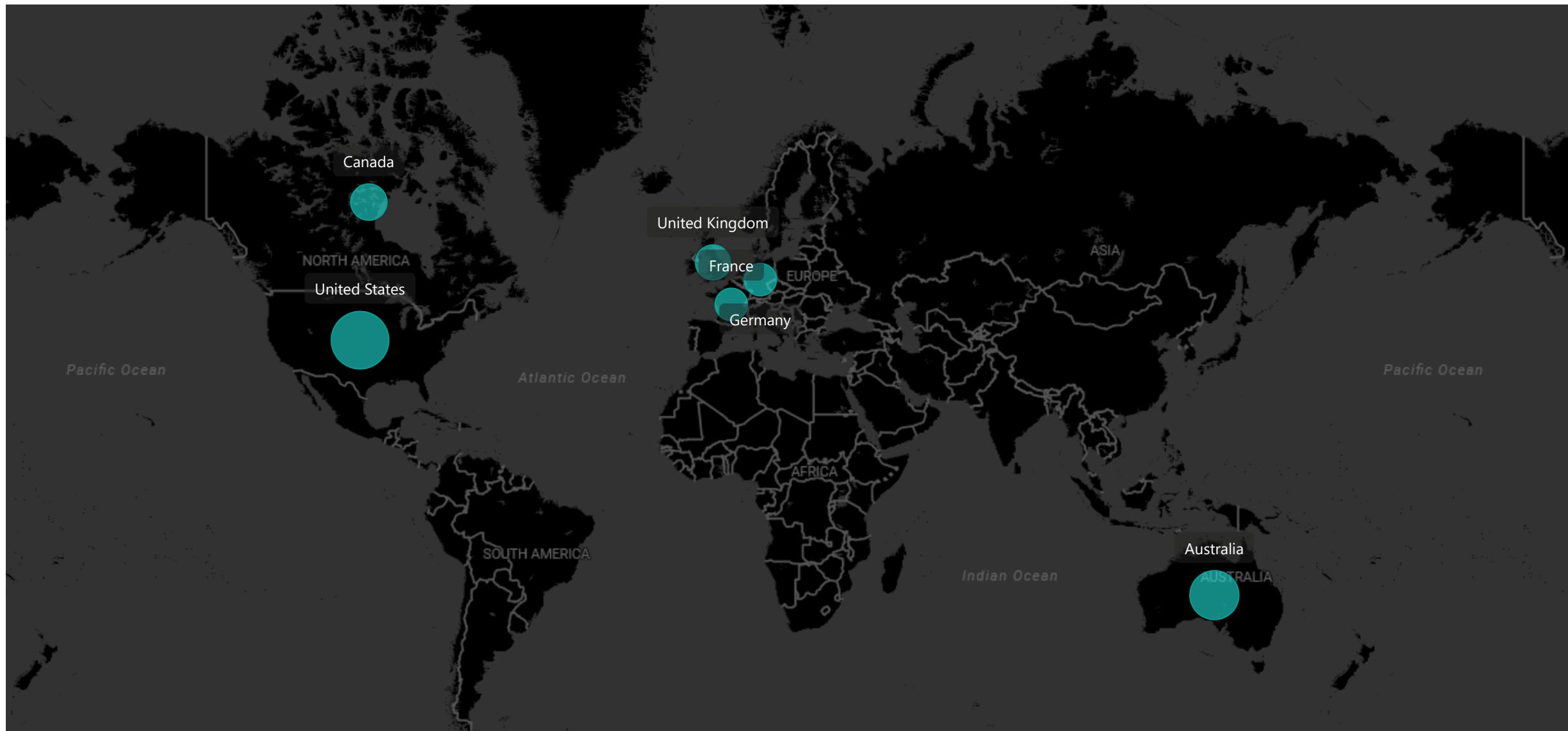
Shorts

Select all

Europe

North America

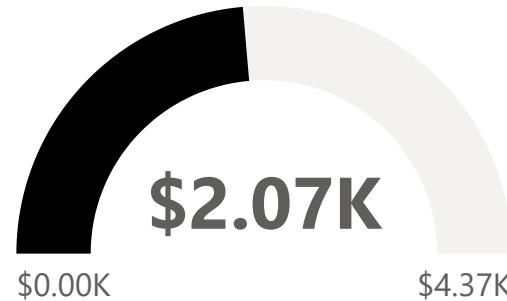
Pacific



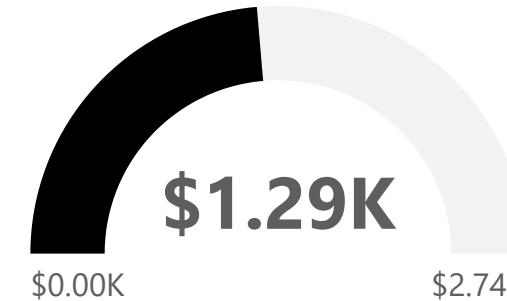


All-Purpose Bike Stand

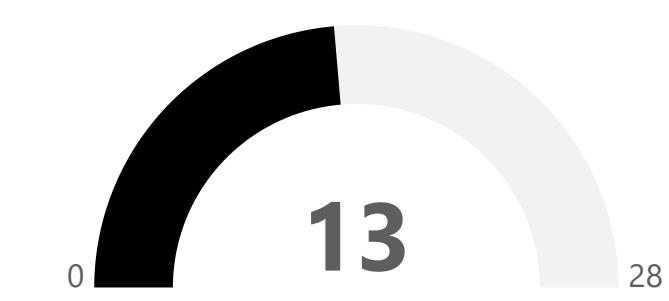
Revenue vs Target



Profit vs Target



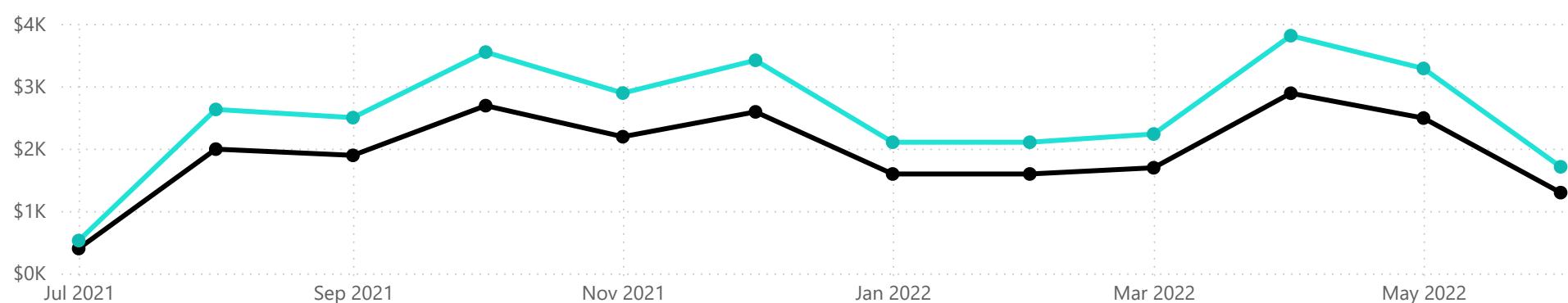
Orders vs Target



Profit Adjustment(%)

0.20

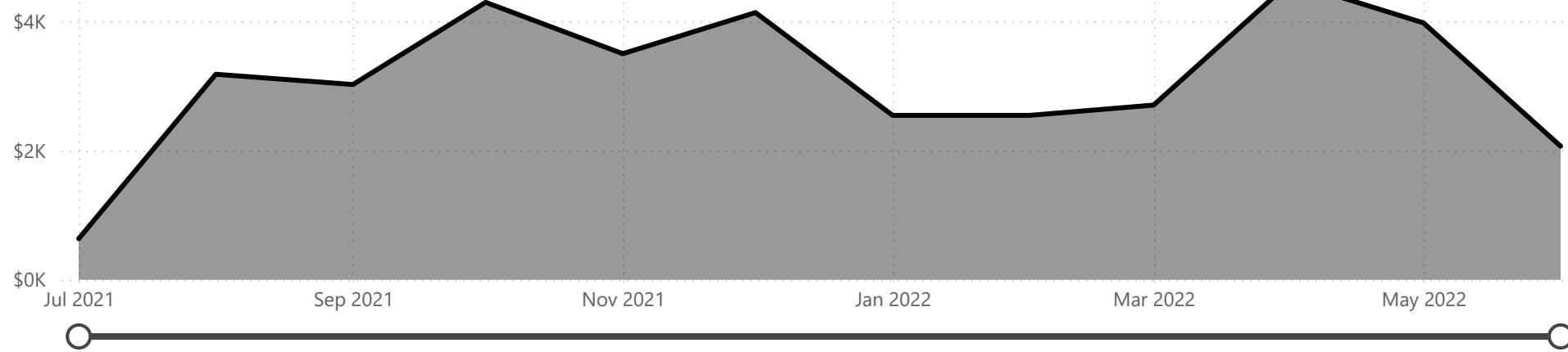
● Profit ● Adjusted Profit



Field Parameter

- REVENUE
- ORDERS
- PROFIT
- RETURNS
- RETURN %

Revenue by Start of Month





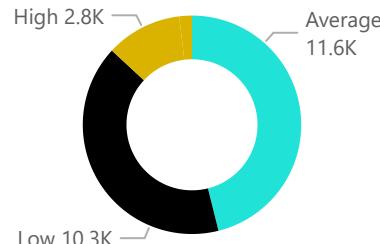
17.4K

UNIQUE CUSTOMERS

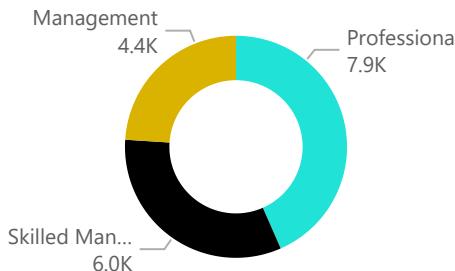
\$1,431

REVENUE PER CUSTOMER

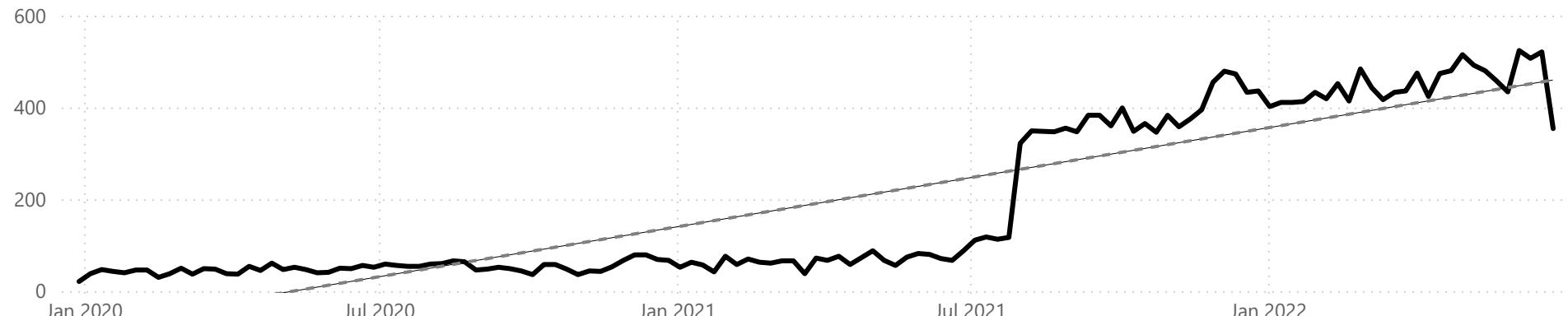
Orders by Income Level



Orders by Occupation



Total Customers



Top 100 Customers

CustomerKey	FullName	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513.14
11223	Mrs. Hailey Patterson	26	\$1,615.66
11300	Mr. Fernando Barnes	26	\$1,839.01
11330	Mr. Ryan Thompson	26	\$1,596.61
11331	Mrs. Samantha Jenkins	26	\$1,739.58
11185	Mrs. Ashley Henderson	25	\$1,716.76
11200	Mr. Jason Griffin	25	\$1,613.88
11176	Mr. Mason Roberts	24	\$1,526.03
11262	Mrs. Jennifer Simmons	24	\$1,464.79
11277	Mr. Charles Jackson	24	\$1,776.69
11287	Mr. Henry Garcia	24	\$1,442.96
11566	Ms. April Shan	24	\$1,424.49
11711	Mr. Daniel Davis	24	\$1,403.85
11276	Mrs. Nancy Chapman	23	\$1,111.23
11203	Mr. Luis Diaz	17	\$1,002.05
11215	Mrs. Ana Perry	17	\$1,335.85
11078	Ms. Gina Martin	16	\$991.27
11211	Mrs. Samantha Russell	16	\$947.96
Total		1272	\$6,15,328.64

2020 2022

Top Customer(by Revenue):

Mr. Maurice Shan

Orders

Revenue

6

\$12.41K



Among Skilled Manual customers in 2022, Mr. Maurice Shan generated the highest revenue