



\$24.9M

REVENUE

\$10.5M

PROFIT

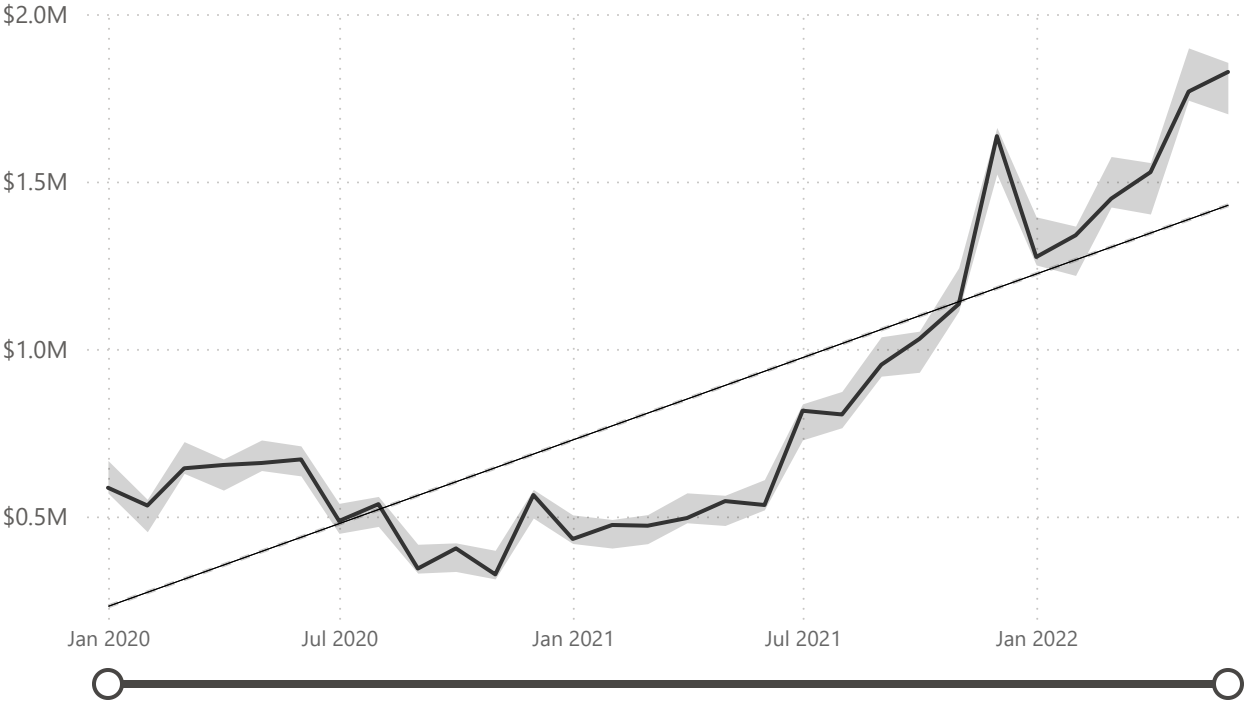
25.2K

ORDERS

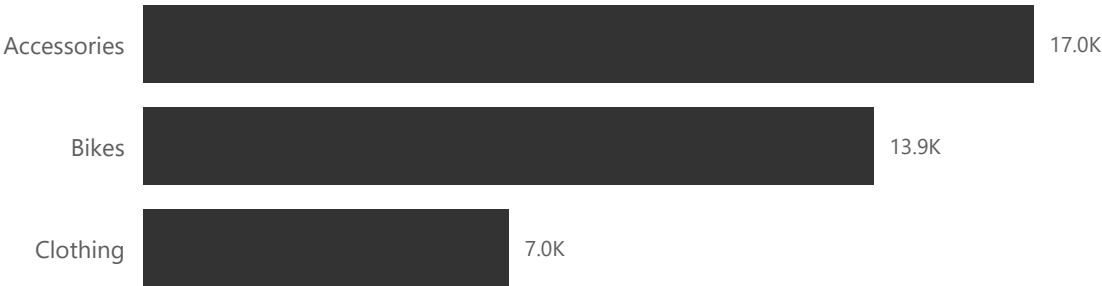
2.2%

RETURN RATE

Revenue Trending



Orders By Category



Product Name	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.3	1.95%
Patch Kit/8 Patches	2,952	\$13,506.4	1.61%
Mountain Tire Tube	2,846	\$28,333.2	1.64%
Road Tire Tube	2,173	\$17,264.7	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.0	3.33%
AWC Logo Cap	2,062	\$35,882.1	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120.2	3.31%
Fender Set - Mountain	1,975	\$87,040.8	1.36%
Sport-100 Helmet, Black	1,940	\$65,269.7	2.68%
Mountain Bottle Cage	1,896	\$38,061.9	2.02%

Monthly Revenue

\$1.83M✓

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

Monthly Orders

2,146!

Previous Month: 2,165 (-0.88%)

Monthly Returns

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

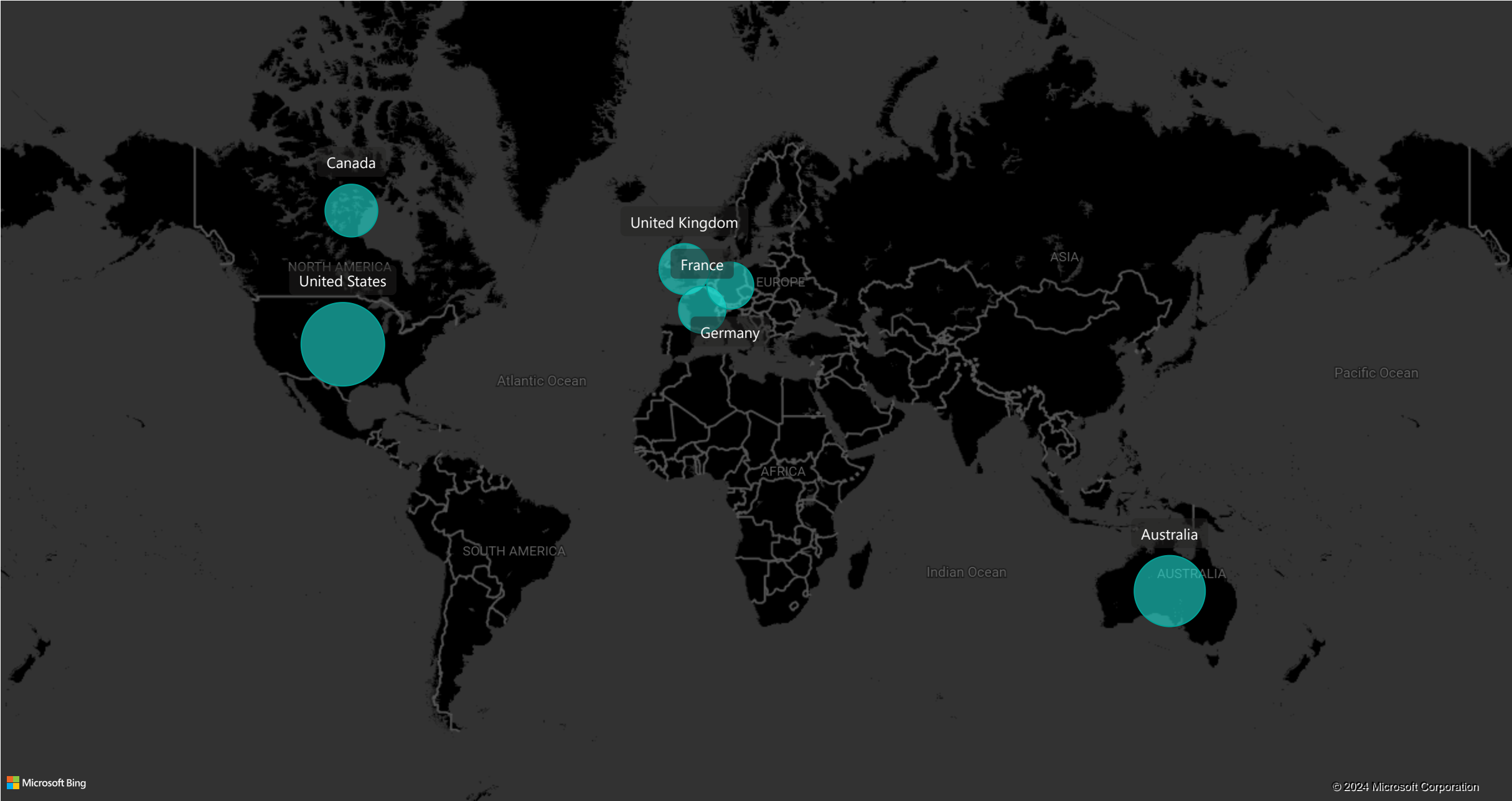
Shorts

Select all

Europe

North America

Pacific



Selected Product:

**Water Bottle - 30
oz.**

Monthly Orders Vs. Target



Monthly Revenue Vs. Target



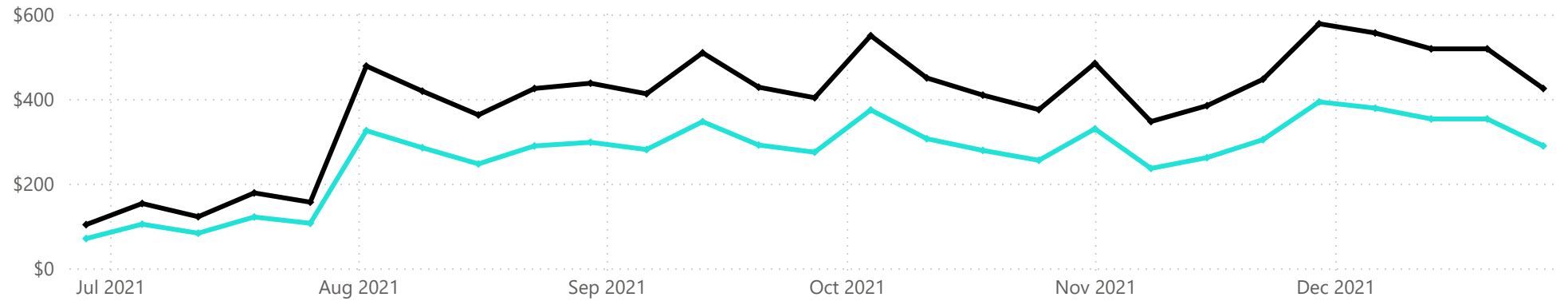
Monthly Profit Vs. Target



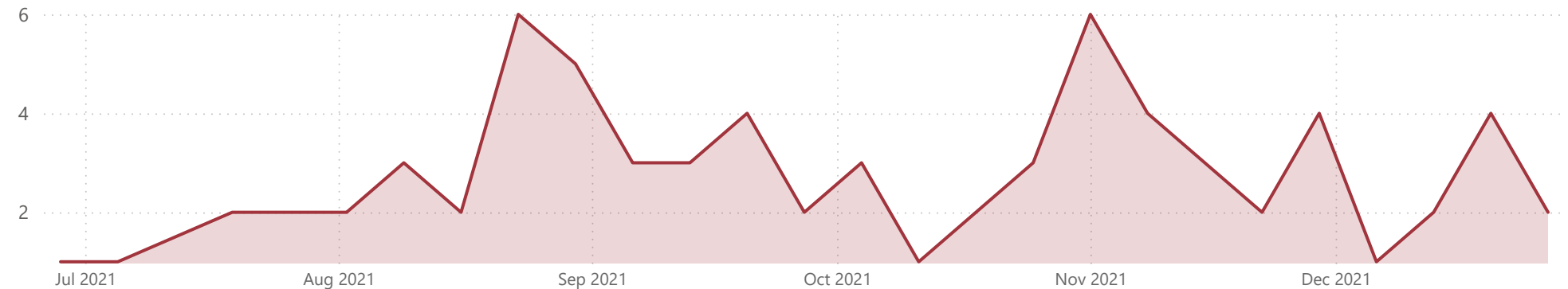
Price Adjustment (%)

-0.20

◆ Total Profit ◆ Adjusted Profit



Return



Product Metric Selecti...

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



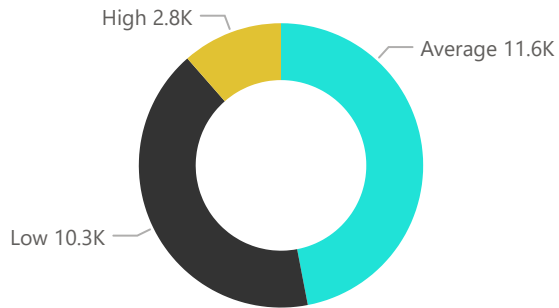
17.4K

UNIQUE CUSTOMERS

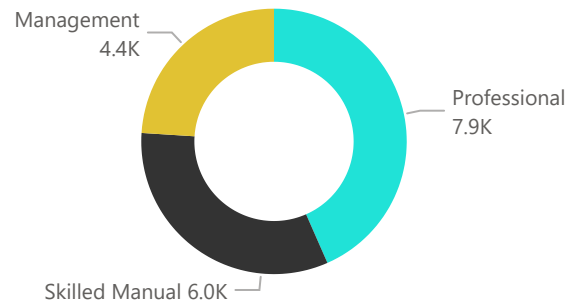
1,431

REVENUE PER CUSTOMER

Orders by Income Level



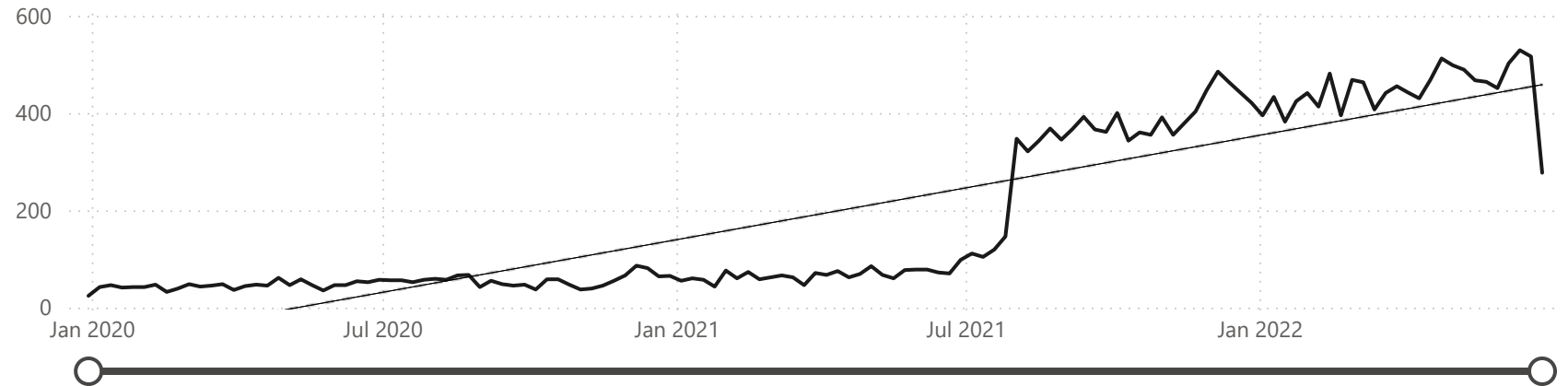
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408.0
11439	Mrs. Janet Munoz	6	\$12,015.4
11241	Mrs. Lisa Cai	7	\$11,330.4
11417	Mrs. Lacey Zheng	7	\$11,085.8
11420	Mr. Jordan Turner	7	\$11,022.4
11242	Mr. Larry Munoz	7	\$10,852.0
13263	Mrs. Kate Anand	4	\$10,436.5
12655	Mr. Larry Vazquez	4	\$10,395.0
11425	Mrs. Ariana Gray	6	\$10,391.4
12631	Mr. Clarence Gao	4	\$10,331.7
12650	Mr. Aaron Wright	4	\$10,329.2
13405	Mr. Ethan Bryant	4	\$10,308.5
11429	Mr. Marco Lopez	6	\$10,289.7
12632	Mrs. Bonnie Nath	4	\$10,282.9
11245	Mr. Ricky Vazquez	4	\$10,165.9
11237	Mr. Clarence Anand	4	\$10,065.0
11428	Mrs. Deanna Perez	4	\$9,761.6
11427	Mrs. Desiree Dominguez	4	\$9,717.7
Total		1,272	\$615,328.6

2020

2022



Top Customer (by Revenue)

Mr. Maurice Shan

Orders

6

Revenue

\$12.4K



Among the customers in skilled manual role in 2022, Ruben Suarez drove the most revenue at \$4,683