

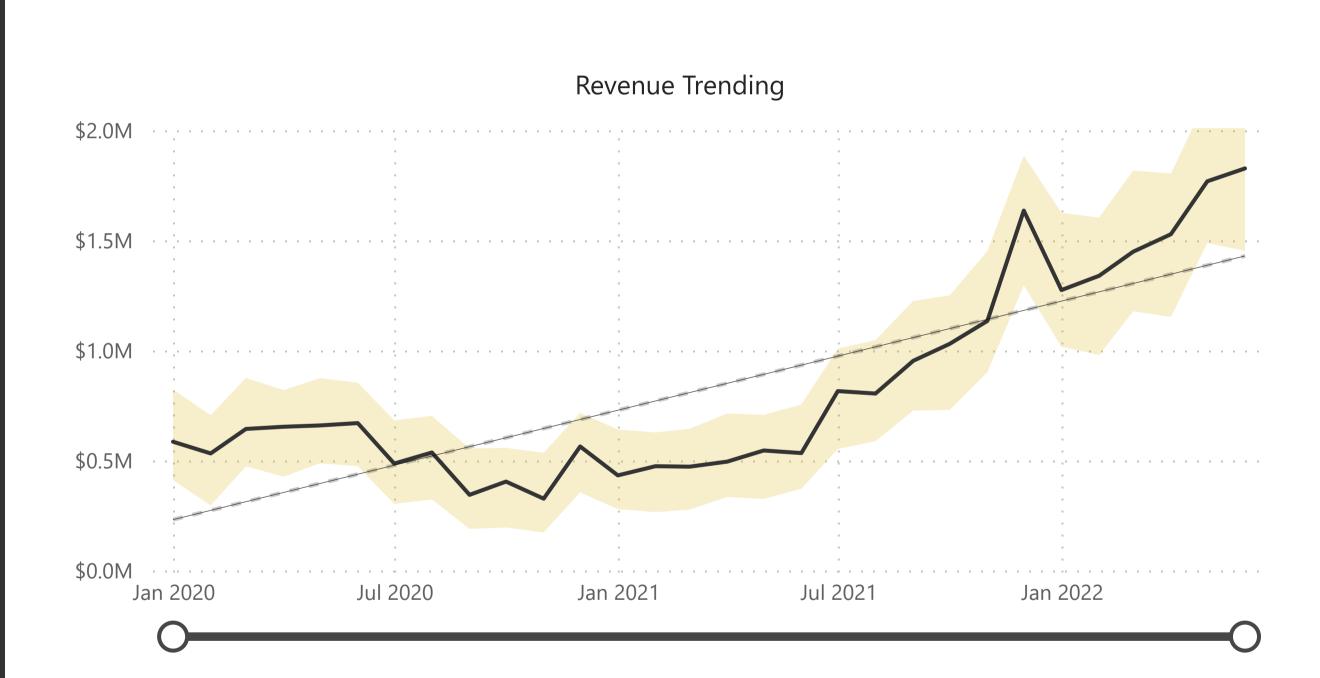


\$10.5M
PROFIT

25.2K
ORDERS

2.2% RETURN RATE

Orders by Category



Monthly Revenue

\$1.83 M > Prev Month: \$1.77M (+3.31%)

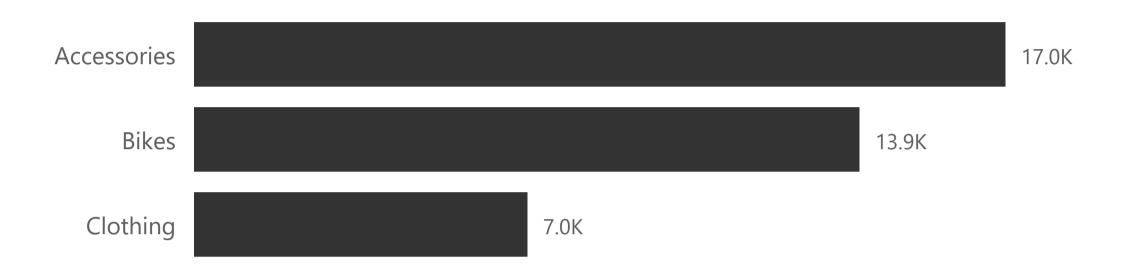
Monthly Orders

Prev Month: 2165 (-0.88%)

2,146!

Monthly Return

166 Yerev Month: 169 (+1.78%)



| Top 10 Products | Order ▼ | | Total Revenue | Return % |
|-------------------------|------------|-------|----------------------|----------|
| Water Bottle - 30 oz. | | 3,983 | \$39,755 | 1.95% |
| Patch Kit/8 Patches | | 2,952 | \$13,506 | 1.61% |
| Mountain Tire Tube | | 2,846 | \$28,333 | 1.64% |
| Road Tire Tube | | 2,173 | \$17,265 | 1.55% |
| Sport-100 Helmet, Red | | 2,099 | \$73,444 | 3.33% |
| AWC Logo Cap | | 2,062 | \$35,882 | 1.11% |
| Sport-100 Helmet, Blue | | 1,995 | \$67,120 | 3.31% |
| Fender Set - Mountain | | 1,975 | \$87,041 | 1.36% |
| Sport-100 Helmet, Black | | 1,940 | \$65,270 | 2.68% |
| Mountain Bottle Cage | | 1,896 | \$38,062 | 2.02% |

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts















Monthly Orders vs. Target Monthly Revenue vs. Target Monthly Profit vs. Target Selected Product: **Water Bottle - 30**

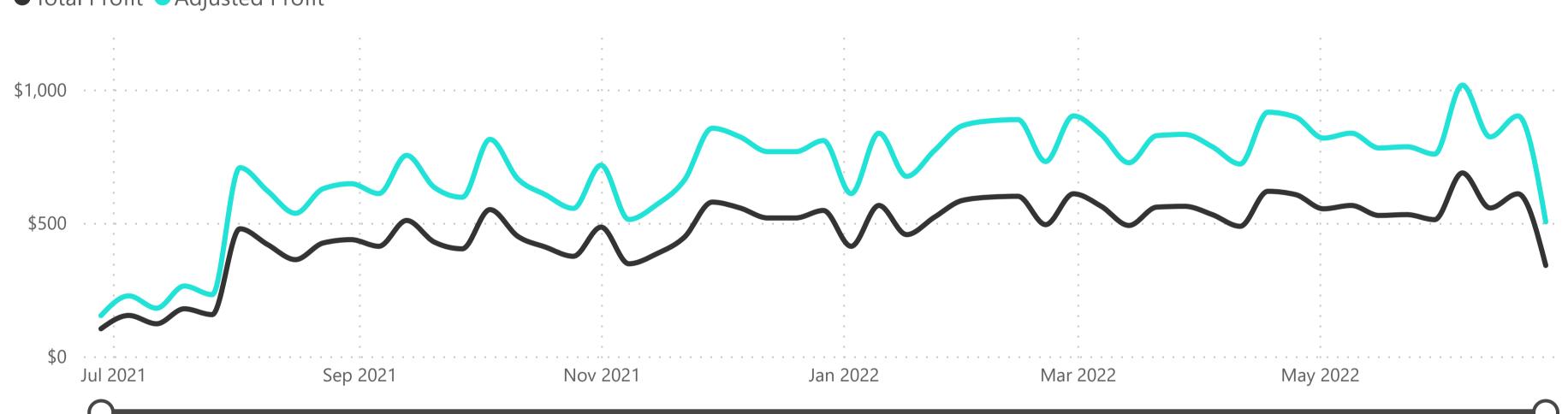
OZ.

438 ● Total Profit ● Adjusted Profit

\$4,067 \$0 \$4,292 \$0 \$2,687

Price Adjustment (%(

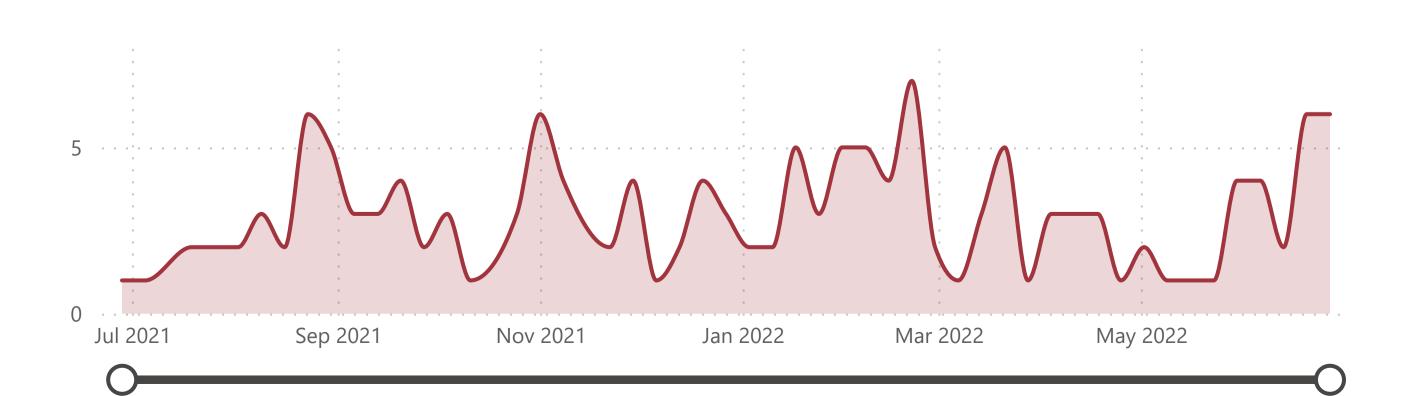
0.30



Product Metric Selection



- Revenue
- Profit
- Returns
- Return %



Report Summary

Total orders for Water Bottle -**30 oz.** were **404**

Adjusted Profit (230.30% increase) and Total Profit (230.30% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.



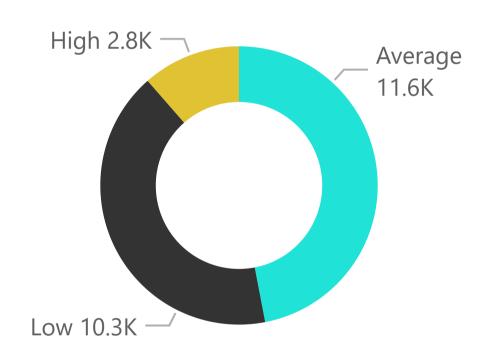




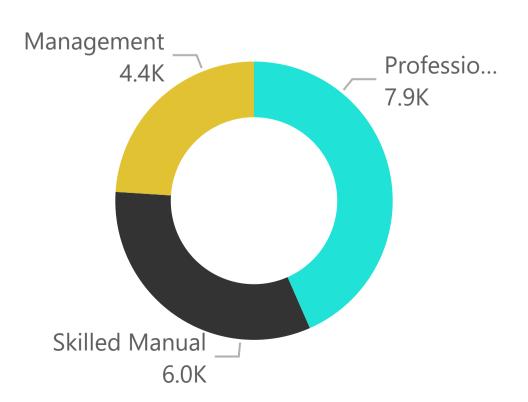
17.4K
UNIQUE CUSTOMERS

\$1.4K
REVENUE PER CUSTOMER

Order by Income Level

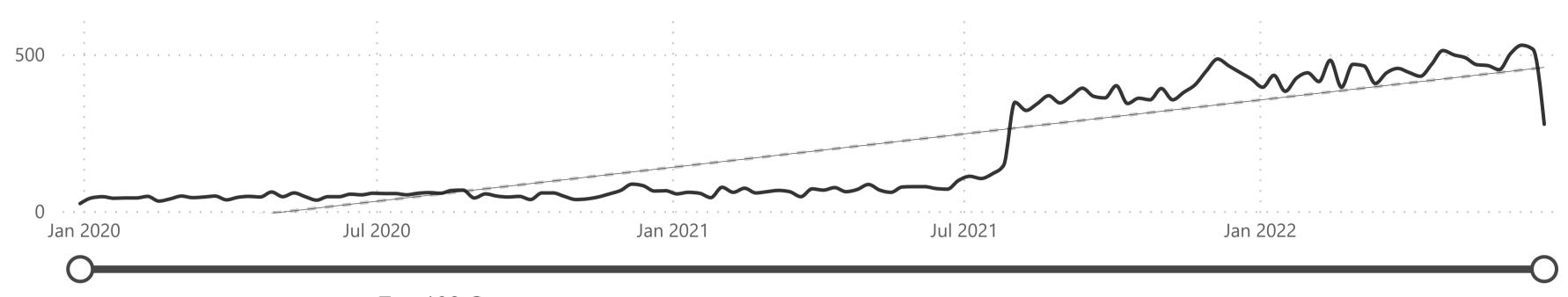


Order by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

| Customer Key | Full Name | Order | 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 | |
| 11423 | Mrs. Jasmine Stewart | 4 | \$9,717 | |
| Total | | 1,272 | \$615,329 | |

2020 2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

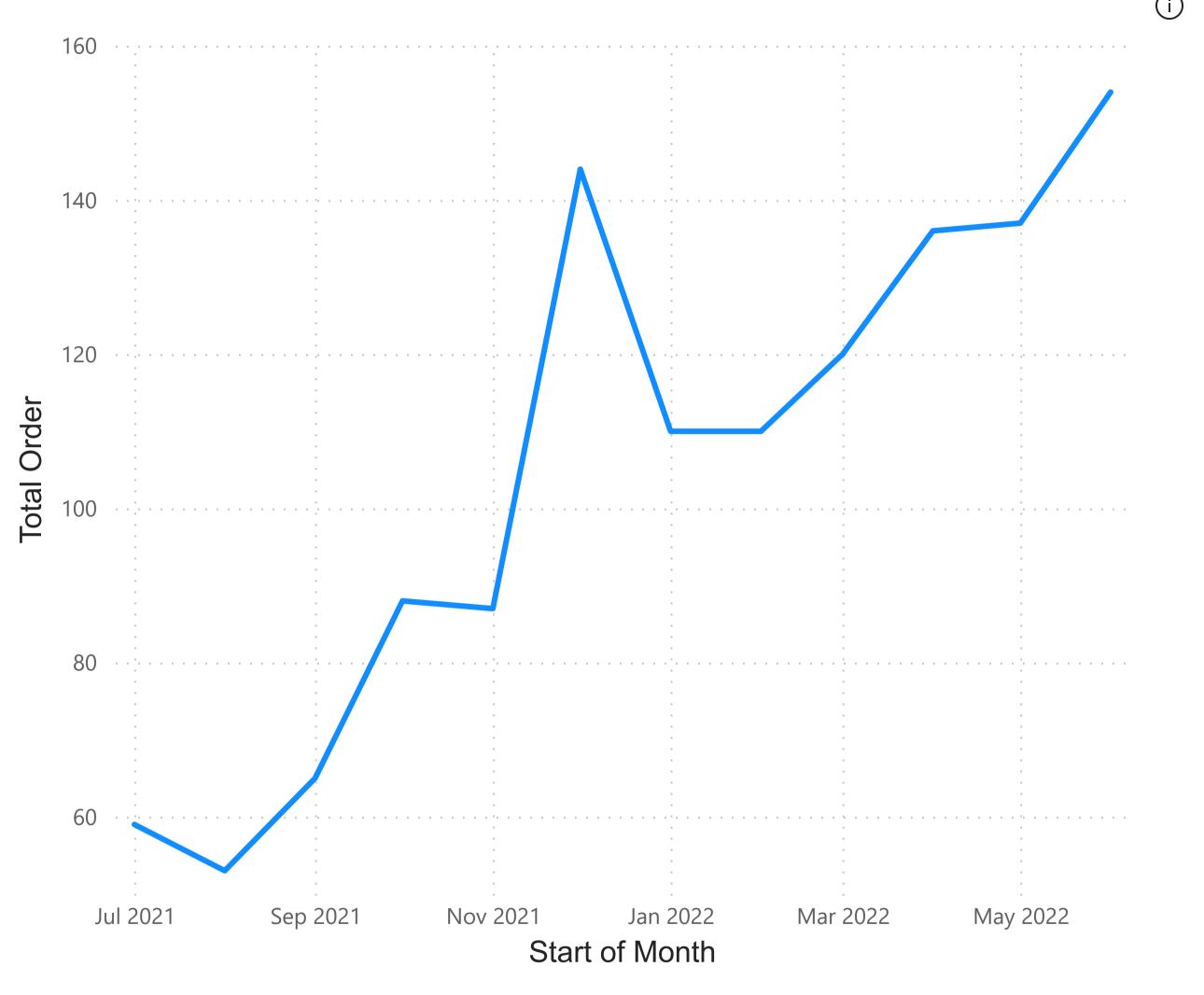
6

Revenue

\$12.4K



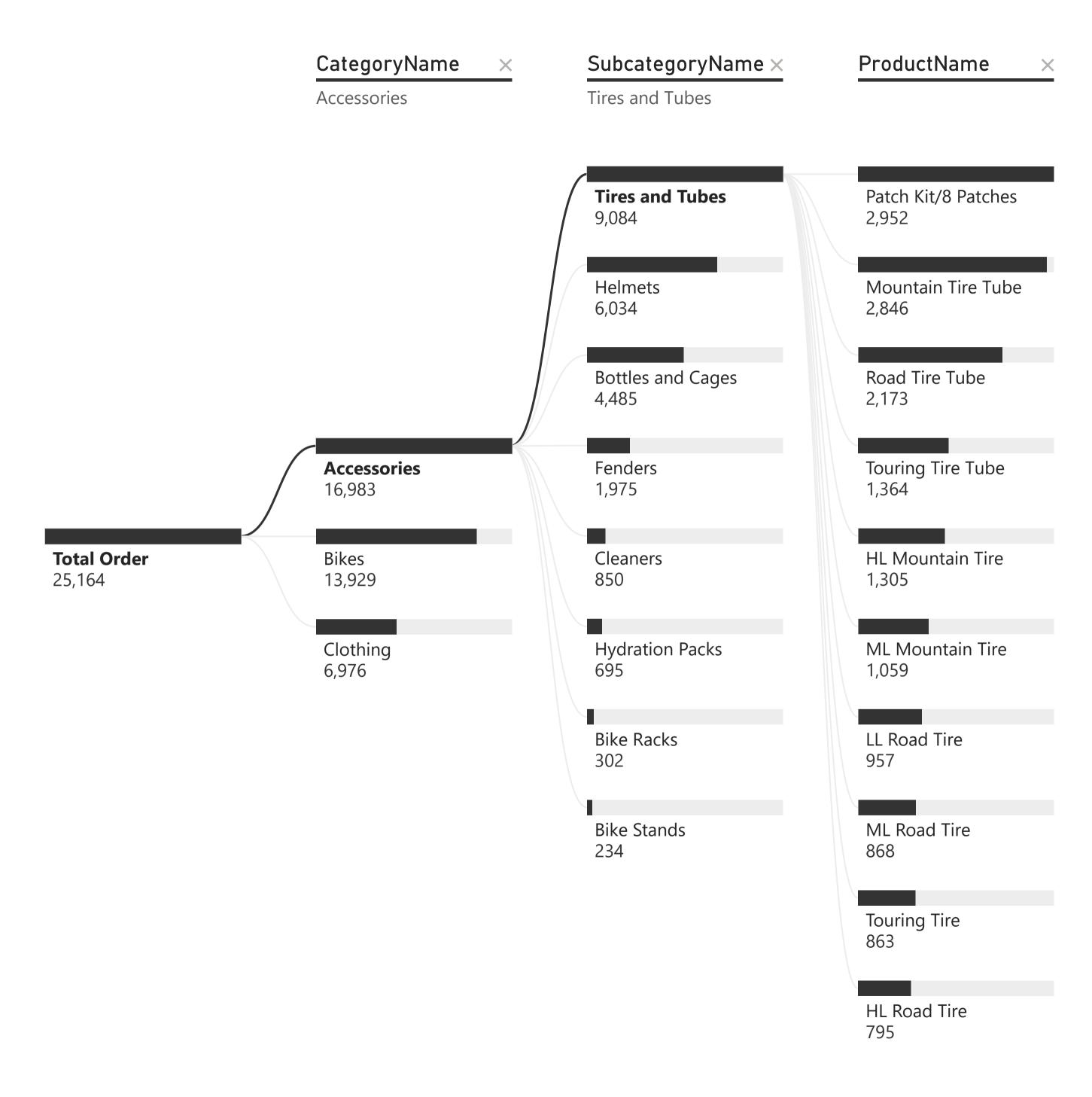
Among Customer in skilled manual roles in 2022. Ruben Suarez drove the most revenue at \$4,683 total order for blue Bikes by calendar lookup start of month



Is this useful?

| CategoryName Total Order | | | | | |
|--------------------------|--------|--|--|--|--|
| Accessories | 16,983 | | | | |
| ⊞ Bikes | 13,929 | | | | |
| | 6,976 | | | | |
| Total | 25,164 | | | | |
| | | | | | |

25K Total Order



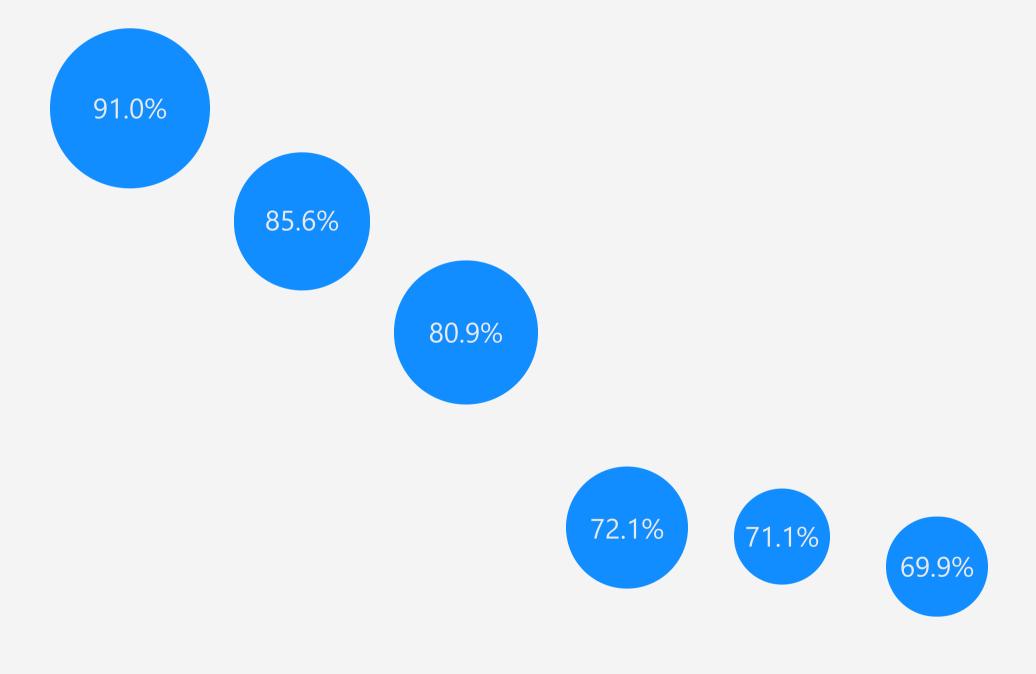
25K
Total Order

Key influencers Top segments

35

When is HomeOwner more likely to be Υ ?

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



| | Segment 1 | Segment 2 | Segment 3 | Segment 4 | Segment 5 | Segment 6 |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| % HomeOwner | 91.0% | 85.6% | 80.9% | 72.1% | 71.1% | 69.9% |
| Population count | 2552 | 2039 | 2199 | 1748 | 1178 | 1279 |

Key influencers Top segments



What influences Average Retail Price to Increase

Increase \checkmark ?

When...

Retail Price increases by

Sum of ProductCost goes
up 8570.61

\$478.6

