



\$24.9M

Total Revenue

\$10.5M

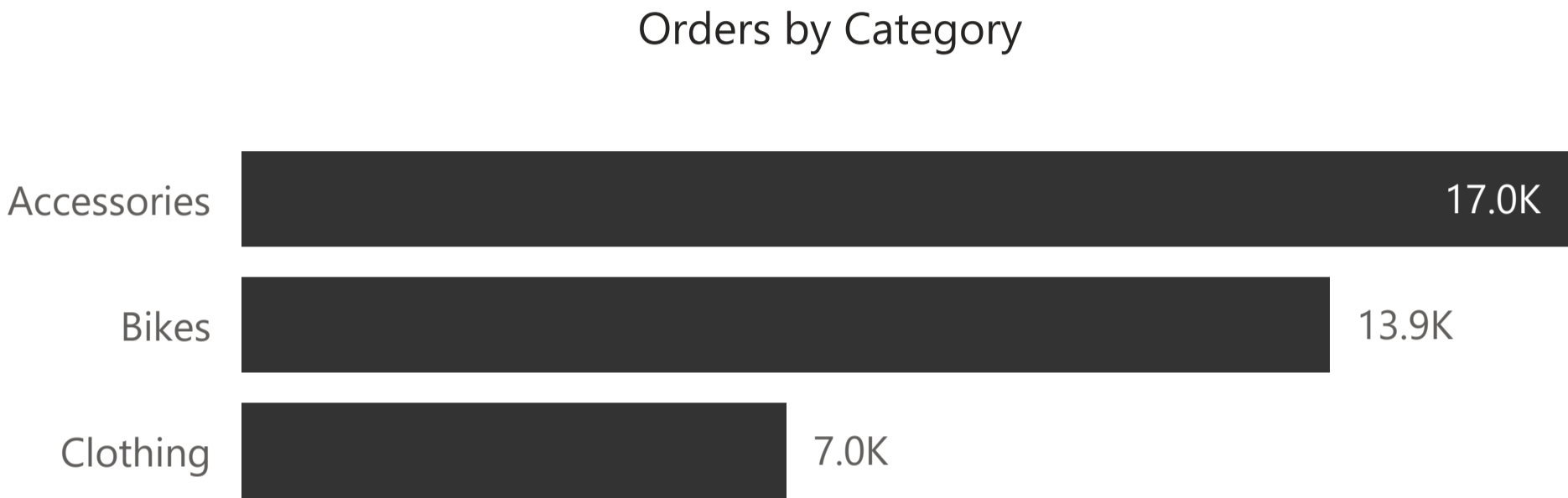
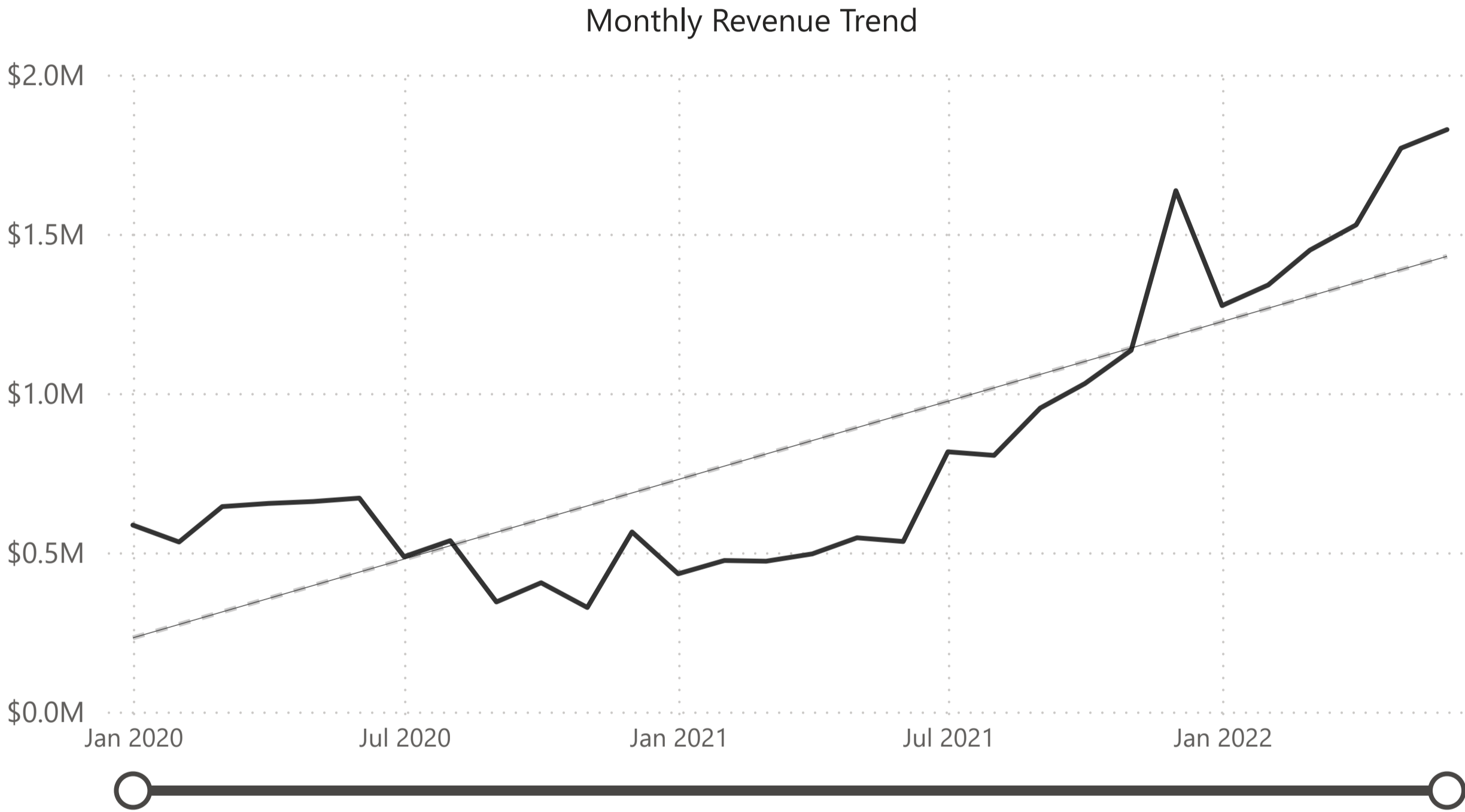
Total Profit

25.2K

Total Orders

2.2%

Return Rate



Top 10 Products	Orders	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%

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%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

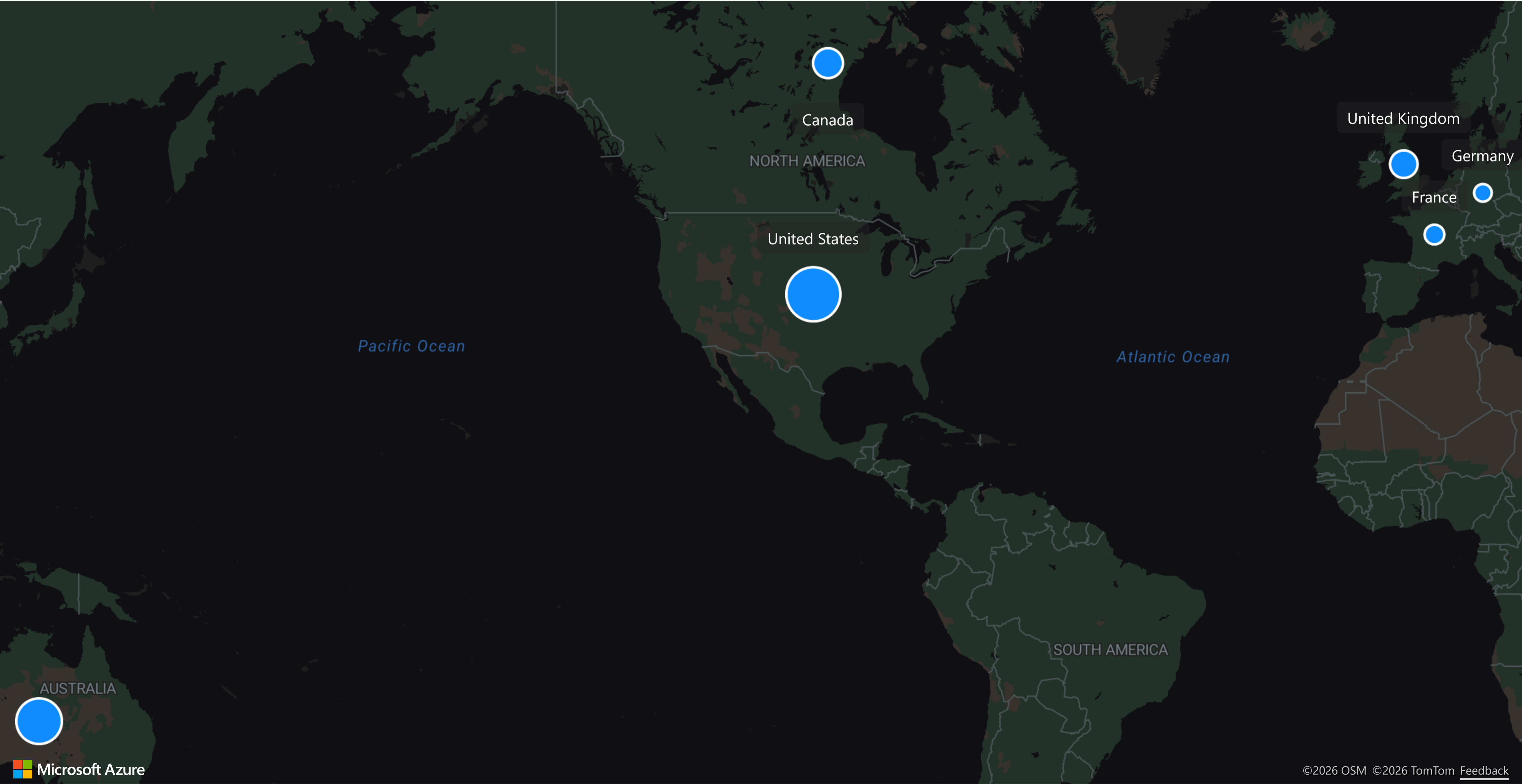
Shorts

Select all

Pacific

North America

Europe



Selected Product:

Water Bottle - 30
OZ.

Monthly Orders vs. Target



Monthly Revenue vs. Target



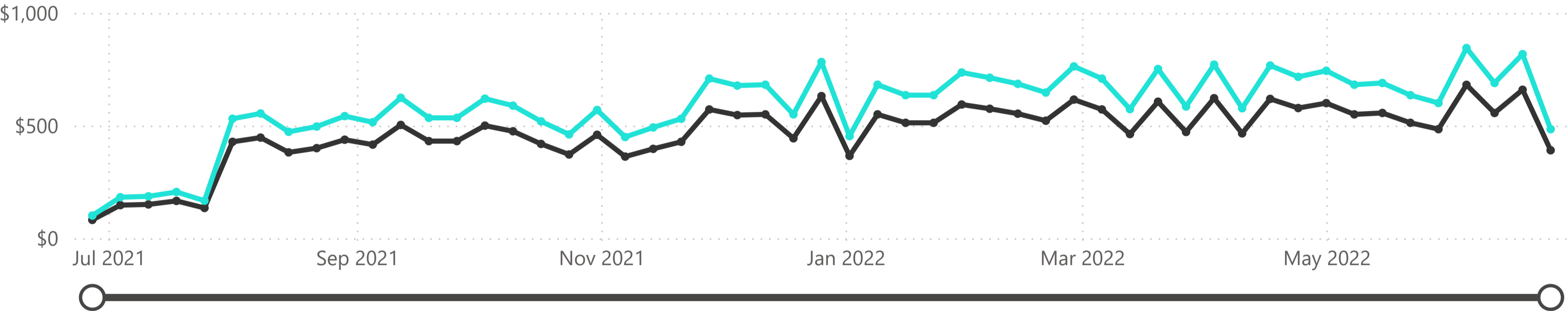
Monthly Profit vs. Target



Price Adjustment (%)

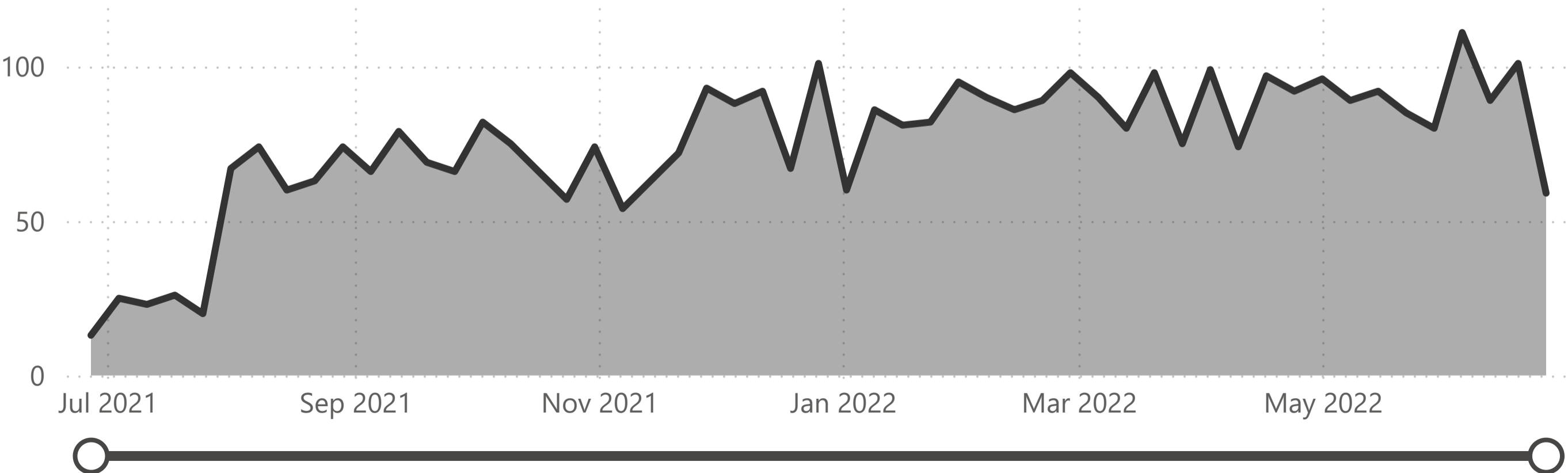


● Total Profit ● Adjusted Profit



Product Metric Selection

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



Report summary

Adjusted Profit (380.77% increase) and Total Profit (380.77% increase) both trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022.

Total Profit started trending up on Sunday, January 23, 2022, rising by 28.66% (146.81) in 4.87 months.

Total Profit jumped from 81.22 to



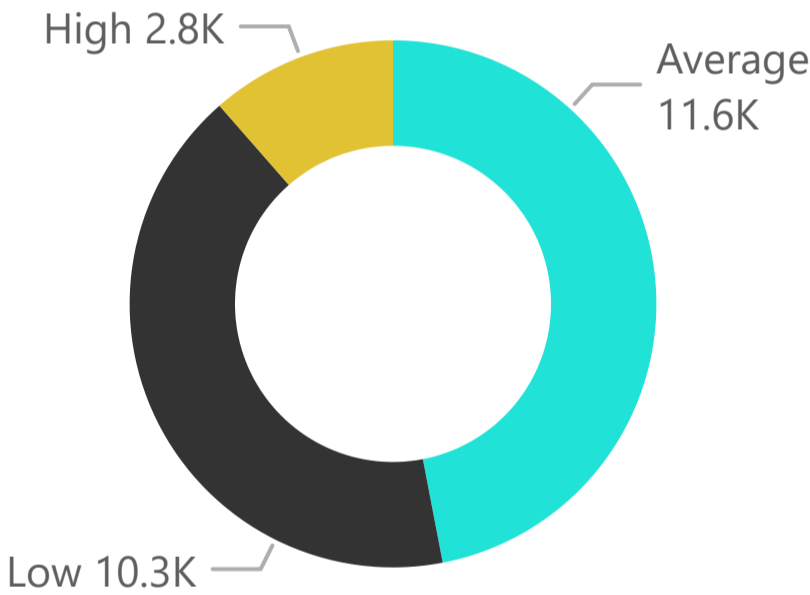
17.4K

UNIQUE CUSTOMERS

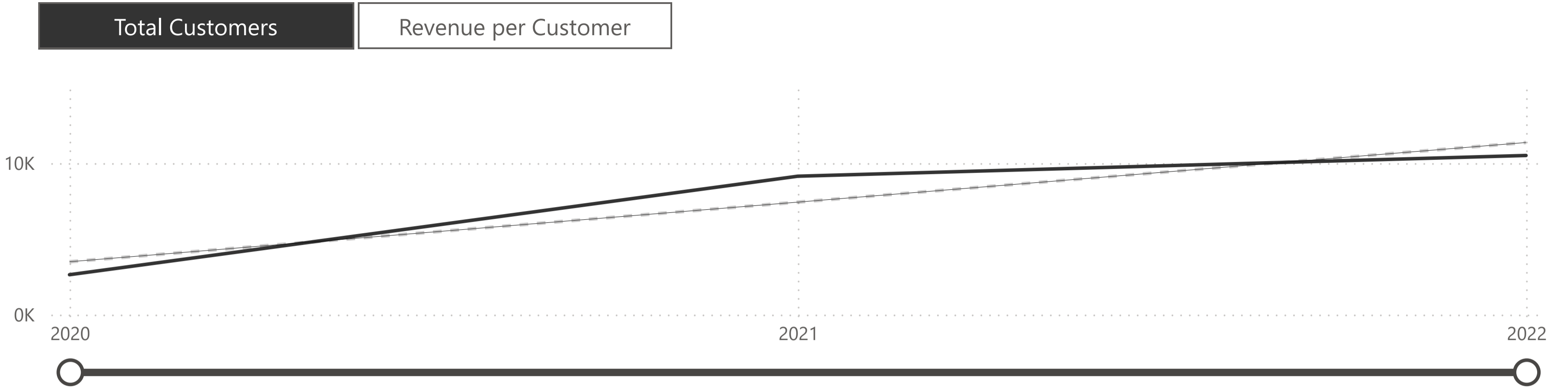
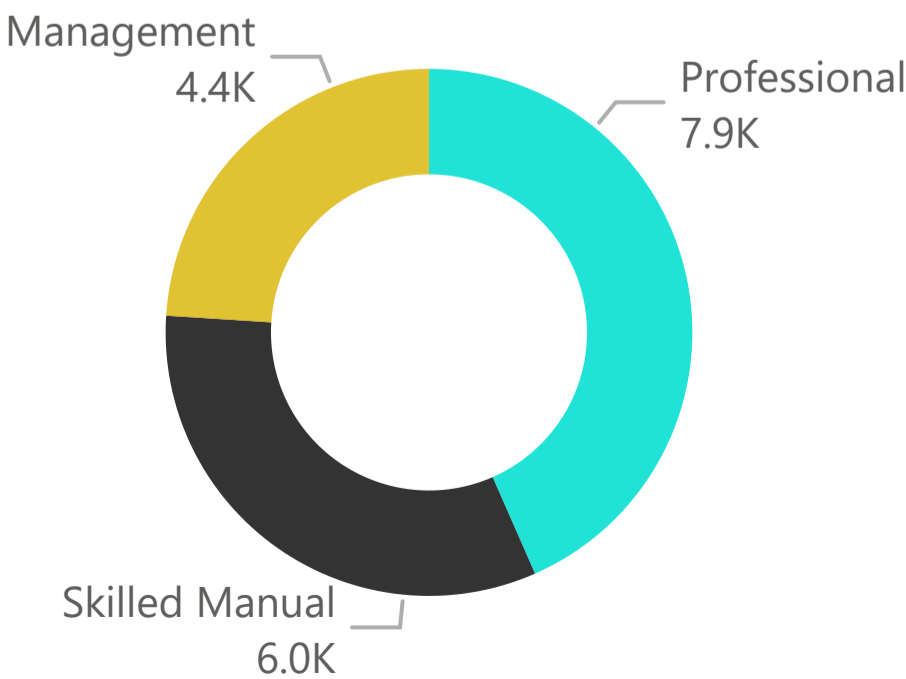
\$1,431

Revenue per Customer

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	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
Total		1,272	\$615,329

Year

20202022

Top Customer (by Revenue):

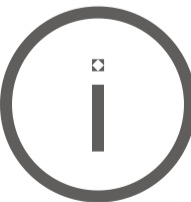
MR. MAURICE SHAN

Orders:

6

Revenue:

\$12.4K



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

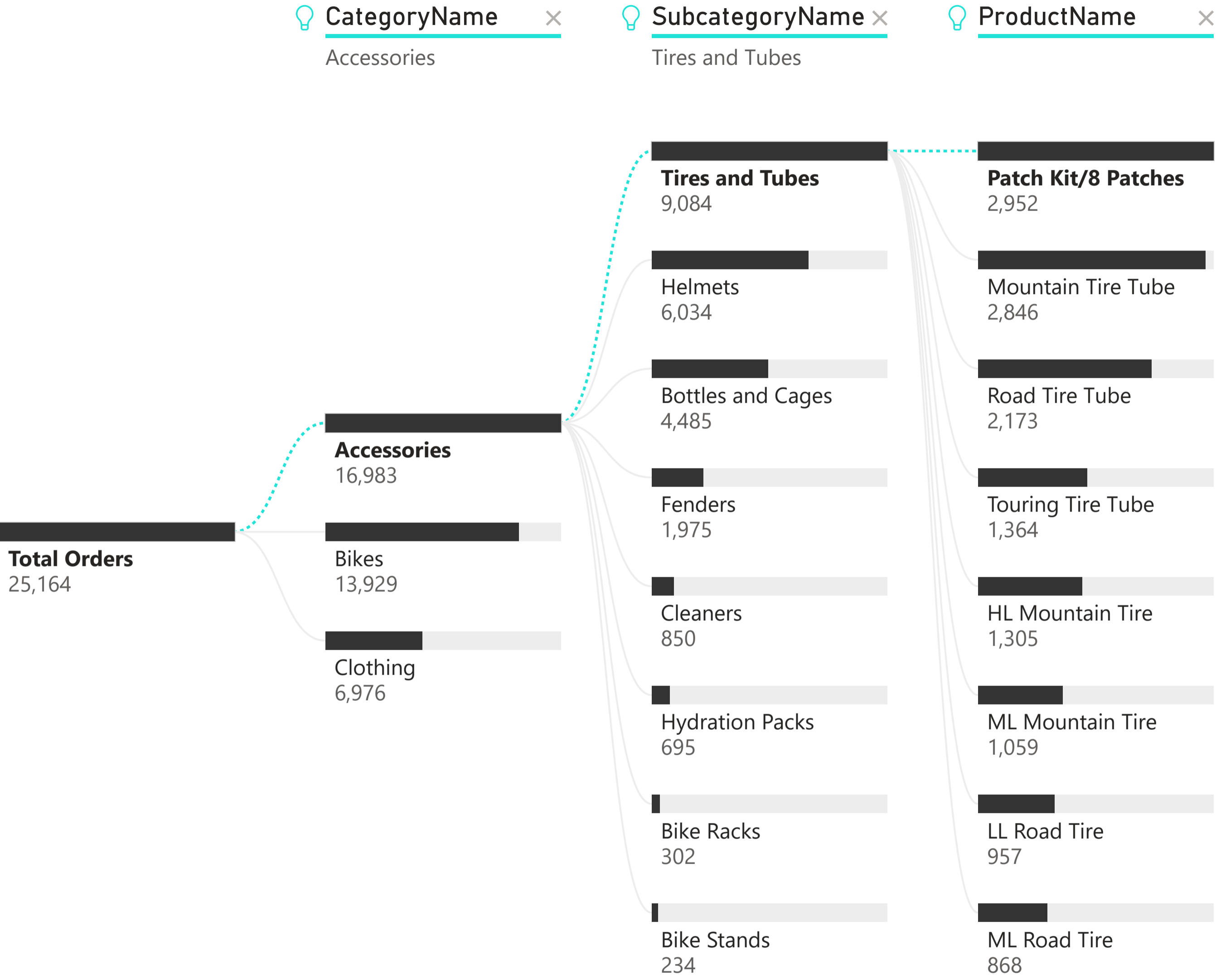
Ask Questions About Business Performance



Orders by country

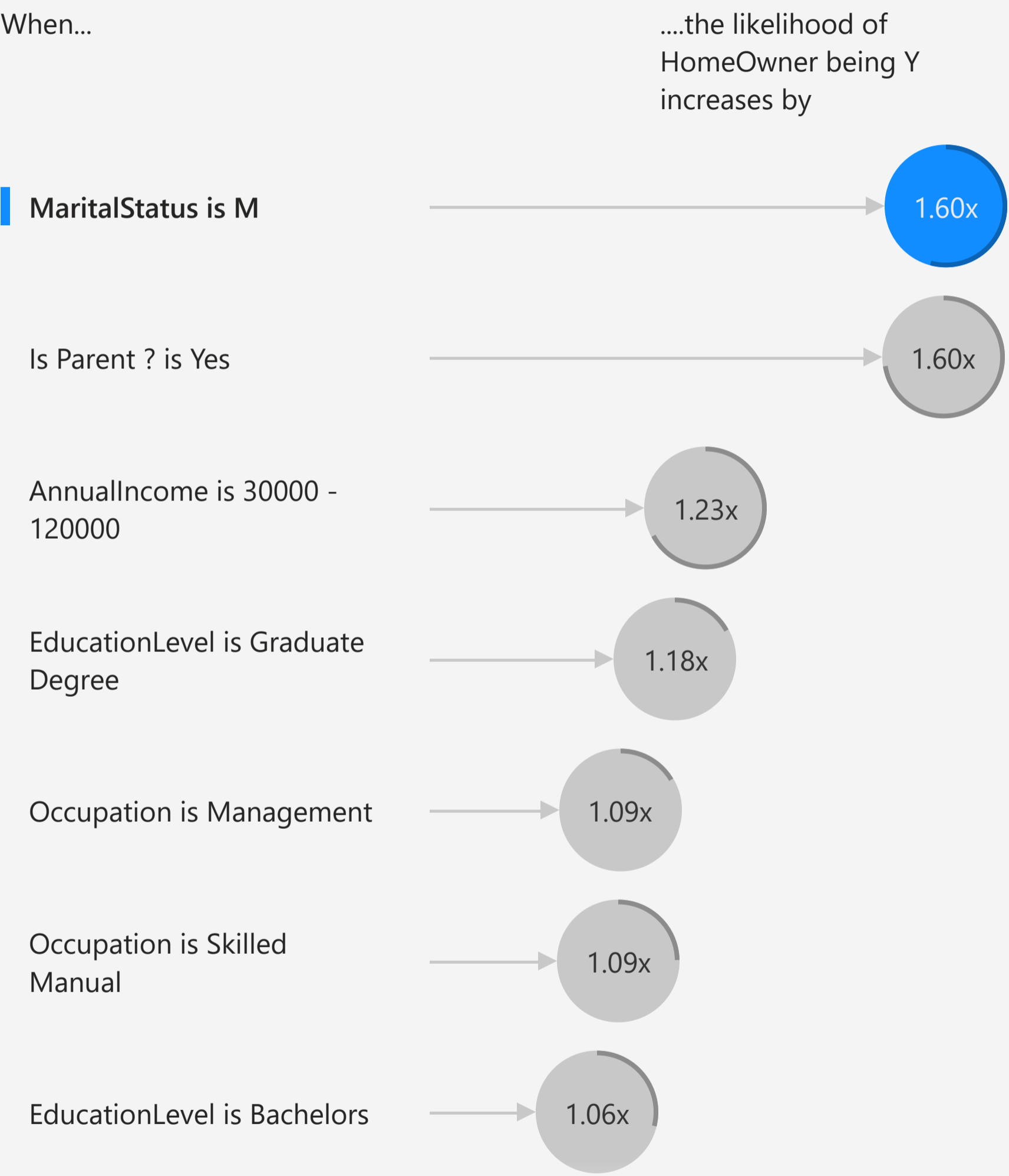


Is this useful?  



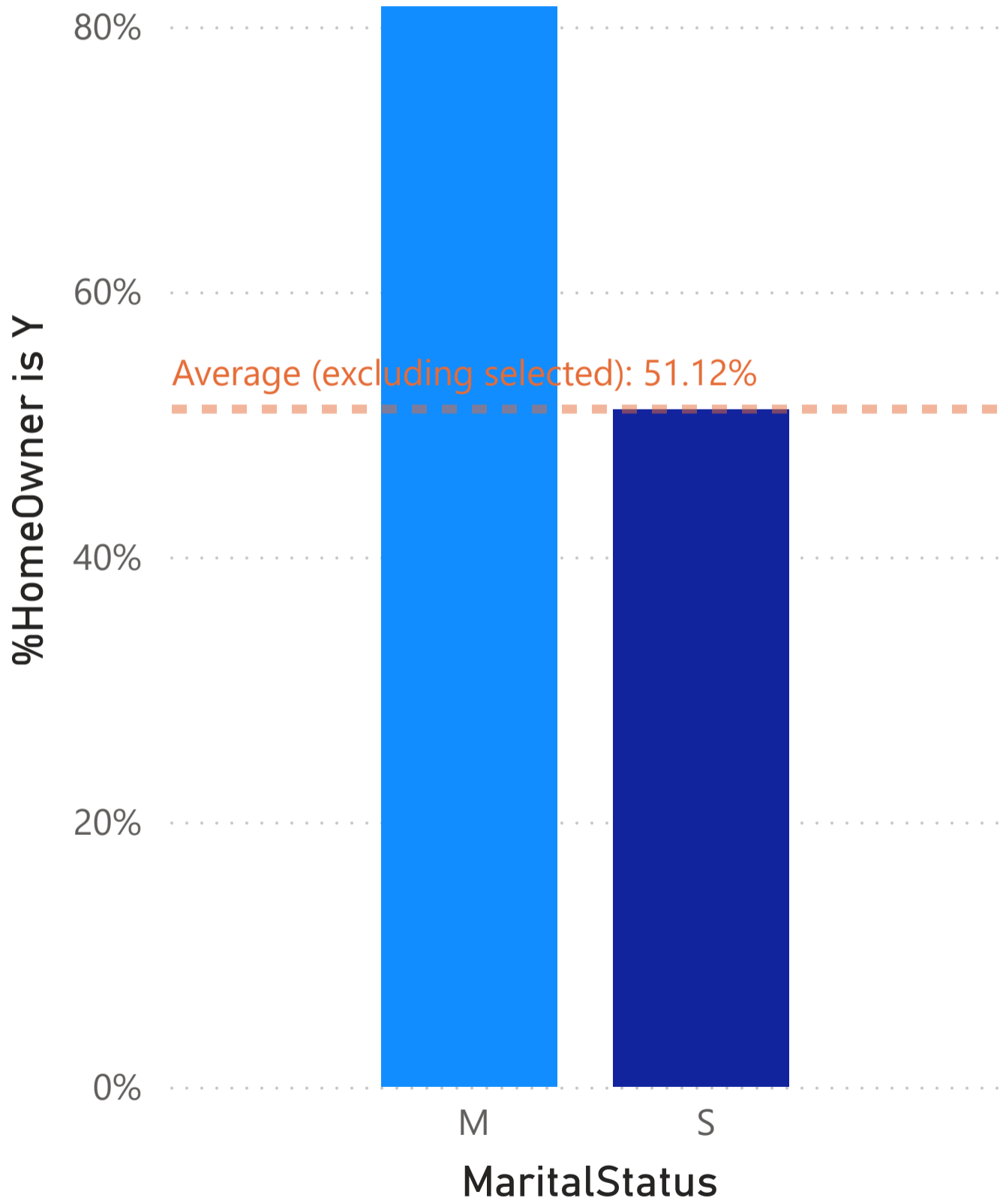


What influences HomeOwner to be Y ?



Sort by: Impact Count

← HomeOwner is more likely to be Y when MaritalStatus is M than otherwise (on average).



☐ Only show values that are influencers