



\$24.9M

Total Revenue

\$10.5M

Total Profit

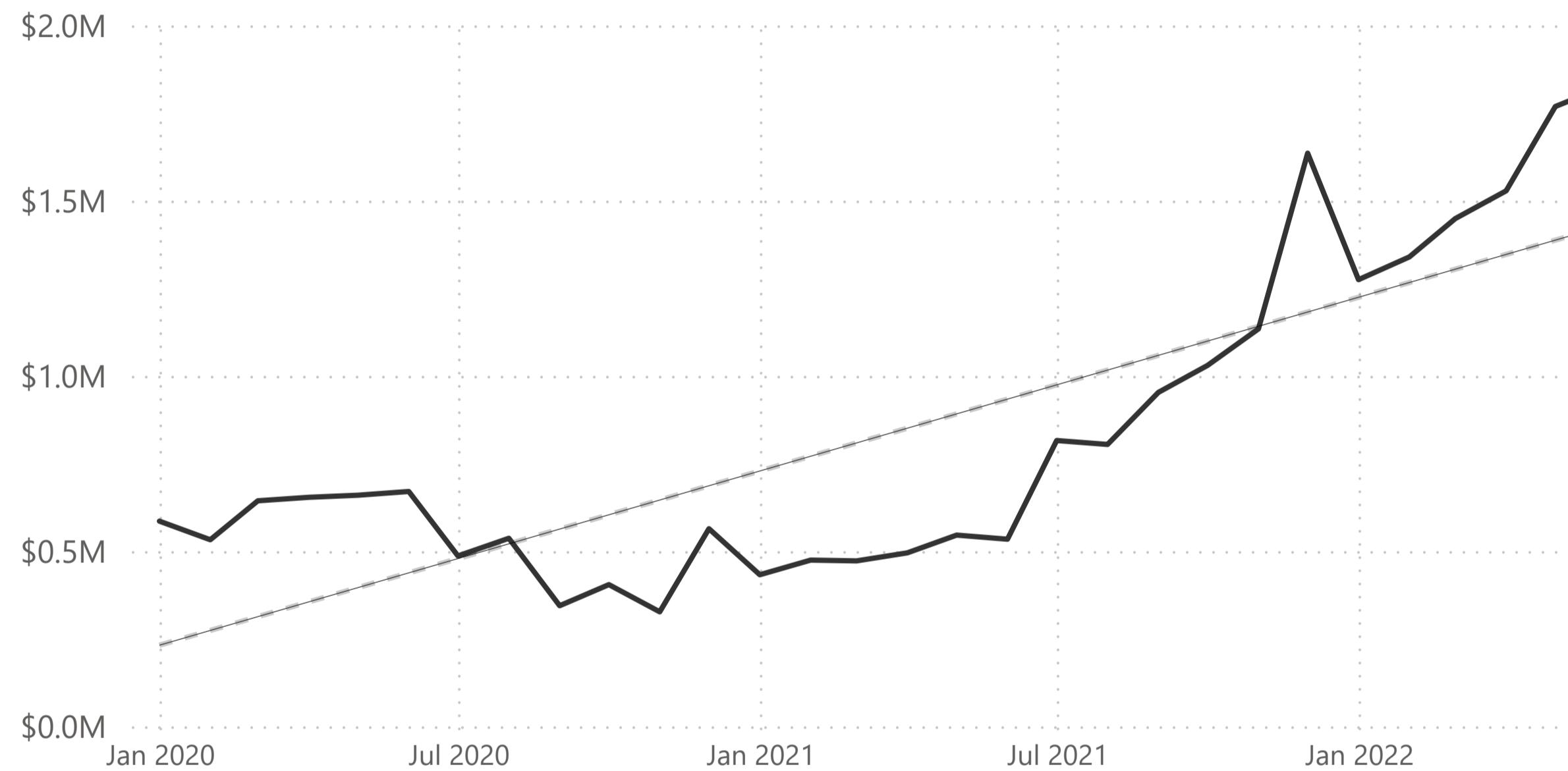
25.2K

Total Orders

2.2%

Return Rate

Monthly Revenue Trend



Monthly Revenue

\$1.83M ✓

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

Monthly Orders

2,146!

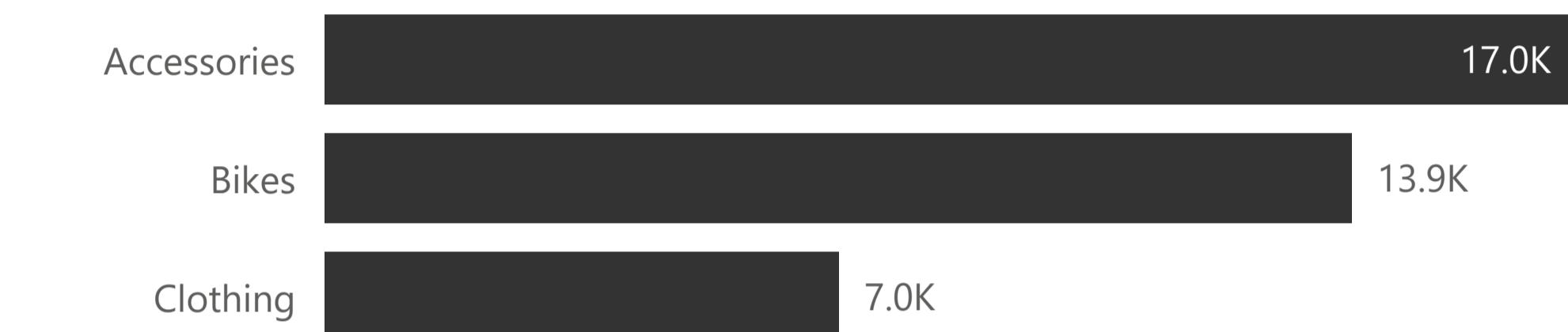
Prev Month: 2165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

Product	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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

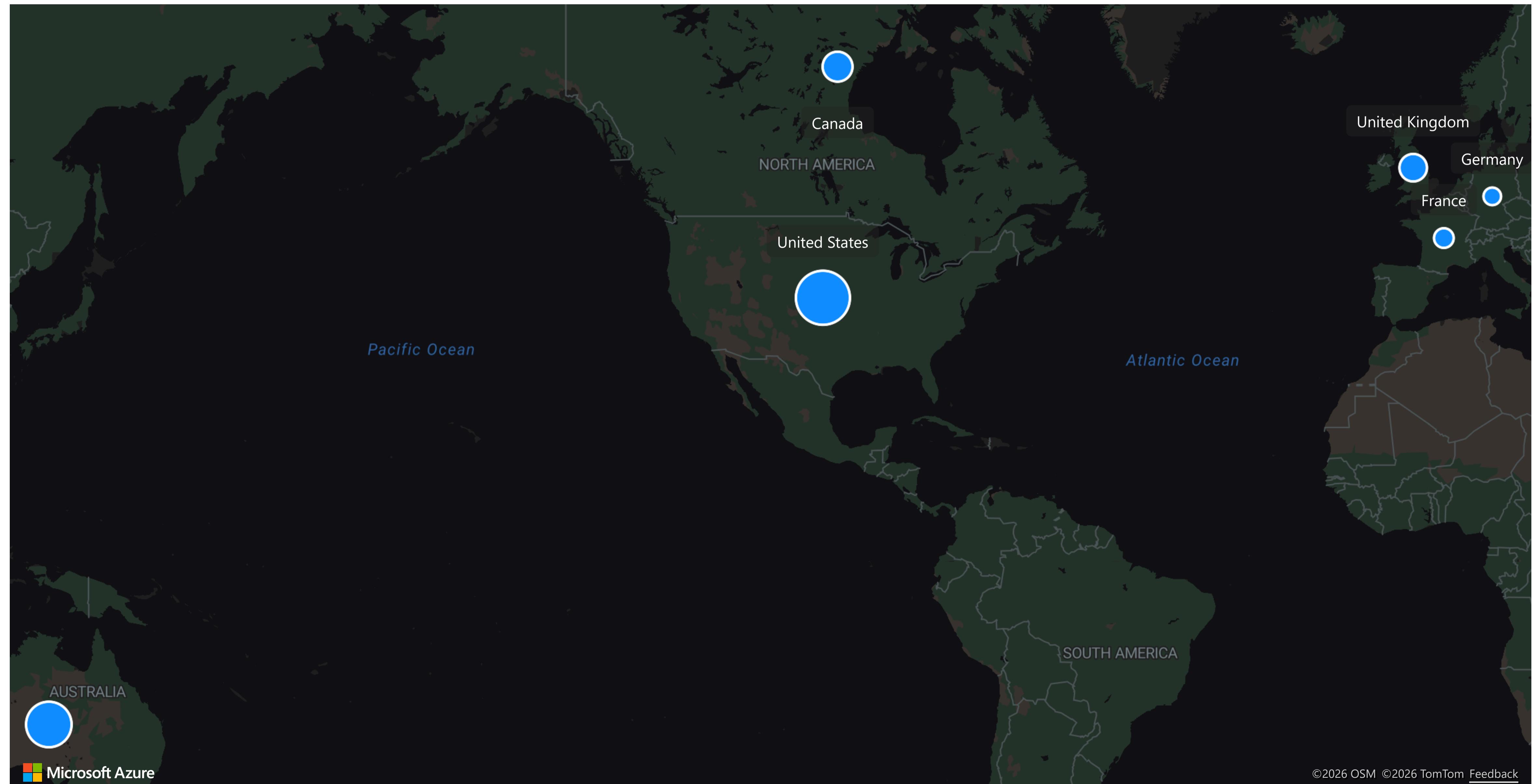
Shorts

Select all

Pacific

North America

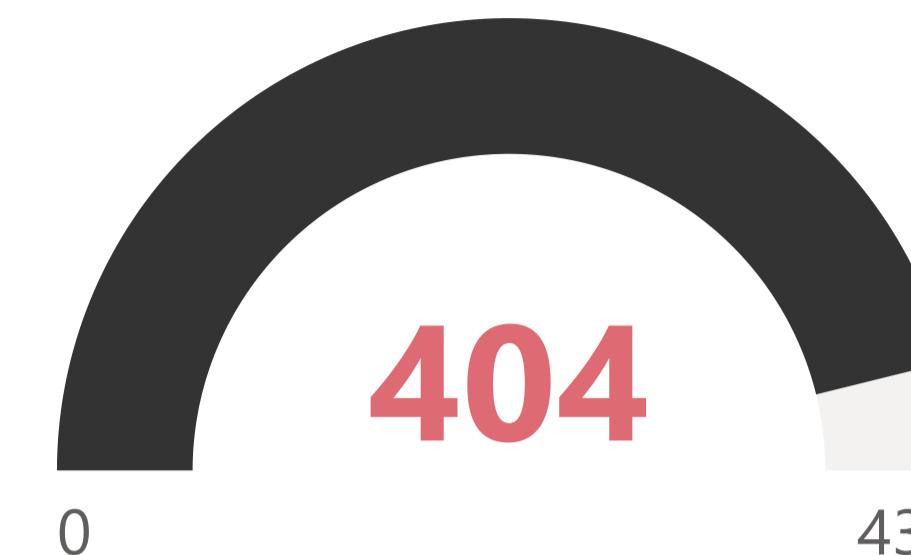
Europe



Selected Product:

Water Bottle - 30
OZ.

Monthly Orders vs. Target



Monthly Revenue vs. Target



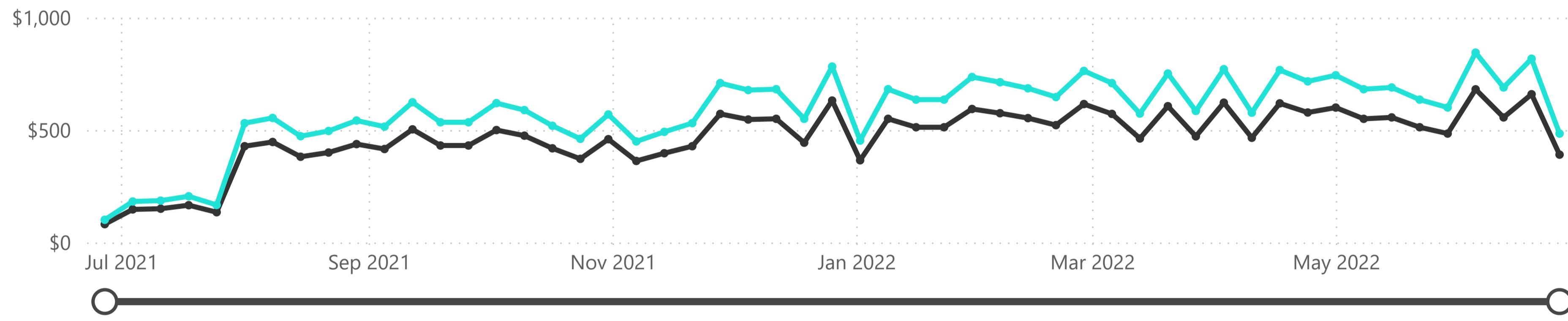
Monthly Profit vs. Target



Price Adjustment (%)

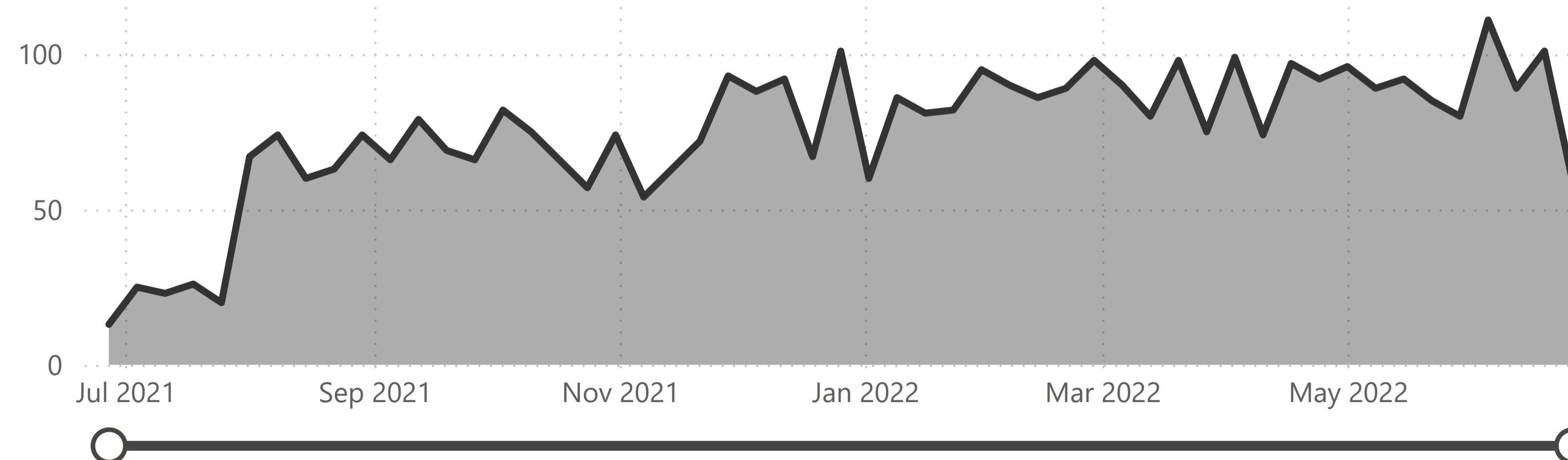
0.15

● 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



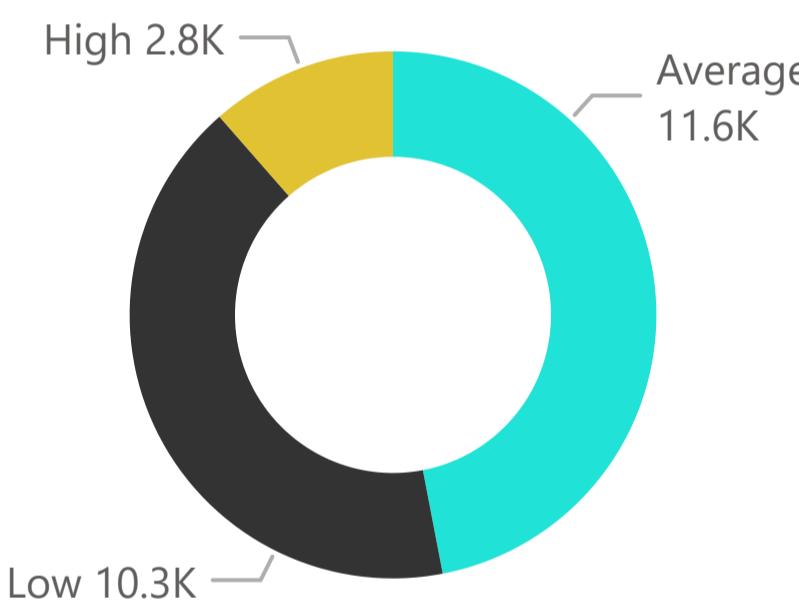
17.4K

UNIQUE CUSTOMERS

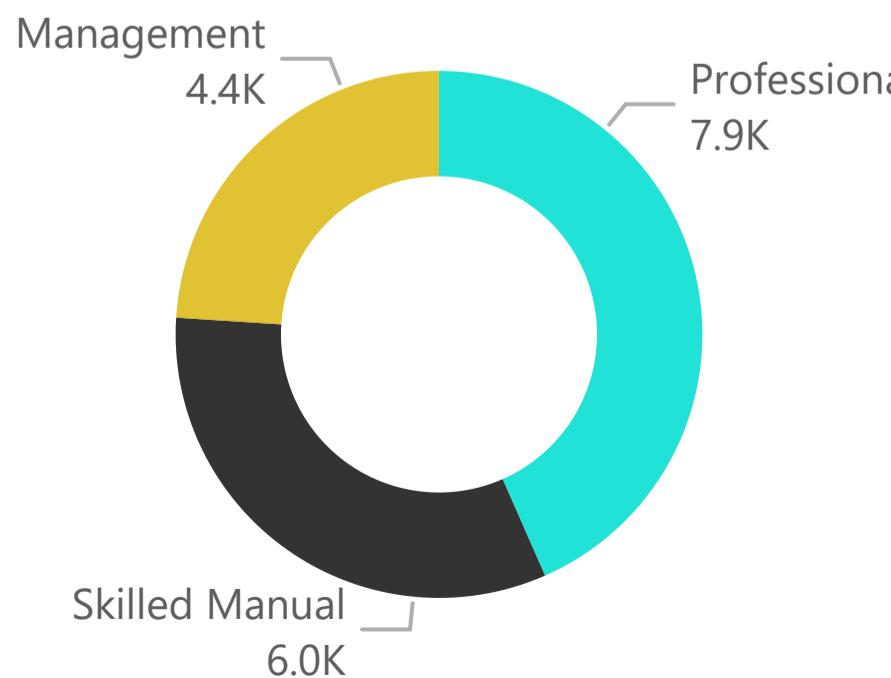
\$1,431

Revenue per Customer

Orders by Income Level

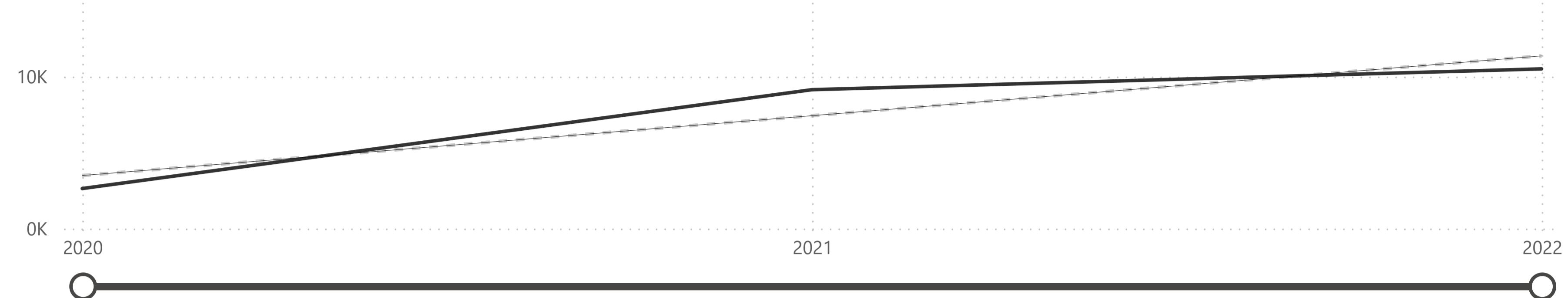


Orders by Occupation



Total Customers

Revenue per Customer



Year

2020

2022

Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	MR. MAURICE SHAN	6	\$12,408
11439	MRS. JANET MUÑOZ	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 MUÑOZ	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

Top Customer (by Revenue):

MR. MAURICE SHAN

Orders:

6

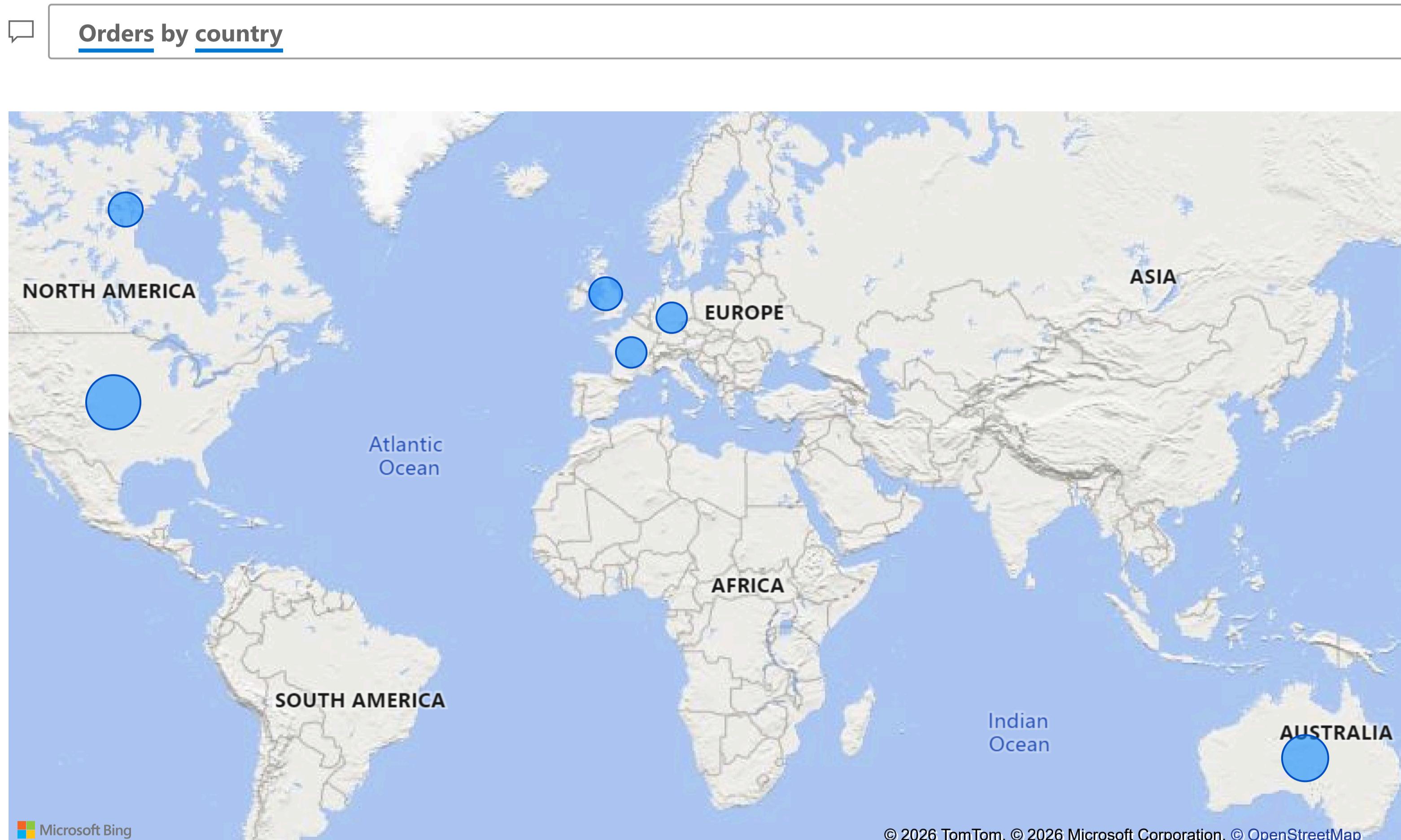
Revenue:

\$12.4K

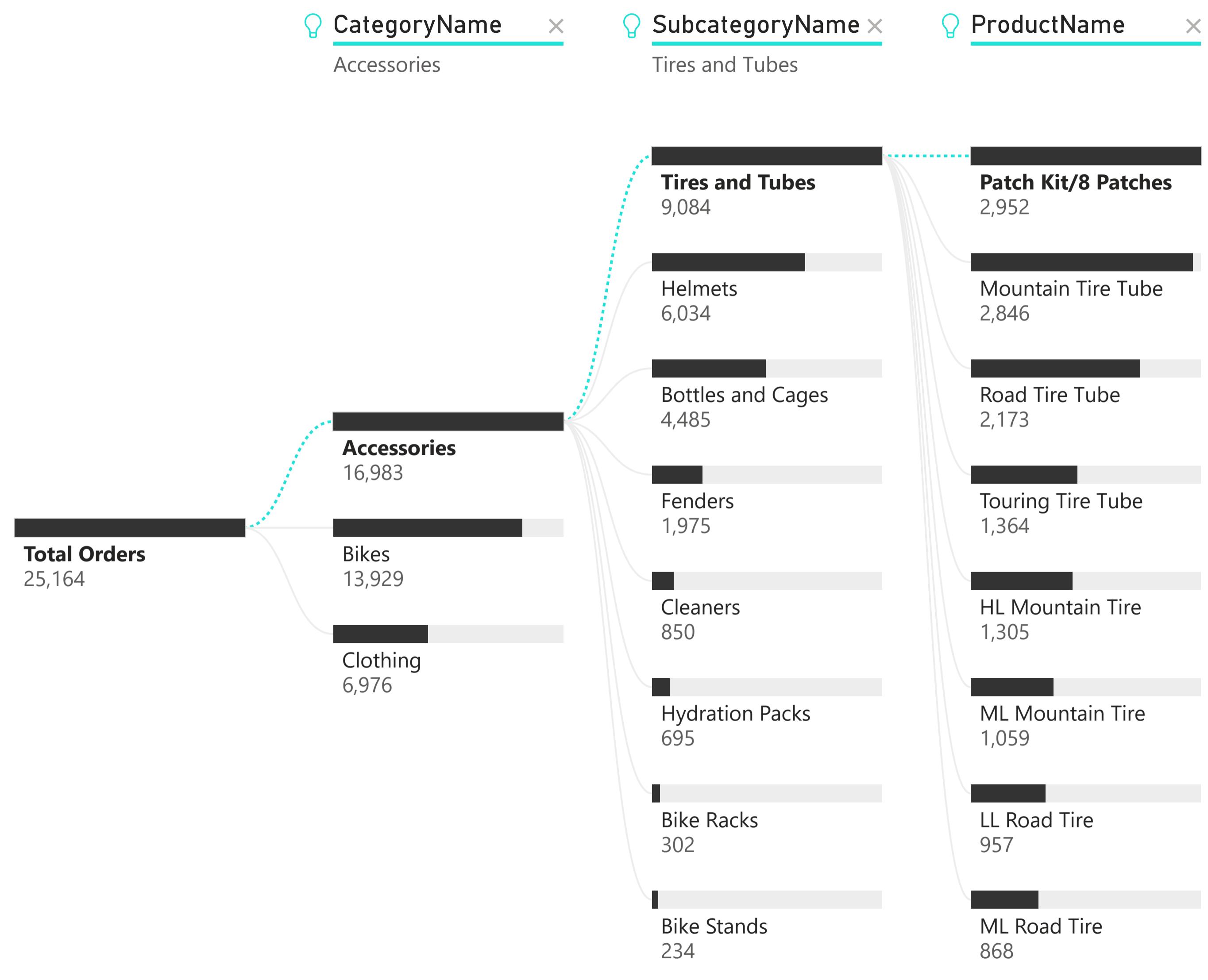


Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683

Ask Questions About Business Performance



Is this useful? 👍 👎



Key influencers Top segments



What influences HomeOwner to be Y



?

When...

...the likelihood of
HomeOwner being Y
increases by

MaritalStatus is M

1.60x

Is Parent ? is Yes

1.60x

AnnualIncome is 30000 -
120000

1.23x

EducationLevel is Graduate
Degree

1.18x

Occupation is Management

1.09x

Occupation is Skilled
Manual

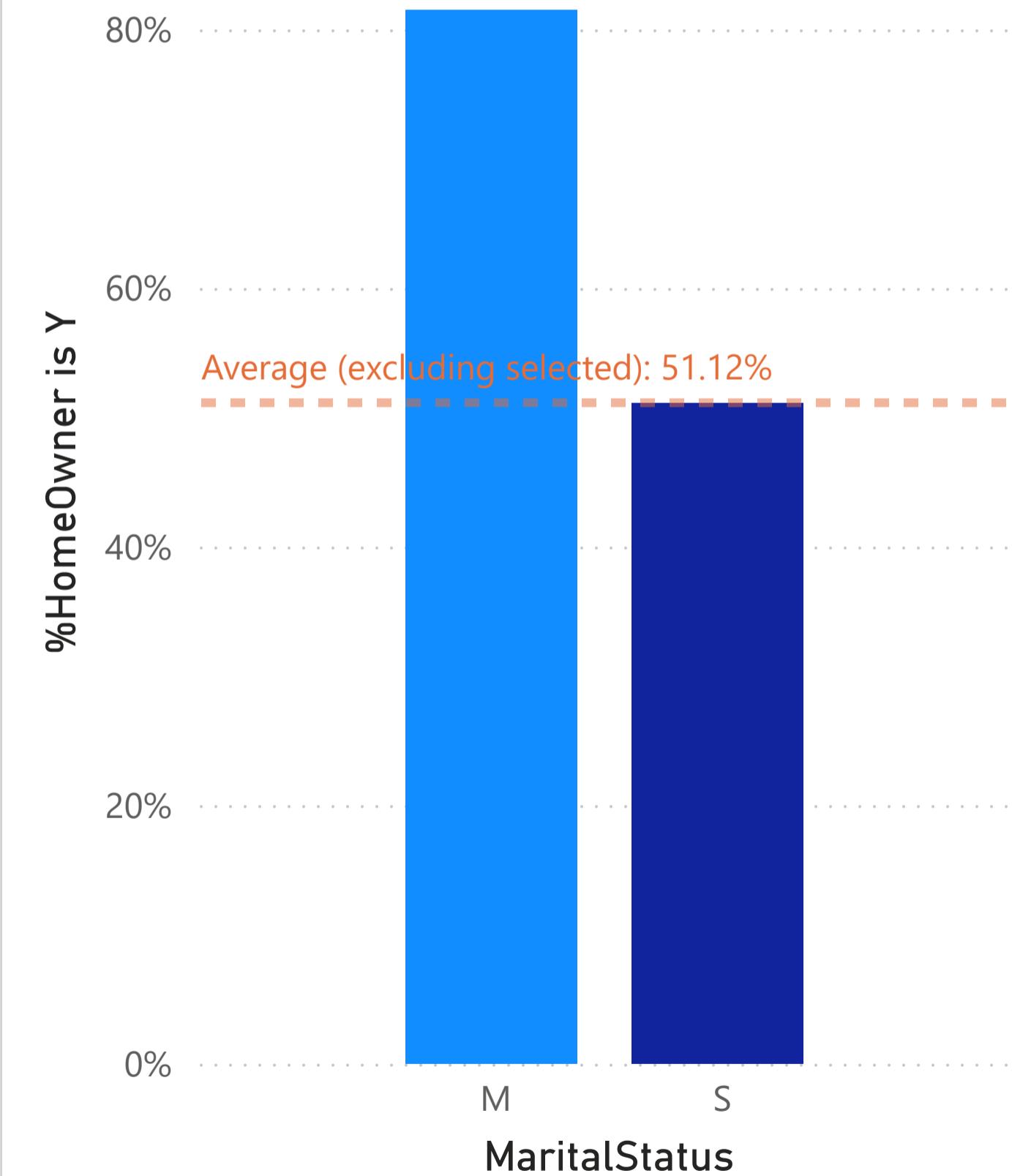
1.09x

EducationLevel is Bachelors

1.06x

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