



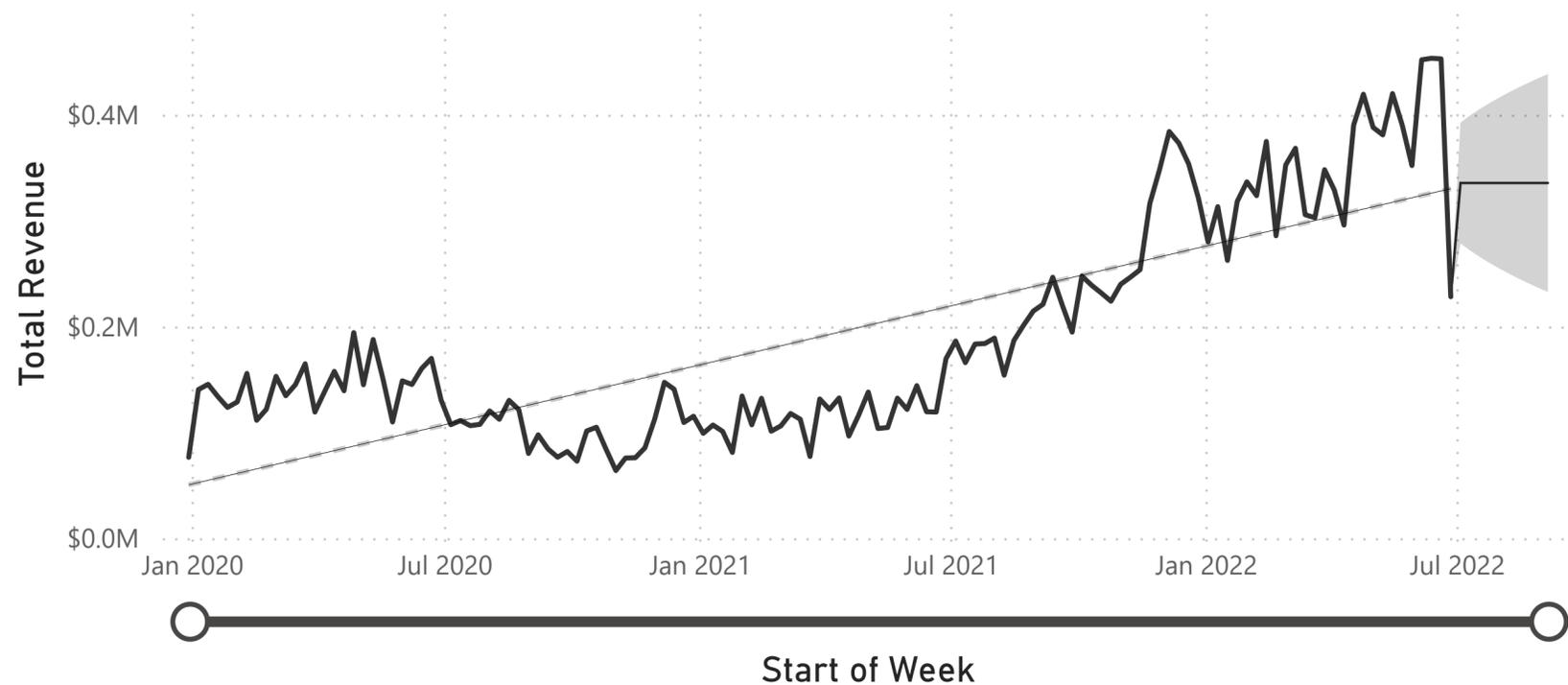
\$24.91M
REVENUE

\$10.46M
PROFIT

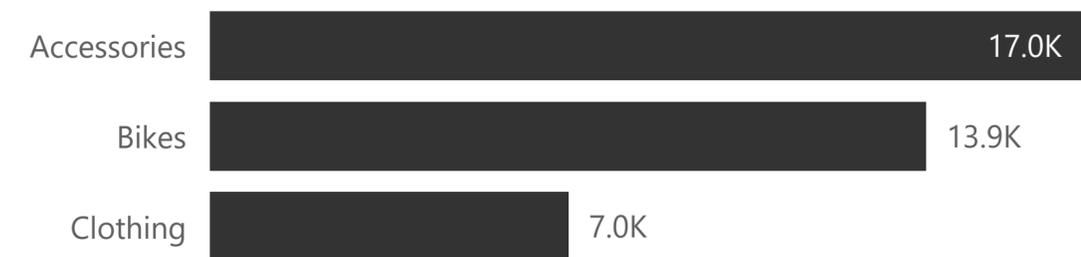
25K
ORDERS

2.17%
RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755.33	1.95%
Patch Kit/8 Patches	2,952	\$13,506.42	1.61%
Mountain Tire Tube	2,846	\$28,333.22	1.64%
Road Tire Tube	2,173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2,099	\$73,444.01	3.33%
AWC Logo Cap	2,062	\$35,864.64	1.11%
Sport-100 Helmet, Blue	1,995	\$67,111.80	3.31%
Fender Set - Mountain	1,975	\$87,040.80	1.36%
Sport-100 Helmet, Black	1,940	\$65,261.60	2.68%
Mountain Bottle Cage	1,896	\$38,061.90	2.02%
Total	15,587	\$465,644.45	1.85%

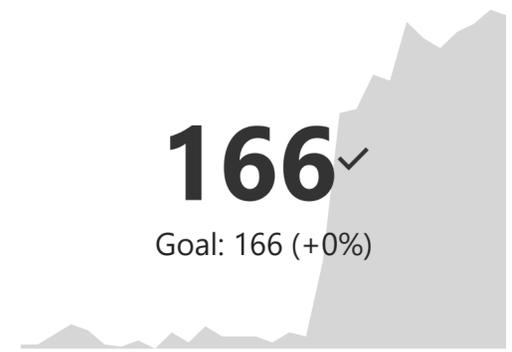
Monthly Revenue



Monthly Orders



Monthly Returns



Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

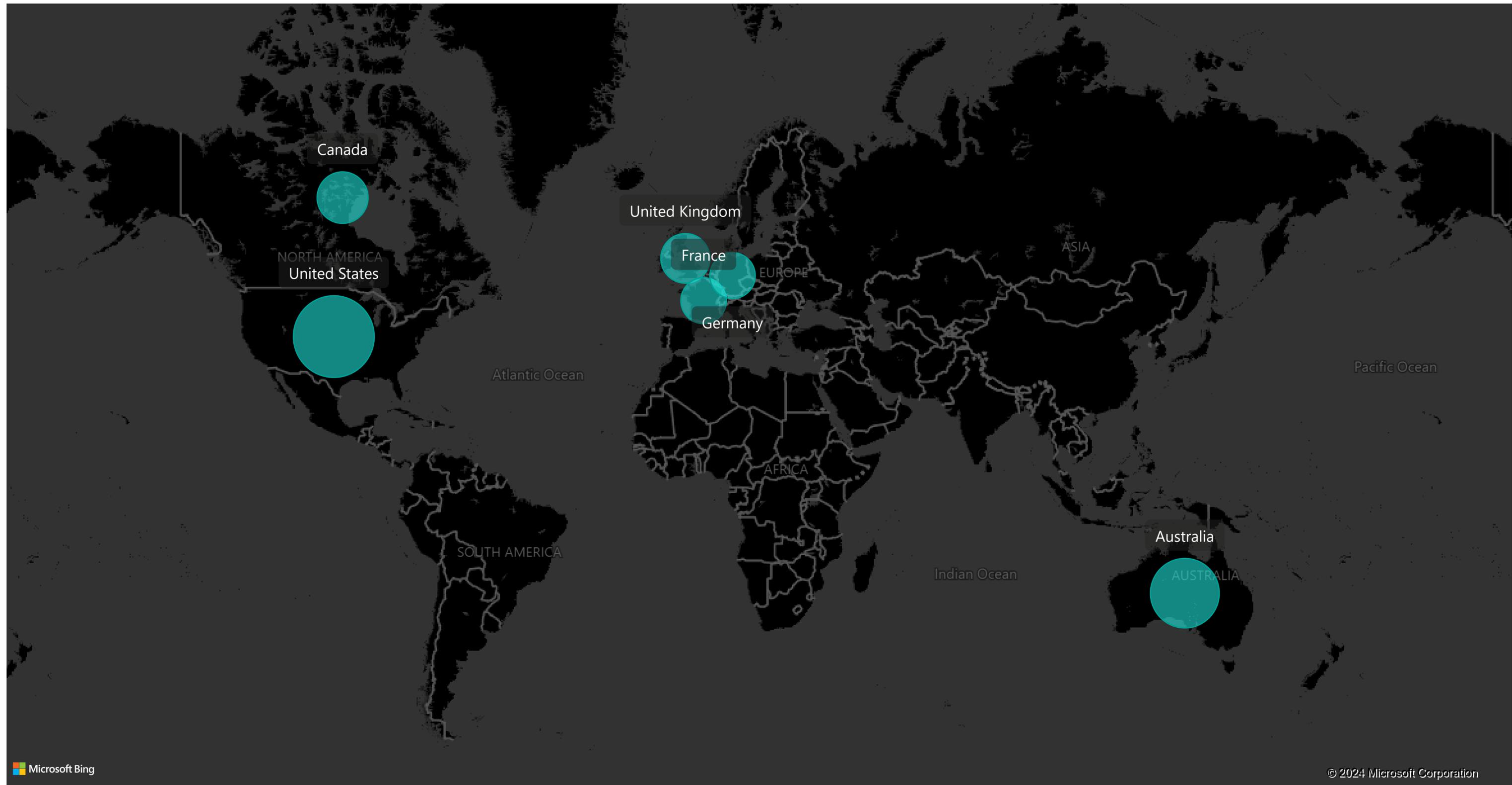
Shorts

Select all

Europe

North America

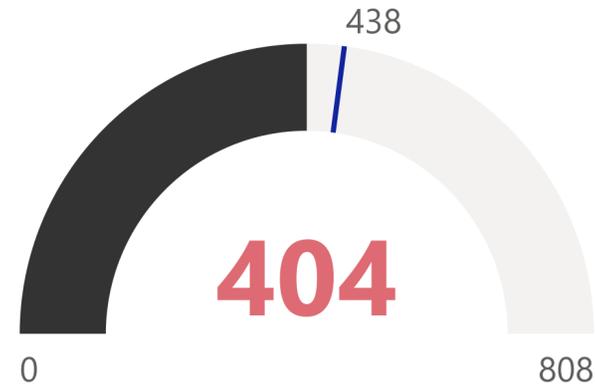
Pacific



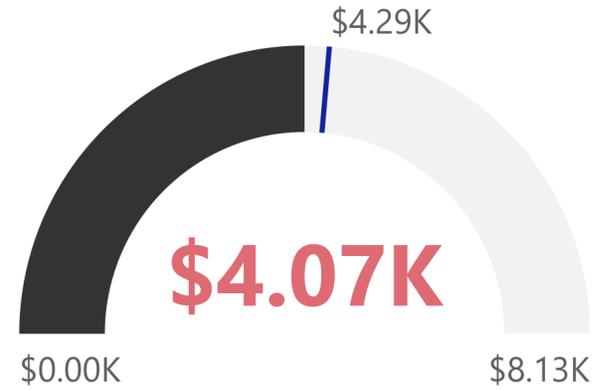
Selected Product:

**Water Bottle - 30
oz.**

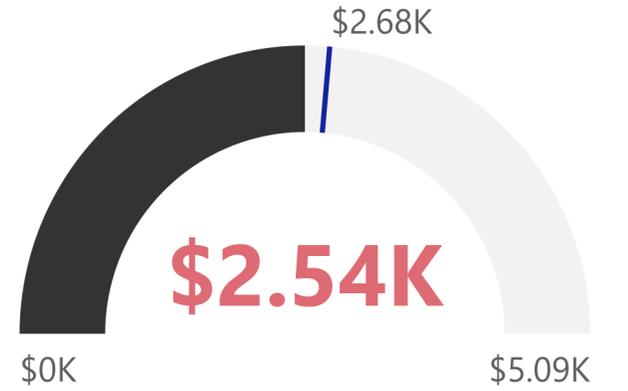
Monthly Orders vs. Target



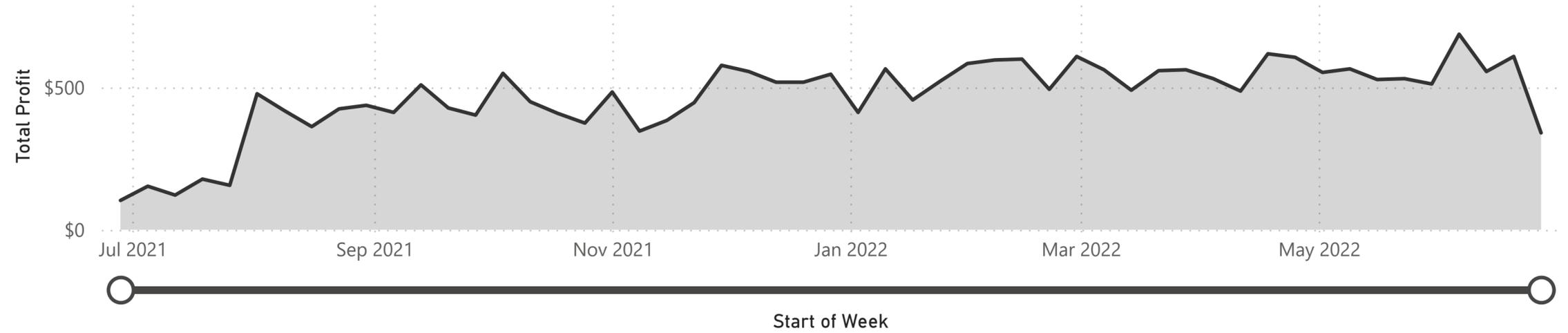
Monthly Revenue vs. Target



Monthly Profits vs. Target

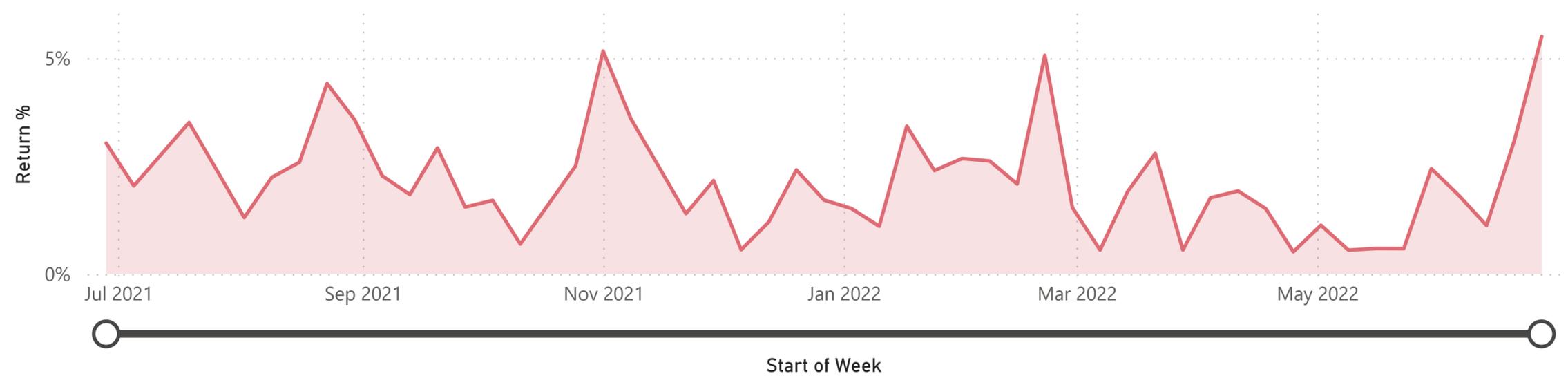


Profit Trending



Product Metric Selection

- Orders
- Revenue
- Profit
- Returns
- Return %



17.4K

UNIQUE CUSTOMERS

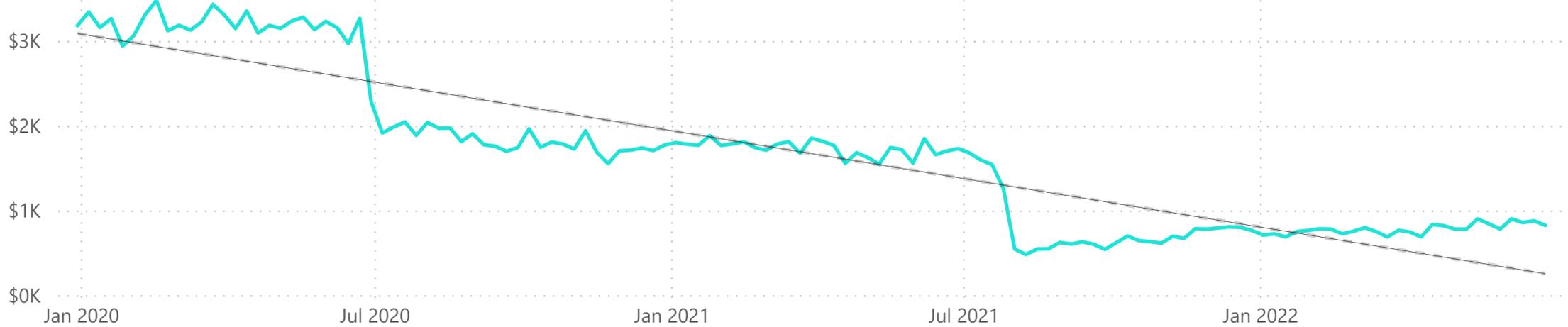
\$1.43K

REVENUE PER CUSTOMER

Total Customers

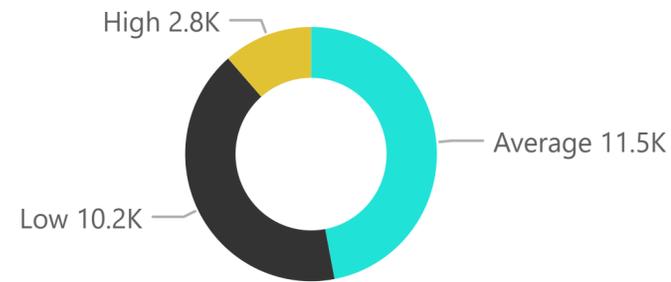
Average Revenue Per Customer

Average Revenue Per Customer

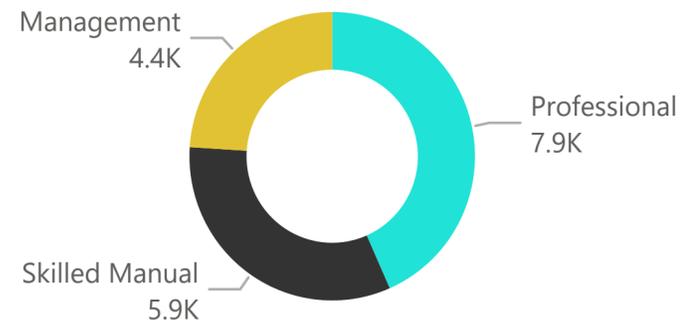


Start of Week

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
		170	\$155,913.92
11433	Mr. Maurice Shan	6	\$12,407.95
11439	Mrs. Janet Munoz	6	\$12,015.39
11241	Mrs. Lisa Cai	7	\$11,330.44
11417	Mrs. Lacey Zheng	7	\$11,085.74
11420	Mr. Jordan Turner	7	\$11,022.38
11242	Mr. Larry Munoz	7	\$10,852.04
13263	Mrs. Kate Anand	4	\$10,436.51
12655	Mr. Larry Vazquez	4	\$10,394.98
11425	Mrs. Ariana Gray	6	\$10,391.42
12631	Mr. Clarence Gao	4	\$10,331.73
12650	Mr. Aaron Wright	4	\$10,329.22
13405	Mr. Ethan Bryant	4	\$10,308.52
11429	Mr. Marco Lopez	6	\$10,289.68
Total		1,434	\$761,710.63

2020

2022

Top Customers (by revenue):

Mr. Maurice Shan

Orders:

170

Revenue:

\$155.91K



Among customers in Skilled Manual roles in 2022, Ruben drove the most revenue