



\$24.91M

REVENUE

\$10.46M

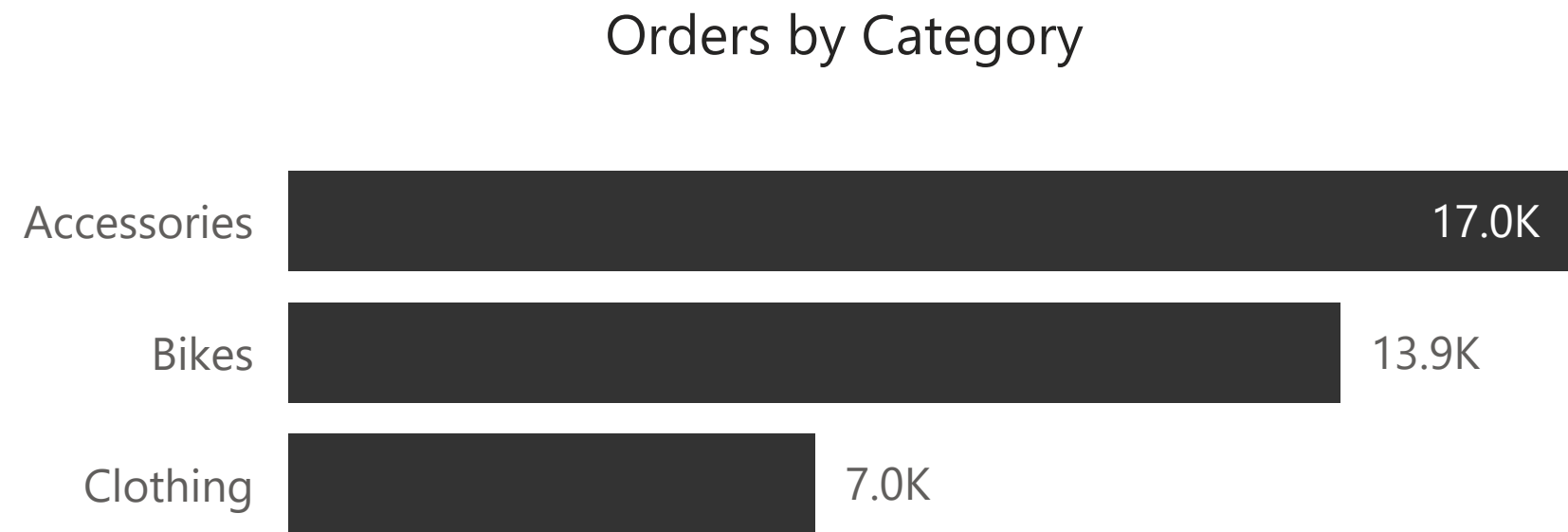
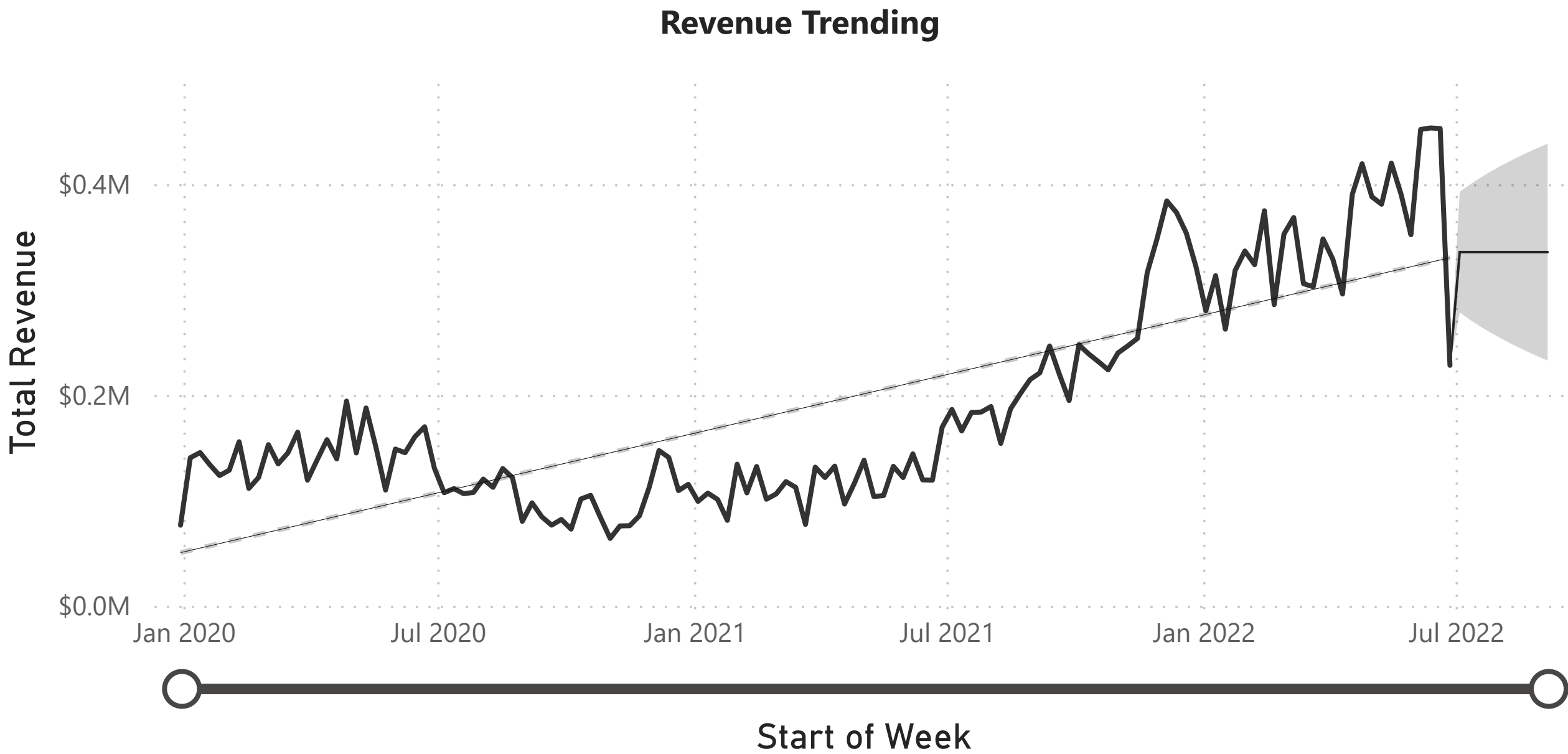
PROFIT

25K

ORDERS

2.17%

RETURN RATE



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

\$1.83M✓

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

Monthly Orders

2,146!

Goal: 2,165 (-0.88%)

Monthly Returns

166✓

Goal: 166 (+0%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

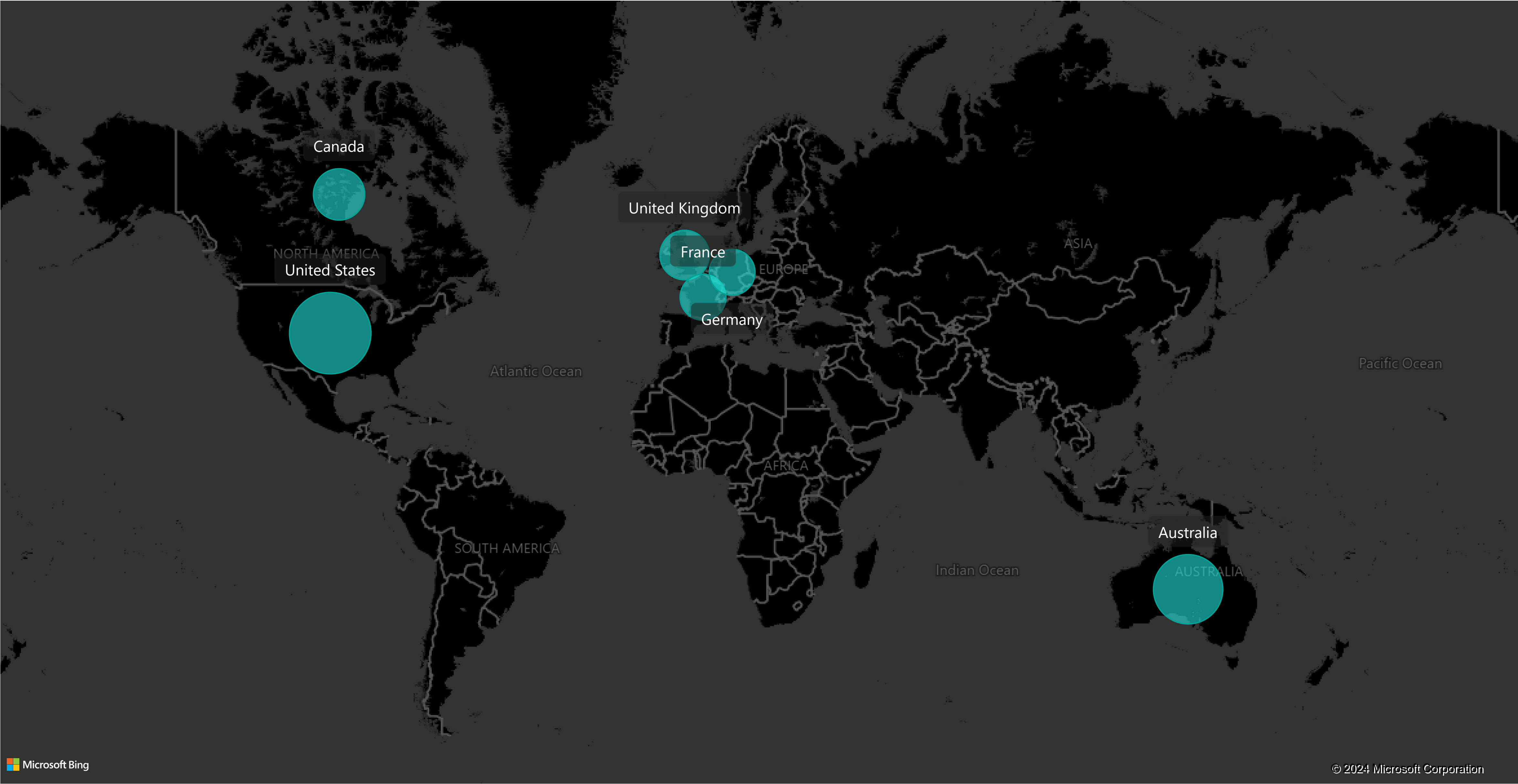
Shorts

Select all

Europe

North America

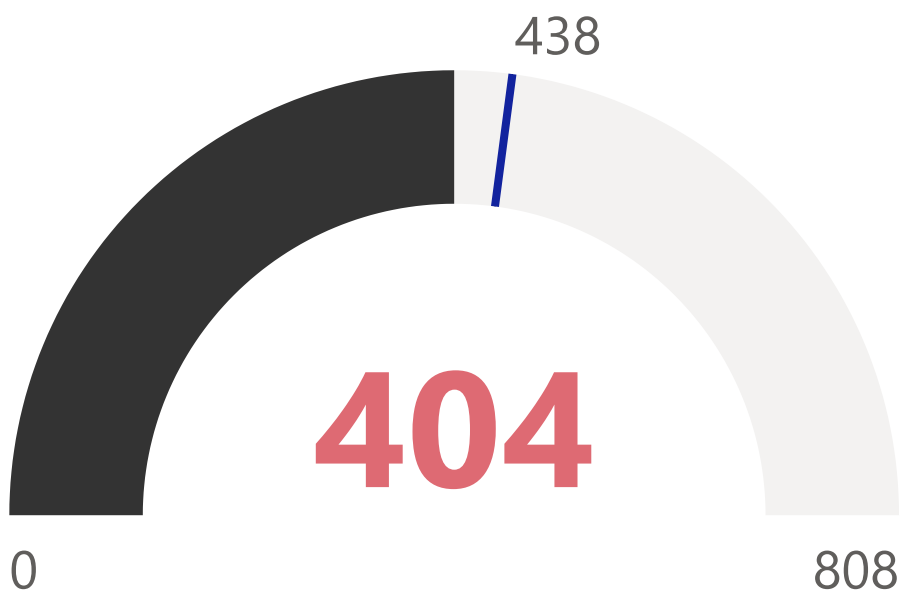
Pacific



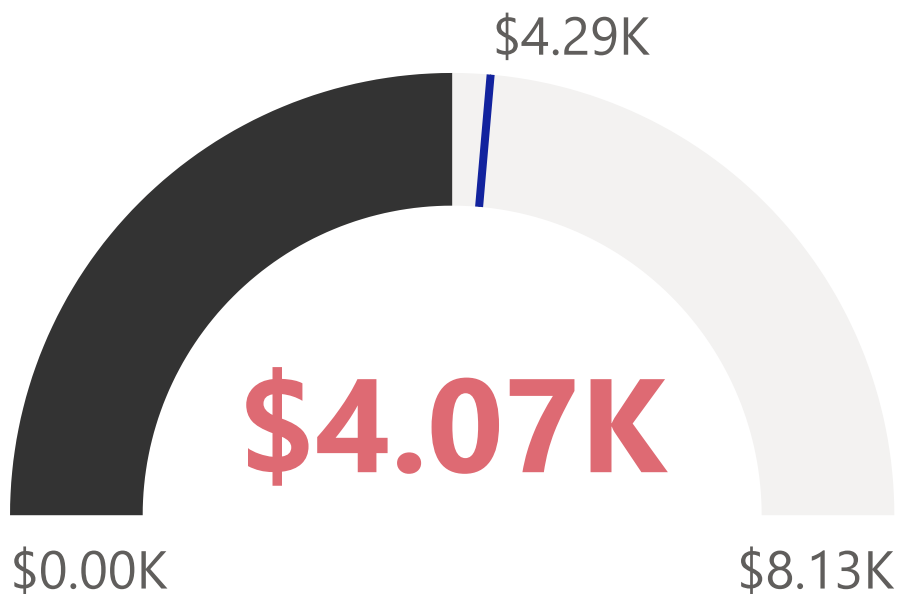
Selected Product:

**Water Bottle - 30
oz.**

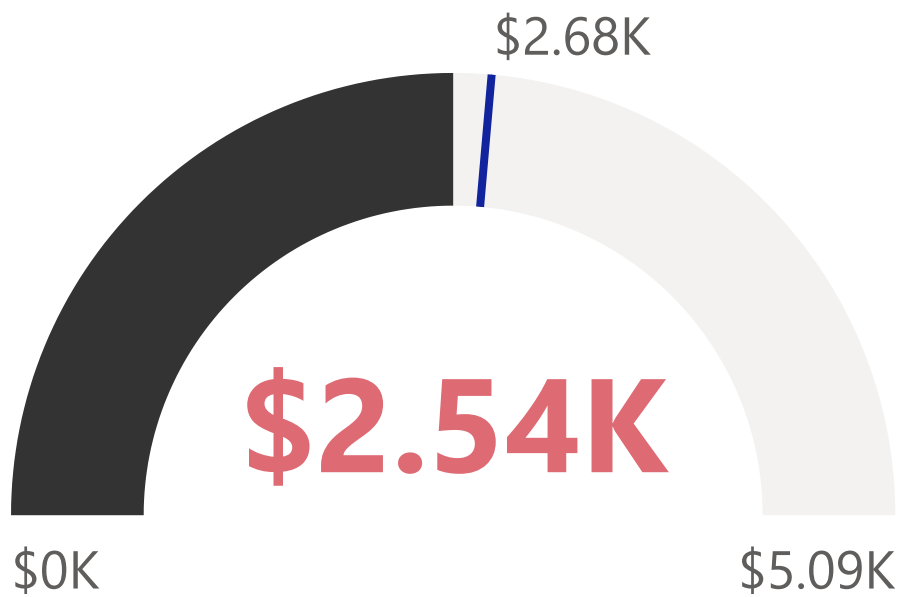
Monthly Orders vs. Target



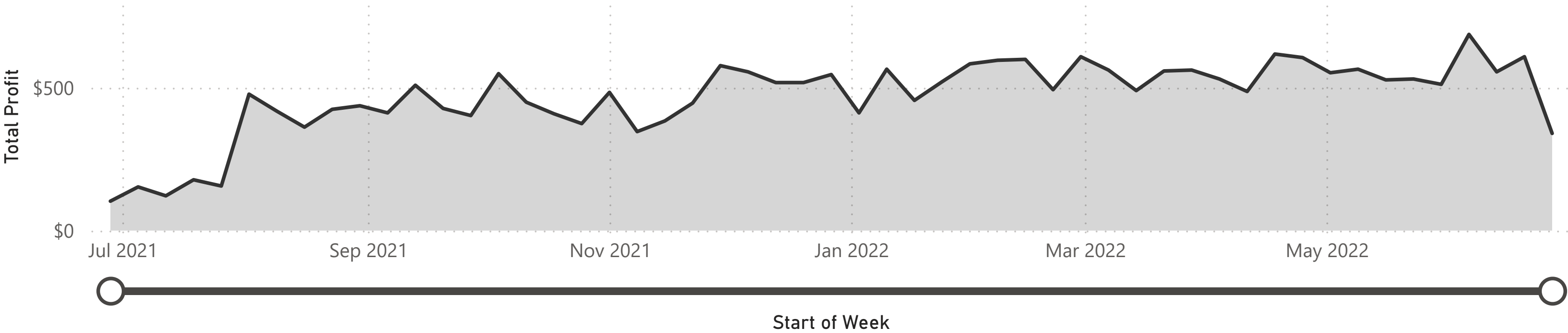
Monthly Revenue vs. Target



Monthly Profits vs. Target

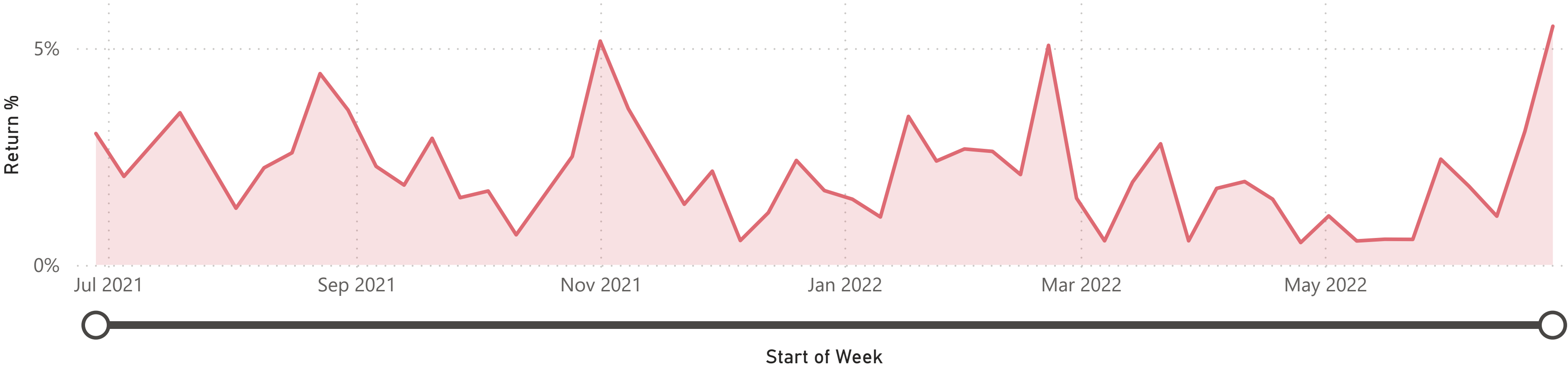


Profit Trending



Product Metric Selection

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





UNIQUE CUSTOMERS

REVENUE PER CUSTOMER

Total Customers

Average Revenue Per Customer



Top 100 Customers

2020

2022

Top Customers (by revenue):

Mr. Maurice Shan

Orders:

170

Revenue:

\$155.91K



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