



# Customer Sales KPI

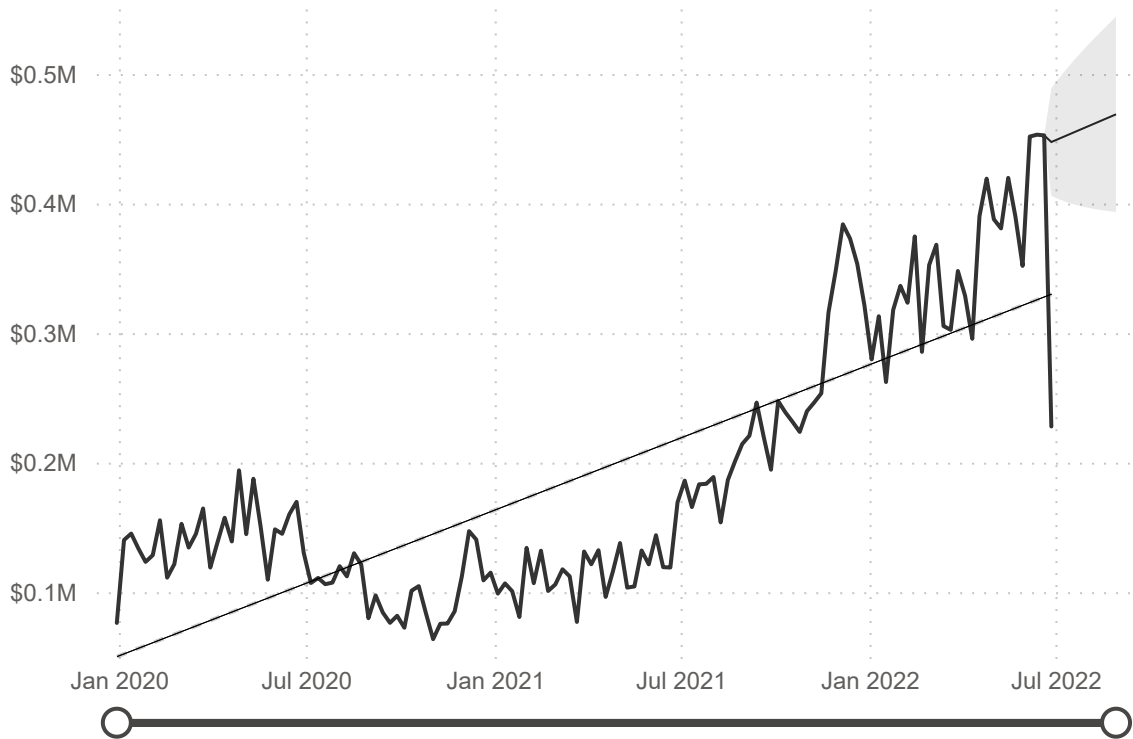
\$25M  
REVENUE

\$10M  
PROFIT

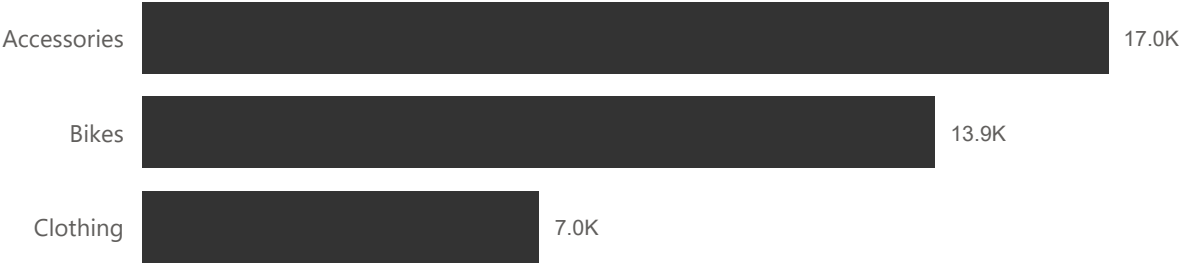
25K  
ORDERS

2.2%  
RETURN RATE

Weekly Revenue



Orders By Category

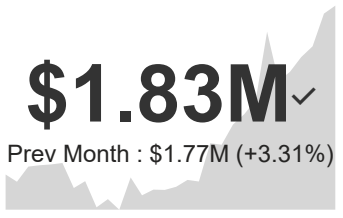


Top 10 Products	Orders	Total Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, 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%

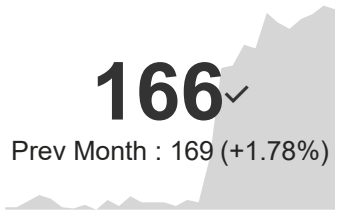
Monthly Orders



Monthly Revenue



Monthly Returns



Most Ordered Product

Tires and Tubes

Most Returned Product

Shorts



# Customer Sales

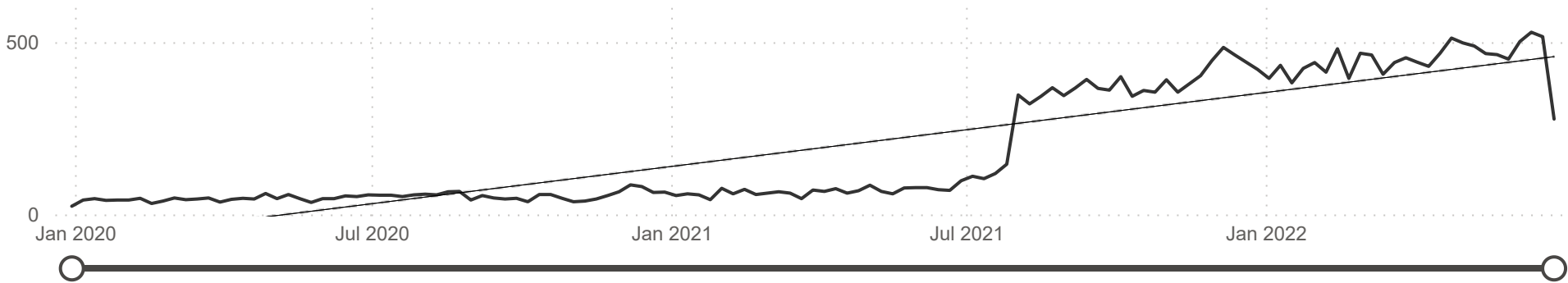
17.4K

UNIQUE CUSTOMERS

\$1.4K

REVENUE PER CUSTOMER

Weekly Customers



Top 100 Customers

Customer Key	First Full Name	Orders	Total Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11253	Mr. José Hernandez	16	\$905
11505	Ms. Jasmine Powell	16	\$1,104
11619	Ms. Sierra Young	16	\$813
11631	Mr. Antonio Bennett	16	\$1,001
11019	Mr. Luke Lal	15	\$962
11142	Mr. Eduardo Patterson	15	\$1,117
11212	Mrs. Chloe Campbell	15	\$970
11500	Ms. Sarah Simmons	15	\$849

Select all

2020

2021

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K

Orders by Occupation

