



SALES MANAGEMENT  
ASSOCIATION

\$24.91M

Revenue

10.46M

Profit

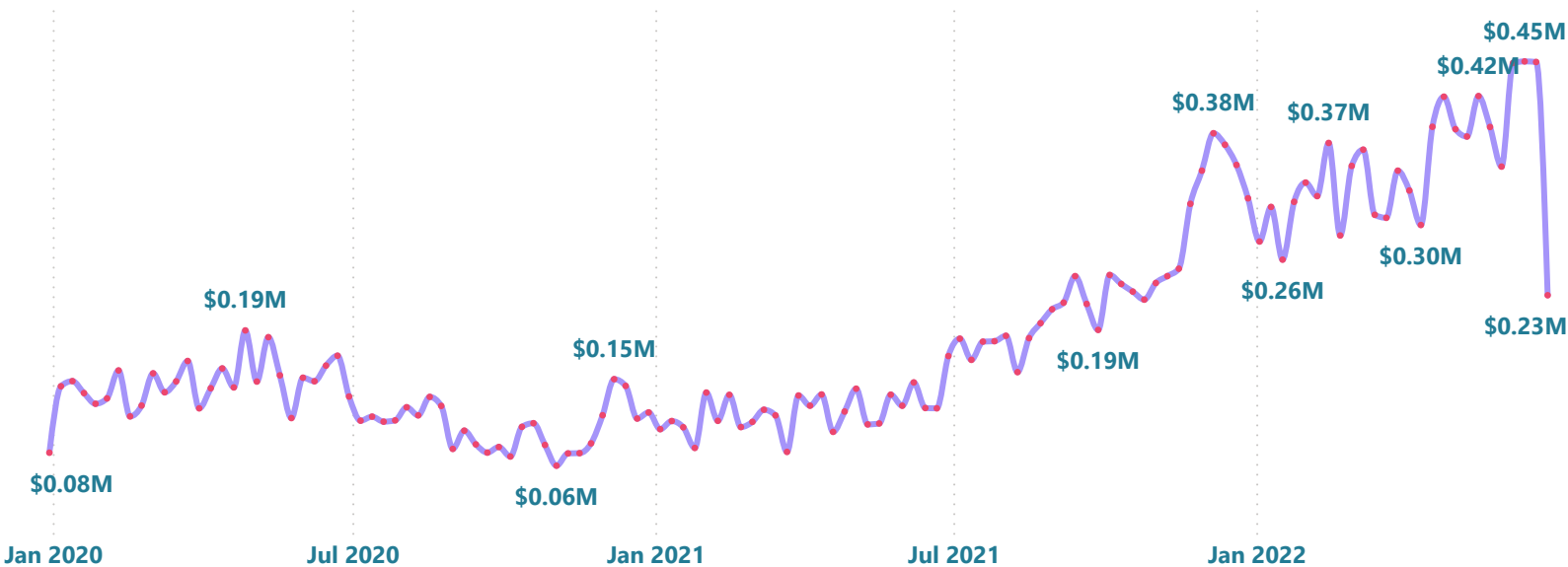
25.16K

Orders Count

2.17%

Return Rate

Weekly Revenue



Monthly Revenue

\$1.83M

Previous Month Revenue: \$1.77M  
(+3.31%)

Monthly Orders

2146

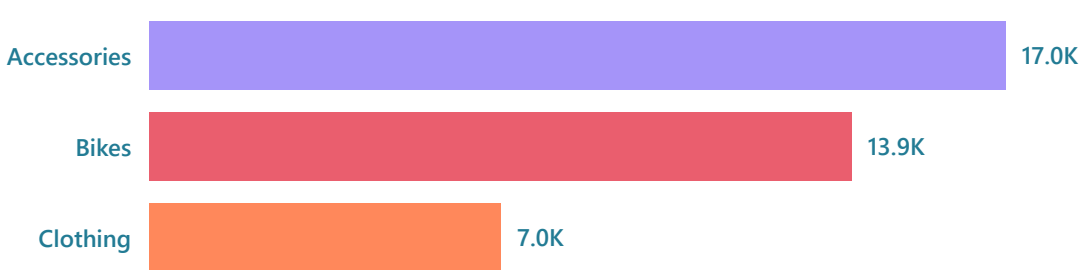
Previous Month Revenue: 2165  
(-0.88%)

Monthly Returns

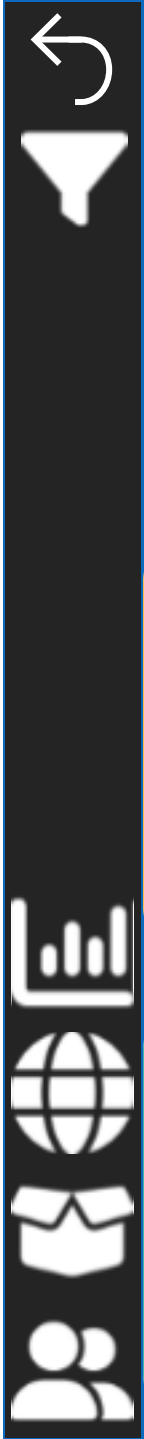
166

Previous Month Revenue: 169  
(-1.78%)

orders by Category



Top 10 Products	Orders	Returns	Total Revenue
AWC Logo Cap	2062	45	\$35,882.07
Fender Set - Mountain	1975	54	\$87,040.80
Mountain Bottle Cage	1896	74	\$38,061.90
Mountain Tire Tube	2846	91	\$28,333.22
Patch Kit/8 Patches	2952	92	\$13,506.42
Road Tire Tube	2173	67	\$17,264.73
Sport-100 Helmet, Black	1940	52	\$65,269.75
Sport-100 Helmet, Blue	1995	66	\$67,120.18
Sport-100 Helmet, Red	2099	70	\$73,444.01
Water Bottle - 30 oz.	3983	149	\$39,755.33



Product Name

All-Purpose Bike Stand

AWC Logo Cap

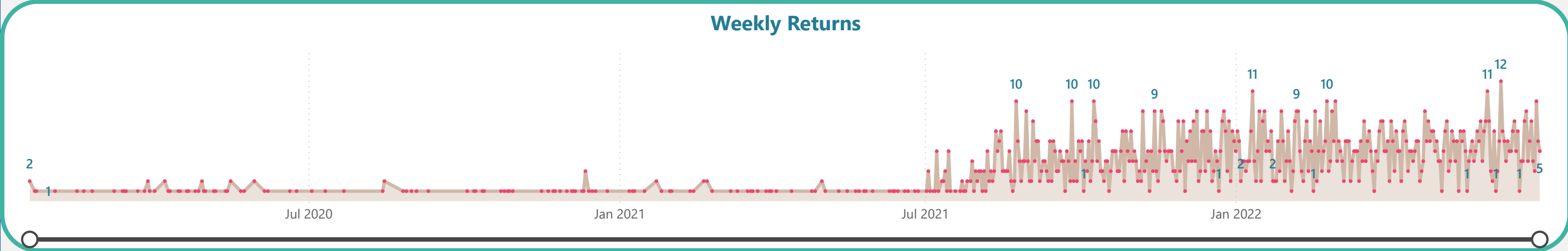
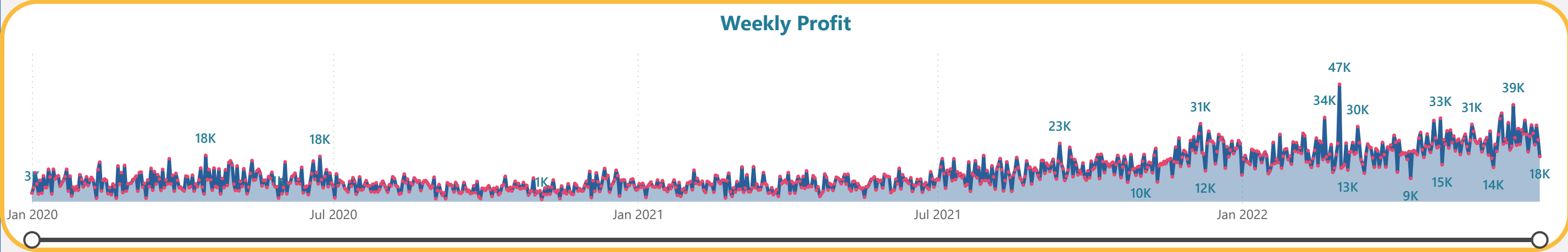
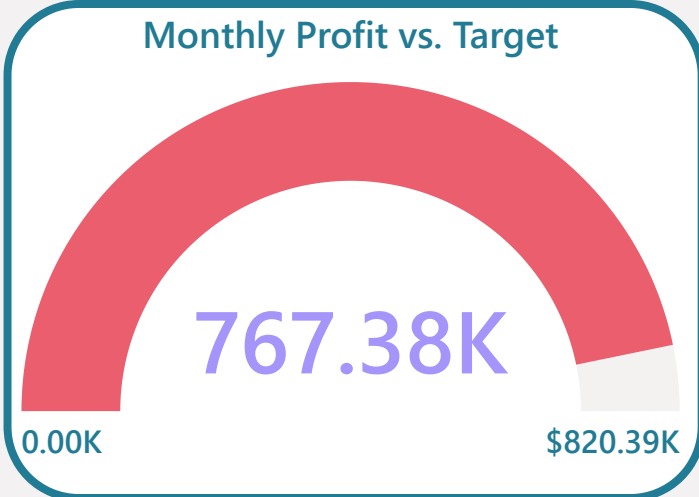
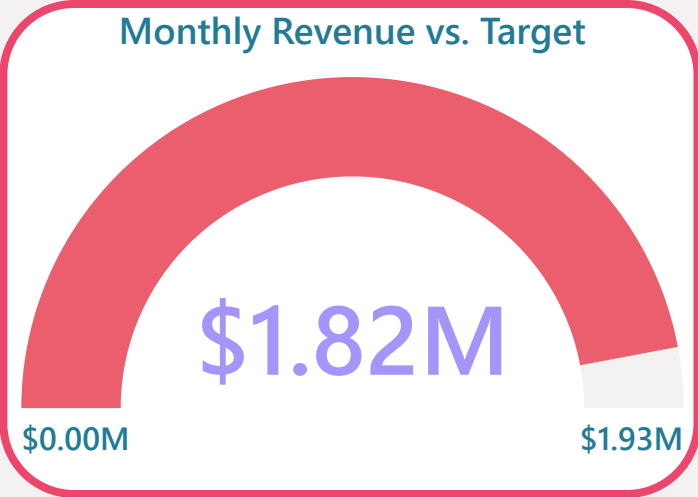
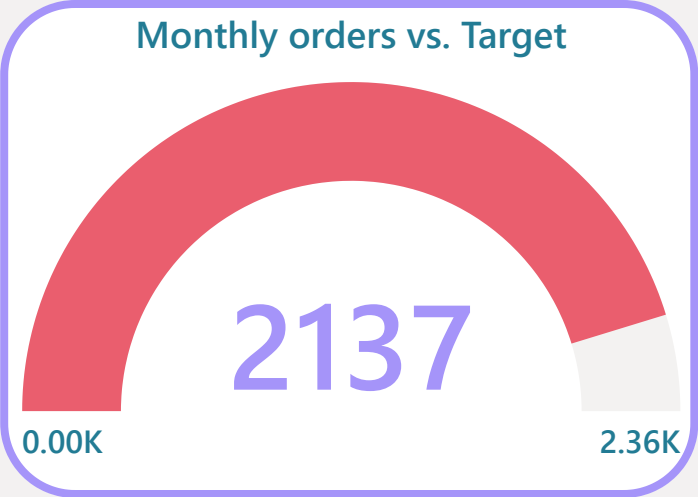
Bike Wash - Dissolver

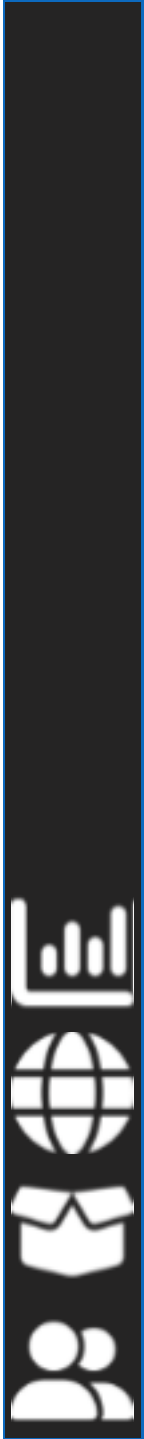
Cable Lock

Chain

Classic Vest, L

Classic Vest, M





Continent, Country, Region



Total orders and Total Revenue by Country

All





\$1.43K

Revenue per Customer

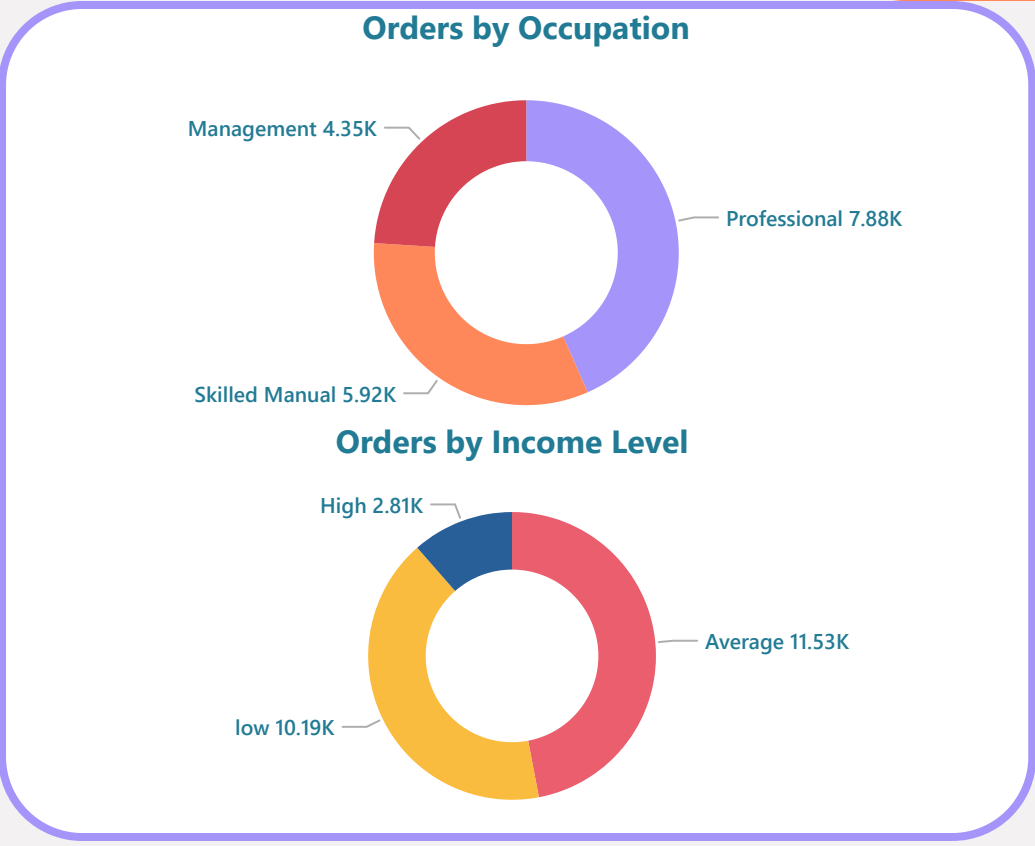
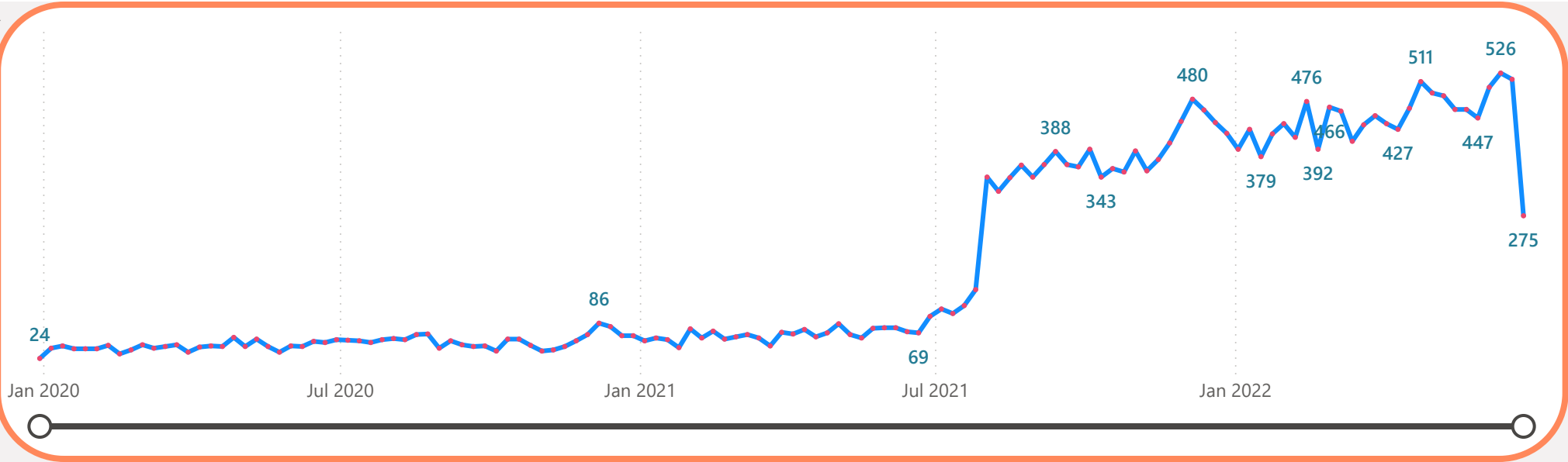
17K

UNIQUE CUSTOMERS

customer metric

Average Revenue per Customer

Total Customers



Top 100 Customers			
Full Name	orders	Revenue	Total Profit
Mr. JORDAN TURNER	7	\$11,022.40	4,611.74
Mr. LARRY MUNOZ	7	\$10,852.03	4,505.97
Mrs. LACEY ZHENG	7	\$11,085.75	4,650.96
Mrs. LISA CAI	7	\$11,330.45	4,780.91
Mr. MARCO LOPEZ	6	\$10,289.69	4,319.28
Mr. MAURICE SHAN	6	\$12,407.95	5,074.77
Mrs. ARIANA GRAY	6	\$10,391.43	4,403.15
Mrs. DOMINIQUE PRASAD	6	\$9,180.93	3,918.64
Mrs. JANET MUNOZ	6	\$12,015.40	4,971.54
Mr. AARON WRIGHT	4	\$10,329.23	4,172.23
Mr. BRAD SHE	4	\$9,161.01	3,707.81
Mr. BRYANT GARCIA	4	\$9,687.37	4,048.76
Mr. CLARENCE ANAND	4	\$10,065.01	4,226.63

Revenue :

\$12.41K

Number of orders :

6

Top Customer (by Revenue):

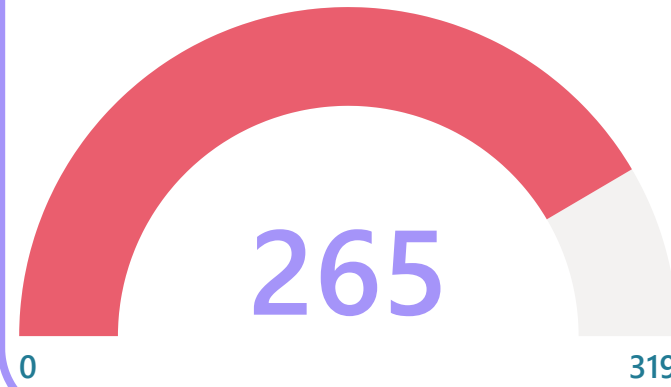
Mr. MAURICE SHAN



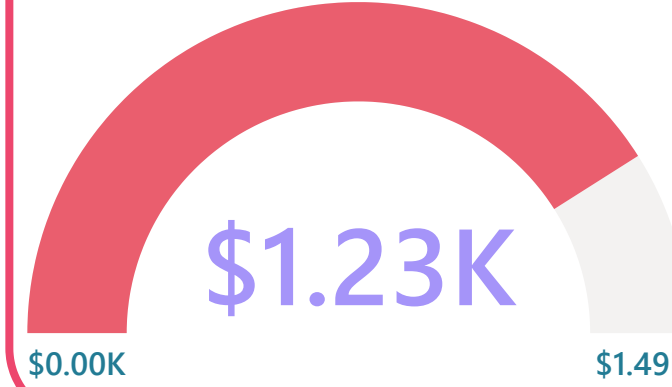
Selected Product Name:

Patch Kit/8  
Patches

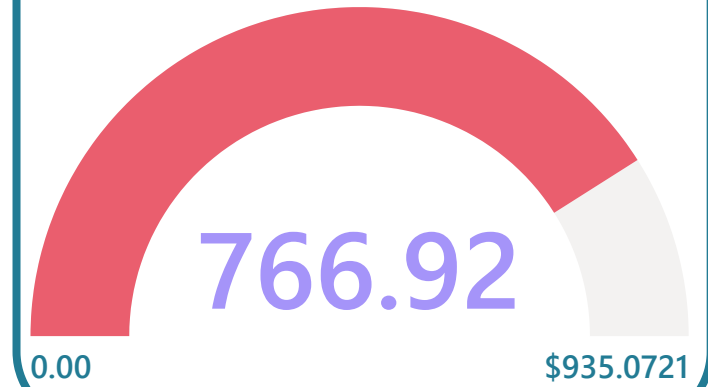
Monthly orders vs. Target



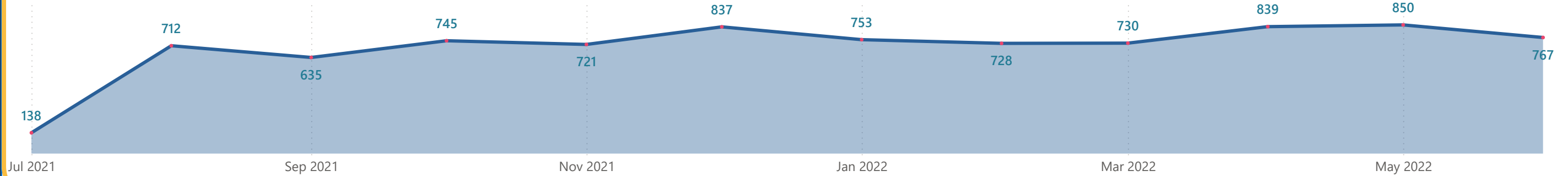
Monthly Revenue vs. Target



Monthly Profit vs. Target



Weekly Profit



Weekly Returns

