



\$24.9M

REVENUE

\$10.5M

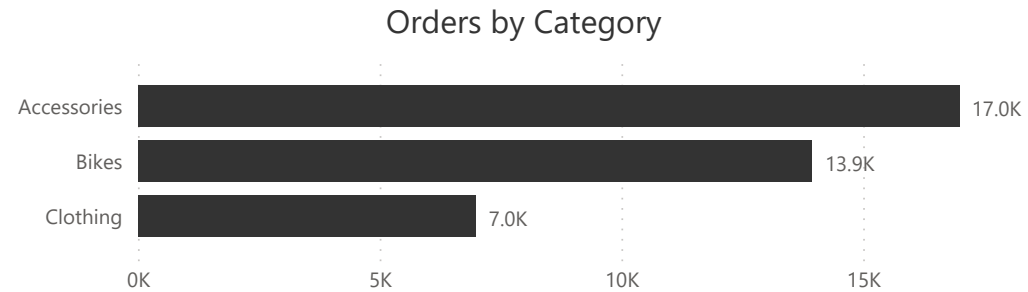
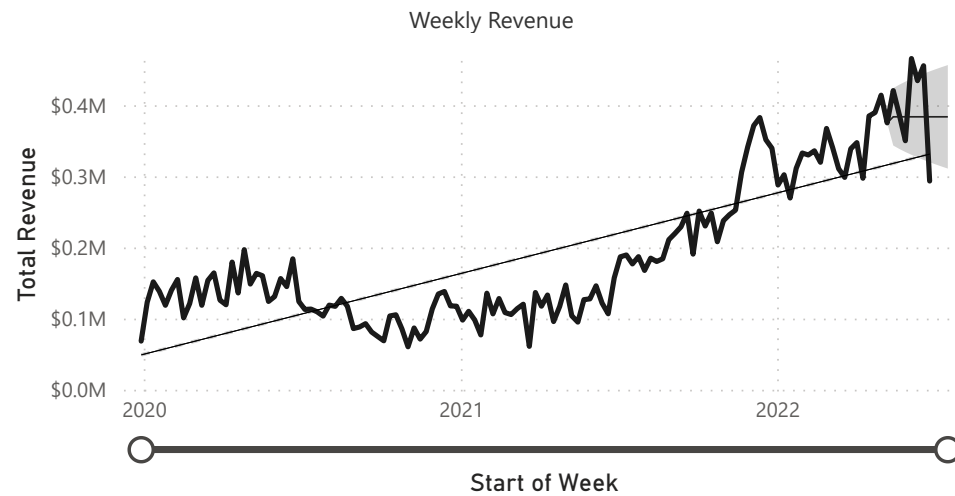
PROFIT

25.2K

ORDERS

2.2%

Return Rate



Top 10 Products	Total Orders	Total Revenue	Return %
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Sport-100 Helmet, Blue	1995	\$67,120.179	3.31%
Sport-100 Helmet, Black	1940	\$65,269.748	2.68%
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Road Tire Tube	2173	\$17,264.73	1.55%
Fender Set - Mountain	1975	\$87,040.8	1.36%
AWC Logo Cap	2062	\$25,882.0742	1.11%



Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts



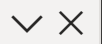
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 Auto recovery contains some recovered files that haven't been opened.

[View recovered files](#)



Build a visual



Continent



Select all

Europe

North America

Pacific

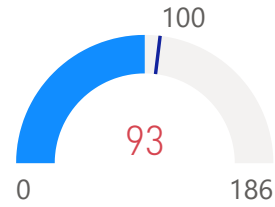
Continent



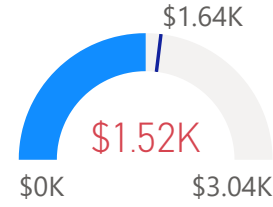
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to start building

- ProductName
- All-Purpose Bike Sta...
 - AWC Logo Cap
 - Bike Wash - Dissolver
 - Cable Lock
 - Chain
 - Classic Vest, L

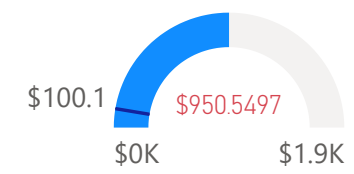
Monthly orders vs Target



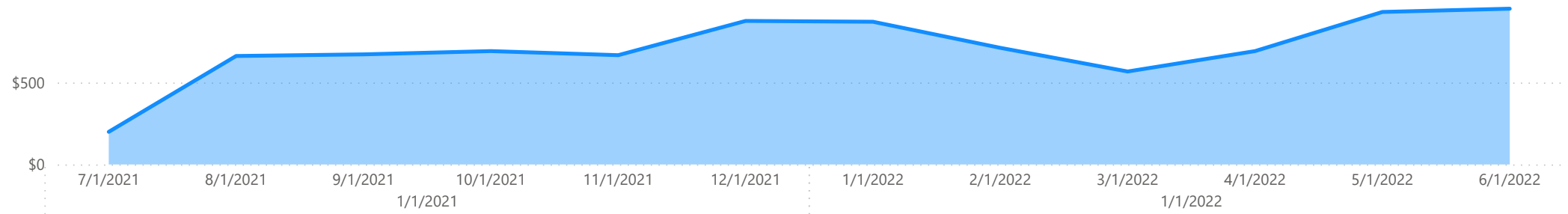
Monthly Revenue vs Target



Monthly Profit vs Target

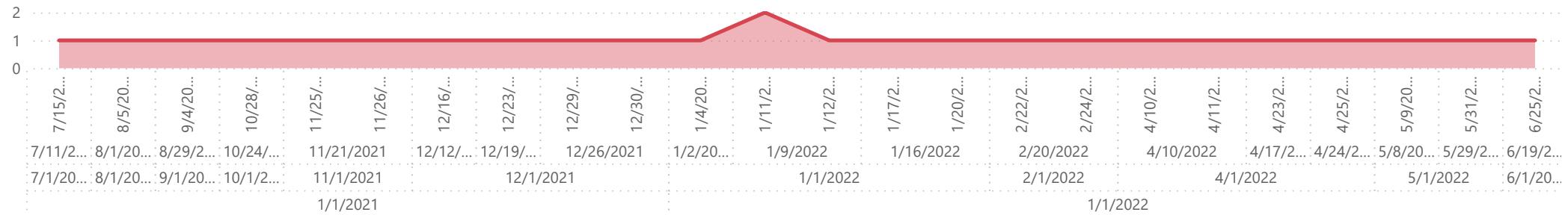


Weekly Profit



Start of Month

Weekly Returns



Date

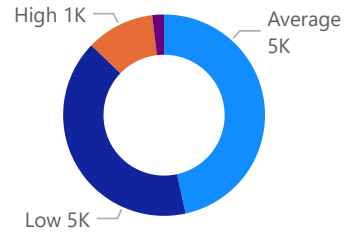


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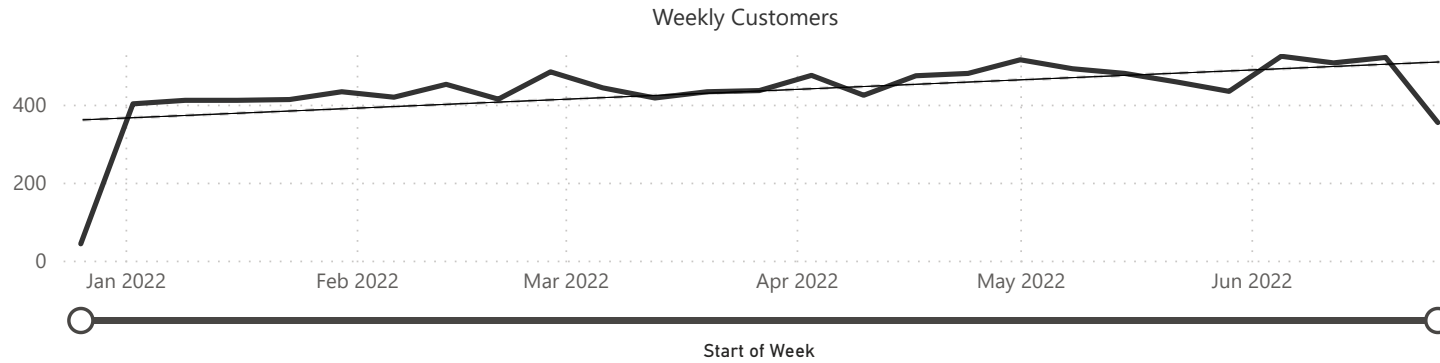
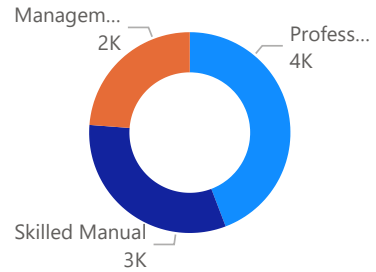
10.5K

UNIQUE CUSTOMERS

Orders by Income Level



Orders by Occupation



2020

2022

Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
		88	\$62,841.6432
13179	Mr. Adrian Sanchez	3	\$153.1642
13008	Mr. Alberto Muñoz	3	\$209.6942
11530	Mr. Andrew Martinez	5	\$320.2204
11631	Mr. Antonio Bennett	7	\$375.0481
13707	Mr. Austin Smith	3	\$202
11748	Mr. Blake Hill	3	\$94.8684
12892	Mr. Brian Peterson	3	\$332.4699
14077	Mr. Bryan Townsend	4	\$270.5862
13466	Mr. Bryce James	3	\$186.0162
11277	Mr. Charles Jackson	13	\$943.563
11677	Mr. Charles Walker	4	\$329.6735
14313	Mr. Christian Smith	3	\$253.7184
11091	Mr. Dalton Perez	13	\$845.1919
11711	Mr. Daniel Davis	13	\$852.2764
13954	Mr. Eddie Ramos	3	\$199.6043
11142	Mr. Eduardo Patterson	10	\$788.34
Total		730	\$139,375.4138

Mr. Jordan Turner

Orders

5

Revenue

18.02K



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