

Executive Summary



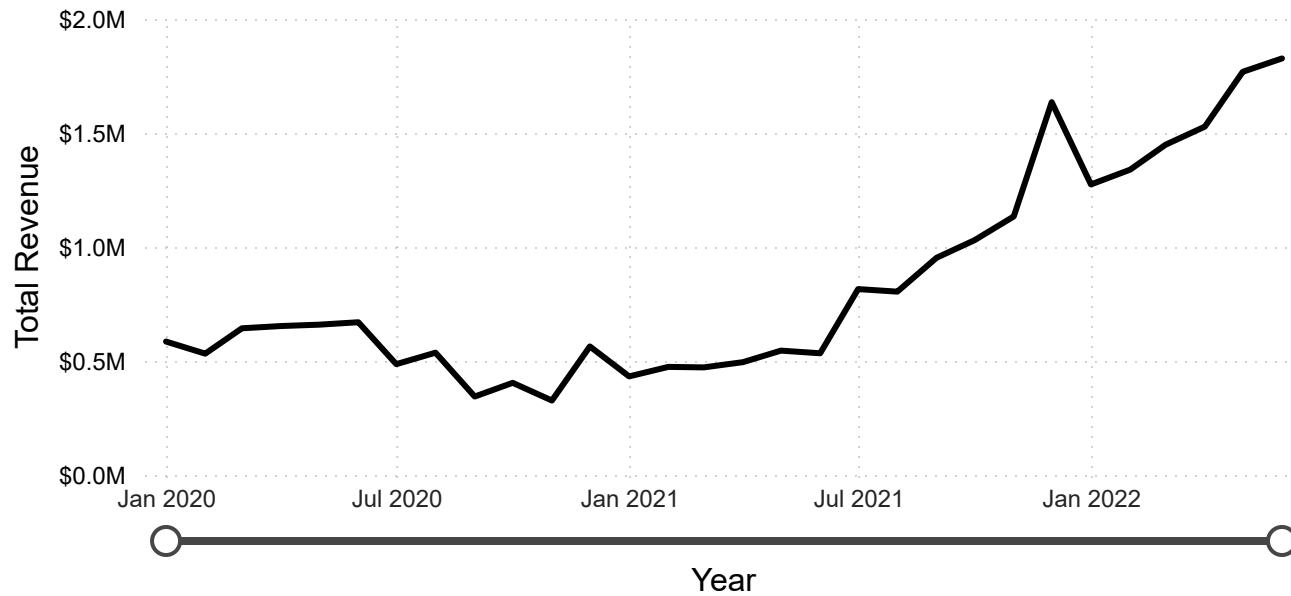
\$24.91M
Total Revenue

\$10.46M
Total Profit

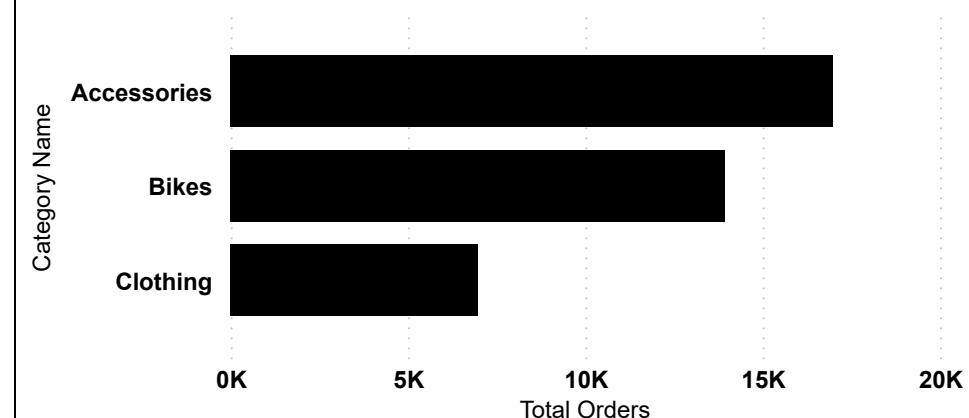
25K
Total Orders

2.17%
Return Rate

Revenue over time



Orders vs Category



Top 10 Products by Order

ProductName	Total Orders	Total Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Road Tire Tube	2173	\$17,264.73	1.55%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
AWC Logo Cap	2062	\$35,882.0742	1.11%
Sport-100 Helmet, Blue	1995	\$67,120.179	3.31%
Fender Set - Mountain	1975	\$87,040.8	1.36%
Sport-100 Helmet,	1940	\$65,269.748	2.68%
Total	15587	\$465,678.4112	1.85%



Map

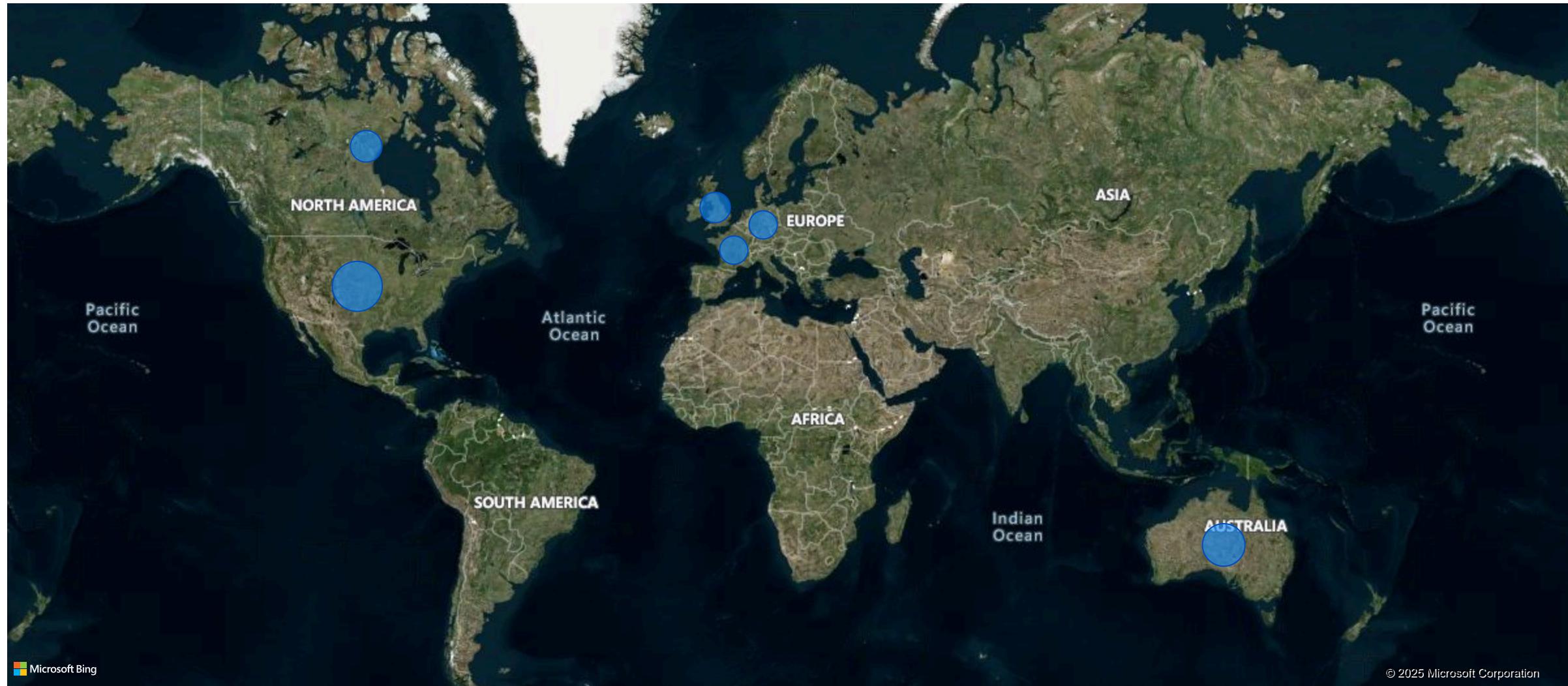
Select all

Europe

North America

Pacific

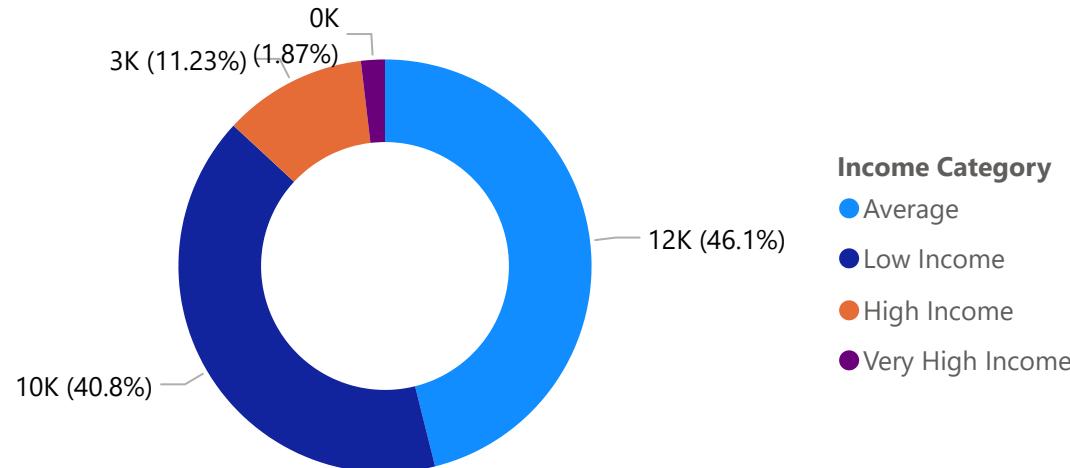
Total Orders by Country



Customer Summary



Total Orders by Income Category



Top Customer by Revenue

Mr. Maurice Shan

Total Orders

6

Revenue Generated

\$12.41K

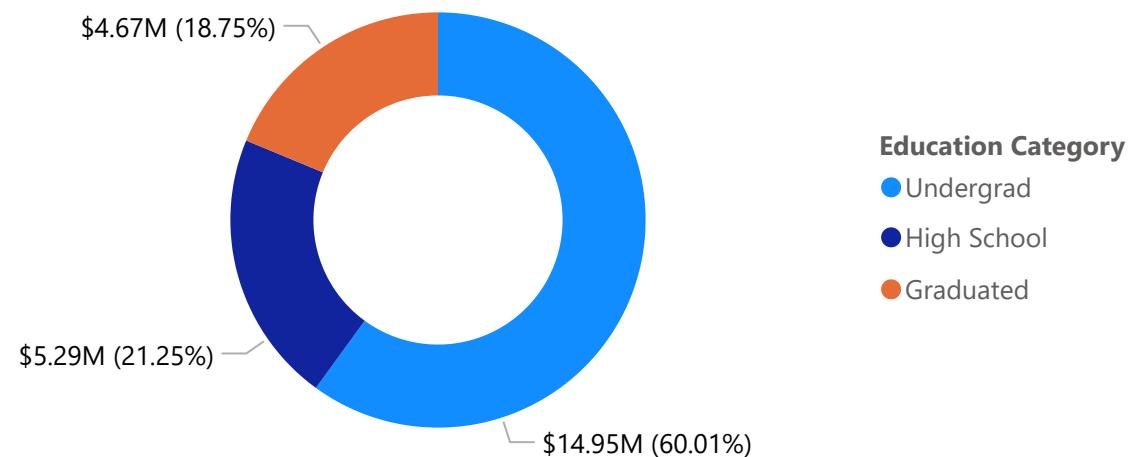
Year

2020

2021

2022

Total Revenue by Education Category



Top 100 customers by Revenue

CustomerKey	Full Name	Total Revenue	Total Orders
12338	Ms. Monica Vance	\$8,051.0682	3
11767	Ms. Meagan Madan	\$8,118.2044	3
11457	Ms. Jaime Gutierrez	\$7,982.6936	3
15080	Ms. Evelyn Chandra	\$8,061.3738	3
11452	Ms. Erika Rubio	\$7,945.4466	3
14940	Ms. Carmen Rana	\$8,134.2096	3
11766	Ms. Candace Raman	\$8,098.0726	3
14775	Ms. Bonnie Xie	\$8,182.0897	3
11977	Ms. Bonnie Jai	\$8,017.8696	3
12003	Ms. Audrey Munoz	\$8,046.1326	3
Total		\$885,306.99	373
		22	

Product Summary



Order Target

25K

0K

28K

Revenue Target

\$24.91M

\$0M

\$28.65M

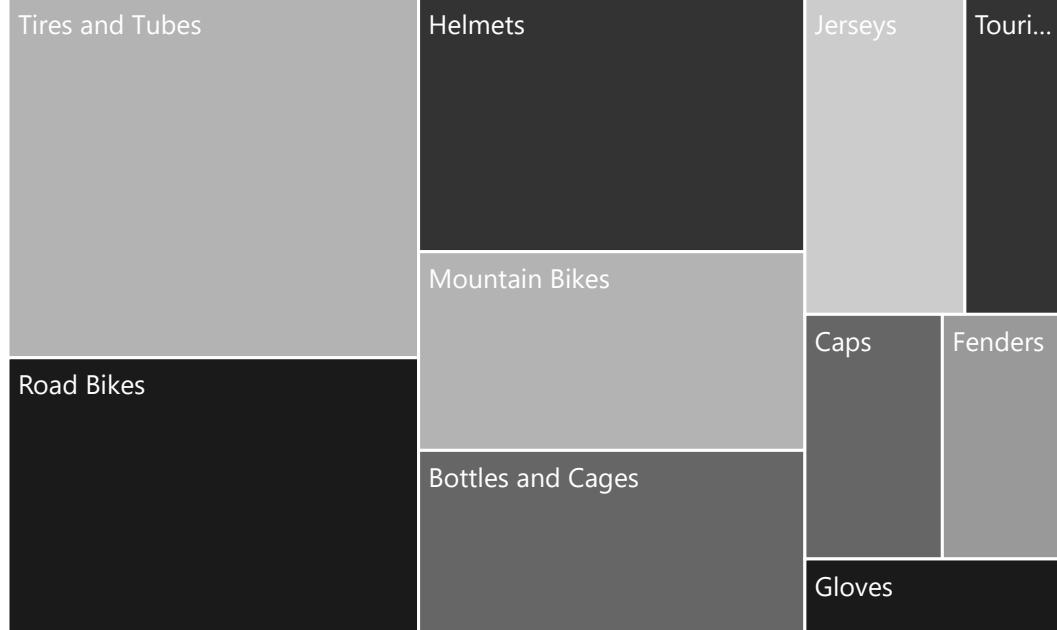
Profit Target

\$10.46M

\$0M

\$11.5M

Product Order Info



Month Over Month Profit

