

Executive Summary



\$24.91M

Total Revenue

\$10.46M

Total Profit

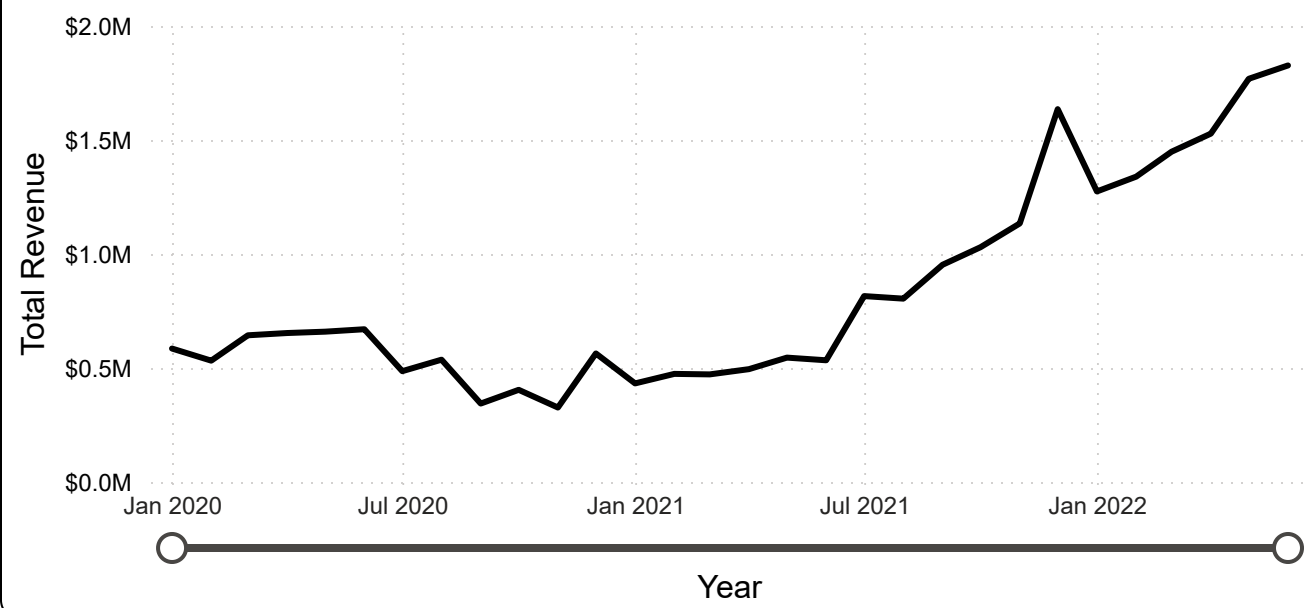
25K

Total Orders

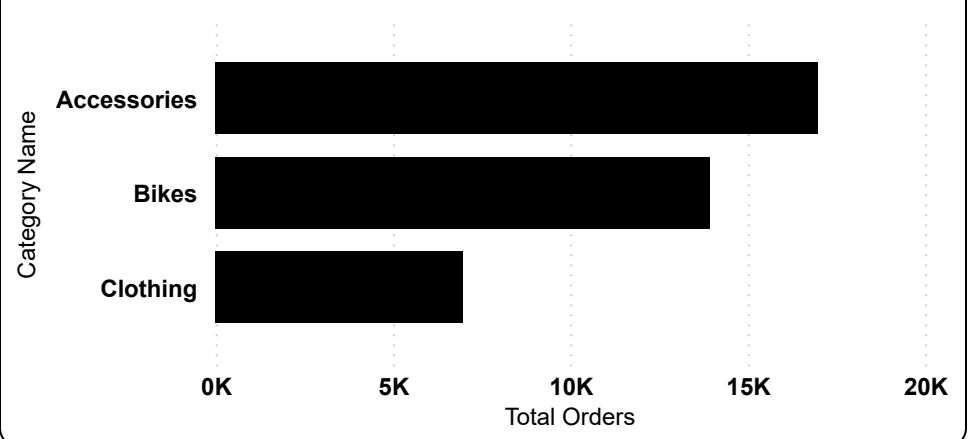
2.17%

Return Rate

Revenue over time



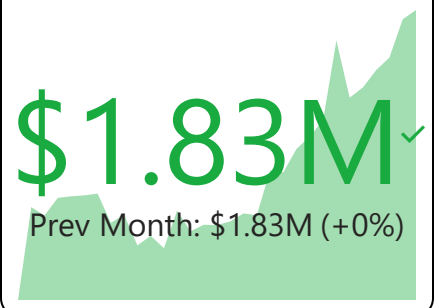
Orders vs Category



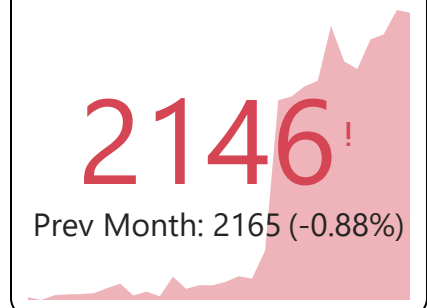
Top 10 Products by Order

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%

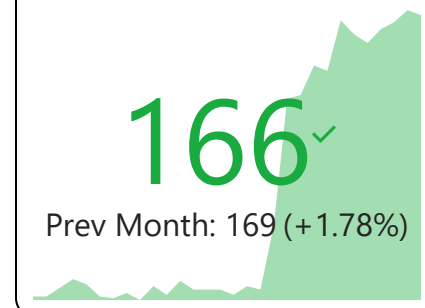
Monthly Revenue



Monthly Orders



Monthly Returns





Map

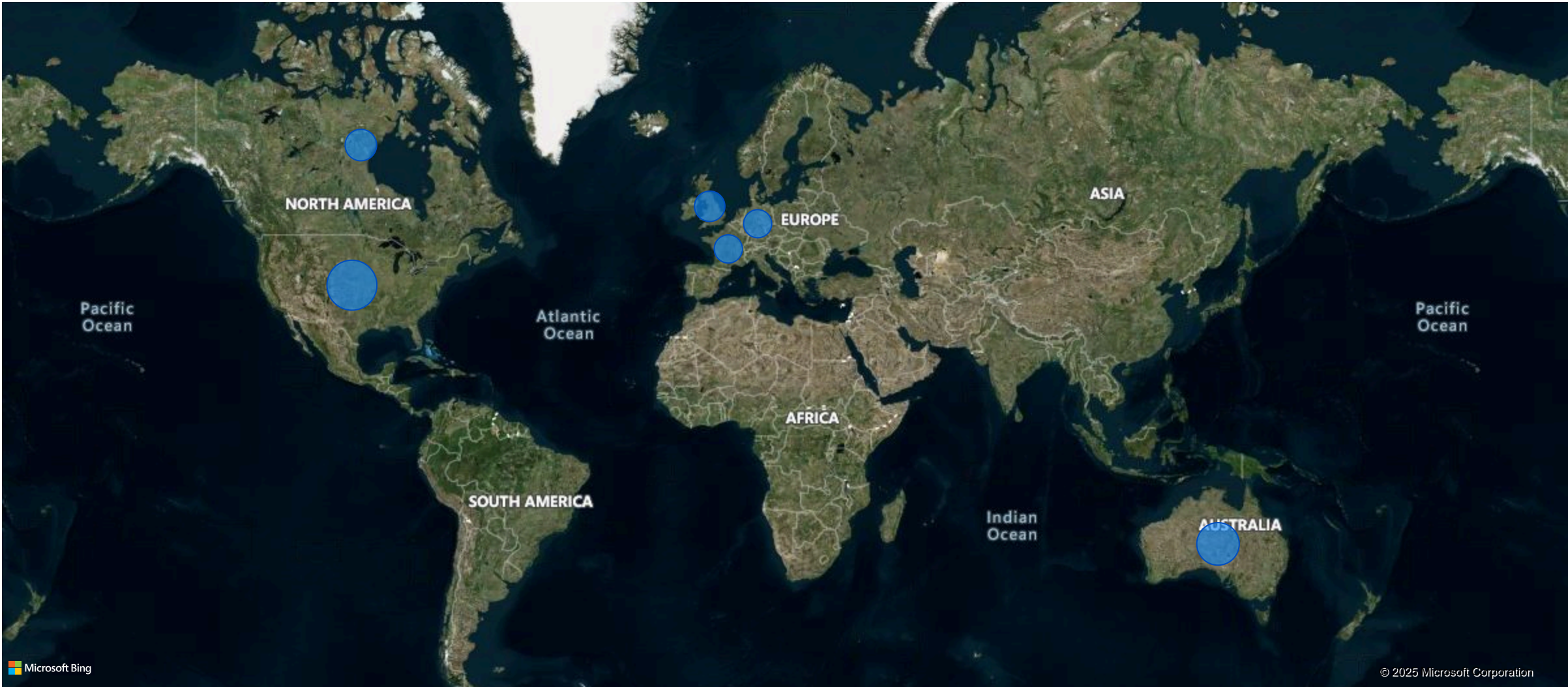
Select all

Europe

North America

Pacific

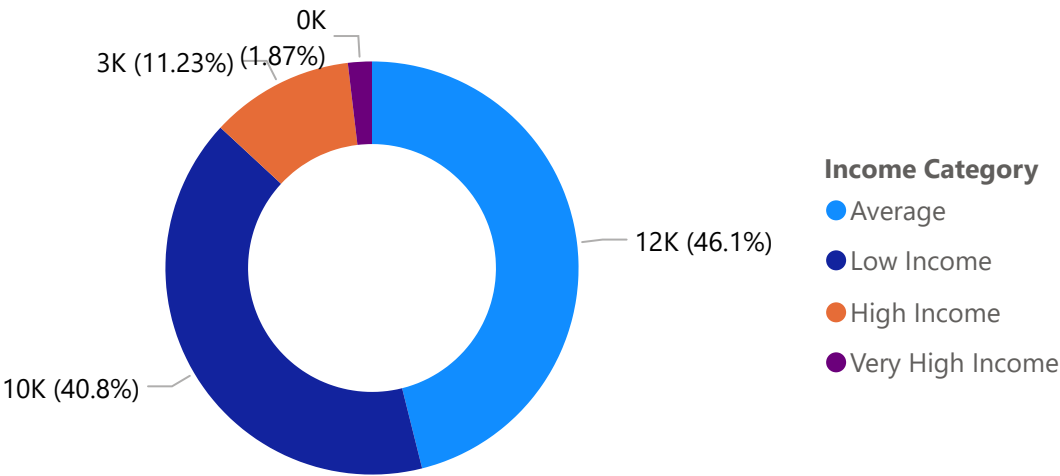
Total Orders by Country



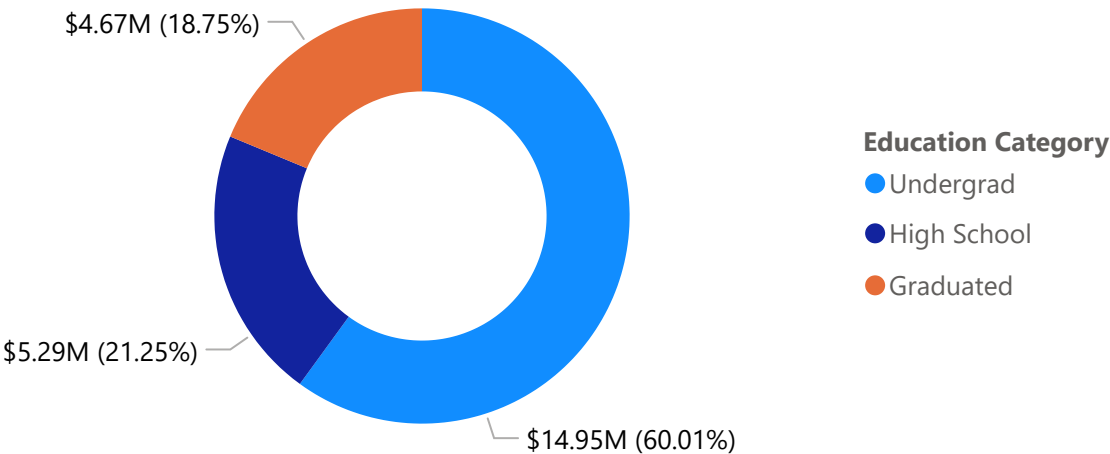


Customer Summary

Total Orders by Income Category



Total Revenue by Education Category



Top Customer by Revenue

Mr. Maurice Shan

Total Orders

6

Revenue Generated

\$12.41K

Year

2020

2021

2022

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

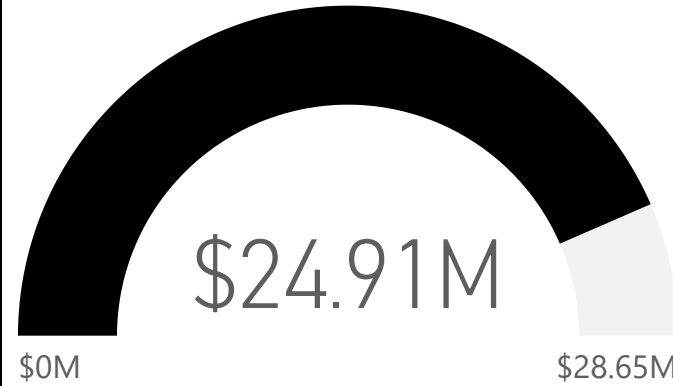


Product Summary

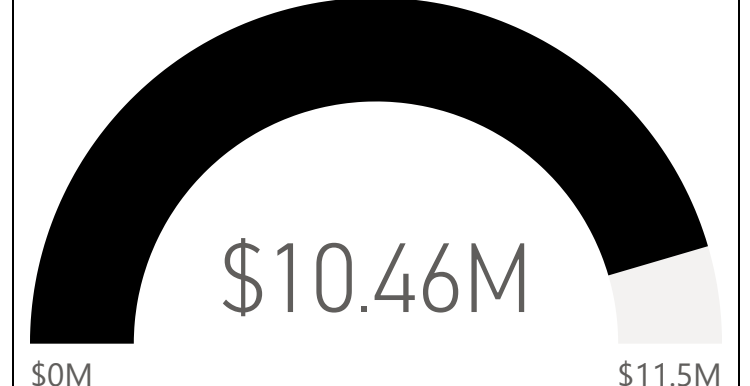
Order Target



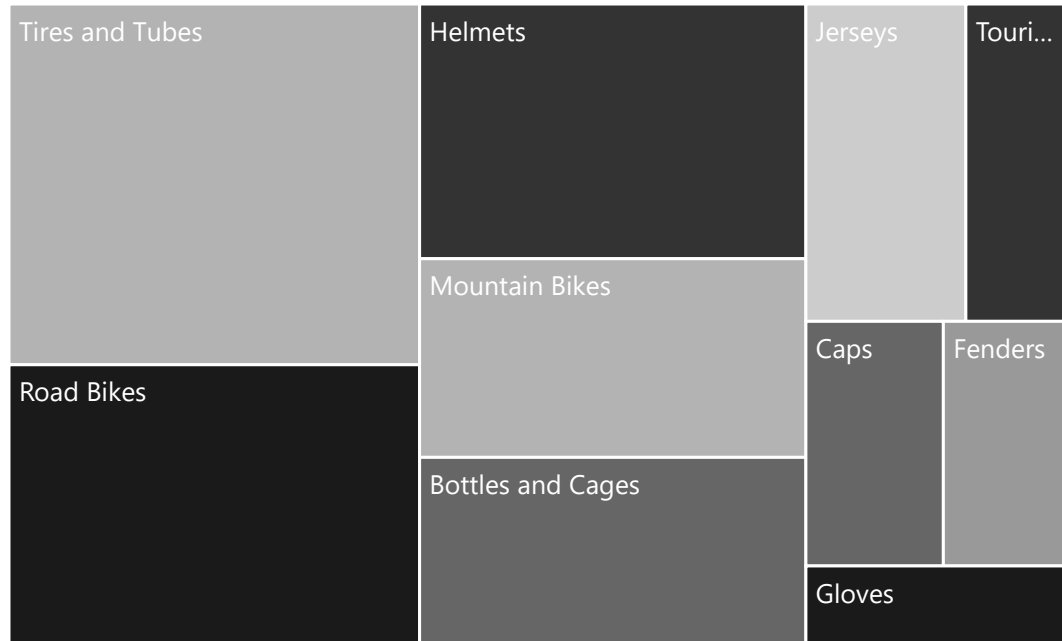
Revenue Target



Profit Target



Product Order Info



Month Over Month Profit

