

Date

All

Gender

All

Age Group

All

CategoryName

All

Country

All

Total Orders

25K

Total Returns

1828

Total Revenue

24.91M

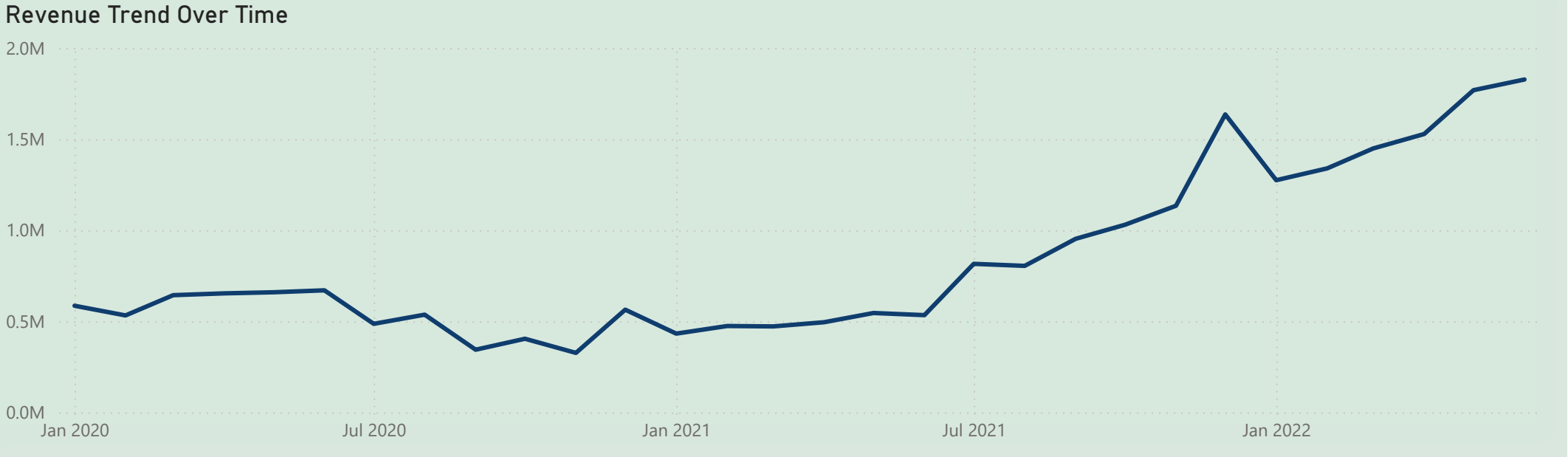
Total Profit

10.46M

Return Rate

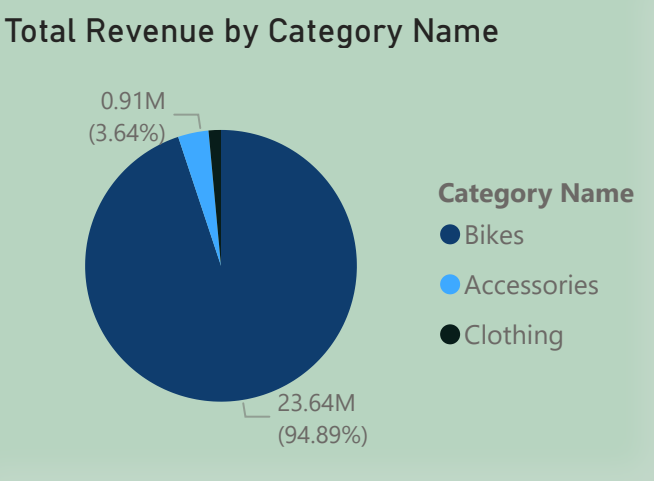
7.26%

Revenue Trend Over Time

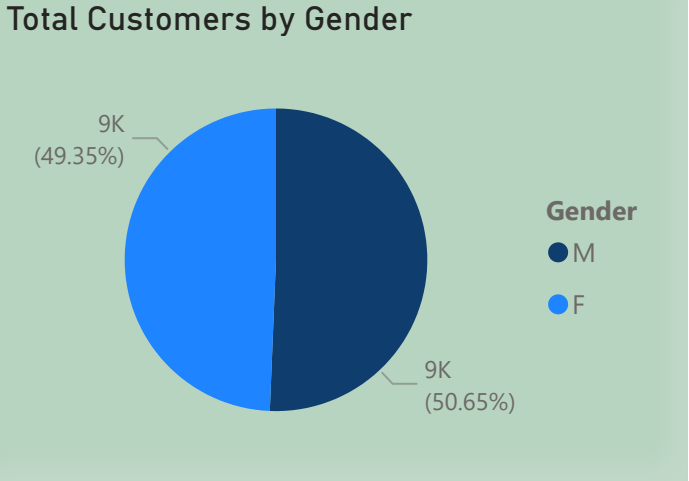


ProductName	CategoryName	Return Rate	Total Revenue	Total Profit
All-Purpose Bike Stand	Accessories	0.03	37,206.00	23,290.96
AWC Logo Cap	Clothing	0.02	35,882.07	12,199.79
Bike Wash - Dissolver	Accessories	0.03	13,562.70	8,490.25
Classic Vest, L	Clothing	0.02	11,557.00	7,234.68
Classic Vest, M	Clothing	0.04	11,557.00	7,234.68
Classic Vest, S	Clothing	0.05	9,969.50	6,240.91
Fender Set - Mountain	Accessories	0.03	87,040.80	54,487.62
High-End Classic Vest	Clothing	0.04	10,700.10	11,630.00
Total		0.07	24,914,586.82	10,457,715.43

Total Revenue by Category Name



Total Customers by Gender



Date

All

Gender

All

Age Group

All

Country

All

Return Rate by Year and Continent

Continent

Europe

North America

Pacific

Year	Europe	North America	Pacific
2020	2.6	1.7	2.2
2021	0.6	0.4	0.7
2022	0.6	0.4	0.7

Total Customers by Age Group

Age Group	Total Customers
60+	9.9K
46-60	8.0K
36-45	0.3K

Customer Demographics

First_Name	Last_Name	Customer_Age	Country	Annual_Income	Total Revenue
MAURICE	SHAN	74	France	80000	12,407.95
JANET	MUNOZ	77	France	90000	12,015.40
LISA	CAI	68	France	100000	11,330.45
LACEY	ZHENG	80	France	70000	11,085.75
JORDAN	TURNER	79	France	100000	11,022.40
LARRY	MUNOZ	68	France	110000	10,852.03
KATE	ANAND	69	France	110000	10,436.51
LARRY	VAZQUEZ	76	France	80000	10,394.98
ARIANA	GRAY	71	France	90000	10,391.43
CLARENCE	GAO	81	France	70000	10,331.73
AARON	WRIGHT	75	France	90000	10,329.23
Total					24,914,586.82

Total 10 Revenue by ProductName

ProductName	Total Revenue
Mountain-200 Black, 46	1.24M
Mountain-200 Black, 42	1.23M
Mountain-200 Silver, 38	1.21M
Mountain-200 Silver, 46	1.18M
Mountain-200 Black, 38	1.17M
Mountain-200 Silver, 42	1.13M
Road-250 Black, 52	0.69M
Road-250 Red, 58	0.66M
Road-250 Black, 48	0.64M
Road-150 Red, 48	0.64M