



ISMAIL KAZIMOV

\$18.5M

REVENUE

\$7.9M

PROFIT

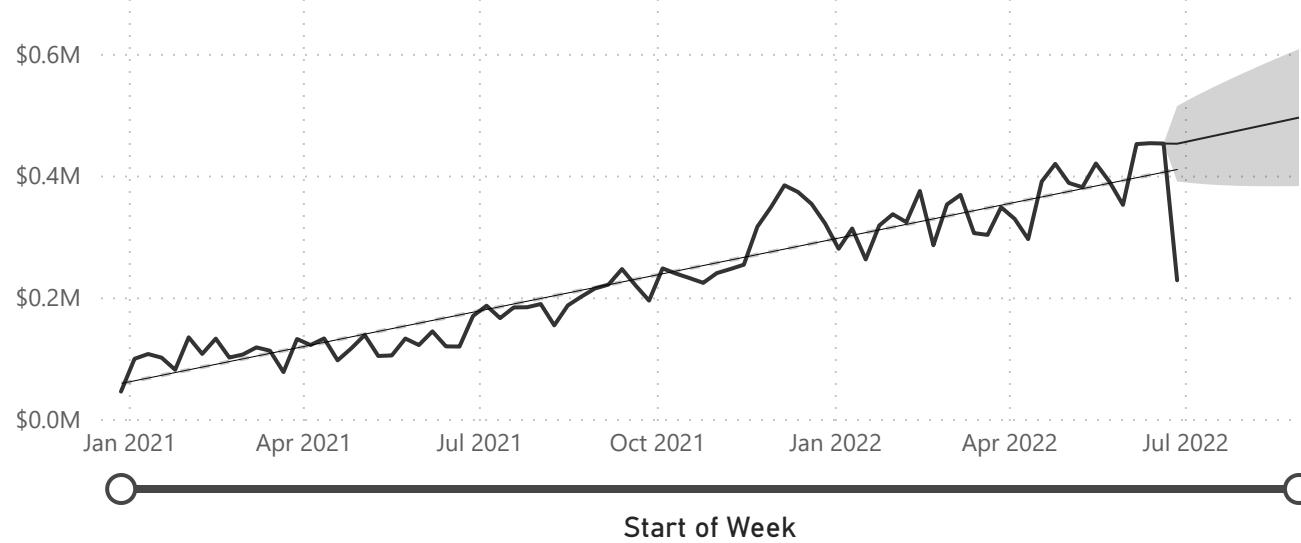
22.5K

ORDERS

2.1%

RETURN RATE

Weekly Revenue



Monthly Revenue

\$1.83M[✓]

Prev Month: \$1.77M (+3.31%)

Monthly Orders

2146![!]

Prev Month: 2165 (-0.88%)

Monthly Returns

166[✓]

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Products

Top 10 Products	Orders	Revenue	Return Rate
Water Bottle - 30 oz.	3983	\$39,755	1.95%
Patch Kit/8 Patches	2952	\$13,506	1.61%
Mountain Tire Tube	2846	\$28,333	1.64%
Road Tire Tube	2173	\$17,265	1.55%
Sport-100 Helmet, Red	2099	\$73,444	3.33%
AWC Logo Cap	2062	\$35,882	1.11%
Sport-100 Helmet, Blue	1995	\$67,120	3.31%
Fender Set - Mountain	1975	\$87,041	1.36%
Sport-100 Helmet, Black	1940	\$65,270	2.68%
Mountain Bottle Cage	1896	\$38,062	2.02%
Total	15587	\$465,678	1.85%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

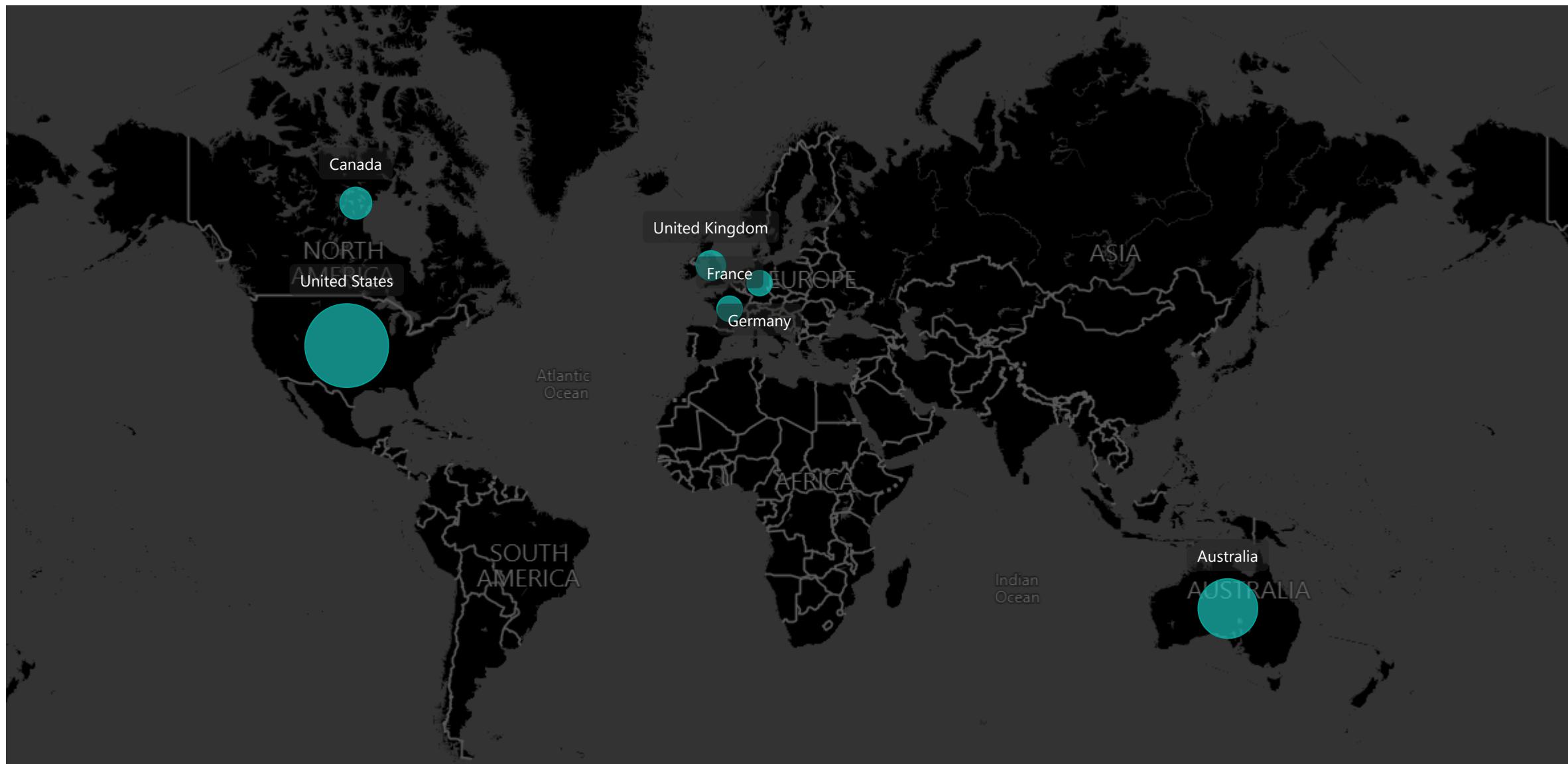
Shorts

Select all

Europe

North America

Pacific



Selected Product:

AWC Logo Cap

Monthly orders vs Target



Monthly revenue vs Target

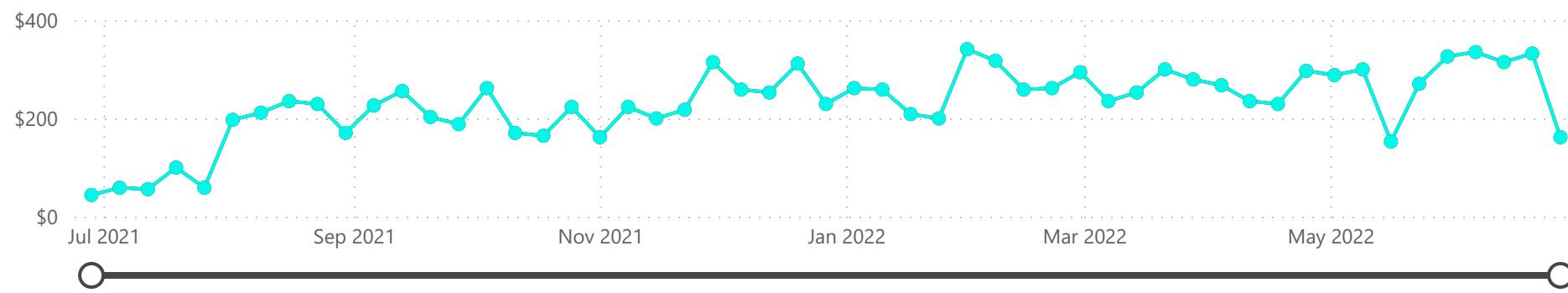


Monthly profit vs Target



Price Adjustment... ▾

● Total Profit ● Adjusted Profit



Product metric Sel... ▾

- Orders
- Revenue
- Profit
- Returns
- Rate



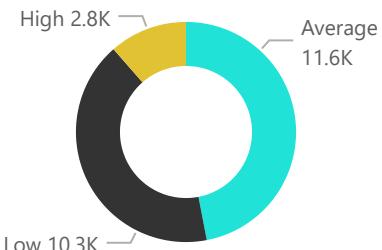
**17.4K**

UNIQUE CUSTOMERS

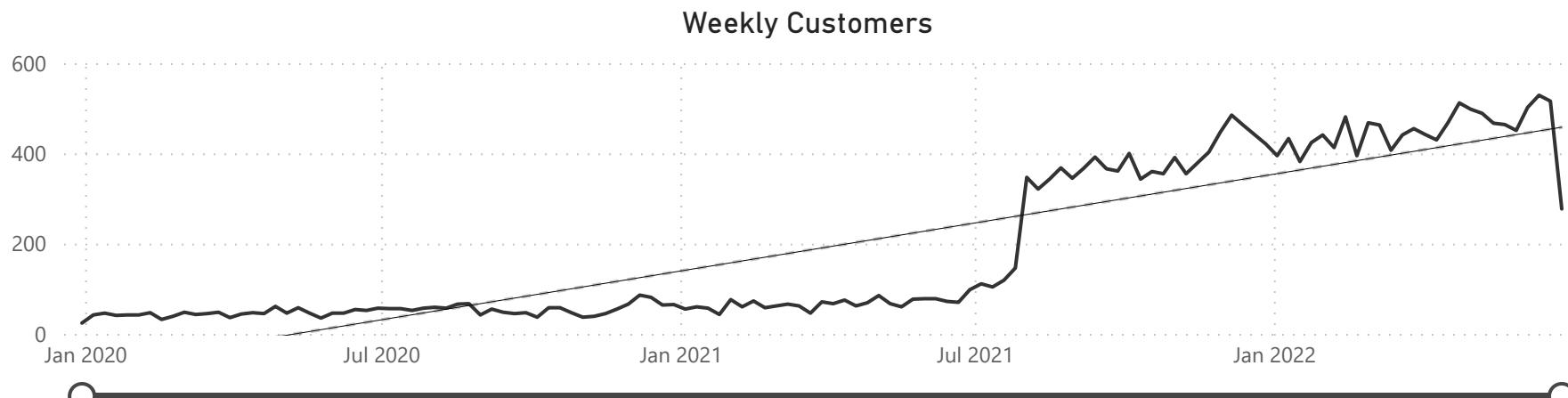
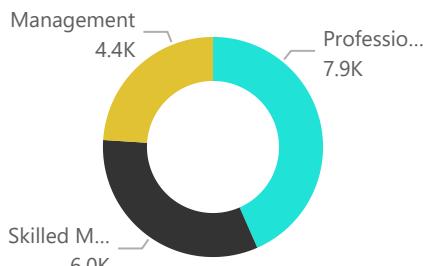
\$1,431

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	\$12,408
11439	Mrs. Janet Munoz	6	\$12,011
11241	Mrs. Lisa Cai	7	\$11,330
11417	Mrs. Lacey Zheng	7	\$11,086
11420	Mr. Jordan Turner	7	\$11,022
11242	Mr. Larry Munoz	7	\$10,852
13263	Mrs. Kate Anand	4	\$10,433
12655	Mr. Larry Vazquez	4	\$10,391
11425	Mrs. Ariana Gray	6	\$10,391
12631	Mr. Clarence Gao	4	\$10,333
12650	Mr. Aaron Wright	4	\$10,329
13405	Mr. Ethan Bryant	4	\$10,305
11429	Mr. Marco Lopez	6	\$10,290
12632	Mrs. Bonnie Nath	4	\$10,283
11245	Mr. Ricky Vazquez	4	\$10,166
11237	Mr. Clarence Anand	4	\$10,061
Total		25164	\$24,914,581

2020

2022

Top Customer by Revenue**Mr. Maurice Shan****Orders****6****Revenue****\$12.4K**

Among customers in skilled manual roles in 2022 Ruben Suarez drove the most revenue at \$ 4,683