

**\$24.9M**

Revenue

\$10.5M

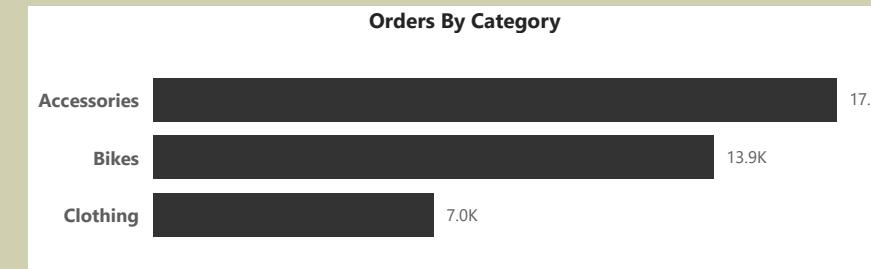
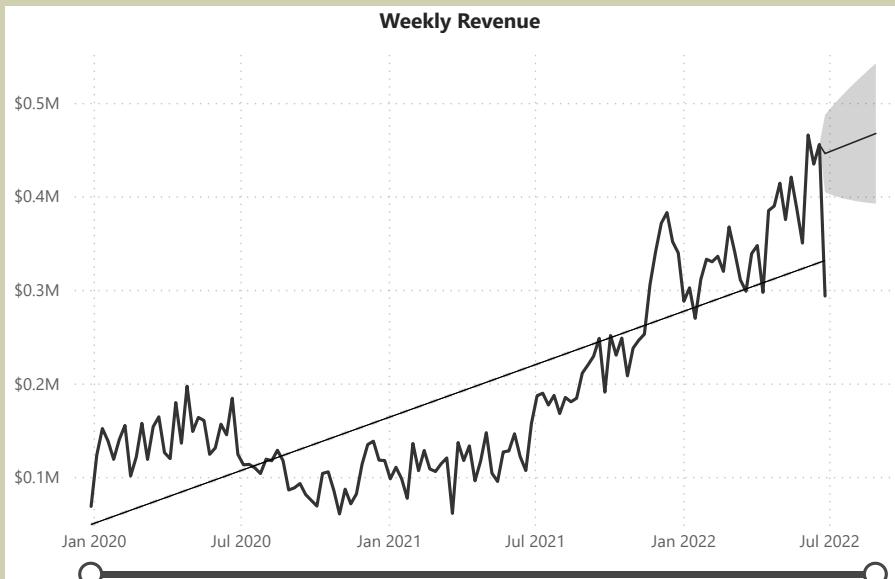
Total profit

25.2K

Total Orders

2.2%

Retrun rate



Top 10 products	Orders	Revenue	Retrun rate
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
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%
Road Tire Tube	2173	\$17,264.73	1.55%
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Mountain Tire Tube	2846	\$28,333.22	1.64%
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Fender Set - Mountain	1975	\$87,040.8	1.36%
AWC Logo Cap	2062	\$35,882.0742	1.11%

Most ordered product type:

Tires and Tubes

Most Returned product type:

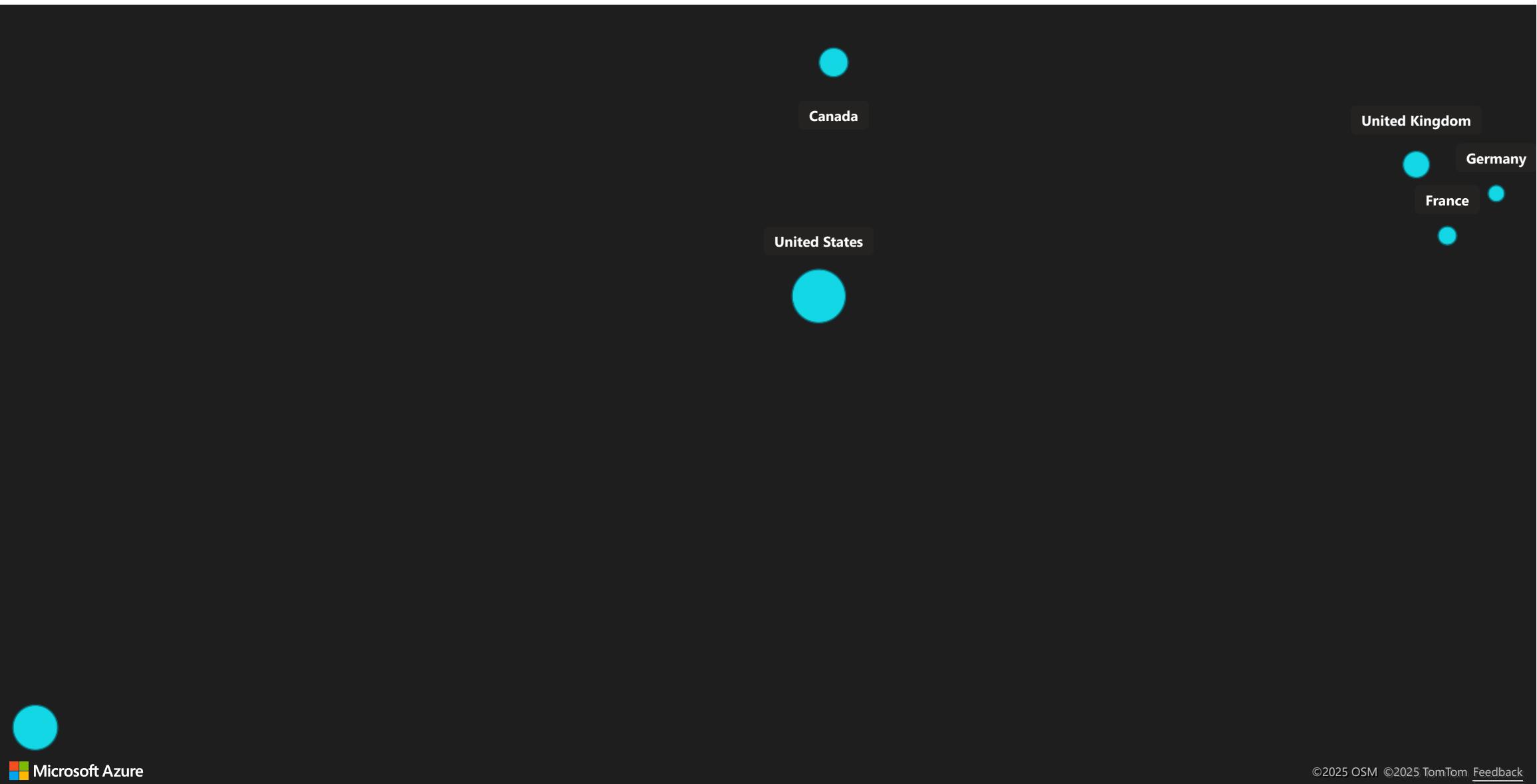
Shorts

Select all

Europe

North America

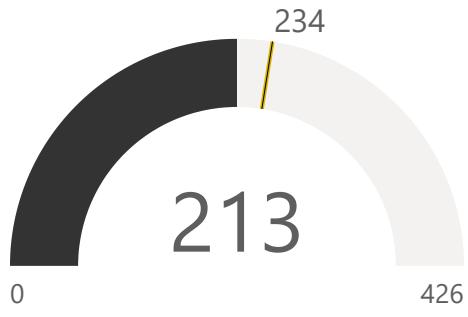
Pacific



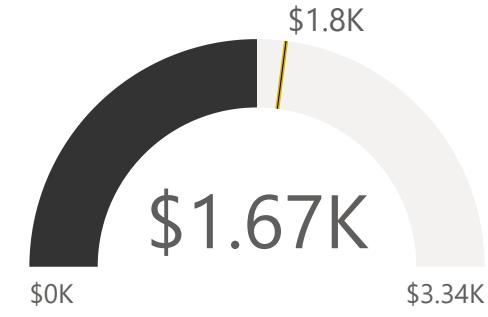
Selected product:

Road Tire
Tube

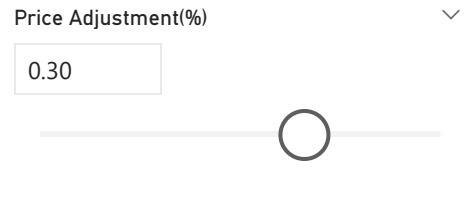
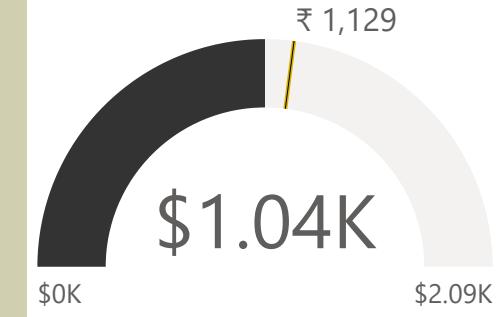
Total Orders and Order Target



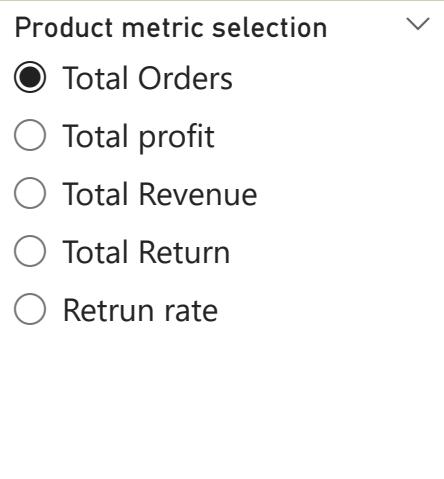
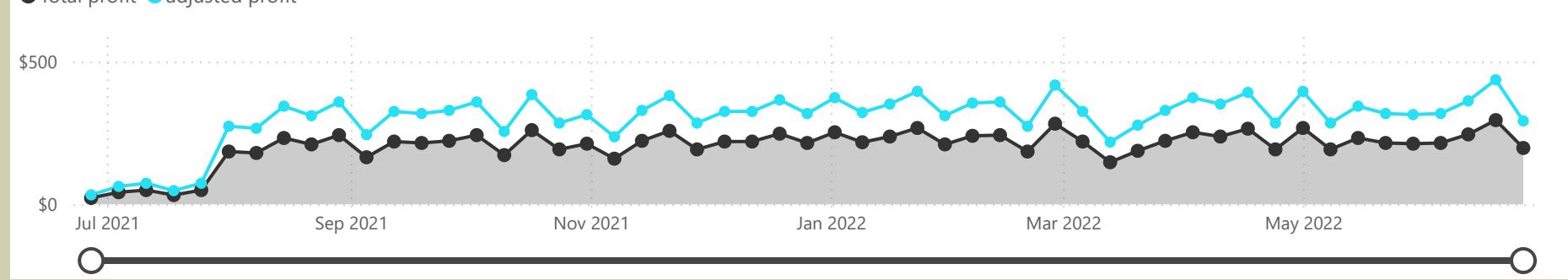
Total Revenue and Target revenue



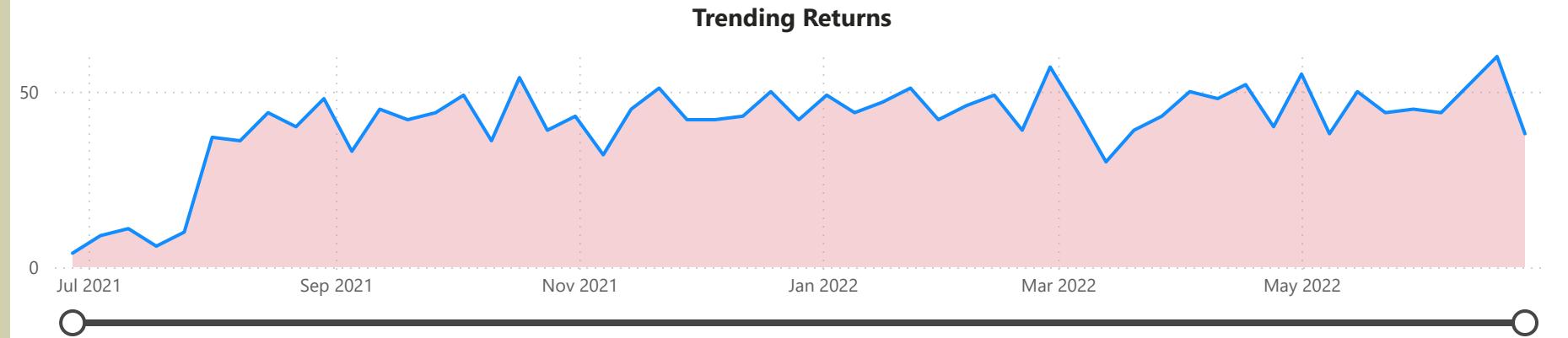
Total profit and profit target



● Total profit ● adjusted profit

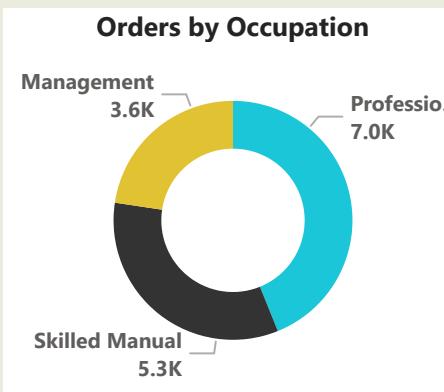
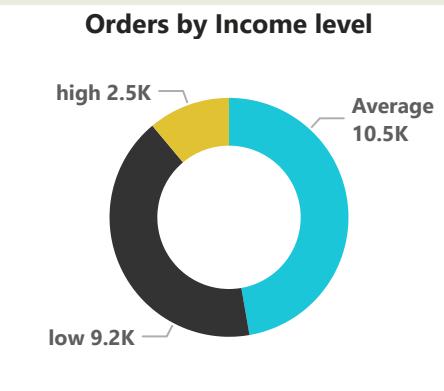


Trending Returns



17.2K
Unique Customers

\$1.1K
Revenue per customer



Top 100 Customers				
CustomerKey	Customer full Name	Total Orders	Total Revenue	
11433	Mr. Maurice Shan	6	\$12,407.9545	
11439	Mrs. Janet Munoz	6	\$12,015.4029	
11241	Mrs. Lisa Cai	7	\$11,330.4494	
11417	Mrs. Lacey Zheng	7	\$11,085.7504	
11420	Mr. Jordan Turner	7	\$11,022.4002	
11242	Mr. Larry Munoz	7	\$10,852.034	
11425	Mrs. Ariana Gray	6	\$10,391.4304	
11429	Mr. Marco Lopez	6	\$10,289.6862	
12308	Mrs. Margaret He	4	\$9,266.7541	
12132	Mrs. Kaitlyn Henderson	4	\$9,258.9249	
12301	Mrs. Nichole Nara	4	\$9,234.6598	
12131	Mr. Randall Dominguez	4	\$9,210.3636	
12321	Mrs. Rosa Hu	4	\$9,201.2175	
12300	Adriana Gonzalez	4	\$9,195.6963	
11432	Mrs. Dominique Prasad	6	\$9,180.9349	
12124	Mrs. Brandi Gill	4	\$9,166.1975	
Total		1165	\$3,51,934.9682	

Year

2021 2022

Top customer by revenue:

Mr. Maurice Shan

Orders: **6** Revenue: **\$12.4K**



Among customers in skilled manual 2022 Ruben suraez, drove the highest revenue

\$2,49,14,586.8193

Total Revenue

\$1,04,57,715.4342

Total profit

25164

Total Orders

1809

Total Return

2.17%

Retrun rate

