



SALES OVERVIEW (2025-02-10)

31.5K

ORDERS

\$140.7M

REVENUE

19.1K

CUSTOMERS

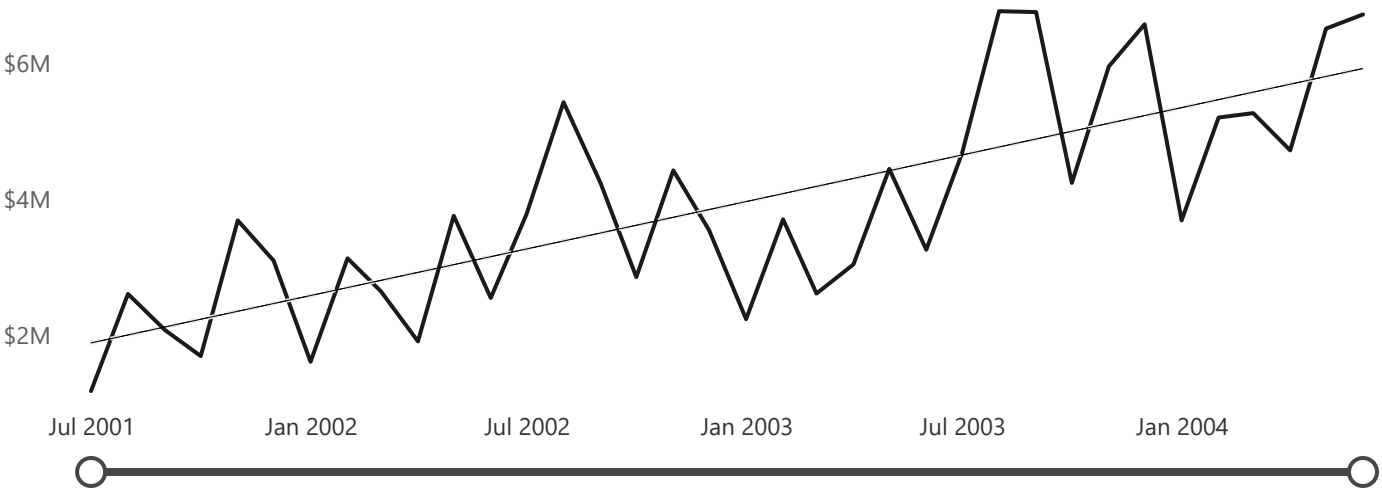
7

AVG. DAYS TO SHIP

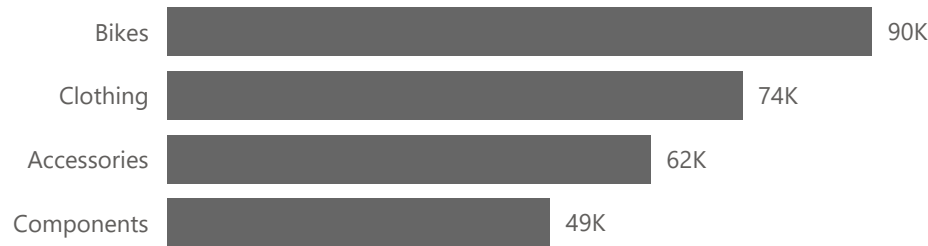
\$4.47K

AOV

Monthly Revenue



Sold Products by Category



Monthly Revenue

\$6.73M✓

Prev. Month: \$6.52M (+3.21%)

Monthly Orders

2374!

Prev. Month: 2386 (-0.5%)

Yearly Online Revenue

\$18.2M✓

Prev. Year: \$6.37M (+185.89%)

Top 10 Selling Products

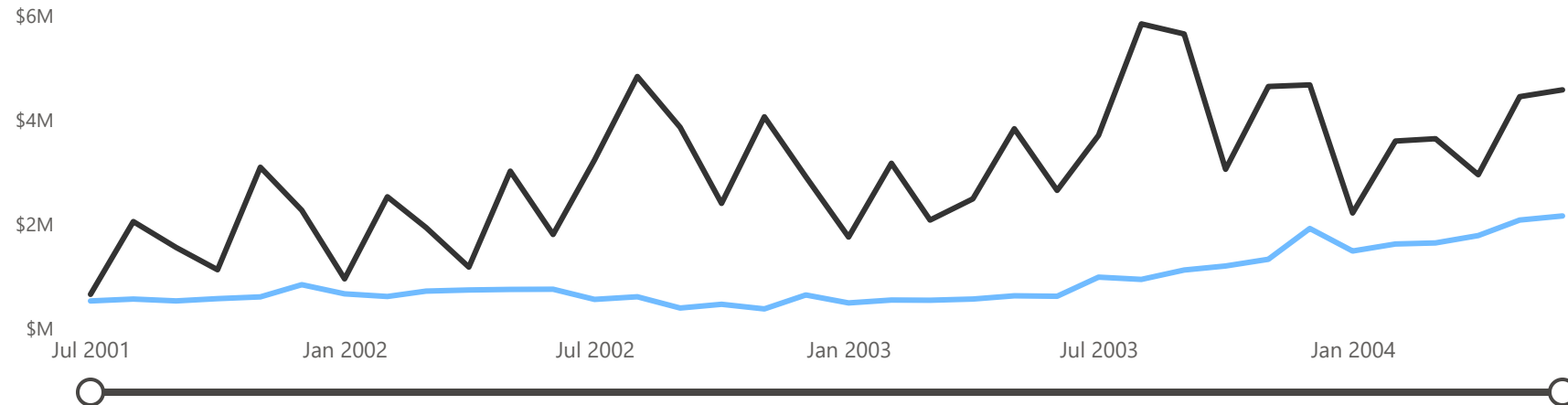
	Orders	Revenue	Online %
Sport-100 Helmet, Blue	6743	\$235,938	69%
Sport-100 Helmet, Black	6532	\$228,555	69%
Sport-100 Helmet, Red	6266	\$219,247	72%
AWC Logo Cap	8311	\$74,716	65%
Fender Set - Mountain	2121	\$46,620	100%
Water Bottle - 30 oz.	6815	\$34,007	91%
Mountain Bottle Cage	2025	\$20,230	100%
Mountain Tire Tube	3095	\$15,444	100%
Road Tire Tube	2376	\$9,480	100%
Patch Kit/8 Patches	3865	\$8,851	95%



## SALES TYPE

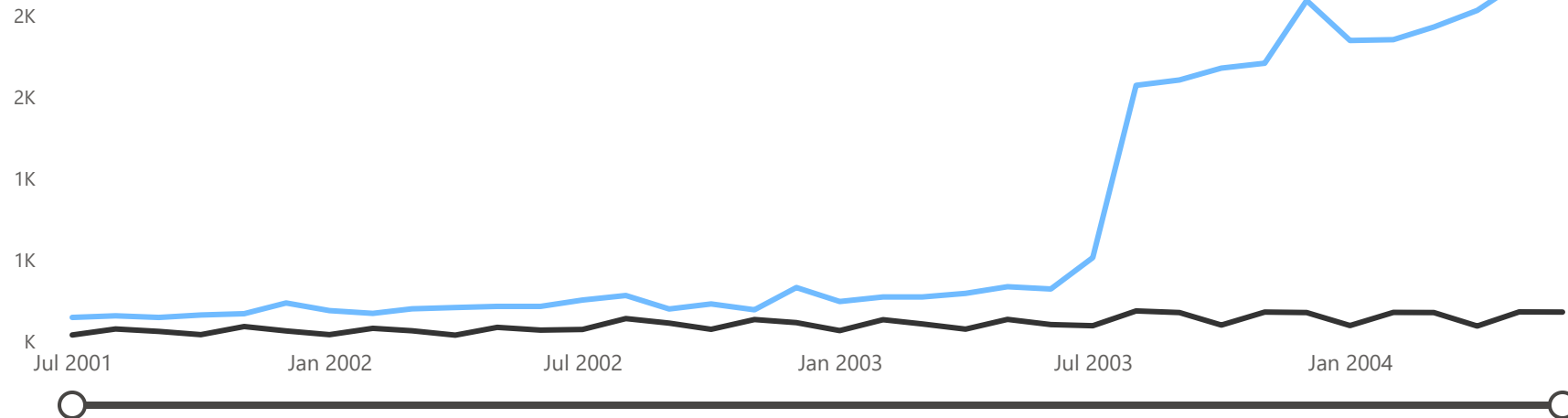
### Monthly REVENUE by Sales Type

● Offline ● Online



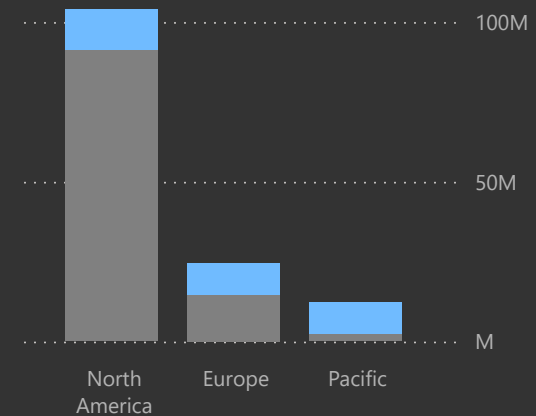
### Monthly ORDERS by Sales Type

● Offline ● Online



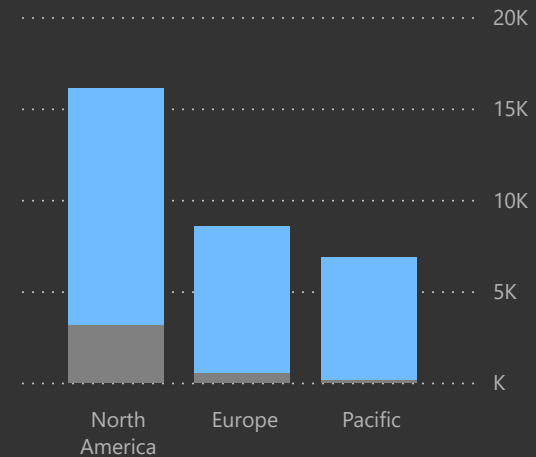
### REVENUE by Continent

● Offline ● Online



### ORDERS by Continent

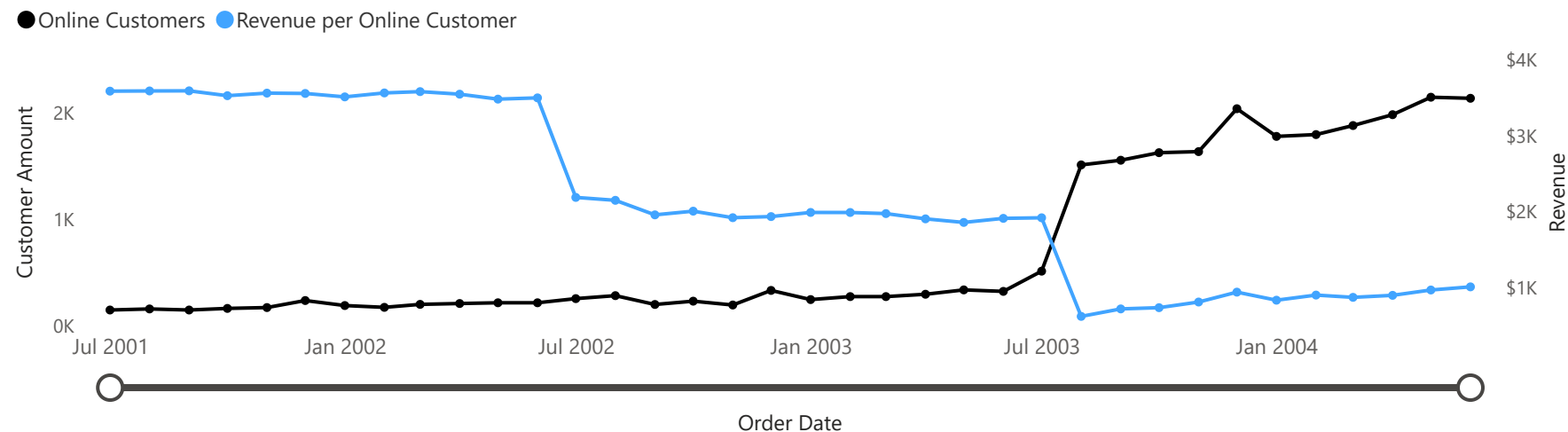
● Offline ● Online





## ONLINE CUSTOMER

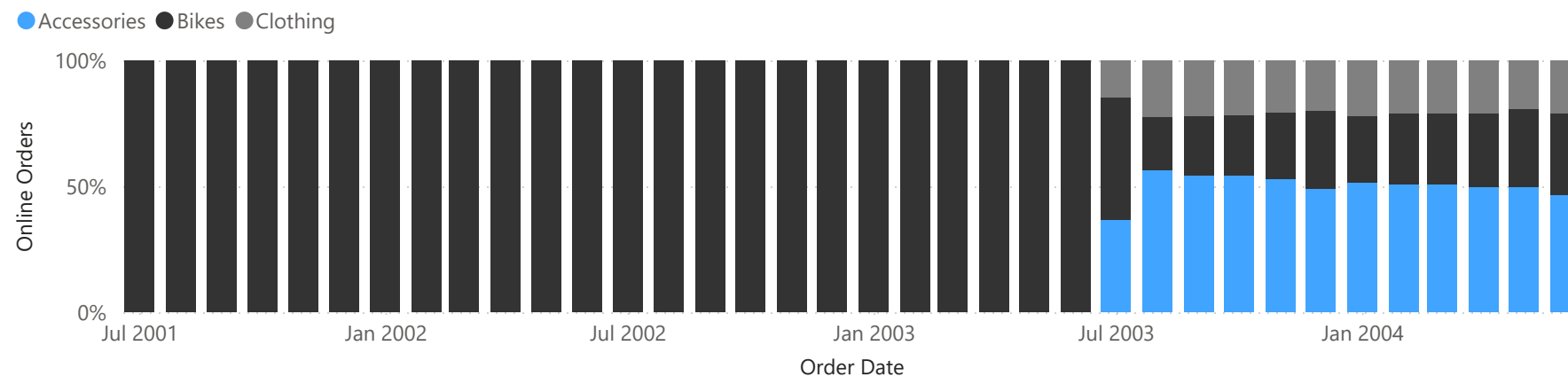
### Online Customer Amount & Average Revenue per Customer



### Online Orders by

Category

Subcategory



18.5K

ONLINE CUSTOMERS

\$1.76K

REVENUE PER ONLINE CUSTOMER

Order Year

2001

2004

Top Customer (by Revenue):

Louis Andersen

Orders:

5

Revenue:

\$14.7K



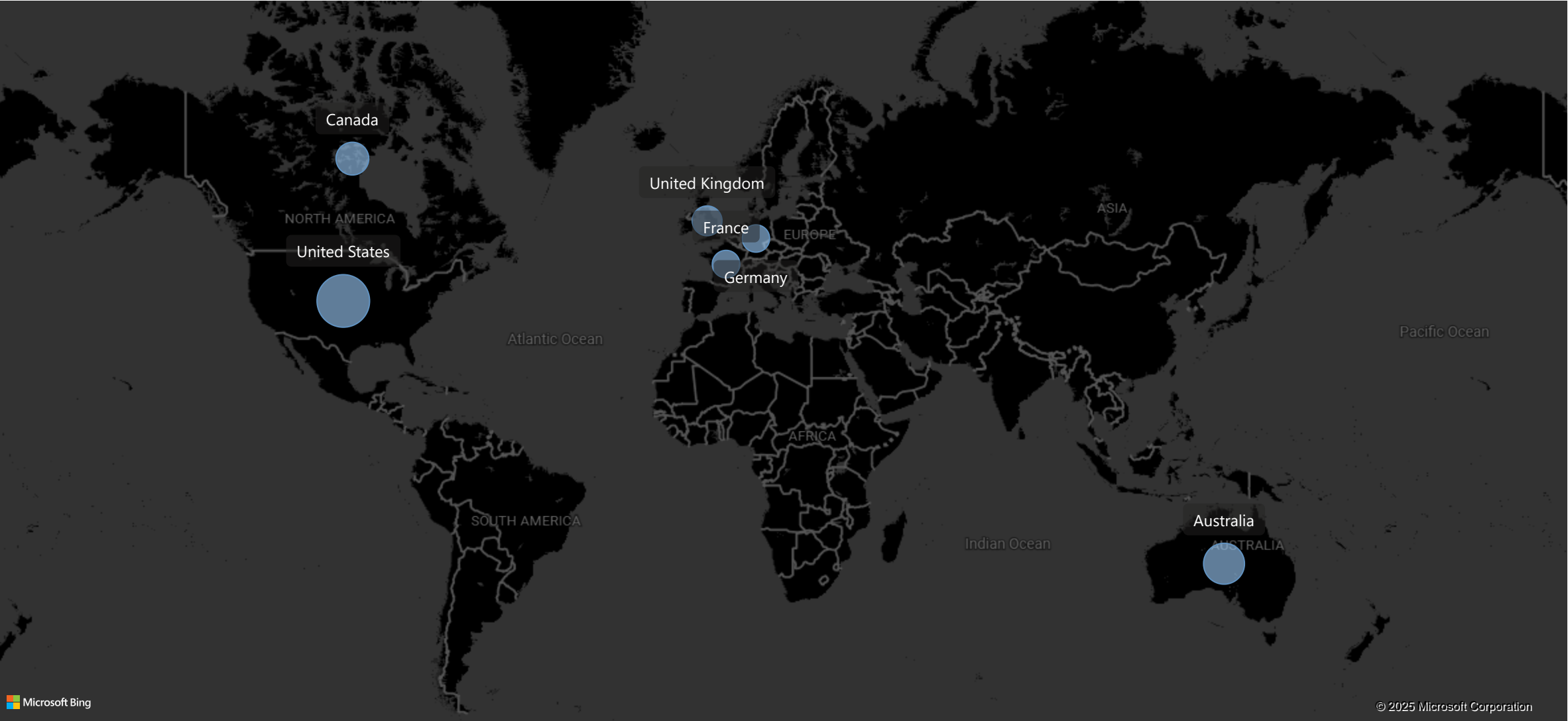
SALES AMOUNT BY TERRITORY

Select all

Europe

North America

Pacific



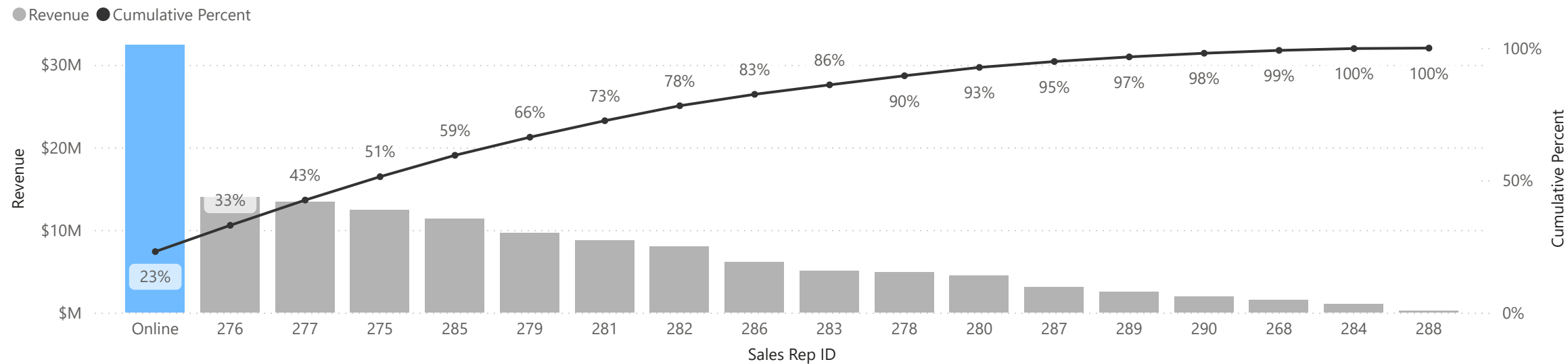
Offline

Online



## SALES STATISTICS

## Cumulative Sales by Sales Rep &amp; Online



## Monthly Online Sales Reason

