Customer & Revenue Performance — Executive Overview

2.26M
Total Revenue

4922
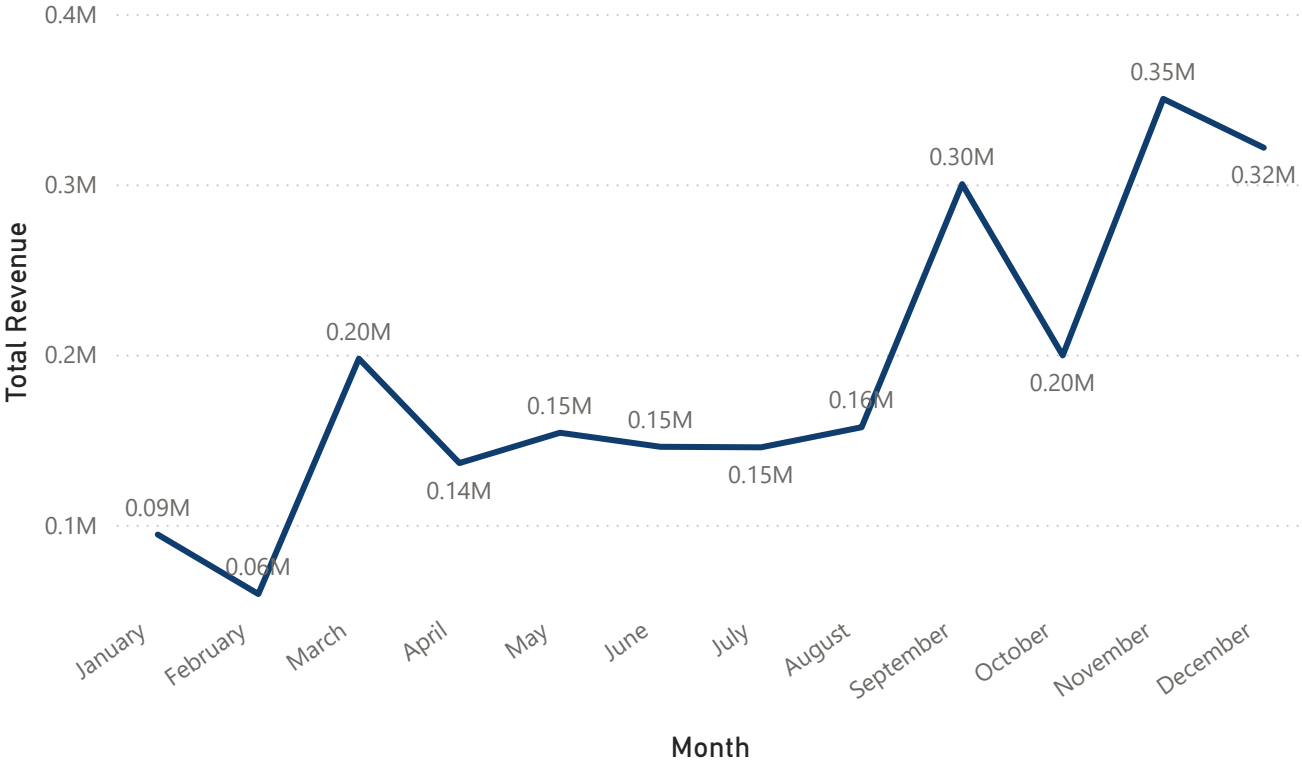Total Orders

459.48
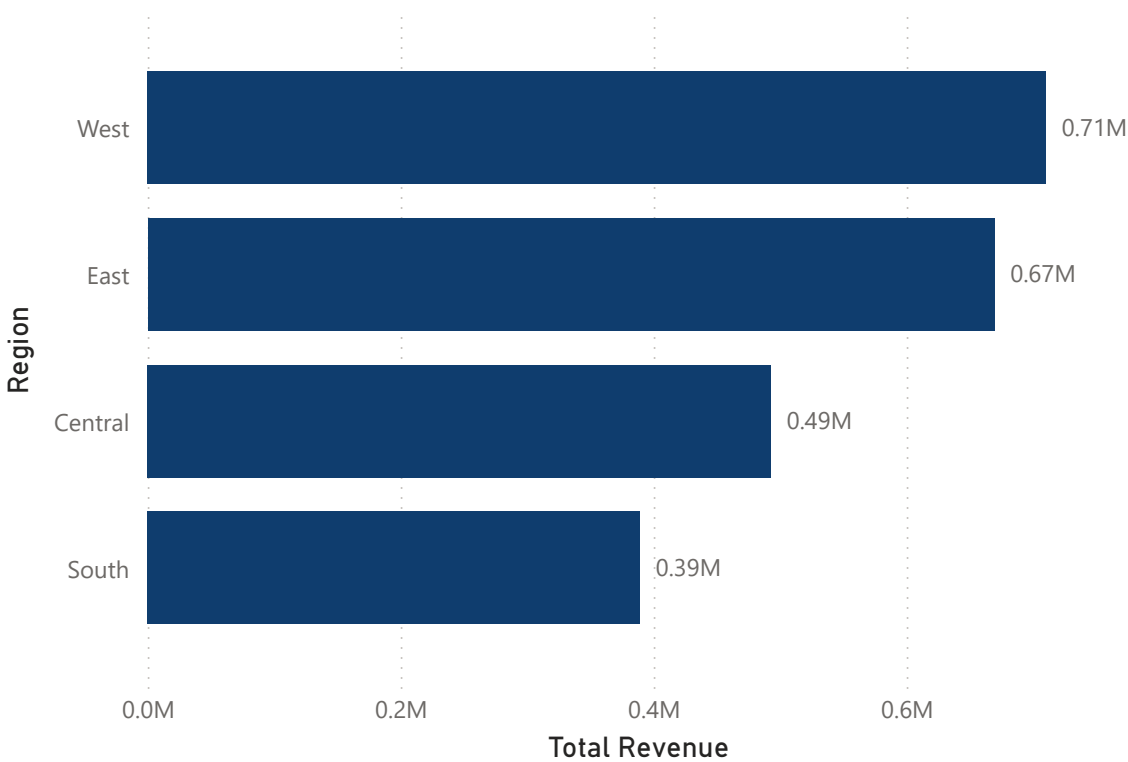Avg Order Value (AOV)

793
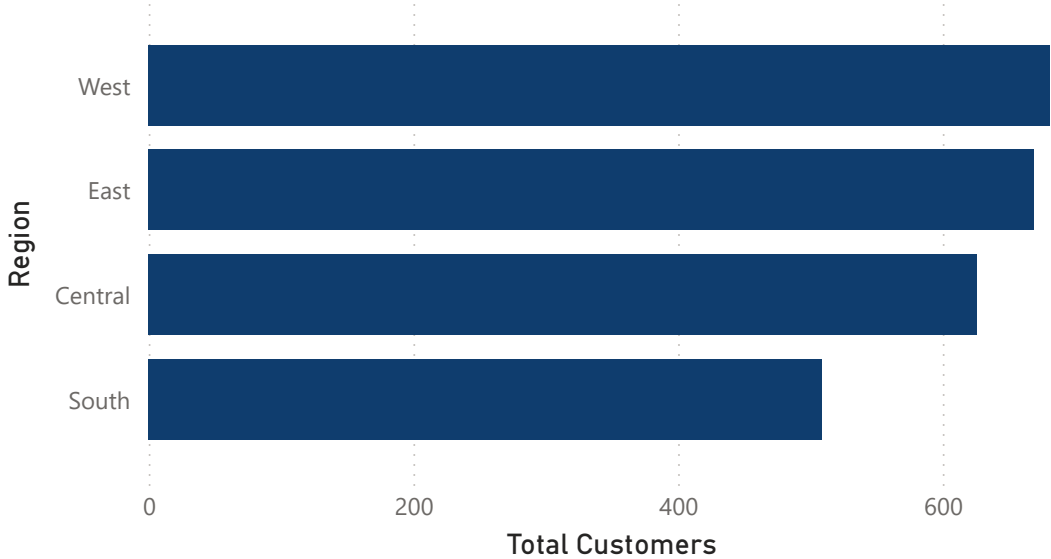Total Customers

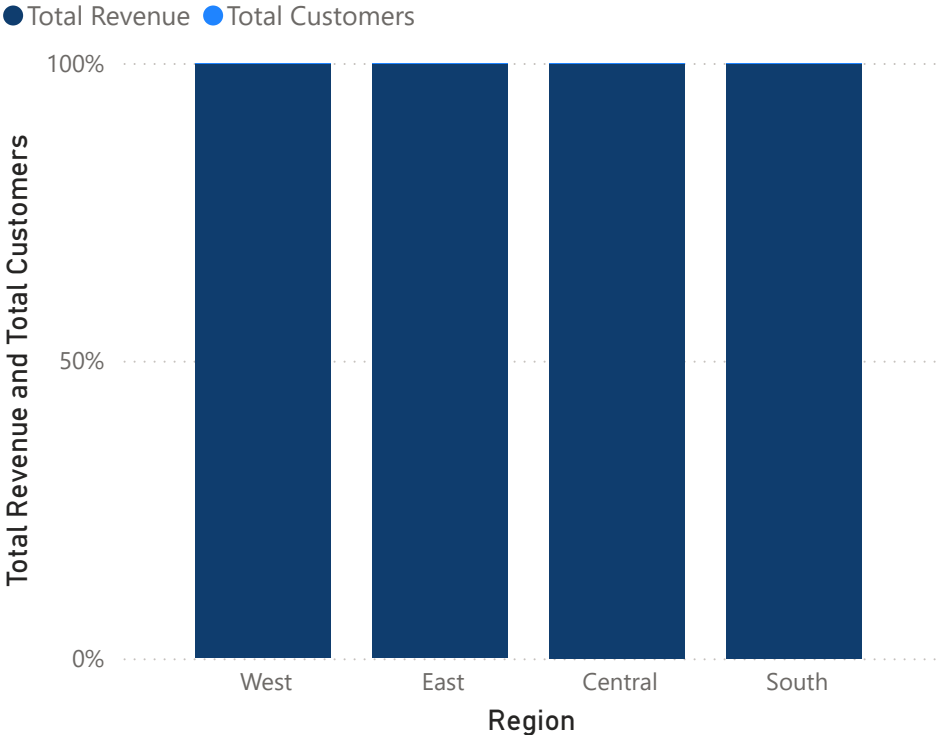## Total Revenue by Month

Total Revenue by Region

Customer Name	Customer Revenue	Customer Contribution %
Aaron Bergman	22,61,536.78	2,552.08
Aaron Hawkins	22,61,536.78	1,296.23
Aaron Smayling	22,61,536.78	741.32
Adam Bellavance	22,61,536.78	291.60
Adam Hart	22,61,536.78	695.79
Adam Shillingsburg	22,61,536.78	694.72
Adrian Barton	22,61,536.78	156.25
Adrian Hane	22,61,536.78	1,303.09
Adrian Shami	22,61,536.78	38,448.43
Aimee Bixby	22,61,536.78	2,339.42
Alan Barnes	22,61,536.78	2,030.40
Alan Dominguez	22,61,536.78	370.33
Alan Haines	22,61,536.78	1,424.63
Alan Hwang	22,61,536.78	470.63
Alan Schoenberger	22,61,536.78	530.78
Alan Shonely	22,61,536.78	4,487.46
Total	**22,61,536.78**	**1.00**

Total Revenue and Total Customers by Region

● Total Revenue ● Total Customers

Total Customers by Region

Customer Analytics & Contribution Insights

Key Insights

• A small group of customers contributes a significant portion of total revenue, indicating customer concentration.

• Average orders per customer highlight repeat purchase behavior across regions.

• Regional customer distribution suggests opportunities for targeted engagement strategies.