



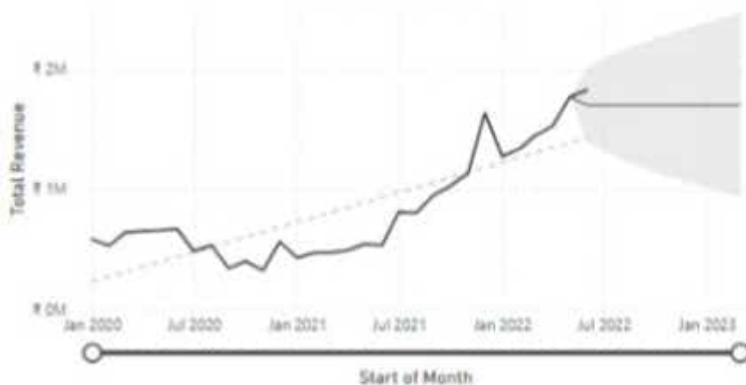
₹ 25.4M
REVENUE

₹ 10.5M
PROFIT

25.2K
ORDER

2.2%
RETURN RATE

REVENUE TRENDING



Orders by Categories



Top 10 Products

	Order	Revenue	Return %
Water Bottle - 30 oz.	1,988	₹ 39,755	1.95%
Sport-100 Helmet, Red	2,099	₹ 73,444	3.33%
Sport-100 Helmet, Blue	1,995	₹ 67,120	3.31%
Sport-100 Helmet, Black	1,940	₹ 65,270	2.68%
Road Tire Tube	2,173	₹ 17,265	1.55%
Patch Kit/B Patches	2,952	₹ 13,506	1.61%
Mountain Tire Tube	2,846	₹ 28,333	1.64%
Mountain Bottle Cage	1,896	₹ 38,062	2.02%
Fender Set - Mountain	1,975	₹ 87,041	1.36%
AWC Logo Cap	2,062	₹ 35,882	1.11%

Monthly Revenue

₹ 1.83M ✓
Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2.15K ↓
Prev Month: 2.17K (-0.88%)

Monthly Returns

166 ✓
Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product

Shorts

Select all	Australia	Canada	France	Germany	United Kingdom	United States
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Selected Product

Water Bottle - 30
oz.

Monthly Orders vs Target



Monthly Revenue vs Target



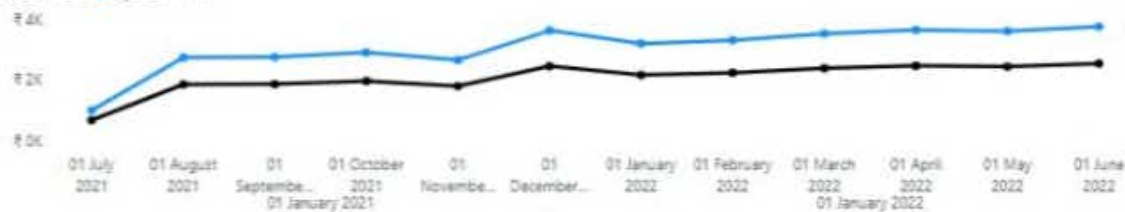
Monthly Orders vs Target



Price Adjustment (%)

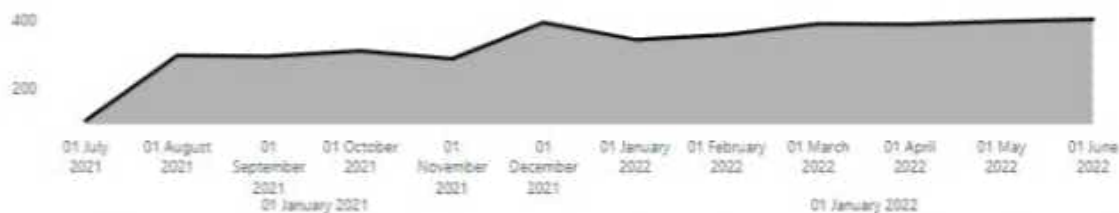
0.30

● Total Profit ● Adjusted Profit



Product Matrix Selection

- ☒ Order
- ☐ Revenue
- ☐ Profit
- ☐ Return
- ☐ Return %



Exec Dashboard

Map

Product Detail

Customer detail

Category Tooltip

+



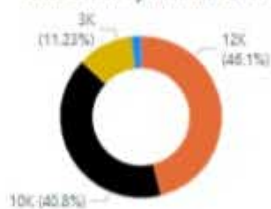
17.4K

UNIQUE CUSTOMER

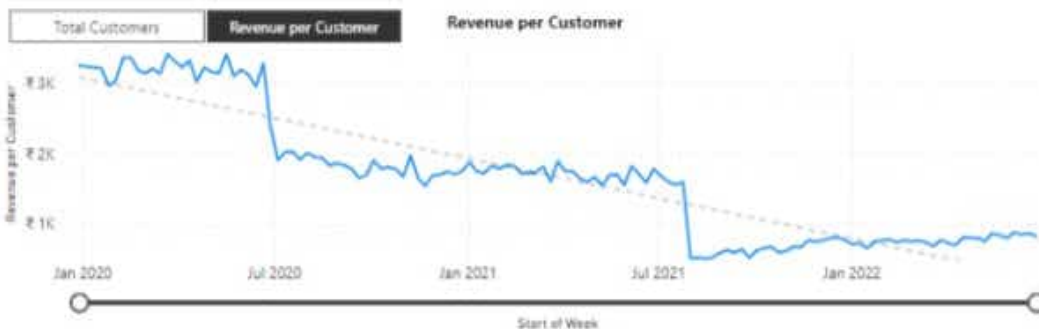
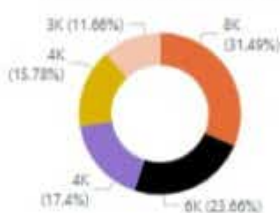
₹ 1.4K

REVENUE PER CUSTOMER

Total Order by Income level



Total Order by Occupation



TOP 100 CUSTOMERS

Customer Key	Full Name	Order	Revenue
11091	Mr. Dalton Perez	26	₹ 1,513
11223	Mrs. Hailey Patterson	26	₹ 1,616
11300	Mr. Fernando Barnes	26	₹ 1,839
11330	Mr. Ryan Thompson	26	₹ 1,597
11331	Mrs. Samantha Jenkins	26	₹ 1,740
11185	Mrs. Ashley Henderson	25	₹ 1,717
11200	Mr. Jason Griffin	25	₹ 1,614
11176	Mr. Mason Roberts	24	₹ 1,526
11262	Mrs. Jennifer Simmons	24	₹ 1,465
11277	Mr. Charles Jackson	24	₹ 1,777
11287	Mr. Henry Garcia	24	₹ 1,443
11566	Ms. April Shan	24	₹ 1,424
11711	Mr. Daniel Davis	24	₹ 1,404
11276	Mrs. Nancy Chapman	23	₹ 1,111
11203	Mr. Luis Diaz	17	₹ 1,002
11215	Mrs. Ana Perry	17	₹ 1,336
11078	Ms. Gina Martin	16	₹ 991
11211	Mrs. Samantha Russell	16	₹ 948
11253	Mr. José Hernandez	16	₹ 905

2020 2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders

6.00

Revenue

12.41K

Among Customers in Skilled Manual role, Mr. Ruben Suarez has the Revenue at 4.68K

Exec Dashboard

Map

Product Detail

Customer detail

Category Tooltip





Exec Dashboard

Map

Product Detail

Customer detail

Category Tooltip^x

