



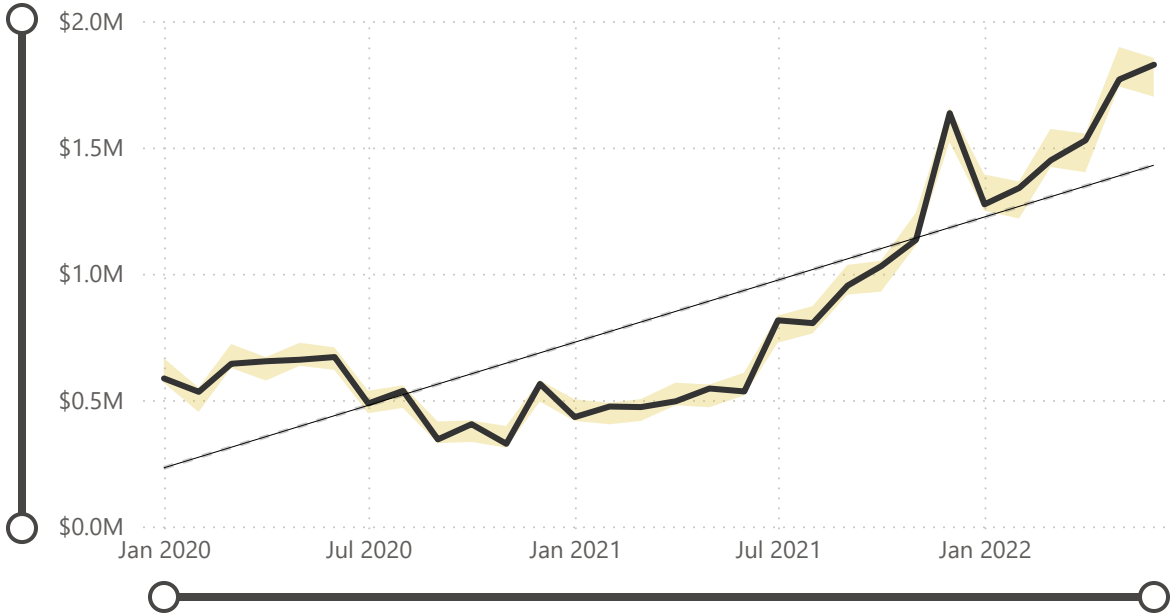
\$24.9M
REVENUE

\$10.5M
PROFIT

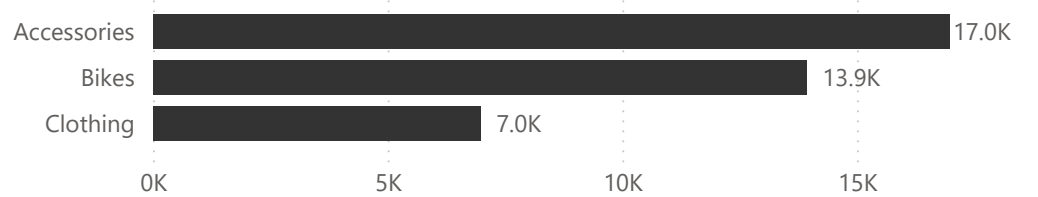
2.2%
RETURN RATE

25.2K
ORDERS

Revenue Trending



Orders by Category



Top 10 Products	Total Orders	Total Revenue	Return %
AWC Logo Cap	2,062	\$35,882	1.11%
Fender Set - Mountain	1,975	\$87,041	1.36%
Mountain Bottle Cage	1,896	\$38,062	2.02%
Mountain Tire Tube	2,846	\$28,333	1.64%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%

Monthly Revenue

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

Monthly Orders

2,146 !
Prev Month: 2165 (-0.88%)

Monthly Returns

166 ✓
Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

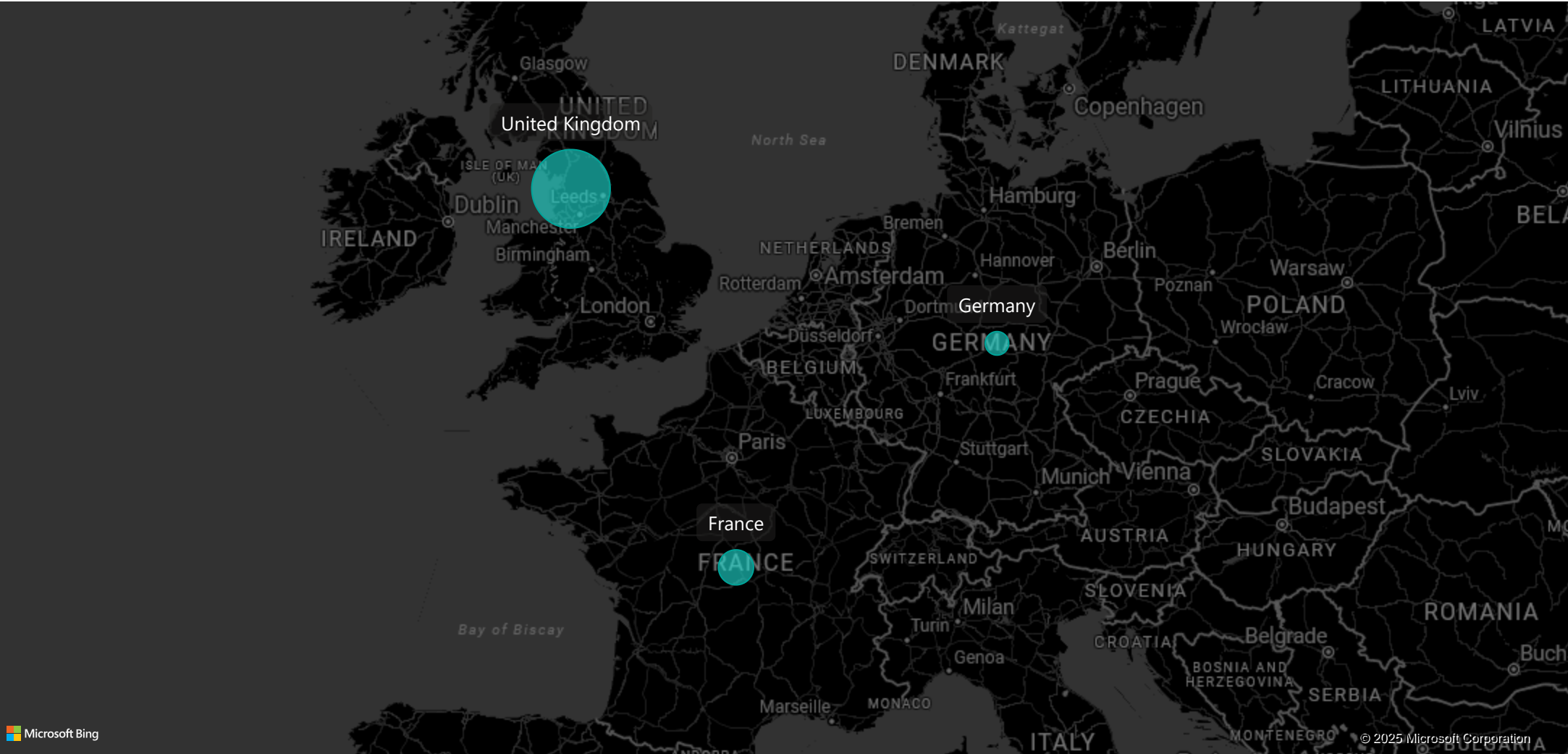
Shorts

Select all

Europe

North America

Pacific





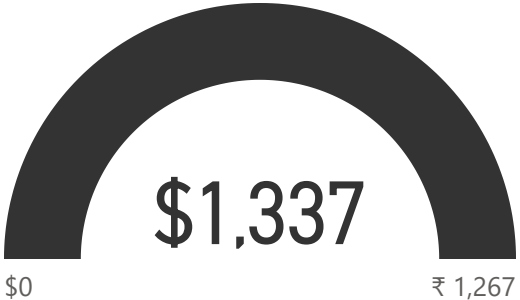
Selected Product

Patch Kit/8
Patches

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



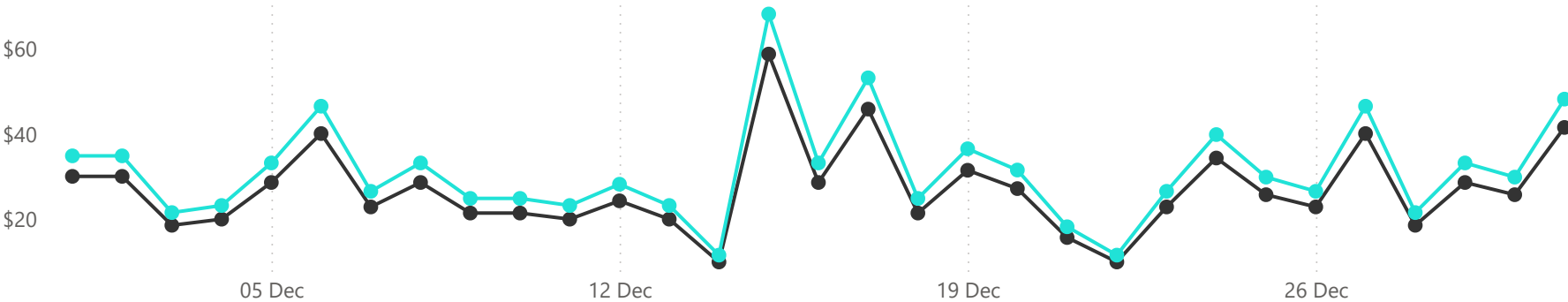
Price adjustment %

0.10

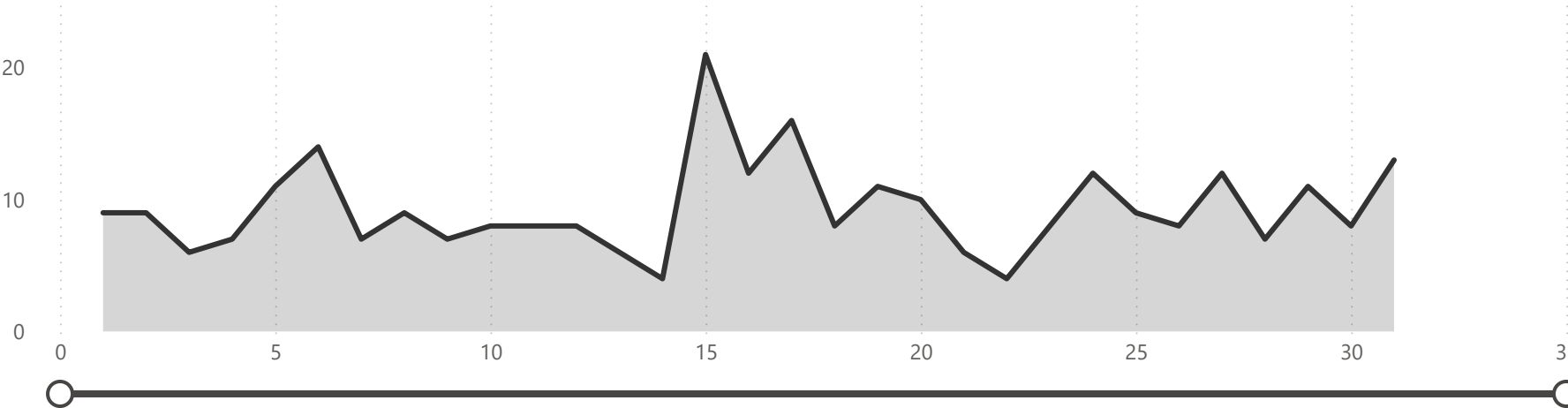
Product Metric selection

- ☒ Orders
- ☐ Profit
- ☐ Revenue
- ☐ Returns
- ☐ Return %

● Total Profit ● Adjusted Profit



Returns Trending





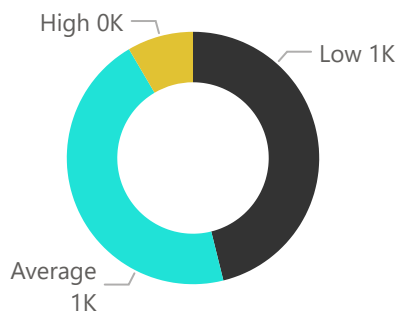
2,281

UNIQUE CUSTOMERS

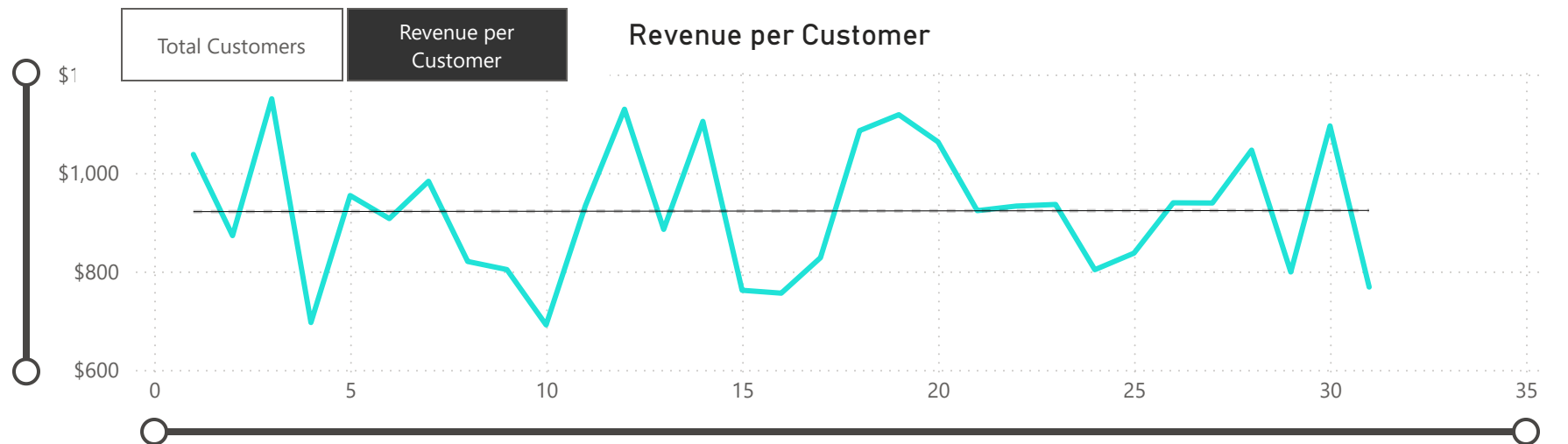
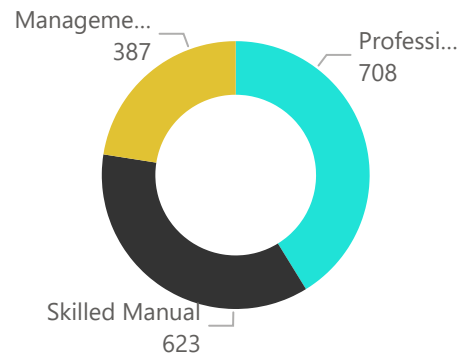
\$964

REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation



Year

2020

2022

Top 100 Customers

CustomerKey	Customer Name	Orders	Revenue
15082	Mr. Kelvin Lal	3	\$6,885
12655	Mr. Larry Vazquez	3	\$6,817
12650	Mr. Aaron Wright	3	\$6,751
12394	Ms. Erika Serrano	3	\$5,412
13263	Mrs. Kate Anand	2	\$4,661
13575	Mrs. Alicia Shen	2	\$4,613
13583	Mr. Blake Butler	2	\$4,560
13577	Mr. Theodore Torres	2	\$4,526
13592	Mrs. Gabriella Collins	2	\$4,524
13405	Mr. Ethan Bryant	2	\$4,516
13595	Mr. Cole Stewart	2	\$4,492
12632	Mrs. Bonnie Nath	2	\$4,490
14976	Mr. Randy Hu	2	\$4,373
13103	Mr. Brendan Raji	2	\$4,243
12237	Mrs. Ruth Madan	2	\$4,229

High Value Customer

Mr. Kelvin Lal

Total Orders

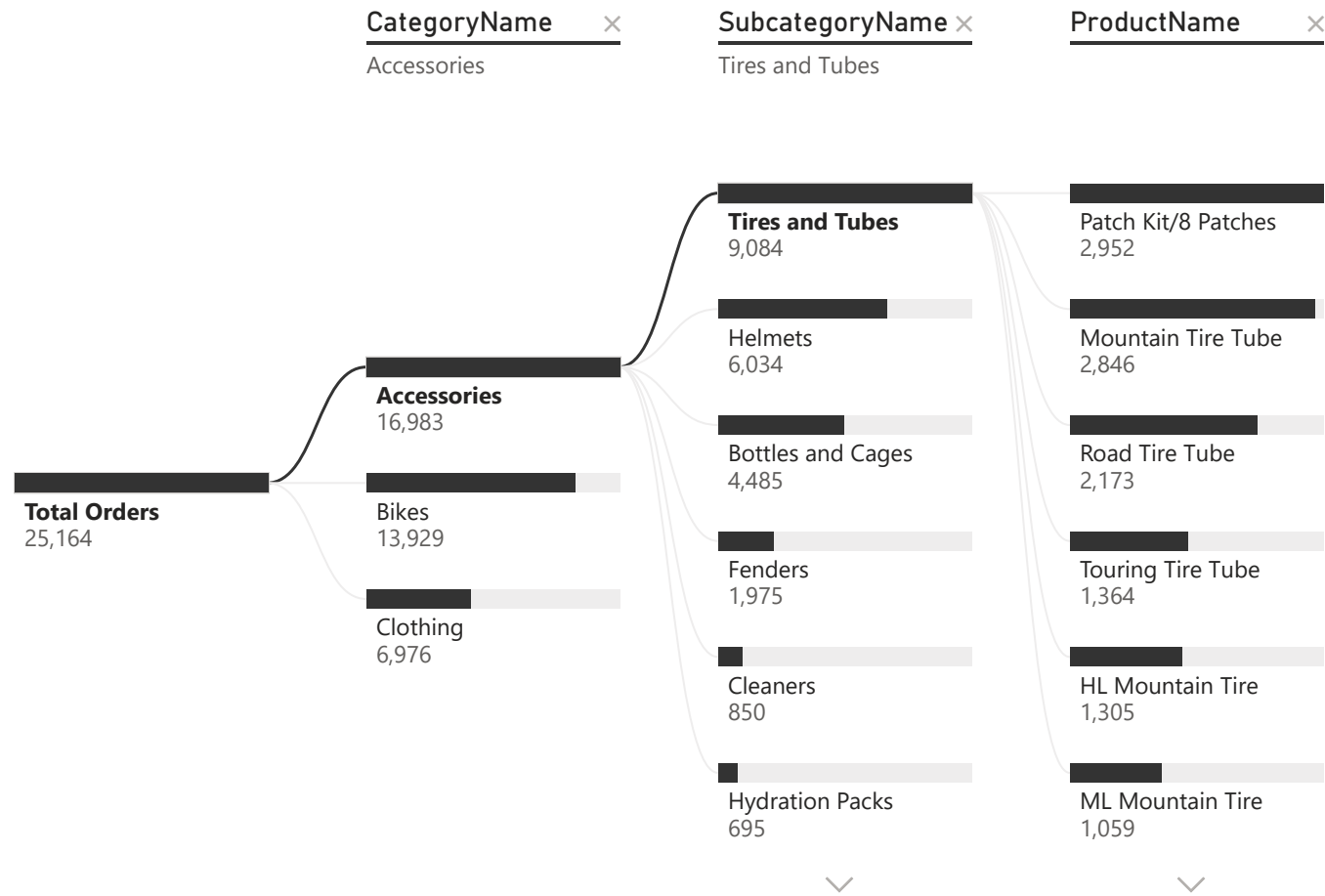
3

Total Revenue

6.9K



High income level customer who drove max revenue in october,2021



Key influencers Top segments



What influences HomeOwner to be Y ?

When...

...the likelihood of
HomeOwner being Y
increases by

