



24.9M

REVENUE

\$10.5M

PROFIT

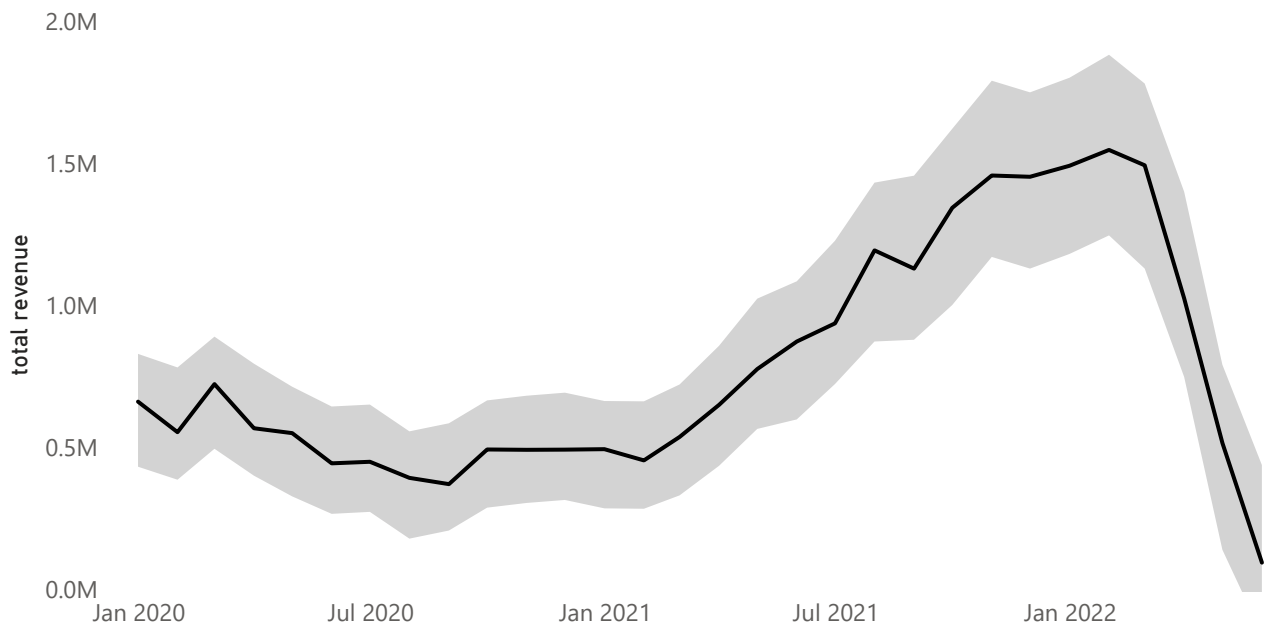
25.2K

ORDERS

2.2%

RETURN

### REVENUE TRENDING



Start of Month

Monthly Revenue

0.09M!

Prev MOnth : \$0.51M (-81.78%)

Monthly Order

207!

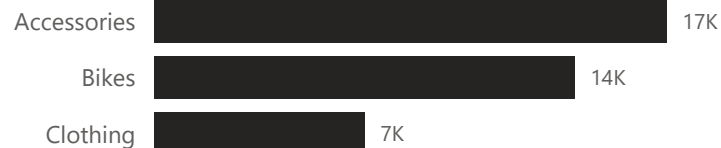
Prev MOnth : 1241 (-83.32%)

Monthly Order

0.17K✓

Prev MOnth : 0.17K (+1.78%)

### Orders by Category



### Top 10 Products

	Total Orders	total revenue	Return Rate
Water Bottle - 30 oz.	3983	39755	1.95%
Patch Kit/8 Patches	2952	13506	1.61%
Mountain Tire Tube	2846	28333	1.64%
Road Tire Tube	2173	17265	1.55%
Sport-100 Helmet, Red	2099	73444	3.33%
AWC Logo Cap	2062	35882	1.11%
Sport-100 Helmet, Blue	1995	67120	3.31%
Fender Set - Mountain	1975	87041	1.36%
Sport-100 Helmet, Black	1940	65270	2.68%
Mountain Bottle Cage	1896	38062	2.02%

Most Ordered Product Type:

Tires and Tubes

Most returned product Type:

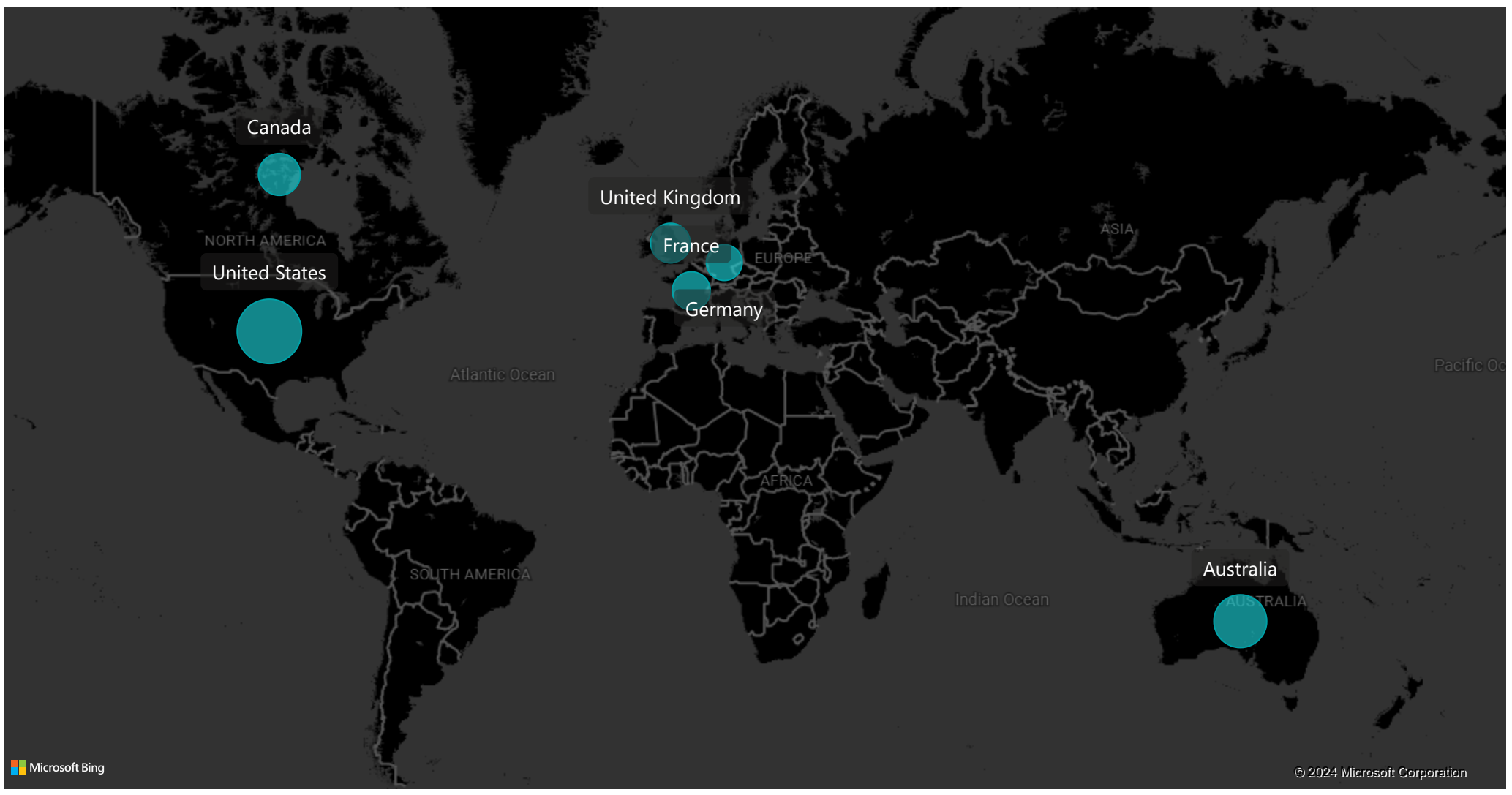
Shorts

Select all

Europe

North America

Pacific



Selected Product :

**Water Bottle - 30  
oz.**

Price Adjustments...

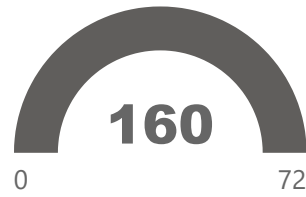
-1.00



Product Metric Sel...

- ☐ Orders (Cust. Detail)
- ☒ revenue
- ☐ Profit
- ☐ Returns
- ☐ Return %

Monthly Orders V/s Targets



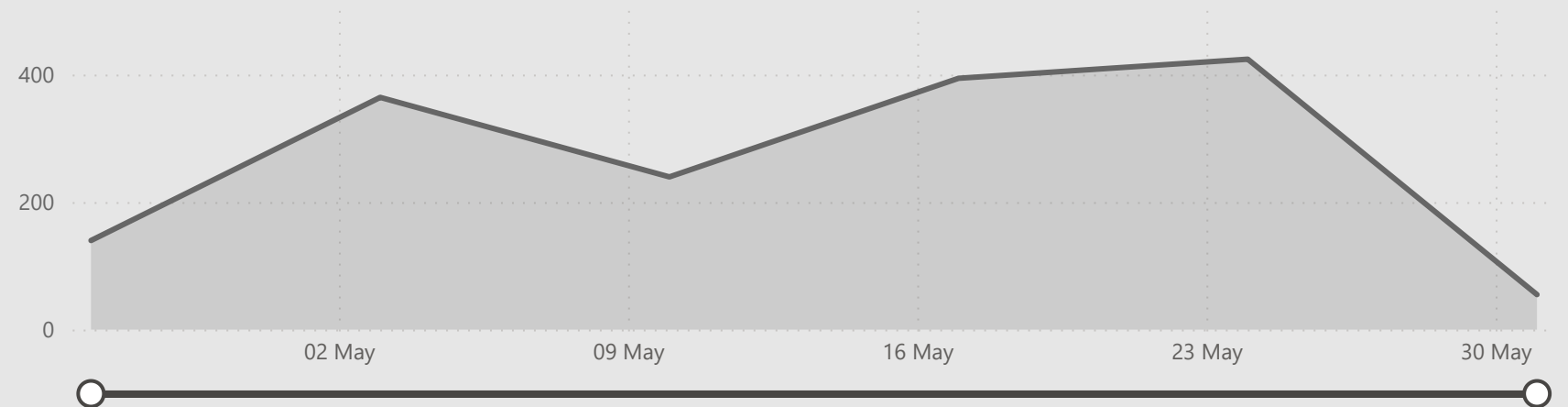
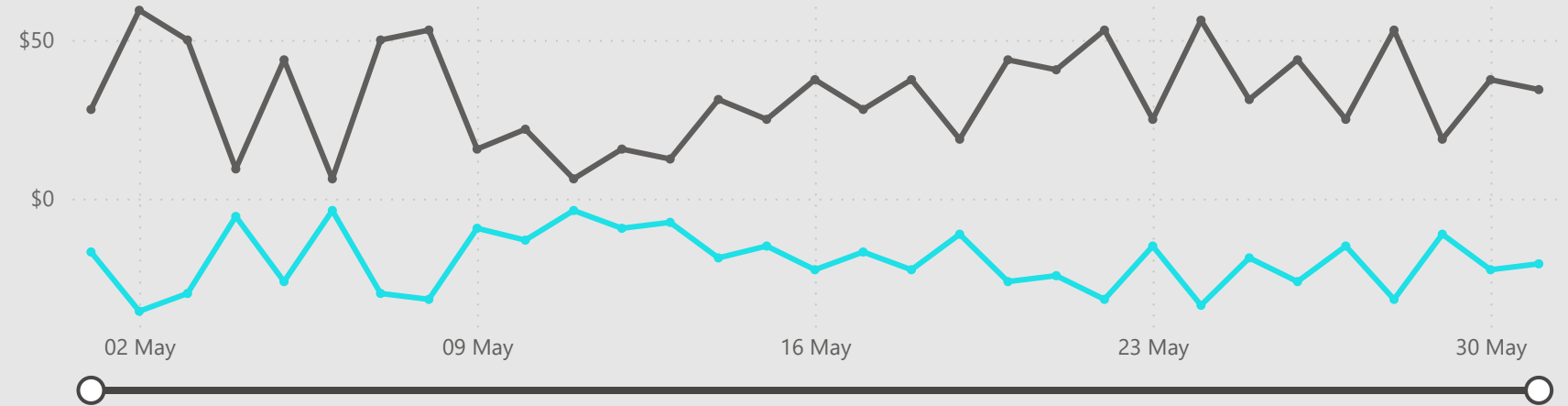
Monthly Revenue V/s Targets



Monthly Profit V/s Targets



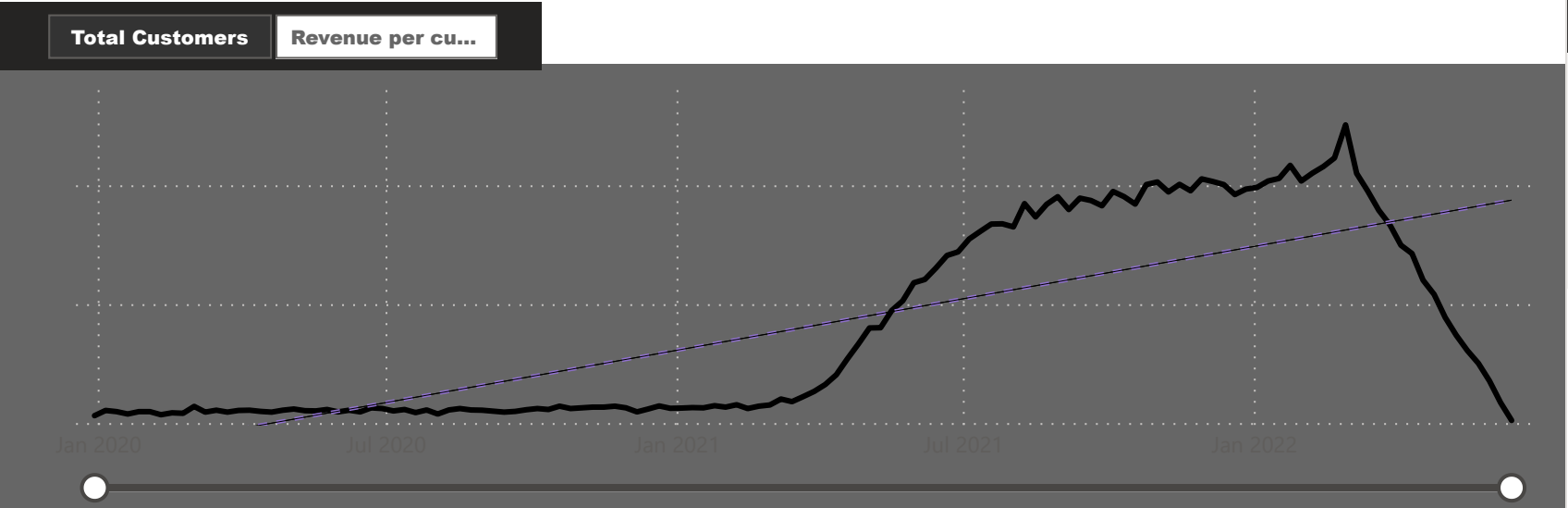
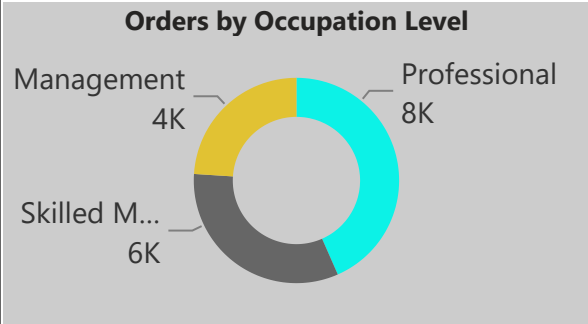
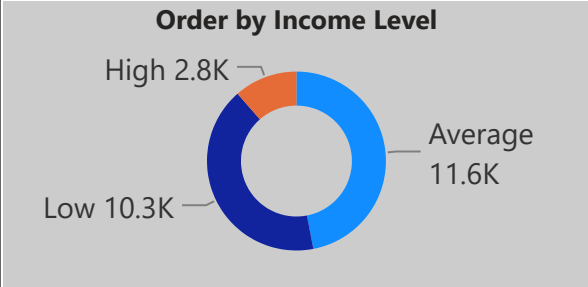
● total Profit ● Adjusted Profit





17.42K  
UNIQUE CUSTOMERS

₹ 1.43K  
Revenue per customer



Top 100 Customers

CustomerKey	Orders	total revenue	Full Name (customer detail)
11000			Multiple Customer
11001			Multiple Customer
11002			Multiple Customer
11003			Multiple Customer
11004			Multiple Customer
11005			Multiple Customer
11007			Multiple Customer
11008			Multiple Customer
11009			Multiple Customer
11010			Multiple Customer
11011			Multiple Customer
11012			Multiple Customer
11013			Multiple Customer
Total	1272	615329	Multiple Customer



Top Customer revenue

Mr. Maurice Shan

6

12.4K

Special Customer

25164

**Tital Orders**

\$1,04,57,715

**total Profit**

24914587

**total revenue**

1809

**Total Returns**

2.17%

