



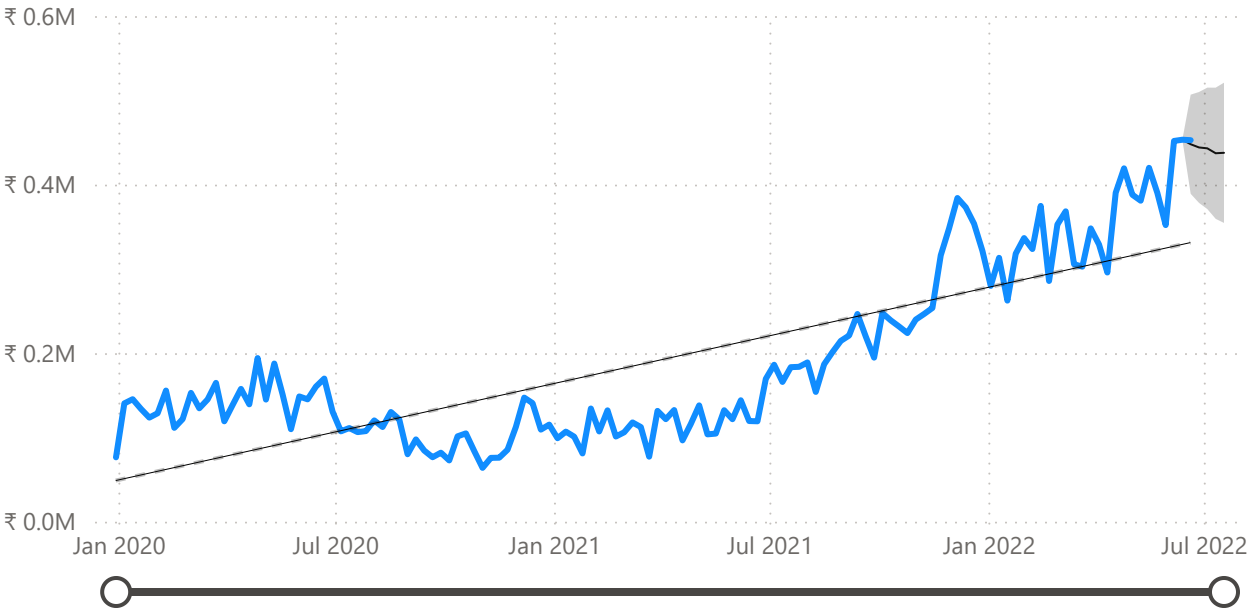
₹ 24.7M
Total Revenue

₹ 10.4M
Total Profit

24.9K
Total Orders

2.2%
Return Rate

Revenue



Monthly Revenue

₹ 1.6M ✓
Goal: ₹ 1.5M (+7.57%)

Monthly Order

1,869 ✓
Goal: 1,823 (+2.52%)

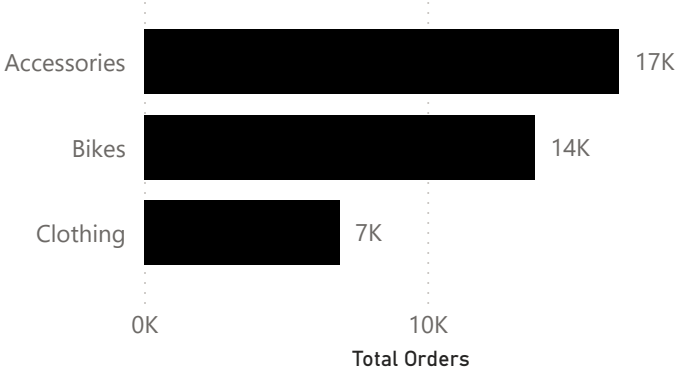
Monthly Returns

142!
Goal: ₹ 131 (-8.4%)

Top 10 Product Orders Revenue Return %

Water Bottle - 30 oz.	3,932	₹ 39,211	1.90%
Sport-100 Helmet, Red	2,068	₹ 72,359	3.34%
Sport-100 Helmet, Blue	1,968	₹ 66,212	3.30%
Sport-100 Helmet, Black	1,915	₹ 64,429	2.72%
Road Tire Tube	2,146	₹ 17,049	1.57%
Patch Kit/8 Patches	2,914	₹ 13,335	1.61%

Orders by CategoryName



Most Returned Item

Shorts

Most Ordered Item

Tires and Tubes



Deselect all

Europe

North America

Pacific



Microsoft Bing

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Clear All Filters





Selected Product

Patch Kit/8
Patches

Monthly Order Vs Target



Monthly Revenue Vs Target



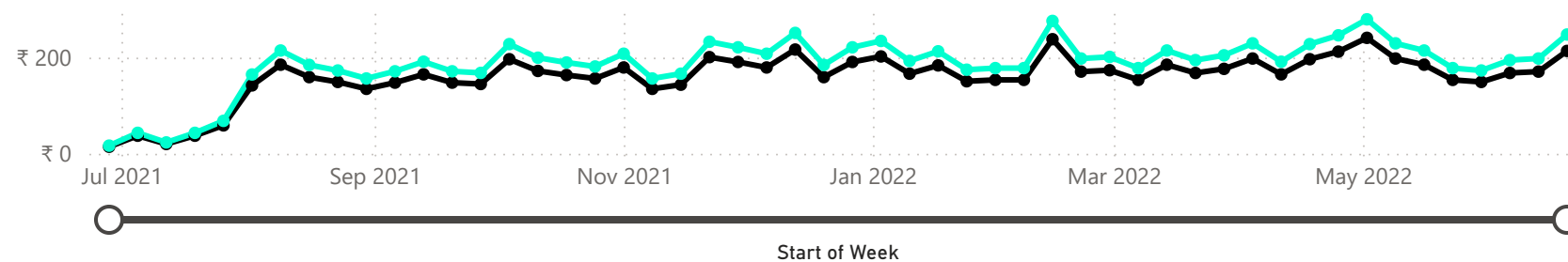
Monthly Profit Vs Target



Price Adjustment (%)

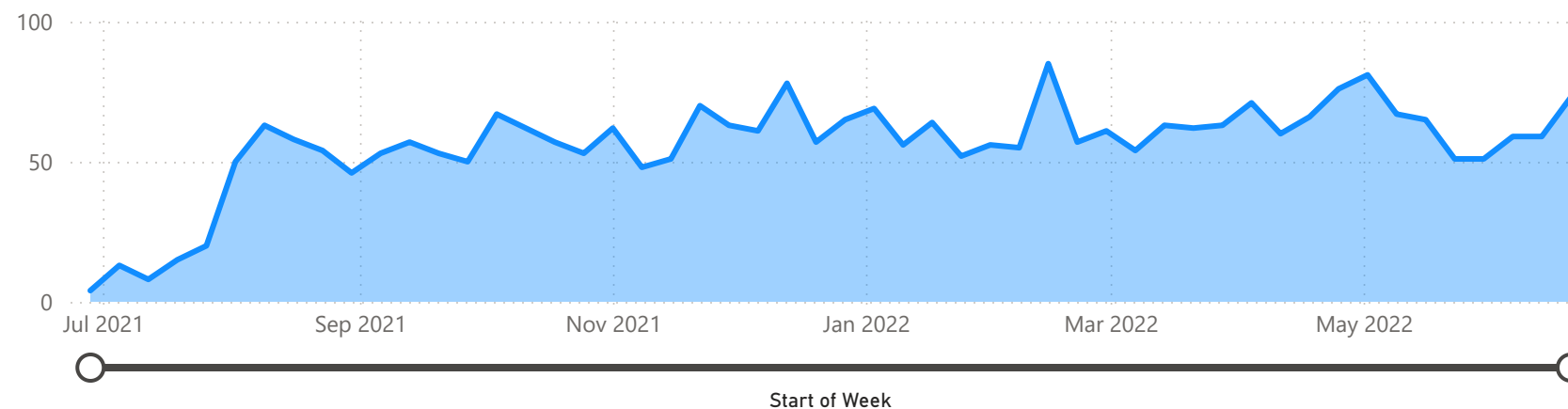
0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

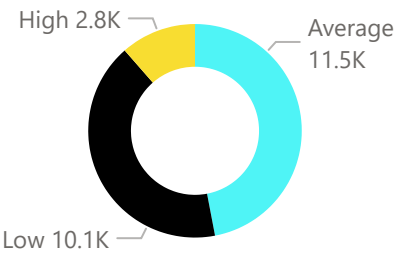
- ☒ Total Orders
- ☐ Total Profit
- ☐ Total Returns
- ☐ Total Revenue
- ☐ Return Rate



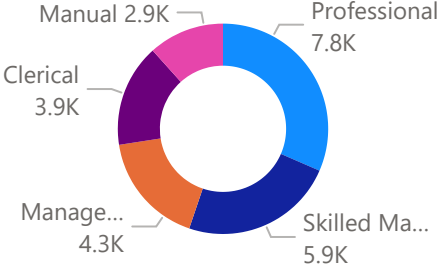
17.3K
Unique Customers

₹1,430
Avg Revenue Per Customer

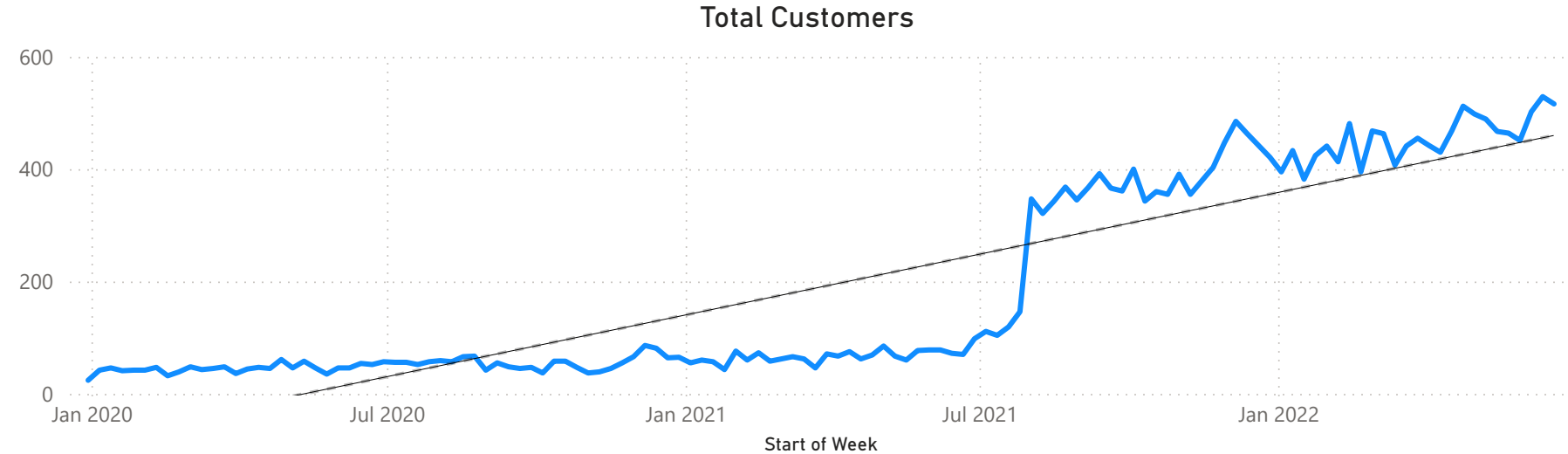
Orders by Income Level



Orders by Education Level



Total Customers Revenue Per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11433	Mr. Maurice Shan	6	₹ 12,408
11439	Mrs. Janet Munoz	6	₹ 12,015
11241	Mrs. Lisa Cai	7	₹ 11,330
11417	Mrs. Lacey Zheng	7	₹ 11,086
11420	Mr. Jordan Turner	7	₹ 11,022
11242	Mr. Larry Munoz	7	₹ 10,852
13263	Mrs. Kate Anand	4	₹ 10,437
12655	Mr. Larry Vazquez	4	₹ 10,395
11425	Mrs. Ariana Gray	6	₹ 10,391
12631	Mr. Clarence Gao	4	₹ 10,332
12650	Mr. Aaron Wright	4	₹ 10,329
13405	Mr. Ethan Bryant	4	₹ 10,309
11429	Mr. Marco Lopez	6	₹ 10,290
12622	Mrs. Bonnie Nath	4	₹ 10,282
Total		1,248	₹ 5,83,207

Year

Deselect all 2020 2021 2022

Skilled Manual Customer 2022

Top Customer by Revenue

Mr. Maurice Shan

Orders

6.00

Revenue

12.4K

₹ 2,46,86,642

Total Revenue

₹ 1,03,60,711

Total Profit

24,887

Total Orders

1785

Total Returns

2.17%

Return Rate

Total Orders

