



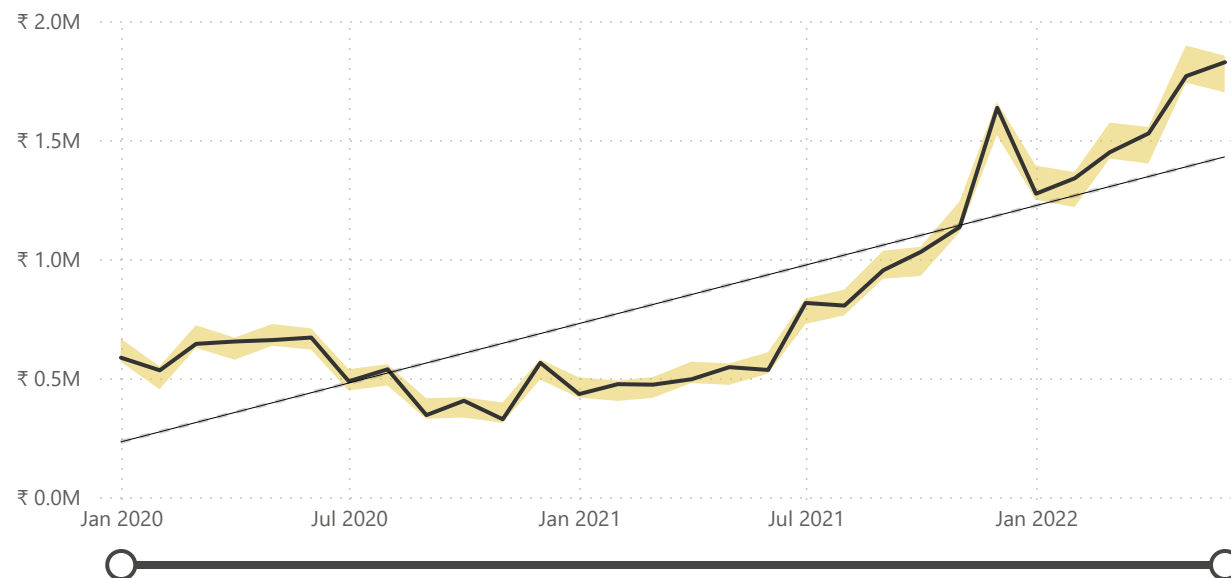
₹ 24.9M  
REVENUE

₹ 10.5M  
PROFIT

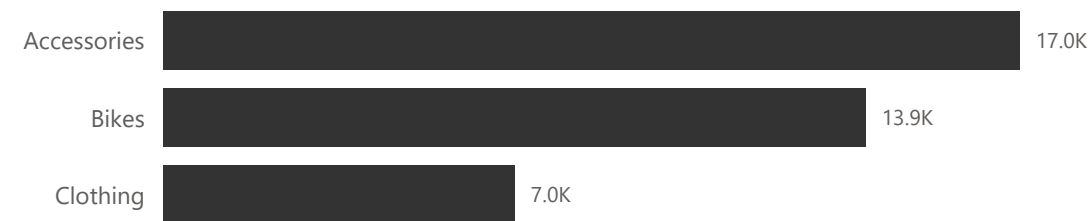
25.2K  
ORDERS

2.2%  
RETURN RATE

Revenue Trending



Orders by Category



Top 10 Product

	Orders	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%
Water Bottle - 30 oz.	3,983	₹ 39,755	1.95%

Monthly Revenue

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

Monthly Orders

2,146!  
Previous Month: 2,165 (-0.88%)

Monthly Returns

166✓  
Previous Month: 169 (-1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product

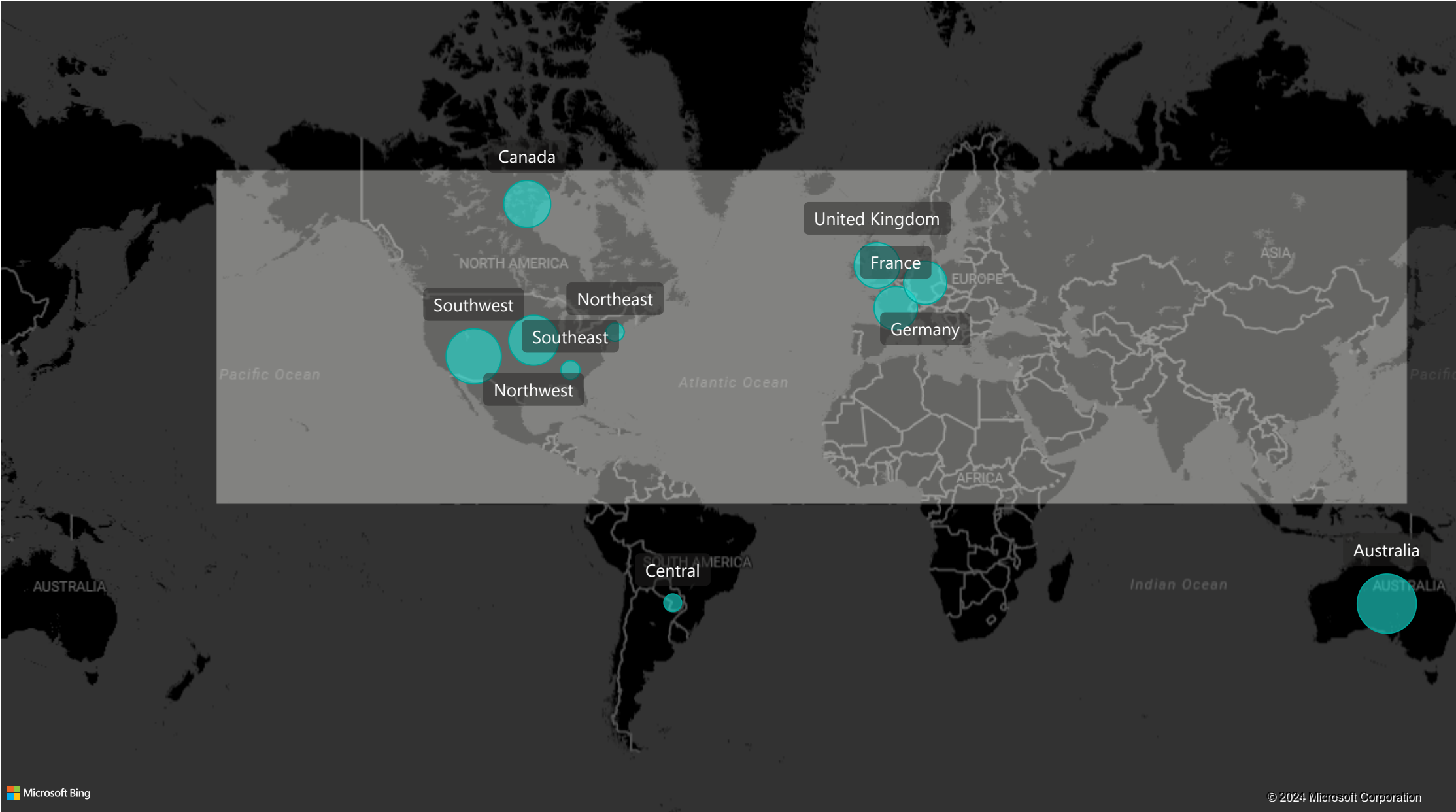
Shorts

Select all

Europe

North America

Pacific



Selected Product :

# Mountain Bottle Cage

Price Adjustment (%)

0.40

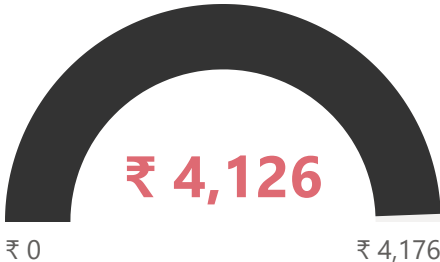
Product Metric Selection

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

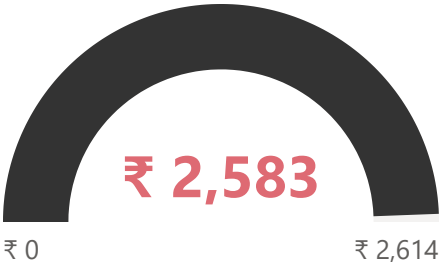
Monthly Orders Vs, Target



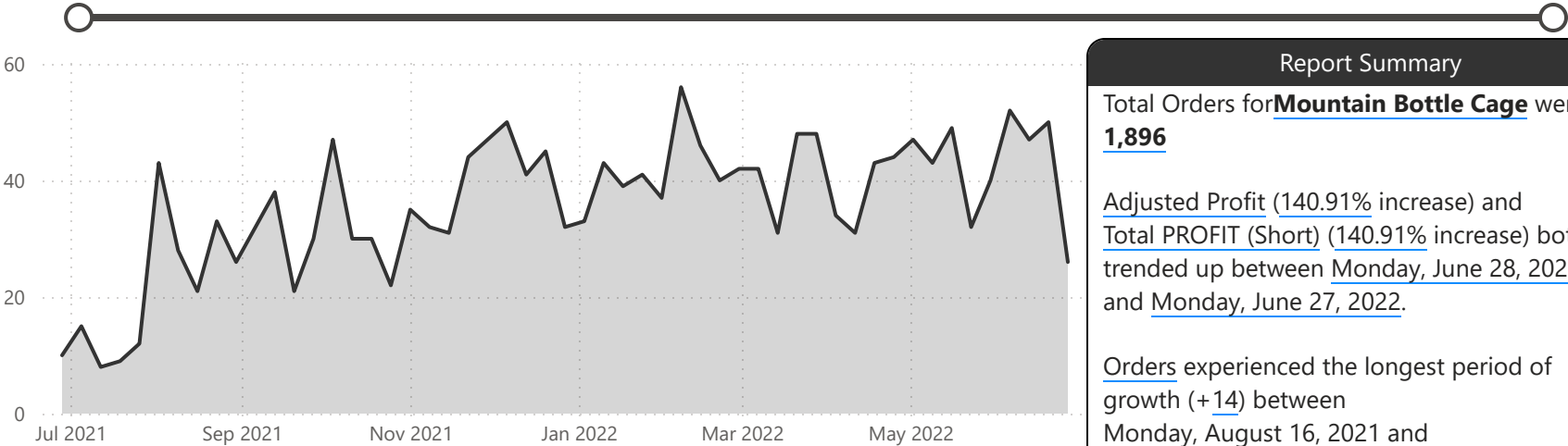
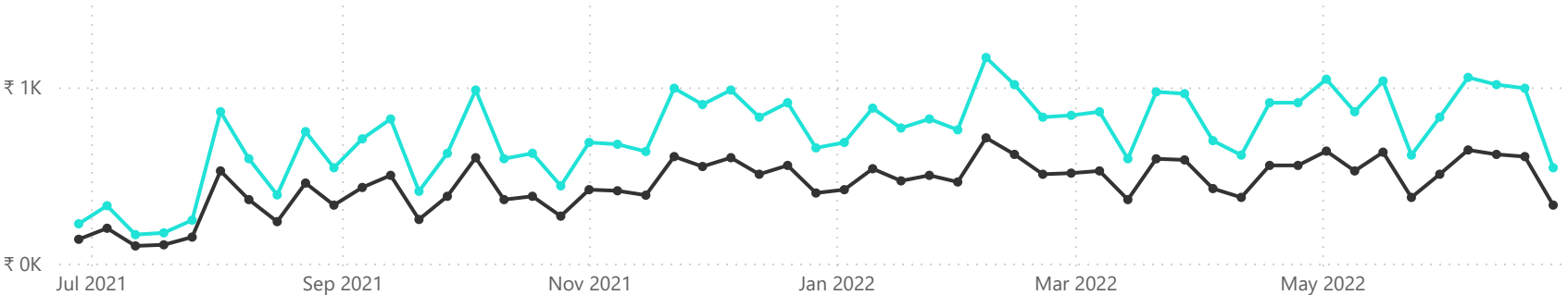
Monthly Revenue Vs, Target



Monthly Profit Vs, Target



● Total PROFIT (Short) ● Adjusted Profit



## Report Summary

Total Orders for **Mountain Bottle Cage** were **1,896**

Adjusted Profit (140.91% increase) and Total PROFIT (Short) (140.91% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022.

Orders experienced the longest period of growth (+14) between Monday, August 16, 2021 and Monday, November 1, 2021.

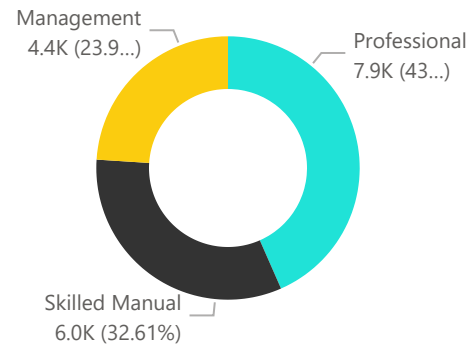
17.4K

UNIQUE CUSTOMERS

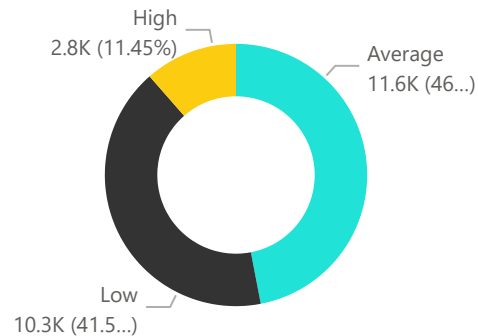
₹ 1,431

Average Revenue per Customer

Orders by Education Level



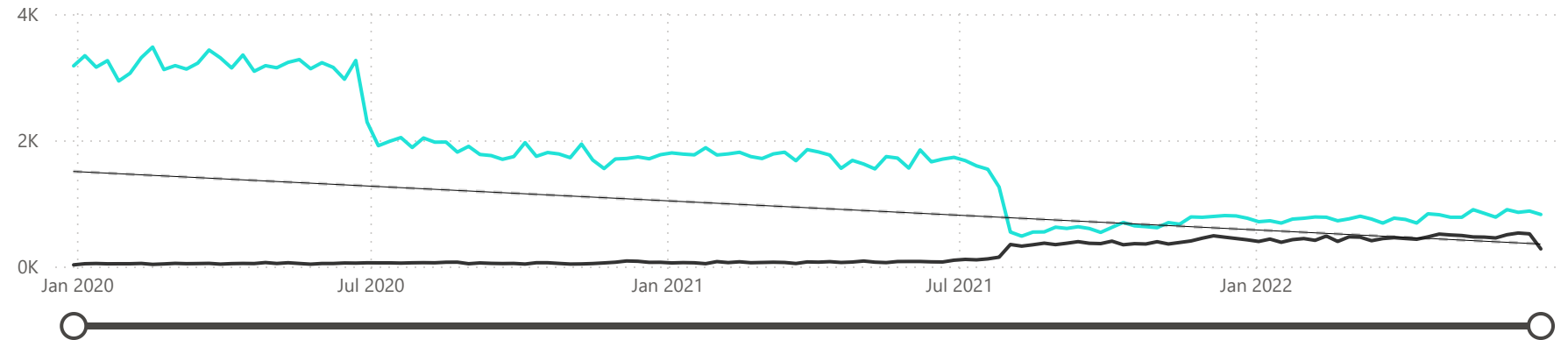
Orders by Income Level



Total Customers

Revenue per Customer

● Total Customers ● Revenue per Customer



Top 100 Customers

CustomerKey	Full Name	Orders	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
Total		1,272	₹ 6,15,329

2020

2022

Top customer by Revenue

Mr. Maurice Shan

Orders

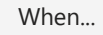
6

Revenue

₹ 12.4K



Among customers in Management manual in 2022, Mr. Jordan Turner droved the most revenue at \$ 6802. He is also top customer of 2022.



Sum of ProductCost goes up 8570.61

A scatter plot showing the relationship between the Sum of ProductCost (X-axis) and Average Retail Price (Y-axis). The X-axis ranges from ₹ 0K to ₹ 50K, and the Y-axis ranges from ₹ 0 to ₹ 2,000. A linear regression line is fitted to the data points, showing a positive correlation. The data points are blue circles, and the regression line is a solid black line.

Sum of ProductCost (₹ K)	Average Retail Price (₹)
0.0	0
0.1	100
0.2	200
0.3	300
0.4	400
0.5	500
1.0	650
1.5	680
2.0	700
10.0	1450
20.0	1650
40.0	1550