



\$24.9M

REVENUE

\$10.5M

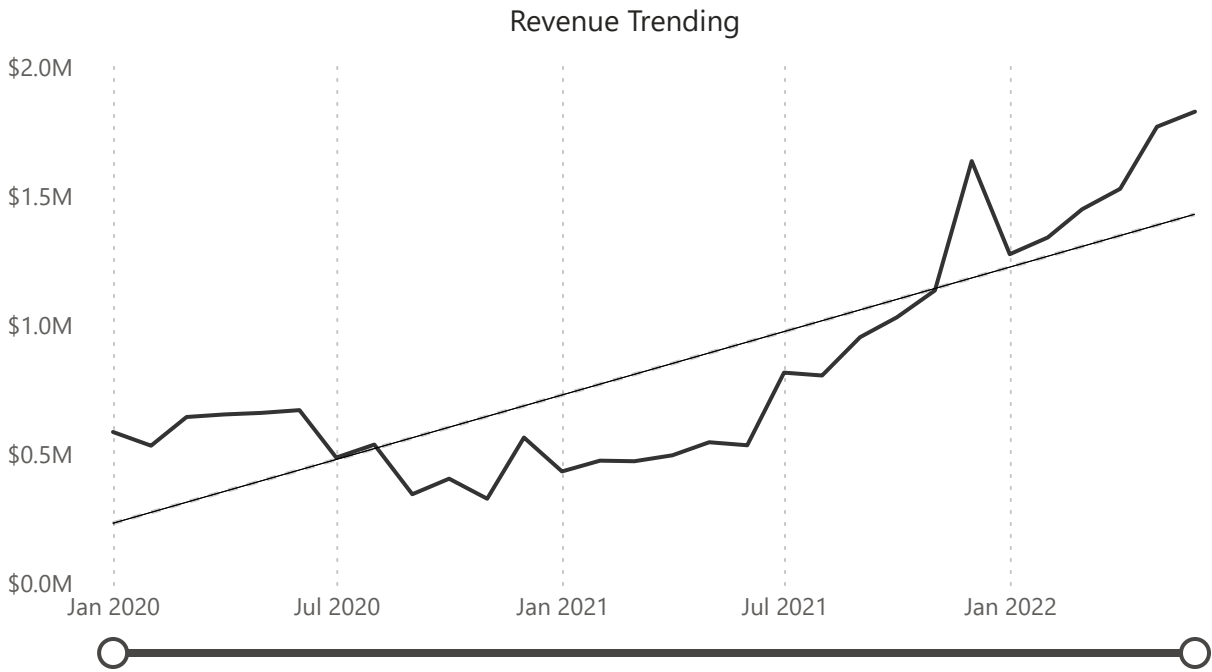
PROFIT

25.2K

Total Orders

2.2%

Return Rate



Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	\$39,755	1.95%
Patch Kit/8 Patches	2,952	\$13,506	1.61%
Mountain Tire Tube	2,846	\$28,333	1.64%
Road Tire Tube	2,173	\$17,265	1.55%
Sport-100 Helmet, Red	2,099	\$73,444	3.33%
AWC Logo Cap	2,062	\$35,882	1.11%
Sport-100 Helmet, Blue	1,995	\$67,120	3.31%
Fender Set - Mountain	1,975	\$87,041	1.36%
Sport-100 Helmet, Black	1,940	\$65,270	2.68%

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 Orders vs Target

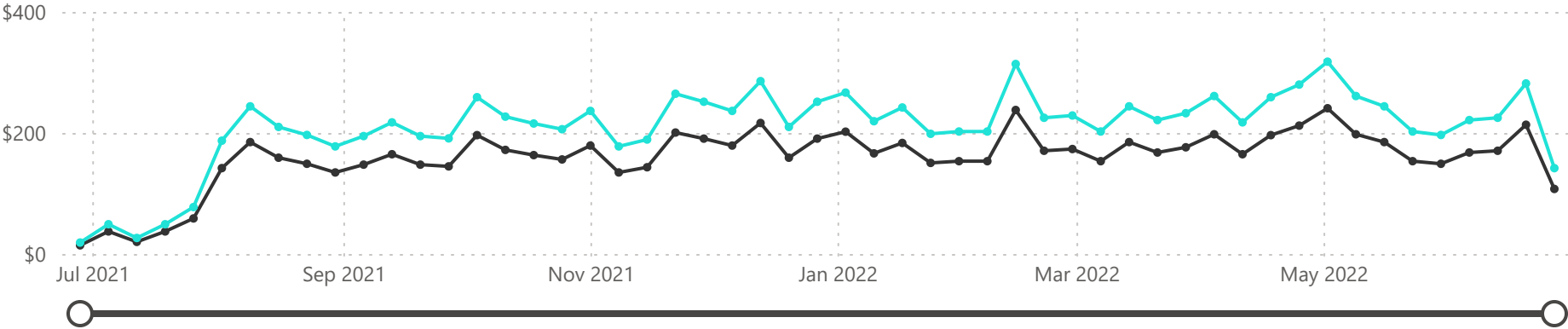


Price Adjustment (%)

0.20

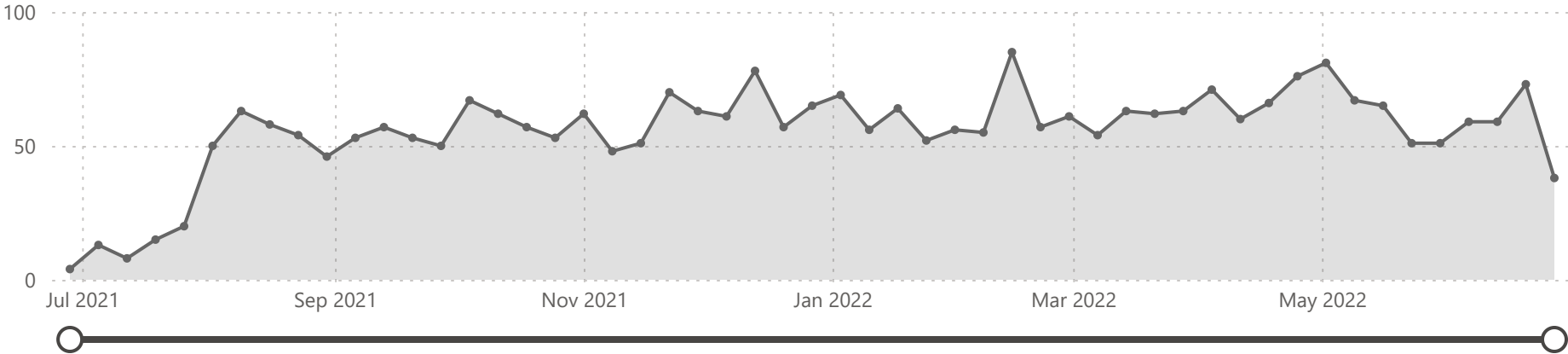


● Total Profit ● Adjusted Profit



Product Metric Selection

- ☒ Orders
- ☐ Revenue
- ☐ Profit
- ☐ Returns
- ☐ Return Rate (%)



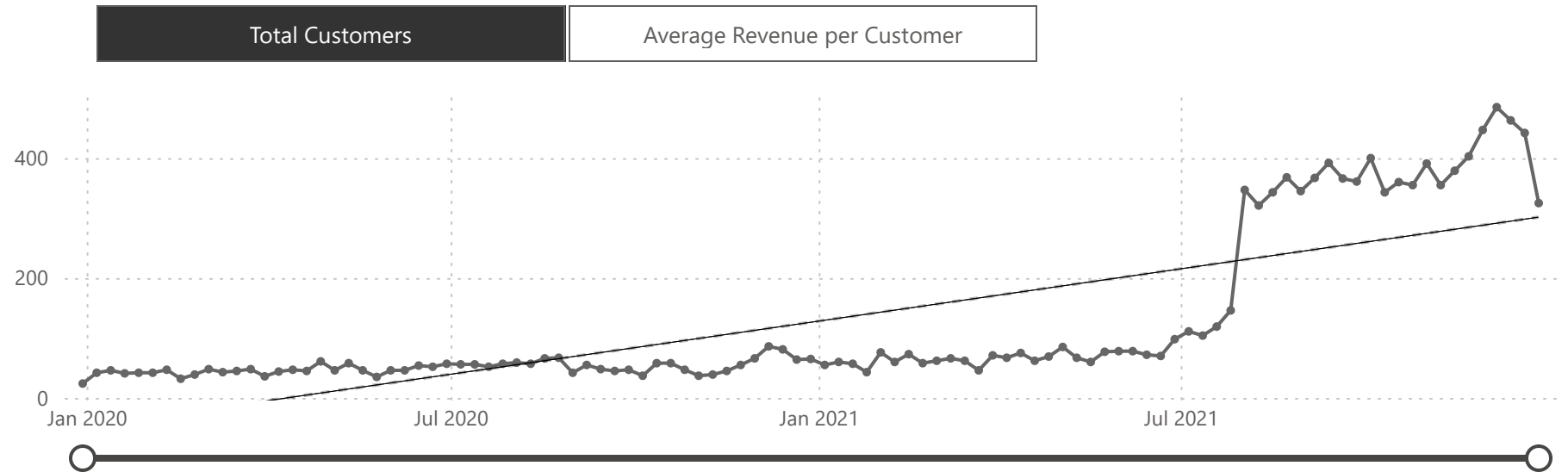


10.6K

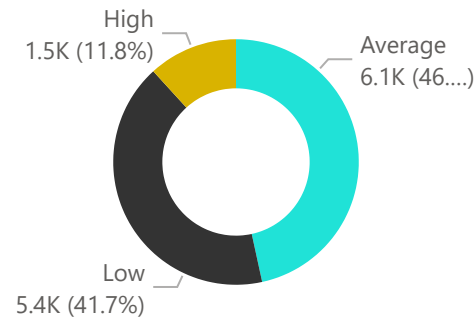
UNIQUE CUSTOMERS

\$1,490

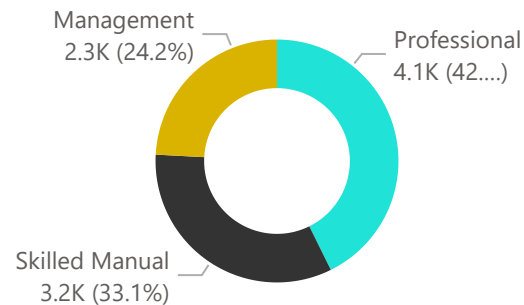
REVENUE PER CUSTOMER



Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	Full Name	Orders	Revenue
12655	Mr. Larry Vazquez	4	\$10,395
12631	Mr. Clarence Gao	4	\$10,332
12650	Mr. Aaron Wright	4	\$10,329
12632	Mrs. Bonnie Nath	4	\$10,283
11439	Mrs. Janet Munoz	5	\$9,598
11433	Mr. Maurice Shan	4	\$8,755
13263	Mrs. Kate Anand	3	\$8,239
14775	Ms. Bonnie Xie	3	\$8,182
14830	Mrs. Isabella Ward	3	\$8,125
14939	Mr. Cory Kapoor	3	\$8,125
14207	Mr. José Saraiva	3	\$8,120
14426	Mrs. Madison Hughes	3	\$8,100
13405	Mr. Ethan Bryant	3	\$8,094
14425	Mr. Victor Carlson	3	\$8,087
14181	Mrs. Adriana Chandra	3	\$8,086
14198	Mrs. Daisy Romero	3	\$8,070
14189	Mrs. Krista Martin	3	\$8,067

2020

2021

Top Customer By Revenue

Mr. Larry Vazquez

Total Orders

4

Total Revenue

10.4K



Click to View the Top 2021 Customer By Revenue