



₹ 24.9M

REVENUE

₹10.5M

PROFIT

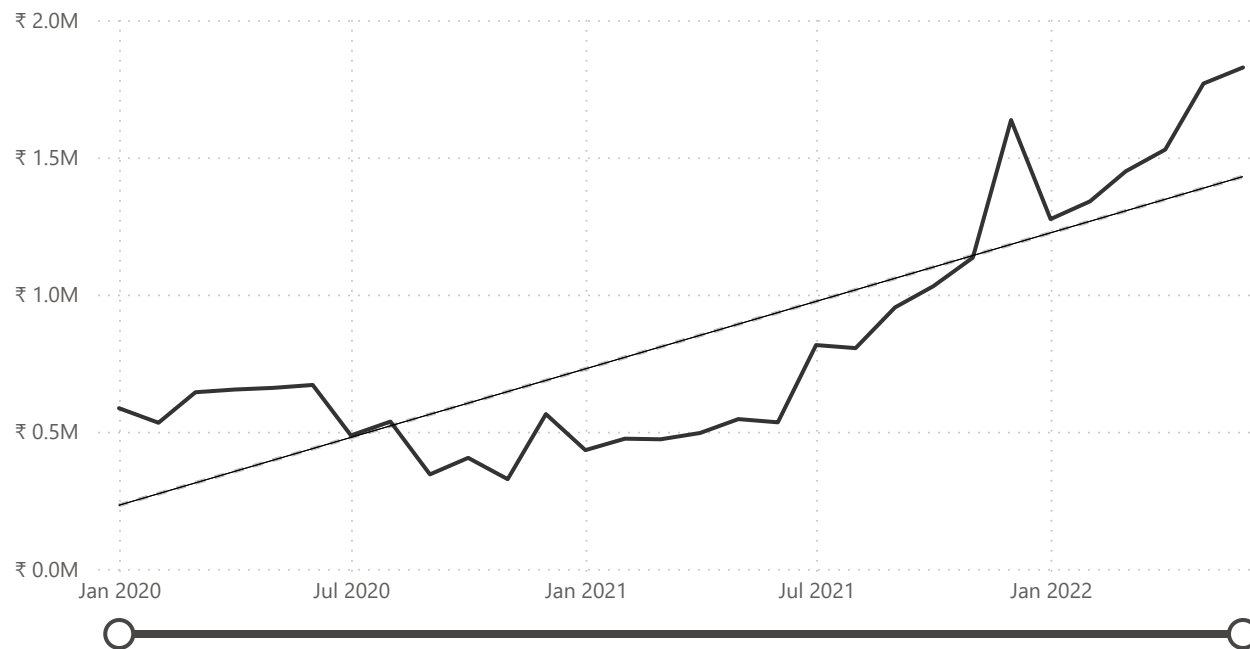
25.2K

ORDER

2.2%

RETURN RATE

Revenue Tranding



Monthly Revenue

₹ 1.83M✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2,146!

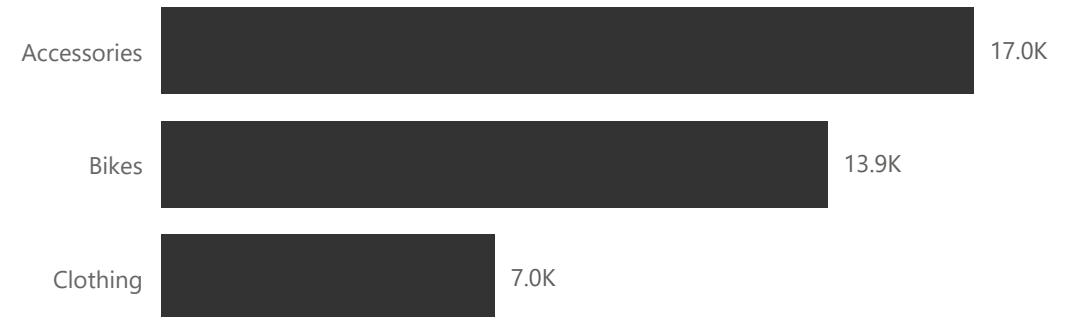
Prev Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 Product

	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%
Mountain Bottle Cage	1,896	₹ 38,062	2.02%

Most Ordered Product Type:-

Tires and Tubes

Most Returned Product

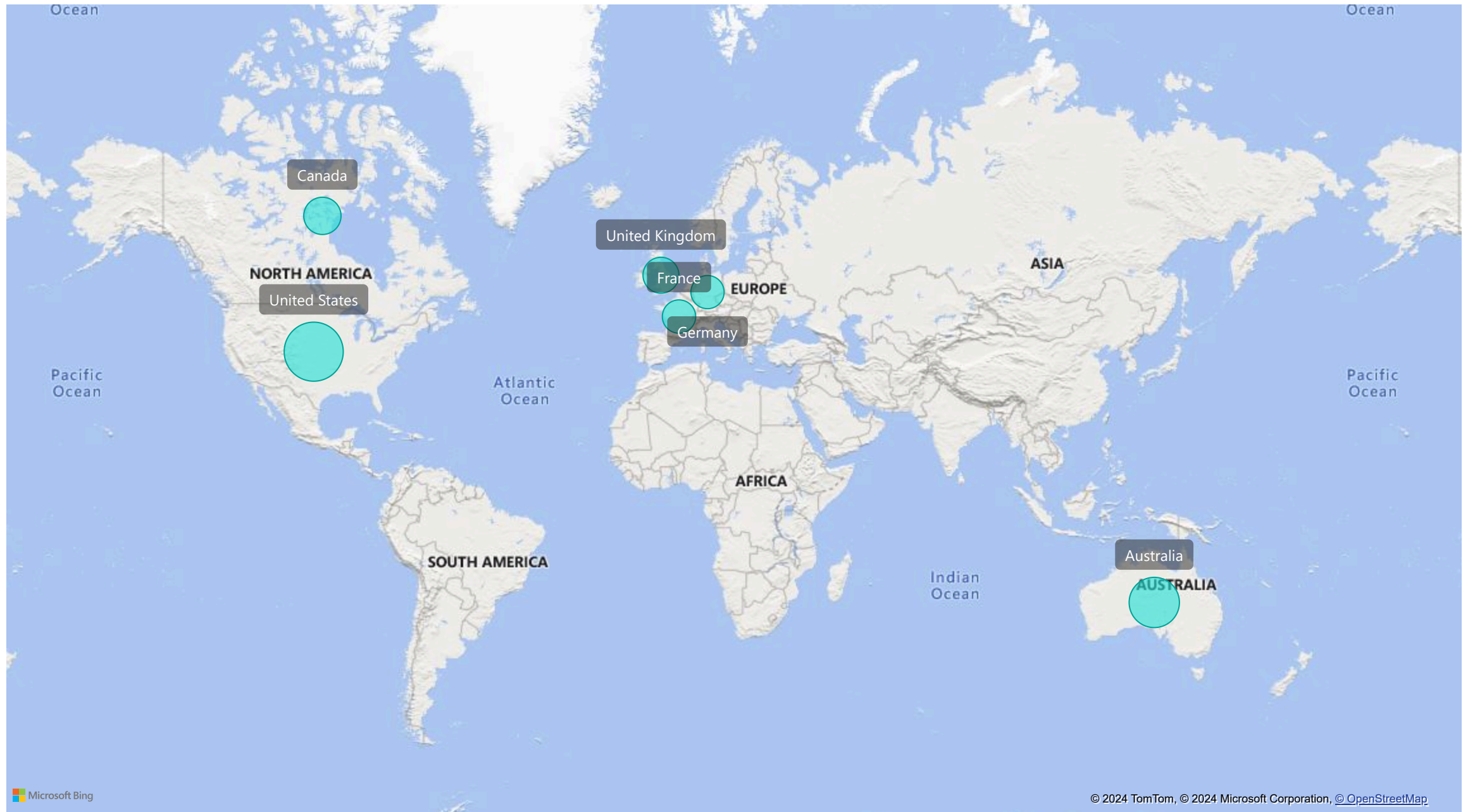
Shorts

Select all

Europe

North America

Pacific



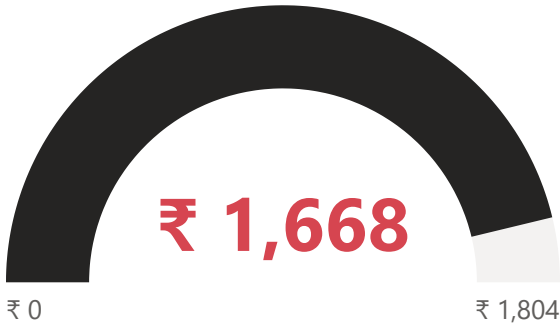
Selected Product:-

Road Tire Tube

Monthly Orders vs.Target



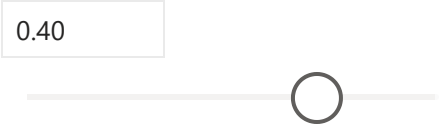
Monthly Revenue vs.Target



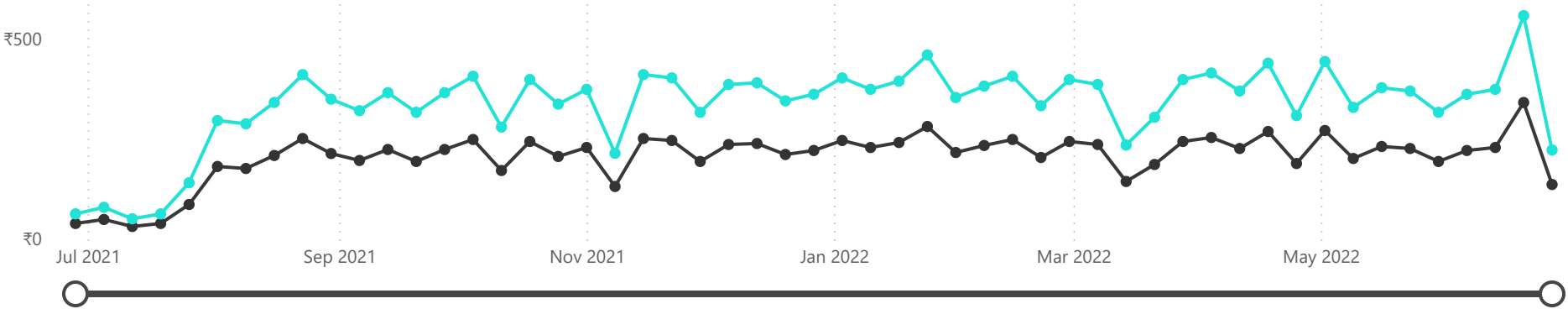
Monthly Profit vs.Target



Price Adjustment (%)

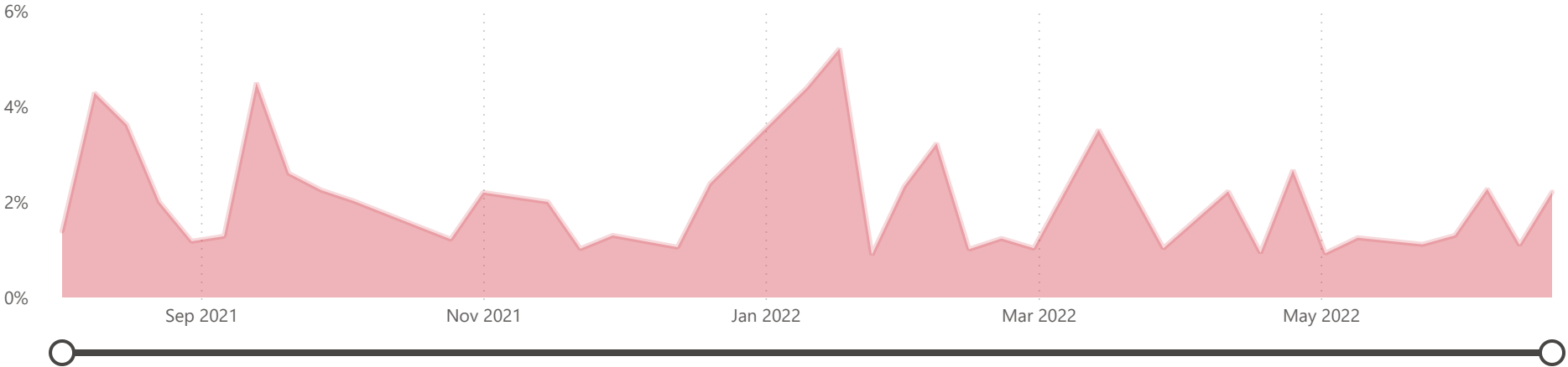


● Total Profit ● Adjusted Profit



Product Metric Selection

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





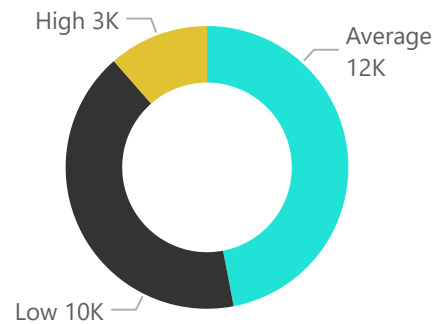
17.4K

UNIQUE CUSTOMER

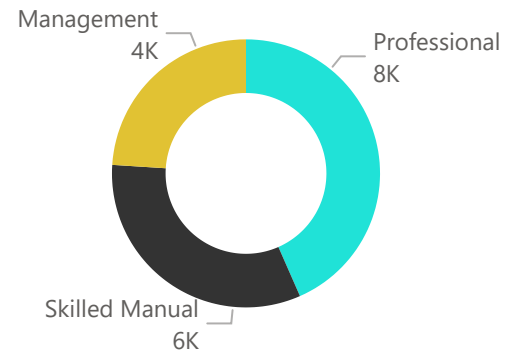
₹ 1,431

REVENUE PER CUSTOMER

Order by Income Level

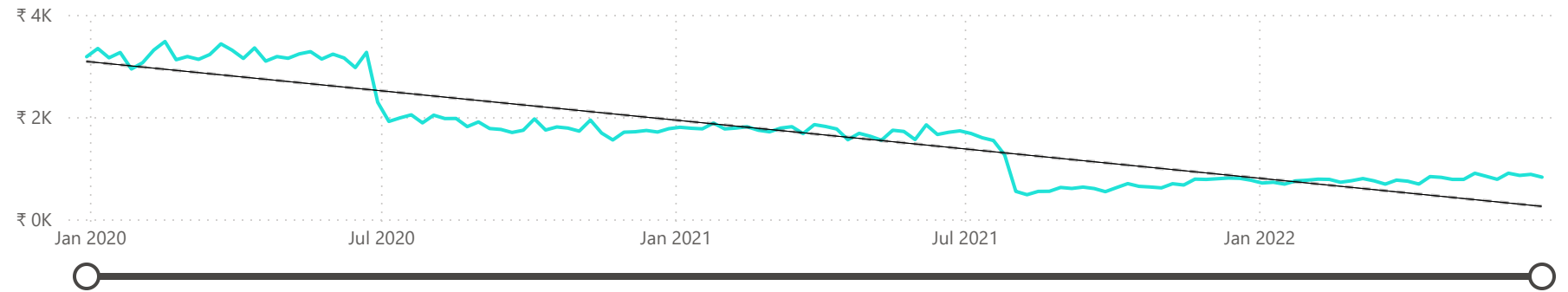


Order by Occupation



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
11078	Ms. Gina Martin	16	₹ 991
11211	Mrs. Samantha Russell	16	₹ 948
11253	Mr. José Hernandez	16	₹ 905
11585	Mr. Maurice Shan	16	₹ 12,400
Total		1,272	₹ 6,15,329

2020

2022

Top Customer (by Revenue):-

Mr. Maurice Shan

Orders:-

6

Revenue:-

₹12.4K



Among customer in skilled manual roles in 2020-2021, Isabella Ward drove the most revenue :- 8125.3