



REVENUE

₹ 24.9M

REVENUE

PROFIT

₹ 10.5M

PROFIT

ORDERS

25.2K

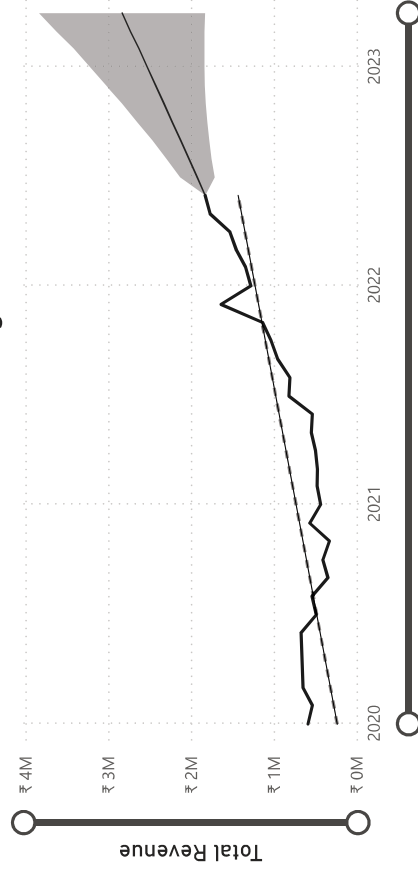
ORDERS

RETURN RATE

2.2%

RETURN RATE

Revenue Trending



Monthly Revenue

₹ 1.83M ✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2.15K!

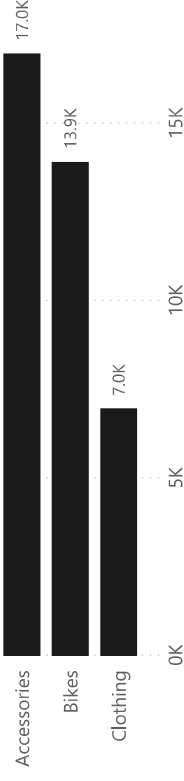
Prev Month: 2.17K (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Orders by Category



Top 10 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%
Mountain Bottle Cage	1,896	₹ 38,062	2.02%

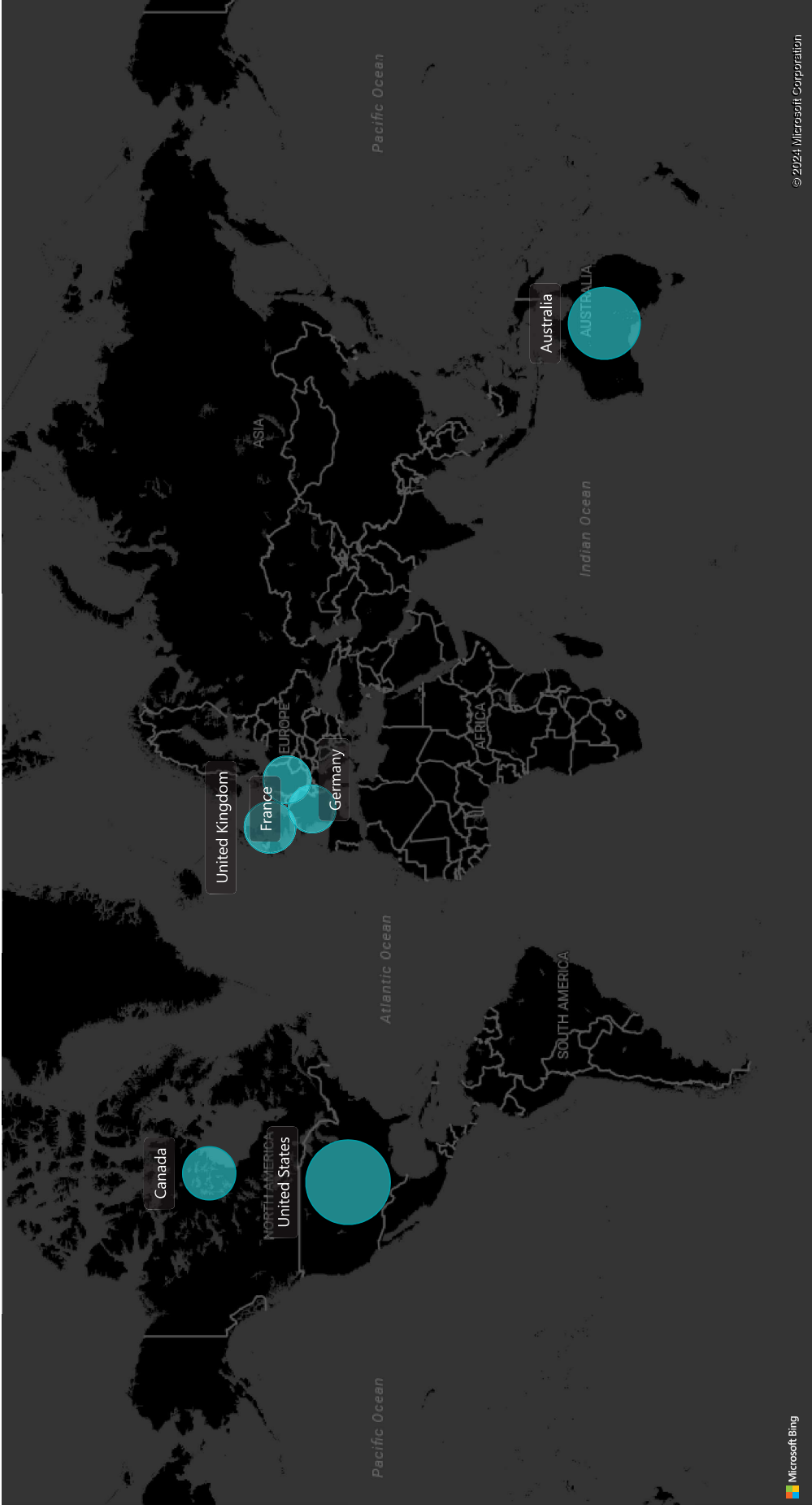
Most Ordered Product

Most Returned Product Type

Tires and Tubes

Shorts

- Select all
- Europe
- North America
- Pacific



Selected Product:

Water Bottle -
30 oz.

Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



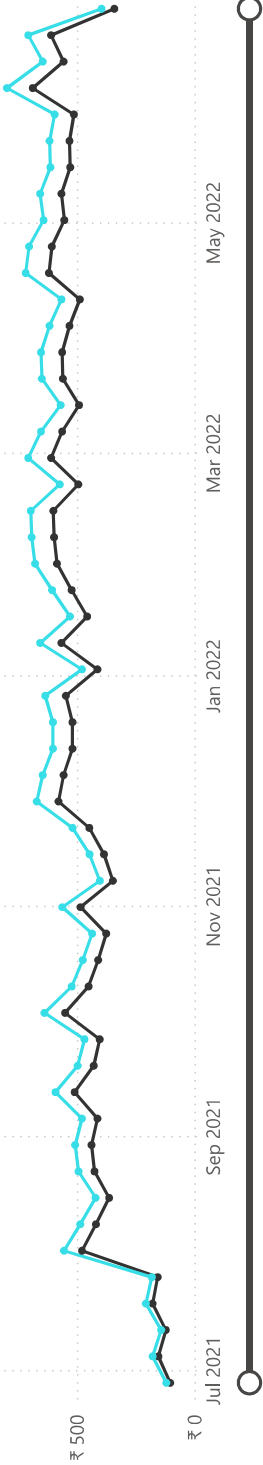
Price Adjustment (%)

0.10



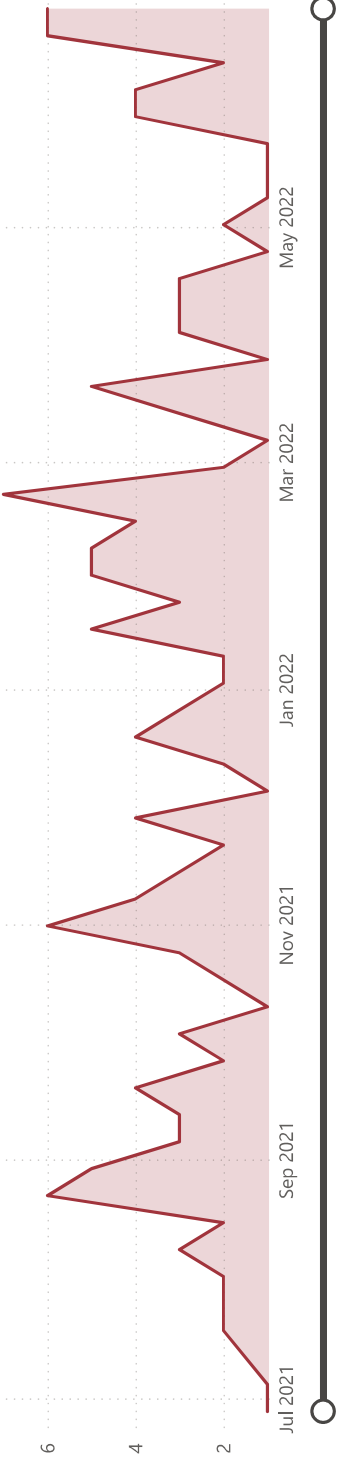
▼ ● Total Profit ● Adjusted Profit

Profit Trending



Product Metric Sele... ▼

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

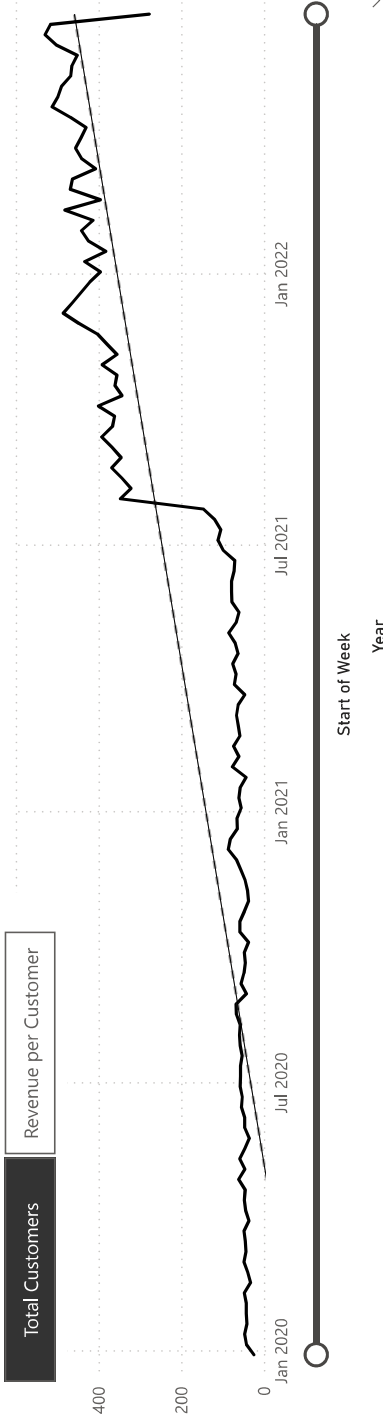


17.4K

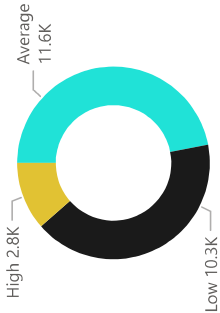
UNIQUE CUSTOMERS

₹ 1.4K

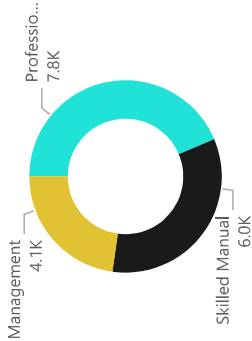
REVENUE PER CUSTOMER



Orders by Income Level



Orders by Occupation



Top 100 Customers

Customer Key	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
Total		1,272	₹ 6,15,329

Top Customer (by Revenue):

Mr. Maurice Shan

Orders: 6.00

Revenue: ₹ 12.4K



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at \$4,683



Aaron Parry
Power BI Instructor



Alice Zhao
Data Science Instructor



Chris Bruehl
Data Science Instructor



Chris Dutton
Power BI & Excel Instructor



Dustin Cabral
Tableau Instructor



Enrique Ruiz
Excel & Sheet Instructor

