



₹ 24.9M

REVENUE

₹ 10.5M

Total Profit

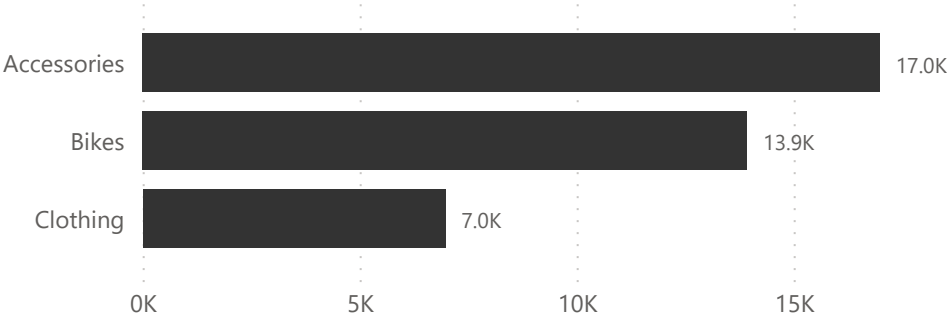
25.2K

ORDERS

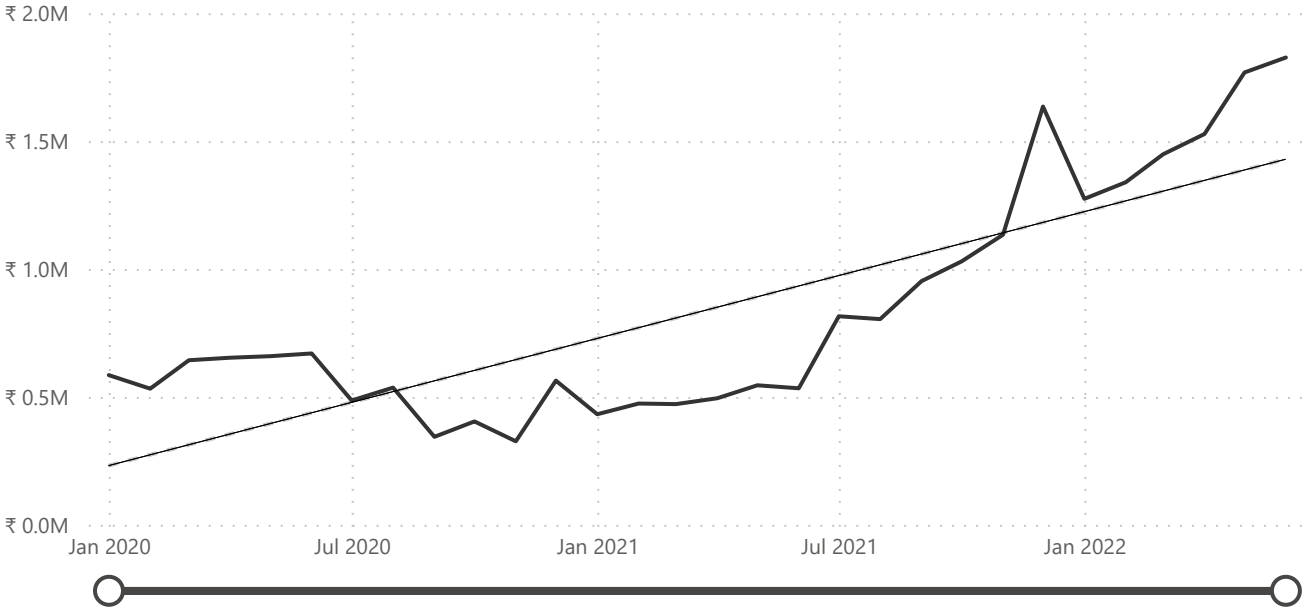
2.2%

RETURN RATE

Orders by Category



Revenue Trending



Top 10 Products

	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	₹ 39,755	1.95%
Sport-100 Helmet, Red	2,099	₹ 73,444	3.33%
Sport-100 Helmet, Blue	1,995	₹ 67,120	3.31%
Sport-100 Helmet, Black	1,940	₹ 65,270	2.68%
Road Tire Tube	2,173	₹ 17,265	1.55%
Patch Kit/8 Patches	2,952	₹ 13,506	1.61%
Mountain Tire Tube	2,846	₹ 28,333	1.64%
Mountain Bottle Cage	1,896	₹ 38,062	2.02%
Fender Set - Mountain	1,975	₹ 87,041	1.36%
AWC Logo Cap	2,062	₹ 35,882	1.11%

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%)

Most Ordered Product type

Tires and Tubes

Most Returned Product type

Shorts

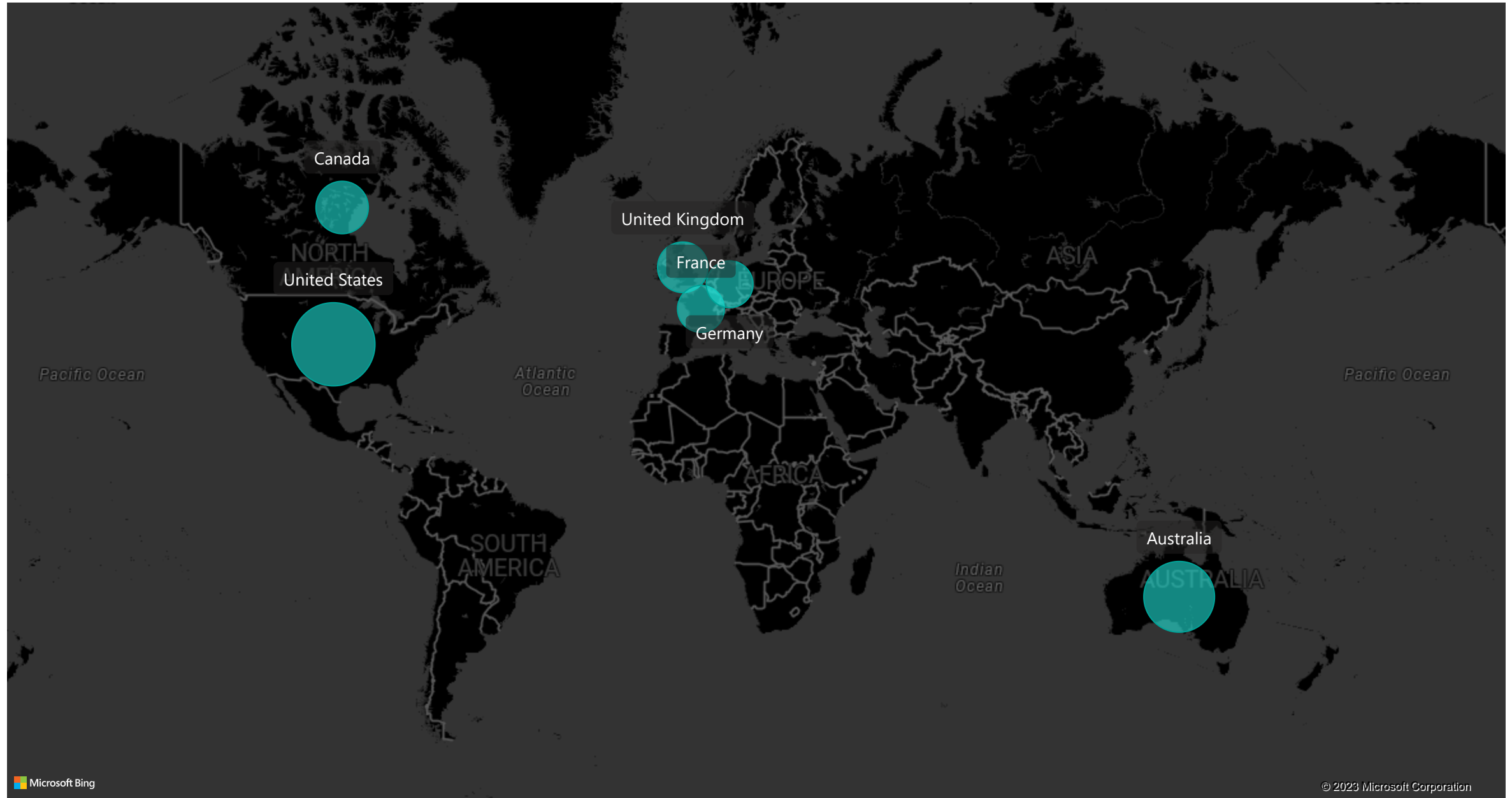


Select all

Europe

North America

Pacific



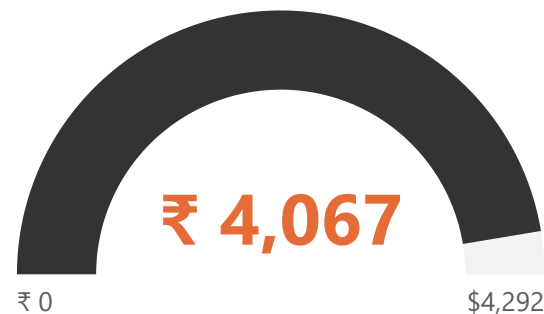
Selected Product:

**Water Bottle -
30 oz.**

Monthly Orders vs. Target



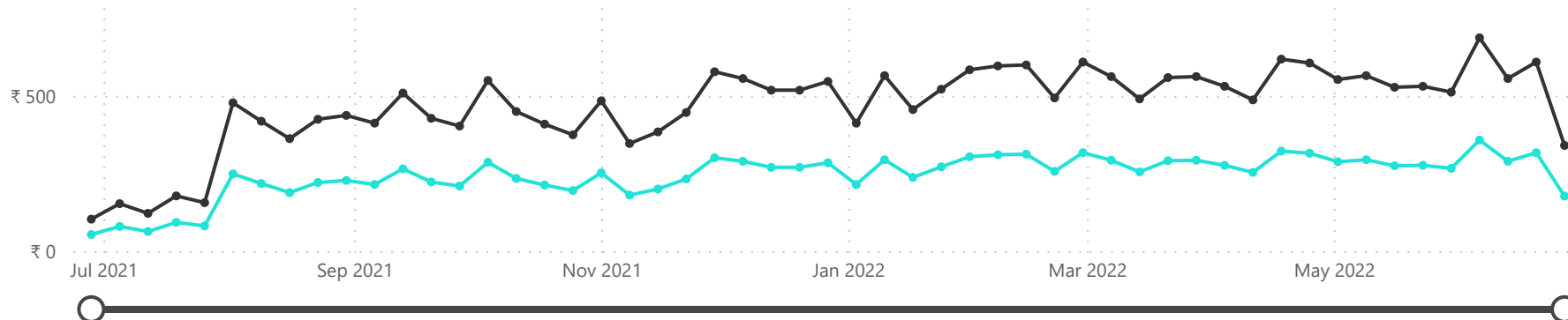
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



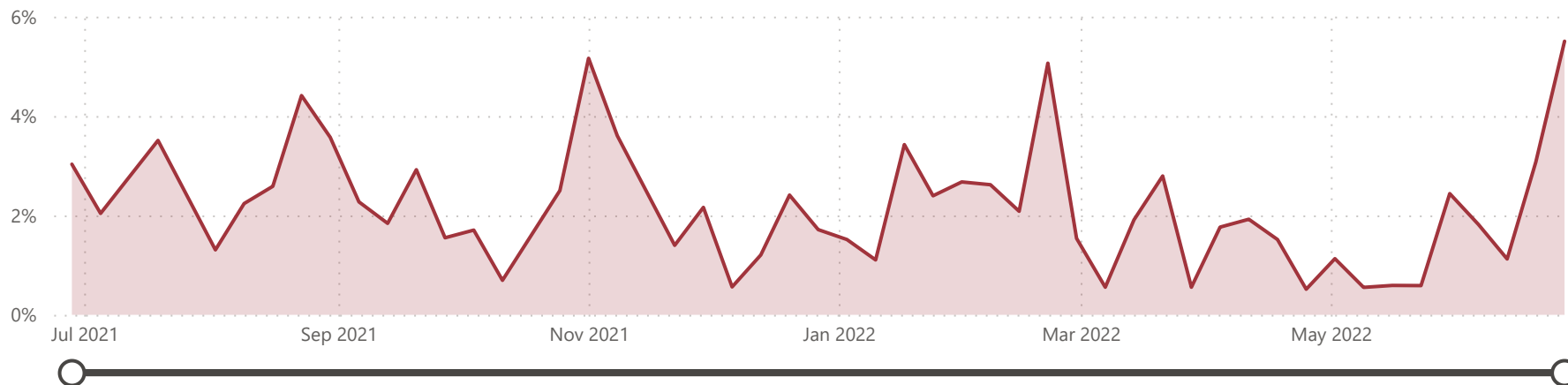
Price Adjustment (%)

-0.30



Product Metric Selection

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





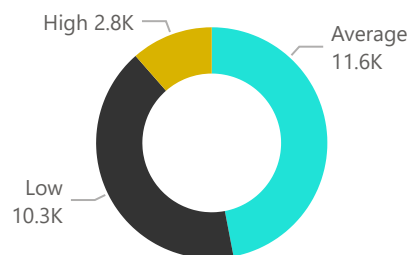
17.4K

UNIQUE CUSTOMERS

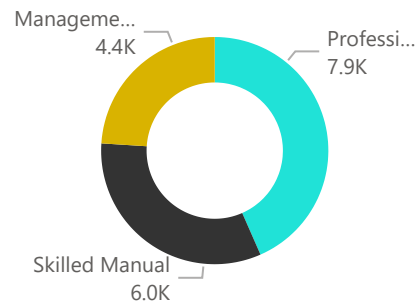
₹ 1,431

REVENUE PER CUSTOMER

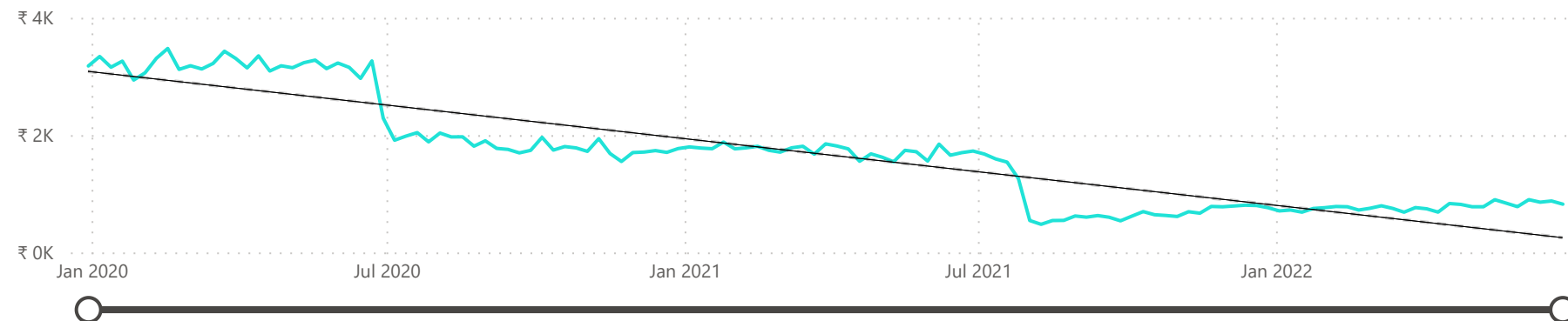
Orders by Income Level



Orders by Occupation



Total Customers Revenue per Customer



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
12632	Mrs. Bonnie Nath	4	₹ 10,283
11245	Mr. Ricky Vazquez	4	₹ 10,166
11237	Mr. Clarence Anand	4	₹ 10,065
Total		1,272	₹ 6,15,329

2020

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



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