



₹ 24.9M

Total Revenue

₹ 10.5M

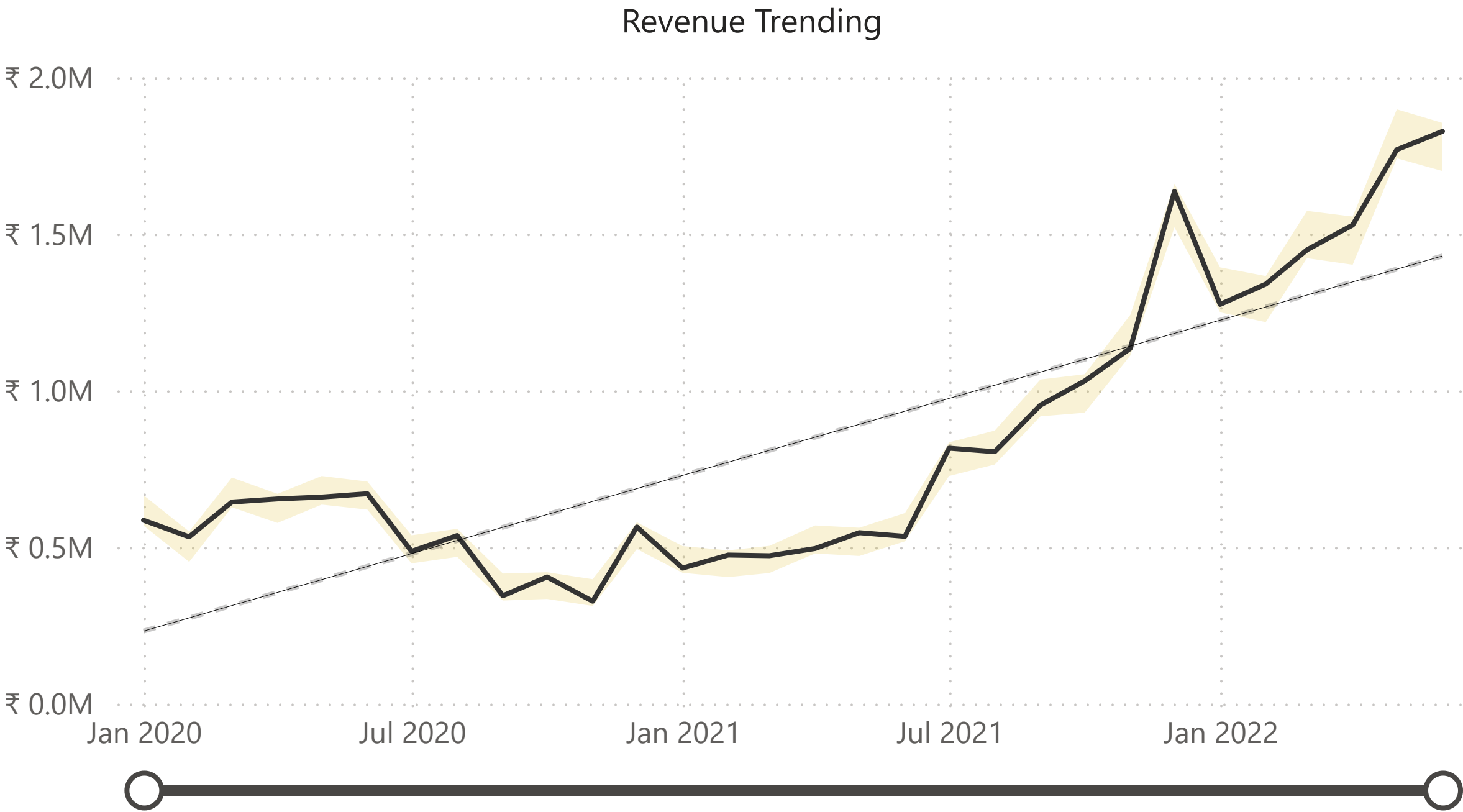
Total Profit

25.2K

Total Orders

2.2%

Return Rate



Monthly Revenue

₹ 1.83M✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

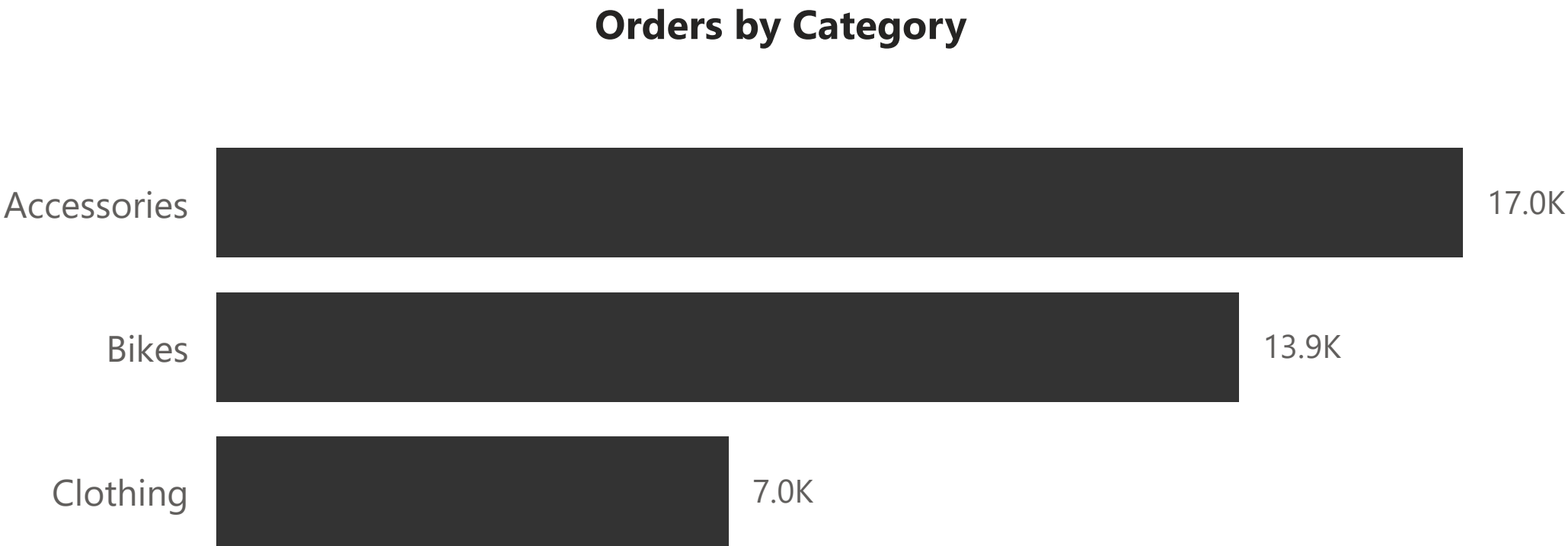
2,146!

Prev Month: 2165 (-0.88%)

Monthly Revenue

166✓

Prev Month: 169 (+1.78%)



Top 10 Products	Orders	Revenue	Return Rate
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	₹ 35,865	1.11%
Sport-100 Helmet, Blue	1,995	₹ 67,112	3.31%
Fender Set - Mountain	1,975	₹ 87,041	1.36%
Sport-100 Helmet, Black	1,940	₹ 65,262	2.68%
Mountain Bottle Cage	1,896	₹ 38,062	2.02%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

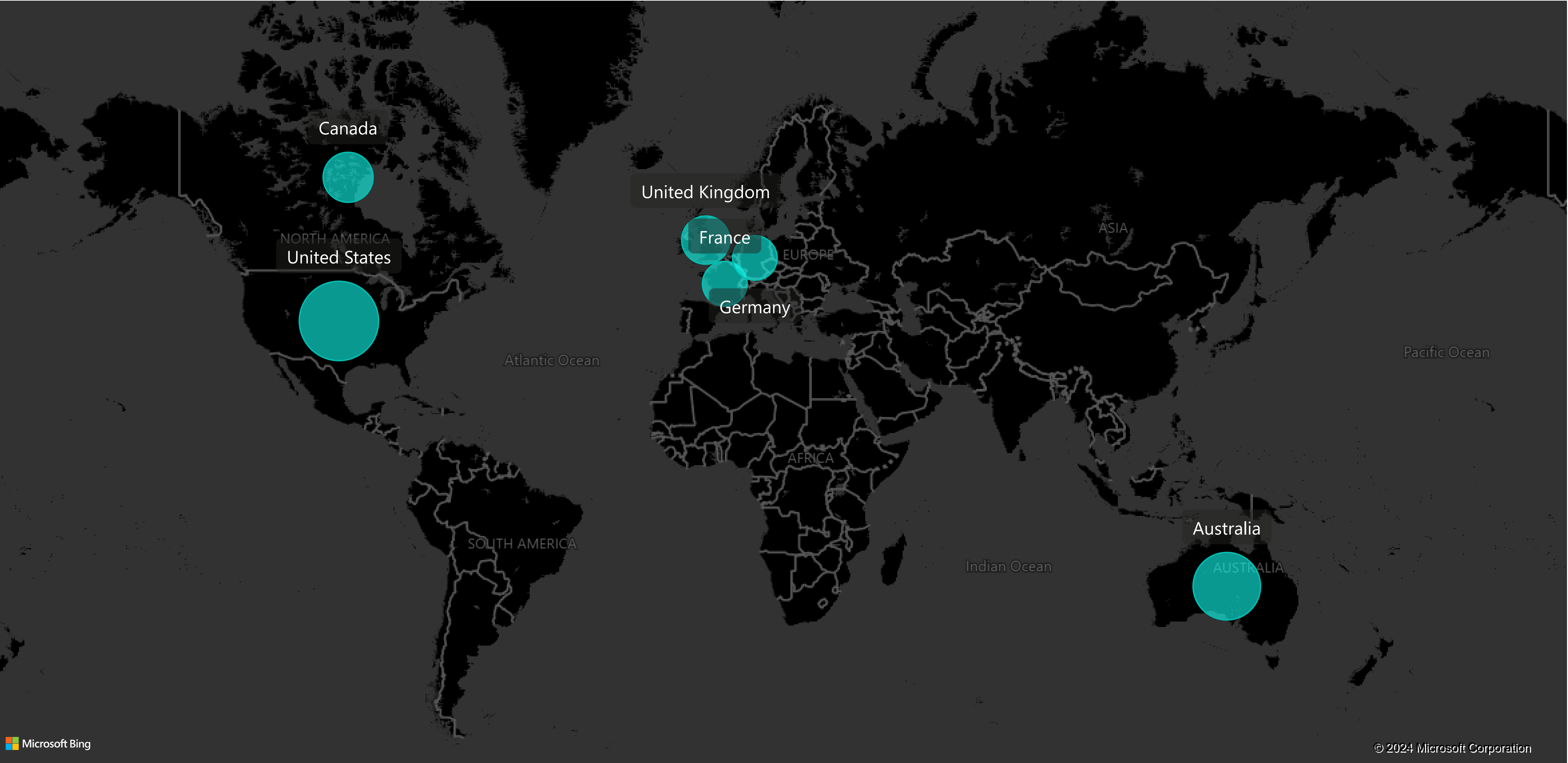
Shorts

Select all

Europe

North America

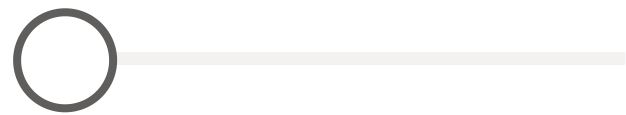
Pacific



Selected Product

Water Bottle -
30 oz.

Price Adjustment



Product Metric Selection

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

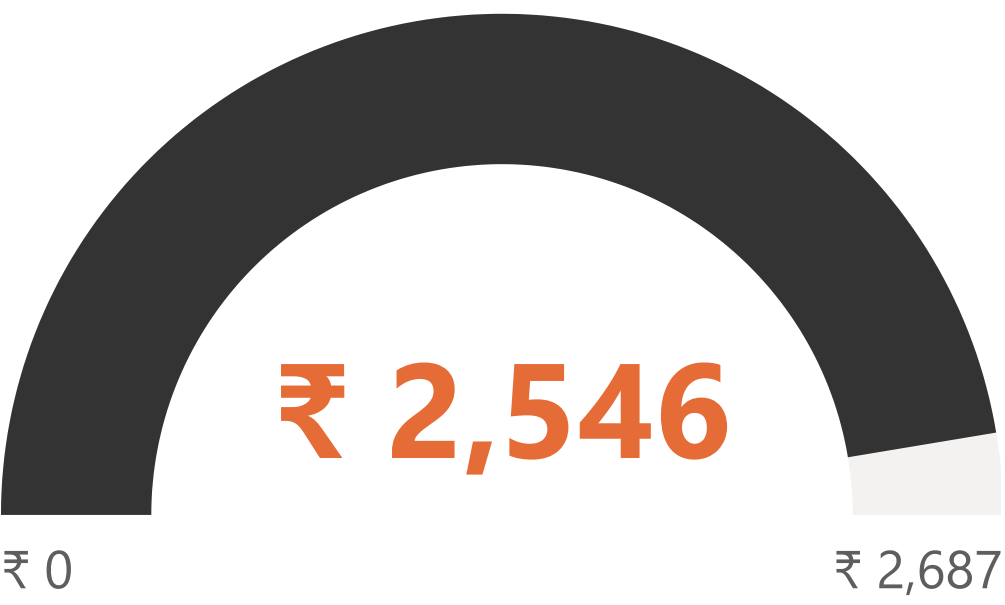
Monthly Orders vs. Target



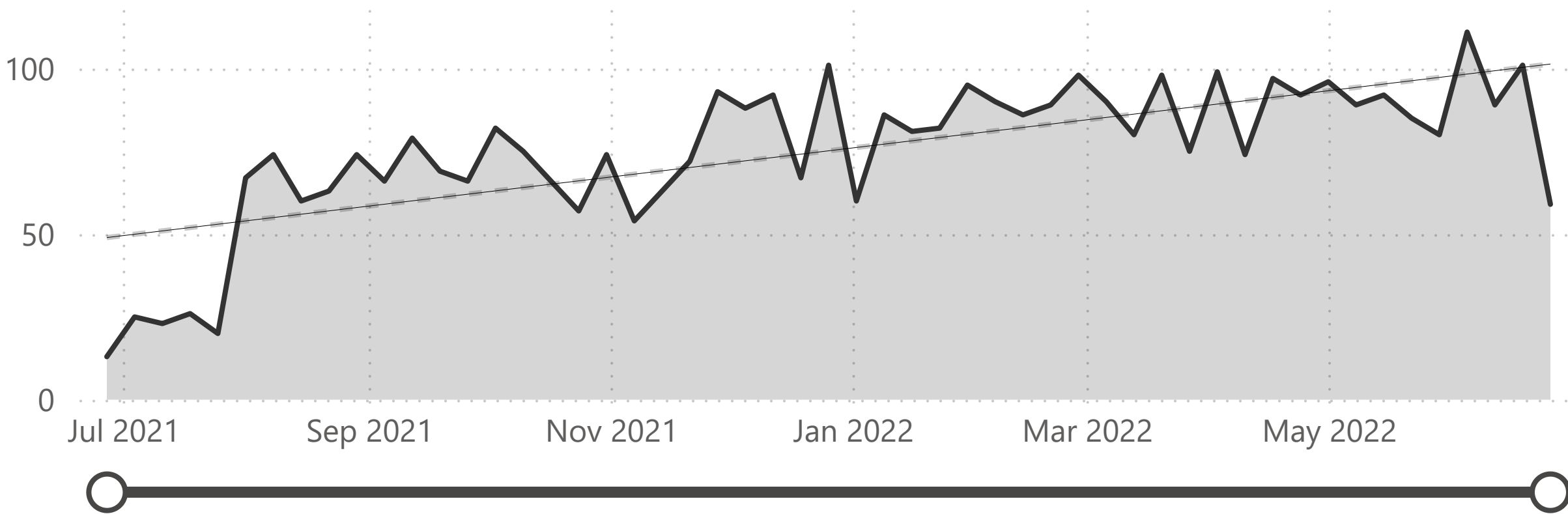
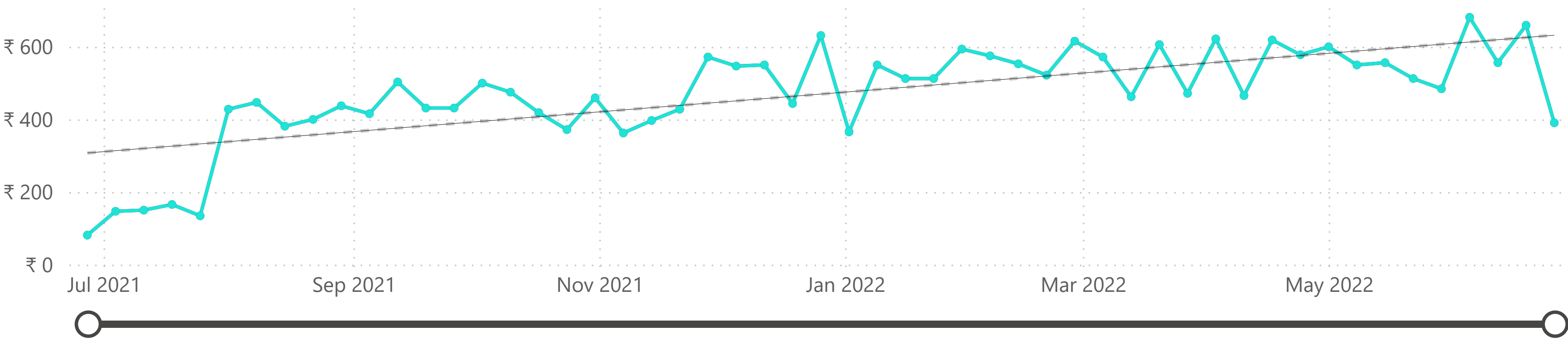
Monthly Revenue vs. Target



Monthly Profit vs. Target



● Total Profit ● Adjusted Profit



Total Orders were ₹ 4,067

All metrics trended up between Sunday, June 27, 2021 and Sunday, June 26, 2022, each increasing by 380.77%.

Return % was unexpectedly high on Sunday, November 7, 2021. It had a value of 6.03%, which is outside the expected range of 0.04-0.05.

The most recent anomaly was on Sunday, November 7, 2021, when Return % had a high



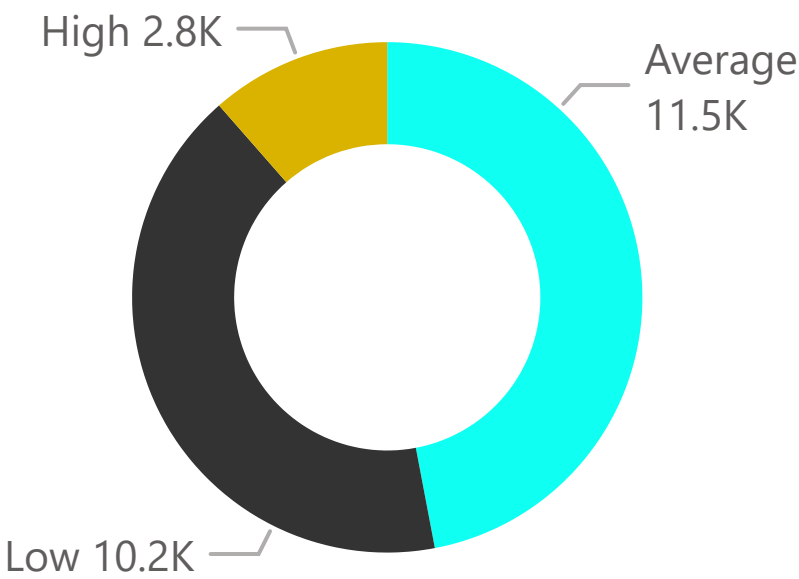
₹ 1,431

Revenue Per Customer

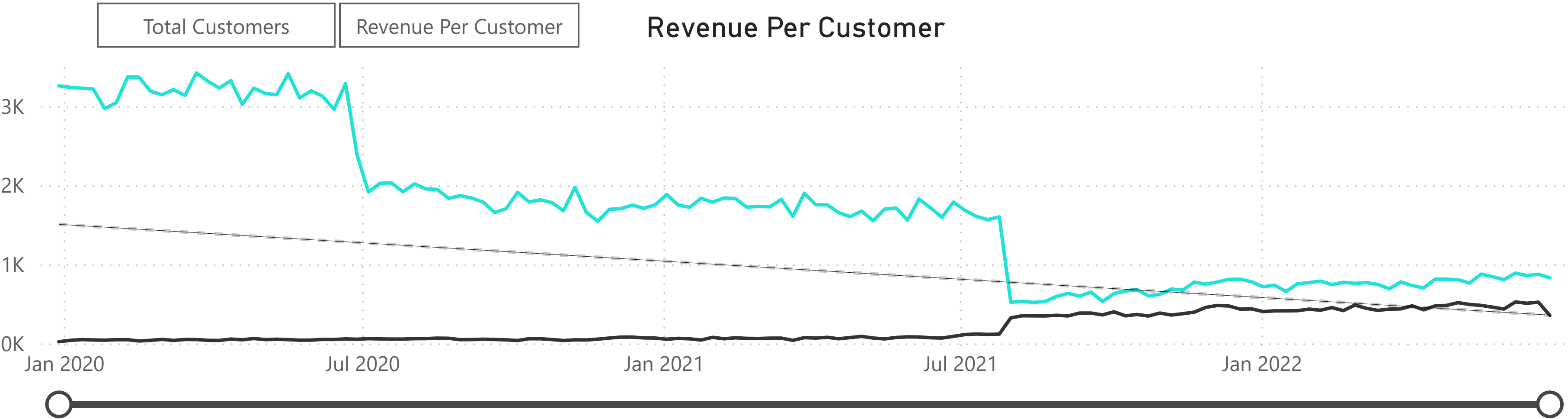
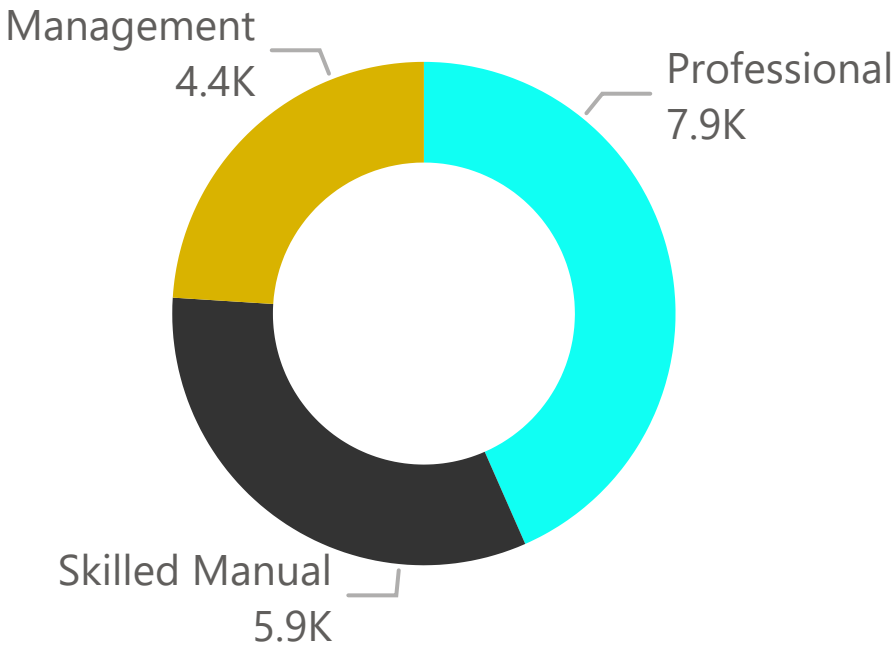
17.4K

Unique Customers

Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	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
11428	Mrs. Deanna Perez	4	₹ 9,762
Total		1,264	₹ 6,05,797

2020

2022

Top Customer (by

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



Among customers in Professional Role in 2022, Mrs. Lacey Zheng drove the most revenue at \$6,180.