

17.2K

UNIQUE CUSTOMERS

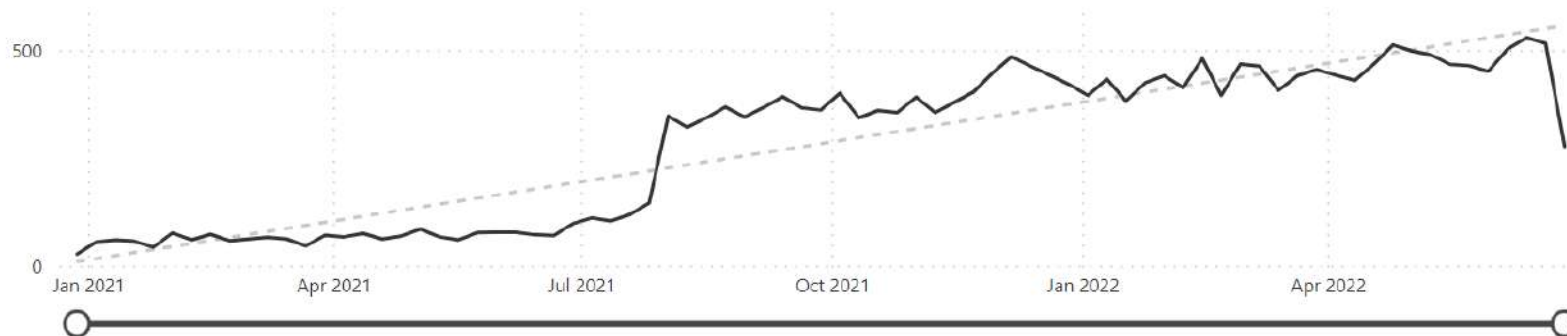
₹ 1,074

REVENUE PER CUSTOMER

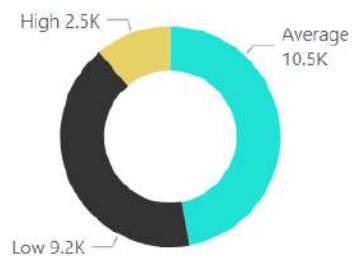
Total Customers

Revenue Per Customer

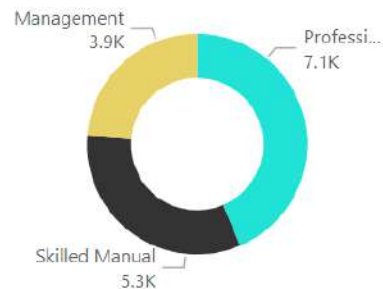
Total Customers



Orders By Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
12300	Adriana Gonzalez	4	₹ 9,196
12936	Renee Moreno	4	₹ 335
12984	Mr. Adam Young	4	₹ 302
13179	Mr. Adrian Sanchez	4	₹ 259
11530	Mr. Andrew Martinez	15	₹ 758
11631	Mr. Antonio Bennett	16	₹ 1,001
11719	Mr. Blake Green	5	₹ 404
11748	Mr. Blake Hill	5	₹ 195
12307	Mr. Brad She	4	₹ 9,161
12892	Mr. Brian Peterson	4	₹ 496
14077	Mr. Bryan Townsend	4	₹ 271
12061	Mr. Bryce Brooks	4	₹ 210
12165	Mr. Caleb Flores	4	₹ 440
11277	Mr. Charles Jackson	24	₹ 1,777
11677	Mr. Charles Walker	5	₹ 373
11091	Mr. Dalton Perez	26	₹ 1,513
11711	Mr. Daniel Davis	24	₹ 1,404
12295	Mr. Dwayne Gomez	4	₹ 230
Total		1140	₹ 3,18,700

2021

2022

Top Customer (by Revenue):

Mr. Maurice Shan

Revenue:

₹ 12.4K

Orders:

6



Among customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at ₹ 6.8K

Selected Product:

Road Tire Tube

Monthly Orders vs. Target



Monthly Revenue vs. Target



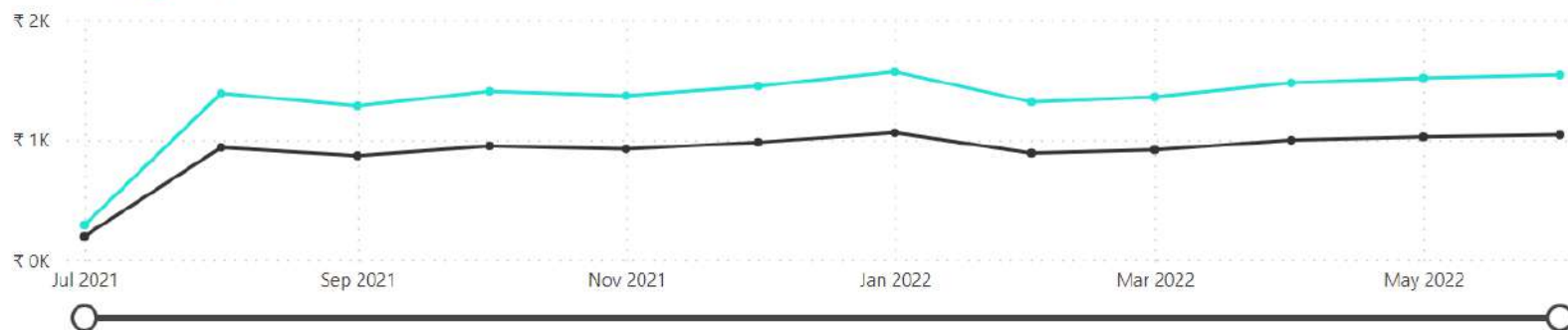
Monthly Profit vs. Target



Price Adjustment (%)

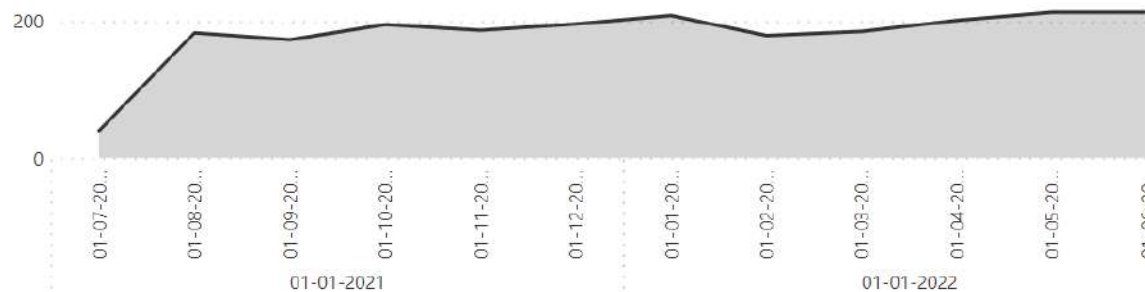
0.30

● Total Profit ● Adjusted Profit



Product Metric Selection

- ☒ Total Orders
- ☐ Total Revenue
- ☐ Total Returns
- ☐ Total Profit
- ☐ Return Rate



Report Summary

Total orders for **Road Tire Tube** were **213**

Adjusted Profit (429.11% increase) and Total Profit (429.11% increase) both trended up between Thursday, July 1, 2021 and Wednesday, June 1, 2022.

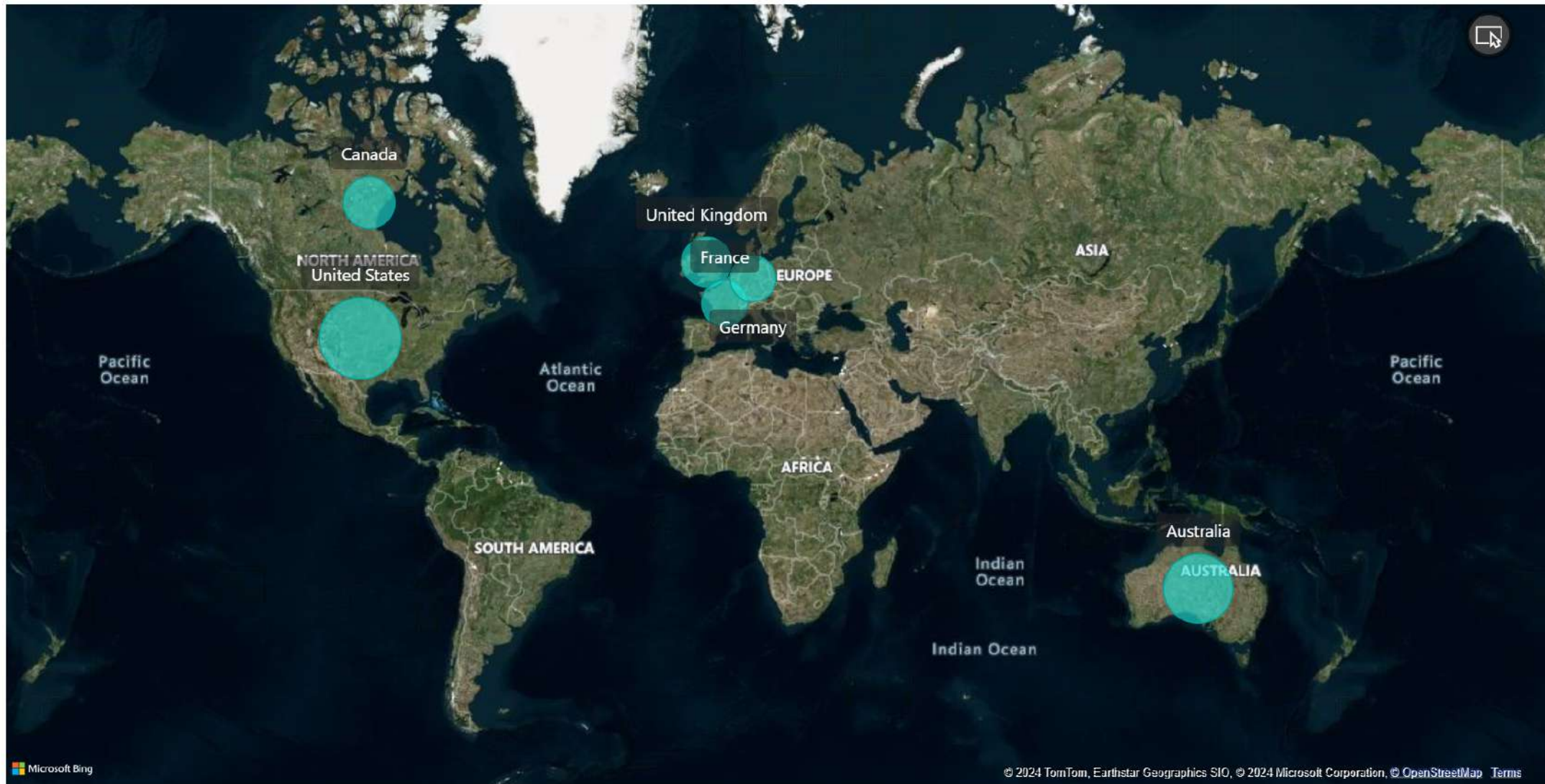
Across all metrics, Total Profit had the most interesting recent trend and started trending

Select all

Europe

North America

Pacific





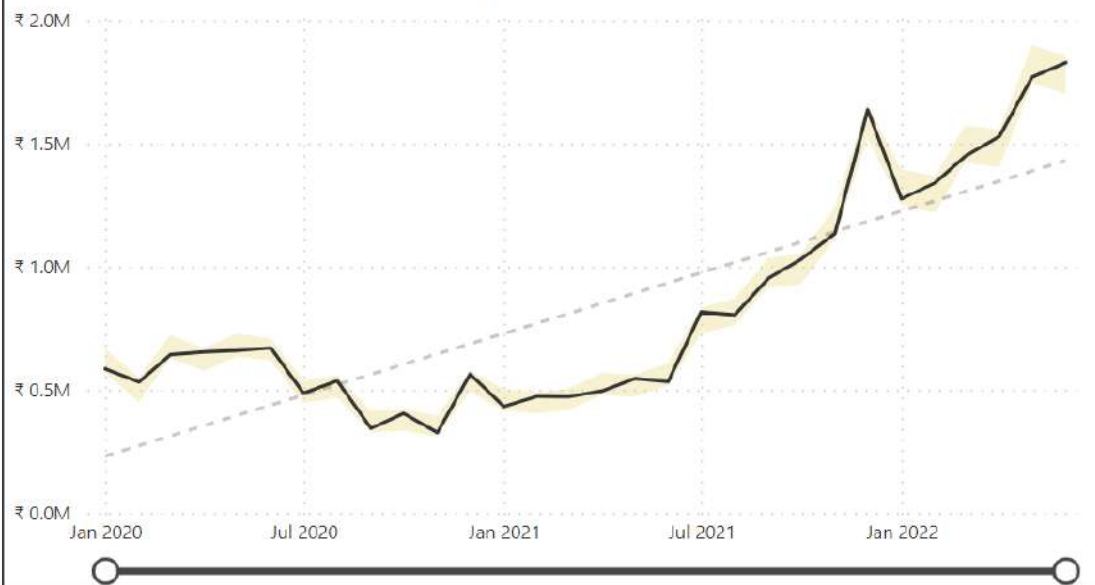
₹ 24.9M
REVENUE

₹ 10.5M
PROFIT

25.2K
Total Orders

2.2%
RETURN RATE

Revenue Trending



Monthly Revenue

₹ 1.83M✓
Previous Month: ₹ 1.77M
(+3.31%)

Monthly Orders

2.15K!
Previous Month: 2.17K
(-0.88%)

Monthly Returns

166✓
Previous Month: 169 (+1.78%)

Orders by Category

Accessories

17.0K

Bikes

13.9K

Clothing

7.0K

Total Orders

Product Name	Orders	Revenue	Return %
Water Bottle - 30 oz.	3983	₹ 39,755	1.95%
Patch Kit/8 Patches	2952	₹ 13,506	1.61%
Mountain Tire Tube	2846	₹ 28,333	1.64%
Road Tire Tube	2173	₹ 17,265	1.55%
Sport-100 Helmet, Red	2099	₹ 73,444	3.33%
AWC Logo Cap	2062	₹ 35,882	1.11%
Sport-100 Helmet, Blue	1995	₹ 67,120	3.31%
Fender Set - Mountain	1975	₹ 87,041	1.36%
Sport-100 Helmet, Black	1940	₹ 65,270	2.68%
Mountain Bottle Cage	1896	₹ 38,062	2.02%

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts