



\$24.9M

Revenue

₹ 10.5M

total profit

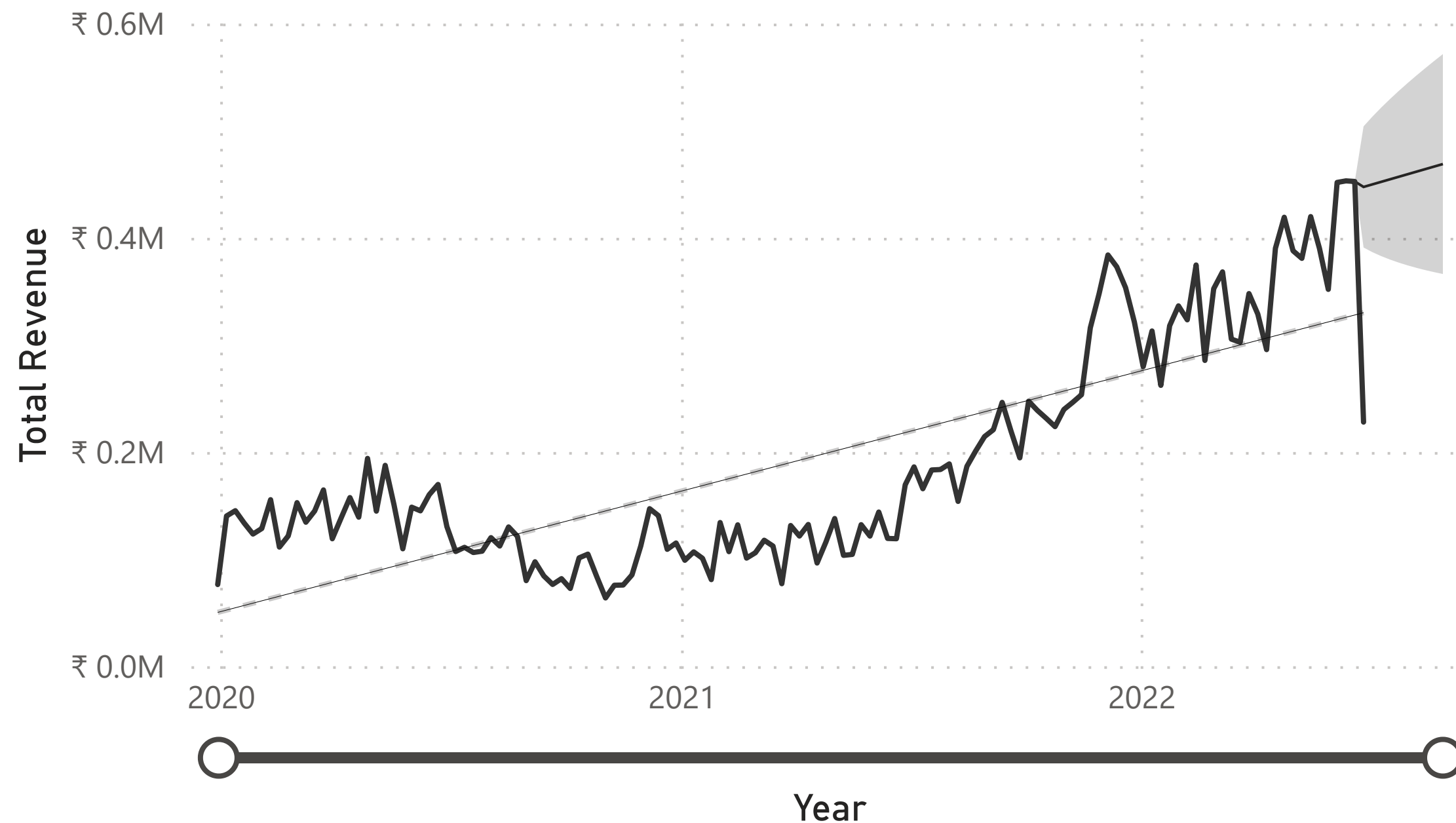
25.2K

Total order

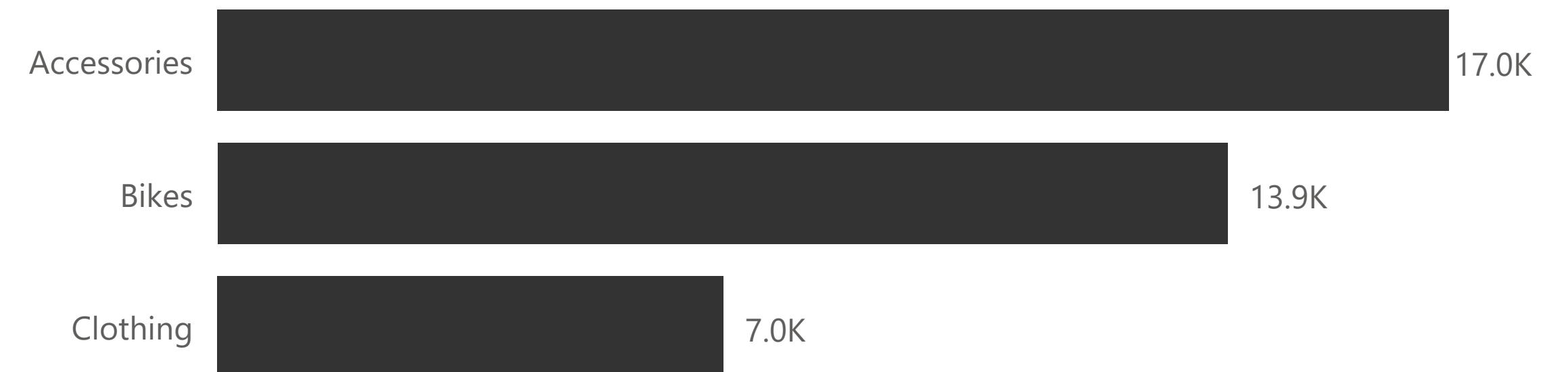
2.2%

Return rate

Week Revenue



Total order



ProductName	order	Revenue	Return rate
AWC Logo Cap	2,062	₹ 35,882.0742	1.11%
Fender Set - Mountain	1,975	₹ 87,040.8	1.36%
Road Tire Tube	2,173	₹ 17,264.73	1.55%
Patch Kit/8 Patches	2,952	₹ 13,506.42	1.61%
Mountain Tire Tube	2,846	₹ 28,333.22	1.64%
Water Bottle - 30 oz.	3,983	₹ 39,755.33	1.95%
Mountain Bottle Cage	1,896	₹ 38,061.9	2.02%
Sport-100 Helmet, Black	1,940	₹ 65,269.748	2.68%
Sport-100 Helmet, Blue	1,995	₹ 67,120.179	3.31%

Most Ordered Product Type

Tires and Tubes

Most Return Product Type

Shorts

Monthly Revenue

₹ 1.83M✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Order

2.1K!

Prev Month: 2.2K (-0.88%)

Monthly Return

166✓

Prev Month: 169 (+1.78%)

Continent

Europe

North America

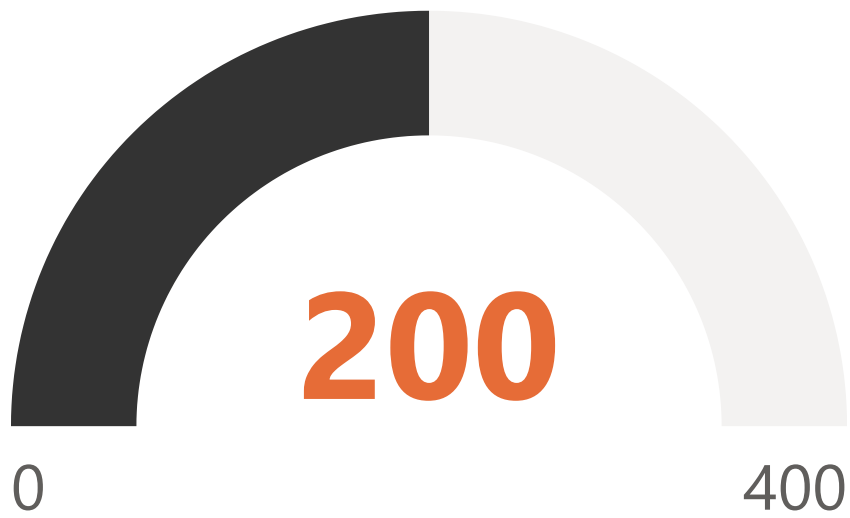
Pacific



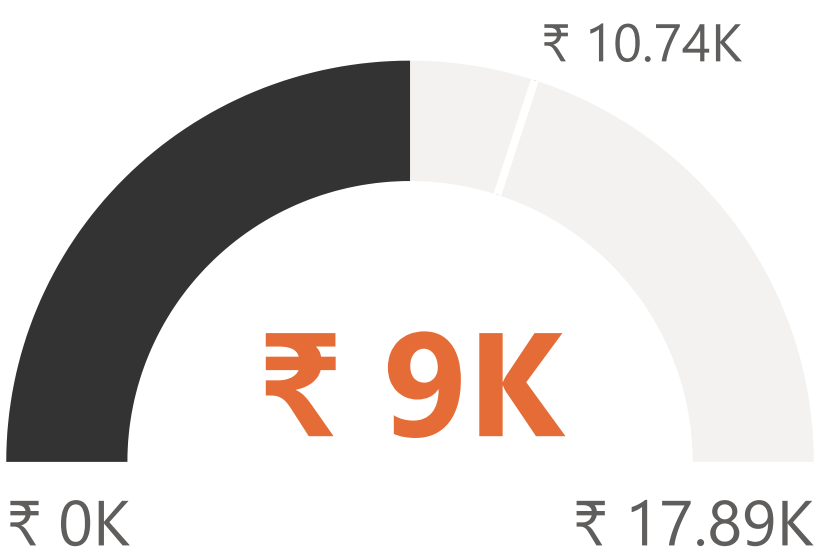
Product Name

Fender Set -
Mountain

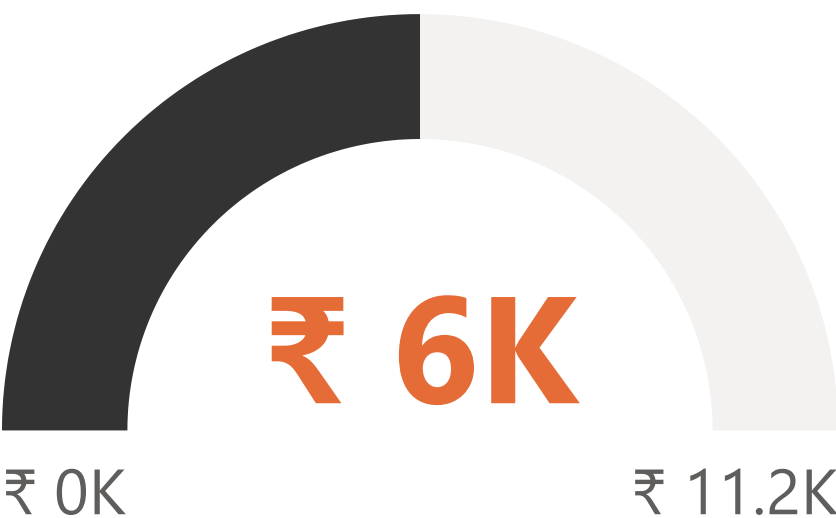
Monthly Order vs Target



Monthly Revenue vs Target



Monthly Order vs Target



Price adjecmrnt

0.10

Week Profit

● total profit ● Adjusted profit

₹ 2K

₹ 0K

Jul 2021

Sep 2021

Nov 2021

Jan 2022

Mar 2022

May 2022

Week return

6

4

2

0

5

10

15

20

25

30

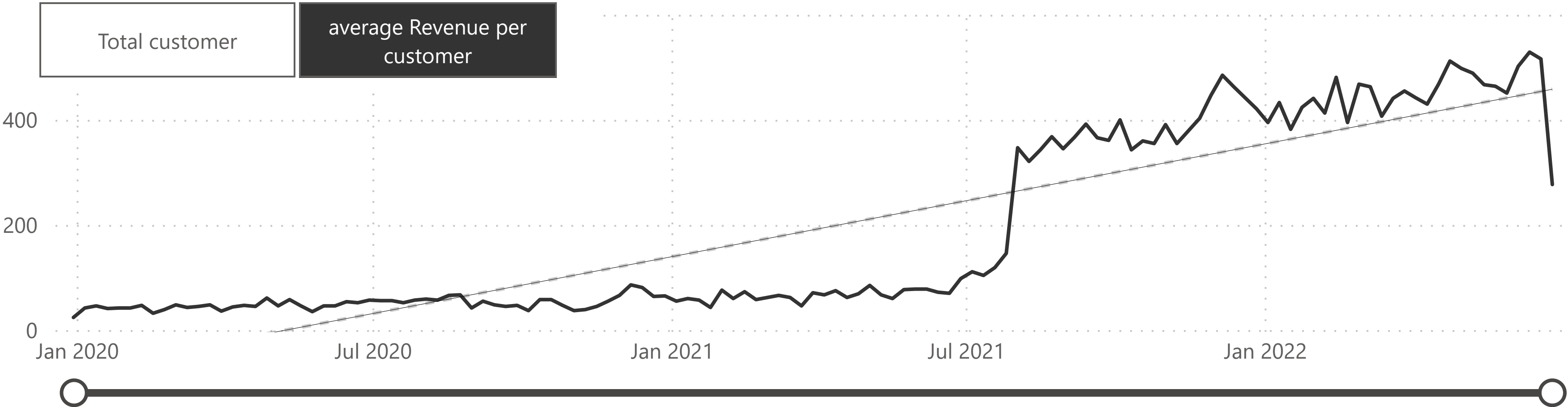
35

17.4K

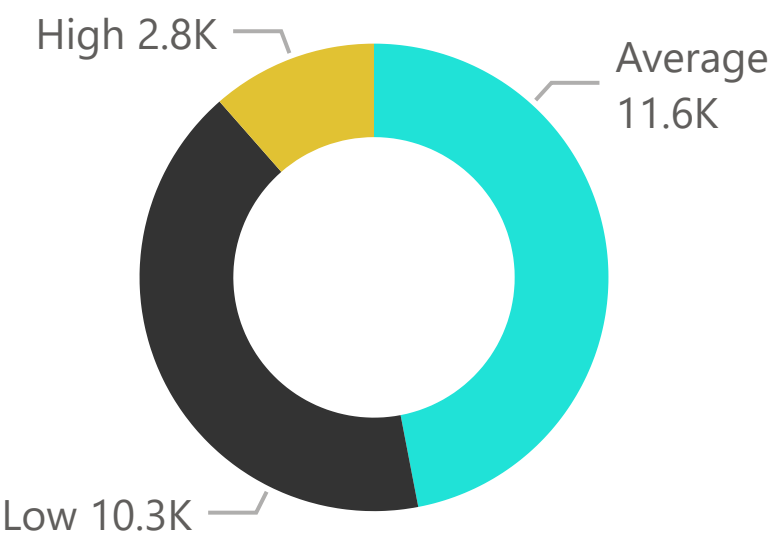
Unique Customer

\$1,430.6

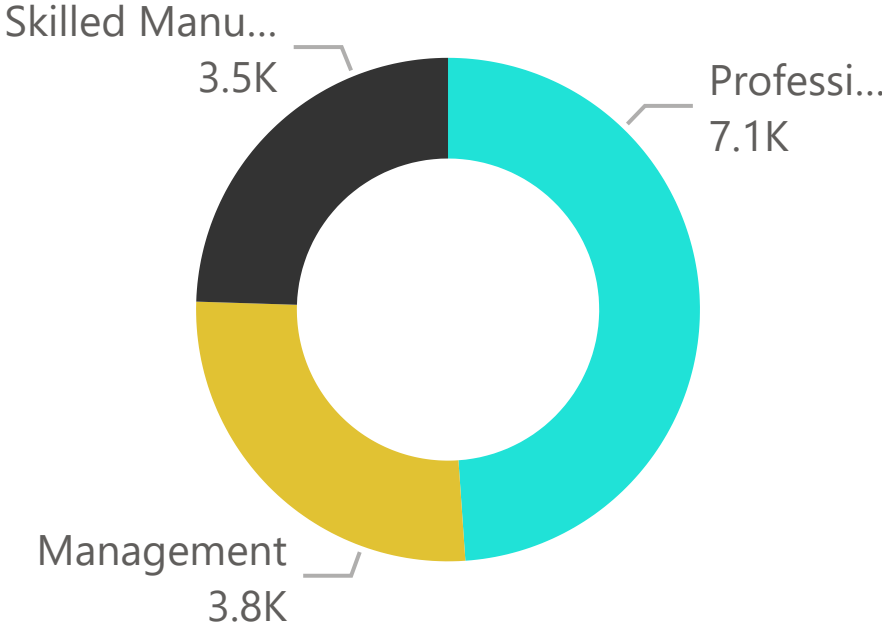
Revenue per customer



Order By income level



order by income level



Top 100 customer

CustomerKey	Full Name	Revenue	Total order
11131	Ms. Amanda Rivera	₹ 211.7926	4
11237	Mr. Clarence Anand	₹ 10,065.0121	4
11245	Mr. Ricky Vazquez	₹ 10,165.9221	4
11249	Mrs. Cindy Patel	₹ 9,668.0239	4
11412	Mrs. Sydney Bryant	₹ 9,706.9134	4
11413	Mrs. Megan Stewart	₹ 7,020.4579	4
11414	Mr. Ian Richardson	₹ 6,962.998	4
11421	Mrs. Amy Sun	₹ 9,534.1482	4
11422	Mr. Dustin Deng	₹ 6,874.2708	4
11423	Mrs. Jasmine Stewart	₹ 9,716.9908	4
11427	Mrs. Desiree Dominguez	₹ 9,717.6506	4
11428	Mrs. Deanna Perez	₹ 9,761.6022	4
11431	Mr. Bryant Garcia	₹ 9,687.3666	4
11640	Mrs. Chloe Wilson	₹ 451.4761	4
11642	Mrs. Morgan Hughes	₹ 479.89	4
Total		₹ 615,328.637	1,272

2020

2022

Top Customer By Revenue

Mr. Maurice Shan

Orders

6

Revenue

12.41K

