

Apply all slicers



\$24.9M

REVENUE

\$10.5M

PROFIT

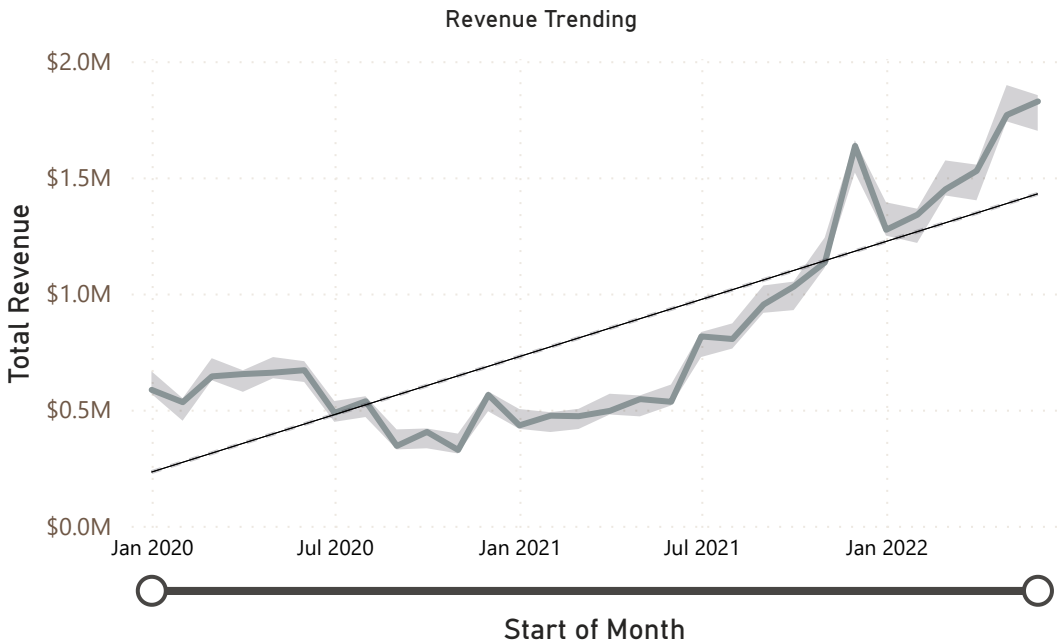
25.2K

ORDERS

2.2%

RETURN RATE

Orders by Category



Top 10 Product

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

Monthly Revenue

\$1.83M

Pre Month: ₹ 1.77M

(+3.31%)

Monthly Orders

2.15K!

Pre Month: 2.17K (-0.88%)

Monthly Return

166

Pre Month: 169 (+1.78%)

Most Order Product Type

Tires and Tubes

Most Return Product Type

Shorts

Europe

North America

Pacific

Total Orders by Country



Product Name

Sport-100
Helmet, Black

Price Adjustment

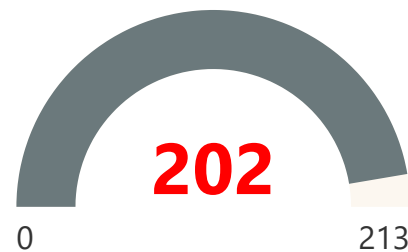
-0.30



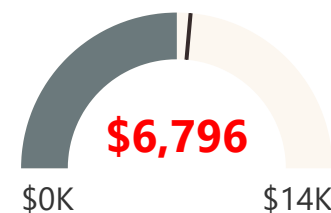
Product Metric Selection

- ☒ Orders
- ☐ Profit
- ☐ returns
- ☐ Rate

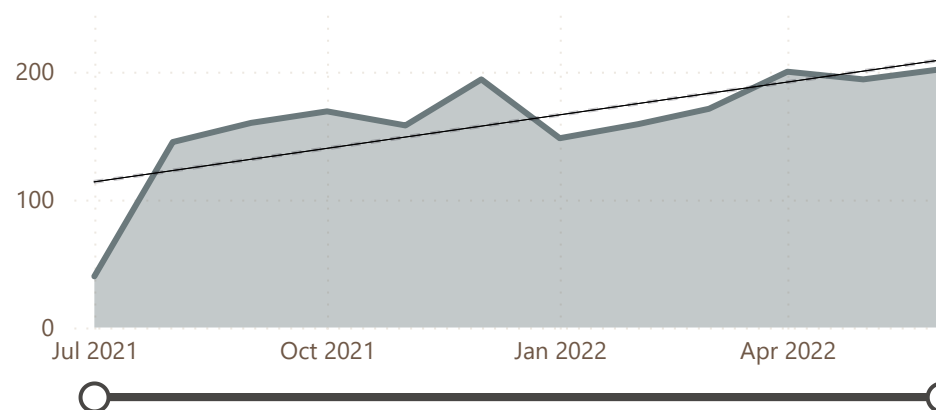
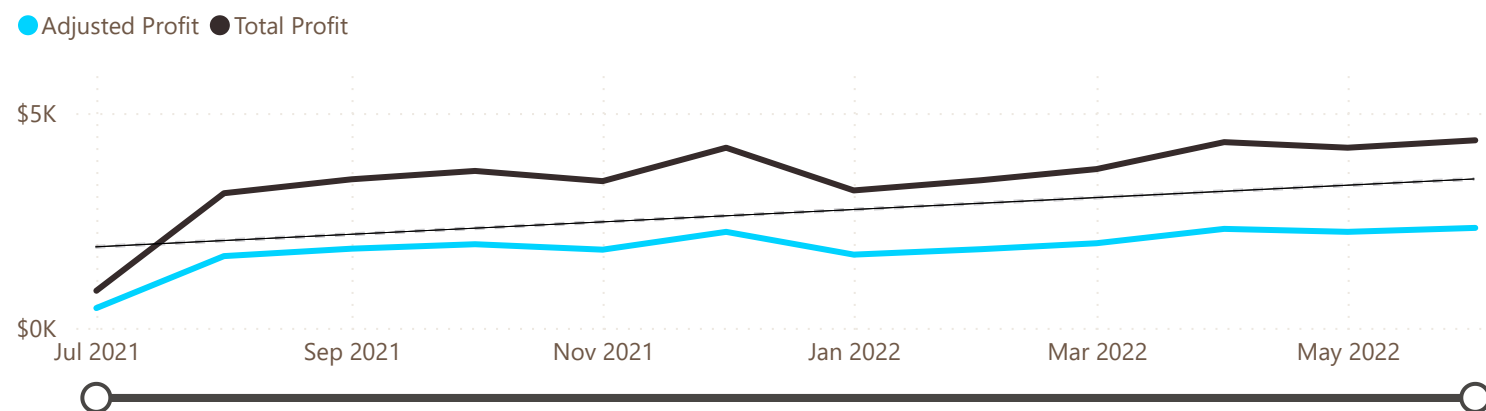
Monthly Order vs Target



Monthly Revenue vs Target



Monthly profit vs Target



Total Order for Sport-100 Helmet, Black

Total Profit (405.00% increase) and Adjusted Profit (405.00% 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 up on Thursday, July 1, 2021, rising by 405.00% (3,501.86) in 11 months.

Total Profit jumped from 864.66 to 4,366.51 during its steepest incline between Thursday, July 1, 2021 and

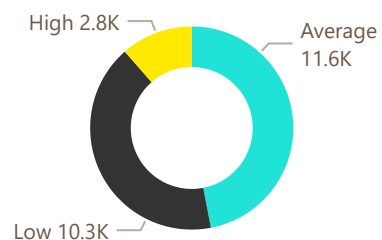
17.4K

UNIQUE CUSTOMER

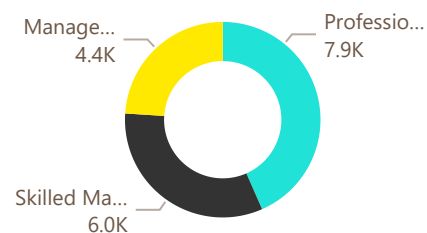
\$1.4K

Avg Revenue per customer

Order by Income Level



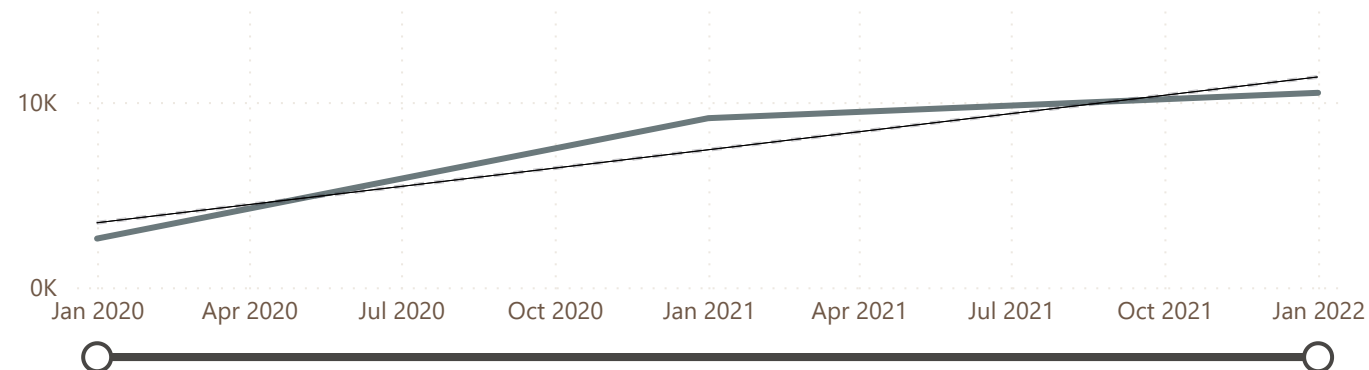
Order by Occupation



Parameter

☒ Total Customers

☐ Revenue per customer



CustomerKey	Customer 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
Total		1272	\$6,15,329

2020

2022

Top Customer By Revenue

Mr. Maurice Shan

Orders

6.00

Revenue

1.8K

Among Customer in skilled mannual Role in 2022 Rubben Drove the Most revenue



\$2,49,14,587

Total Revenue

\$1,04,57,715

Total Profit

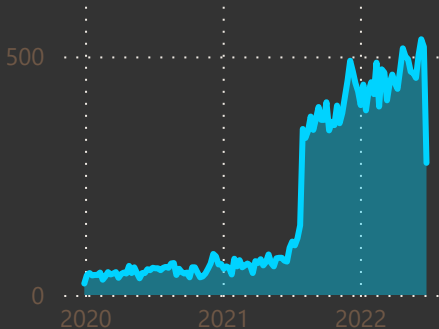
1809

Total returns

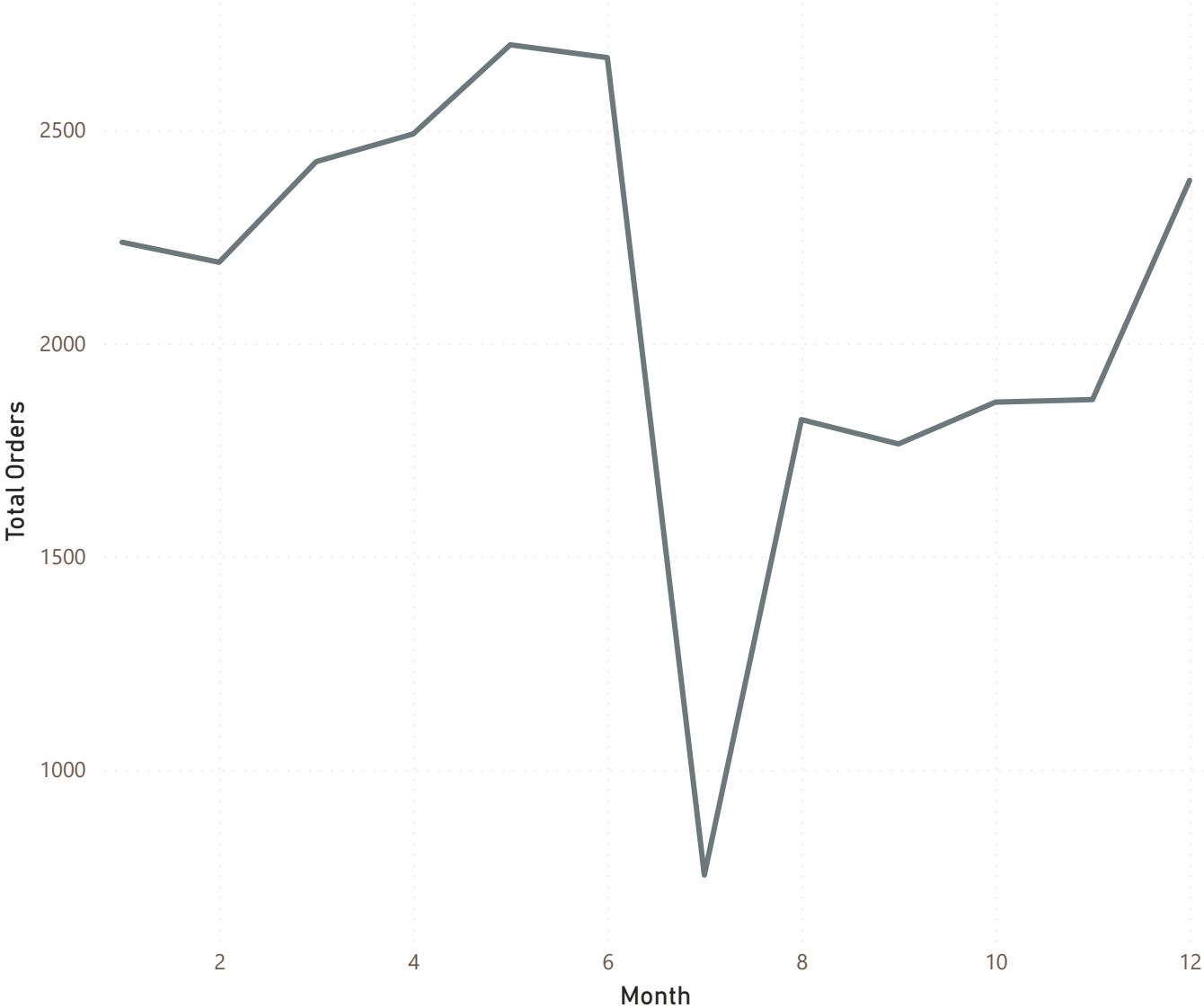
25164

Total Orders

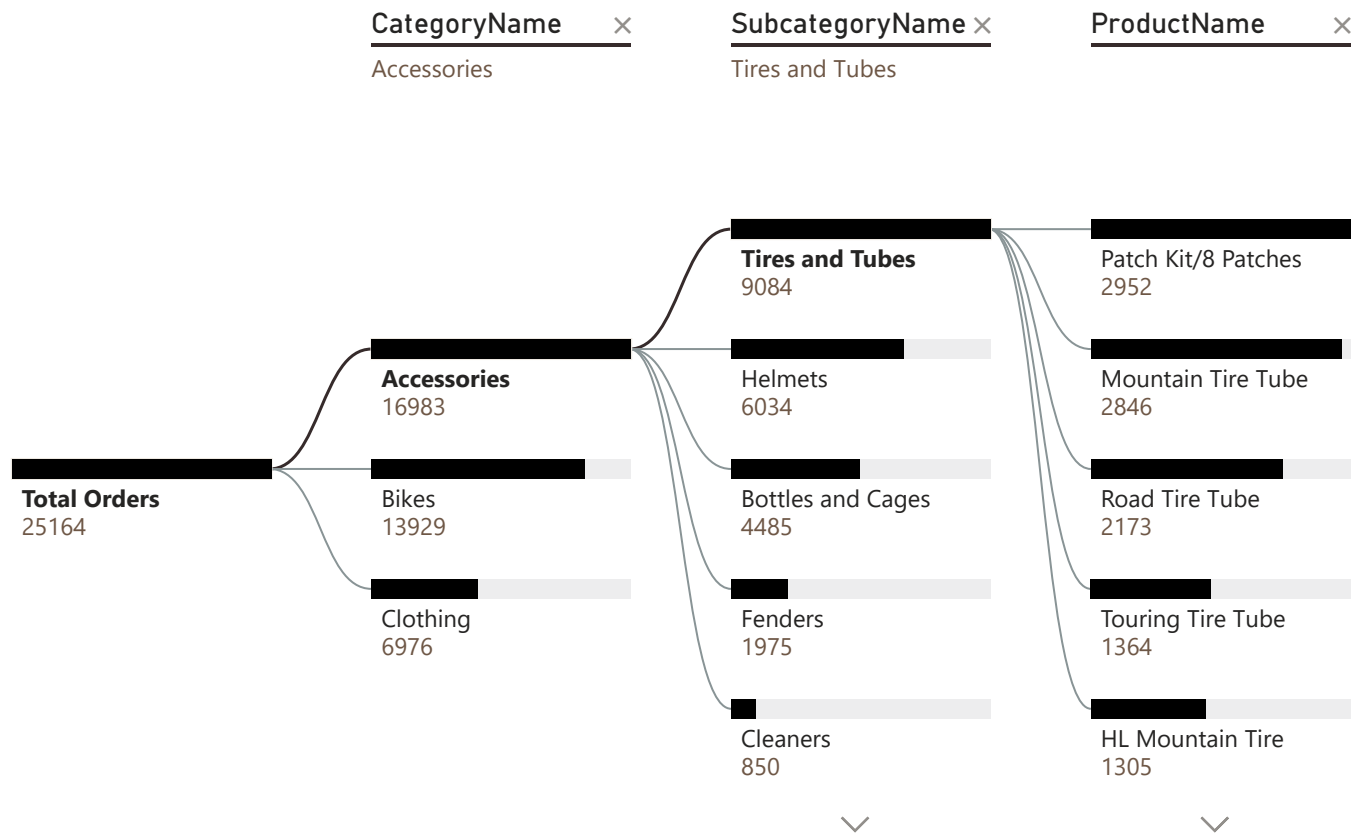
Weekly Orders



Total Orders by Month



CategoryName	Total Orders
<div><div></div>Accessories</div>	16983
<div><div></div>Bikes</div>	13929
<div><div></div>Clothing</div>	6976
Total	25164



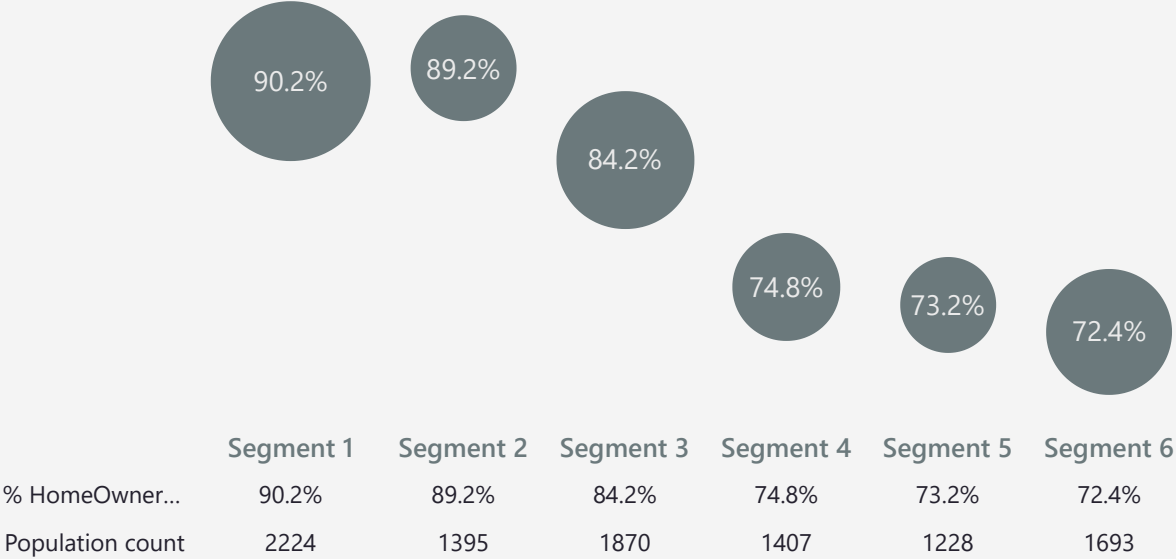
25K
Total Orders

Key influencers Top segments



When is HomeOwner more likely to be ?

We found 7 segments and ranked them by % HomeOwner is Y and population size....



Key influencers Top segments



What influences Average Retail price to ?

When...
Sum of ProductCost goes up 8570.61
...the average of Average Retail price increases by ₹ 478.6

