



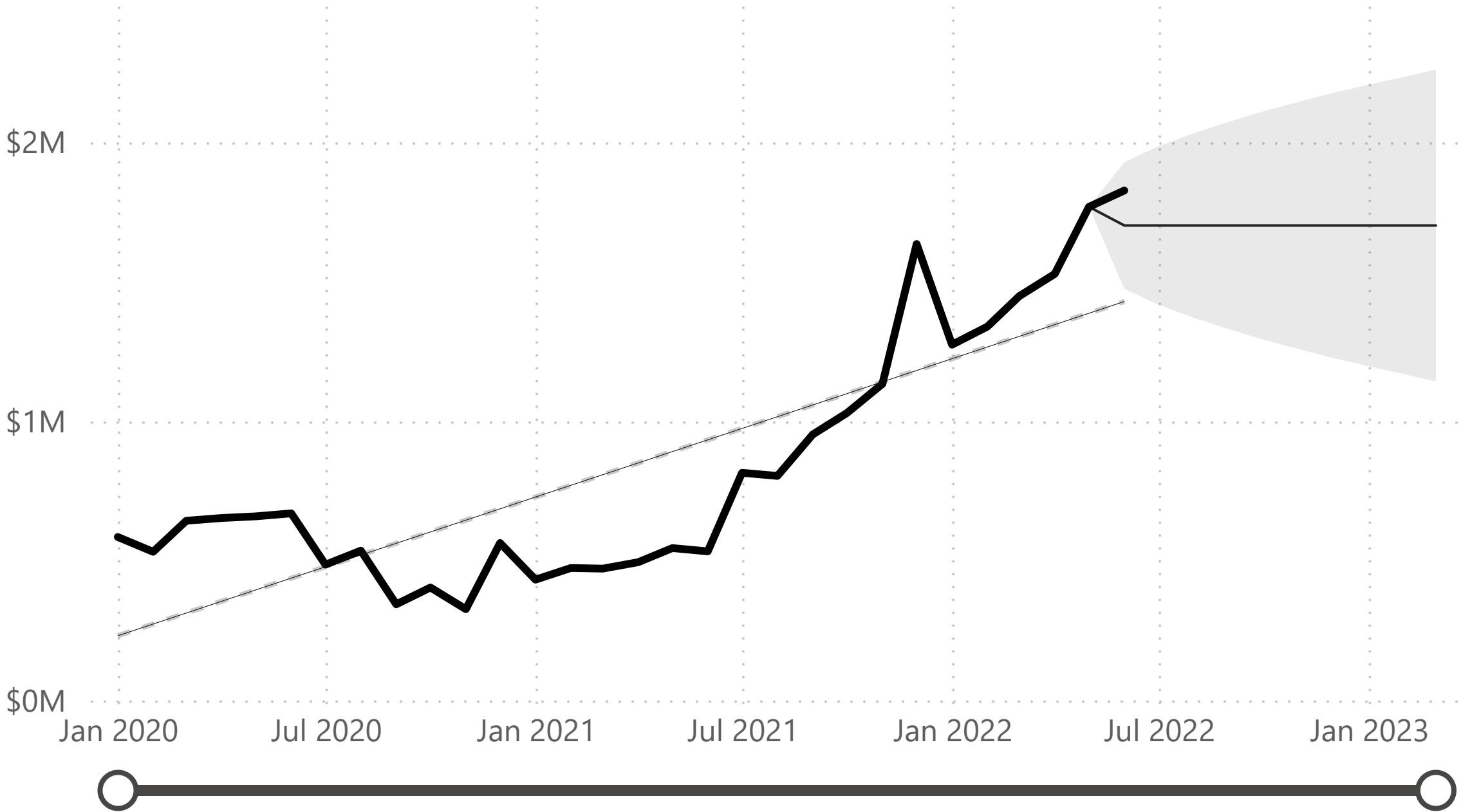
\$24.9M
REVENUE

\$10.5M
PROFIT

25.2K
ORDERS

2.2%
RETURN RATE

Monthly Revenue



Orders by Category



Top 10 Product	Orders	Revenue	Return %
Patch Kit/8 Patches	2952	\$13,506.42	1.61%
Road Tire Tube	2173	\$17,264.73	1.55%
Mountain Tire Tube	2846	\$28,333.22	1.64%
AWC Logo Cap	2062	\$35,882.0742	1.11%
Mountain Bottle Cage	1896	\$38,061.9	2.02%
Water Bottle - 30 oz.	3983	\$39,755.33	1.95%
Sport-100 Helmet, Black	1940	\$65,269.748	2.68%
Sport-100 Helmet, Blue	1995	\$67,120.179	3.31%
Sport-100 Helmet, Red	2099	\$73,444.01	3.33%
Fender Set - Mountain	1975	\$87,040.8	1.36%

Monthly Revenue

\$1.83M ✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2146 !

Prev Month: 2165 (-0.88%)

Monthly Returns

166 ✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

Shorts

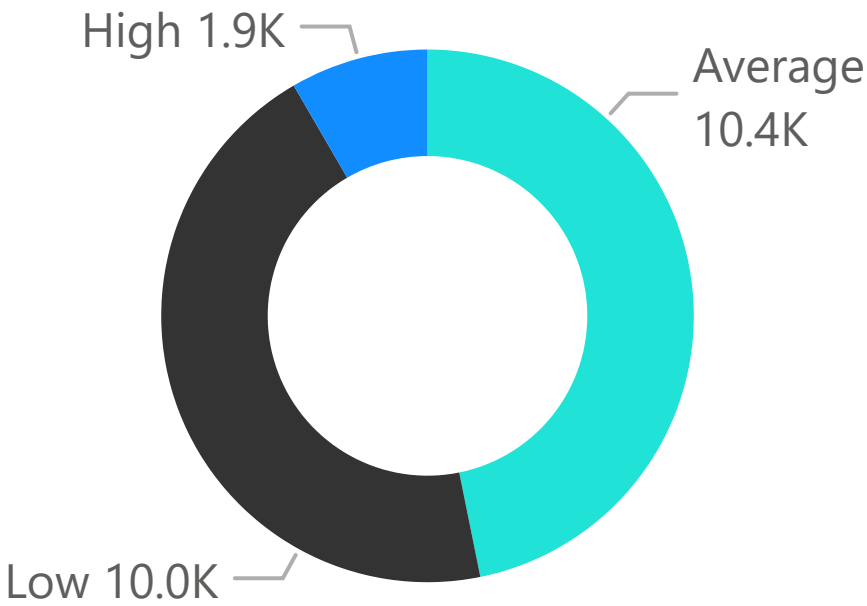
17.2K

UNIQUE CUSTOMERS

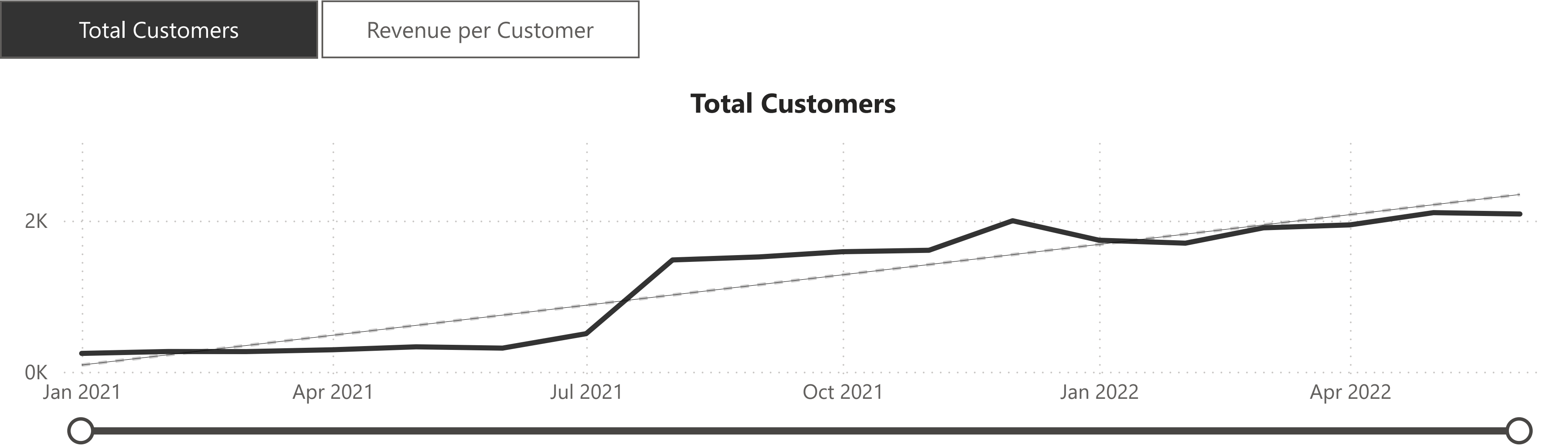
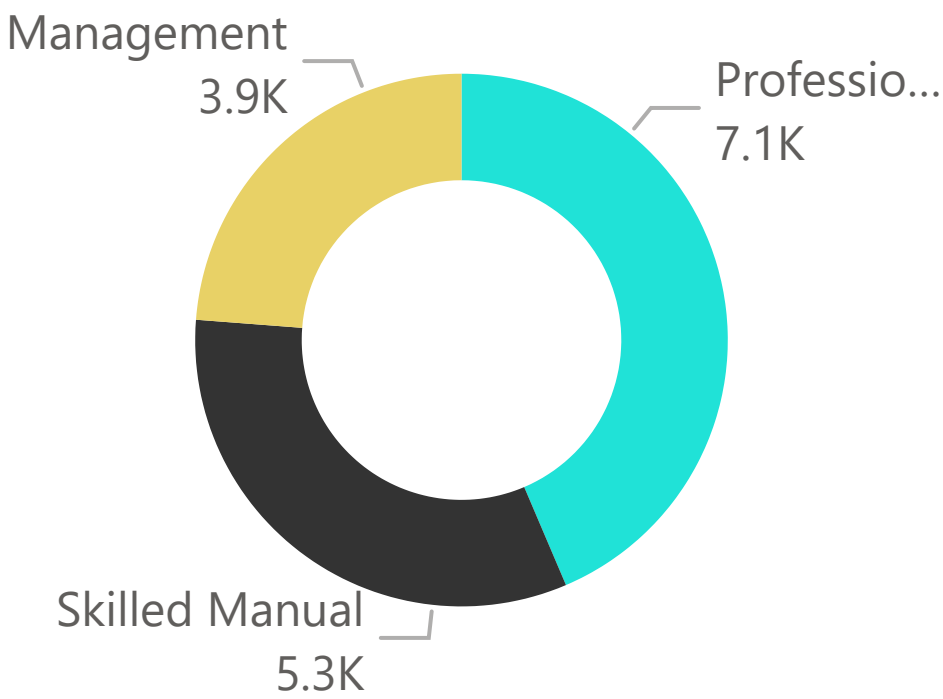
\$1.1K

REVENUE PER CUSTOMER

Orders by Income Level

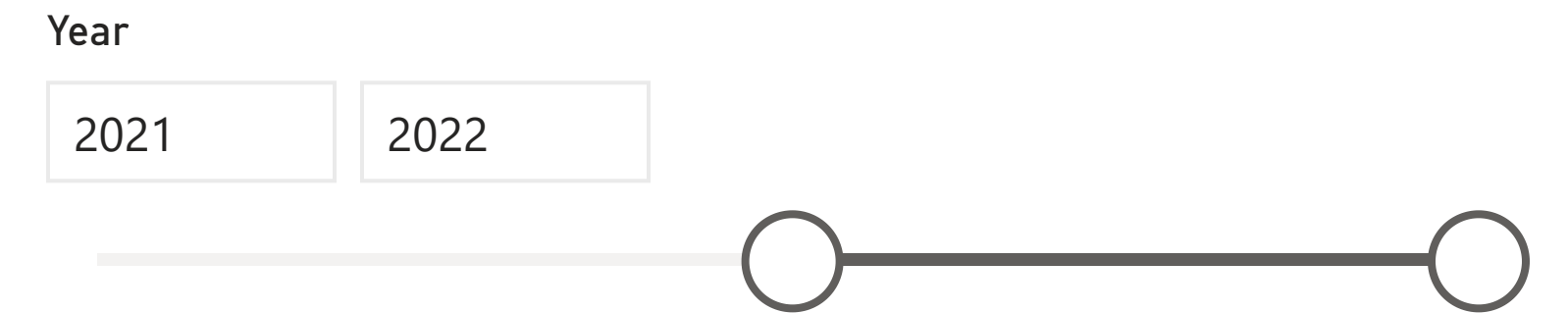


Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	Revenue
11091	Mr. Dalton Perez	26	\$1,513.1358
11223	Mrs. Hailey Patterson	26	\$1,615.6584
11300	Mr. Fernando Barnes	26	\$1,839.0095
11330	Mr. Ryan Thompson	26	\$1,596.6127
11331	Mrs. Samantha Jenkins	26	\$1,739.5752
11185	Mrs. Ashley Henderson	25	\$1,716.7586
11200	Mr. Jason Griffin	25	\$1,613.8803
11176	Mr. Mason Roberts	24	\$1,526.0318
11262	Mrs. Jennifer Simmons	24	\$1,464.7873
11277	Mr. Charles Jackson	24	\$1,776.6914
11287	Mr. Henry Garcia	24	\$1,442.9618
11566	Ms. April Shan	24	\$1,424.487
11711	Mr. Daniel Davis	24	\$1,403.8506
11276	Mrs. Nancy Chapman	23	\$1,111.2256
11203	Mr. Luis Diaz	17	\$1,002.0515
11215	Mrs. Ana Perry	17	\$1,335.8495



Top Customer (By Revenue)

Mr. Maurice Shan

Orders

6

Revenue

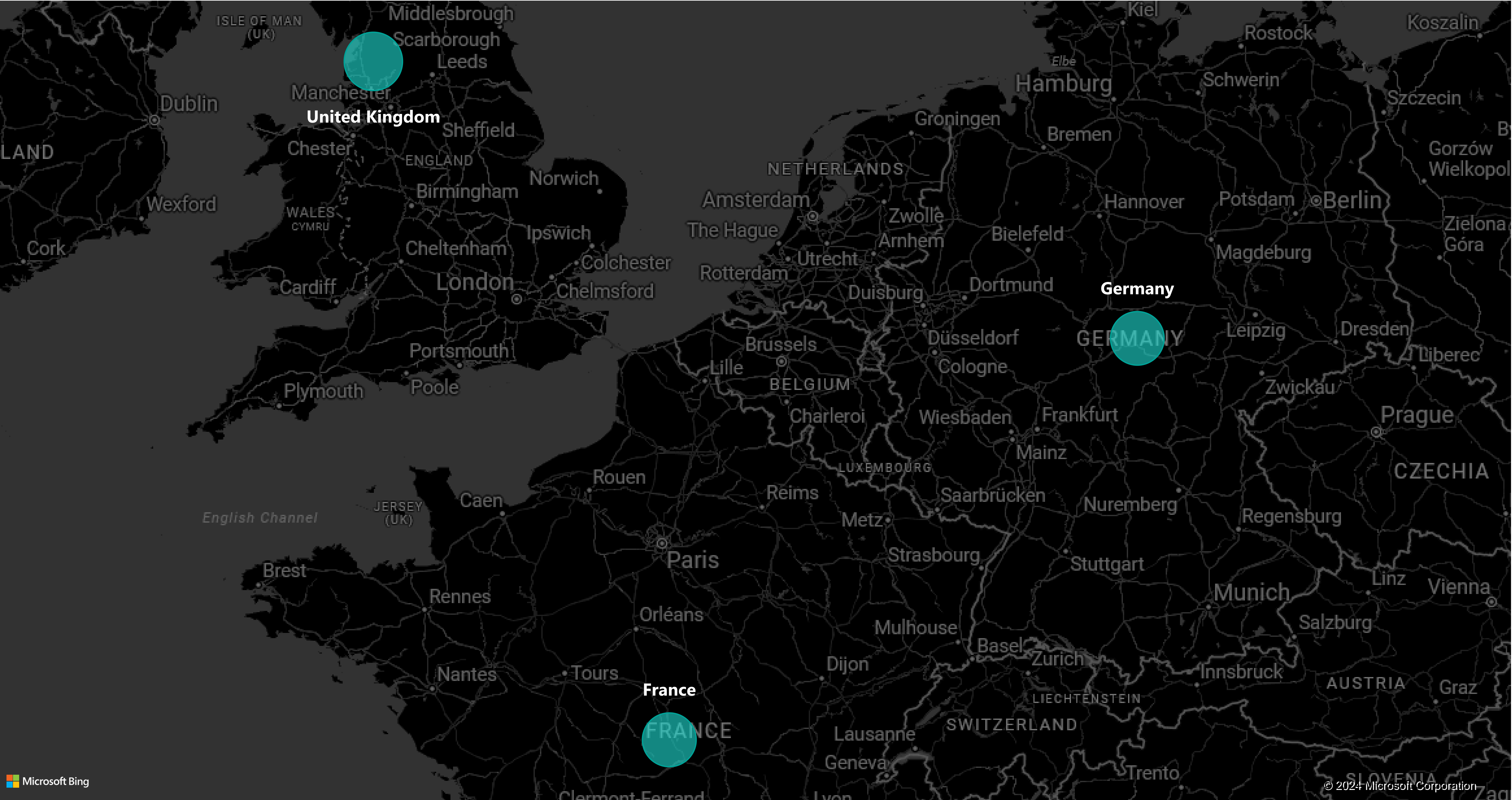
\$12.41K

Select all

Europe

North America

Pacific



Selected Product -

Sport-100 Helmet,
Blue

Monthly Orders Vs Target



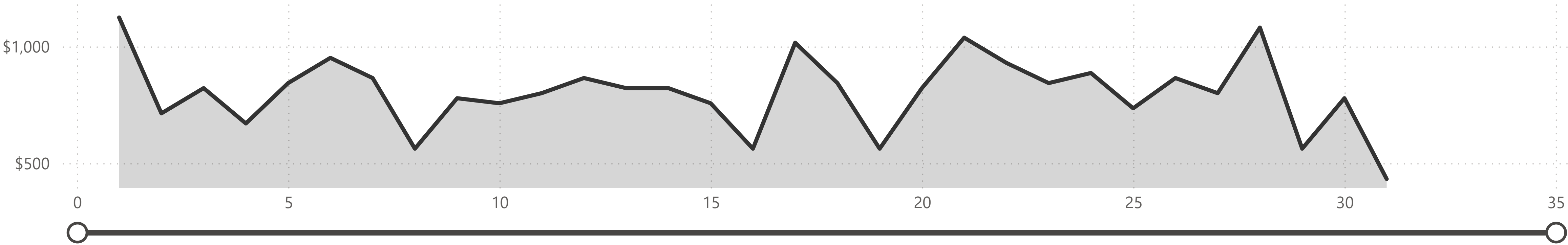
Monthly Profit Vs Target



Monthly Revenue Vs Target



Profit



Product Metric Selection

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

