



₹ 24.9M

REVENUE

₹ 10.5M

PROFIT

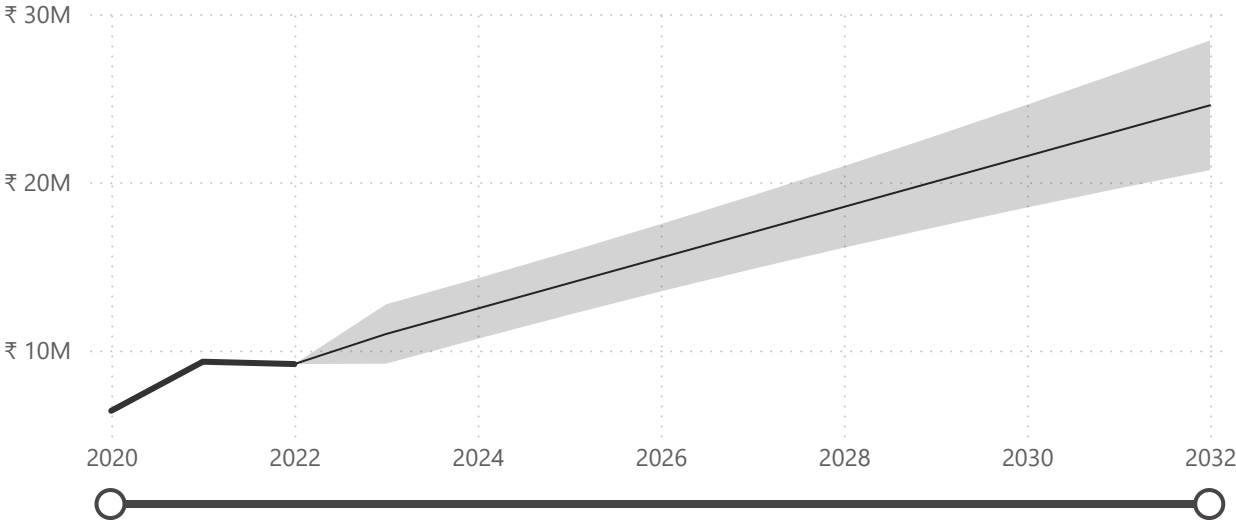
25.2K

ORDERS

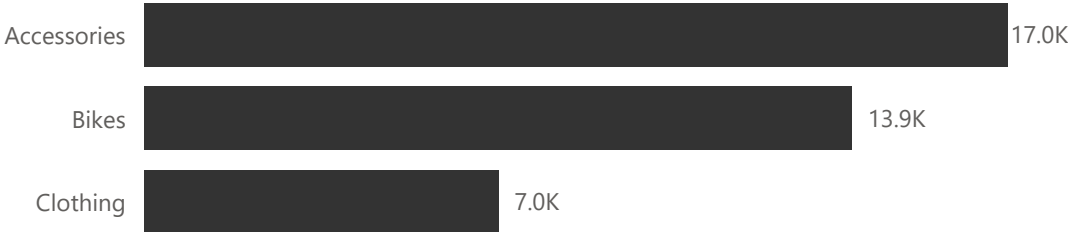
2.2%

RETURN RATE

Revenue Trend



Orders By Category



| Top 10 Products | 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% |

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

Shorts

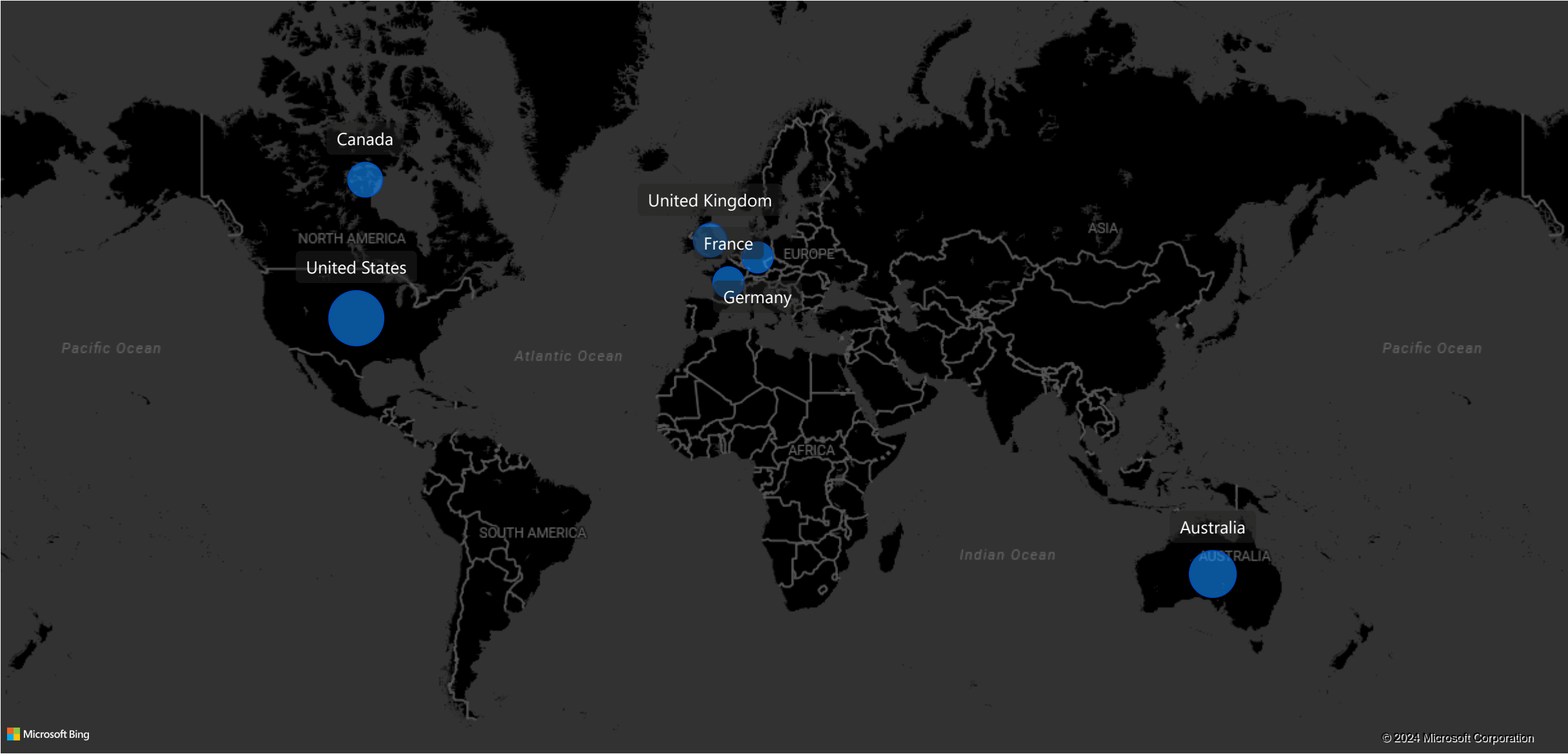
Select all

Europe

North America

Pacific

Total Orders by Country



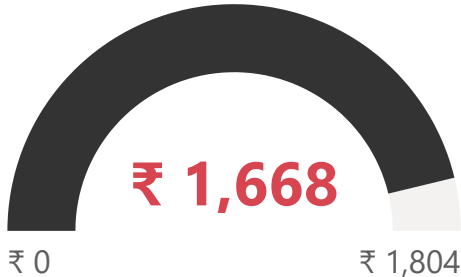
Selected Product:

Road Tire Tube

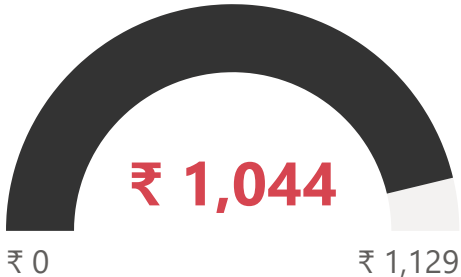
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



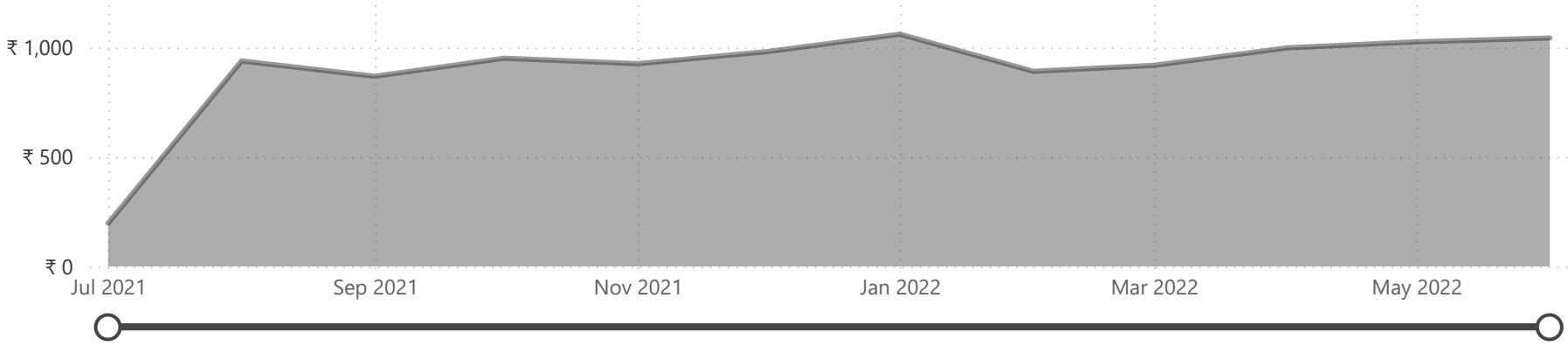
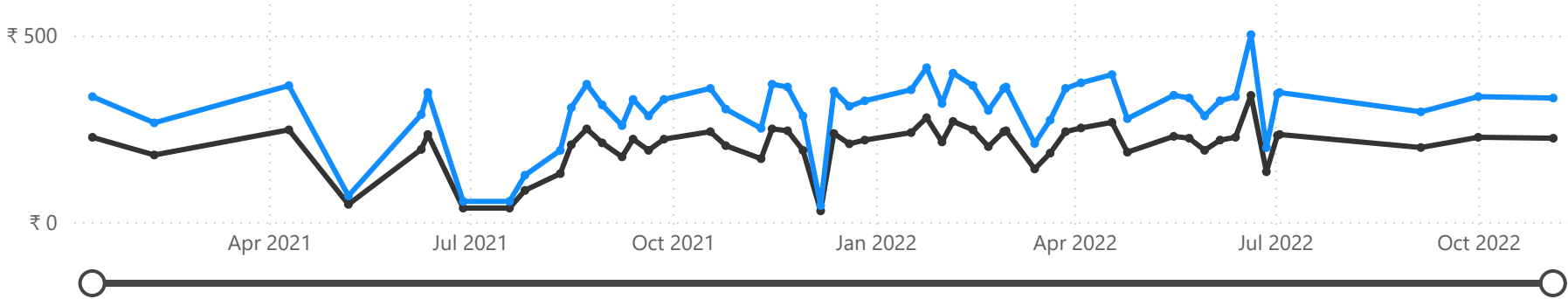
Price Adjustment %

0.30

Product Metric Selection

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

● Total Profit ● Adjusted Total Profit





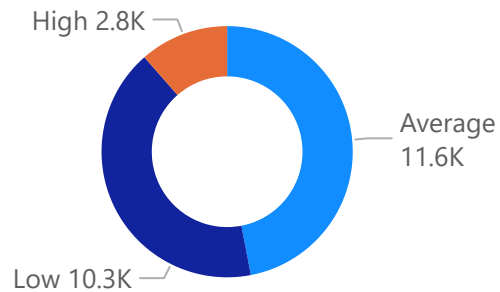
17.4K

UNIQUE CUSTOMERS

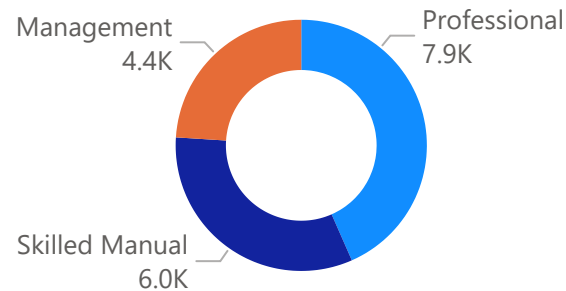
₹ 1.43K

REVENUE PER CUSTOMER

Orders By Income Level



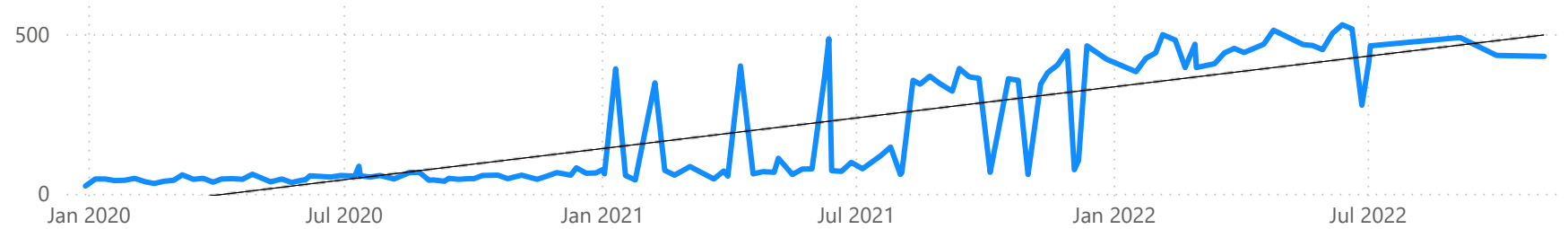
Orders By Occupation



Total Customers

Revenue Per Customer

Total Customers



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 | | 1272 | ₹ 6,15,329 |

2020

2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K