



₹ 24.9M

REVENUE

₹ 10.5M

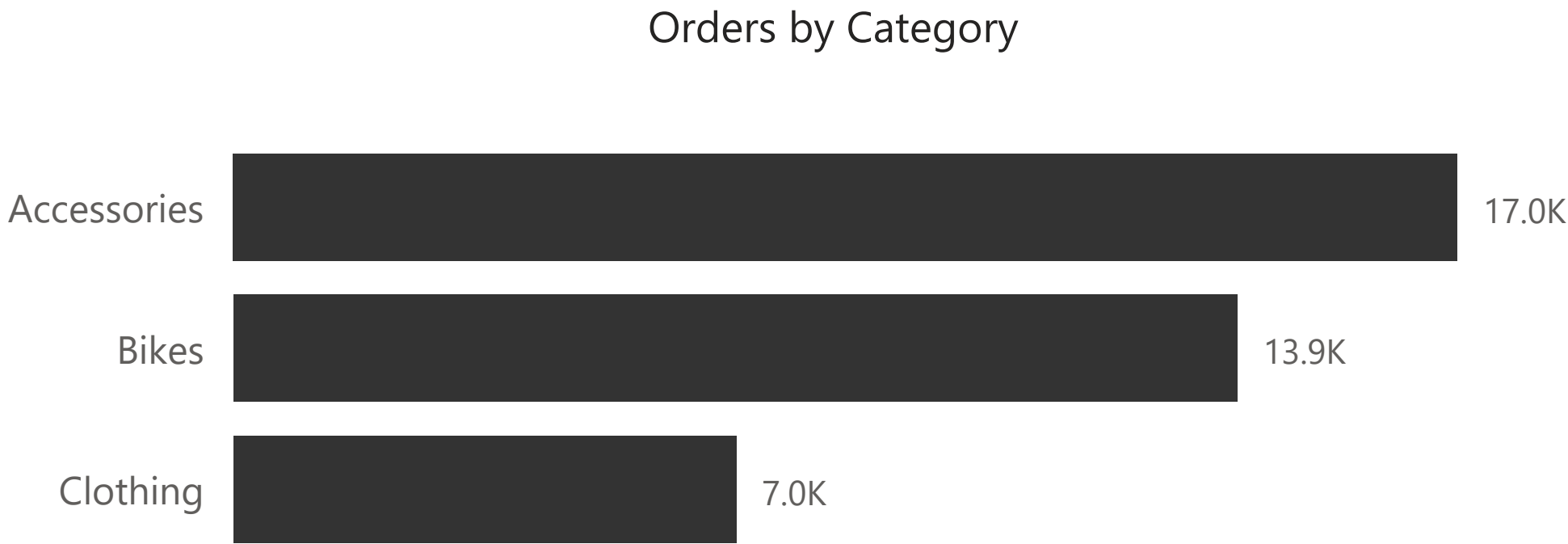
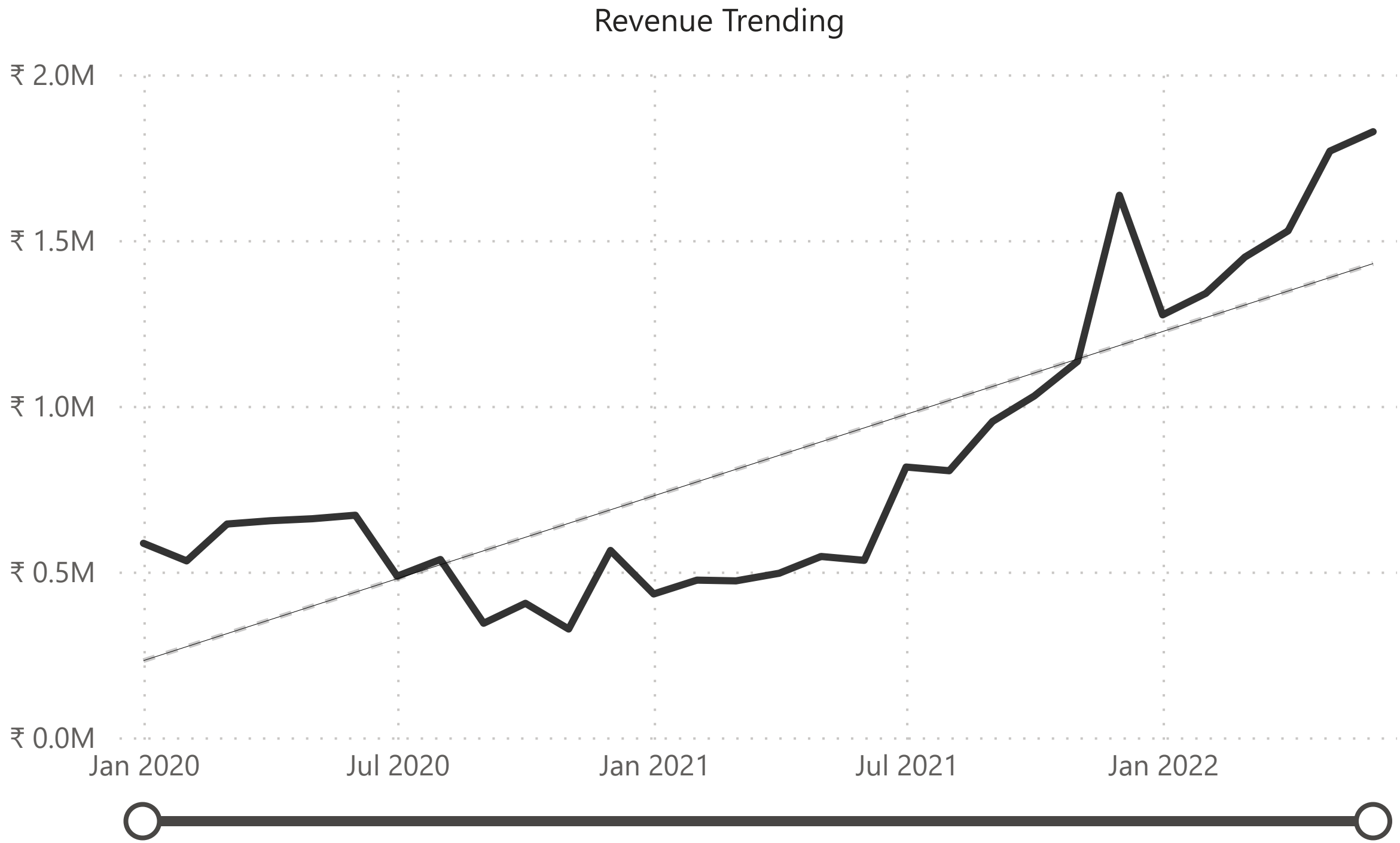
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	₹ 39,755	1.95%
Patch Kit/8 Patches	2,952	₹ 13,506	1.61%
Mountain Tire Tube	2,846	₹ 28,333	1.64%
Road Tire Tube	2,173	₹ 17,265	1.55%
Sport-100 Helmet, Red	2,099	₹ 73,444	3.33%
AWC Logo Cap	2,062	₹ 35,882	1.11%
Sport-100 Helmet, Blue	1,995	₹ 67,120	3.31%
Fender Set - Mountain	1,975	₹ 87,041	1.36%
Sport-100 Helmet, Black	1,940	₹ 65,270	2.68%
Mountain Bottle Cage	1,896	₹ 38,062	2.02%

Monthly Revenue

₹ 1.83M✓

Prev Month: ₹ 1.77M
(+3.31%)

Monthly Orders

2,146!

Prev Month: 2,165 (-0.88%)

Monthly Returns

166✓

Prev Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product:

Shorts



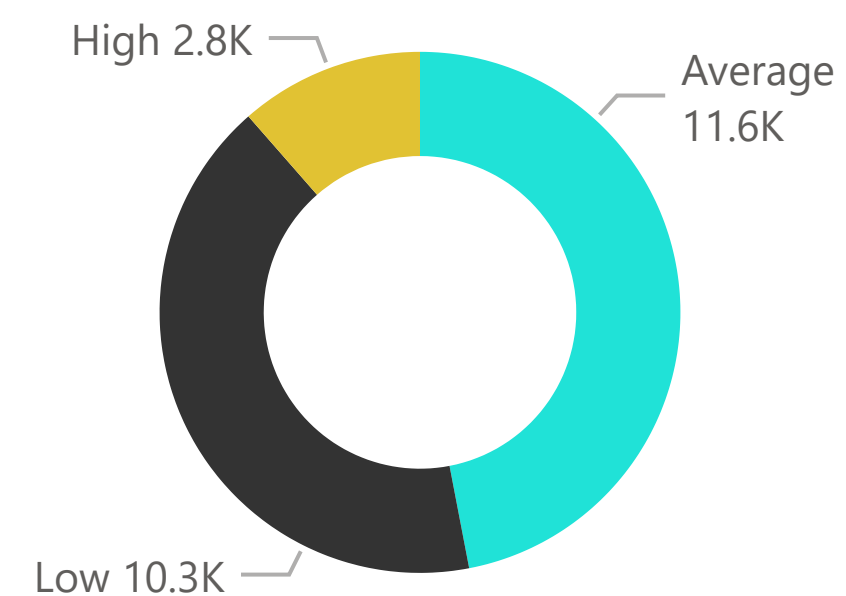
17.4K

UNIQUE CUSTOMERS

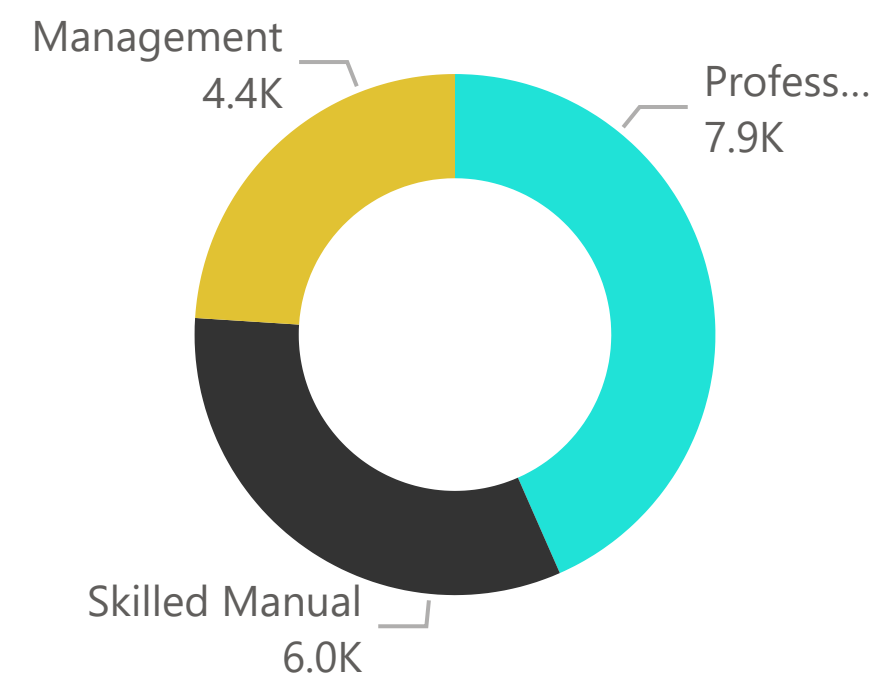
₹ 1.4K

REVENUE PER CUSTOMER

Orders by Income Level

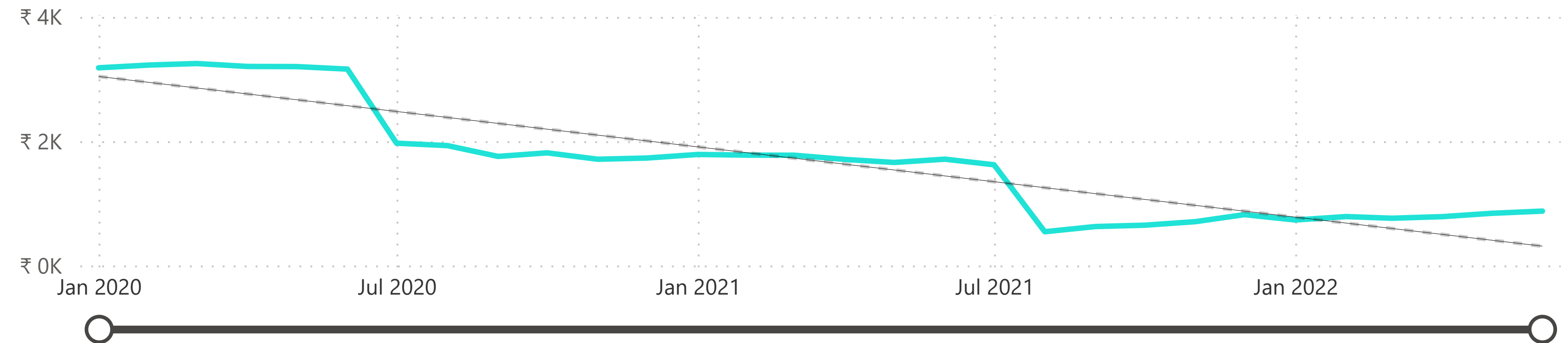


Orders by Occupation



Total Customers

Revenue per Customer



Top 100 Customers

Customer Key	Customer Name	Orders	Revenue
11091	Mr. Dalton Perez	26	₹ 1,513
11300	Mr. Fernando Barnes	26	₹ 1,839
11330	Mr. Ryan Thompson	26	₹ 1,597
11223	Mrs. Hailey Patterson	26	₹ 1,616
11331	Mrs. Samantha Jenkins	26	₹ 1,740
11200	Mr. Jason Griffin	25	₹ 1,614
11185	Mrs. Ashley Henderson	25	₹ 1,717
11277	Mr. Charles Jackson	24	₹ 1,777
11711	Mr. Daniel Davis	24	₹ 1,404
11287	Mr. Henry Garcia	24	₹ 1,443
11176	Mr. Mason Roberts	24	₹ 1,526
11262	Mrs. Jennifer Simmons	24	₹ 1,465
11566	Ms. April Shan	24	₹ 1,424
11276	Mrs. Nancy Chapman	23	₹ 1,111
11203	Mr. Luis Diaz	17	₹ 1,002
11215	Mrs. Ana Perry	17	₹ 1,336
11631	Mr. Antonio Bennett	16	₹ 1,001
11253	Mr. José Hernandez	16	₹ 905
11211	Mrs. Samantha Russell	16	₹ 948
Total		1,272	₹ 615,329

2020

2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

₹ 12,408



In 2022, among Skilled Manual roles, Mr. Ruben Suarez drove the highest amount of revenue at \$4,683.

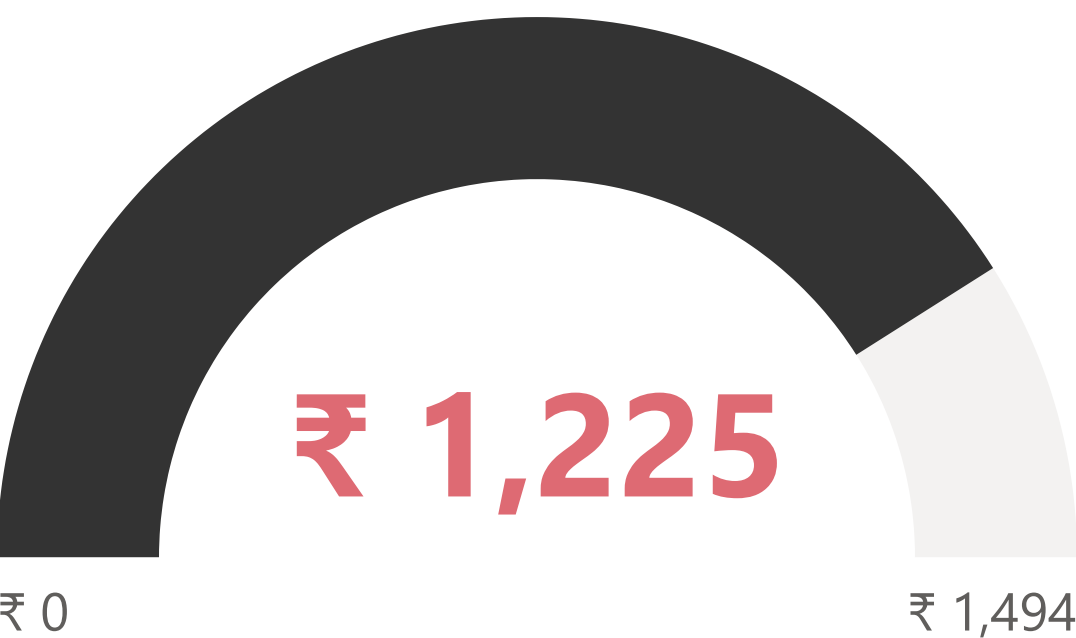
Selected Column:

Patch Kit/8
Patches

Monthly Order vs Target



Monthly Revenue vs Target



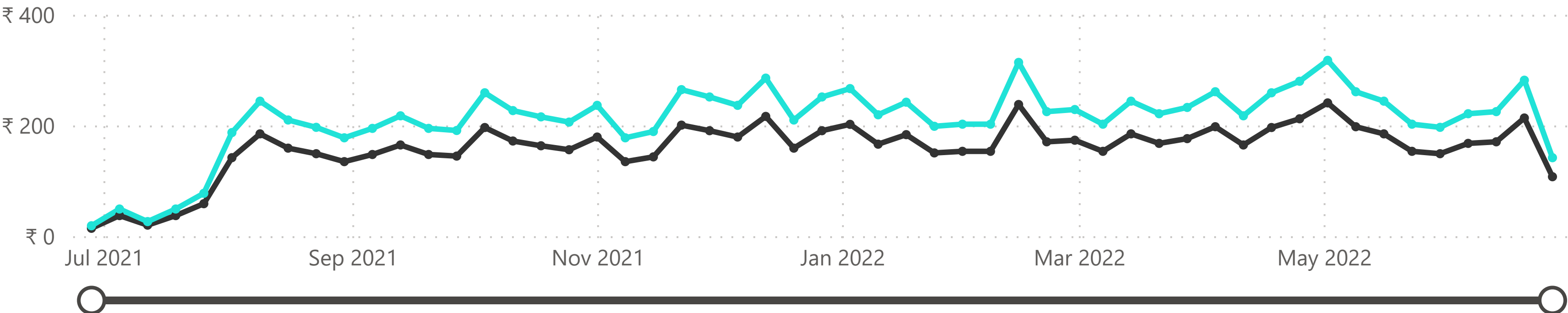
Monthly Profit vs Target



Price Adjustment (%)

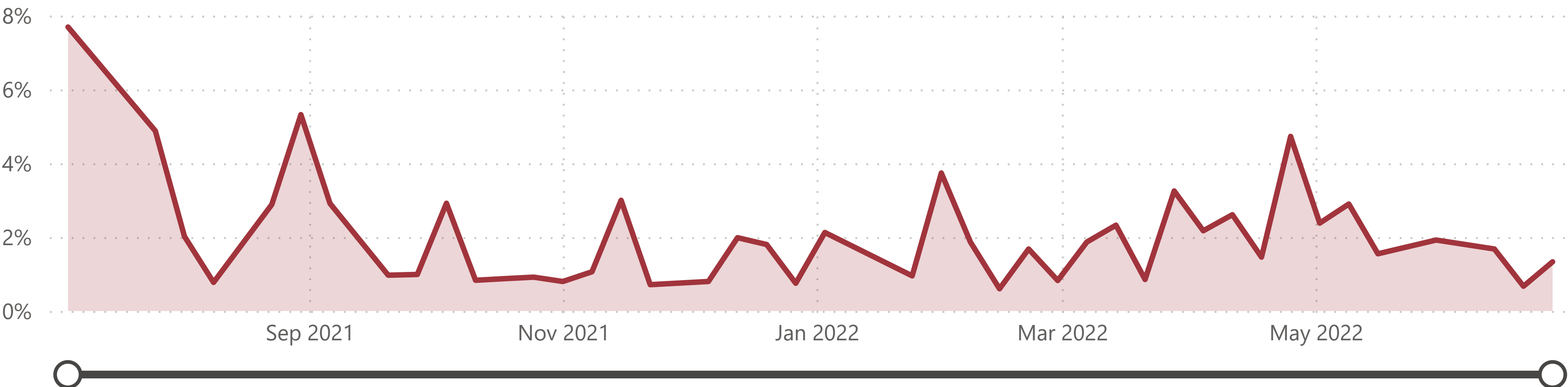
0.20

● Total Profit ● Adjusted Profit



Product Metric Selection

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



Select all

Europe

North America

Pacific



25,164

Total Orders

₹ 24,914,587

Total Revenue

₹ 10,457,715

Total Profit

1,809

Total Returns

2.17%

Return Rate

Weekly Orders

