



₹ 24.9M

REVENUE

₹ 10.5M

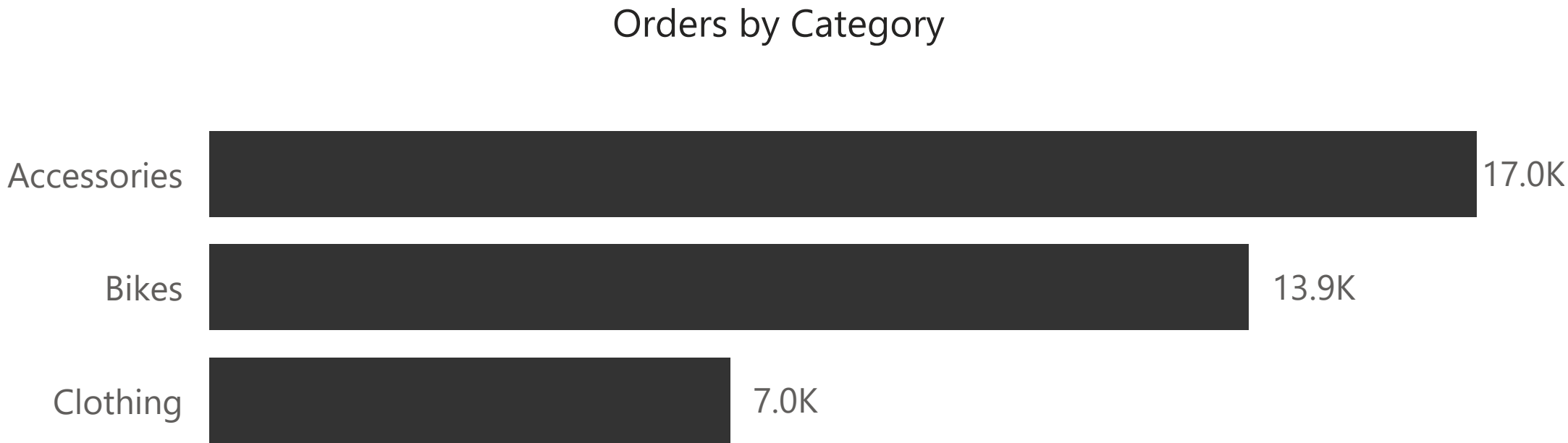
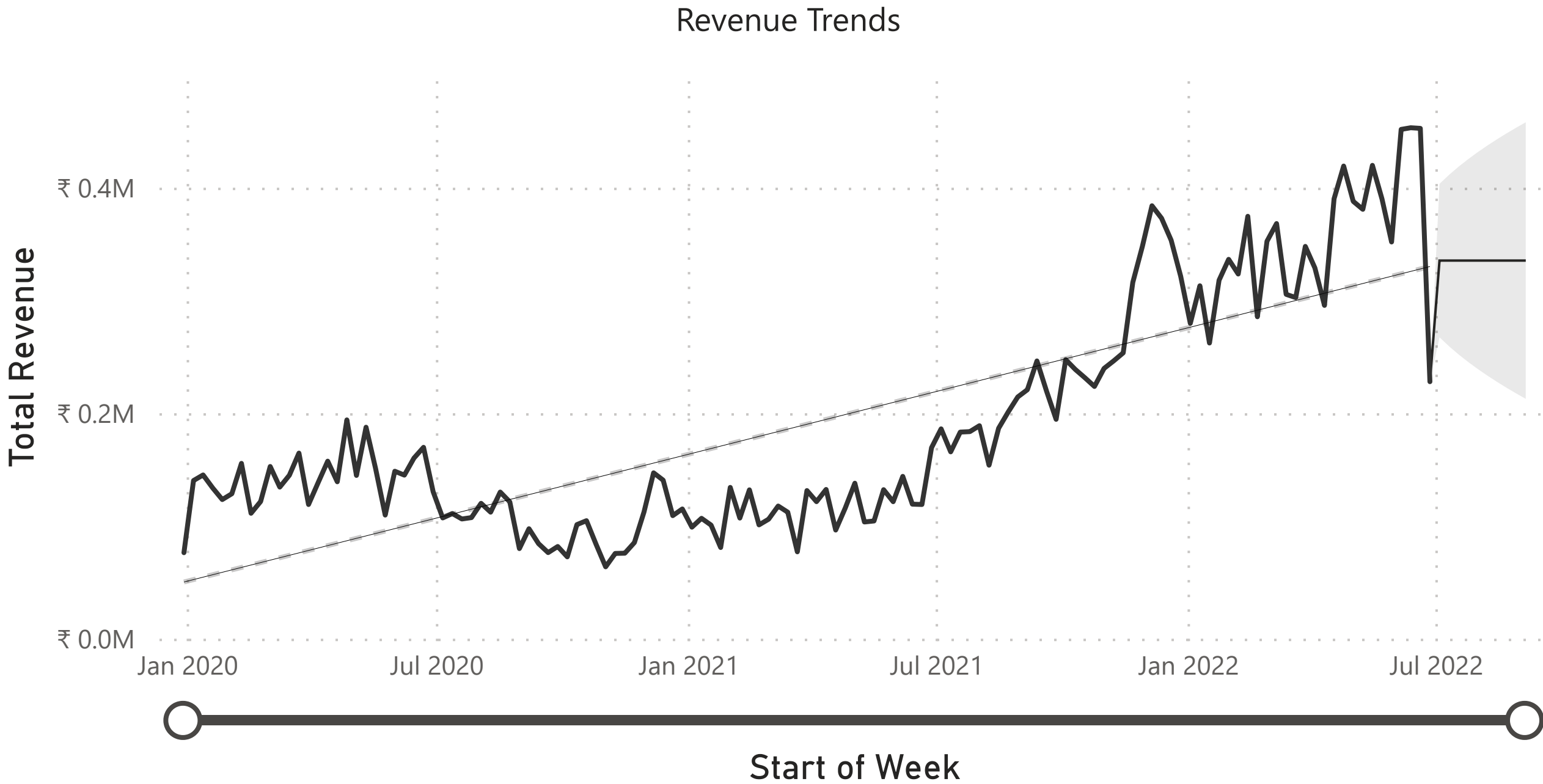
PROFIT

25.2K

ORDERS

2.2%

RETURN RATE



Monthly Revenue

₹ 1.83M✓

Prev Month: ₹ 1.77M  
(+3.31%)

Monthly Orders

2,146!

Prev Month: 2165 (-0.88%)

Total Returns

166✓

Prev Month: 169 (+1.78%)

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%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

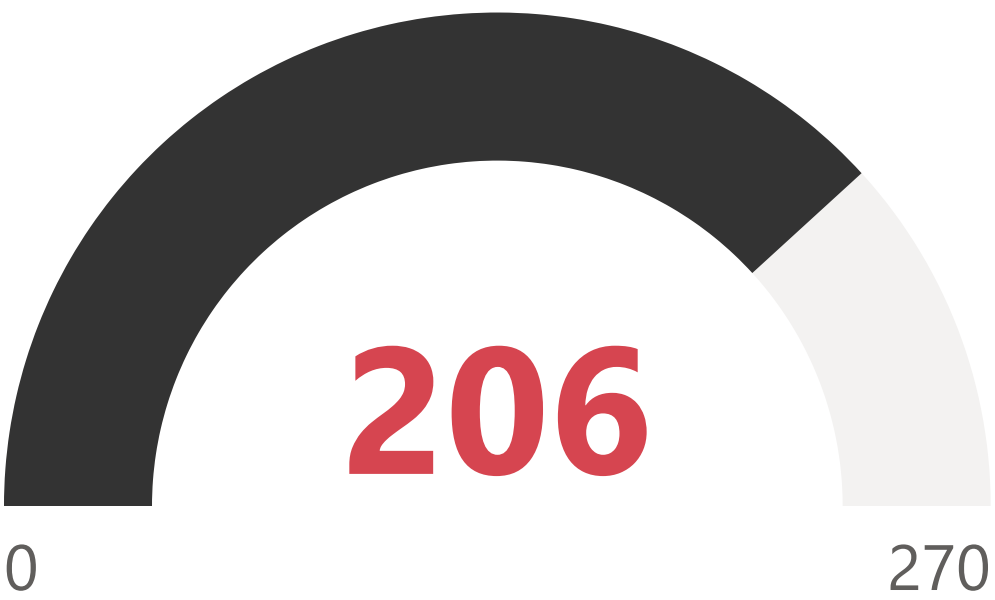
Pacific



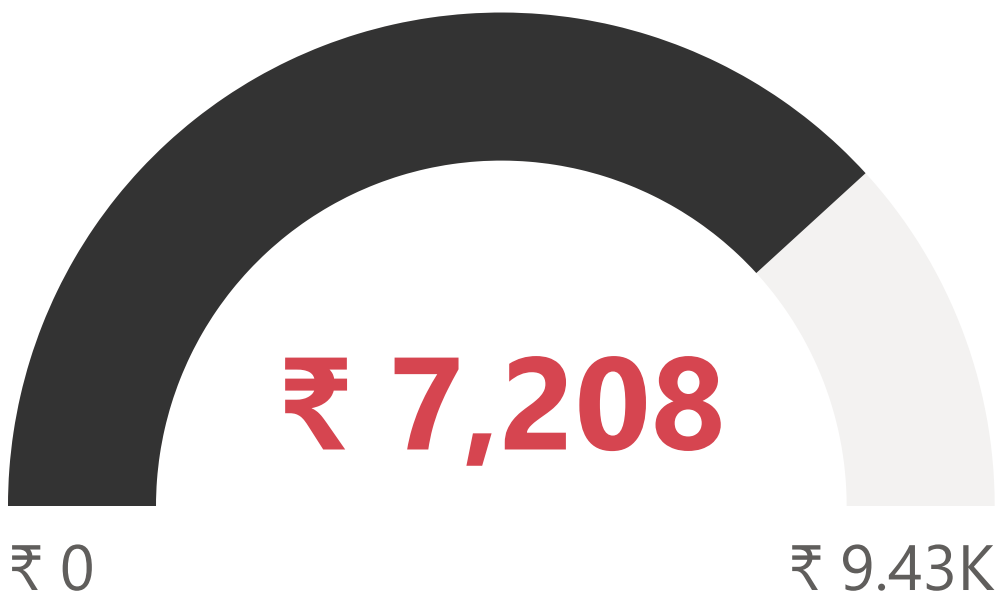
Selected Product

Sport-100  
Helmet, Red

Monthly Orders vs Target



Monthly Revenue vs Target



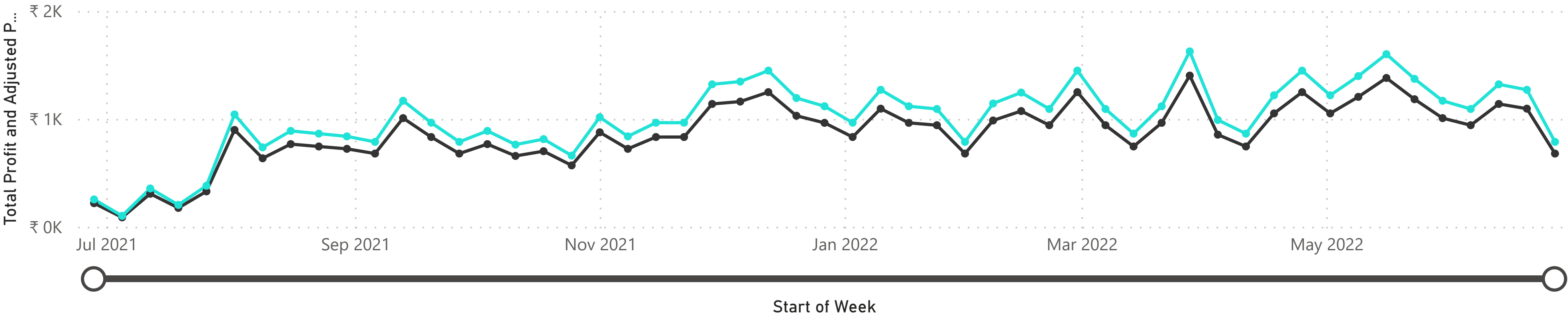
Monthly Profit vs Target



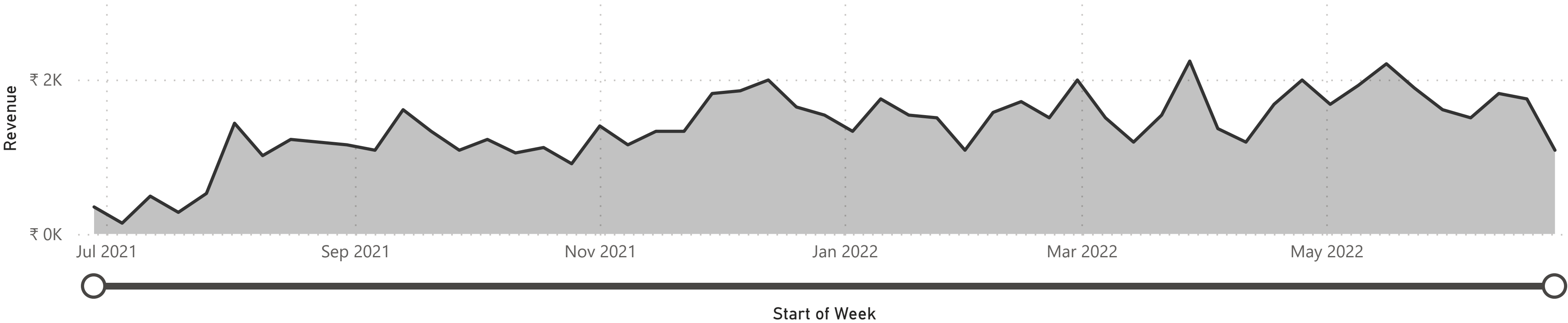
Price Adjustment

0.10

● Total Profit ● Adjusted Profit



Return Trends



Product Metric Selection

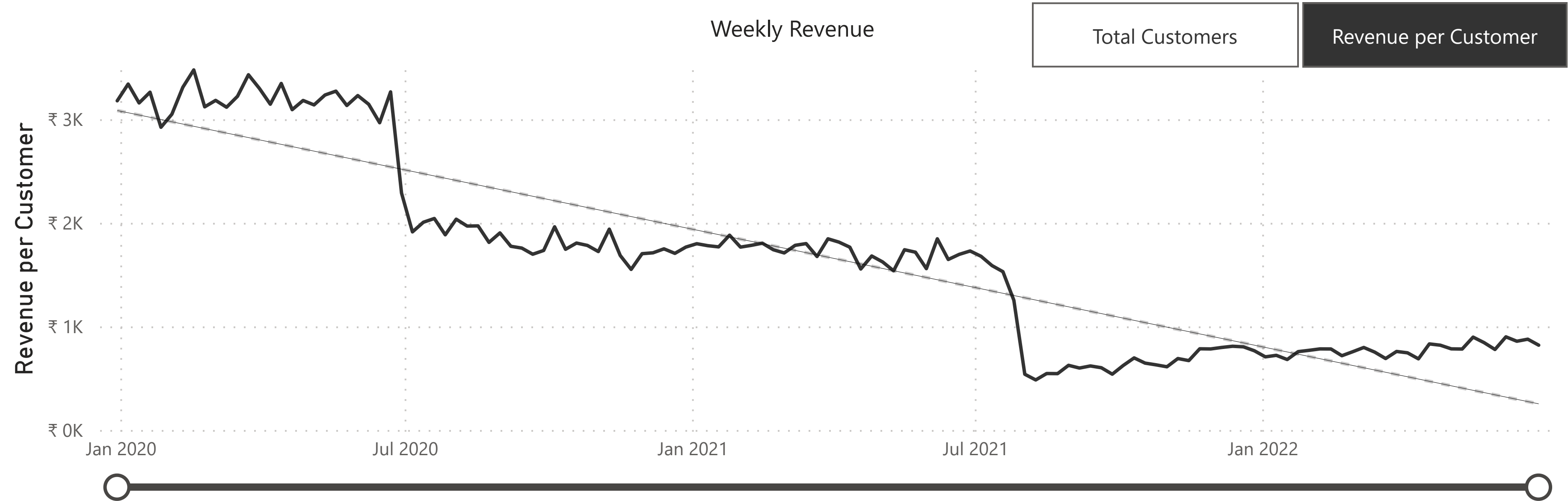
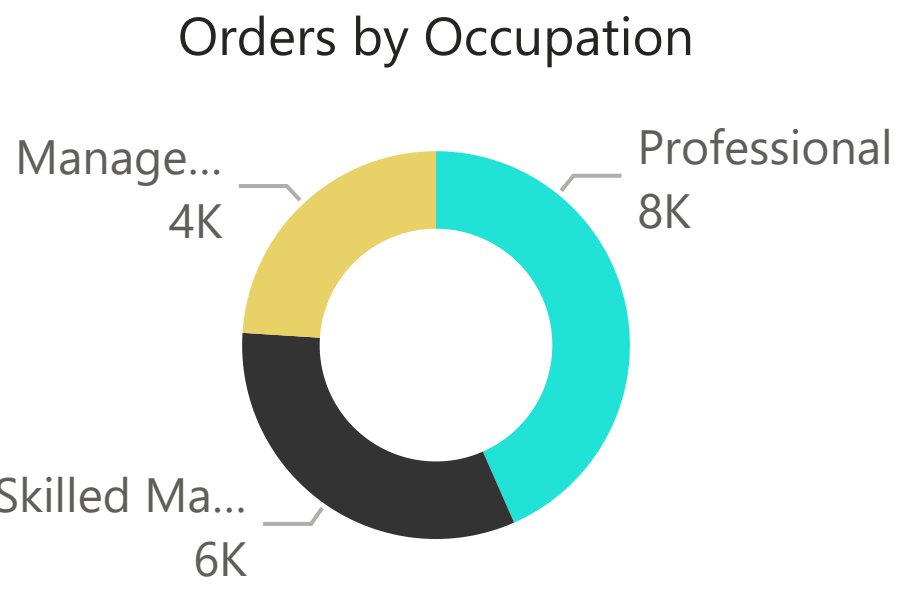
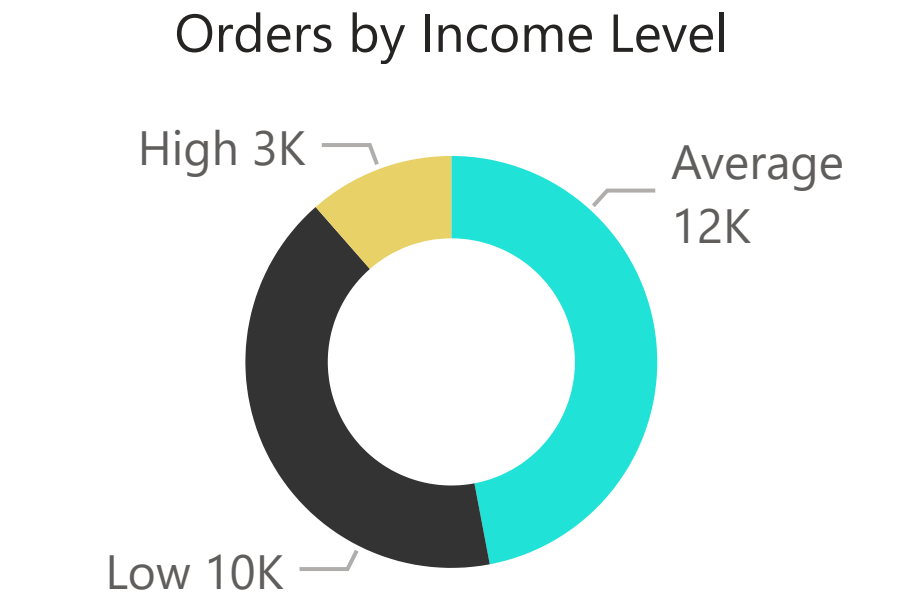
- ☐ Orders
- ☒ Revenue
- ☐ Profit
- ☐ Returns
- ☐ Return %

17.3K

UNIQUE CUSTOMERS

₹ 1.4K

REVENUE PER CUSTOMER



Start of Week

Year

20202022

CustomerKey	Full Name	Orders	Revenue
11619	Ms. Sierra Young	16	₹ 813
11500	Ms. Sarah Simmons	15	₹ 849
12760	Ms. Krista Gomez	4	₹ 389
11820	Ms. Katelyn Lopez	5	₹ 348
11869	Ms. Kaitlyn Adams	4	₹ 328
16497	Ms. Julia Peterson	4	₹ 203
11868	Ms. Jessica Peterson	5	₹ 328
11505	Ms. Jasmine Powell	16	₹ 1,104
14332	Ms. Jade Rogers	4	₹ 130
11507	Ms. Isabella Russell	15	₹ 859
11769	Ms. Haley Hernandez	5	₹ 593
11078	Ms. Gina Martin	16	₹ 991
13144	Ms. Destiny Stewart	4	₹ 374
11581	Ms. Cindy Jordan	5	₹ 272
12972	Ms. Carolyn Suri	4	₹ 291
14282	Ms. Brianna Lewis	4	₹ 207
11566	Ms. April Shan	24	₹ 1,424
Total		1,264	₹ 605,798

Top Customer (by revenue):

Mr. Maurice Shan

Orders:6

Revenue:12.41K