



Revenue

₹ 24.9M

Profit

₹ 10.5M

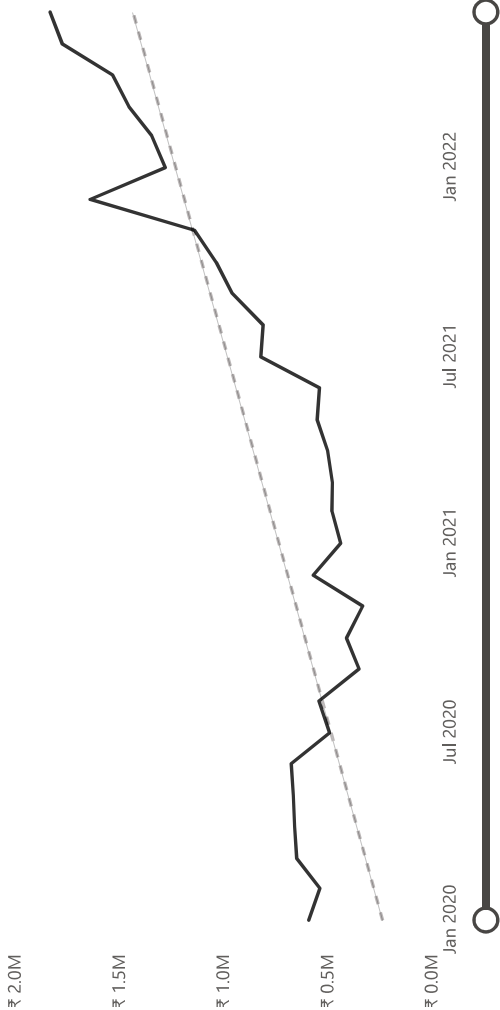
Orders

25.2K

Return rate

2.2%

Revenue Trending



Monthly Revenue

₹ 1.83M<sup>~</sup>

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2146<sup>!</sup>

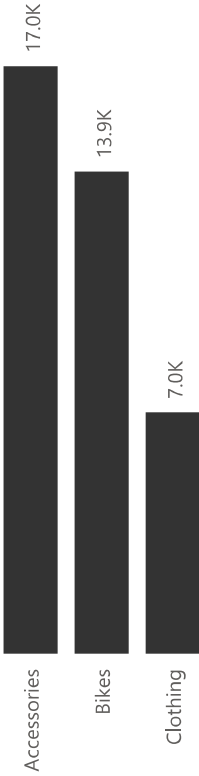
Prev Month: 2165 (-0.88%)

Monthly Returns

166<sup>~</sup>

Prev Month: 169 (-1.78%)

Orders by Category



Top 10 Products

	Orders	Revenue	Return rate
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%
Fender Set - Mountain	1975	₹ 87,041	1.36%
Sport-100 Helmet, Black	1940	₹ 65,270	2.68%
Mountain Bottle Cage	1896	₹ 38,062	2.02%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



Selected Product:

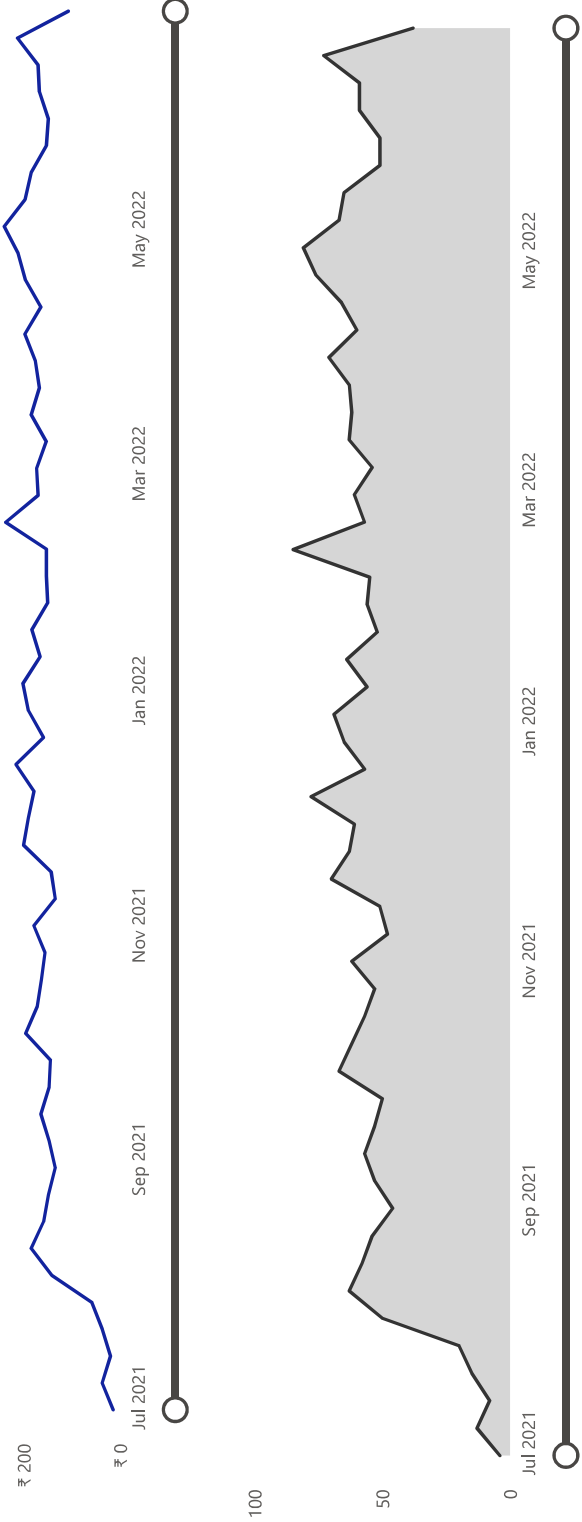
Patch Kit/8  
Patches



Price Adjustment (%)

● Total Profit ● Adjusted Profit

Profit Trending

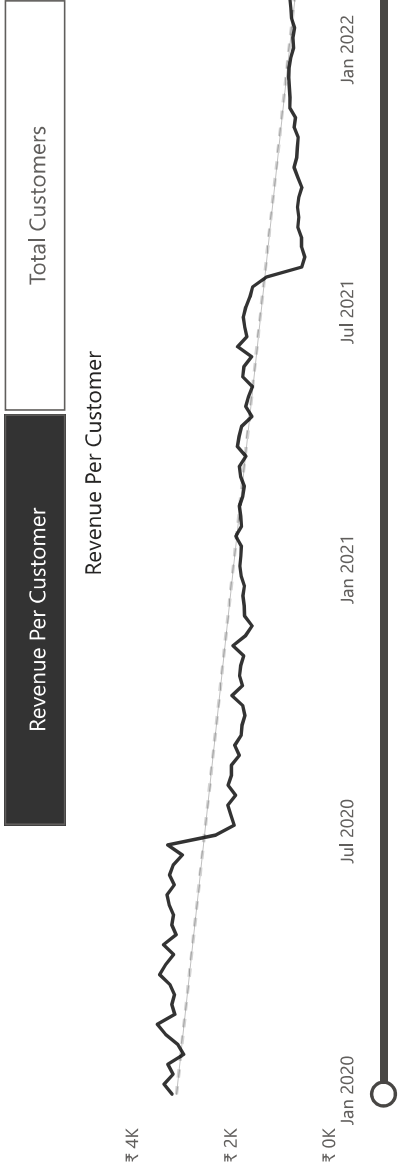


17.4K

Unique Customers

₹ 1,431

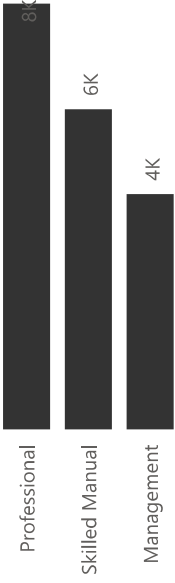
Revenue Per Customer



Orders by Income Level



Orders by Occupation



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
11427	Mrs. Desiree Dominauez	4	₹ 9,718

Top Customer (by Revenue):

Mr. Maurice Shan

Orders: 6Revenue: ₹ 12,408

i

Jordan Turner was the most valuable customer driving highest revenue in H1 2022.