



₹ 24.9M

REVENUE

₹ 10.5M

PROFIT

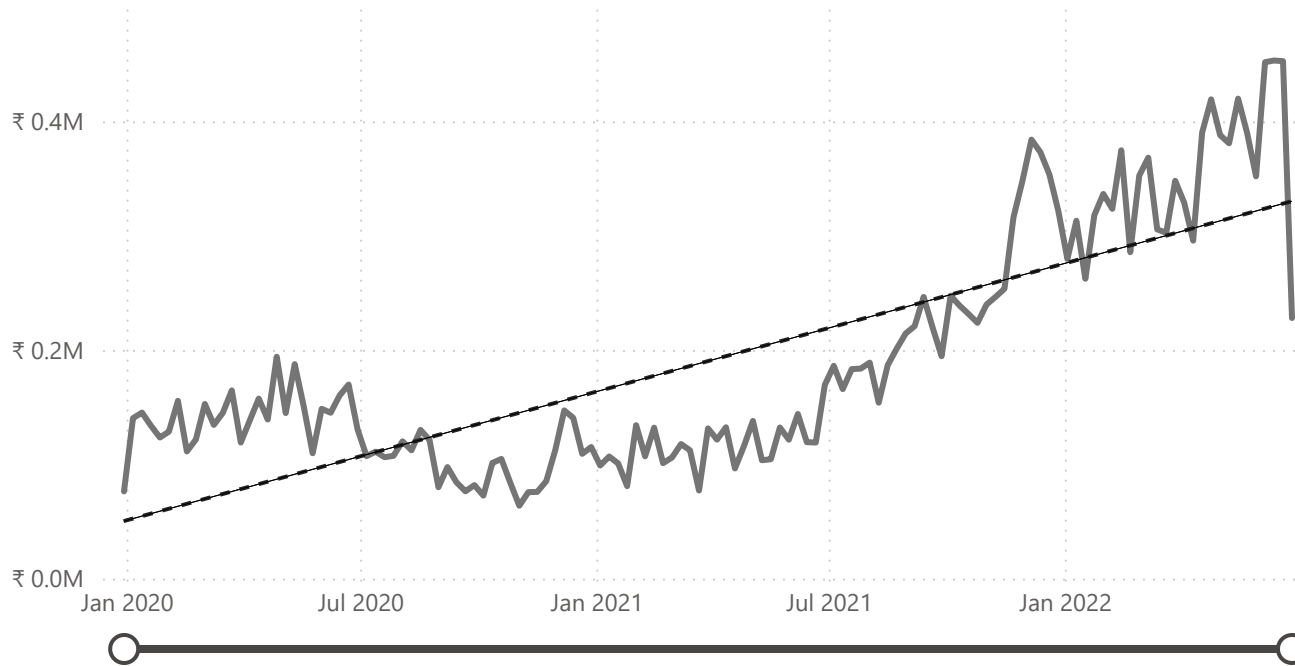
25.2K

ORDERS

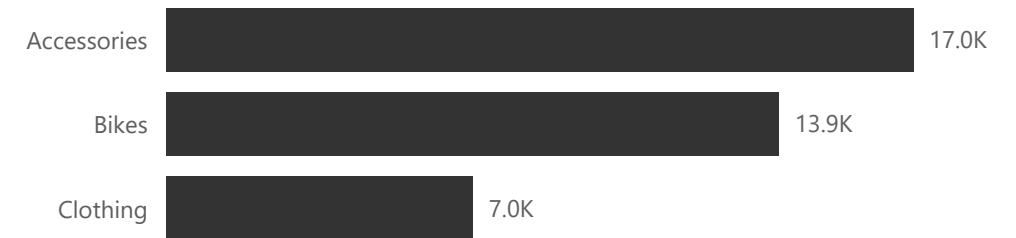
2.2%

RETURN RATE

Weekly Revenue



Orders by Category



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%)

Top 10 Products

	Total Revenue	Total Orders	Return Rate
AWC Logo Cap	₹ 35,882.1	2062	1.11%
Fender Set - Mountain	₹ 87,040.8	1975	1.36%
Mountain Bottle Cage	₹ 38,061.9	1896	2.02%
Mountain Tire Tube	₹ 28,333.2	2846	1.64%
Patch Kit/8 Patches	₹ 13,506.4	2952	1.61%
Road Tire Tube	₹ 17,264.7	2173	1.55%
Sport-100 Helmet, Black	₹ 65,269.7	1940	2.68%
Sport-100 Helmet, Blue	₹ 67,120.2	1995	3.31%
Sport-100 Helmet, Red	₹ 73,444.0	2099	3.33%
Water Bottle - 30 oz.	₹ 39,755.3	3983	1.95%

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

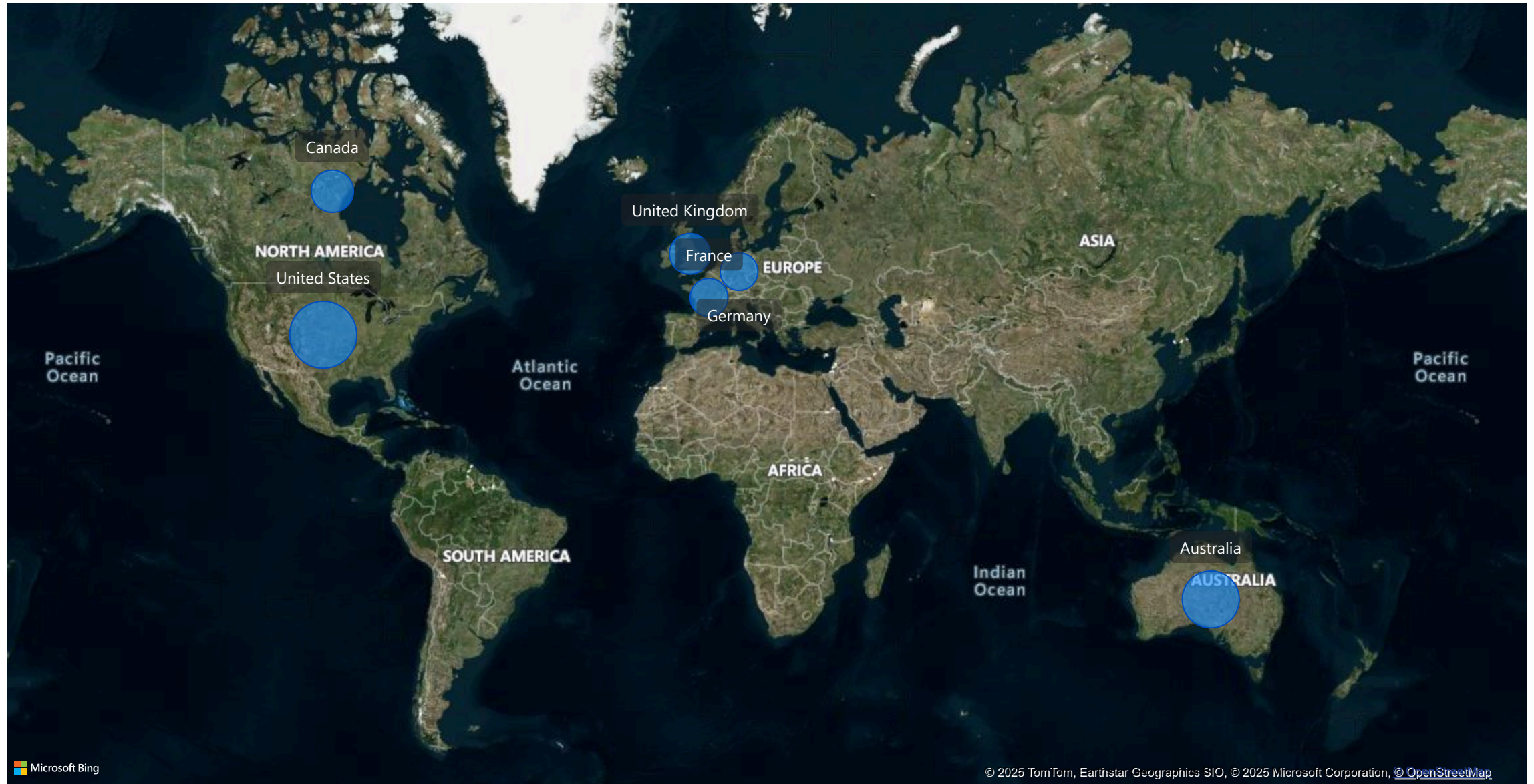
Shorts

Select all

Europe

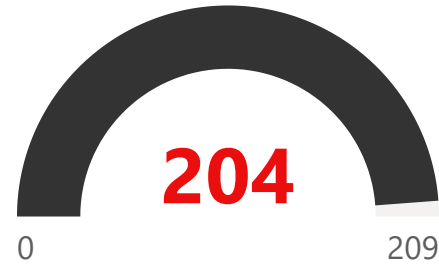
North America

Pacific

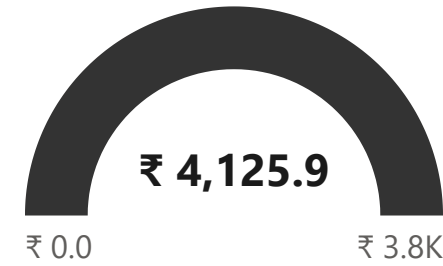


# Mountain Bottle Cage

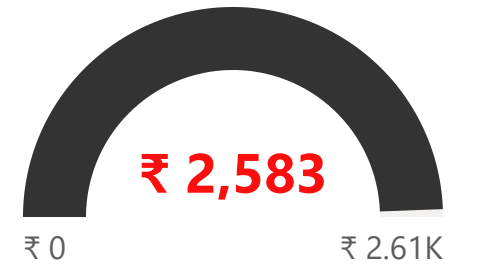
Total Orders vs Target



Total Revenue vs Target



Total Profit vs Target



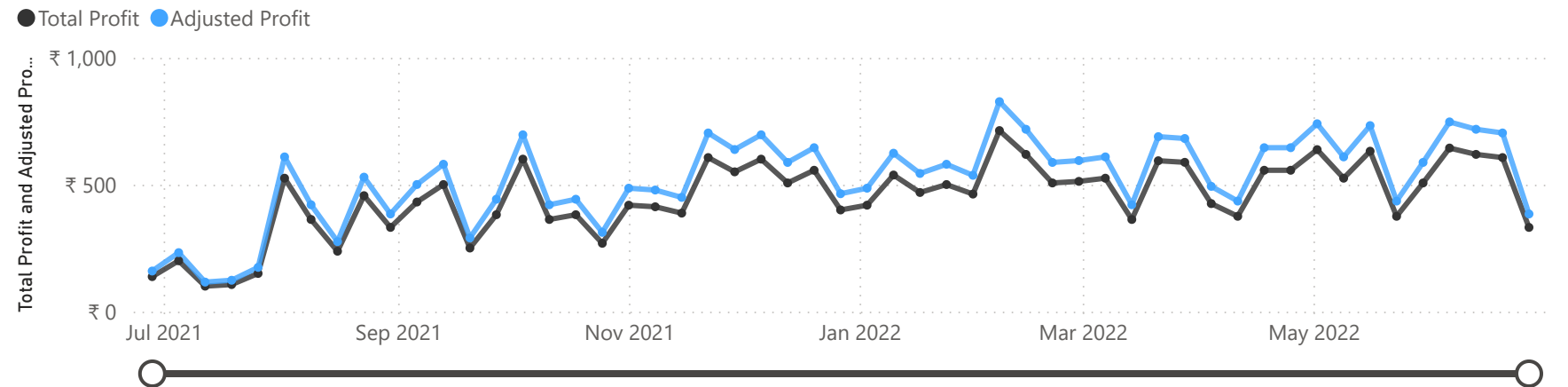
Price Adjustment %

0.10

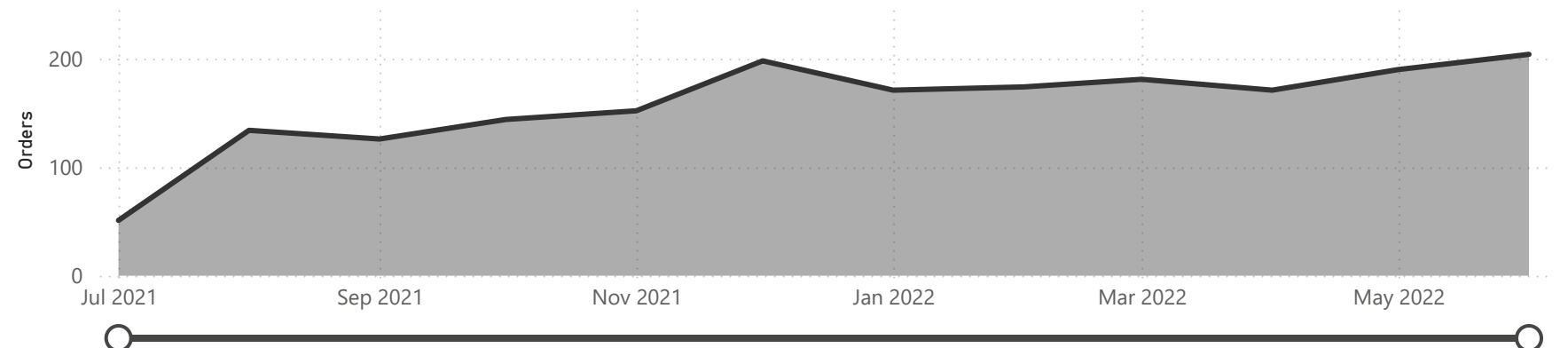


Product Metric Selection

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



Returns over time





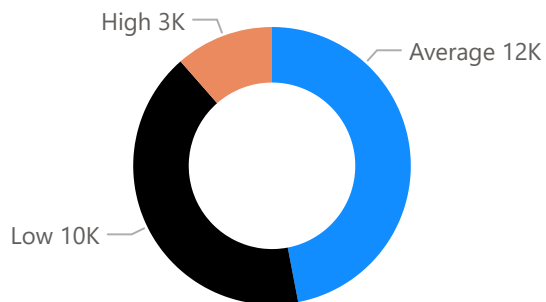
# ₹ 1.43K

REVENUE PER CUSTOMER

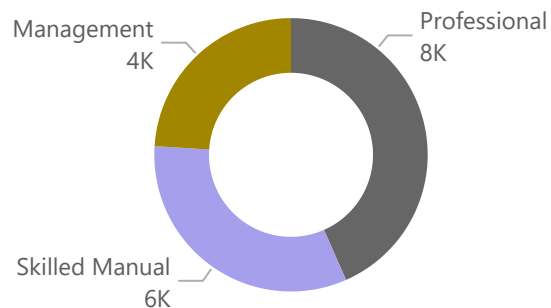
# 17K

UNIQUE CUSTOMERS

## Order by Income Level

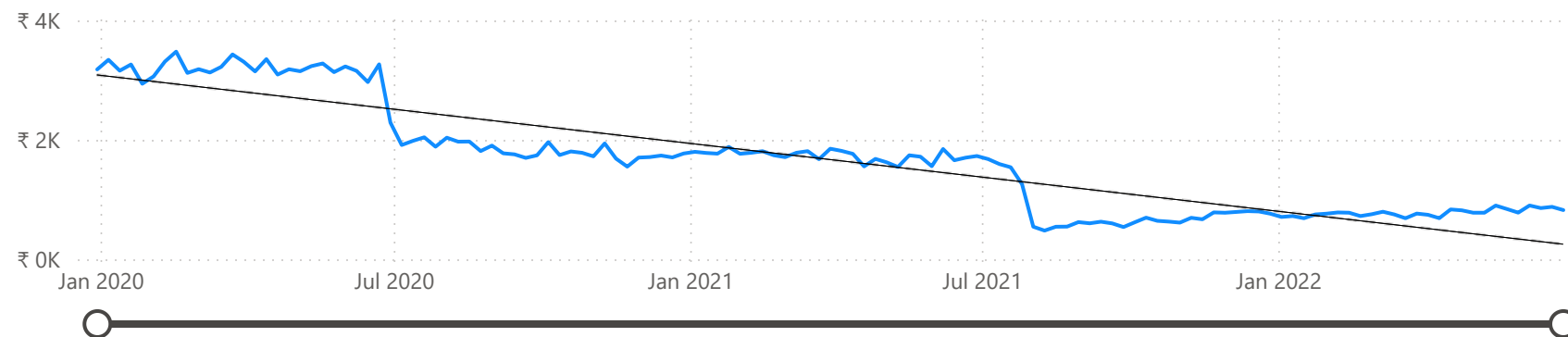


## Order by Occupation



Total Customer

Revenue per customer



## Top 100 Customers

CustomerKey	Full Name	Orders	Total Revenue
11433	Mr. Maurice Shan	6	₹ 12,408.0
11439	Mrs. Janet Munoz	6	₹ 12,015.4
11241	Mrs. Lisa Cai	7	₹ 11,330.4
11417	Mrs. Lacey Zheng	7	₹ 11,085.8
11420	Mr. Jordan Turner	7	₹ 11,022.4
11242	Mr. Larry Munoz	7	₹ 10,852.0
13263	Mrs. Kate Anand	4	₹ 10,436.5
12655	Mr. Larry Vazquez	4	₹ 10,395.0
11425	Mrs. Ariana Gray	6	₹ 10,391.4
12631	Mr. Clarence Gao	4	₹ 10,331.7
12650	Mr. Aaron Wright	4	₹ 10,329.2
13405	Mr. Ethan Bryant	4	₹ 10,308.5
11429	Mr. Marco Lopez	6	₹ 10,289.7
12632	Mrs. Bonnie Nath	4	₹ 10,282.9
11245	Mr. Ricky Vazquez	4	₹ 10,165.9
11237	Mr. Clarence Anand	4	₹ 10,065.0
11428	Mrs. Deanna Perez	4	₹ 9,761.6
11427	Mrs. Desiree Dominguez	4	₹ 9,717.7
Total		1272	₹ 6,15,328.6

Year

2020

2022

## Top Customer By Revenue

# Mr. Maurice Shan

Orders

# 6

Revenue

# 12.4K



2021 Customers by Management Occupation

**₹ 2,49,14,586.8**

Total Revenue

**₹ 1,04,57,715**

Total Profit

**25164**

Total Orders

**1809**

Total Returns

## Weekly Orders

