



₹ 24.9M

REVENUE

₹ 10.5M

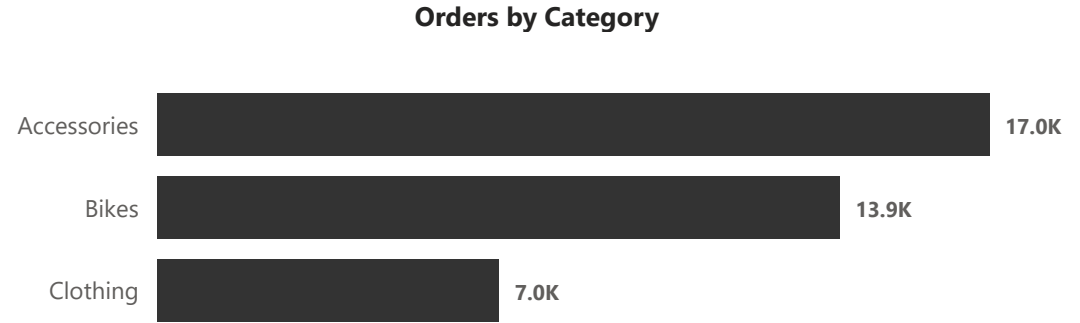
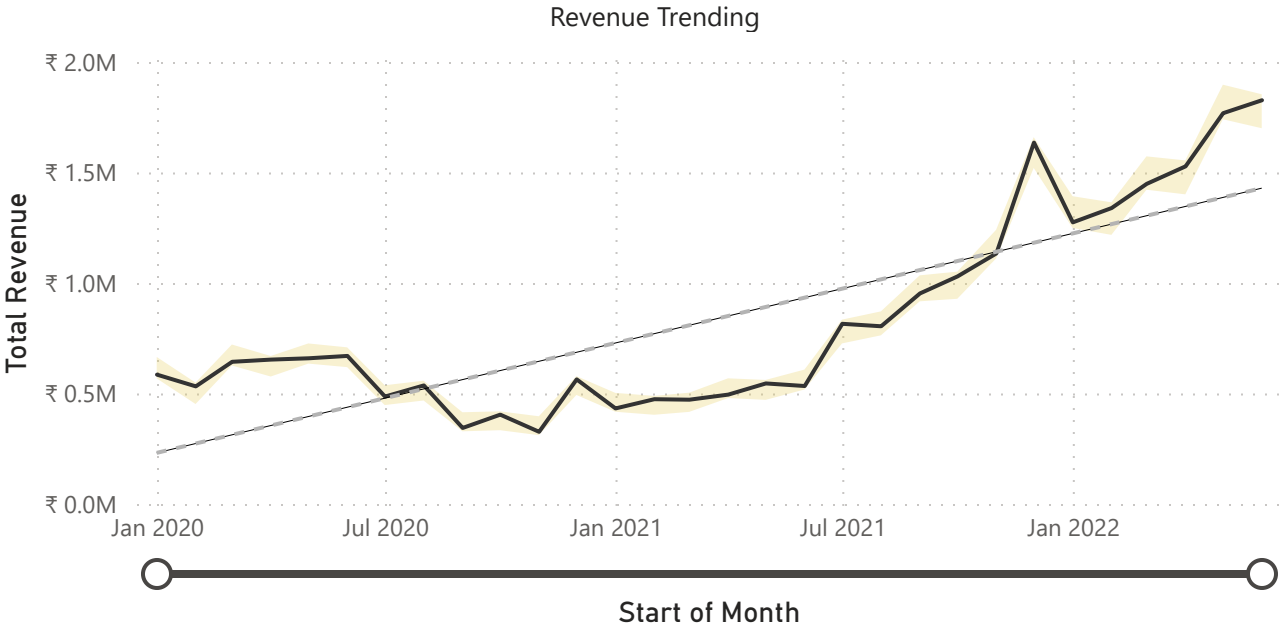
PROFIT

25.2K

ORDERS

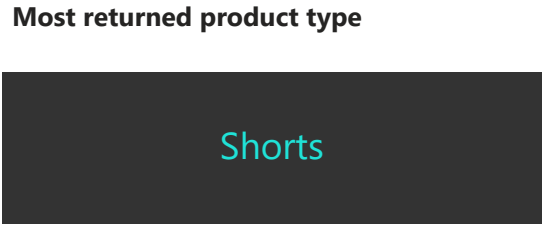
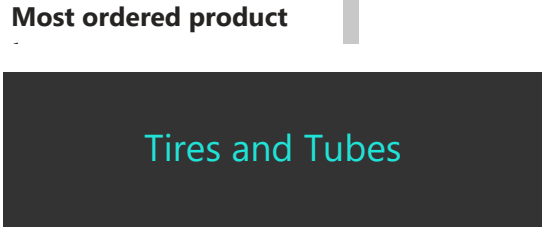
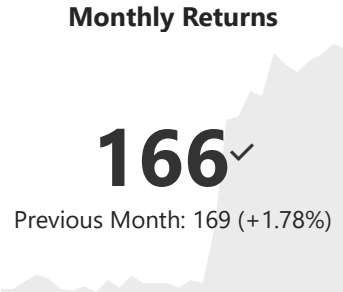
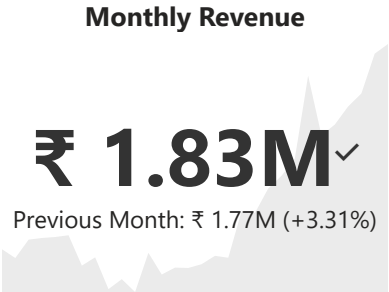
2.2%

RETURN RATE



Top 10 Products

ProductName	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	2.21%



Select all

Europe

North America

Pacific



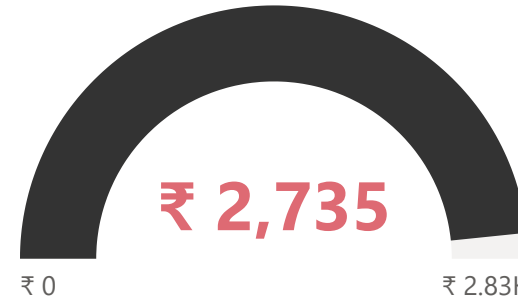
Selected Product

Mountain Tire  
Tube

Monthly orders VS Targets



Monthly revenue VS Targets



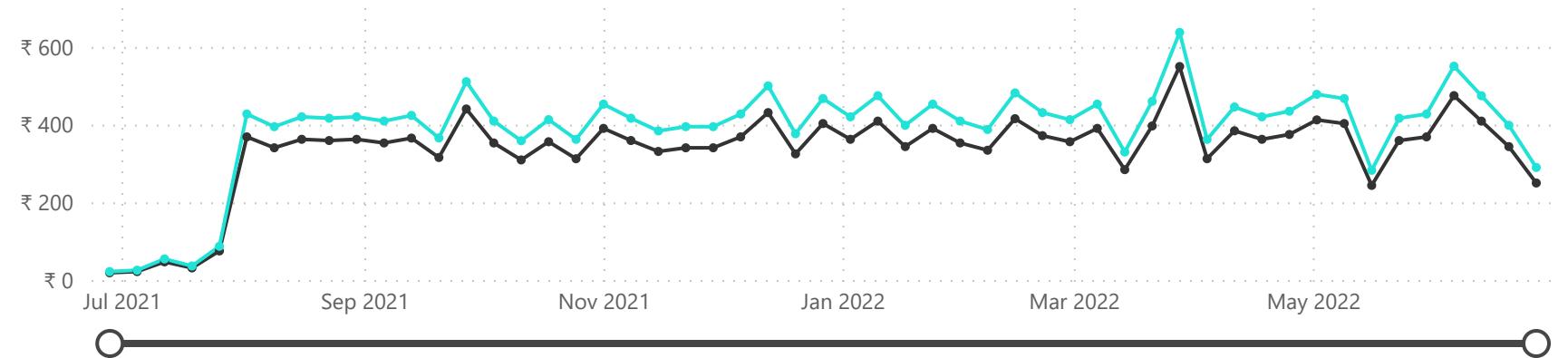
Monthly orders VS Targets



Price Adjustments (%)

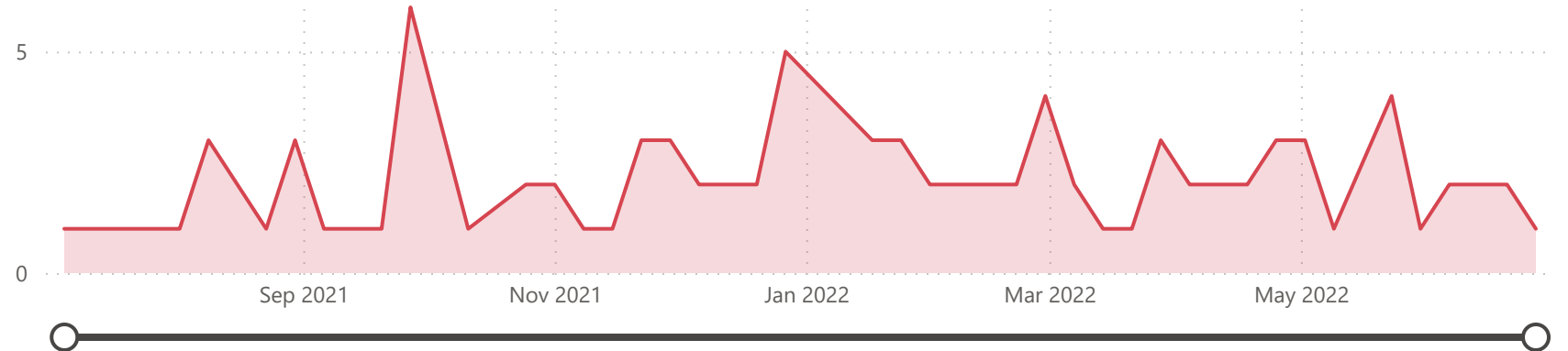
0.10

● Total Profit ● Adjusted Profit



Product Metric Selection

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





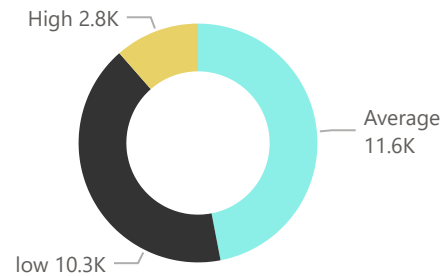
17.4K

UNIQUE CUSTOMERS

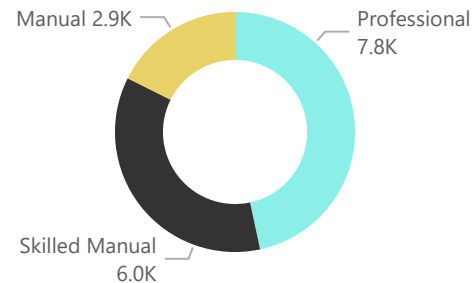
₹ 1,431

Average Revenue per Customer

### Orders by income level



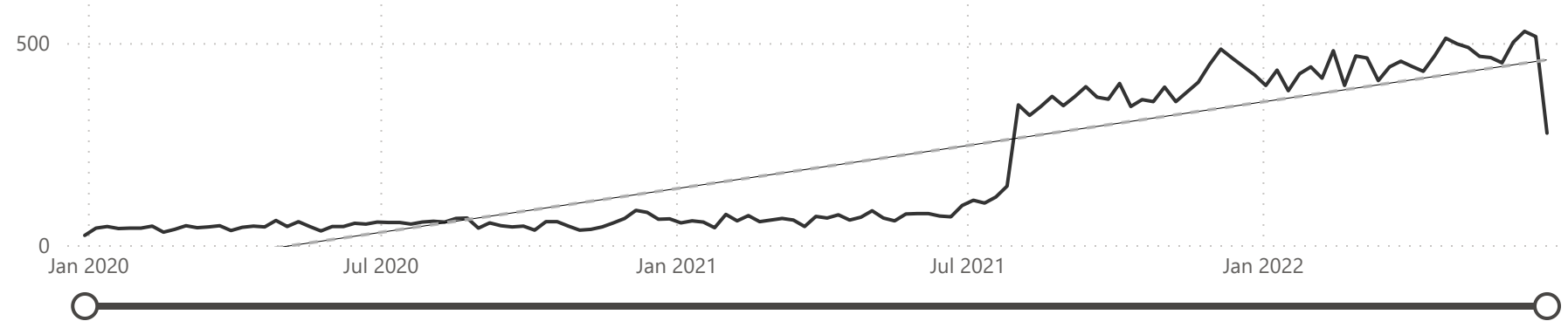
### Orders by occupation



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
11427	Mrs. Desiree Dominguez	4	₹ 9,718
11423	Mrs. Jasmine Stewart	4	₹ 9,717

2020

2022

### Top customer by revenue

Mr. Maurice Shan

### Orders

6

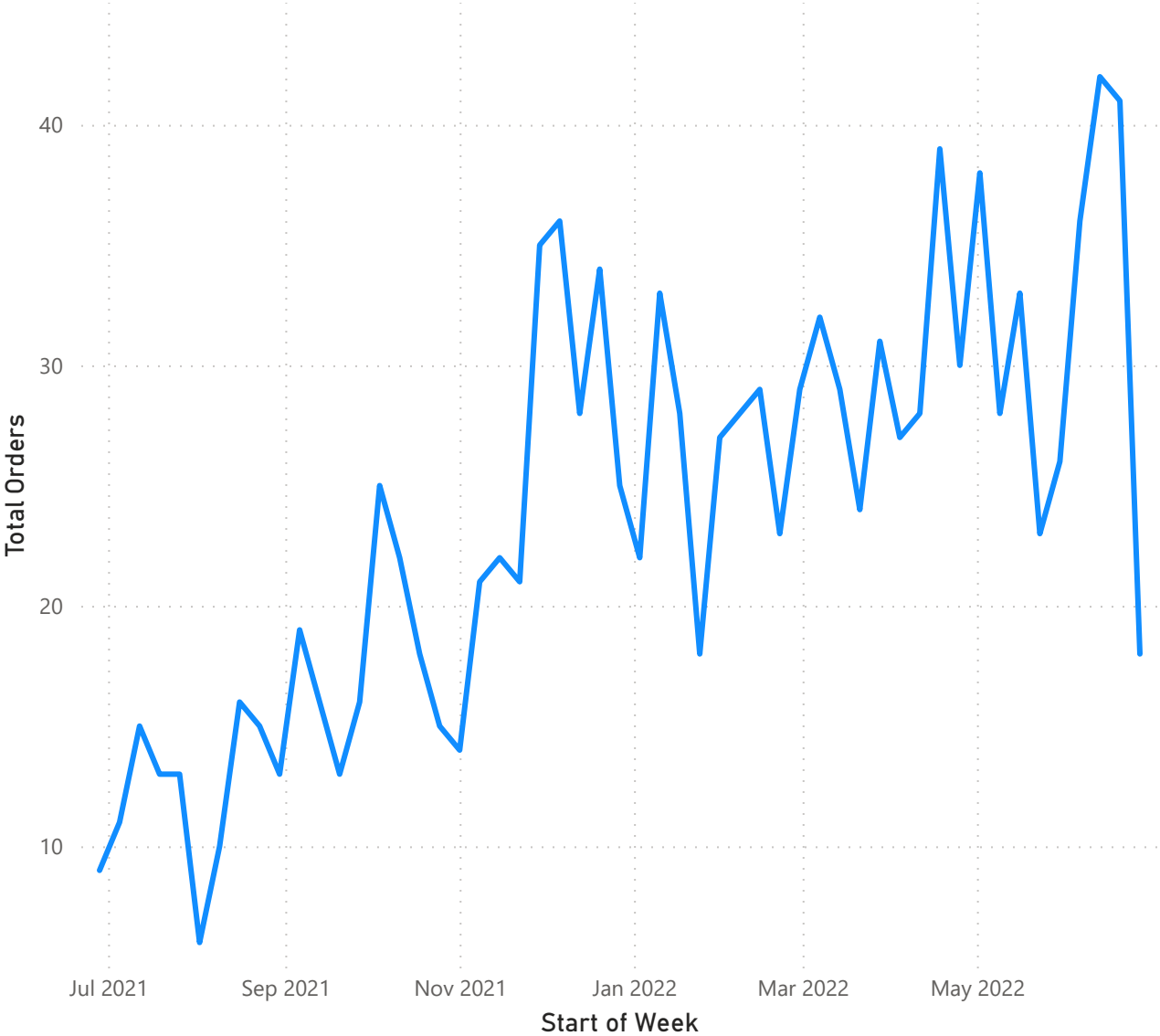
### Revenue

₹ 12.4K

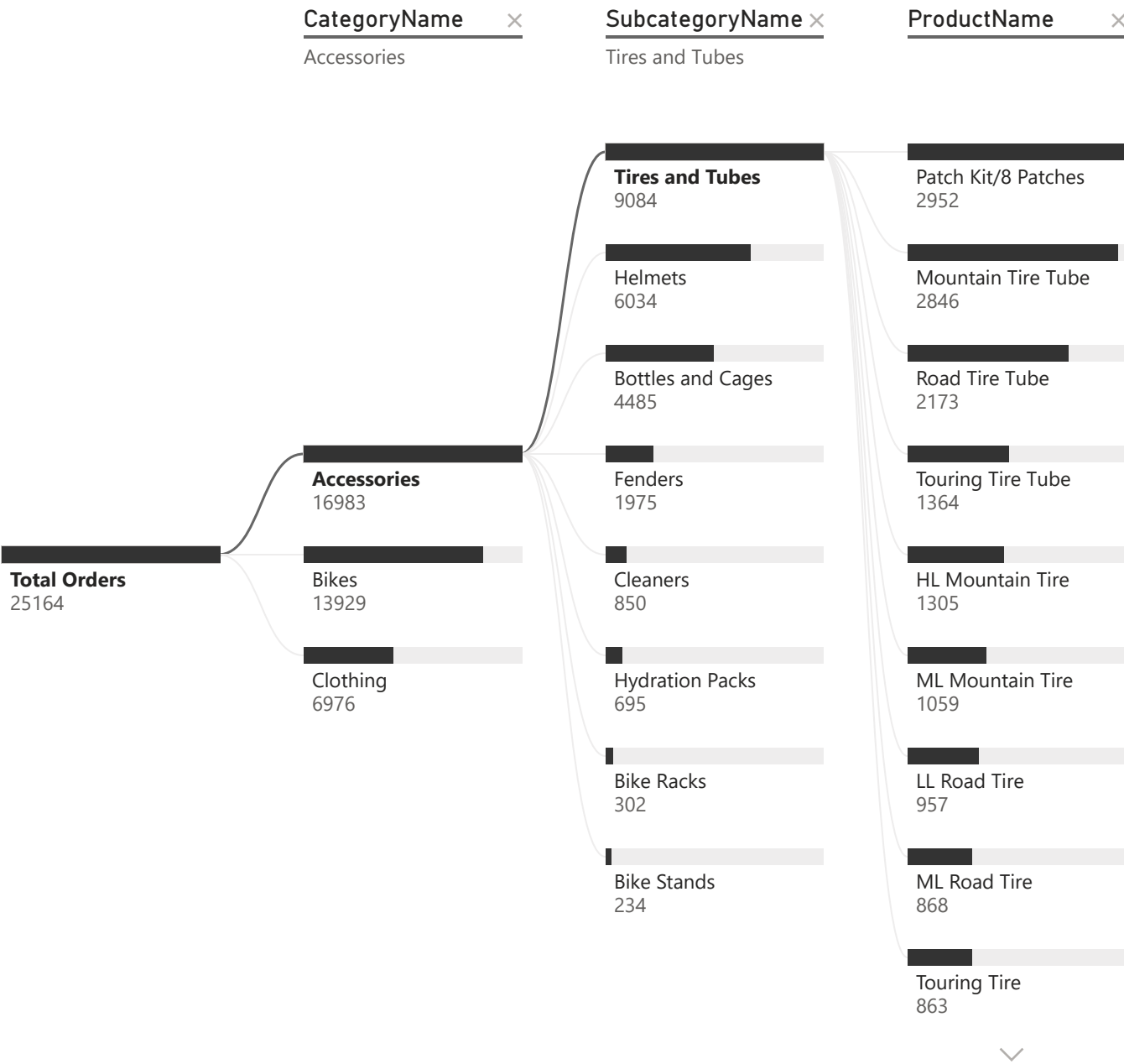


among customerws in skilled manual, Rubens drove most revenue in 2022

Total Orders by Start of Week



CategoryName	Total Orders
Accessories	16983
Bikes	13929
Clothing	6976
Total	25164



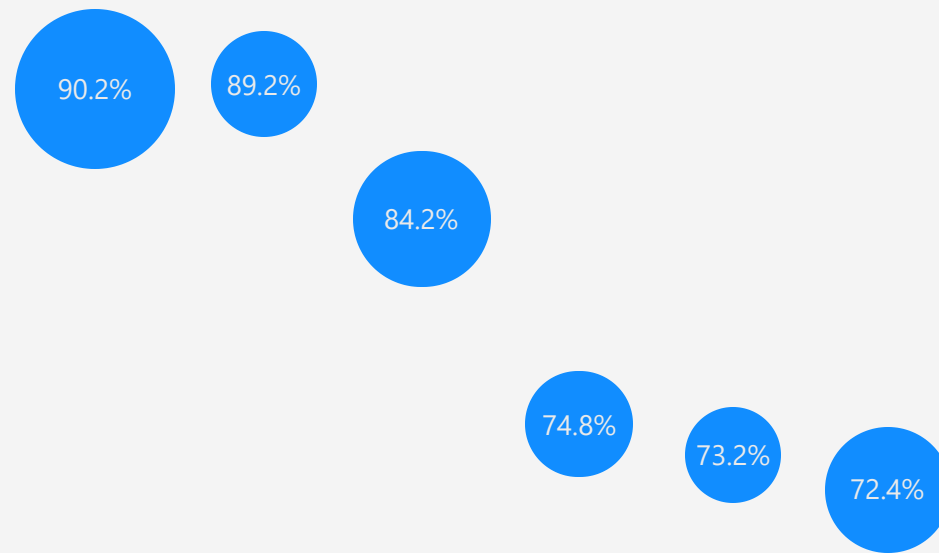
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## Key influencers Top segments



When is HomeOwner more likely to be  ?

We found 7 segments and ranked them by % HomeOwner is Y and populatio...



	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
% HomeOwner...	90.2%	89.2%	84.2%	74.8%	73.2%	72.4%
Population count	2224	1395	1870	1407	1228	1693

## Key influencers Top segments



What influences Average Retail Price to  ?

When...

...the average of Average  
Retail Price increases by

Sum of ProductCost goes  
up 8570.61

→ ₹ 478.6

← On average when Sum of ProductCost  
increases, Average Retail Price also  
increases.

