



Total Revenue

\$24.9M

Total Profit

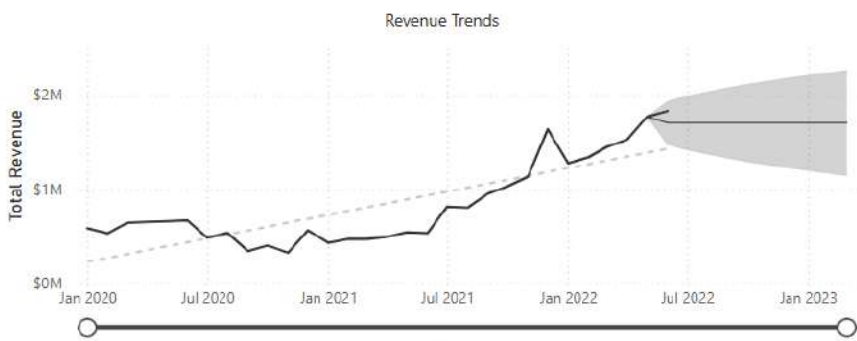
\$10.5M

Total Order

25K

Return Rate

2.17%



Top 10 Products	Revenue	Order	Return %
AWC Logo Cap	\$35,882.07	2062	1.11%
Fender Set - Mountain	\$87,040.80	1975	1.36%
Mountain Bottle Cage	\$38,061.90	1896	2.02%
Mountain Tire Tube	\$28,333.22	2846	1.54%
Patch Kit/8 Patches	\$13,506.42	2952	1.61%
Road Tire Tube	\$17,264.73	2173	1.55%
Sport-100 Helmet, Black	\$65,269.75	1940	2.68%
Sport-100 Helmet, Blue	\$67,120.18	1995	3.31%
Sport-100 Helmet, Red	\$73,444.01	2099	3.33%

Monthly Revenue

\$1.83M✓

Prev. Month Revenue: ₹ 1.77M  
(+3.31%)

Monthly Orders

2146!

Prev. Month Revenue: 2165  
(-0.88%)

Monthly Returns

166✓

Prev. Month Revenue: 169  
(+1.78%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

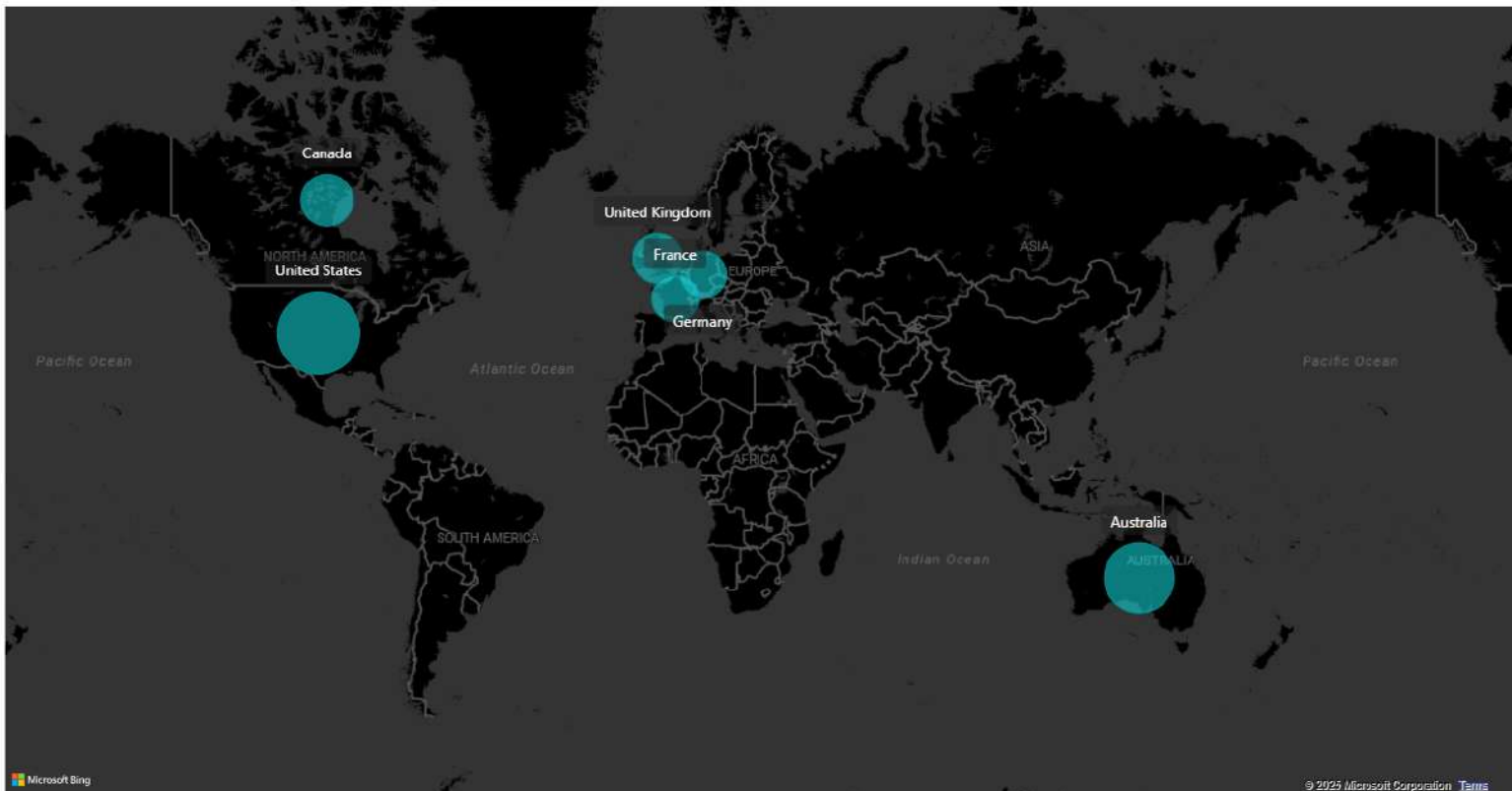
Shorts

Select all

Europe

North America

Pacific



Selected Product

**AWC Logo  
Cap**

Monthly Order Vs Target



Monthly Revenue Vs Target



Monthly Profit Vs Target



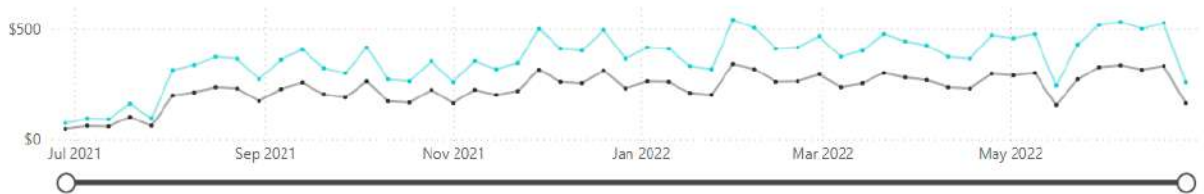
Adjusted Price (%)

0.20



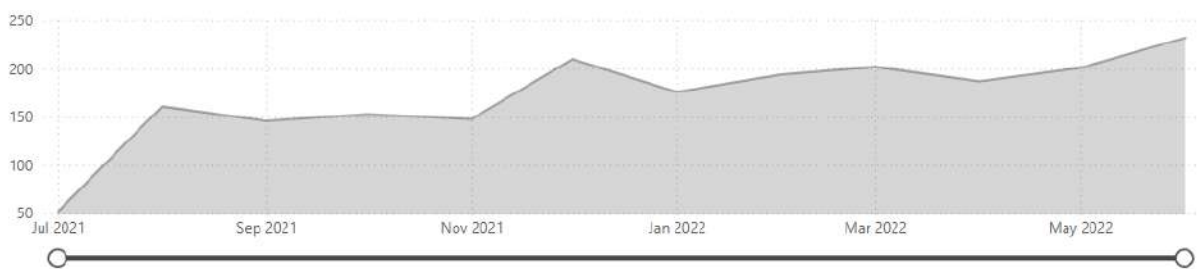
Profit Trends

● Total Profit ● Adjusted Profit



Product Metric Selection

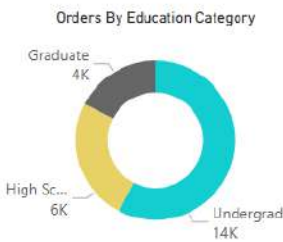
- ☒ Total Order
- ☐ Total Revenue
- ☐ Total Profit
- ☐ Total Returns
- ☐ Return Rate



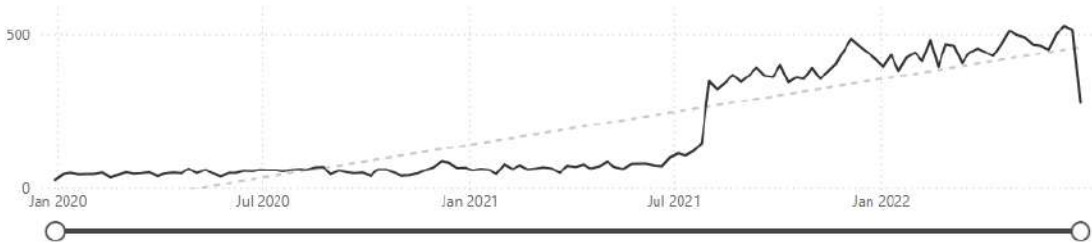


17.4K  
UNIQUE CUSTOMERS

\$1,431  
REVENUE PER CUSTOMER



Total Customers    Revenue Per Customer



Customer Key	Full Name	Order	Revenue
11091	Mr. Dalton Perez	26	\$1,513
11223	Mrs. Hailey Patterson	26	\$1,616
11300	Mr. Fernando Barnes	26	\$1,839
11330	Mr. Ryan Thompson	26	\$1,597
11331	Mrs. Samantha Jenkins	26	\$1,740
11185	Mrs. Ashley Henderson	25	\$1,717
11200	Mr. Jason Griffin	25	\$1,614
11176	Mr. Mason Roberts	24	\$1,526
11262	Mrs. Jennifer Simmons	24	\$1,465
11277	Mr. Charles Jackson	24	\$1,777
11287	Mr. Henry Garcia	24	\$1,443
11566	Ms. April Shan	24	\$1,424
11711	Mr. Daniel Davis	24	\$1,404
11276	Mrs. Nancy Chapman	23	\$1,111
11203	Mr. Luis Diaz	17	\$1,002
11215	Mrs. Ana Perry	17	\$1,336
11078	Ms. Gina Martin	16	\$991
11211	Mrs. Samantha Russell	16	\$948
11222	Mr. Michael Smith	16	\$905
Total		25164	\$2,49,14,587

2020    2022

Top Customer By Revenue

Mr. Maurice Shan

6    \$12.4K

Orders    Revenue

Shows high-income, graduate-level customers — the top revenue-generating segment.