





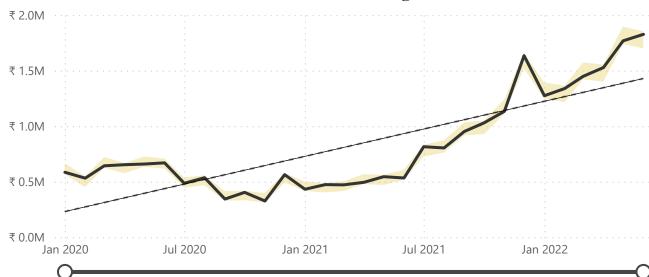
₹ 10.5M
PROFIT

25.2K
ORDERS

2.17% RETURN RATE

Orders by Category







Top 10 Products	Orders		Revenue	Return %
AWC Logo Cap		2062	₹ 35,882	1.11%
Fender Set - Mountain		1975	₹ 87,041	1.36%
Mountain Bottle Cage		1896	₹ 38,062	2.02%
Mountain Tire Tube		2846	₹ 28,333	1.64%
Patch Kit/8 Patches		2952	₹ 13,506	1.61%
Road Tire Tube		2173	₹ 17,265	1.55%
Sport-100 Helmet, Black		1940	₹ 65,270	2.68%
Sport-100 Helmet, Blue		1995	₹ 67,120	3.31%
Sport-100 Helmet, Red		2099	₹ 73,444	3.33%
Water Bottle - 30 oz.		3983	₹ 39,755	1.95%

Monthly Revenue

₹ 1.83 M >
Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2146!
Prev Month: 2165 (-0.88%)

Monthly Returns

166 Prev Month: 169 (+1.78%) Most Ordered Product Type

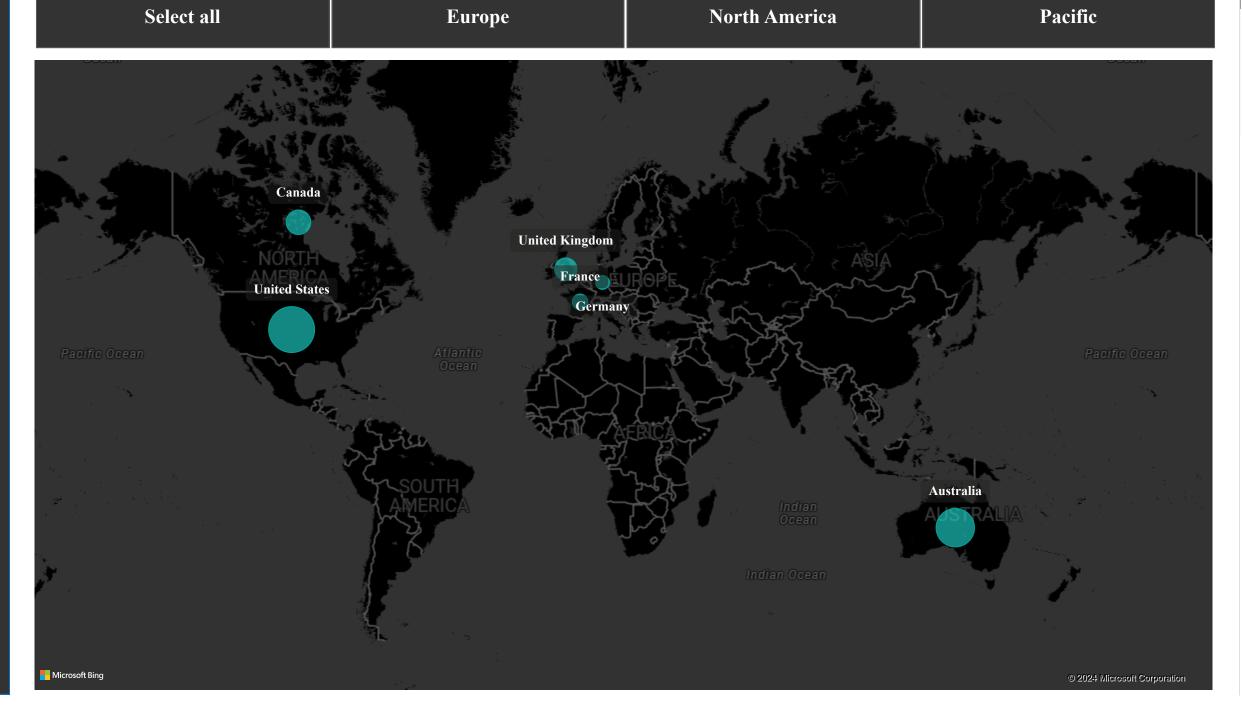
Tires and Tubes

Most Returned Product Type

Shorts















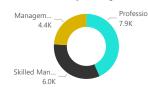
17.4K
UNIQUE CUSTOMERS

₹ 1,431 REVENUE PER CUSTOMER

Orders by Income Level



Orders by Occupation

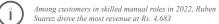


Тс	otal Customers	Average Revenue per Custor	mer		
₹ 4K	~~~				
₹2K	\	~~~~	~~~		
₹ 0K Jan 2020	Jul 2020	Jan 2021	Jul 2021	Jan 2022	~

Top 100 Customers

Customer Key	Full Name	Orders	Revenue
11019	Mr. Luke Lal	15	₹ 962
11078	Ms. Gina Martin	16	₹ 991
11091	Mr. Dalton Perez	26	₹ 1,513
11131	Ms. Amanda Rivera	4	₹ 212
11142	Mr. Eduardo Patterson	15	₹ 1,117
11176	Mr. Mason Roberts	24	₹ 1,526
11185	Mrs. Ashley Henderson	25	₹ 1,717
11200	Mr. Jason Griffin	25	₹ 1,614
11203	Mr. Luis Diaz	17	₹ 1,002
11211	Mrs. Samantha Russell	16	₹ 948
11212	Mrs. Chloe Campbell	15	₹ 970
11215	Mrs. Ana Perry	17	₹ 1,336
11223	Mrs. Hailey Patterson	26	₹ 1,616
11237	Mr. Clarence Anand	4	₹ 10,065
Total		1272	₹ 6,15,329

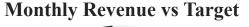




Selected Product:

All-Purpose Bike Stand

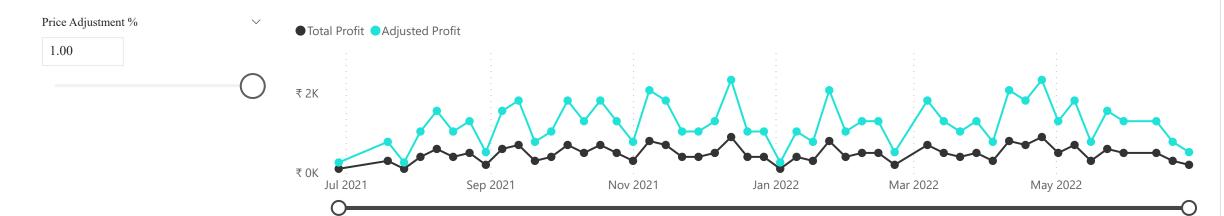






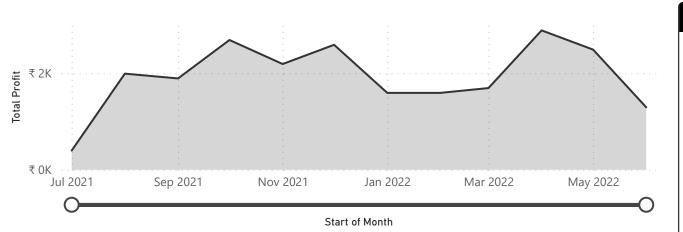
Monthly Profit vs Target





Product Metric Selection

- Total Orders
- O Total Revenue
- Total Profit
- O Total Returns
- Return Rate



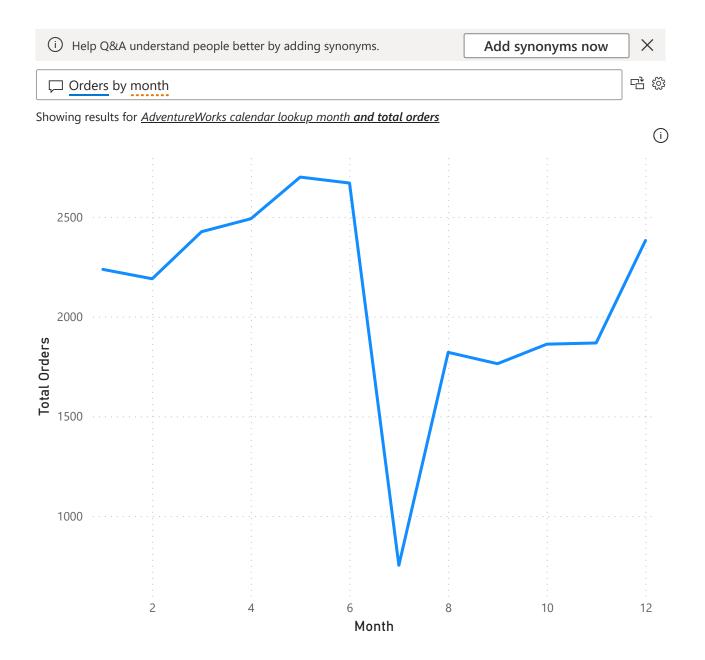
Report Summary

Total orders for All-Purpose Bike Stand were 13.

Adjusted Profit (100.00% increase) and Total Profit (100.00% increase) both trended up between Monday, June 28, 2021 and Monday, June 27, 2022. Adjusted Profit jumped from 258.53 to 1,809.74 during its steepest incline between Monday, June 28, 2021 and Monday, September 13, 2021.







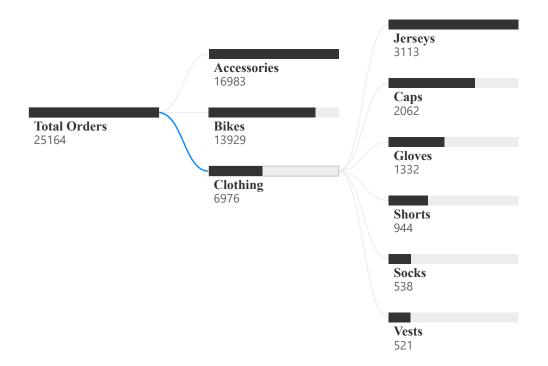
CategoryName	Total Orders
	16983
⊞ Bikes	13929
	6976
Total	25164

CategoryName ×

SubcategoryN... ×

ProductName

Clothing



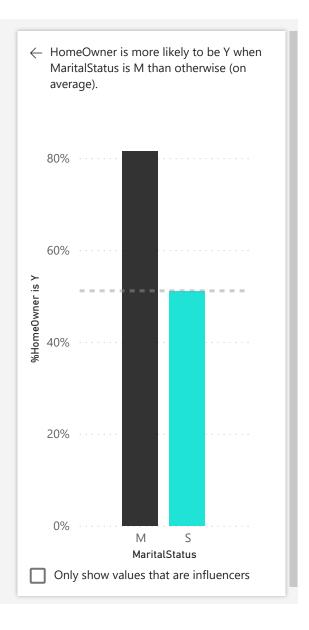
25K Total Orders

Key influencers Top segments



What influences HomeOwner to be Y?

When...the likelihood of HomeOwner being Y increases by MaritalStatus is M 1.61x Is Parent? is Yes 1.58x Sum of AnnualIncome is 30000 - 120000 EducationLevel is Graduate Degree Occupation is Management 1.10x Occupation is Skilled 1.09x Manual EducationLevel is Bachelors 1.05x Sort by: Impact Count



Key influencers Top segments



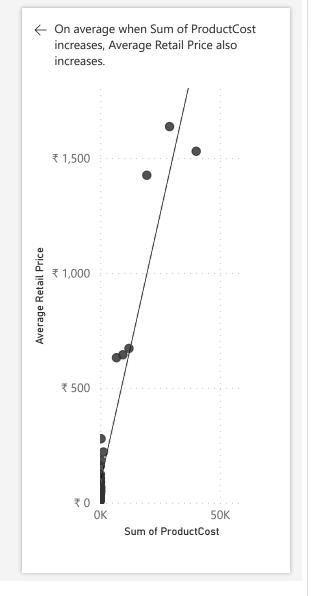
What influences Average Retail Price to Increase

ncrease \vee ?

When...the average of Average Retail Price increases by

Sum of ProductCost goes up 8570.61

₹ 478.6



Sort by: Impact Count