



₹ 24.9M

REVENUE

₹ 10.5M

PROFIT

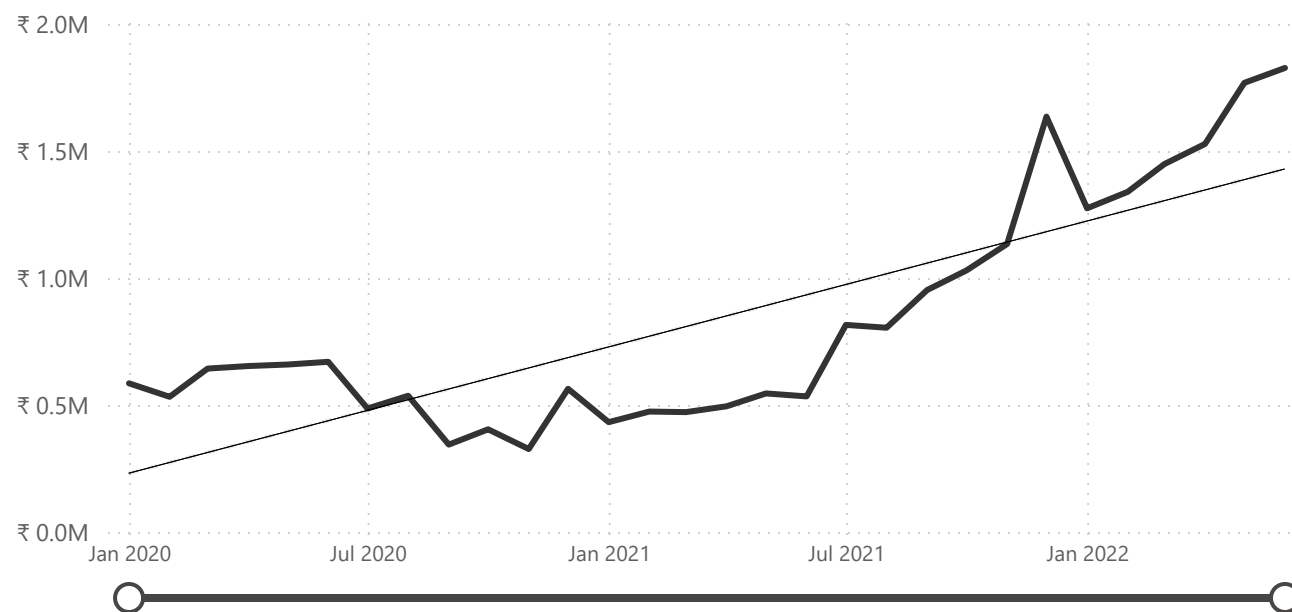
25.2K

ORDERS

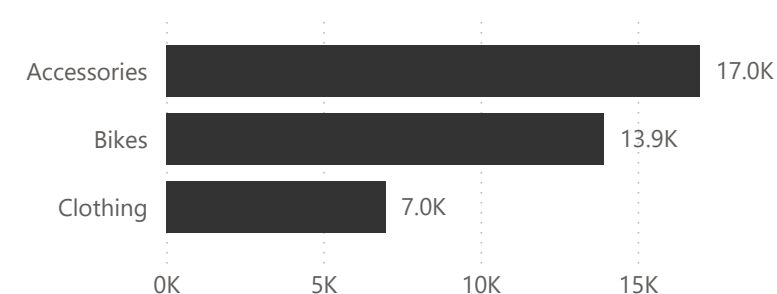
2.2%

Return Rate

Revenue Trending



Orders By Category



Top 10 Products

	Total Orders	Revenue	Return %
AWC Logo Cap	2,062	₹ 35,882.07	1.11%
Fender Set - Mountain	1,975	₹ 87,040.80	1.36%
Mountain Bottle Cage	1,896	₹ 38,061.90	2.02%
Mountain Tire Tube	2,846	₹ 28,333.22	1.64%
Patch Kit/8 Patches	2,952	₹ 13,506.42	1.61%
Road Tire Tube	2,173	₹ 17,264.73	1.55%
Sport-100 Helmet, Black	1,940	₹ 65,269.75	2.68%
Sport-100 Helmet, Blue	1,995	₹ 67,120.18	3.31%
Sport-100 Helmet, Red	2,099	₹ 73,444.01	3.33%
Water Bottle - 30 oz.	3,983	₹ 39,755.33	1.95%

Monthly Revenue

₹ 1.83M✓

Goal: ₹ 1.77M (+3.31%)

Monthly Profit

₹ 771.58K✓

Goal: ₹ 750.75K (+2.77%)

Monthly Returns

166✓

Goal: 169 (+1.78%)

Most ordered product type:

Tires and Tubes

Most Returned Product type:

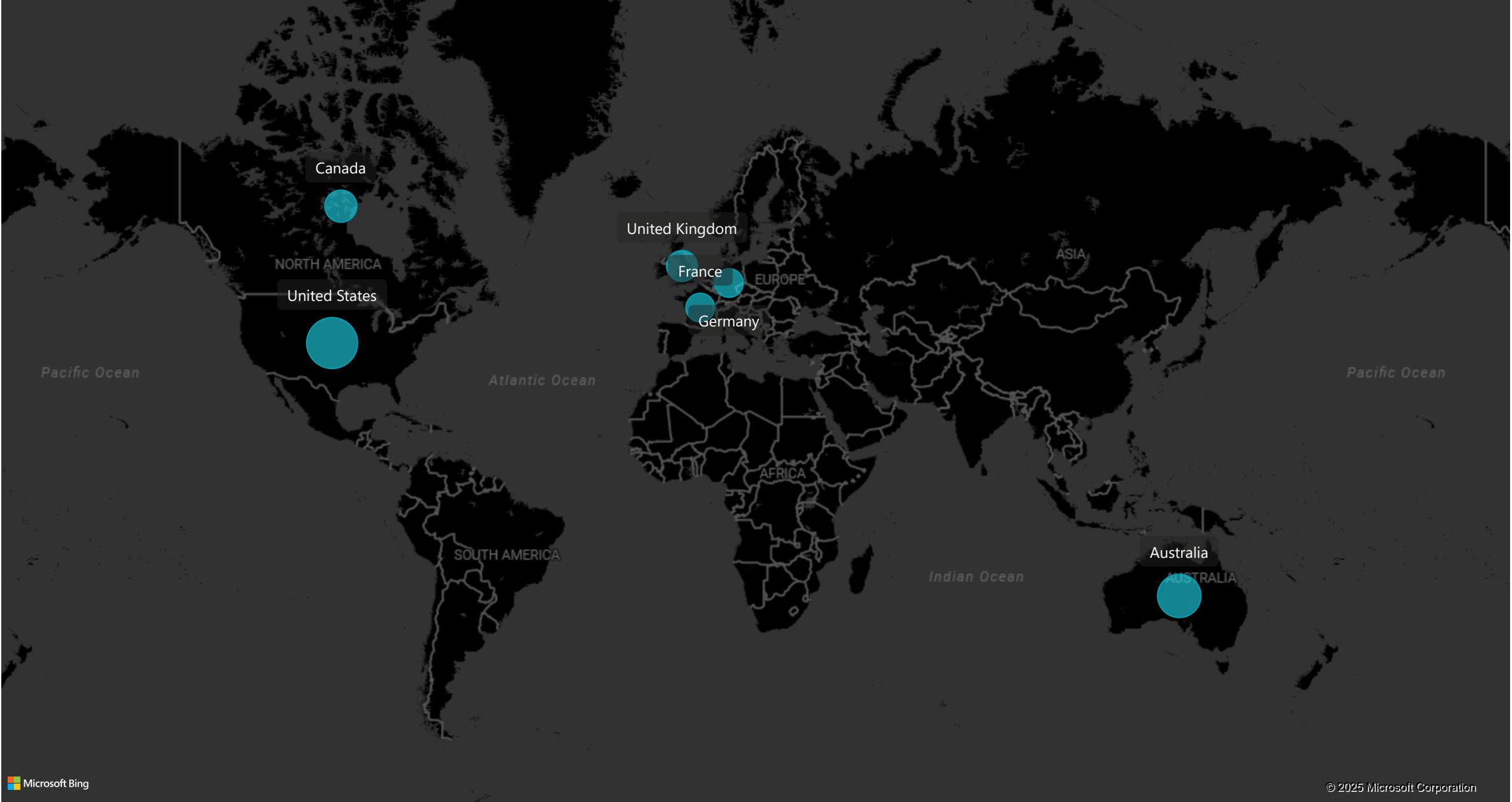
Shorts

Select all

Europe

North America

Pacific



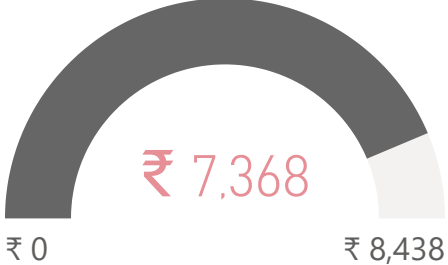
Product Selected:

Sport-100 Helmet,
Blue

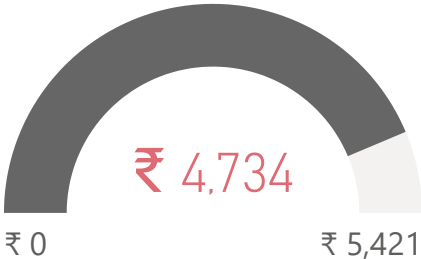
Monthly Orders Vs Target



Monthly Orders Vs Target



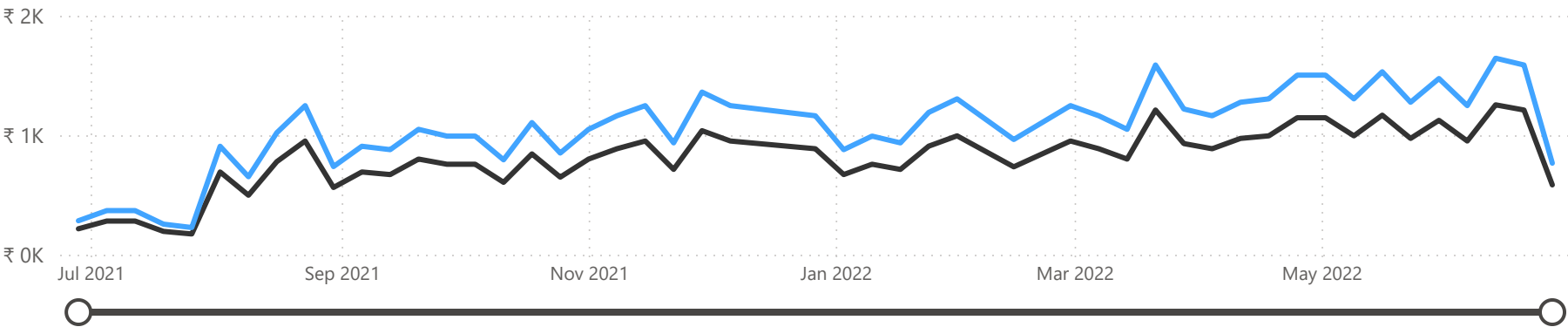
Monthly Profit Vs Target



Price Adjustment (%)

0.20

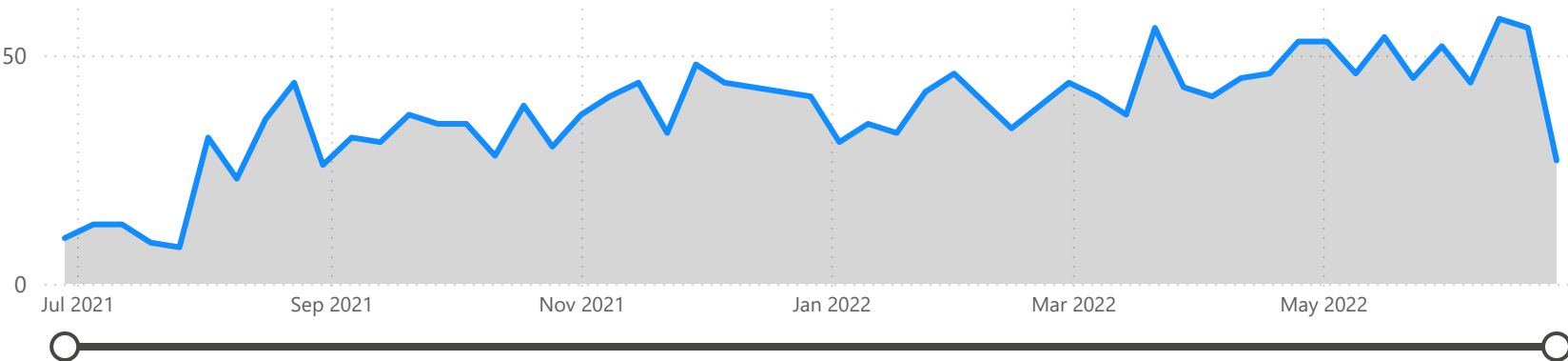
● Total Profit ● Adjusted Profit



Metric selection

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

Orders





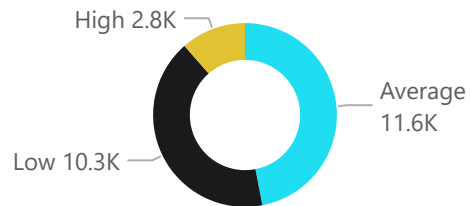
17.4K

UNIQUE CUTOMERS

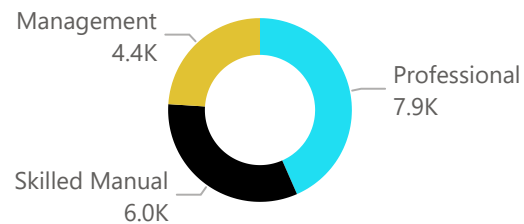
₹ 1,431

AVERAGE REVENUE PER CUSTOMER

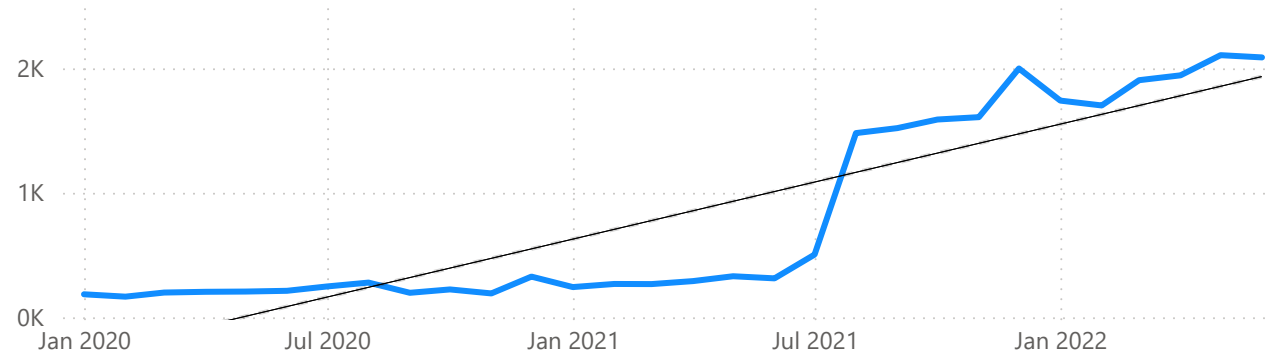
Orders by Income Level



Orders by Occupation



Total Customers



CustomerKey	Full Name	Total Orders	Total Revenue
11433	Mr. Maurice Shan	6	₹ 12,407.95
11439	Mrs. Janet Munoz	6	₹ 12,015.40
11241	Mrs. Lisa Cai	7	₹ 11,330.45
11417	Mrs. Lacey Zheng	7	₹ 11,085.75
11420	Mr. Jordan Turner	7	₹ 11,022.40
11242	Mr. Larry Munoz	7	₹ 10,852.03
13263	Mrs. Kate Anand	4	₹ 10,436.51
12655	Mr. Larry Vazquez	4	₹ 10,394.98
11425	Mrs. Ariana Gray	6	₹ 10,391.43
12631	Mr. Clarence Gao	4	₹ 10,331.73
12650	Mr. Aaron Wright	4	₹ 10,329.23
13405	Mr. Ethan Bryant	4	₹ 10,308.52
11429	Mr. Marco Lopez	6	₹ 10,289.69
12632	Mrs. Bonnie Nath	4	₹ 10,282.91
11245	Mr. Ricky Vazquez	4	₹ 10,165.92
11237	Mr. Clarence Anand	4	₹ 10,065.01
11428	Mrs. Deanna Perez	4	₹ 9,761.60
11427	Mrs. Desiree Dominguez	4	₹ 9,717.65
11423	Mrs. Jasmine Stewart	4	₹ 9,716.99
11412	Mrs. Svdnev Brvant	4	₹ 9,706.91
Total		1,272	₹ 6,15,328.64

2020

2022



Top Customer By Revenue:

Mr. Maurice Shan

Orders:

6

Revenue:

12.41K



Among Customers in skilled manual roles in 2022, Ruben Suarez drove most revenue at 4,680