



₹ 24.9M

REVENUE

₹ 10.5M

PROFIT

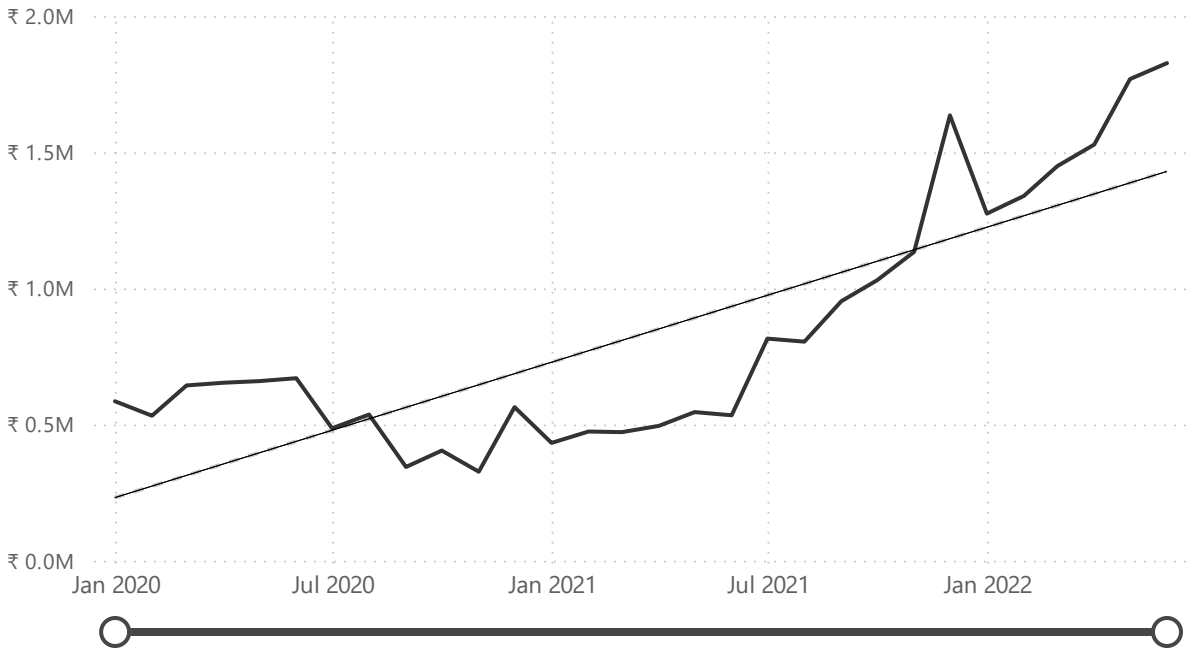
25.2K

ORDERS

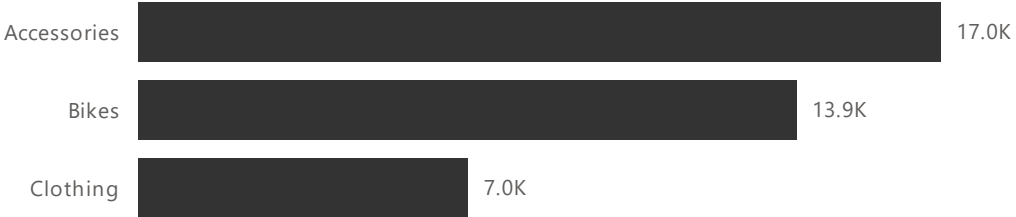
2.2%

RETURN RATE

Revenue Trending



Orders by Category



Top 10 Products	Orders	Revenue	Return %
Water Bottle - 30 oz.	3,983	₹ 39,755	1.95%
Patch Kit/8 Patches	2,952	₹ 13,506	1.61%
Mountain Tire Tube	2,846	₹ 28,333	1.64%
Road Tire Tube	2,173	₹ 17,265	1.55%
Sport-100 Helmet, Red	2,099	₹ 73,444	3.33%
AWC Logo Cap	2,062	₹ 35,882	1.11%
Sport-100 Helmet, Blue	1,995	₹ 67,120	3.31%
Fender Set - Mountain	1,975	₹ 87,041	1.36%
Sport-100 Helmet, Black	1,940	₹ 65,270	2.68%
Mountain Bottle Cage	1,896	₹ 38,062	2.02%

Monthly Revenue

₹ 1.83M✓

Previous Month: ₹ 1.77M (+3.31%)

Monthly Orders

2,146!

Previous Month: 2165 (-0.88%)

Monthly Revenue

166✓

Previous Month: 169 (+1.78%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts

Select all

Europe

North America

Pacific



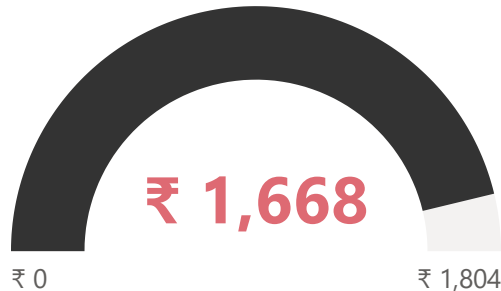
Selected Product:

Road Tire Tube

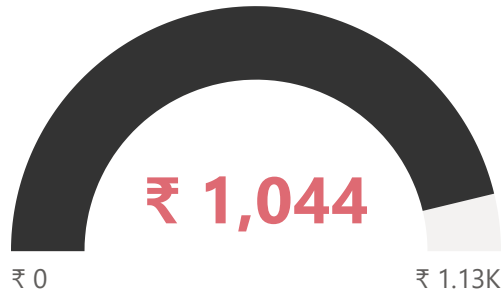
Monthly Orders vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target

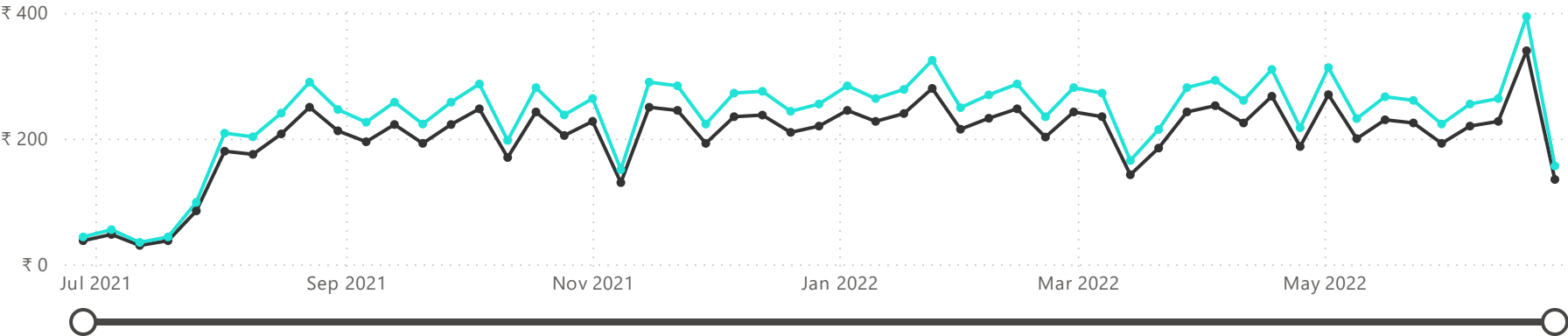


Price Adjustment (%)

0.10

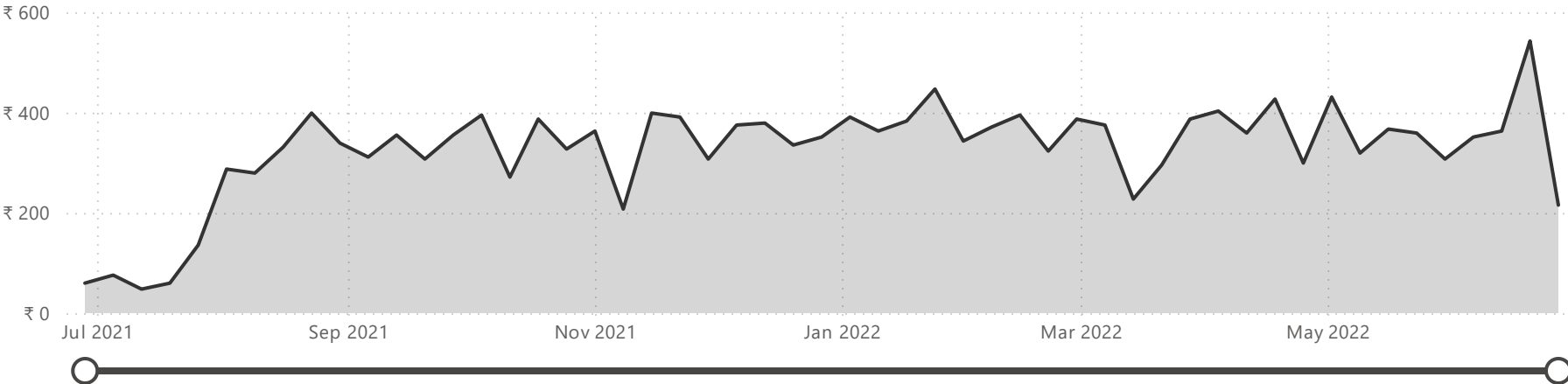


● Total Profit ● Adjusted Profit



Product Metric Selection

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





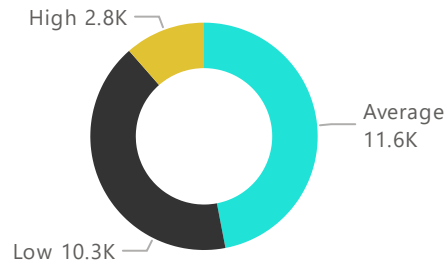
1.4K

REVENUE PER CUSTOMER

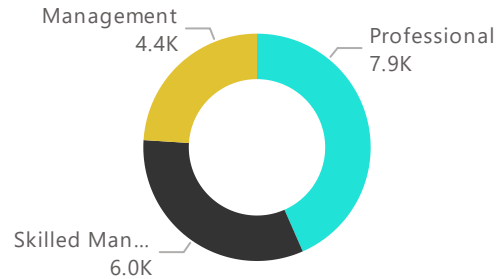
17.4K

UNIQUE CUSTOMERS

Orders by Income Level

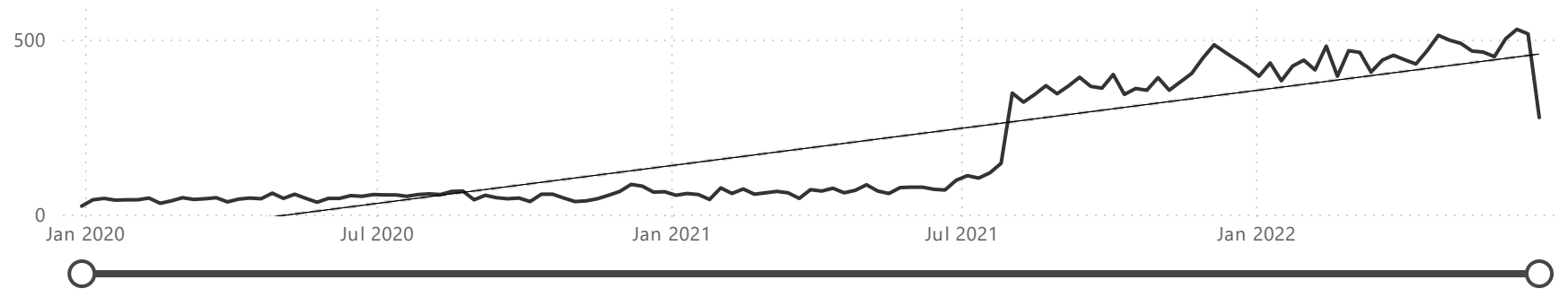


Orders by Occupation



Total Customers

Revenue Per Customer



Top 100 Customers

CustomerKey	Full Name	Total Orders	Total 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	15	₹ 1,117
11176	Mr. Mason Roberts	24	₹ 1,526
11185	Mrs. Ashley	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
11241	Mrs. Lisa Cai	7	₹ 11,330
Total		1,272	₹ 6,15,329

2020

2022

Top Customer (By Revenue):

Mr. Maurice Shan

Orders:

6

Revenue:

12.4K



Among Customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue