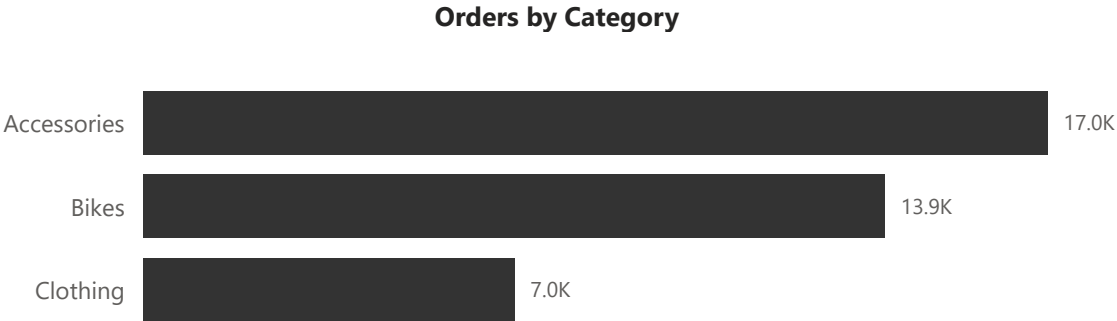
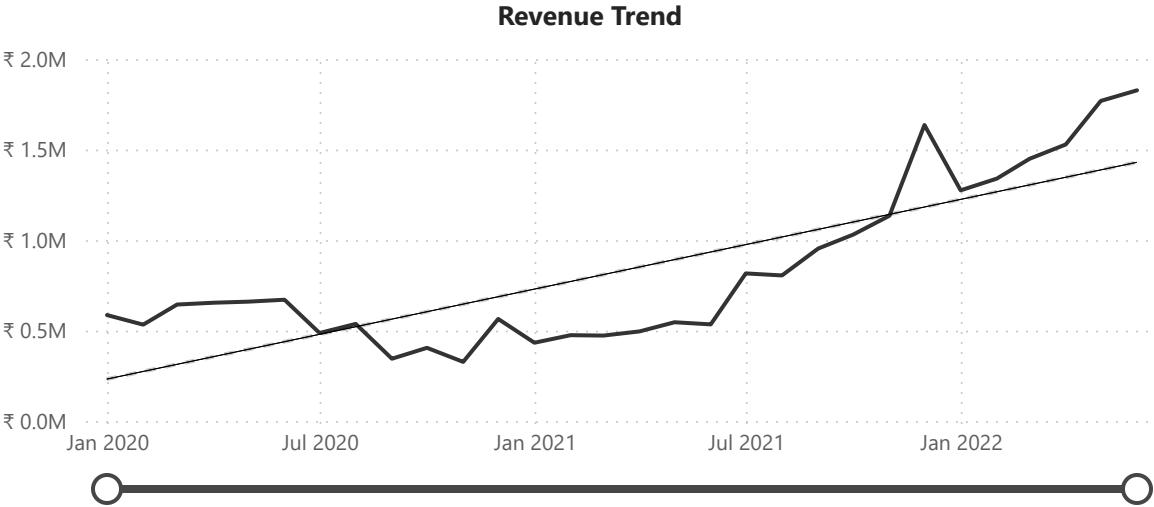


Time Period

01-01-2020

30-06-2022



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%

Monthly revenue

₹ 1.83M ✓

Prev Month: ₹ 1.77M (+3.31%)

Monthly Orders

2146!

Prev Month: 2165 (-0.88%)

Monthly Returns

167 ✓

Prev Month: 169 (+1.18%)

Most Ordered Product Type:

Tires and Tubes

Most Returned Product Type:

Shorts



Time Period



01-01-2020



30-06-2022



Select all

Europe

North America

Pacific





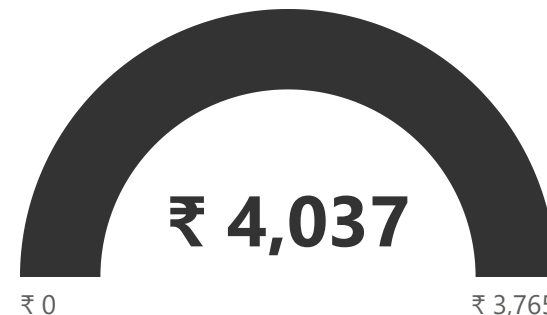
Selected product:

AWC Logo Cap

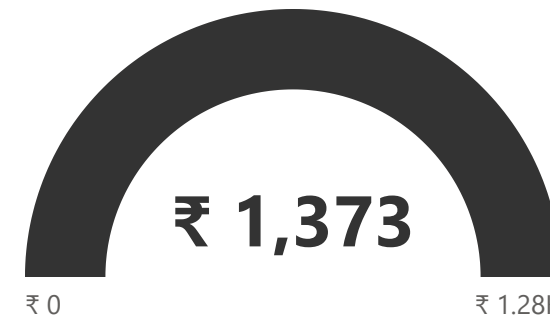
Monthly Orders vs Target



Monthly Revenue vs Target



Monthly Profit vs Target



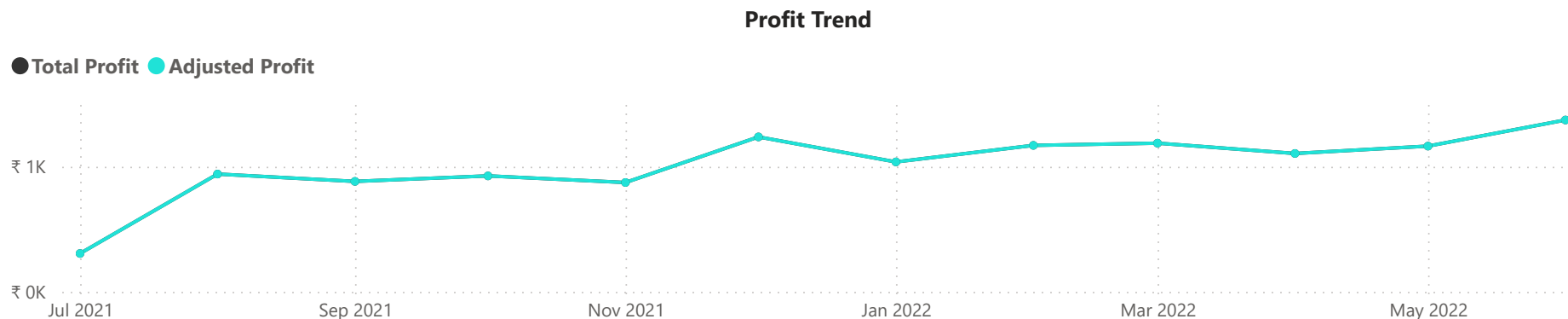
Price Adjustment (%)

0.00

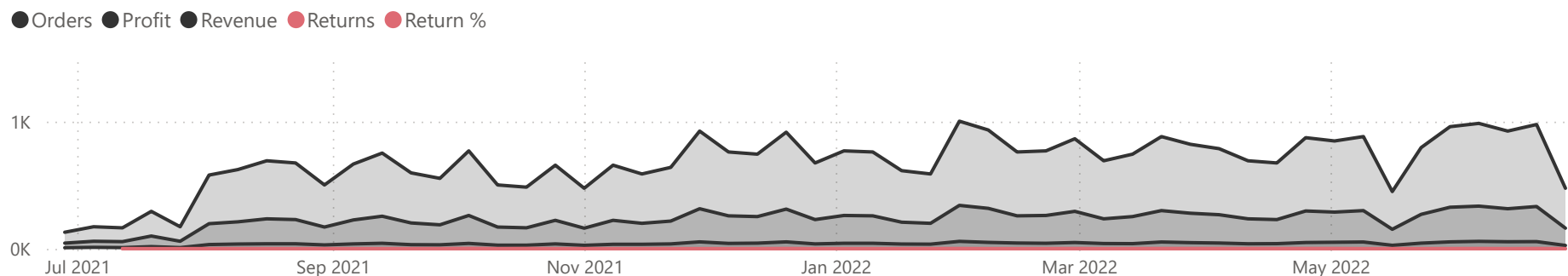
Time Period

01-01-2020

30-06-2022



Orders



Product Metric Selection

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



17.4K

UNIQUE CUSTOMERS

₹ 1,431

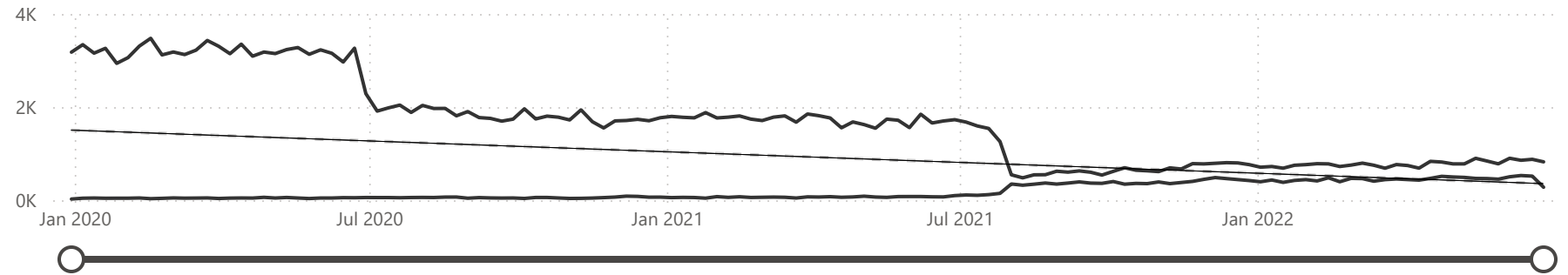
REVENUE PER CUSTOMER

Total Customers

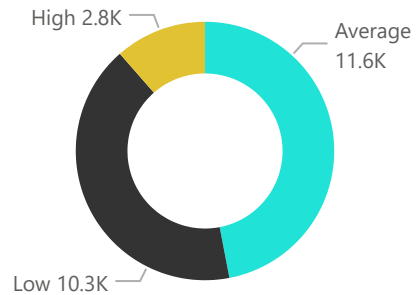
Revenue per Customer

Revenue per Customer

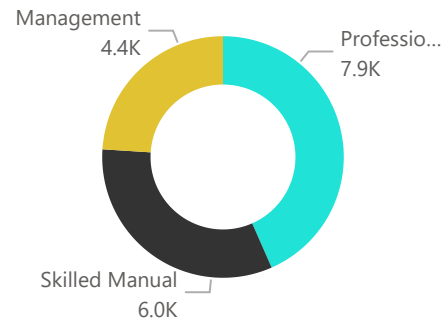
● Total Customers ● Revenue per Customer



Orders by Income Level



Orders by Occupation



Top 100 Customers

CustomerKey	Full Name	Orders	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
11253	Mr. José Hernandez	16	₹ 905
11505	Mr. Jasmine Powell	16	₹ 1,104
Total		1272	₹ 6,15,329

Time Period

01-01-2020

30-06-2022

Top Customer by Revenue

Mr. Maurice Shan

Orders:

6

Revenue:

₹ 12,408



Among Customers in skilled manual roles in 2022, Ruben Suarez drove the most revenue at ₹ 4683