



₹ 24.9M

REVENUE

₹ 10.5M

PROFIT

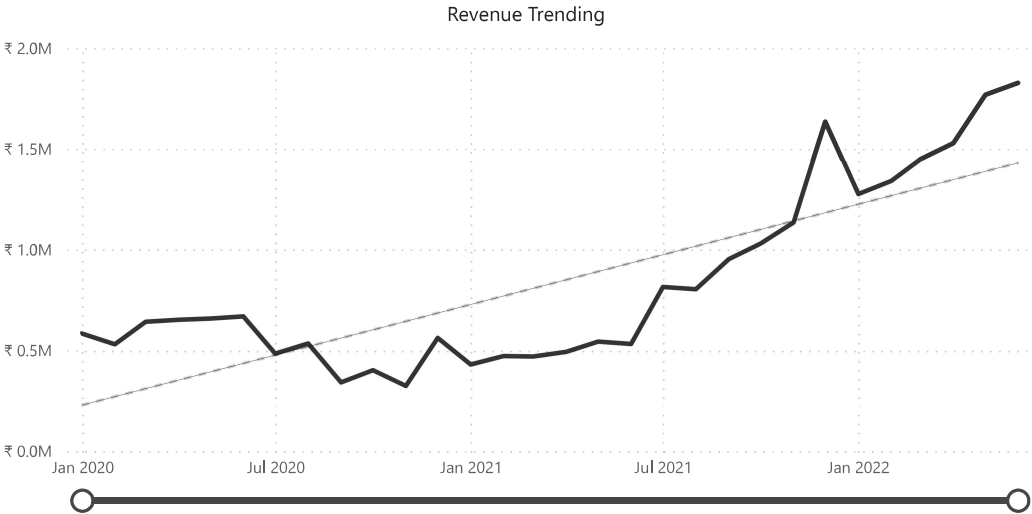
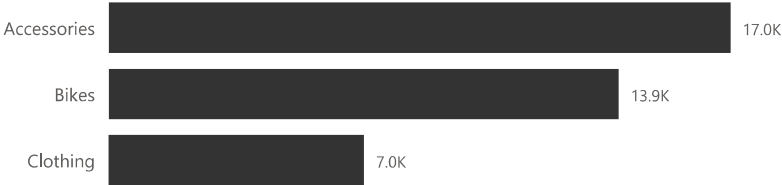
25.2K

ORDERS

2.2%

Return Rate

Orders by Category



| ProductName | 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 Returns

169!

Previous Month: 166 (-1.81%)

Most Ordered Product Type

Tires and Tubes

Most Returned Product Type

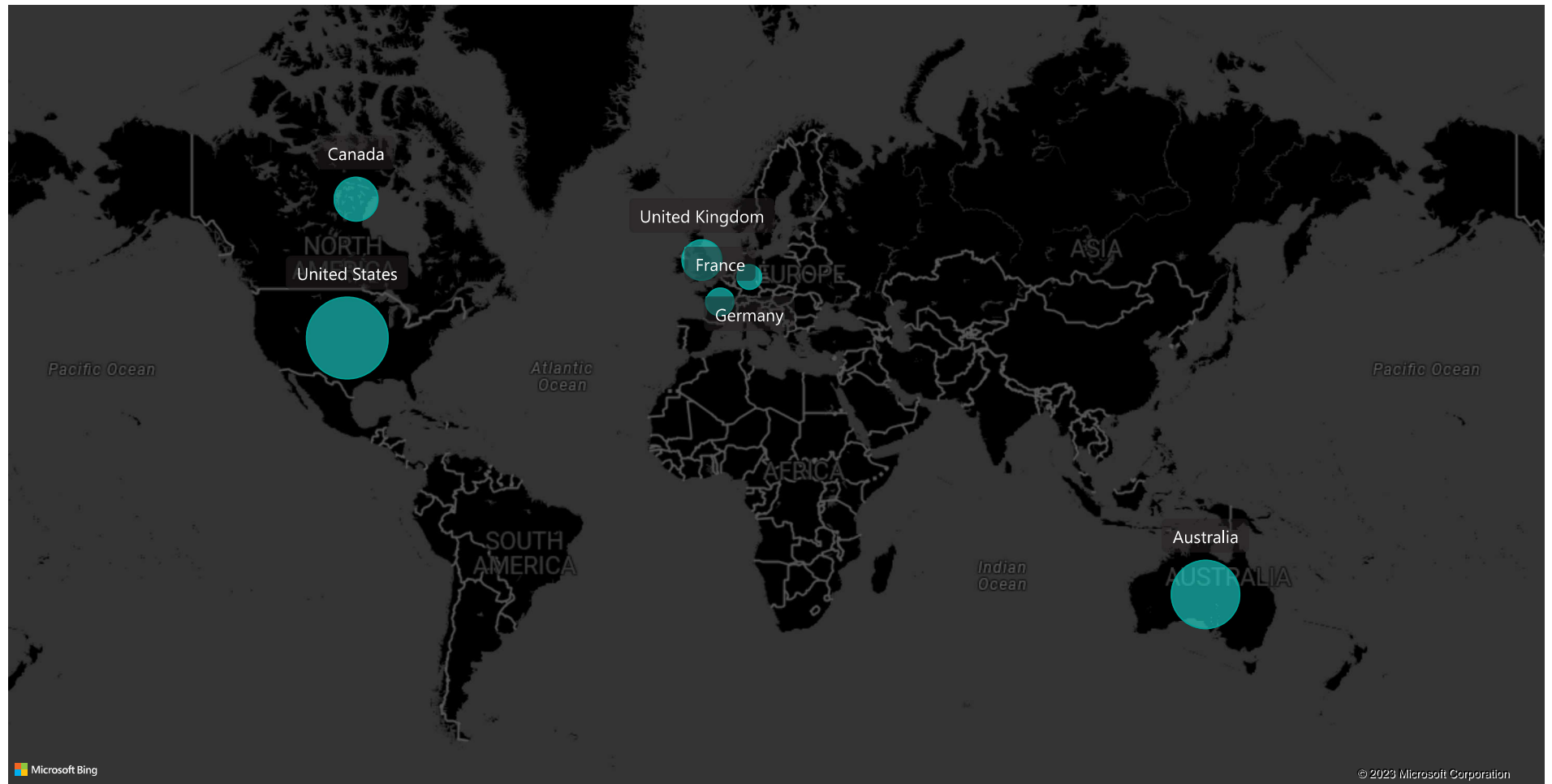
Shorts

Select all

Europe

North America

Pacific



Selected Product

Road Tire Tube

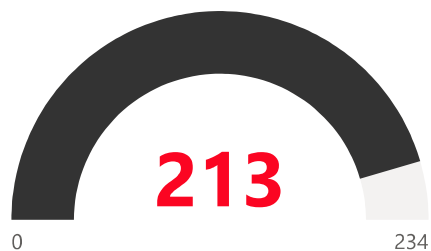
Price Adjustment (%)

-0.30

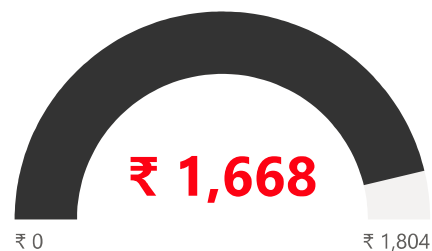
Product Metric Selection

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

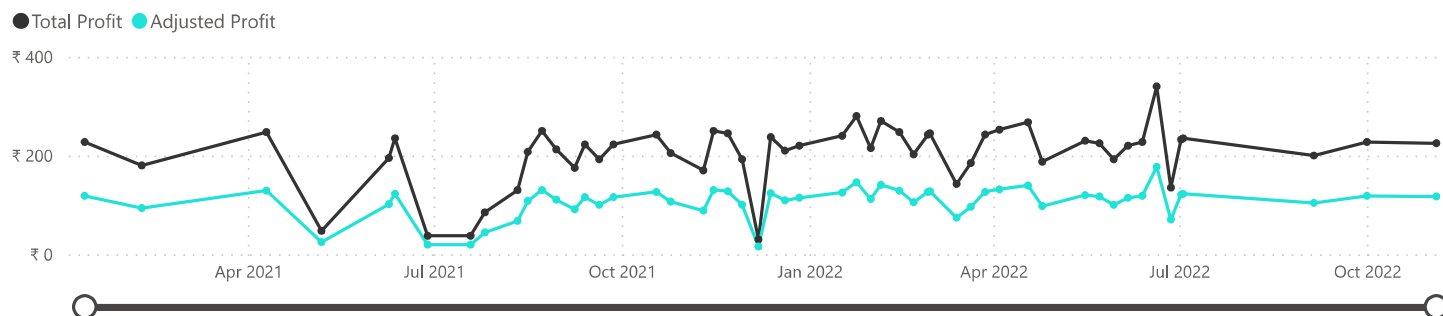
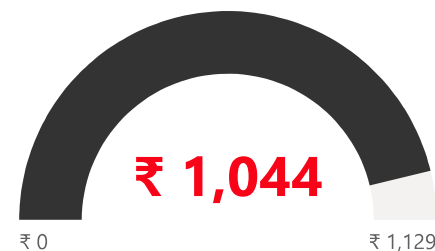
Monthly Orders vs Target



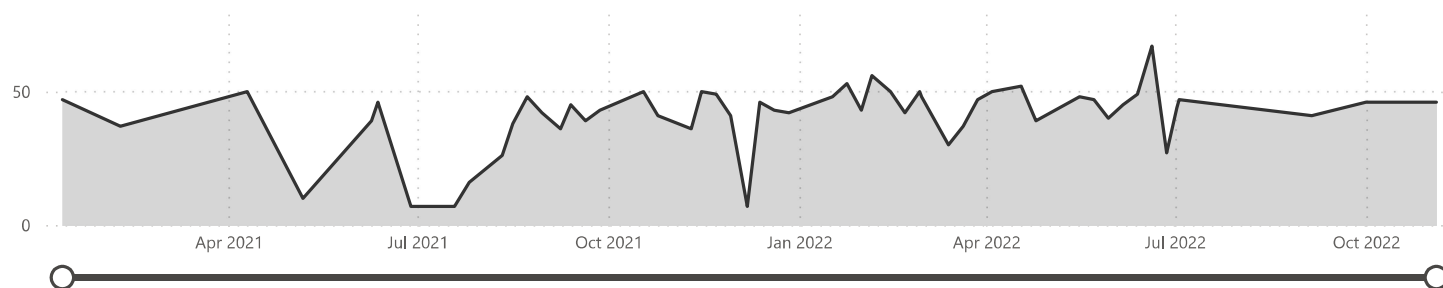
Monthly Revenue vs Target



Monthly Orders vs Target



Return Trending





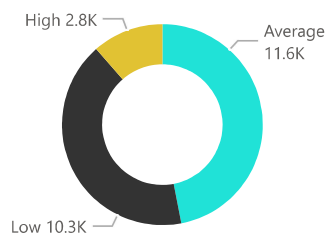
17.4K

UNIQUE CUSTOMERS

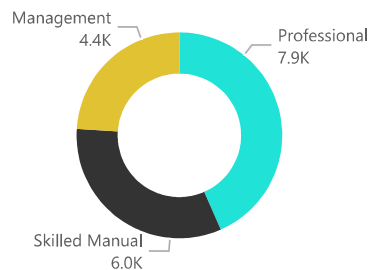
₹ 1,431

REVENUE PER CUSTOMER

Orders by Income Level



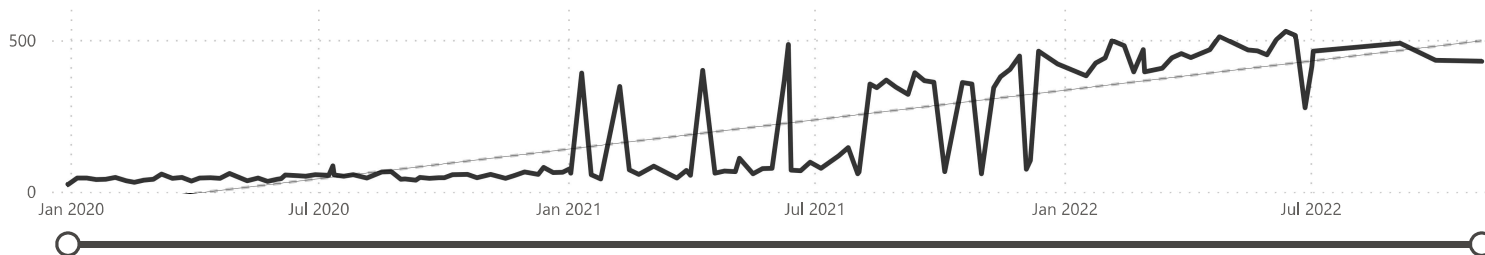
Orders by Occupation



Total Customers

Revenue Per Customer

Total Customers



Top 100 Customers

| Customer Key | Full Name | Orders | Revenue |
|--------------|--------------------|--------|----------|
| 11433 | Mr. Maurice Shan | 6 | ₹ 12,408 |
| 11439 | Mrs. Janet Munoz | 6 | ₹ 12,015 |
| 11241 | Mrs. Lisa Cai | 7 | ₹ 11,330 |
| 11417 | Mrs. Lacey Zheng | 7 | ₹ 11,086 |
| 11420 | Mr. Jordan Turner | 7 | ₹ 11,022 |
| 11242 | Mr. Larry Munoz | 7 | ₹ 10,852 |
| 13263 | Mrs. Kate Anand | 4 | ₹ 10,437 |
| 12655 | Mr. Larry Vazquez | 4 | ₹ 10,395 |
| 11425 | Mrs. Ariana Gray | 6 | ₹ 10,391 |
| 12631 | Mr. Clarence Gao | 4 | ₹ 10,332 |
| 12650 | Mr. Aaron Wright | 4 | ₹ 10,329 |
| 13405 | Mr. Ethan Bryant | 4 | ₹ 10,309 |
| 11429 | Mr. Marco Lopez | 6 | ₹ 10,290 |
| 12632 | Mrs. Bonnie Nath | 4 | ₹ 10,283 |
| 11245 | Mr. Ricky Vazquez | 4 | ₹ 10,166 |
| 11237 | Mr. Clarence Anand | 4 | ₹ 10,065 |
| 11428 | Mrs. Deanna Perez | 4 | ₹ 9,762 |

2020

2022

Mr. Maurice Shan

Orders

6

Revenue

₹ 12.4K



Among customers in Skilled Manual roles in 2022, Mr. Ruben Suarez drove the most revenue at 4.7K