

# Insights for top line management AW cycles

- ▶ Bikes contribute maximum of revenue more than 95.2% ,clothing only to 1.3 % of total. Highest return rate is found in accessories
- ▶ Revenue for Bikes started trending up on 2015, rising by 32.22% (2,063,440) in 2 years
- ▶ At 24,915,322, Revenue has exceeded the target goal of 23,549,963.
- ▶ Year on year % revenue jumped from 211% during its steepest incline between 2015 and 2017. While 2016 showed substantial increase in revenue til 8.8 M frm 6.4 in 2015 which again came down to 8.5M in 2017
- ▶ 2016 booked highest revenue during of world cup , generating 1.44M revenue from Europe only
- ▶ United states & Australia together contribute to 61.6% of total revenue
- ▶ Top 5 customers are from France, Mr. Maurice Shan had the highest of 12,408
- ▶ Revenue & Order qty both were underachieved by 6 & 9% respectively.
- ▶ Overall return rate is 2.17%, whereas Road 650-Red showed highest return rate of 12%
- ▶ Highest no. of orders 30 K are seen in Tires & Tubes subcategory