



KPI Report →

Top Line Chart →

KEY INFLUNCER →

NLQ →

Decomposition Tree →



\$22.71M

Revenue

\$9.57M

Profit

25K

Total Orders

1783

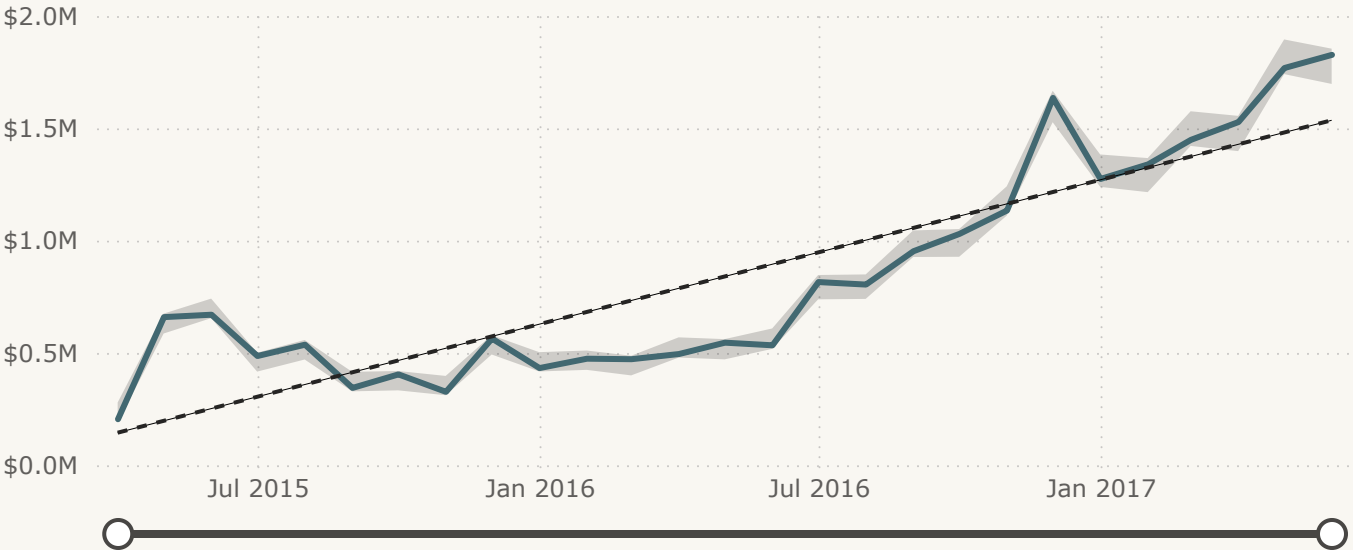
Total Returns

2.14%

Returns Rate



Revenue Trending



Date

23-04-2015

30-06-2017

Select all

Europe

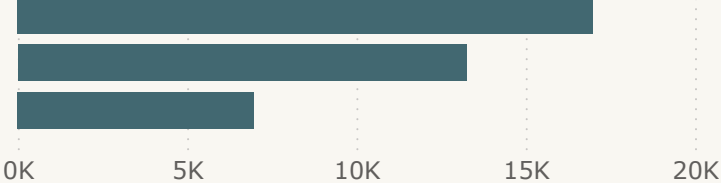
North
America

Pacific

Total orders by category

Category

Accessories
Bikes
Clothing



Monthly Revenue

\$1.83M

Goal: \$1.77M (+3.31%)

Monthly Returns

166

Goal: 169 (+1.78%)

Monthly Orders

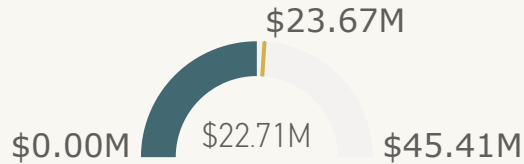
2146

Goal: 2165 (-0.88%)

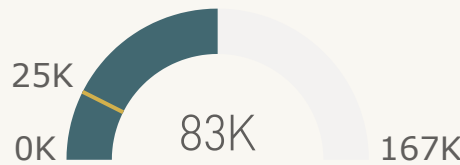
ProductName	Total-Orders	Returns Rate
Water Bottle - 30 oz.	3983	1.87%
Sport-100 Helmet, Red	2099	3.33%
Sport-100 Helmet, Blue	1995	3.31%
Sport-100 Helmet, Black	1940	2.68%
Road Tire Tube	2173	1.55%
Patch Kit/8 Patches	2952	1.56%
Mountain Tire Tube	2846	1.60%
Mountain Bottle Cage	1896	1.94%
Fender Set - Mountain	1075	1.36%
Total	15587	1.82%



Revenue Vs Target



Orders Qty VS Target



Date

23-04-2015

30-06-2017

Select all

Europe

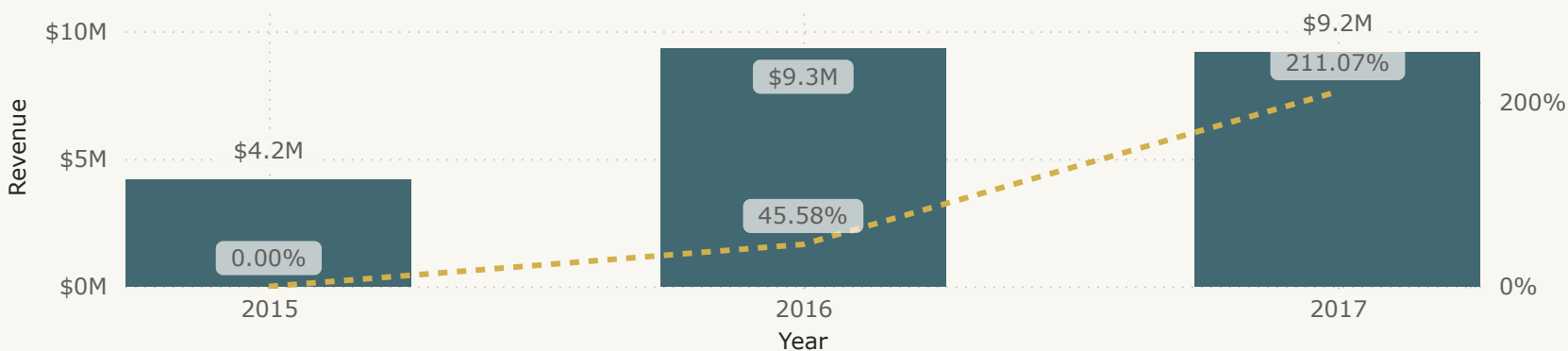
North America

Pacific

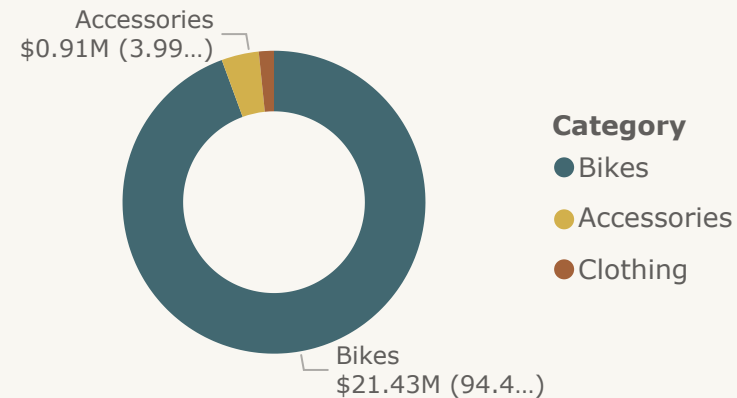


Yearly Revenue growth

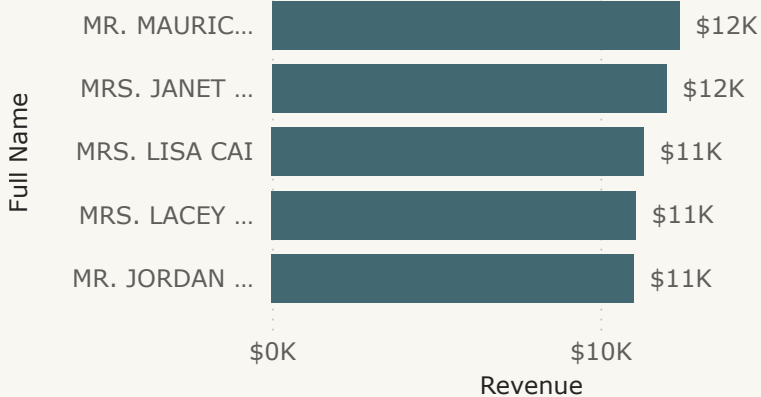
Revenue YoY Revenue



Revenue by Category



Top 5 Customer by Revenue



Revenue by Country



ProductName	ReturnQty	ReturnRate
AWC Logo Cap	45	1.08%
Touring-2000 Blue, 54	1	1.16%
Touring Tire	21	1.22%
Short-Sleeve Classic Jersey, XL	5	1.31%
ML Mountain Tire	28	1.32%
Fender Set - Mountain	54	1.36%
Bike Wash - Dissolver	25	1.47%
ML Road Tire	26	1.51%
Road Tire Tube	67	1.55%
Patch Kit/8 Patches	92	1.56%
Road-150 Red, 48	1	1.56%
Road-650 Black, 52	1	1.59%
Total	1783	2.14%

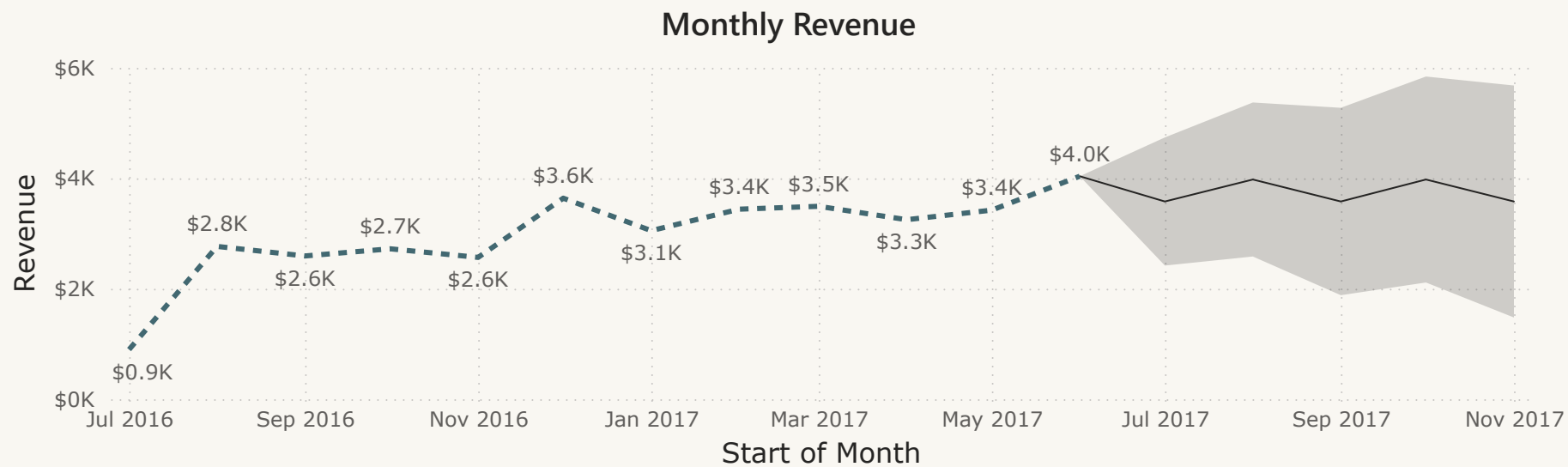


AWC Logo Cap

Revenue Vs Target

\$4.04K ✓

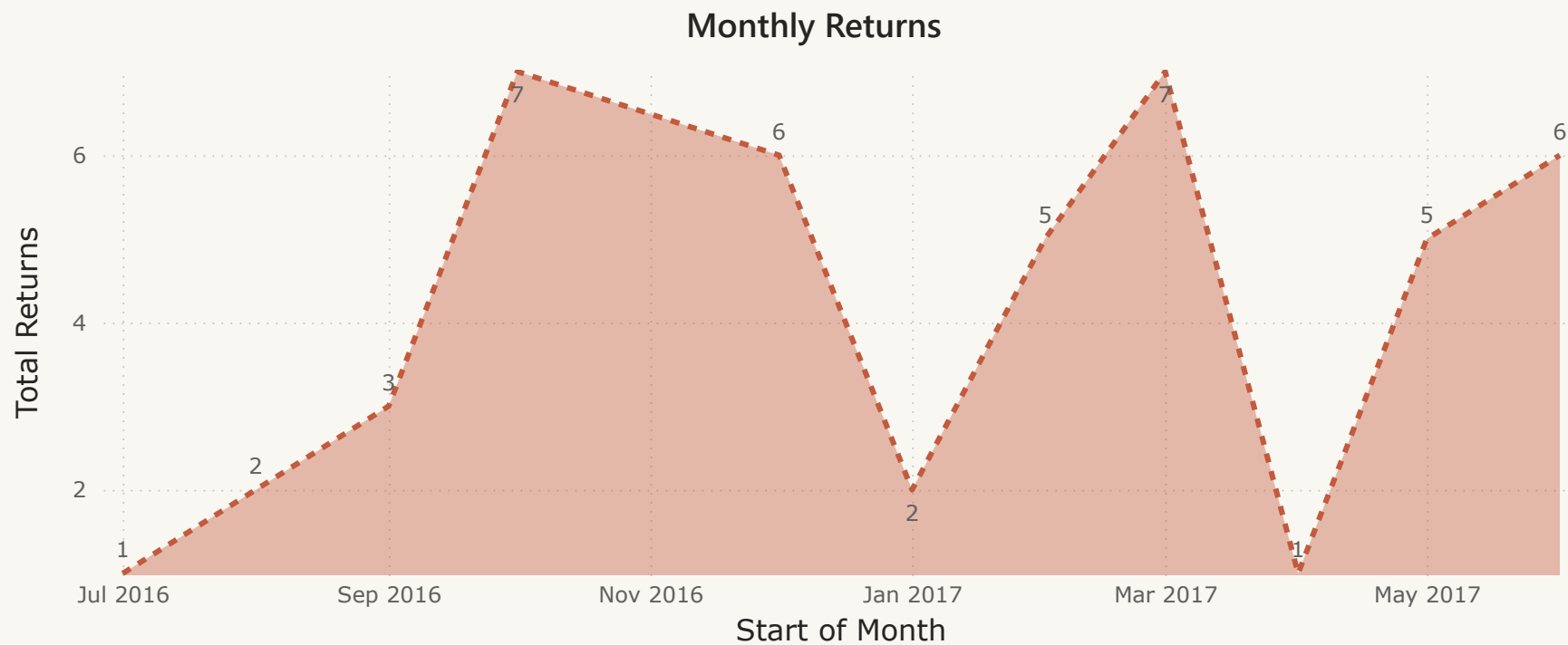
Goal: \$3.77K (+7.21%)



Order QTY Vs Target

232 ✓

Goal: 221.10 (+4.93%)



Return QTY Vs Target

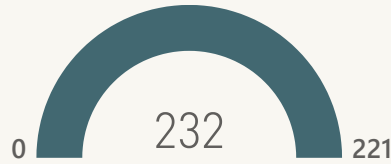
6 !

Goal: 5 (-20%)



AWC Logo Cap

Current Month Orders vs
Target



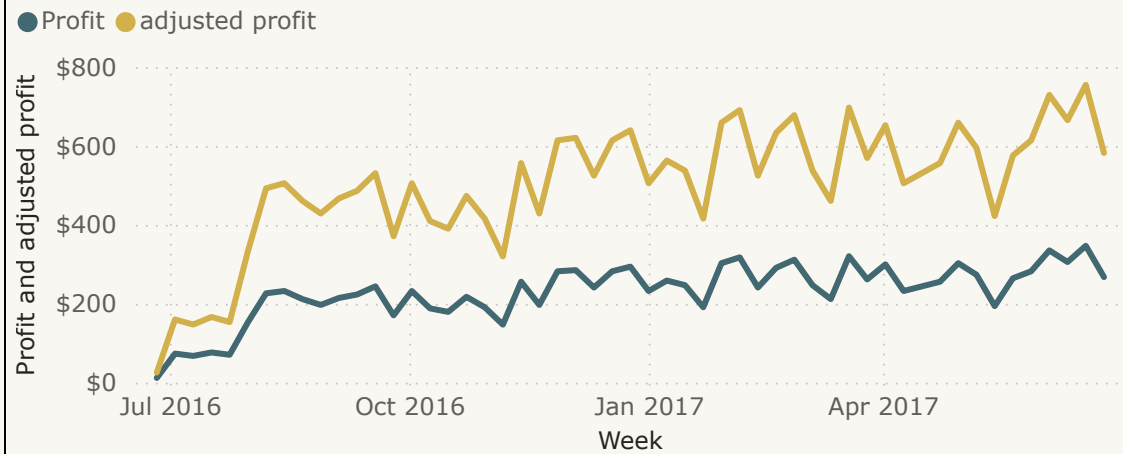
Current Month Revenue vs
Target



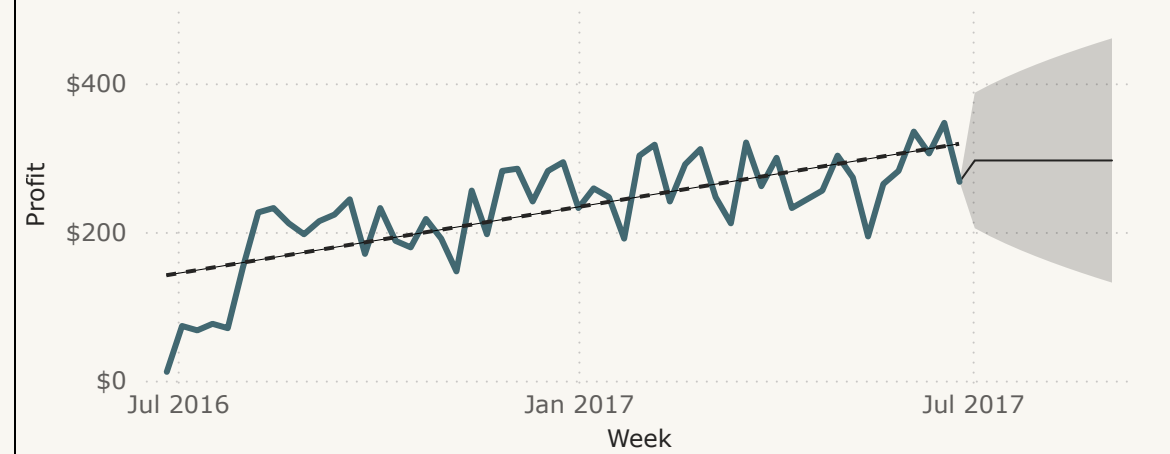
Current Month returns vs
pre month



Weekly Profit vs Adjusted



Weekly Profit



Price Adjustment %

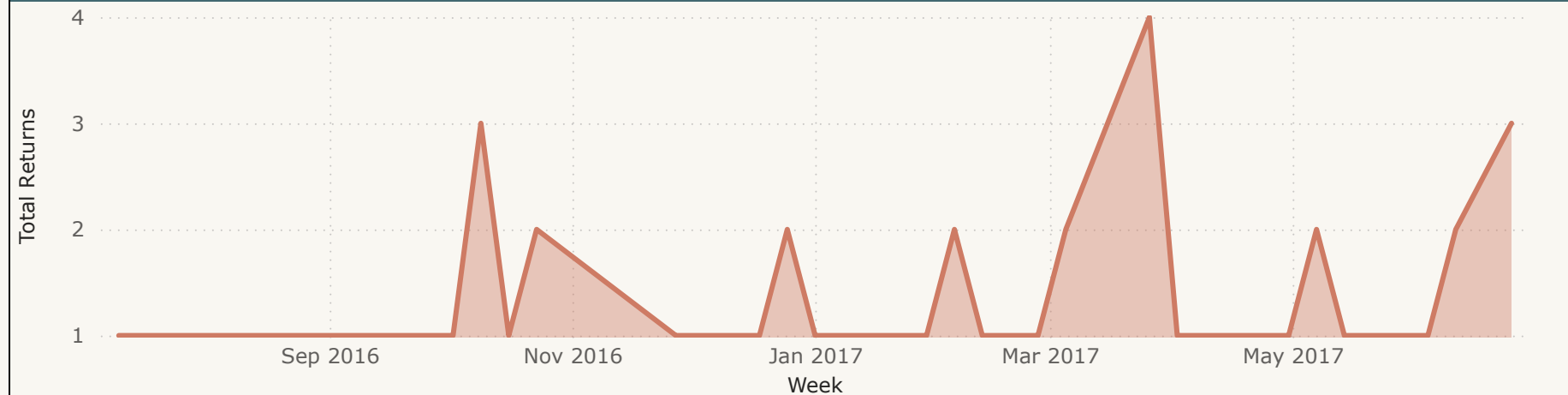
0.40



\$8.64
avg retail
\$12,199.79
Profit

\$12.10
adjusted price
\$26,552.62
adjusted profit

Weekly Returns

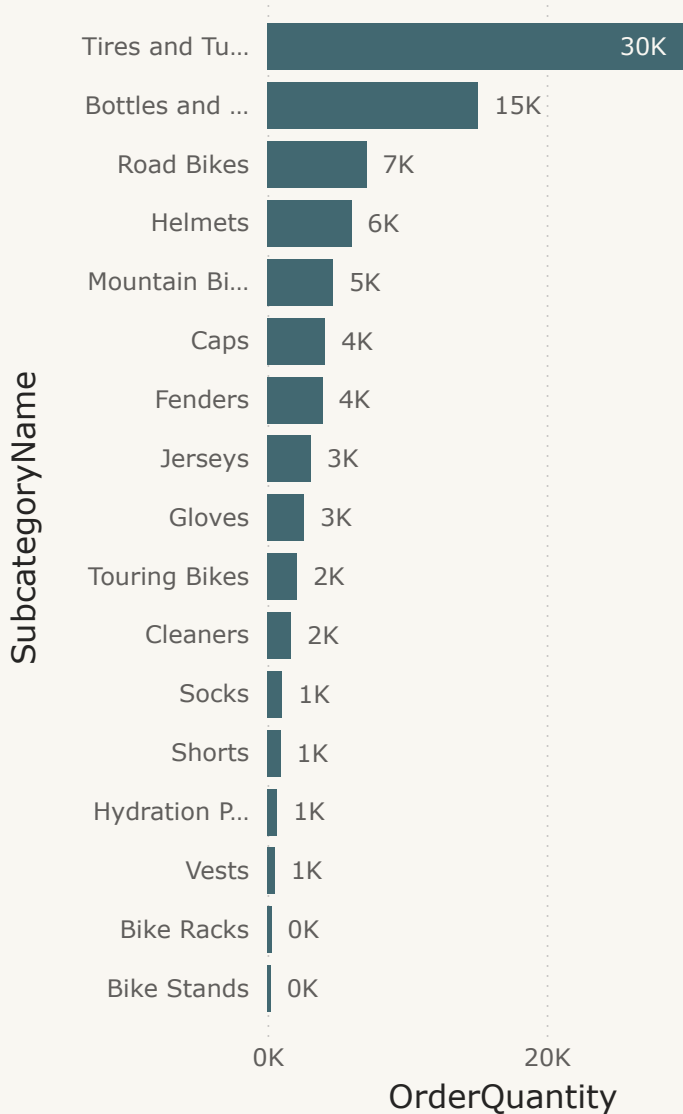




Sales Report Using QnA



OrderQuantity by Subcategory



Select all

North America

Europe

Pacific

Top 5 Customers By Revenue

Full Name	Sum of Revenue
MR. JORDAN TURNER	\$11,022.40
MR. MAURICE SHAN	\$12,407.95
MRS. JANET MUNOZ	\$12,015.40
MRS. LACEY ZHENG	\$11,085.75
MRS. LISA CAI	\$11,330.45
Total	\$57,861.96

Bottom 5 Customers By Revenue

Full Name	Sum of Revenue
MR. BRAD KUMAR	\$2.29
MR. CODY SANDERS	\$2.29
MR. DARREN SUAREZ	\$3.99
MR. ROSS MADAN	\$3.99
MR. XAVIER WHITE	\$3.99
Total	\$49.06

Revenue By Country





KEY INFLUENCERS



Key influencers Top segments



What influences OrderQuantity to Increase ?

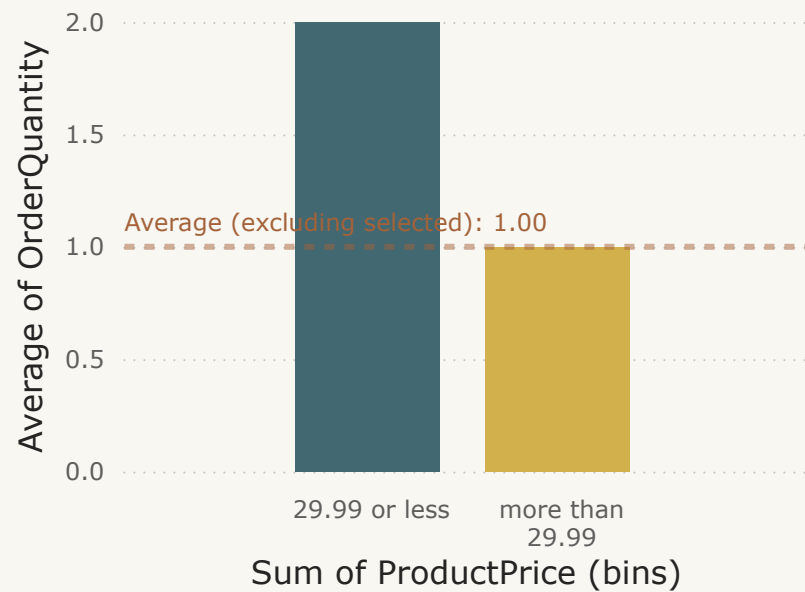
When...

....the average of
OrderQuantity increases
by

**Sum of ProductPrice
is 29.99 or less**

0.99

← OrderQuantity is more likely to increase when Sum of ProductPrice is 29.99 or less than otherwise (on average).



☐ Only show values that are influencers



DECOMPOSITION TREE



Year x

2016

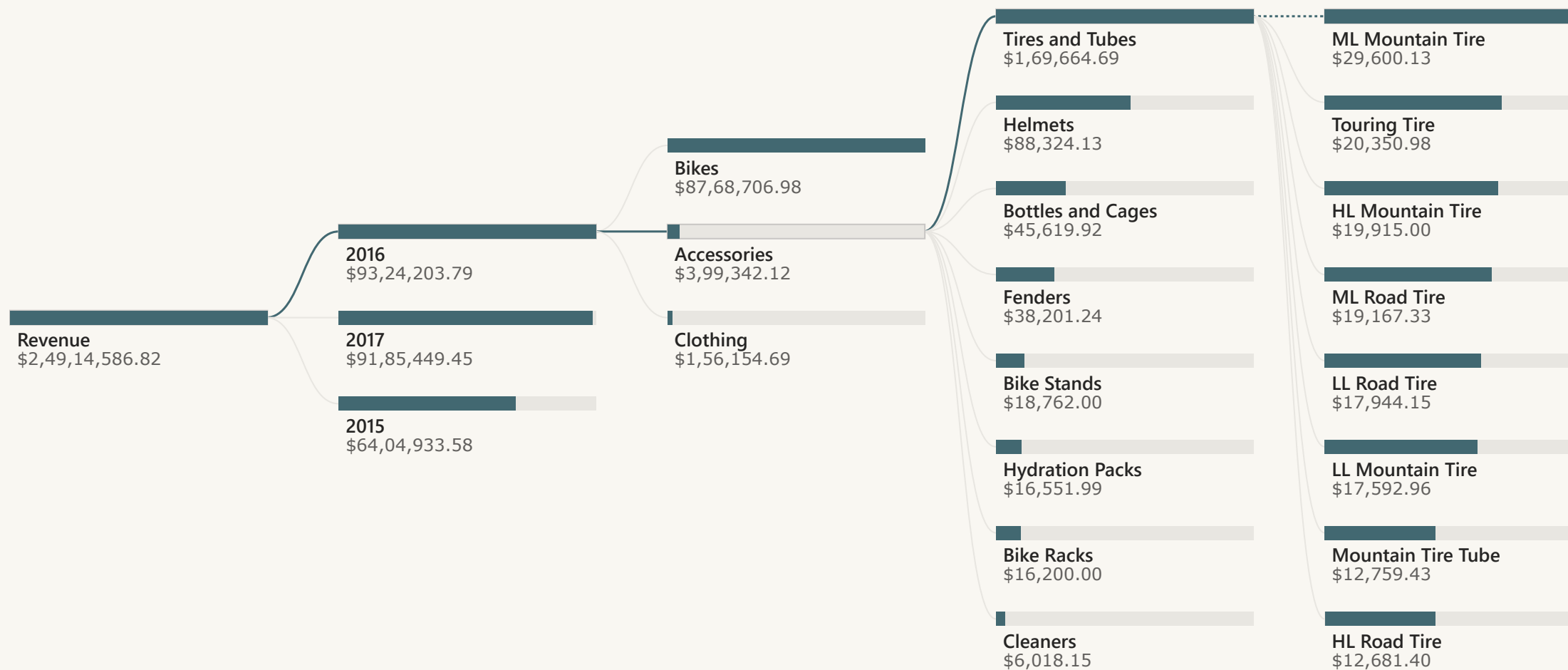
Category x

Accessories

SubcategoryName x

Tires and Tubes

💡 ProductName x



Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Total Orders by Category

