

SalesTerritoryKey Sum of OrderQuantity Sum of ReturnQuantity

1	12513	270
2	40	
3	30	
4	17191	362
5	49	1
6	10894	238
7	7862	186
8	7950	163
9	17951	404
10	9694	204
Total	84174	1828

Year Sum of ReturnQuantity

2015	86
2016	770
2017	972
Total	1828

Full Name Sum of ReturnQuantity

ABBY RANA	1828
ADRIANA GONZALEZ	1828
AIDAN HAYES	1828
ALEJANDRO BECK	1828
ALEXA COX	1828
ALEXA WATSON	1828
ALEXANDER JACKSON	1828
ALEXANDRA EVANS	1828
ALEXANDRIA STEWART	1828
ALISHA LIU	1828
ALISHA SHAN	1828
AMANDA PERRY	1828
ANDREA WRIGHT	1828
ANGELA BUTLER	1828
ANGELA PERRY	1828
Total	1828

ProductColor Black

ProductKey	Sum of ReturnQuantity	Quantity sold
606	11	383
605	15	355
604	7	356
600	3	41
599	1	55
598	1	56
597	1	48
596	2	48
595		
594		
593		
592		
591		
590		
589		
588		
587		
586		
585		
584	0	228
Total	291	10590

ProductKey Quantity sold Sum of Revenue

214	2099	\$73,444.01
215	1940	\$65,269.748
220	1995	\$67,120.179
223	4151	\$35,882.0742
226	392	\$18,842.3816
229	408	\$19,611.4584
232	424	\$20,380.5352
235	381	\$18,313.6413
310	169	\$604,727.63
311	139	\$497,379.53
312	179	\$640,510.33
313	168	\$601,149.36
314	157	\$561,788.39
320	65	\$45,441.383
322	39	\$27,264.8298
324	72	\$50,335.0704
326	65	\$45,441.383
328	75	\$52,432.365
330	51	\$35,654.0082
332	64	\$44,742.2848
334	63	\$44,043.1866
336	50	\$34,954.91
338	50	\$34,954.91
340	56	\$39,149.4992
Total	84174	\$24,914,586.8193

ProductKey	returns	Return_Rate	Avg_retail_price
214	70	3.33%	₹ 34.99
215	52	2.68%	₹ 33.6442
218			₹ 9.5
219			₹ 9.5
220	66	3.31%	₹ 33.6442
223	46	1.11%	₹ 8.6442
226	12	3.06%	₹ 48.0673
229	15	3.68%	₹ 48.0673
232	15	3.54%	₹ 48.0673
235	10	2.62%	₹ 48.0673
238			₹ 1,263.4598
241			₹ 1,263.4598
244			₹ 1,263.4598
247			₹ 1,263.4598
250			₹ 1,263.4598

CategoryName	Avg_retail_price	Total_orders	Bulk Order	Total_return	All Orders	%_of_all_order	High Ticket order	Average Retail Price	Weekend Order
Accessories	₹ 34.2562	16983	13370	1115	25164	67.49%		₹ 34.2562	4713
Bikes	₹ 1,541.3835	13929		427	25164	55.35%	11312	₹ 1,541.3835	3928
Clothing	₹ 50.6811	6976	3414	267	25164	27.72%		₹ 50.6811	1963
Components	₹ 432.187				25164			₹ 432.187	
Total	₹ 714.4374	25164	14937	1809	25164	100.00%	11312	₹ 714.4374	7039

Start of Month	Total Revenue	YTD Revenue	prev Month Revenue	Target Revenue Month
1/1/2015	₹ 585,312.6486	₹ 585,312.6486		
2/1/2015	₹ 532,226.2458	₹ 1,117,538.8944	₹ 585,312.6486	₹ 643,843.9135
3/1/2015	₹ 643,436.104	₹ 1,760,974.9984	₹ 532,226.2458	₹ 585,448.8704
4/1/2015	₹ 653,364.0368	₹ 2,414,339.0352	₹ 643,436.104	₹ 707,779.7144
5/1/2015	₹ 659,325.8968	₹ 3,073,664.932	₹ 653,364.0368	₹ 718,700.4405
6/1/2015	₹ 669,988.6696	₹ 3,743,653.6016	₹ 659,325.8968	₹ 725,258.4865
7/1/2015	₹ 486,115.0054	₹ 4,229,768.607	₹ 669,988.6696	₹ 736,987.5366
8/1/2015	₹ 536,452.8175	₹ 4,766,221.4245	₹ 486,115.0054	₹ 534,726.5059
9/1/2015	₹ 344,062.8749	₹ 5,110,284.2994	₹ 536,452.8175	₹ 590,098.0993
10/1/2015	₹ 404,276.5974	₹ 5,514,560.8968	₹ 344,062.8749	₹ 378,469.1624
11/1/2015	₹ 326,611.1534	₹ 5,841,172.0502	₹ 404,276.5974	₹ 444,704.2571
12/1/2015	₹ 563,761.5301	₹ 6,404,933.5803	₹ 326,611.1534	₹ 359,272.2687
1/1/2016	₹ 432,425.7362	₹ 432,425.7362	₹ 563,761.5301	₹ 620,137.6831
2/1/2016	₹ 474,162.7875	₹ 906,588.5237	₹ 432,425.7362	₹ 475,668.3098
3/1/2016	₹ 471,961.8784	₹ 1,378,550.4021	₹ 474,162.7875	₹ 521,579.0663
4/1/2016	₹ 494,957.4174	₹ 1,873,507.8195	₹ 471,961.8784	₹ 519,158.0662
5/1/2016	₹ 545,534.7436	₹ 2,419,042.5631	₹ 494,957.4174	₹ 544,453.1591
6/1/2016	₹ 533,824.9826	₹ 2,952,867.5457	₹ 545,534.7436	₹ 600,088.218
7/1/2016	₹ 815,356.4682	₹ 3,768,224.0139	₹ 533,824.9826	₹ 587,207.4809
8/1/2016	₹ 804,193.3868	₹ 4,572,417.4007	₹ 815,356.4682	₹ 896,892.115
9/1/2016	₹ 952,743.493	₹ 5,525,160.8937	₹ 804,193.3868	₹ 884,612.7255
10/1/2016	₹ 1,029,821.0507	₹ 6,554,981.9444	₹ 952,743.493	₹ 1,048,017.8423
11/1/2016	₹ 1,133,913.046	₹ 7,688,894.9904	₹ 1,029,821.0507	₹ 1,132,803.1558
12/1/2016	₹ 1,635,308.8013	₹ 9,324,203.7917	₹ 1,133,913.046	₹ 1,247,304.3506
1/1/2017	₹ 1,274,378.6662	₹ 1,274,378.6662	₹ 1,635,308.8013	₹ 1,798,839.6814
2/1/2017	₹ 1,339,241.2925	₹ 2,613,619.9587	₹ 1,274,378.6662	₹ 1,401,816.5328
3/1/2017	₹ 1,448,596.1246	₹ 4,062,216.0833	₹ 1,339,241.2925	₹ 1,473,165.4218
4/1/2017	₹ 1,527,813.7219	₹ 5,590,029.8052	₹ 1,448,596.1246	₹ 1,593,455.7371
5/1/2017	₹ 1,768,432.5069	₹ 7,358,462.3121	₹ 1,527,813.7219	₹ 1,680,595.0941
6/1/2017	₹ 1,826,987.1352	₹ 9,185,449.4473	₹ 1,768,432.5069	₹ 1,945,275.7576
Total	₹ 24,914,586.8193	₹ 9,185,449.4473	₹ 23,087,599.6841	₹ 25,396,359.6525

Date10-day Rolling revenue

1/1/2015	₹ 8,351.4564
1/2/2015	₹ 22,664.5364
1/3/2015	₹ 50,705.8564
1/4/2015	₹ 68,418.9264
1/5/2015	₹ 76,274.5646
1/6/2015	₹ 97,540.9046
1/7/2015	₹ 106,095.641
1/8/2015	₹ 131,461.0692
1/9/2015	₹ 145,774.1492
1/10/2015	₹ 159,883.9492
1/11/2015	₹ 183,152.0828
1/12/2015	₹ 193,886.8928
1/13/2015	₹ 173,701.211
1/14/2015	₹ 187,657.731
1/15/2015	₹ 201,182.691
1/16/2015	₹ 204,582.681
1/17/2015	₹ 221,393.3728
1/18/2015	₹ 211,739.221
1/19/2015	₹ 216,016.5892
1/20/2015	₹ 223,376.4092
1/21/2015	₹ 216,448.1492
1/22/2015	₹ 223,044.8492
1/23/2015	₹ 225,924.021
1/24/2015	₹ 219,823.1392
1/25/2015	₹ 204,118.1056
1/26/2015	₹ 193,383.2956
1/27/2015	₹ 182,851.7656
1/28/2015	₹ 181,949.3874
1/29/2015	₹ 174,614.5674
1/30/2015	₹ 180,290.132
1/31/2015	₹ 177,360.9602
Total	₹ 616,273.8421

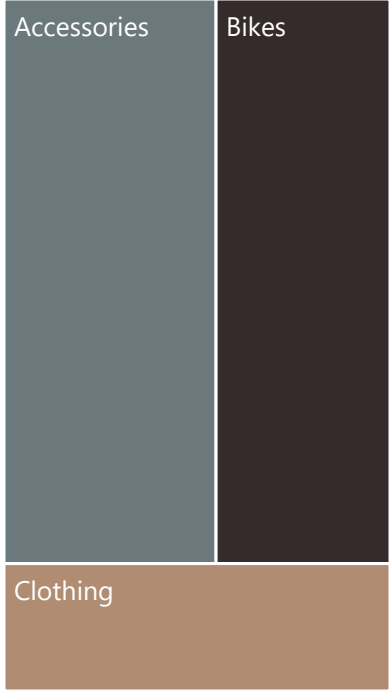


CategoryName	Product Models	ALL Returns	Total_return	%_of_All_Return	Bike Returns	Total Cost	Total Profit	Prev Month Orders	Order Targes	Prev Month Returns	90-day Rolling Profit
Accessories	27	1809	1115	61.64%	427	₹ 336,913.046	₹ 569,760.061	15301	16,831.10	1017	₹ 167,819.7557
Bikes	15	1809	427	23.60%	427	₹ 13,916,326.824	₹ 9,726,168.2712	12772	14,049.20	393	₹ 1,925,909.9638
Clothing	12	1809	267	14.76%	427	₹ 203,631.5151	₹ 161,787.102	6210	6,831.00	233	₹ 48,933.3937
Components	65	1809			427						
Total	119	1809	1809	100.00%	427	₹ 14,456,871.3851	₹ 10,457,715.4342	23018	25,319.80	1643	₹ 2,142,663.1132

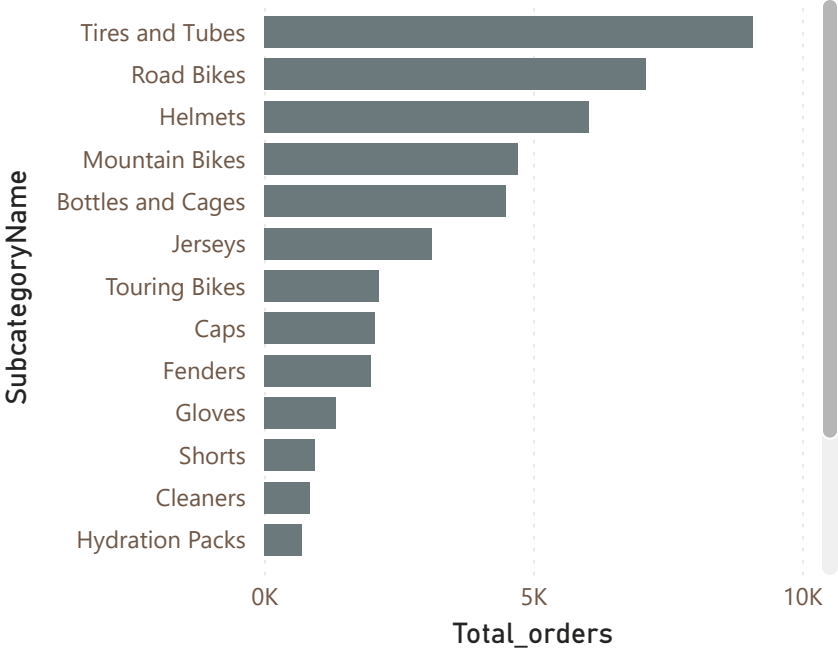


1/1/2015

6/30/2017



Total_orders by SubcategoryName



SubcategoryName	Total_orders	Return_Rate
Bike Racks	302	2.65%
Bike Stands	234	3.42%
Bottles and Cages	4485	1.91%
Caps	2062	1.11%
Cleaners	850	1.47%
Fenders	1975	1.36%
Gloves	1332	1.85%
Helmets	6034	3.12%
Hydration Packs	695	3.60%
Jerseys	3113	2.99%
Mountain Bikes	4706	2.89%
Total	25164	2.17%

₹ 10,457,715....

Total Profit

25164

Total_orders

₹ 24,914,586....

Total Revenue

4717616004

Sum of Total Q...

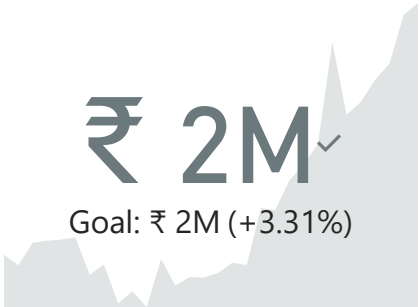
Water Bottle - 30 oz.

First ProductName

Mountain-200 Black, 46

First ProductName

Monthly Revenue



Monthly Orders



Monthly Returns

