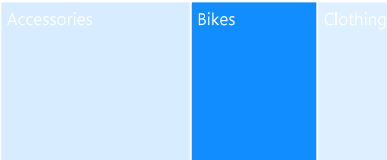


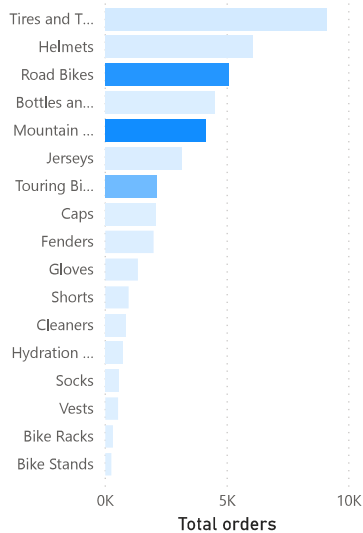


1/1/2016 6/30/2017

### Total orders by category



### Total orders by subcategory



ProductName	Total orders	Return Rate
All-Purpose Bike Stand	234	3.42%
AWC Logo Cap	2062	1.11%
Bike Wash - Dissolver	850	1.47%
Classic Vest, L	182	2.20%
Classic Vest, M	182	3.85%
Classic Vest, S	157	5.10%
Fender Set - Mountain	1975	1.36%
Half-Finger Gloves, L	414	2.14%
Half-Finger Gloves, M	465	1.74%
Half-Finger Gloves, S	453	1.69%
Hitch Rack - 4-Bike	302	2.65%
HL Mountain Tire	1305	3.75%
HL Road Tire	795	3.52%
Hydration Pack - 70 oz.	695	3.60%
LL Mountain Tire	788	2.50%
LL Road Tire	957	2.26%
Long-Sleeve Logo Jersey, L	424	3.54%
Long-Sleeve Logo Jersey, M	408	3.68%
Long-Sleeve Logo Jersey, S	392	3.06%
Long-Sleeve Logo Jersey, XL	381	2.62%
Total	22534	2.14%

### Monthly revenue

\$1.83M✓  
Goal: 1.77M (+3.31%)

### Monthly returns

166✓  
Goal: 169 (+1.78%)

2146!  
Goal: 2165 (-0.88%)

### Top product (Orders)

Water Bottle - 30 oz.

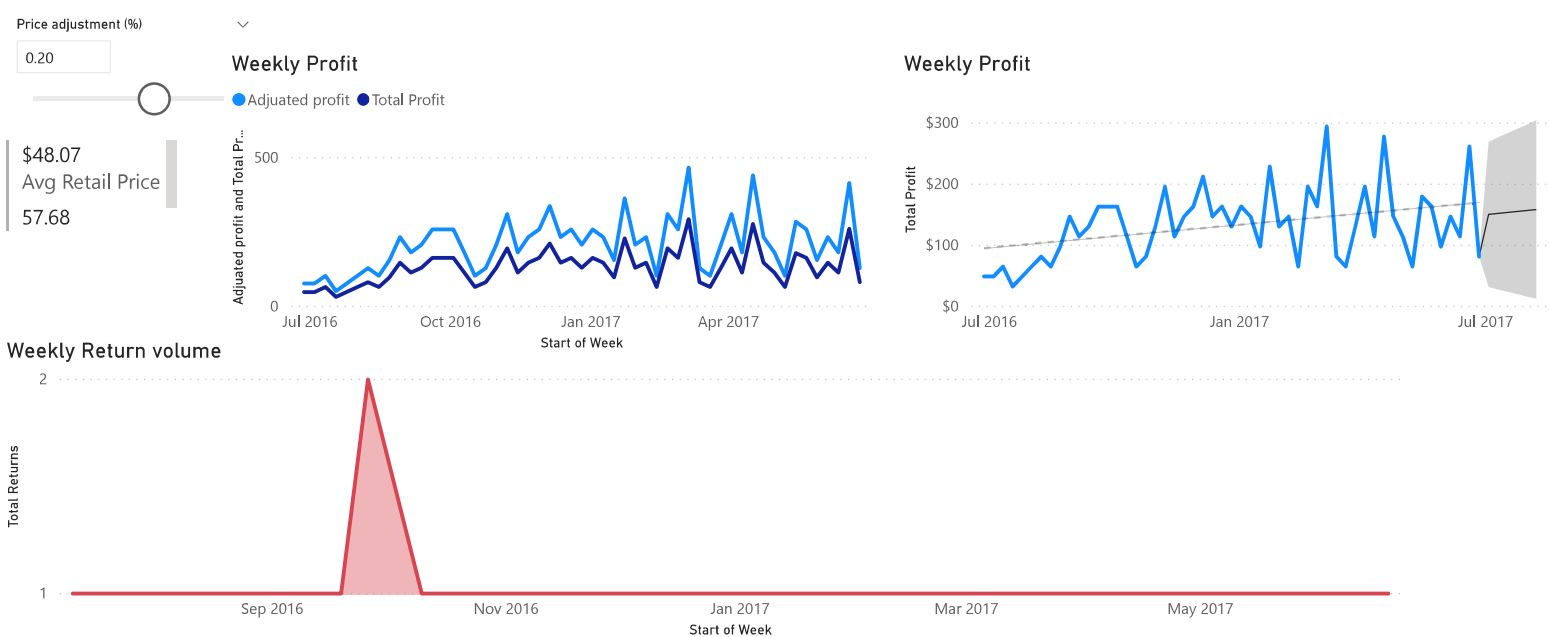
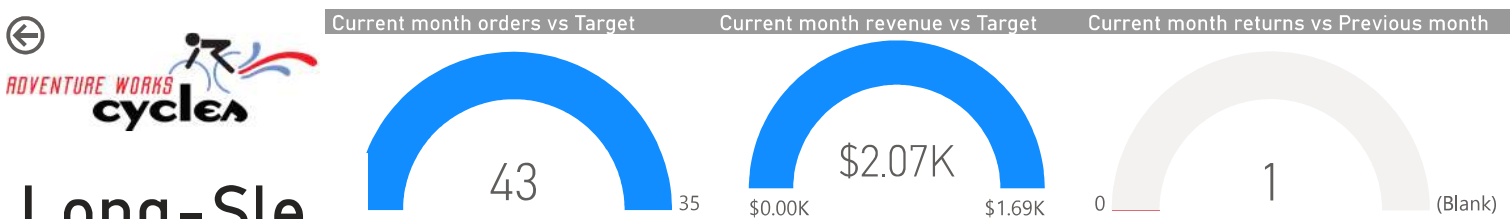
### Top product (Profit)

Mountain-200 Blac...

### Total orders by Country

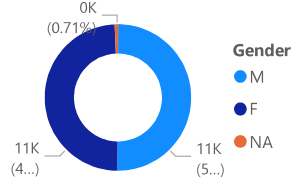


[View Product Detail](#) ⓘ

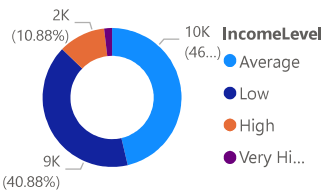


Fullname	Total orders	Total revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Larry Munoz	7	\$10,852.04
Mrs. Ariana Gray	6	\$10,391.42
Mr. Marco Lopez	6	\$10,289.68
Mr. Franklin Xu	5	\$10,164.34
Mrs. Margaret He	4	\$9,266.74
Mrs. Kaitlyn Henderson	4	\$9,258.92
Mrs. Nichole Nara	4	\$9,234.66
Mr. Randall Dominguez	4	\$9,210.36
Mrs. Rosa Hu	4	\$9,201.20
Adriana Gonzalez	4	\$9,195.69
Mrs. Dominique Prasad	6	\$9,180.93
Mrs. Brandi Gill	4	\$9,166.18
Mr. Brad She	4	\$9,161.01
Mr. Francisco Sara	4	\$9,125.54
Mr. Kevin Coleman	4	\$7,750.53
Mr. Johnathan Suri	4	\$7,721.33
Mrs. Crystal Zeng	4	\$7,706.81
Mrs. Felicia Blanco	4	\$7,669.66
Mrs. Jill Suarez	4	\$7,652.61
Mr. Preston Raman	4	\$7,599.49
Mr. Willie Xu	4	\$7,353.55
Total	353	\$751,130.39

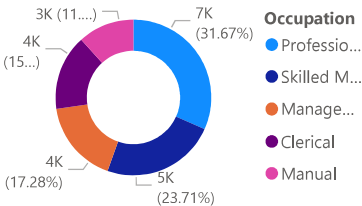
Total orders by Gender



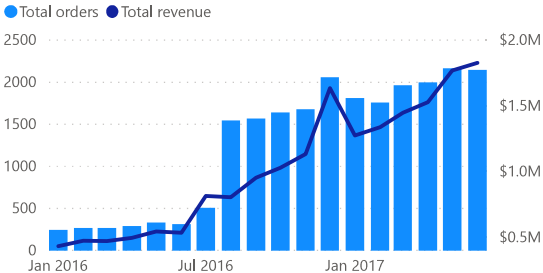
Total orders by IncomeLevel



Total orders by Occupation



Orders and revenue by month



Top Customer

Mr. Maurice Shan

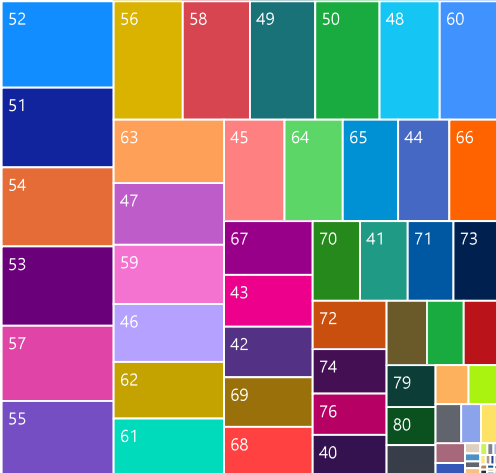
Top Customer

6

Top Customer

\$12.41K

Orders by age



Executive Summary

