



01-01-2015

01-06-2017

TOTAL ORDER BY CATEGORY

Accessories

Clothing

17K

Bikes

14K

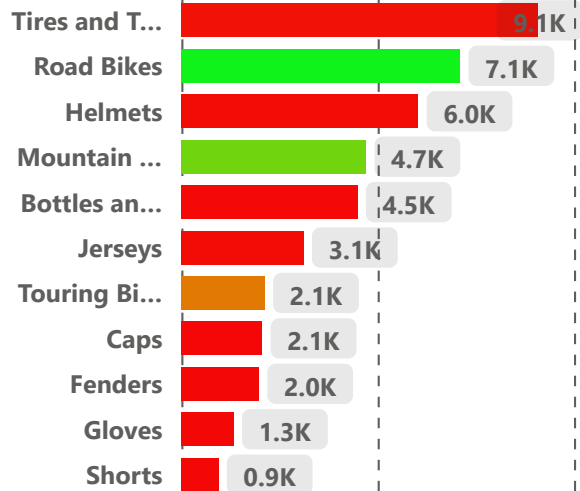
7K

TOTAL ORDER BY SUBCATEGORY

total revenue ... \$0.01M \$11.29M

\$5.65M

SubcategoryName



total orders

ProductName

total orders

returned rate

Water Bottle - 30 oz.	3983	1.95%
Patch Kit/8 Patches	2952	1.61%
Mountain Tire Tube	2846	1.64%
Road Tire Tube	2173	1.55%
Sport-100 Helmet, Red	2099	3.33%
AWC Logo Cap	2062	1.11%
Sport-100 Helmet, Blue	1995	3.31%
Fender Set - Mountain	1975	1.36%
Sport-100 Helmet, Black	1940	2.68%
Mountain Bottle Cage	1896	2.02%
Road Bottle Cage	1668	1.68%
Touring Tire Tube	1364	1.64%
HL Mountain Tire	1305	3.75%
ML Mountain Tire	1059	1.32%
LL Road Tire	957	2.26%
ML Road Tire	868	1.51%
Touring Tire	863	1.22%
Bike Wash - Dissolver	850	1.47%
HL Road Tire	795	3.52%
LL Mountain Tire	788	2.50%
Hydration Pack - 70 oz.	695	3.60%
Mountain-200 Black, 46	606	2.97%
Mountain-200 Black, 42	602	3.49%
Mountain-200 Silver, 38	586	2.90%
Mountain-200 Silver, 46	571	2.10%

Total

25164

2.17%

view product details

TOTAL REVENUE

\$1.82698491M

Goal: \$1.76843063M (+3.31%)

TOTAL ORDERS

2146

Goal: 2165 (-0.88%)

TOTAL RETURNS

169

Goal: 169 (+0%)

MOST PROFITABLE PRODUCT

Mountain-200 Black...

TOP ORDERED PRODUCT

Water Bottle - 30 oz.

Select all

Europe

North
America

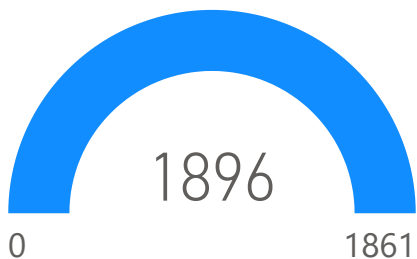
Pacific





Mountain Bottle Cage

total orders vs Order target



total return vs previous



total orders vs Order target

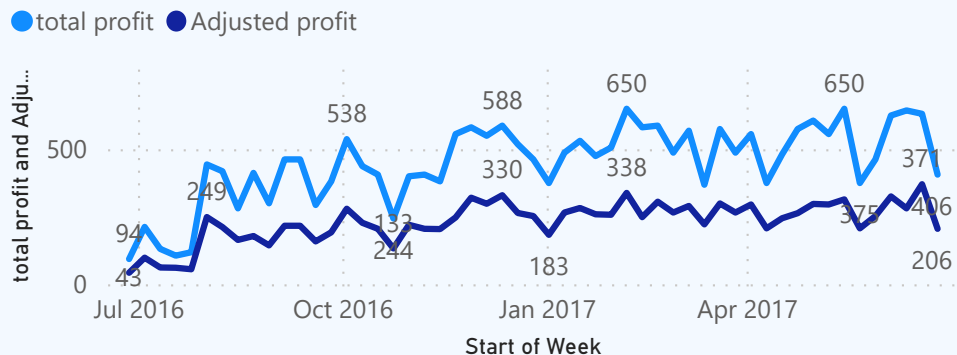


Price adjustment(%)

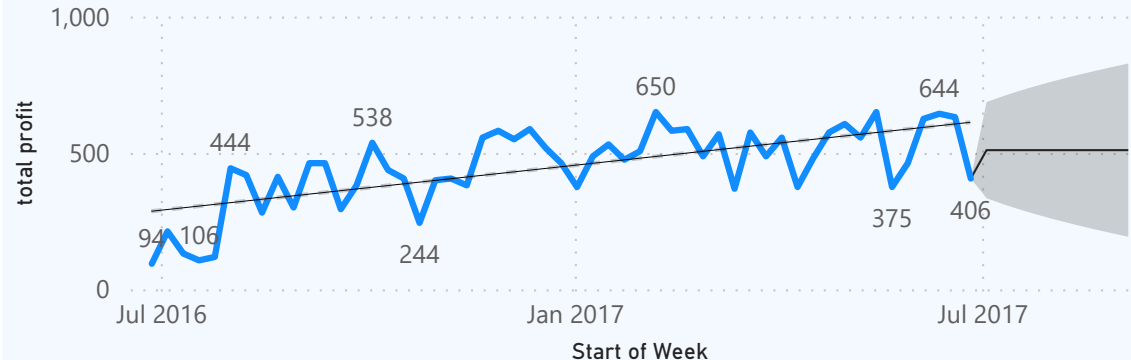
0.20

\$11.988
Adjusted price

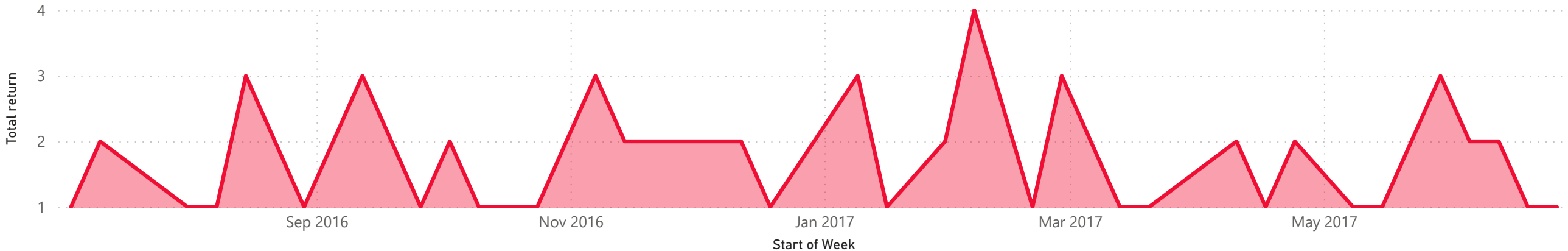
WEEKLY PROFIT



WEEKLY PROFIT

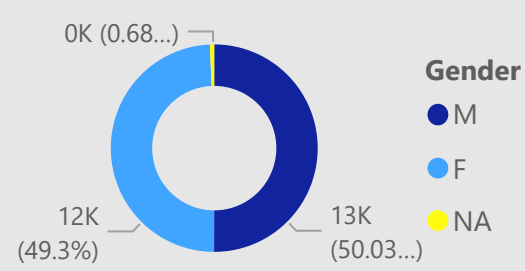


WEEKLY RETURNS

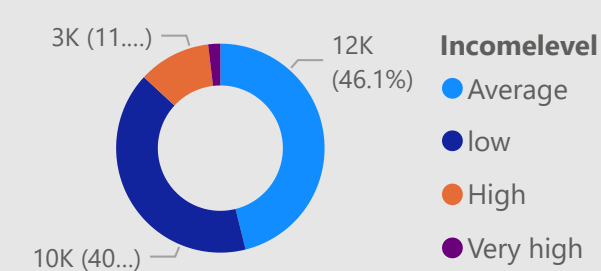


Fullname	Total revenue	total orders
Mr. Maurice Shan	\$12,407.95	6
Mrs. Janet Munoz	\$12,015.39	6
Mrs. Lisa Cai	\$11,330.44	7
Mrs. Lacey Zheng	\$11,085.74	7
Mr. Jordan Turner	\$11,022.38	7
Mr. Franklin Xu	\$10,863.44	6
Mr. Larry Munoz	\$10,852.04	7
Mrs. Kate Anand	\$10,436.51	4
Mr. Larry Vazquez	\$10,394.98	4
Mrs. Ariana Gray	\$10,391.42	6
Mr. Clarence Gao	\$10,331.73	4
Mr. Aaron Wright	\$10,329.22	4
Mr. Ethan Bryant	\$10,308.52	4
Mr. Marco Lopez	\$10,289.679999999999	6
Mrs. Bonnie Nath	\$10,282.91	4
Mr. Ricky Vazquez	\$10,165.92	4
Mr. Clarence Anand	\$10,065.01	4
Mrs. Deanna Perez	\$9,761.589999999998	4
Mrs. Desiree Dominguez	\$9,717.629999999997	4
Mrs. Jasmine Stewart	\$9,716.979999999998	4
Mrs. Sydney Bryant	\$9,706.89	4
Mr. Bryant Garcia	\$9,687.359999999997	4
Mrs. Cindy Patel	\$9,668.019999999999	4
Mrs. Amy Sun	\$9,534.15	4
Mr. Willie Xu	\$9,424.97	5
Mrs. Katrina Tang	\$9,302.579999999998	4
Mrs. Margaret He	\$9,266.739999999998	4
Mrs. Kaitlyn Henderson	\$9,258.919999999996	4
Mrs. Nichole Nara	\$9,234.66	4
Mr. Randall Dominguez	\$9,210.359999999999	4
Total	\$2,49,14,567.179999984	25164

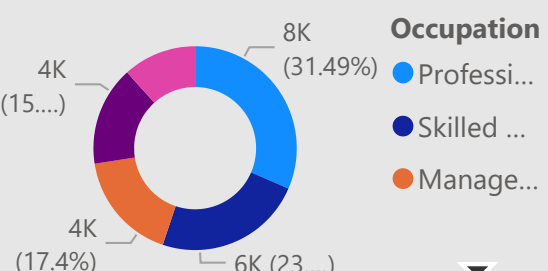
total orders by Gender



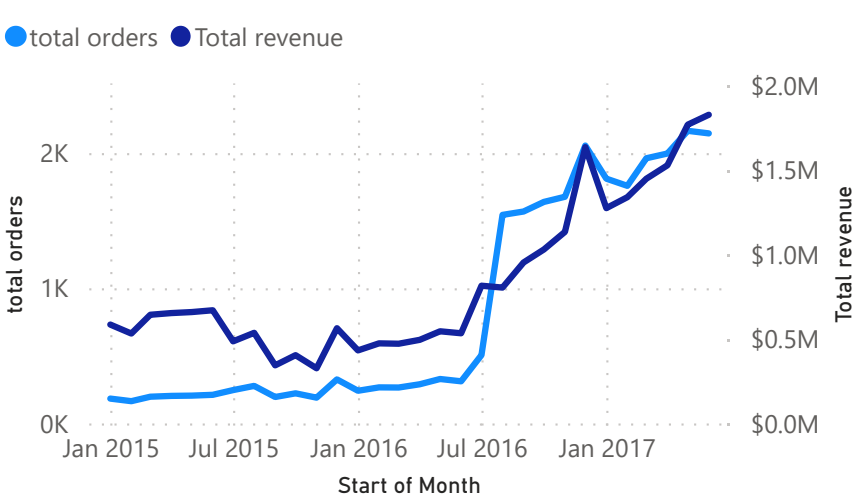
total orders by Incomelevel



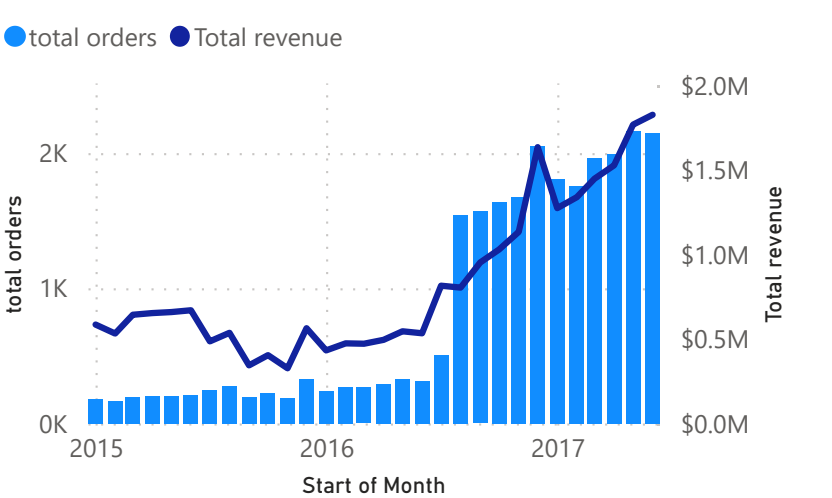
total orders by Occupation



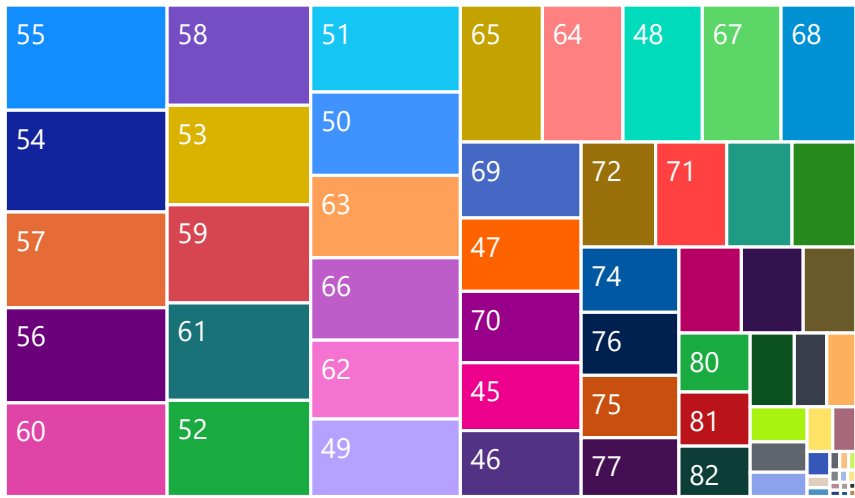
orders and revenue by month



total orders and Total revenue by Month



orders by age



TOP PRODUCT

Abby Rana