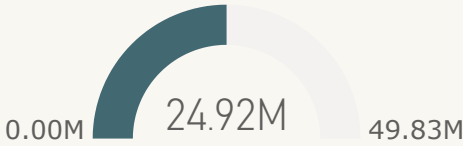
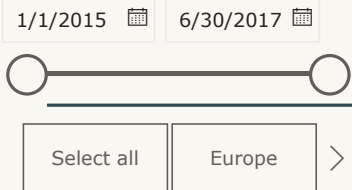
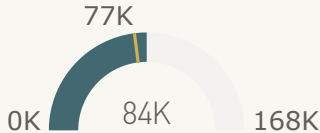




Revenue Vs Target

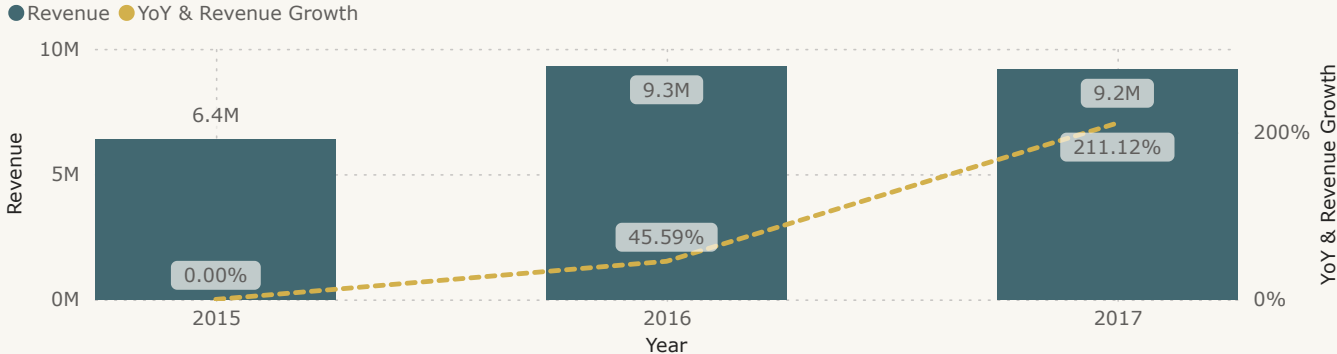


Order Qty. Vs Target

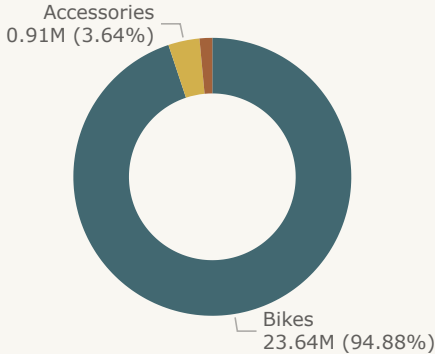


Click to see the report during Europe World Cup

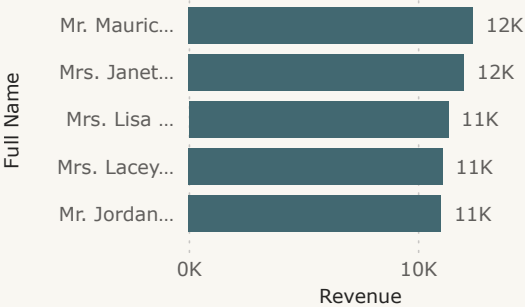
Revenue and YoY & Revenue Growth by Year



Revenue by Category



Revenue by Full Name



Revenue by Country



ProductName	ReturnQty.	ReturnRate
All-Purpose Bike Stand	8	3.42%
AWC Logo Cap	46	1.11%
Bike Wash - Dissolver	25	1.47%
Classic Vest, L	4	2.20%
Classic Vest, M	7	3.85%
Classic Vest, S	8	5.10%
Fender Set - Mountain	54	1.36%
Half-Finger Gloves, L	18	2.14%
Half-Finger Gloves, M	16	1.74%
Half-Finger Gloves, S	15	1.69%
Total	1828	2.17%

0 408,240.00 ▲ 0.00% Touring-1000 yellow, 46 400,512.00 ▲ 0.00% Road-350-w Yellow, 42 396,333.00



# AWC Logo Cap

## Revenue Vs. Target

4.20K✓  
Goal: 3.64K (+15.62%)

## Order Qty. Vs. Target

467✓  
Goal: 403.92 (+15.62%)

## Return Qty. Vs. Target

6!  
Goal: 5 (-20%)

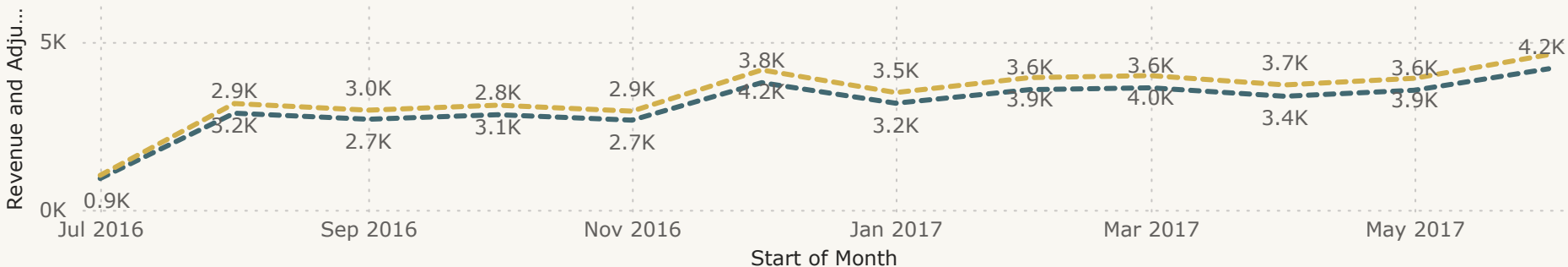
Price Adjustment

0.10

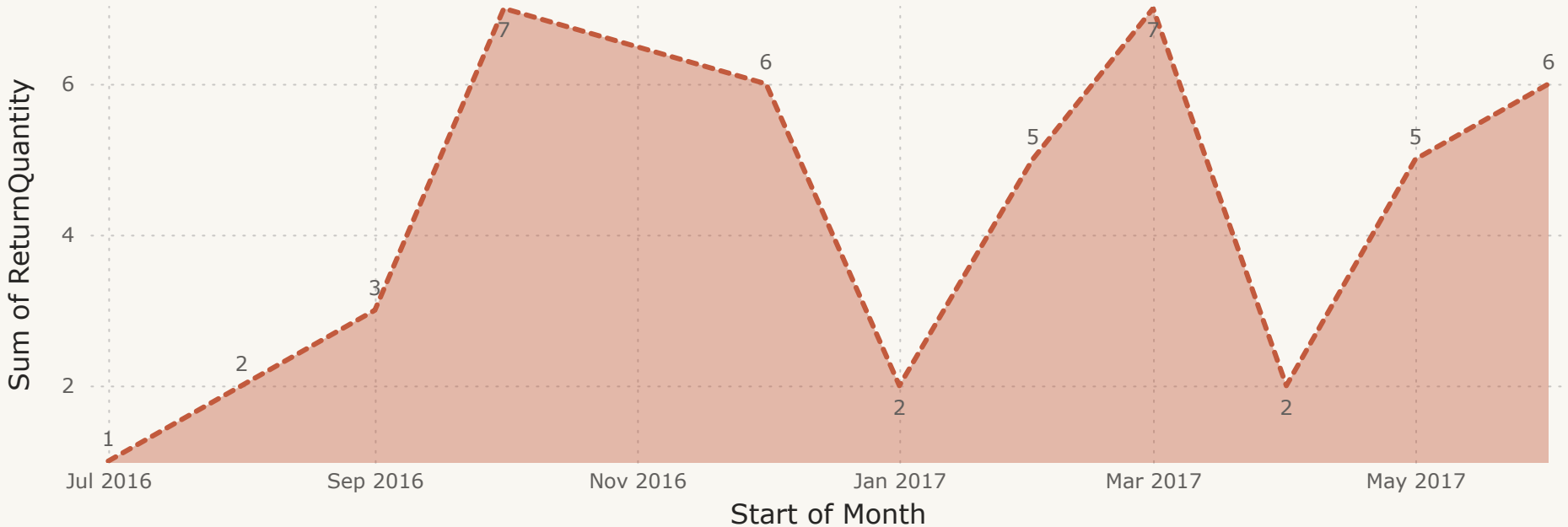


## Monthly Revenue

Revenue Adjusted Revenue

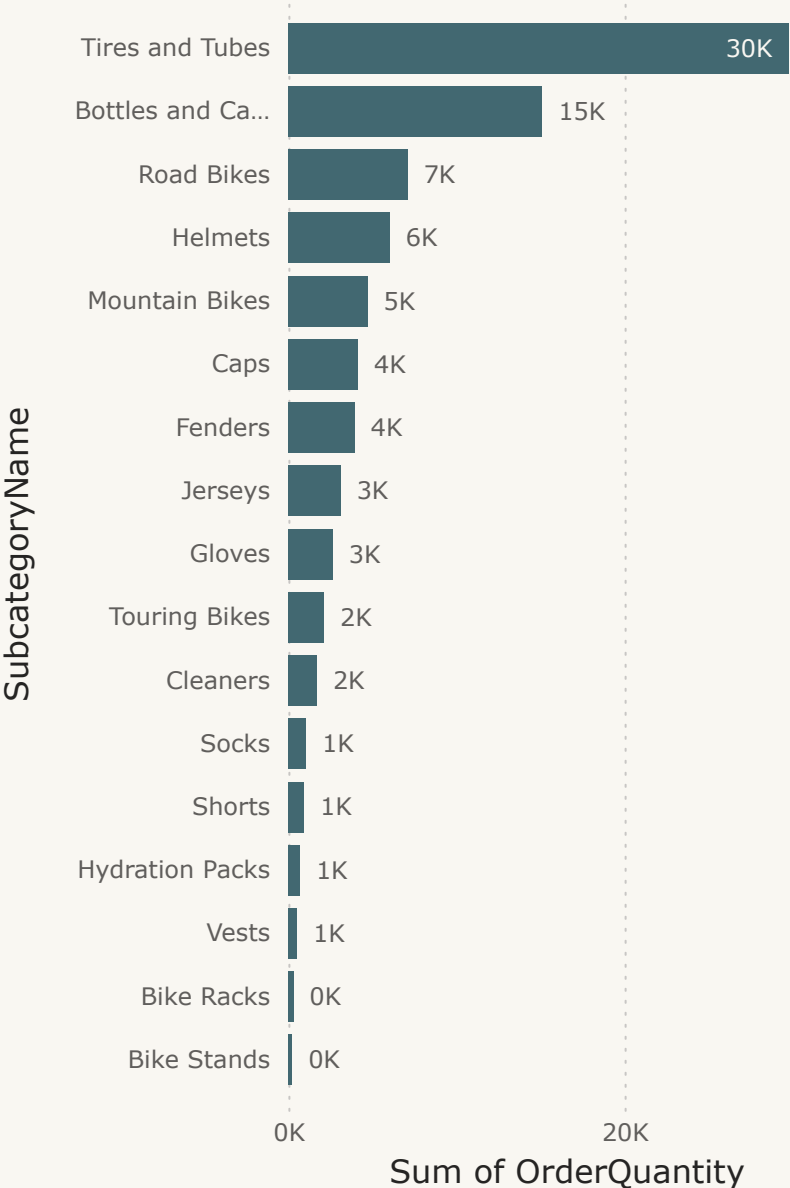


## Monthly Return Qty.



# Sales Report by Subcategory

OrderQuantity by Subcategory



Continent

Select all

Europe

North America

Pacific

Top 5 Customers by Revenue

Full Name	Sum of Revenue
Mr. Jordan Turner	11,023.00
Mr. Maurice Shan	12,408.00
Mrs. Janet Munoz	12,016.00
Mrs. Lacey Zheng	11,086.00
Mrs. Lisa Cai	11,332.00
Total	57,865.00

Bottom 5 Customers by Revenue

Full Name	Sum of Revenue
Ms. Natalie Bryant	4.00
Ms. Michele She	4.00
Ms. Meredith Carlson	4.00
Ms. Melanie Peterson	4.00
Ms. Megan Miller	4.00
Ms. Kaitlyn Allen	4.00
Mrs. Yolanda She	2.00
Mrs. Vanessa Griffin	4.00
Mrs. Olivia Brown	4.00
Total	96.00

Revenue by Country



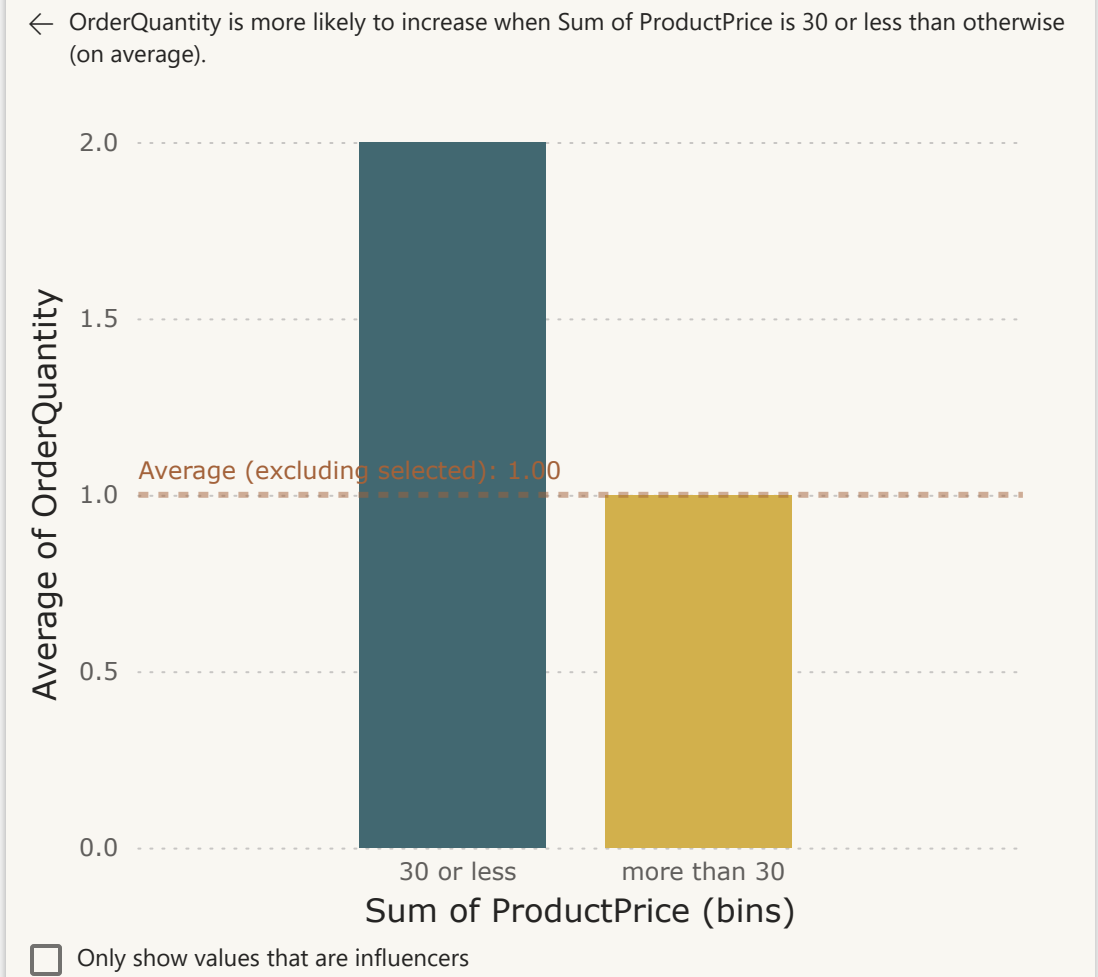
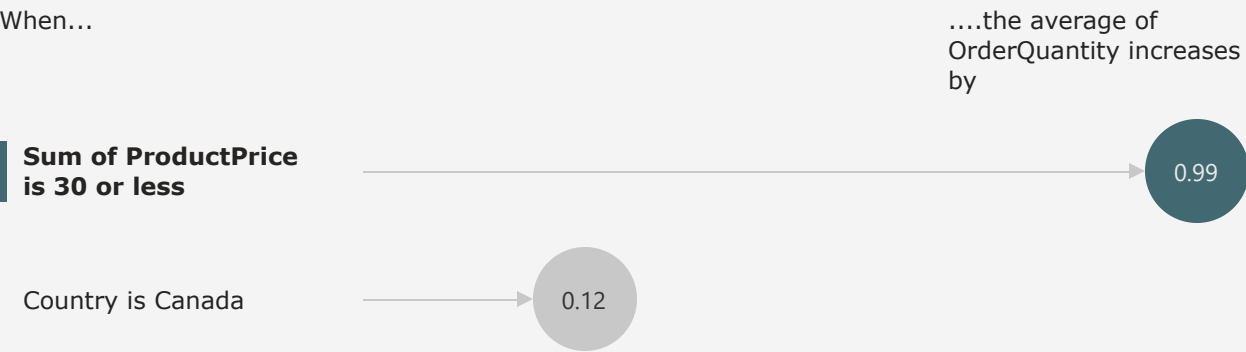
Key influencers    Top segments



What influences OrderQuantity to 

Increase

 ?



What influences Revenue to 

Increase

 ?

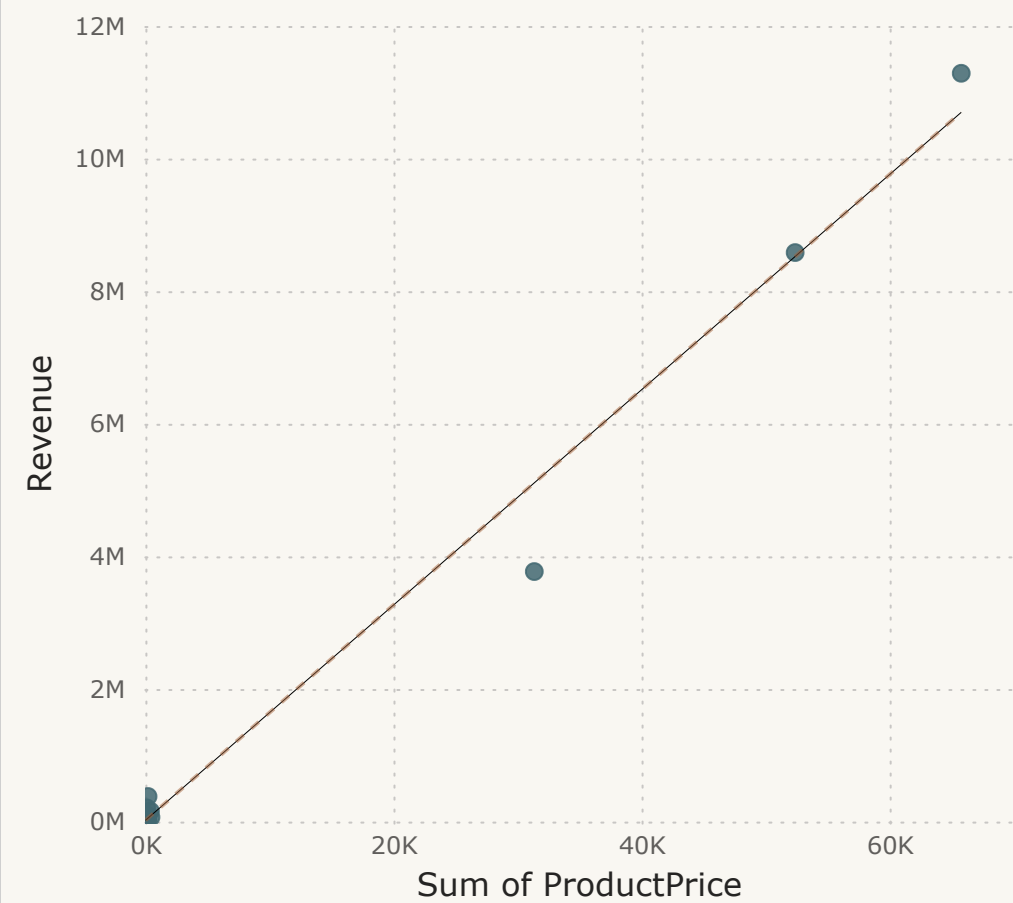
When...

....the average of Revenue increases by

**Sum of ProductPrice goes up 19856.98**

3.16M

← On average when Sum of ProductPrice increases, Revenue also increases.



Category Na... x  
Bikes

Subcategory... x  
Road Bikes

ProductName x



Road-650 Red, 44  
45,435.00

Road-650 Red, 58  
45,435.00

Road-650 Black, 58  
44,736.00

Road-650 Black, 60  
44,037.00

Road-650 Black, 48  
39,144.00

Road-650 Red, 52  
35,649.00

Road-650 Black, 44  
34,950.00

Road-650 Black, 62  
34,950.00

**Road-650 Red, 60**  
27,261.00

**Road Bikes**  
11,286,803.00

Mountain Bikes  
8,582,604.00

Touring Bikes  
3,771,347.00

**Bikes**  
23,640,754.00

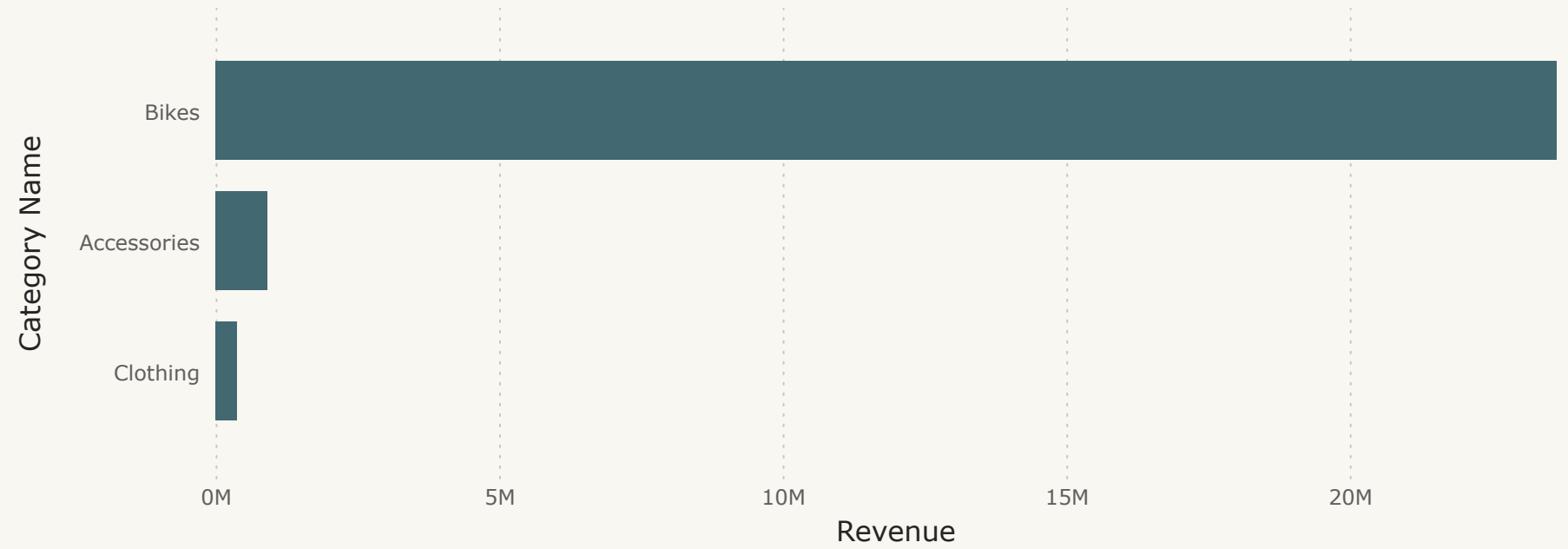
Accessories  
906,290.00

Clothing  
368,278.00

**Revenue**  
24,915,322.00

- Year
- 2015
- 2016
- 2017

Revenue by category for all Years



## ReturnQty. by Category

