



1/1/2016



6/30/2017



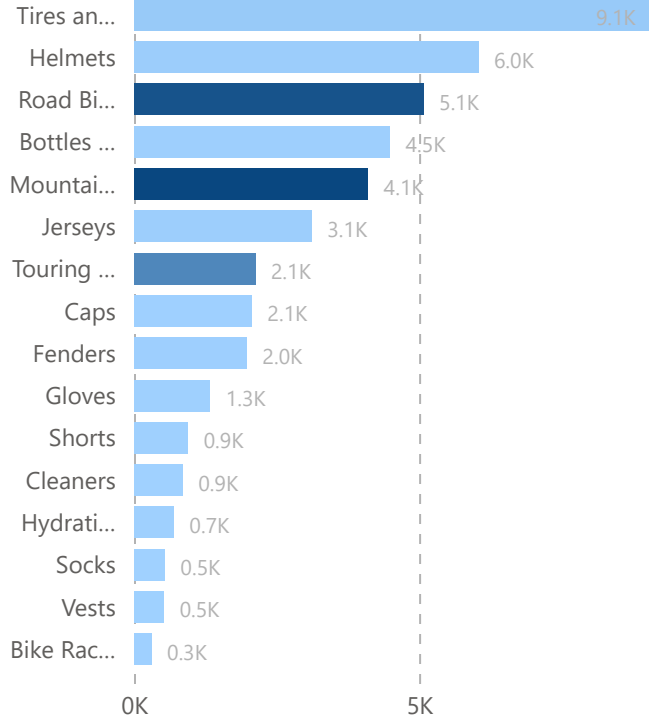
Total Orders by Category

Accessories

Bikes

Clothing

Total Orders by Subcategory



ProductName	Total Orders	Return Rate
All-Purpose Bike Stand	234	3.42%
AWC Logo Cap	2,062	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	1,975	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	1,305	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%
Total	22,534	2.14%

[view product Detail](#)

Monthly Revenue

\$1.83M

Goal: 1.77M (+3.31%)

Monthly Orders

2,146!

Goal: 2165 (-0.88%)

Monthly Returns

166

Goal: 169 (+1.78%)

Top Product (orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Select all

Europe

North America

Pacific



Microsoft Bing

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Half-Finger Gloves, M

Price Adjustment (%)

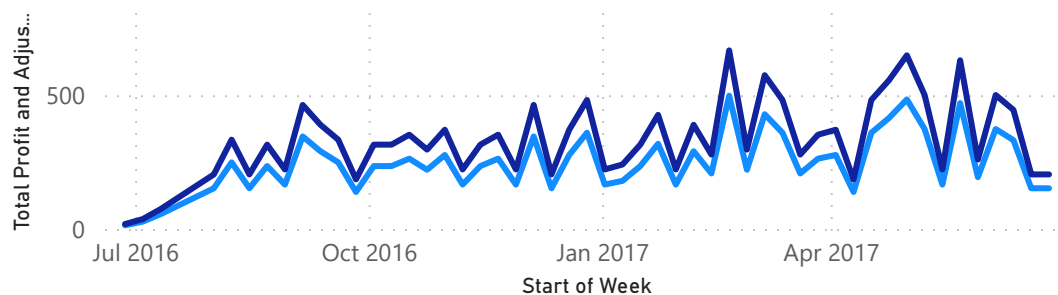
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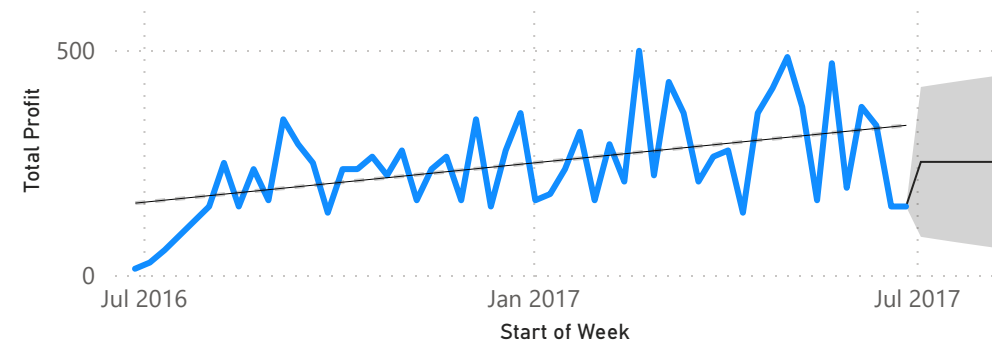
\$23.55
Avg Retail Price
\$28.26
Adjusted Price

Weekly Profit

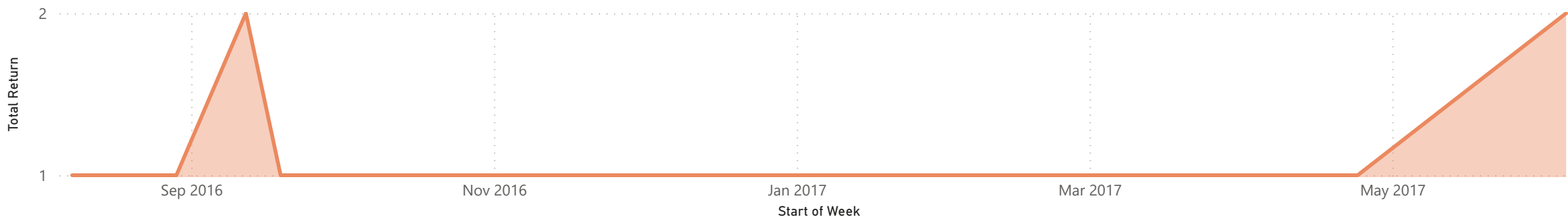
● Total Profit ● Adjusted Profit



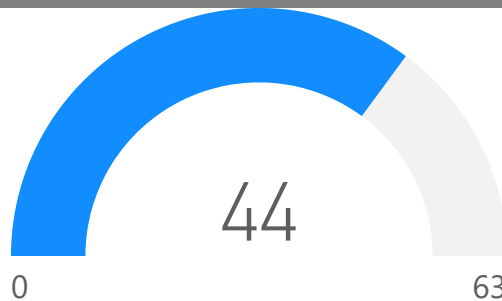
Weekly Profit



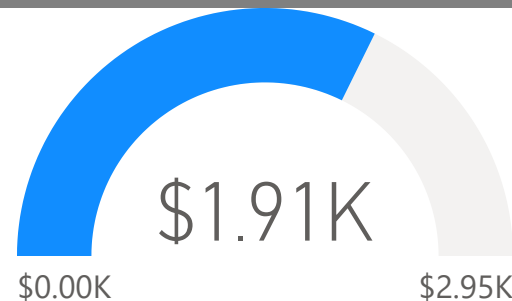
Weekly Return Volume



Current Month Order VS. Target



Current Month Revenue VS. Target



Current Month Return VS. Prev Month Return

