



01.01.2016



30.06.2017



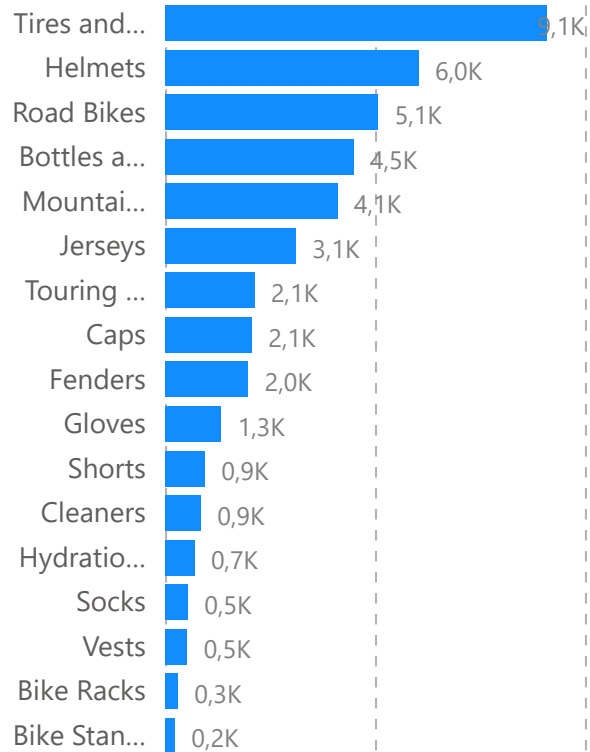
Total Orders by Category

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%
Long-Sleeve Logo Jersey, XL	381	2,62%
ML Mountain Tire	1.059	1,32%
ML Road Tire	868	1,51%
Mountain Bottle Cage	1.896	2,02%
Total	22.534	2,14%

View Product detail



Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Monthly Revenue

\$1,83M✓
Goal: \$1,77M (+3.31%)

Monthly Orders

2.146!
Goal: 2165 (-0.88%)

Monthly Returns

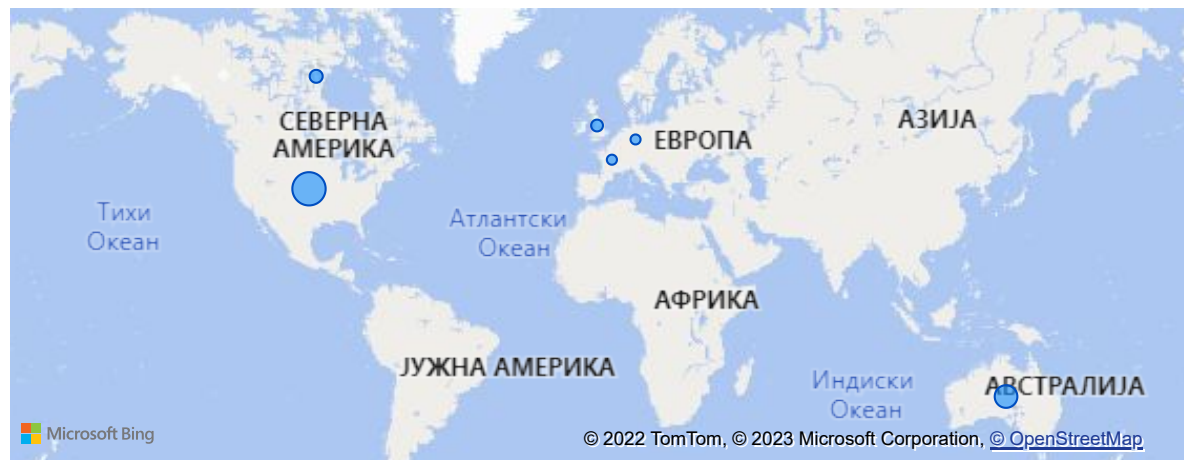
166✓
Goal: 169 (+1.78%)

Select all

Europe

North America

Pacific





AWC Logo Cap

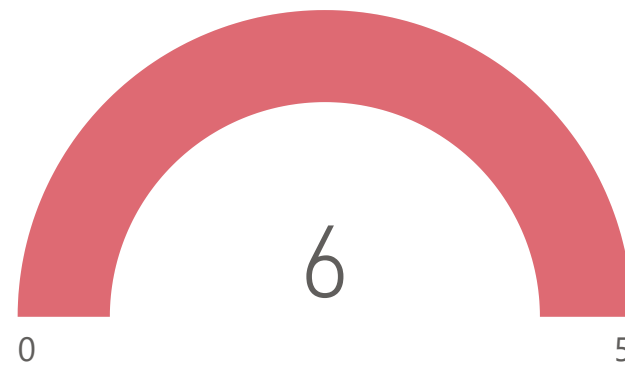
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Returns vs. Previous Month



Price Adjustment (%)

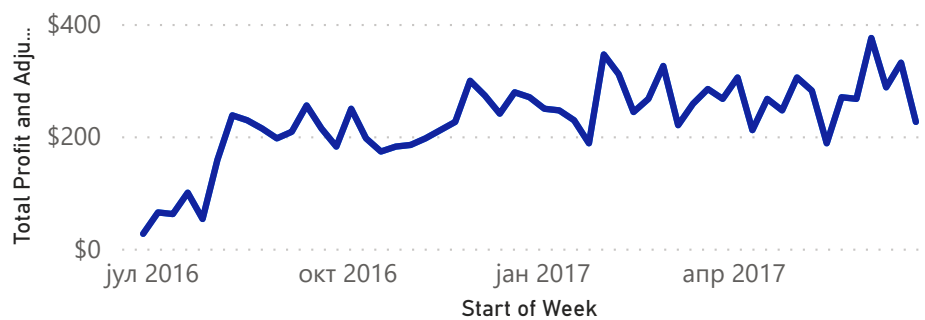


\$8,64
Avg Retail Price

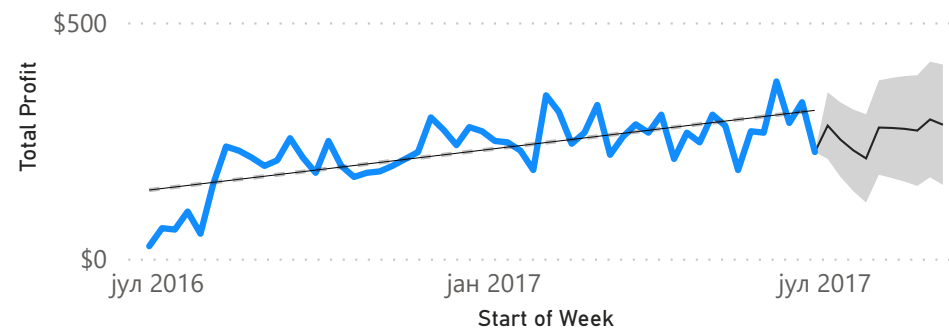
\$8,64
Adjusted Price

Weekly Profit

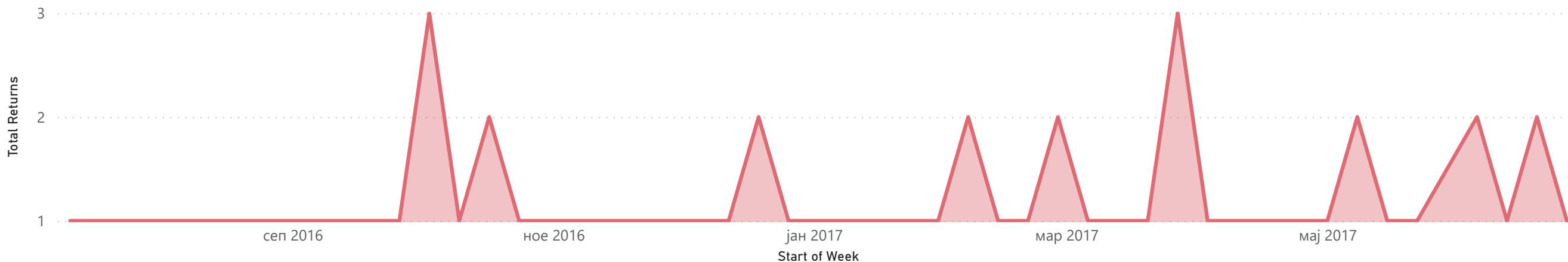
● Total Profit ● Adjusted Profit



Weekly Profit



Weekly Return Volume





Top Customer

Mr. Maurice Shan

Customer Orders

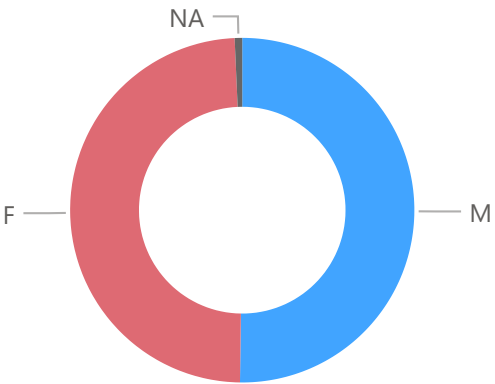
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Customer Revenue

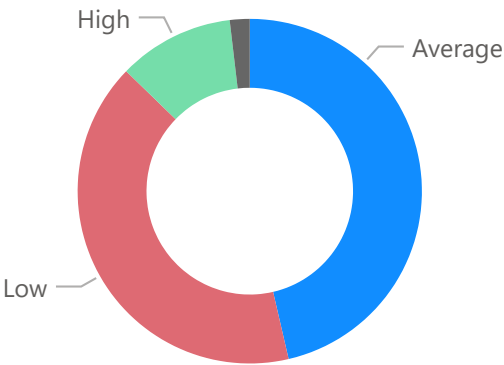
\$12,41K

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
Mrs. Abby Subram	4	\$7.308,39
Mr. Lance Blanco	4	\$7.207,07
Mrs. Audrey Blanco	4	\$7.139,17
Total	353	\$751.130,39

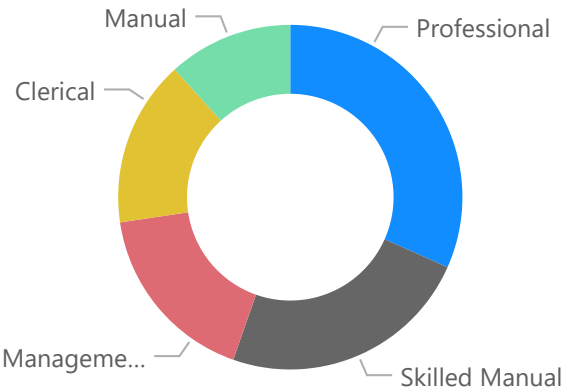
Orders by Gender



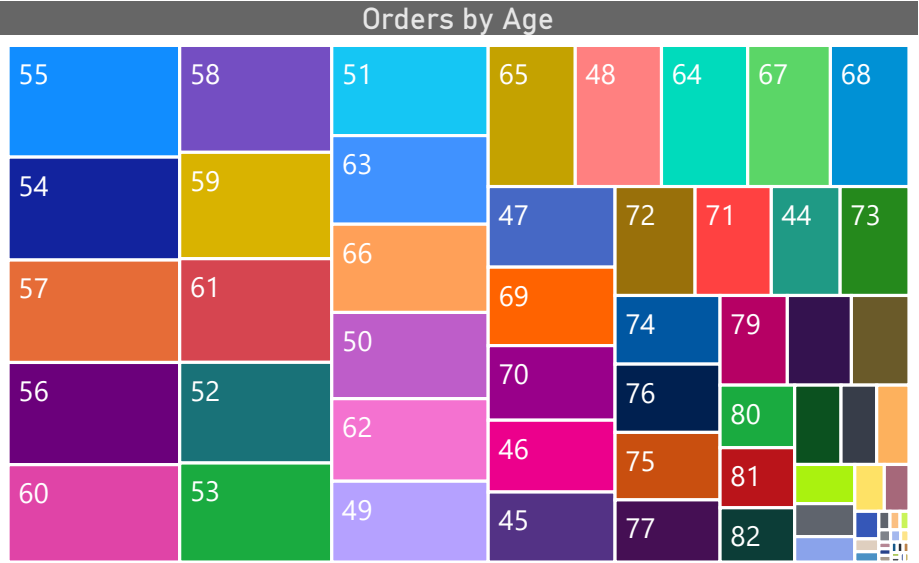
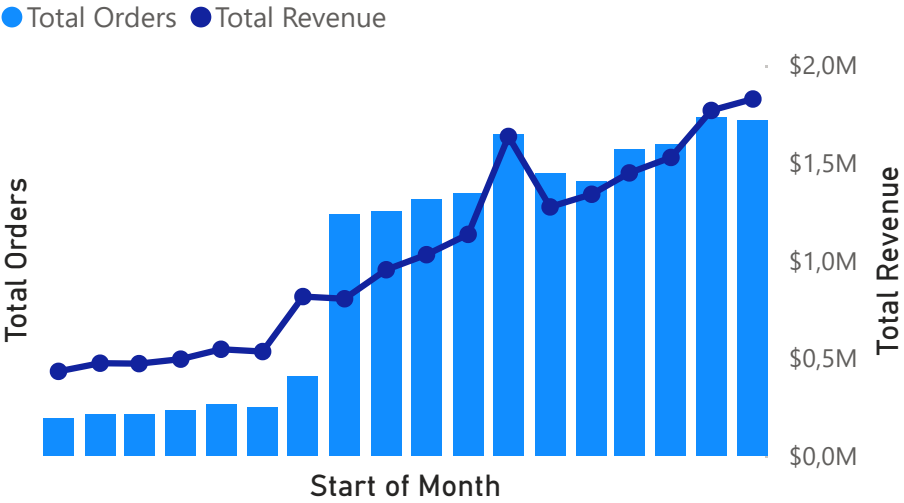
Orders by Income Level



Orders by Occupation



Orders & Revenue by Month



Executive Summary →