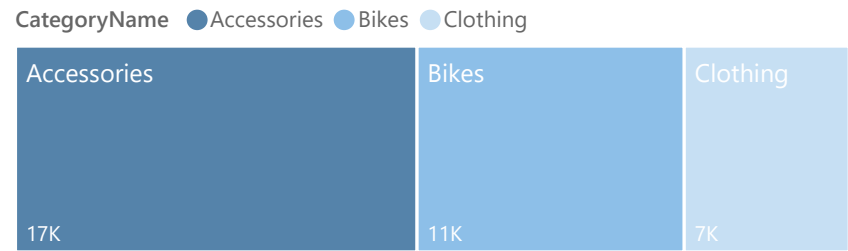
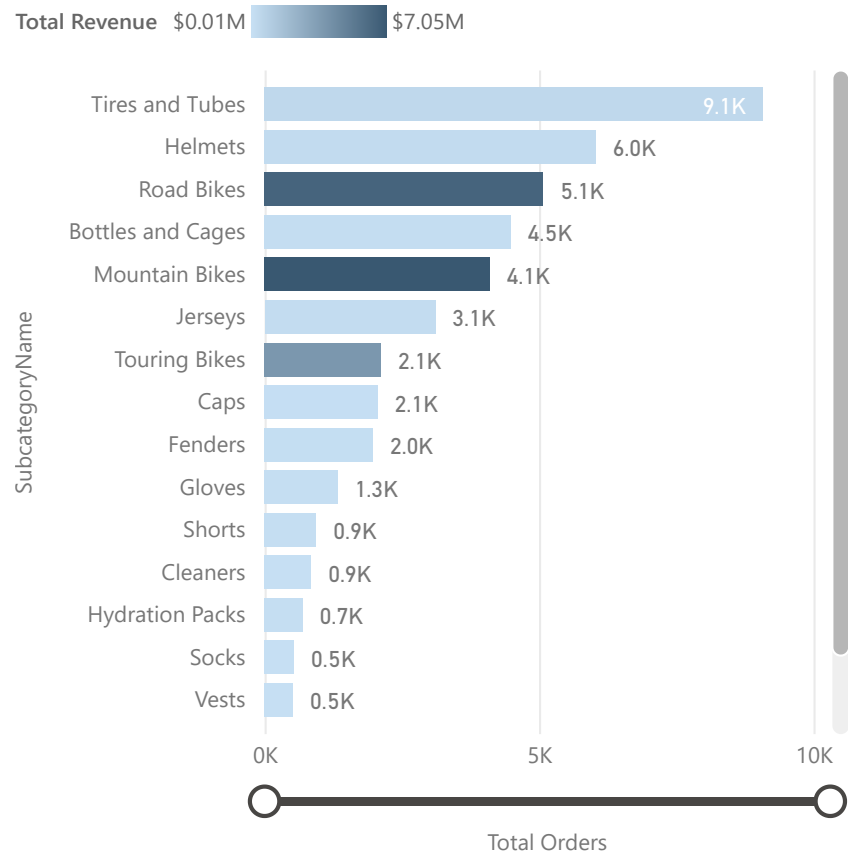




Total Orders, Total Revenue and Total Profit by Category



Total Orders, Total Revenue and Total Profit by Subcategory



Date 1/1/2015 6/30/2017

ProductName	Total Orders	Return 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	528	3.22%
Mountain-200 Black, 42	524	3.63%
Mountain-200 Silver, 38	522	2.30%
Mountain-200 Silver, 46	521	2.11%
Mountain-200 Black, 38	519	2.89%
Mountain-200 Silver, 42	483	2.48%
Half-Finger Gloves, M	465	1.74%
Total	22534	2.14%

View Product Detail

Monthly Revenue -previous month Revenue KPI

\$1.83M

Goal: 1.77M (+3.31%)

Monthly Orders - previous month Orders KPI

2146!

Goal: 2165 (-0.88%)

Monthly Returns - previous month Returns KPI

166!

Goal: 169 (-1.78%)

Top product (by Orders)

Water Bottle - 30 oz.

Top product (by Profit)

Mountain-200 Black. 46

Continent

Select all Europe North America Pacific





All-Purpose Bike Stand

Price Adjustment (%)

0.10

\$714.44

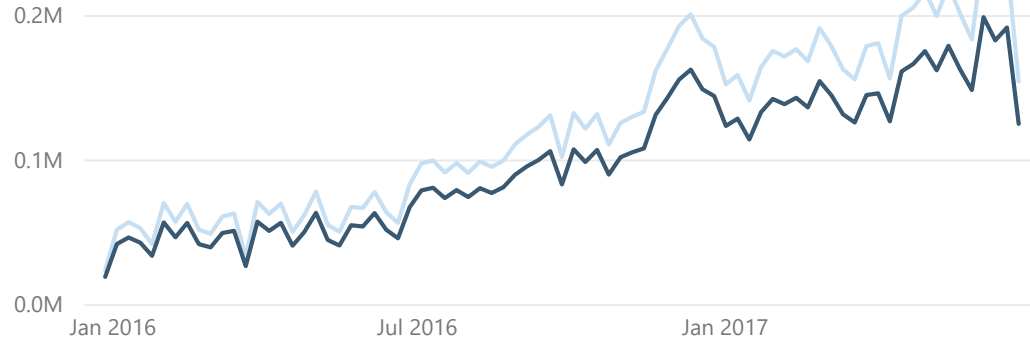
Avg Retail Price

\$785.88

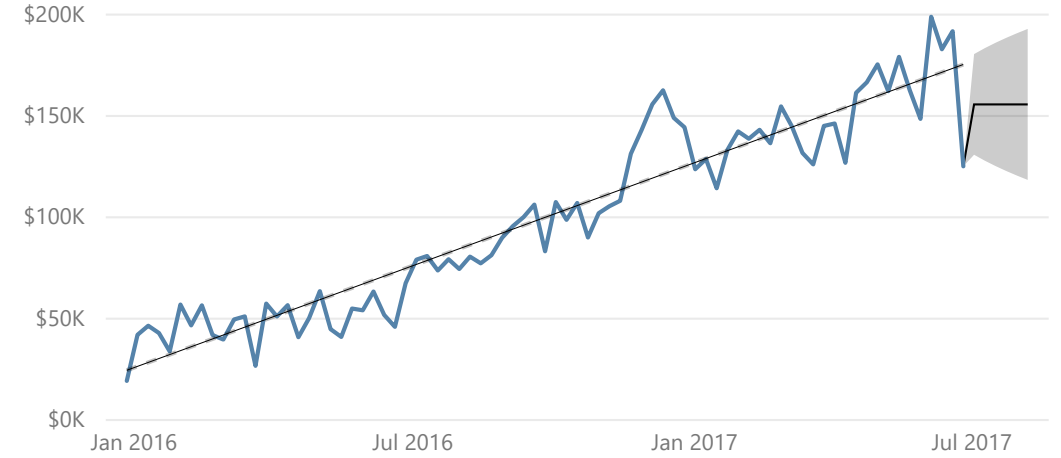
Adjusted Price

Adjusted Profit and Total Profit by Start of Week

Adjusted Profit Total Profit

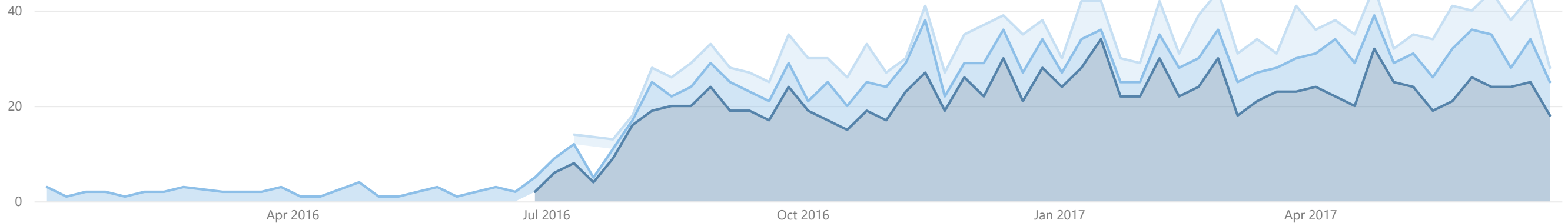


Weekly profit



Weekly returns

CategoryName Accessories Bikes Clothing



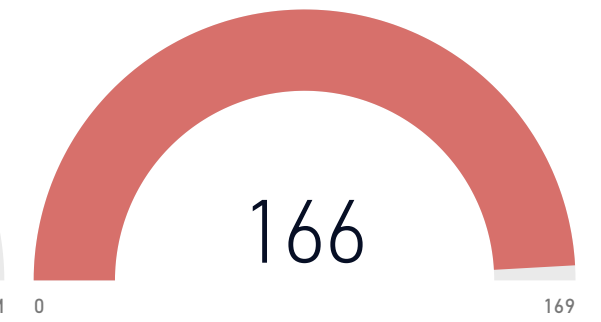
Current month orders vs target



Current month revenue vs target



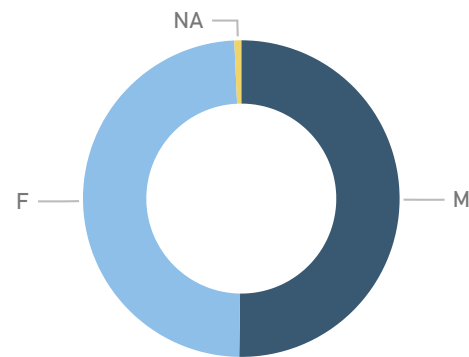
Current month returns vs previous mo...



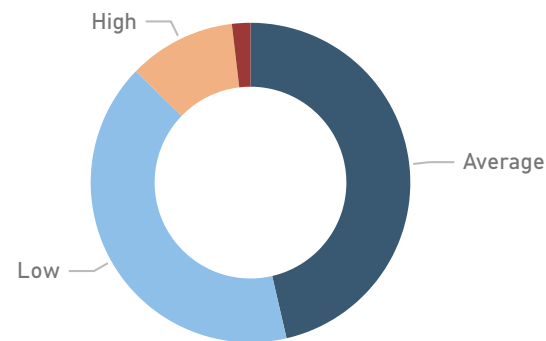


FullName	Total Orders	Total Revenue
Mr. Jordan Turner	7	\$11,022.38
Mr. Larry Munoz	7	\$10,852.04
Mrs. Lacey Zheng	7	\$11,085.74
Mrs. Lisa Cai	7	\$11,330.44
Mr. Marco Lopez	6	\$10,289.68
Mr. Maurice Shan	6	\$12,407.95
Mrs. Ariana Gray	6	\$10,391.42
Mrs. Dominique Prasad	6	\$9,180.93
Mrs. Janet Munoz	6	\$12,015.39
Mr. Franklin Xu	5	\$10,164.34
Adriana Gonzalez	4	\$9,195.69
Mr. Brad She	4	\$9,161.01
Mr. Francisco Sara	4	\$9,125.54
Mr. Johnathan Suri	4	\$7,721.33
Mr. Kevin Coleman	4	\$7,750.53
Mr. Lance Blanco	4	\$7,207.07
Mr. Preston Raman	4	\$7,599.49
Mr. Randall Dominguez	4	\$9,210.36
Mr. Willie Xu	4	\$7,353.55
Mrs. Abby Subram	4	\$7,308.39
Mrs. Alexandra Hall	4	\$6,937.02
Mrs. Audrey Blanco	4	\$7,139.17
Mrs. Brandi Gill	4	\$9,166.18
Mrs. Crystal Zeng	4	\$7,706.81
Mrs. Felicia Blanco	4	\$7,669.66
Mrs. Jill Suarez	4	\$7,652.61
Mrs. Kaitlyn Henderson	4	\$9,258.92
Mrs. Margaret He	4	\$9,266.74
Mrs. Nichole Nara	4	\$9,234.66
Mrs. Rosa Hu	4	\$9,201.20
Mr. Aaron Wright	3	\$6,750.95
Mr. Andres Nara	3	\$6,723.49
Mr. Andres Raji	3	\$6,678.79
Mr. Blake Diaz	2	\$6,712.06
Total	353	\$751,130.39

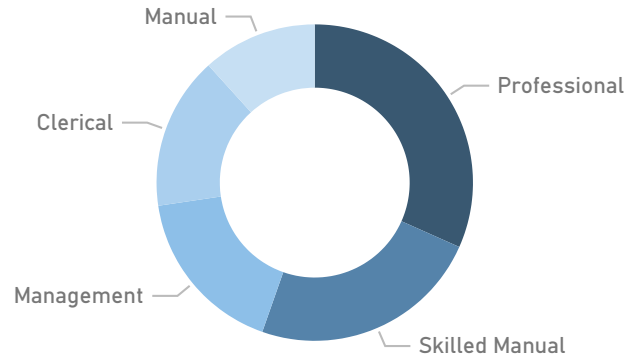
Orders by Gender



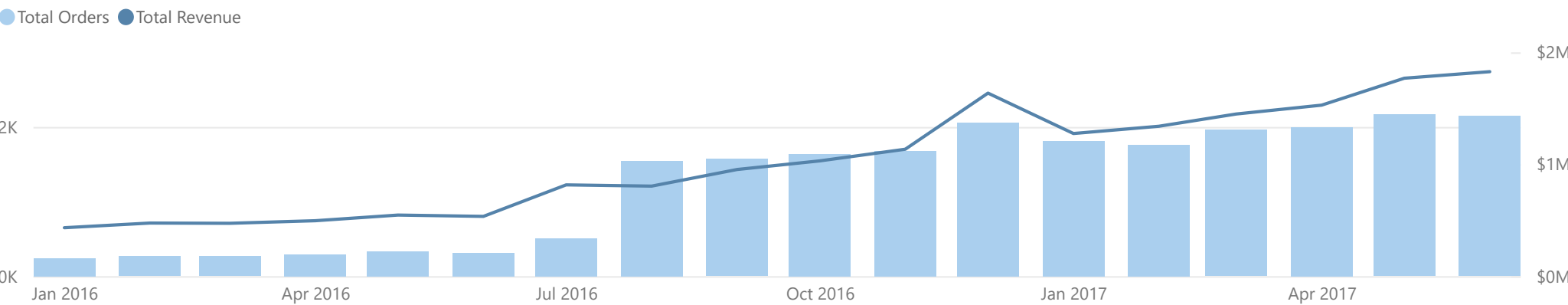
Orders by IncomeLevel



Orders by Occupation



Orders and Revenue by Month



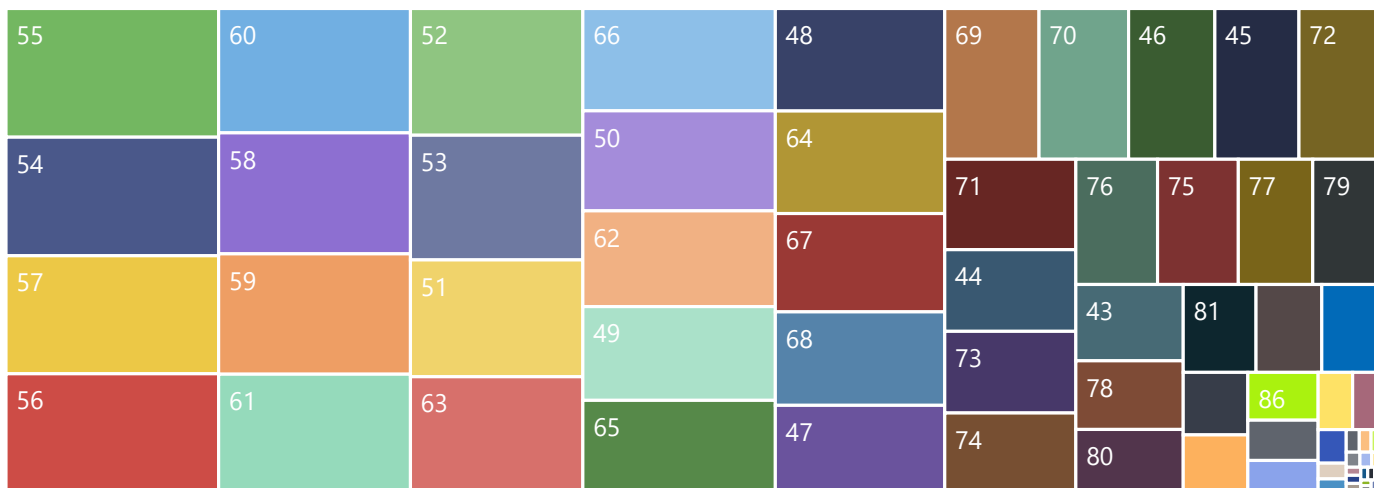
Top customer

Mr. Maurice Shan

Customer orders Customer revenue

6 \$12.41K
← Exec Summary

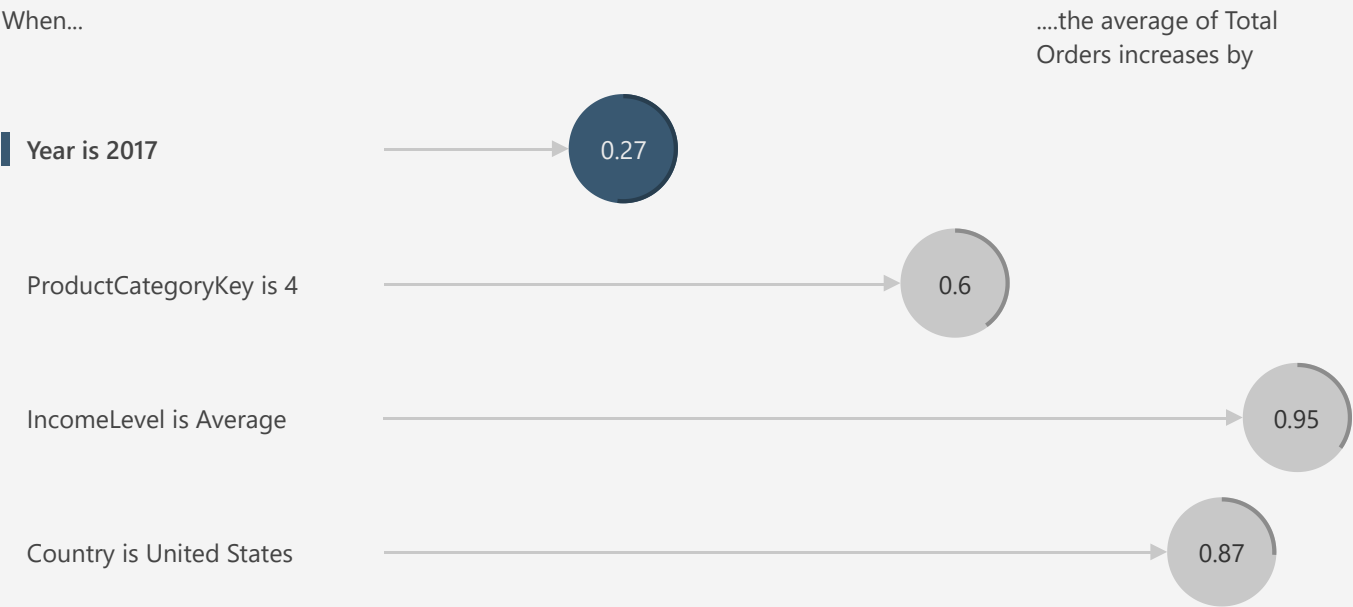
Orders by Current Age



What influences Total Orders to

Increase

?

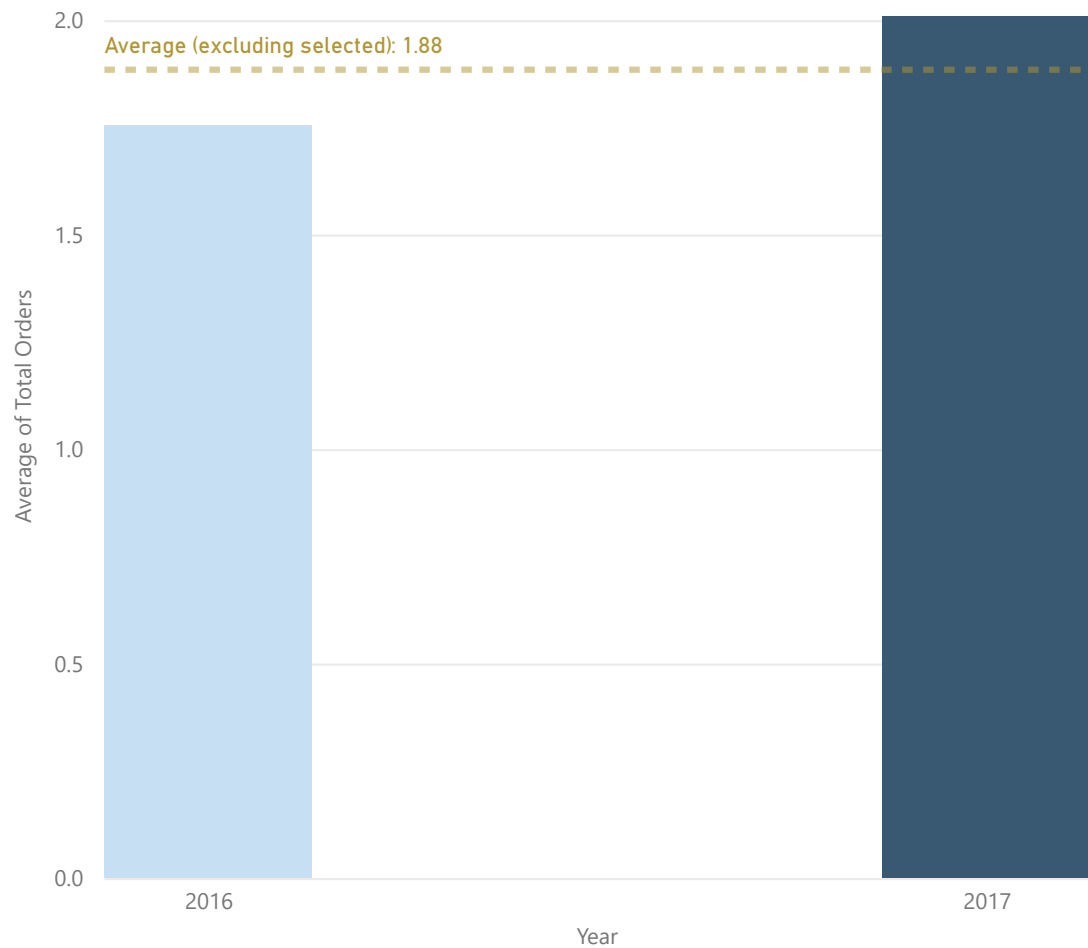


Sort by:

Impact

Count

← Total Orders is more likely to increase when Year is 2017 than otherwise (on average).



☐ Only show values that are influencers



Country





Help Q&A understand people better by adding synonyms.

Add synonyms now



total revenue red bikes



\$1.01M

Total Revenue