



1/1/2016

6/30/2017

### Total Orders Category

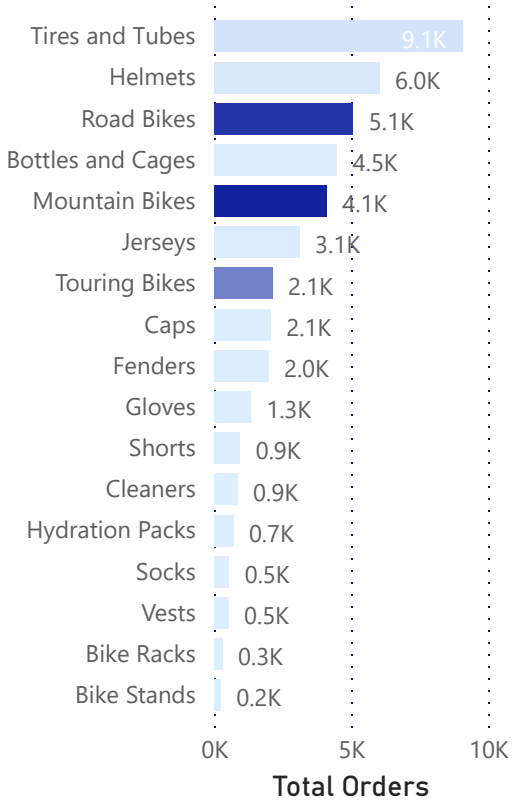
Accessories

Bikes

Clothing

### Total Orders by Subcategory

SubcategoryName



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%
Half-Finger Gloves, S	453	1.69%
Total	22534	2.14%

### Monthly Revenue

\$1.83M✓  
Goal: 1.77M (+3.31%)

### Monthly Orders

2146!  
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

Europe

North America

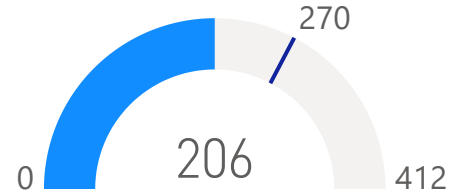
Pacific



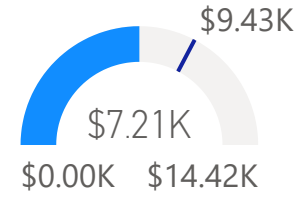


## Sport-100 Helmet, Red

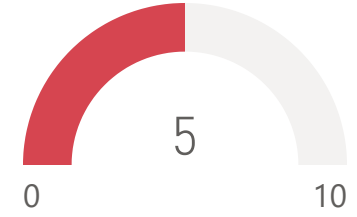
Current Month Orders vs. Target



Current Month Orders vs. Target



Current Month Returns vs Previous Month



Price Adjustment %

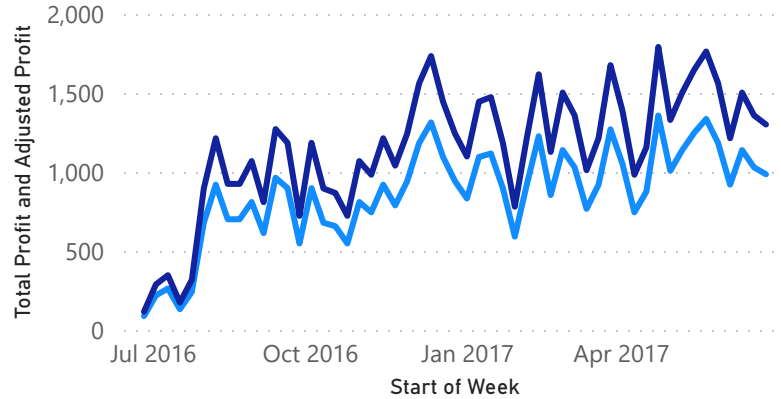
0.20



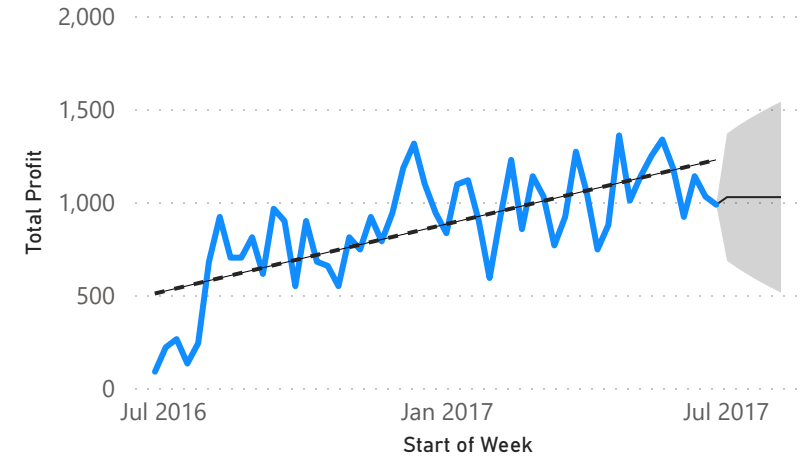
\$34.99  
Avg Retail Price  
41.99  
Adjusted Price

Weekly Profit

● Total Profit ● Adjusted Profit



Weekly Profit



Weekly Return Volume

