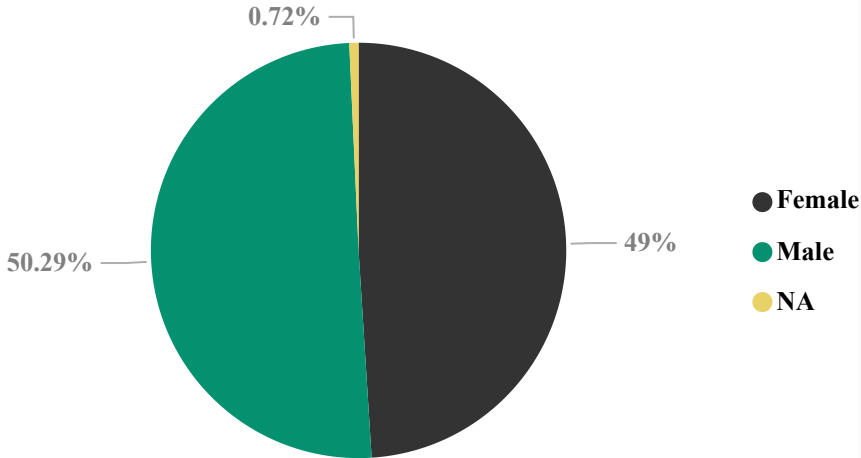
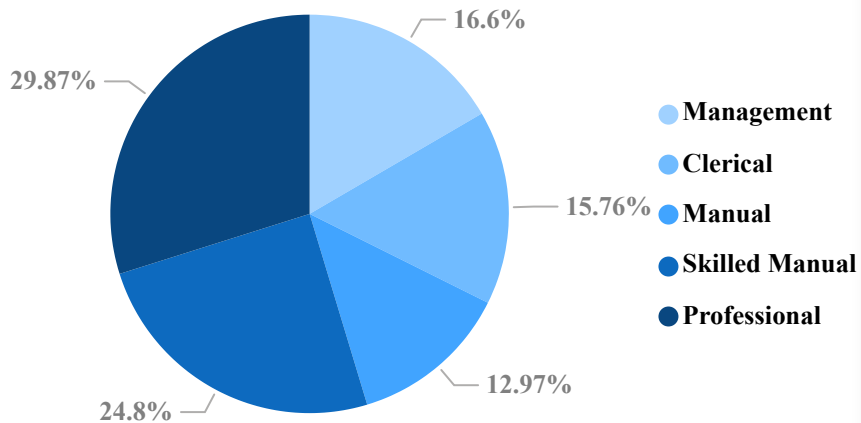


Customer ID	Full Name	Gender	Age	EducationLevel	Occupation	Annual income	Email address
11080	MR. DAMIEN CHANDER	↑ M	65	Graduate Degree	Management	\$170,000	damien32@adventure-work
11181	MR. DEVIN MARTIN	↑ M	81	Graduate Degree	Management	\$170,000	devin13@adventure-works.
11244	MRS. ALEXIS COLEMAN	↓ F	67	Bachelors	Management	\$170,000	alexis28@adventure-works.
11250	MRS. SHANNON LIU	↓ F	69	High School	Professional	\$170,000	shannon4@adventure-work
11286	MR. HUNTER GRIFFIN	↑ M	62	Graduate Degree	Management	\$170,000	hunter16@adventure-works
11422	MR. DUSTIN DENG	↑ M	78	Bachelors	Management	\$170,000	dustin1@adventure-works.c
11434	MR. ANDRE LOPEZ	↑ M	73	Partial College	Professional	\$170,000	andre16@adventure-works.
11467	MR. ARTURO ZHENG	↑ M	55	Graduate Degree	Management	\$170,000	arturo21@adventure-works.
12123	MR. WESLEY LIANG	↑ M	66	Bachelors	Management	\$170,000	wesley16@adventure-works
12134	MR. HECTOR ALONSO	↑ M	69	High School	Professional	\$170,000	hector6@adventure-works.c
12174	MR. CHARLES PHILLIPS	↑ M	63	Graduate Degree	Management	\$170,000	charles42@adventure-work
12190	MR. JUSTIN GONZALES	↑ M	64	Graduate Degree	Management	\$170,000	justin14@adventure-works.
12318	MS. KRISTINA SCHMIDT	↓ F	71	Bachelors	Management	\$170,000	kristina10@adventure-work
12326	MR. GLENN ZHOU	↑ M	73	Partial College	Management	\$170,000	glenn9@adventure-works.c
12329	MS. BONNIE SHAN	↓ F	74	Partial College	Management	\$170,000	bonnie16@adventure-works
12533	MR. LUIS WASHINGTON	↑ M	84	Graduate Degree	Management	\$170,000	luis12@adventure-works.cc
12645	MS. AUDREY RUIZ	↓ F	71	Bachelors	Management	\$170,000	audrey3@adventure-works.
12647	MRS. COLLEEN ANAND	↓ F	72	Partial College	Professional	\$170,000	colleen45@adventure-work
12648	MRS. LORI DOMINGUEZ	↓ F	72	Partial College	Professional	\$170,000	lori14@adventure-works.co
12658	MS. JOY GOMEZ	↓ F	75	High School	Management	\$170,000	joy2@adventure-works.com
12710	MR. DALTON EVANS	↑ M	83	Graduate Degree	Management	\$170,000	dalton43@adventure-works
13327	MRS. ISABELLE RUSSELL	↓ F	86	Graduate Degree	Management	\$170,000	isabelle18@adventure-work
13350	MR. ISAAC SANDBERG	↑ M	81	Graduate Degree	Management	\$170,000	isaac3@adventure-works.cc
13590	MR. LOUIS XIE	↑ M	71	Bachelors	Management	\$170,000	louis20@adventure-works.c
13591	MS. LATASHA ALONSO	↓ F	71	Bachelors	Management	\$170,000	latasha8@adventure-works.
13600	MRS. MARIE SANZ	↓ F	73	Partial College	Professional	\$170,000	marie44@adventure-works.
14184	MR. CALEB JENKINS	↑ M	71	Bachelors	Management	\$170,000	caleb3@adventure-works.cc
14251	MR. ALEX BROOKS	↑ M	82	Graduate Degree	Management	\$170,000	alex4@adventure-works.co
14256	MRS. ELIZABETH ROBINSON	↓ F	81	Graduate Degree	Management	\$170,000	elizabeth22@adventure-wo
14257	MR. JAMES CARTER	↑ M	81	Graduate Degree	Management	\$170,000	james60@adventure-works.
14479	MRS. SAMANTHA SMITH	↓ F	88	Graduate Degree	Management	\$170,000	samantha2@adventure-wor
14486	MR. JONATHAN COLEMAN	↑ M	64	Graduate Degree	Management	\$170,000	jonathan5@adventure-work
15106	MR. SHANNON NAVARRO	↑ M	70	High School	Professional	\$170,000	shannon31@adventure-wor
15118	MR. NELSON ORTEGA	↑ M	75	High School	Management	\$170,000	nelson21@adventure-works
15354	MR. COREY KUMAR	↑ M	67	Bachelors	Management	\$170,000	corey7@adventure-works.c
15699	MR. JONATHON HERNANDEZ	↑ M	71	Bachelors	Management	\$170,000	jonathon0@adventure-work
15984	MR. NATHAN WRIGHT	↑ M	64	Bachelors	Management	\$170,000	nathan50@adventure-works
15985	MR. DEVIN JOHNSON	↑ M	64	Bachelors	Management	\$170,000	devin1@adventure-works.c
16009	MR. MATTHEW MARTINEZ	↑ M	85	Graduate Degree	Management	\$170,000	matthew22@adventure-wor
16575	MRS. VERONICA VANCE	↓ F	80	Graduate Degree	Management	\$170,000	veronica4@adventure-work
16584	MR. DEVIN GRAY	↑ M	70	High School	Professional	\$170,000	devin73@adventure-works.
16585	MR. VINCENT SUN	↑ M	70	Partial High School	Professional	\$170,000	vincent12@adventure-work
16594	MR. ANDREW JONES	↑ M	72	Bachelors	Management	\$170,000	andrew12@adventure-work

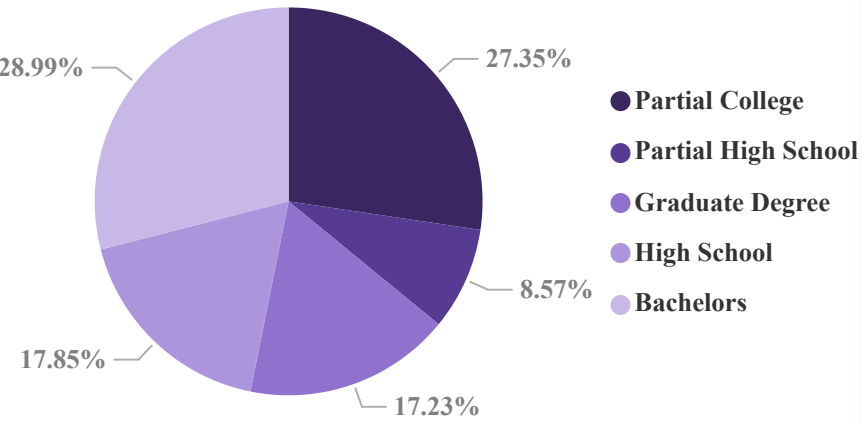
GENDER



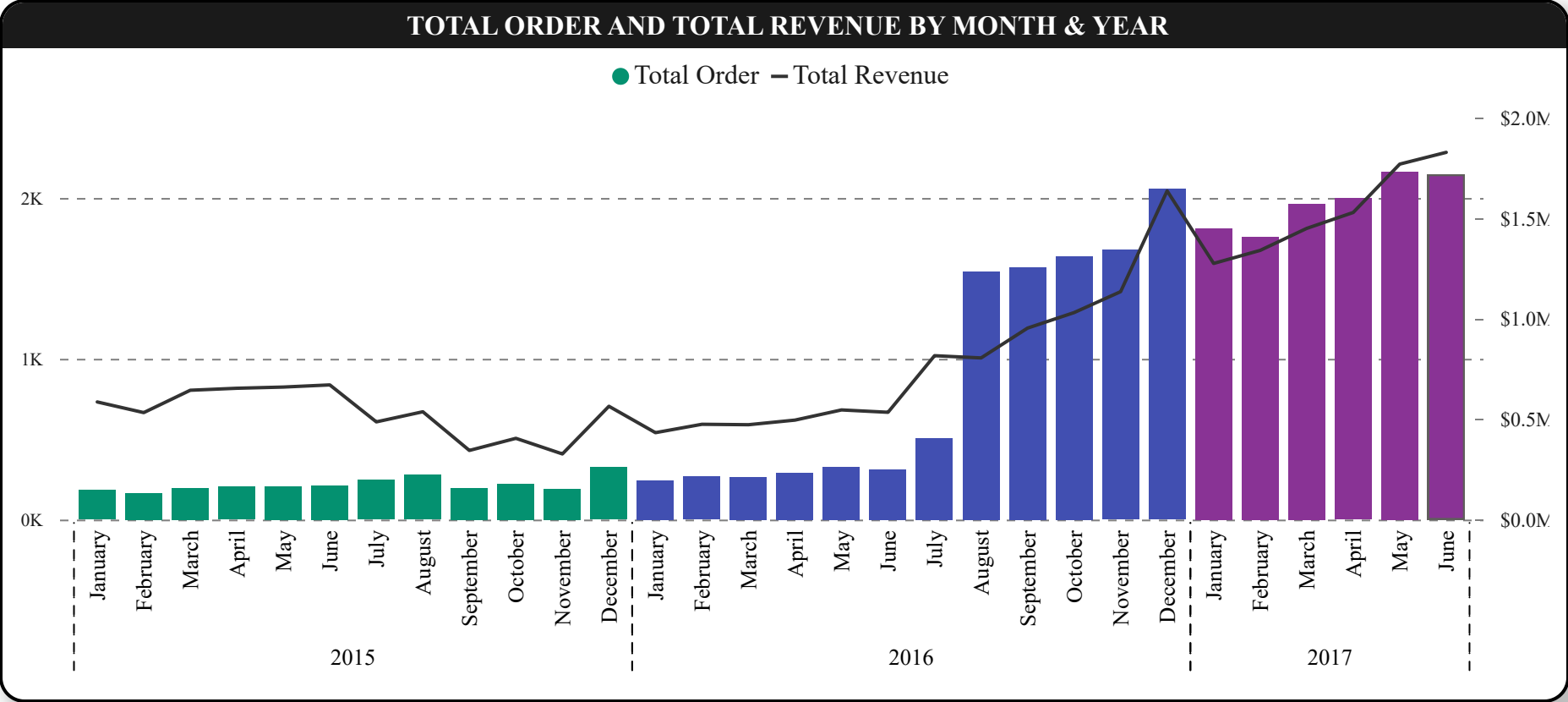
OCCUPATION



EDUCATION LEVEL



Full Name	Total Order	Total Revenue
MR. DALTON PEREZ	26	\$1,513.1
MR. FERNANDO BARNES	26	\$1,839.0
MR. RYAN THOMPSON	26	\$1,596.6
MRS. HAILEY PATTERSON	26	\$1,615.6
MRS. SAMANTHA JENKINS	26	\$1,739.5
MR. JASON GRIFFIN	25	\$1,613.8
MRS. ASHLEY HENDERSON	25	\$1,716.7
MR. CHARLES JACKSON	24	\$1,776.6
MR. DANIEL DAVIS	24	\$1,403.8
MR. HENRY GARCIA	24	\$1,442.9
MR. MASON ROBERTS	24	\$1,526.0
MRS. JENNIFER SIMMONS	24	\$1,464.7
MS. APRIL SHAN	24	\$1,424.4
MRS. NANCY CHAPMAN	23	\$1,111.2
MR. LUIS DIAZ	17	\$1,002.0
MRS. ANA PERRY	17	\$1,335.8
MR. ANTONIO BENNETT	16	\$1,001.3
MR. JOSÉ HERNANDEZ	16	\$904.5
MRS. SAMANTHA RUSSELL	16	\$947.9
MS. GINA MARTIN	16	\$991.2
MS. JASMINE POWELL	16	\$1,103.5
MS. SIERRA YOUNG	16	\$813.3
MR. ANDREW MARTINEZ	15	\$757.5
MR. EDUARDO PATTERSON	15	\$1,117.2
MR. LUKE LAL	15	\$961.9
MR. NICHOLAS BROWN	15	\$934.2
MRS. CHLOE CAMPBELL	15	\$969.7
MRS. JADA MORGAN	15	\$1,022.8
MS. ISABELLA RUSSELL	15	\$859.4
MS. SARAH SIMMONS	15	\$848.9
MR. JARED PETERSON	13	\$1,051.4
MRS. BRANDY CHANDRA	13	\$844.6
MR. JORDAN TURNER	7	\$11,022.4
MR. LARRY MUNOZ	7	\$10,852.0
MRS. LACEY ZHENG	7	\$11,085.7
MRS. LISA CAI	7	\$11,330.4
MR. FRANKLIN XU	6	\$10,863.4
MR. MARCO LOPEZ	6	\$10,289.0
MR. MAURICE SHAN	6	\$12,407.9



TOP CUSTOMER

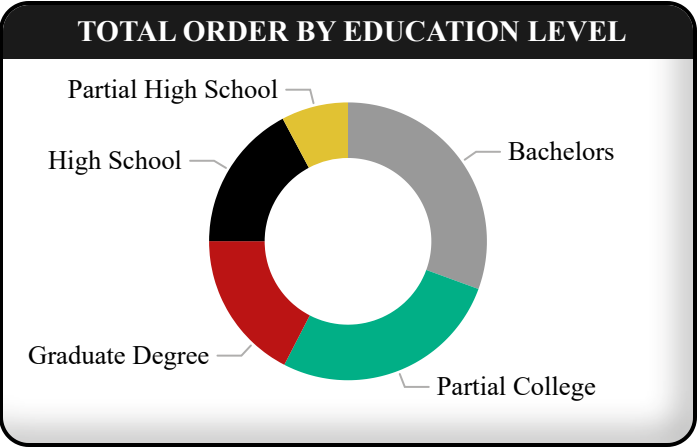
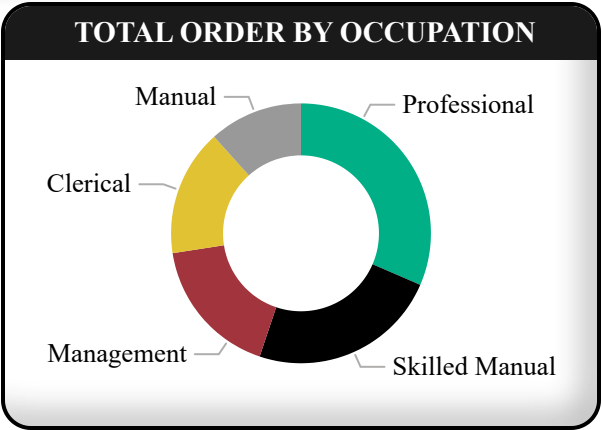
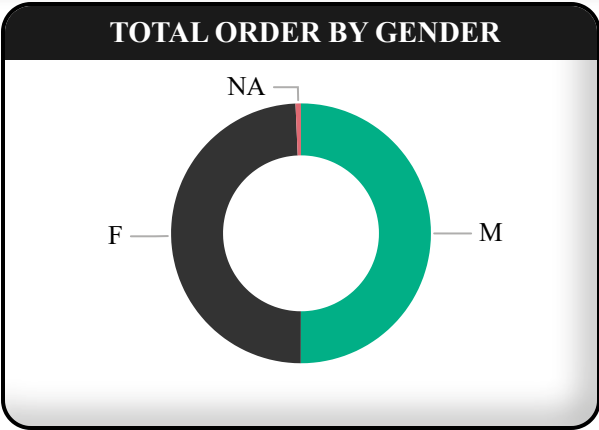
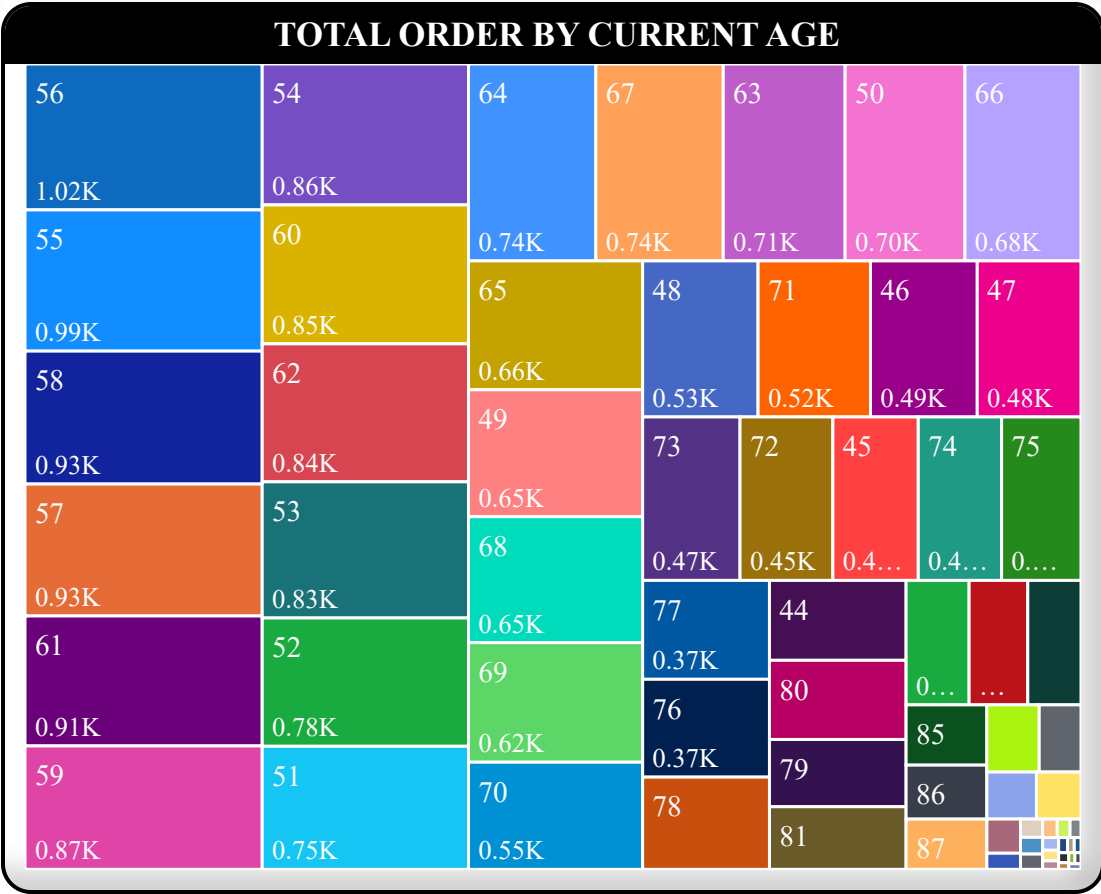
ABBY RANA

CUSTOMER ORDER

25.16K

CUSTOMER REVENUE

\$24.91M



Năm

2016

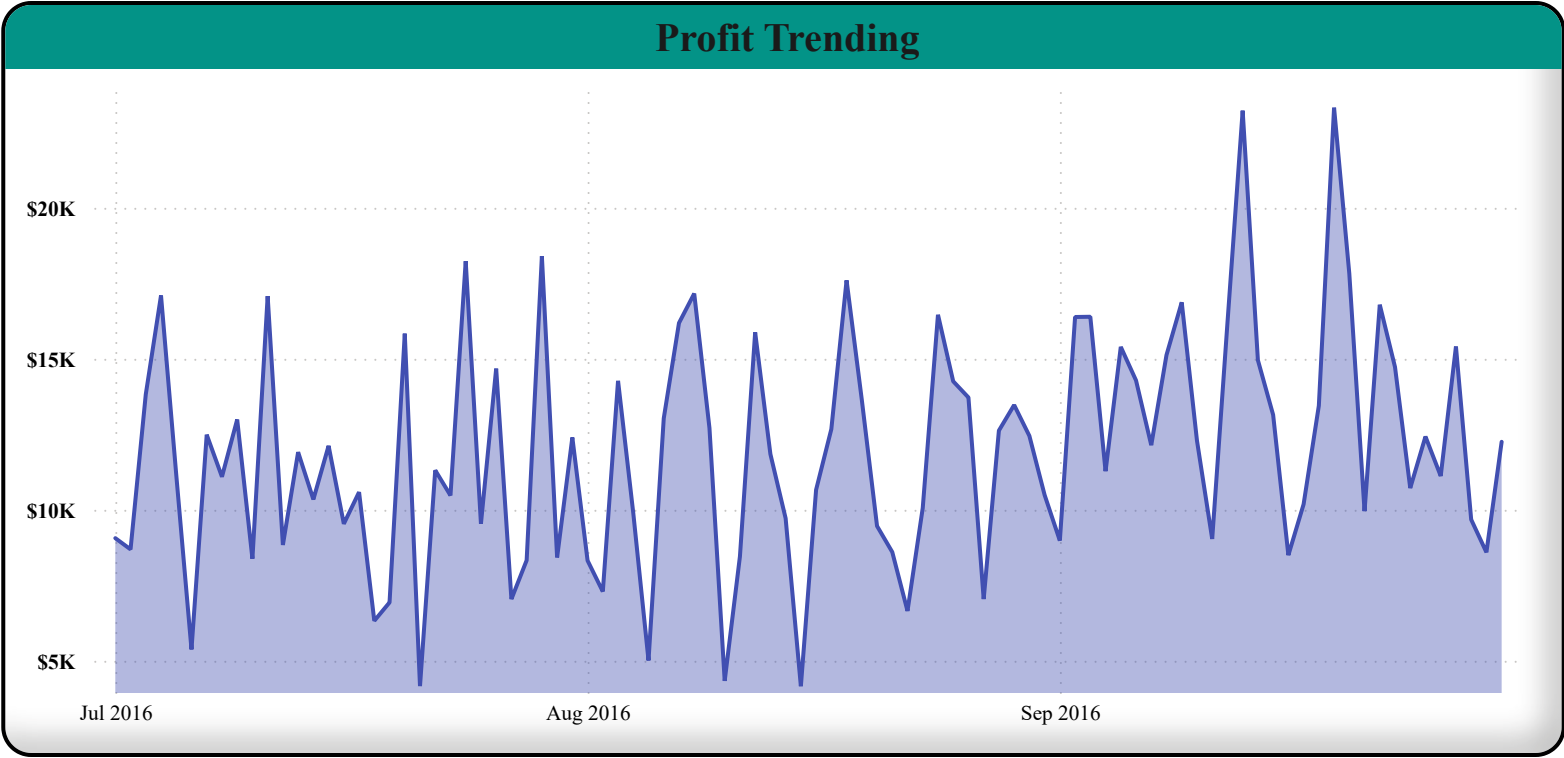
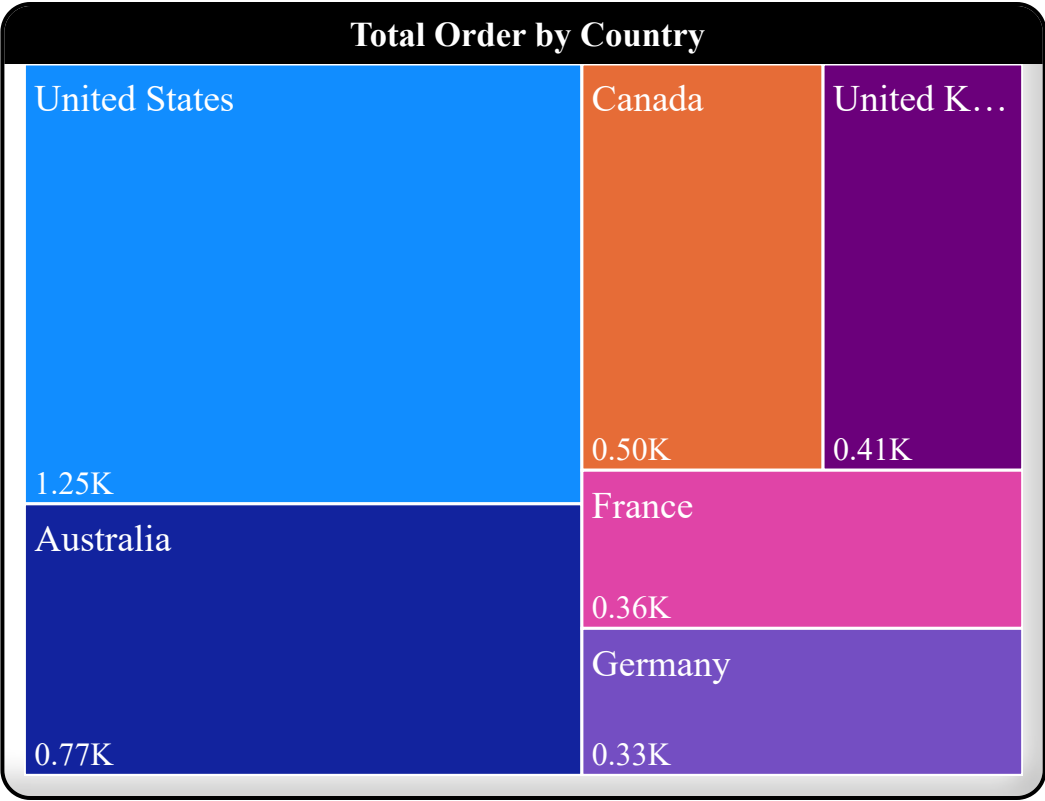
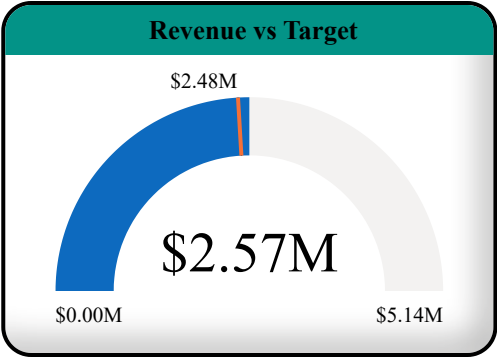
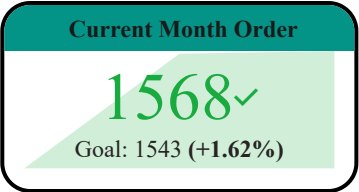
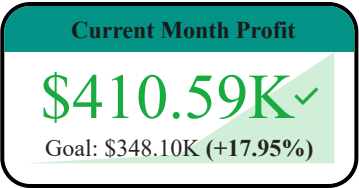
Quý

3

Tháng

All

Product name	Total Order	Total Profit	Margin Profit	% Ret
Water Bottle - 30 oz.	701	\$4,401.29	62.60%	4
Patch Kit/8 Patches	525	\$1,485.11	62.60%	3
Mountain Tire Tube	518	\$3,248.65	62.60%	3
Road Tire Tube	396	\$2,005.65	62.60%	4
AWC Logo Cap	359	\$2,127.84	34.00%	1
Sport-100 Helmet, Red	350	\$7,666.30	62.60%	2
Sport-100 Helmet, Black	345	\$7,457.66	64.25%	1
Fender Set - Mountain	338	\$9,521.57	62.60%	1
Sport-100 Helmet, Blue	334	\$7,219.88	64.25%	3
Mountain Bottle Cage	311	\$3,971.10	62.60%	5
Road Bottle Cage	278	\$3,140.26	62.60%	1
HL Mountain Tire	234	\$5,126.94	62.60%	3
Touring Tire Tube	201	\$1,271.35	62.60%	2
ML Mountain Tire	188	\$7,396.84	62.60%	2
LL Road Tire	177	\$4,721.90	62.60%	5
HL Road Tire	171	\$3,489.70	62.60%	5
Bike Wash - Dissolver	152	\$1,532.82	62.60%	2
ML Road Tire	151	\$4,786.97	62.60%	2
LL Mountain Tire	140	\$4,380.24	62.60%	4
Touring Tire	132	\$5,045.06	62.60%	1
Hydration Pack - 70 oz.	127	\$4,371.81	62.60%	4
Mountain-200 Black, 46	86	\$81,122.79	46.03%	4
Mountain-200 Silver, 38	79	\$75,331.53	46.03%	1
Half-Finger Gloves, S	78	\$2,172.02	58.75%	1
Short-Sleeve Classic Jersey, L	76	\$943.75	23.00%	0
Half-Finger Gloves, M	75	\$2,019.84	58.75%	6
Long-Sleeve Logo Jersey, M	74	\$1,209.37	34.00%	5
Half-Finger Gloves, L	72	\$1,895.33	58.75%	2
Long-Sleeve Logo Jersey, L	71	\$1,160.35	34.00%	5
Short-Sleeve Classic Jersey, M	71	\$881.66	23.00%	4
Mountain-200 Silver, 42	70	\$66,749.46	46.03%	1
Mountain-200 Black, 38	68	\$64,143.60	46.03%	2



Năm

2015

Tháng

All

Category name's product

☐

Accessories

☐

Bikes

☐

Clothing

TOTAL QUANTITY ORDER

2630

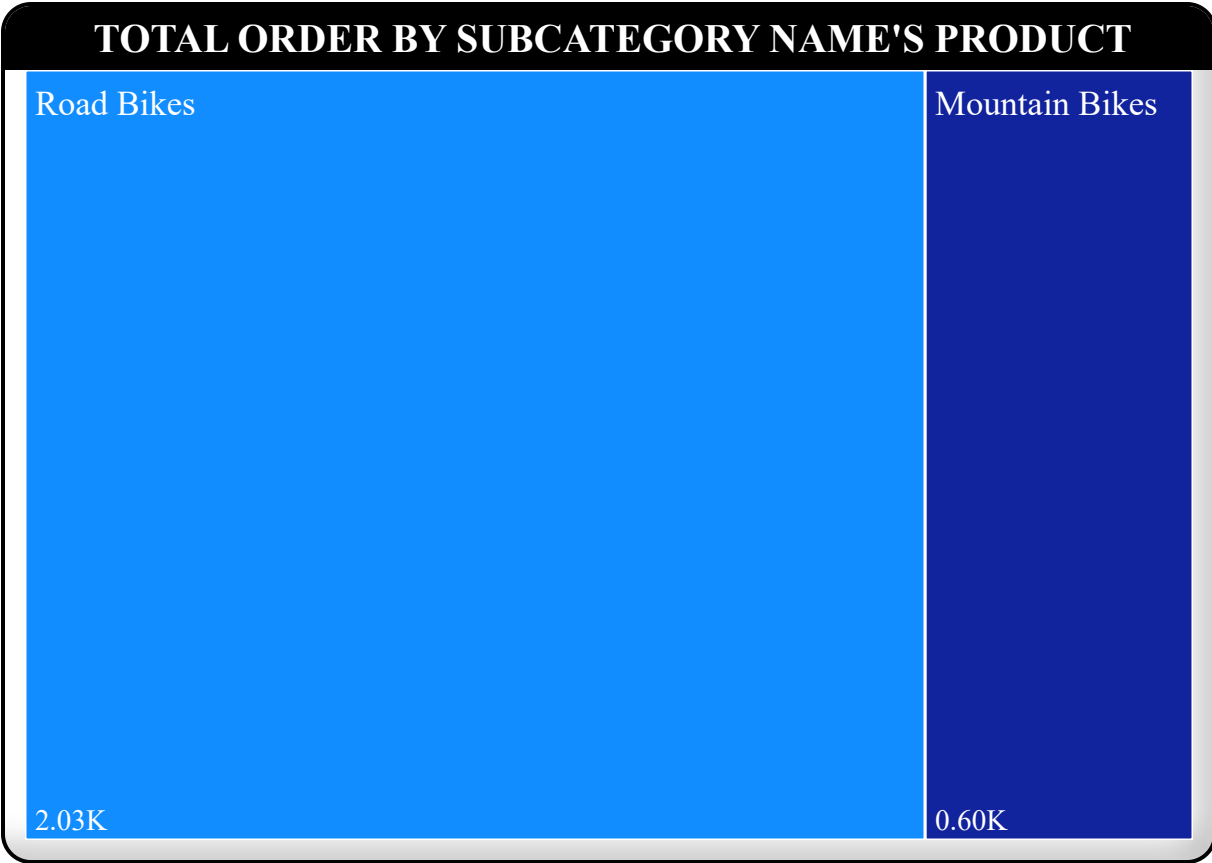
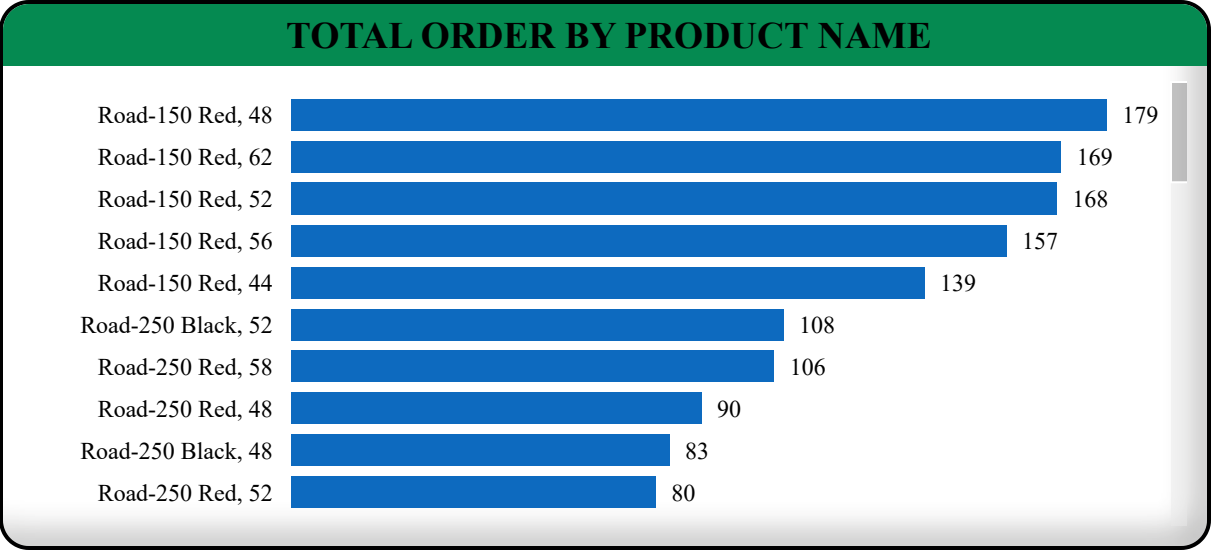
AVERAGE PRICE

\$714.44

AVERAGE REVENUE

\$2.44K

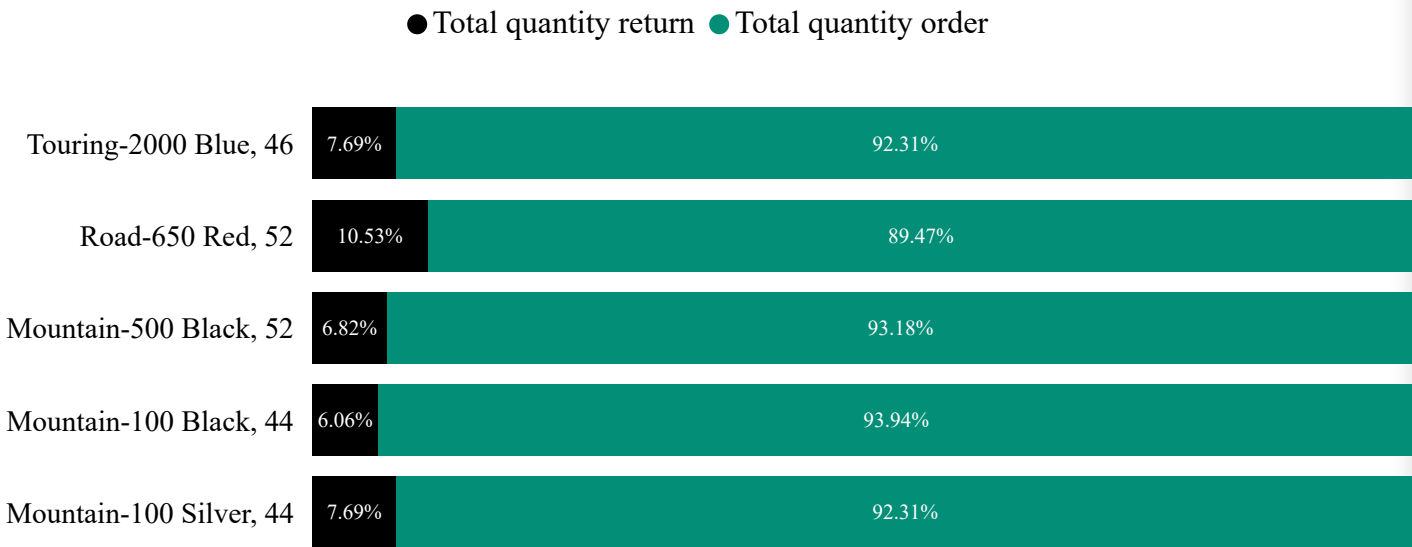
Product name	Product price	Total revenue
Road-150 Red, 48	\$3,578.27	\$640,510.33
Road-150 Red, 62	\$3,578.27	\$604,727.63
Road-150 Red, 52	\$3,578.27	\$601,149.36
Road-150 Red, 56	\$3,578.27	\$561,788.39
Road-150 Red, 44	\$3,578.27	\$497,379.53
Road-250 Black, 52	\$2,181.56	\$235,608.75
Road-250 Red, 58	\$2,181.56	\$231,245.63
Road-250 Red, 48	\$2,443.35	\$219,901.50
Road-250 Red, 52	\$2,443.35	\$195,468.00
Road-250 Black, 48	\$2,181.56	\$181,069.69
Road-250 Red, 44	\$2,443.35	\$173,477.85
Road-250 Black, 58	\$2,181.56	\$172,343.44
Mountain-200 Black, 42	\$2,049.10	\$159,829.66
Mountain-200 Black, 46	\$2,049.10	\$159,829.66
Road-250 Black, 44	\$2,181.56	\$141,801.56
Mountain-200 Silver, 38	\$2,071.42	\$132,570.85
Mountain-200 Silver, 42	\$2,071.42	\$132,570.85
Mountain-100 Black, 48	\$3,374.99	\$121,499.64
Mountain-100 Black, 44	\$3,374.99	\$104,624.69
Mountain-200 Silver, 46	\$2,071.42	\$103,570.98
Mountain-200 Black, 38	\$2,049.10	\$102,454.91
Mountain-100 Silver, 38	\$3,399.99	\$98,599.71
Mountain-100 Black, 38	\$3,374.99	\$87,749.74
Mountain-100 Black, 42	\$3,374.99	\$87,749.74
Mountain-100 Silver, 42	\$3,399.99	\$84,999.75
Mountain-100 Silver, 44	\$3,399.99	\$81,599.76
Mountain-100 Silver, 48	\$3,399.99	\$74,799.78
Total		\$6,404,933.58





Year	Month	% Order return
2017	January	8.56%
2017	February	8.53%
2017	March	8.05%
2017	April	8.11%
2017	May	7.81%
2017	June	7.74%
2016	January	3.31%
2016	February	3.00%
2016	March	3.01%
2016	April	1.72%
2016	May	3.04%
2016	June	2.56%
2016	July	8.89%
2016	August	7.65%
2016	September	7.65%
2016	October	8.36%
2016	November	7.99%
2016	December	7.93%
2015	January	2.17%
2015	February	2.42%
2015	March	4.55%
2015	April	6.86%
2015	May	5.34%
2015	June	1.89%
2015	July	1.21%
2015	August	2.16%
2015	September	1.02%
2015	October	4.48%
2015	November	2.62%
2015	December	3.99%

## TOP 5 PRODUCT OF RETURN RATE



## TOTAL ORDER RETURN

1,809

## TOTAL QUANTITY RETURN

1,828

## TOTAL REVENUE LOSS

\$765.28K

## TOTAL ORDER RETURN AND TOTAL REVENUE LOSS BY MONTH & YEAR

