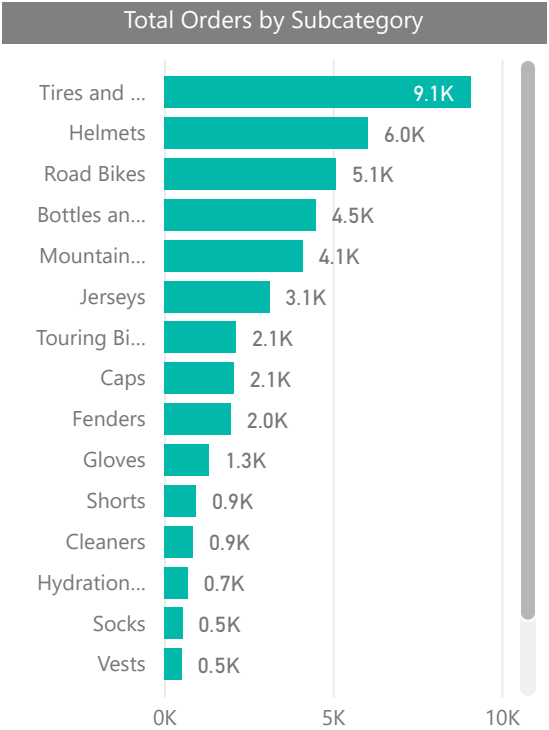
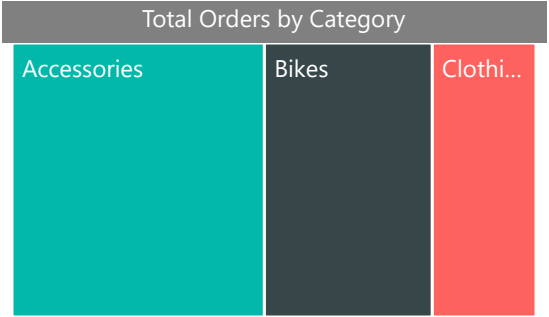




Date

1/1/2016

6/30/2017



ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	3,983	1.95%
Patch Kit/8 Patches	2,952	1.61%
Mountain Tire Tube	2,846	1.64%
Road Tire Tube	2,173	1.55%
Sport-100 Helmet, Red	2,099	3.33%
AWC Logo Cap	2,062	1.11%
Sport-100 Helmet, Blue	1,995	3.31%
Fender Set - Mountain	1,975	1.36%
Sport-100 Helmet, Black	1,940	2.68%
Mountain Bottle Cage	1,896	2.02%
Road Bottle Cage	1,668	1.68%
Touring Tire Tube	1,364	1.64%
HL Mountain Tire	1,305	3.75%
ML Mountain Tire	1,059	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	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)

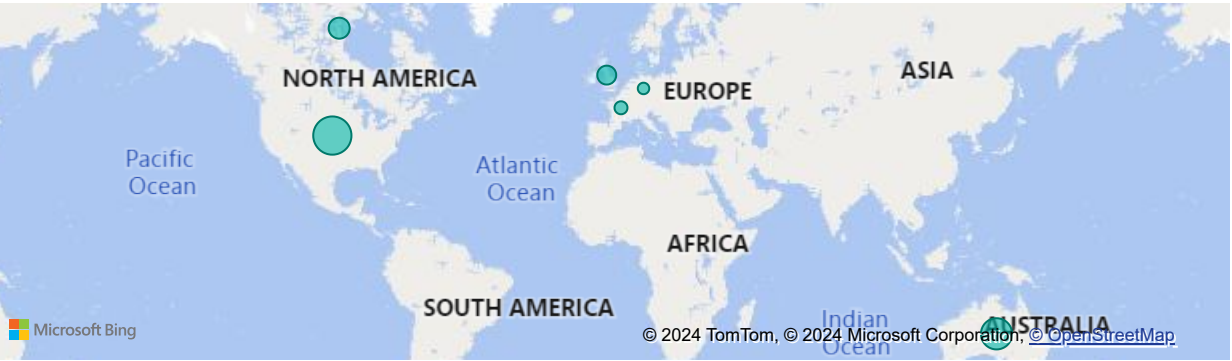
Mountain-200 Black, 46

Select all

Europe

North America

Pacific



Microsoft Bing

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Top Product (Profit)

AWC Logo Cap

Price Adjustment (%)

0.10



\$8.64

Avg Retail Price

\$9.50

Adjusted Price

Weekly Returns

3

2

1

Sep 2016

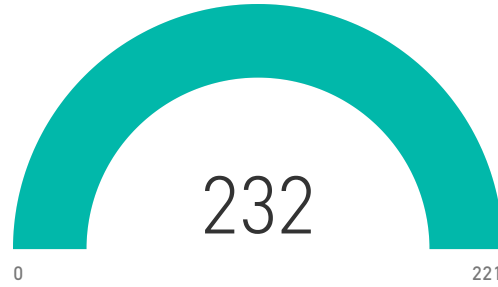
Nov 2016

Jan 2017

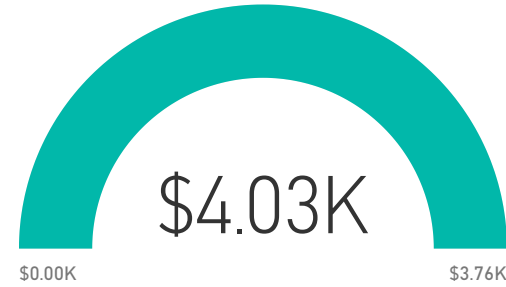
Mar 2017

May 2017

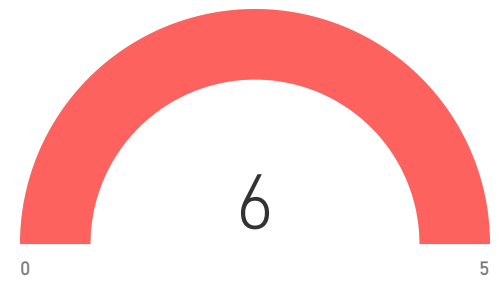
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Returns vs. Prev Month



Weekly Profit

Total Profit Adjusted Profit

500

0

Jul 2016

Oct 2016

Jan 2017

Apr 2017

Weekly Profit

400

200

0

Jul 2016

Jan 2017

Jul 2017