



Monthly Revenue



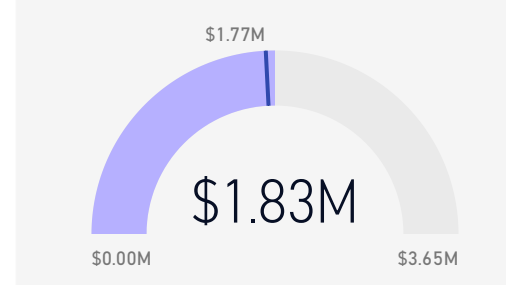
Monthly Returns



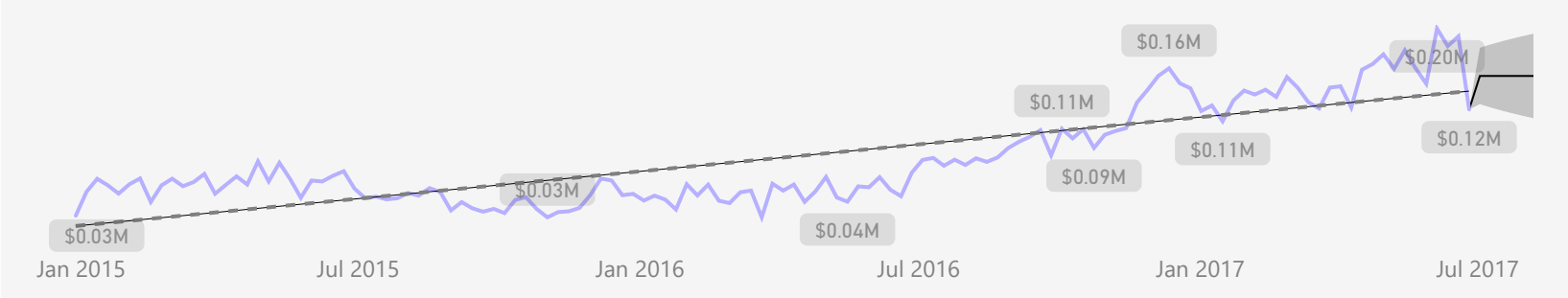
Monthly Orders



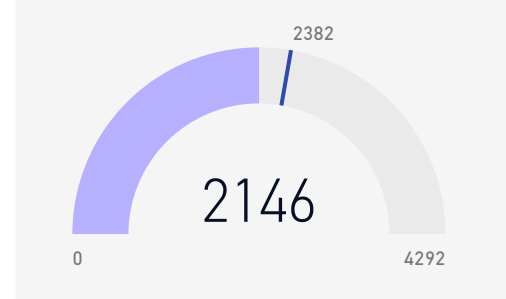
Current month Revenue vs. target



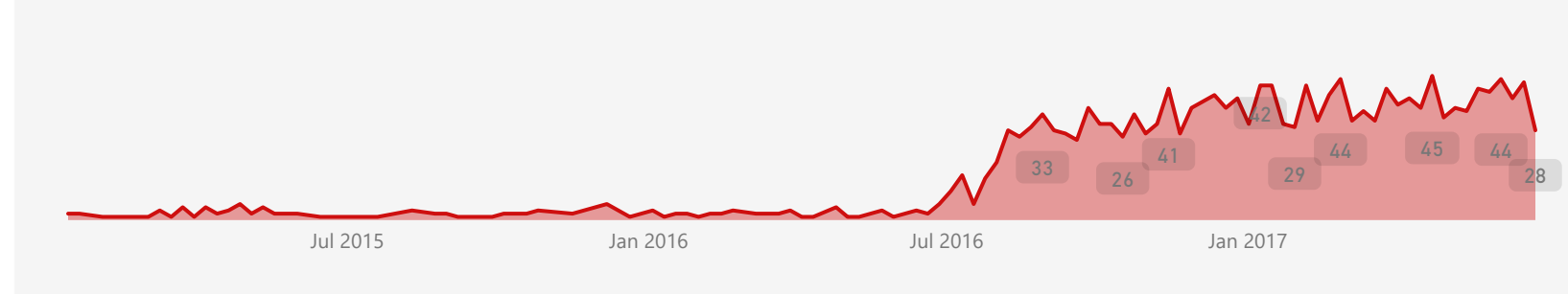
Weekly profit



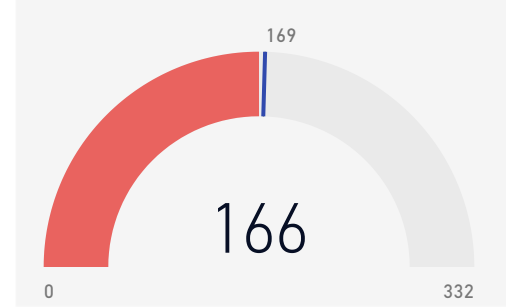
Current month orders vs target



Weekly Returns



Current month Returns vs. target





Top Customer

Mr. Maurice Shan

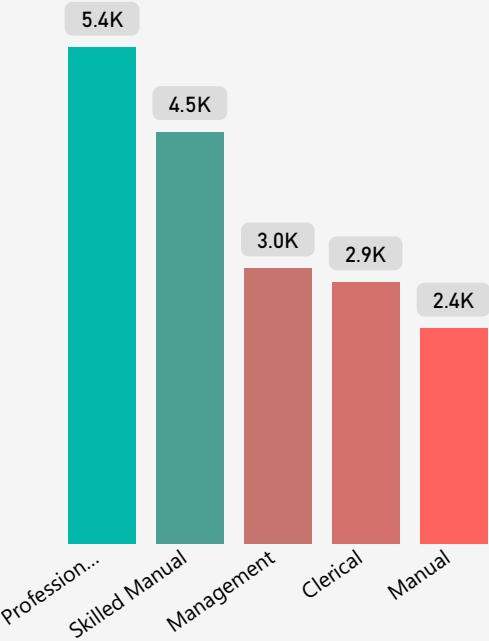
\$12,407.95

Total Revenue

6

Total Orders

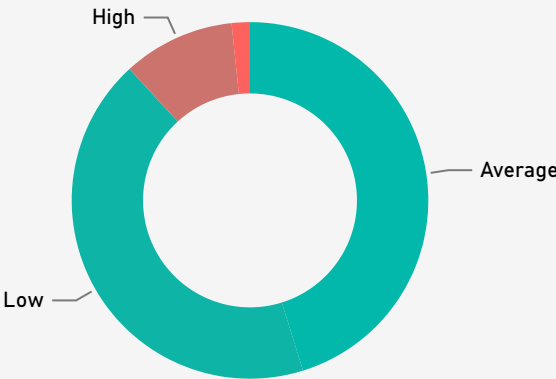
# Of Customers By Occupation



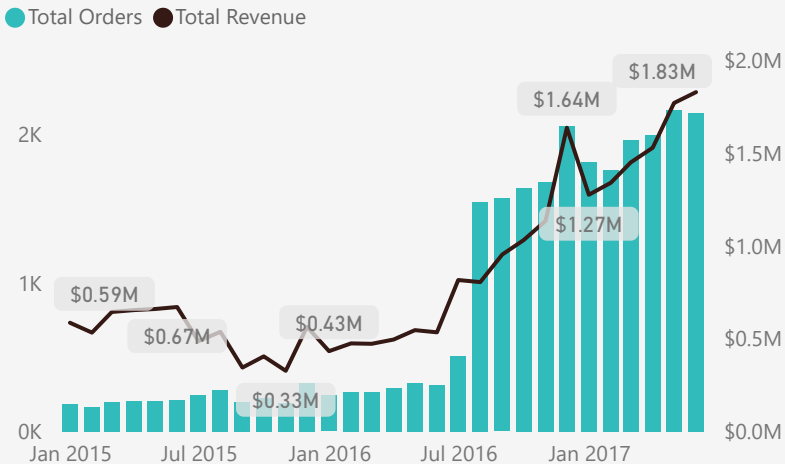
Total Orders & Revenue & Profit by Customer

Customer	Total Orders	Total Revenue	Total Profit
Mr. Maurice Shan	6	\$12,407.95	\$5,074.7
Mrs. Janet Munoz	6	\$12,015.39	\$4,971.5
Mrs. Lisa Cai	7	\$11,330.44	\$4,780.8
Mrs. Lacey Zheng	7	\$11,085.74	\$4,650.9
Mr. Jordan Turner	7	\$11,022.38	\$4,611.6
Mr. Franklin Xu	6	\$10,863.44	\$4,555.9
Mr. Larry Munoz	7	\$10,852.04	\$4,505.9
Mrs. Kate Anand	4	\$10,436.51	\$4,246.1
Mr. Larry Vazquez	4	\$10,394.98	\$4,222.8
Mrs. Ariana Gray	6	\$10,391.42	\$4,403.1
Mr. Clarence Gao	4	\$10,331.73	\$4,200.6
Mr. Aaron Wright	4	\$10,329.22	\$4,172.2
Total	373	\$885,306.56	\$368,647.7

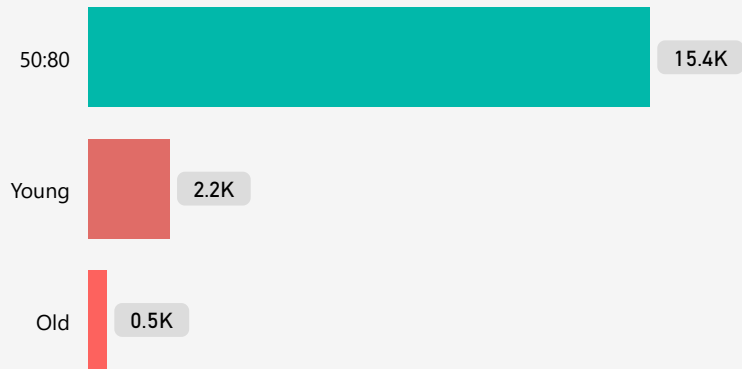
# Of Customers by IncomeLevel



Total Orders & Total Revenue by Month



# Of Customers by AgeGroup





Water Bottle - 30 oz.

Top product(orders)

Total Orders vs ReturnRate by Product

Product_name	Total Orders	ReturnRate
Sport-100	6034	3.12%
Water Bott	3983	1.95%
Mountain-2	3481	2.82%
Patch Kit/	2952	1.61%
Mountain T	2846	1.64%
Road Tire	2173	1.55%
AWC Logo C	2062	1.11%
Fender Set	1975	1.36%
Mountain B	1896	2.02%
Road Bottl	1668	1.68%
Long-Sleev	1605	3.24%
Short-Slee	1508	2.72%
Touring Ti	1484	1.48%
Road-750 B	1422	2.95%
Road-550-W	1358	2.95%
Half-Finge	1332	1.85%
HL Mountai	1305	3.75%
Touring-10	1233	3.16%
Road-250 B	1141	2.89%
ML Mountai	1059	1.32%
LL Road Ti	957	2.26%
Women's Mo	944	4.24%
Road-350-W	911	3.07%
MI Road Ti	868	1.51%
Total	25164	2.17%

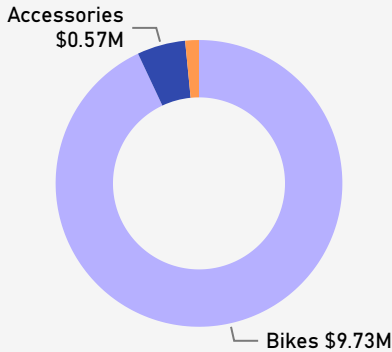
Mountain-200 Black, 46

Top product(Profit)

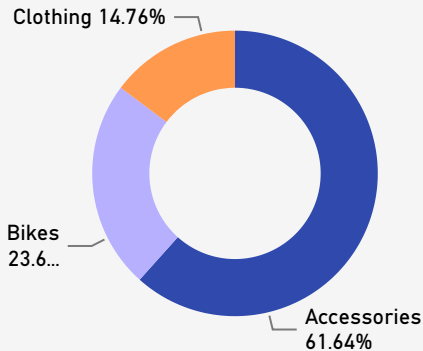
Total Orders & Revenue by Subcategory

Tires and T...	5.1K
Road Bikes	7.1K
Helmets	6.0K
Mountain ...	4.7K
Bottles an...	4.5K
Jerseys	3.1K
Touring Bi...	2.1K
Caps	2.1K
Fenders	2.0K
Gloves	1.3K
Shorts	0.9K
Cleaners	0.9K
Hydration ...	0.7K
Socks	0.5K
Vests	0.5K
Bike Racks	0.3K
Bike Stands	0.2K

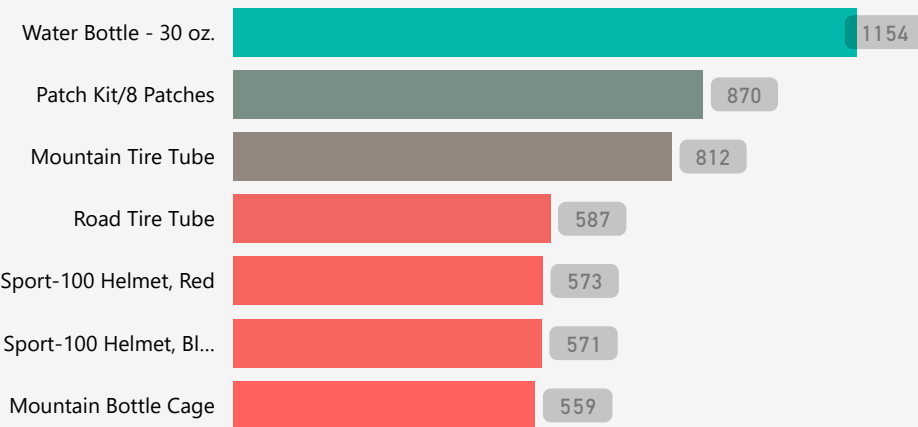
Total Profit by Category



% of All returns by Category



Top Selling Product By weekends Orders





## Price Adjustment (%)



\$714.44

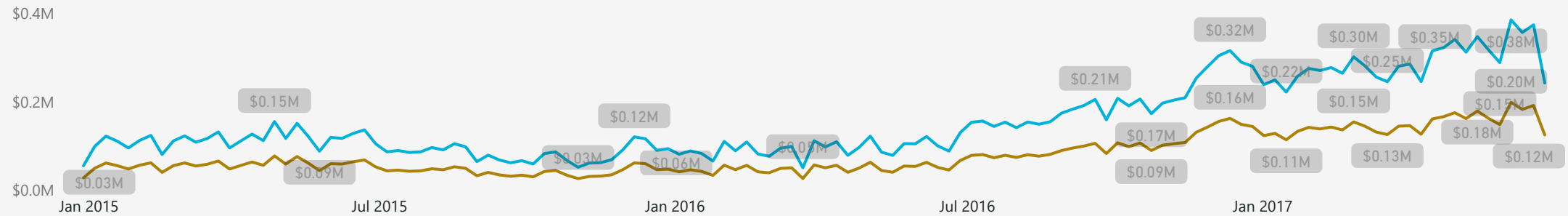
AVG retail price

\$1,000.21

Adjusted Price

## Weekly profit

● Total Profit ● Adjusted Profit



## Weekly Revenue

● Total Revenue ● Adjusted Revenue

