

1/1/2016

6/30/2017



#### Total Orders by Subcategory **Total Orders** 0.23K 9.08K Tires and Tu... 9.1K Helmets 6.0K Road Bikes 5.1K Bottles and ... 4.5K Mountain Bi... 4.1K 3.1K Jerseys **Touring Bikes** 2.1K Caps 2.1K Fenders 2.0K Gloves 1.3K Shorts Cleaners Hydration P... Socks 0.5K 5K 10K 0K

ProductName ▼	Total Orders	Return Rate	^
Women's Mountain Shorts, S	283	4.24%	
Women's Mountain Shorts, M	327	3.36%	
Women's Mountain Shorts, L	334	5.09%	
Water Bottle - 30 oz.	3,983	1.95%	
Touring-3000 Yellow, 62	48	4.17%	
Touring-3000 Yellow, 58	46	4.35%	
Touring-3000 Yellow, 54	47		
Touring-3000 Yellow, 50	56	1.79%	
Touring-3000 Yellow, 44	59	5.08%	
Touring-3000 Blue, 62	63	1.59%	
Touring-3000 Blue, 58	57	3.51%	
Touring-3000 Blue, 54	54	5.56%	
Touring-3000 Blue, 50	48	4.17%	
Touring-3000 Blue, 44	52		
Touring-2000 Blue, 60	79	3.80%	
Touring-2000 Blue, 54	86	1.16%	
Touring-2000 Blue, 50	100	3.00%	
Touring-2000 Blue, 46	96	8.33%	
Touring-1000 Yellow, 60	138	2.17%	
Touring-1000 Yellow, 54	153	3.27%	
Touring-1000 Yellow, 50	146	4.79%	
Touring-1000 Yellow, 46	168	2.98%	
Touring-1000 Blue, 60	147	3.40%	
Touring-1000 Blue, 54	157	3.18%	
Total	22,534	2.14%	<b>~</b>

View Product Detail

Monthly Revenue

\$1.83\/\
Goal: 1.77\(\mathbb{M}\) (+3.31\%)

2,146

Goal: 2165 (-0.88%)

Monthly Returns

Monthly Orders

166

Goal: 169 (+1.78%)

Top Products(Orders)

Water Bottle - 30 oz.

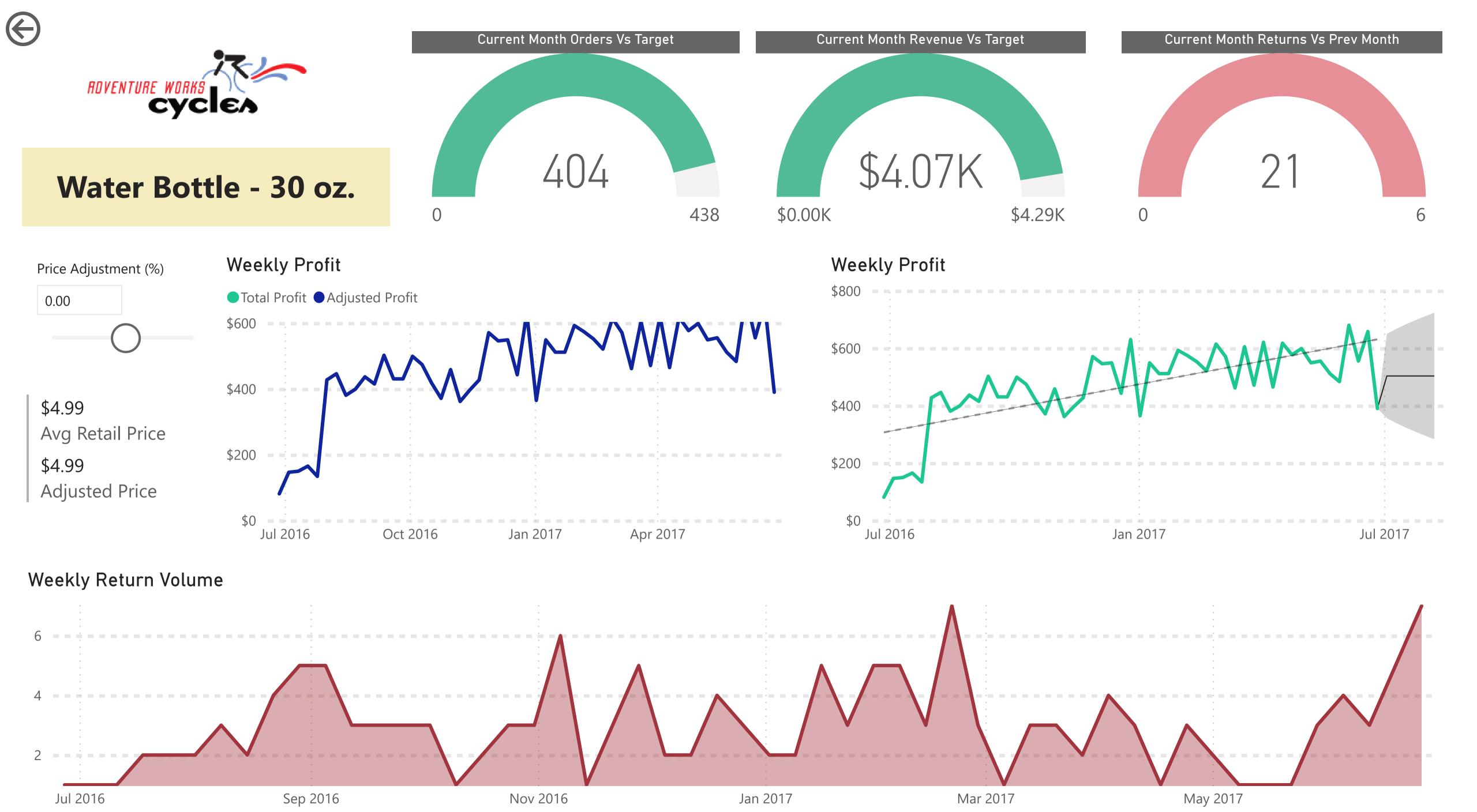
Top Products(Profit)

Mountain-200 Black, 46

Select all Europe North America Pacific

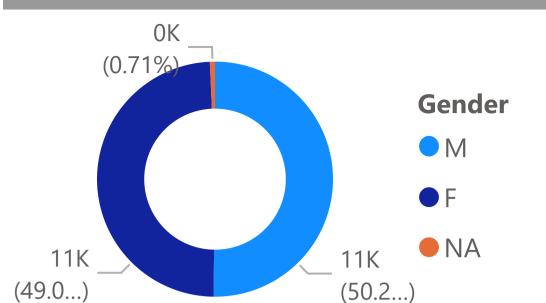


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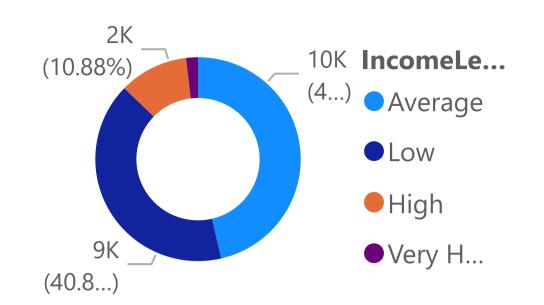


#### FullName Total Orders Total Revenue \$12,407.95 Mr. Maurice Shan 6 Mrs. Janet Munoz \$12,015.39 Mrs. Lisa Cai \$11,330.44 Mrs. Lacey Zheng \$11,085.74 Mr. Jordan Turner \$11,022.38 Mr. Larry Munoz \$10,852.04 \$10,391.42 Mrs. Ariana Gray \$10,289.68 Mr. Marco Lopez Mr. Franklin Xu \$10,164.34 Mrs.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

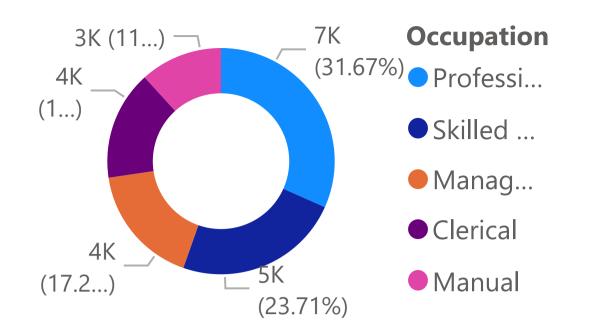
## Orders by Gender



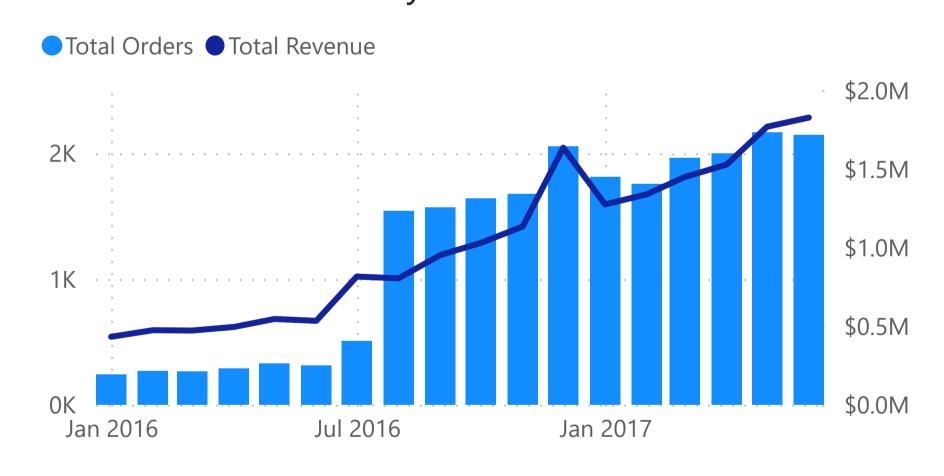
### Orders by Income Level



# Orders by Occupation



#### Orders and Revenue by Month



#### Orders by Age



Top Customer

Mr. Maurice Shan

Total Orders

6

Top Revenue

\$12.41K

**Executive Summary**  $\rightarrow$