

Sales Performance Dashboard (2015-2017)

Date

1/1/2015



6/30/2017



Total Order by Category

Accessories

Bikes

Clothing

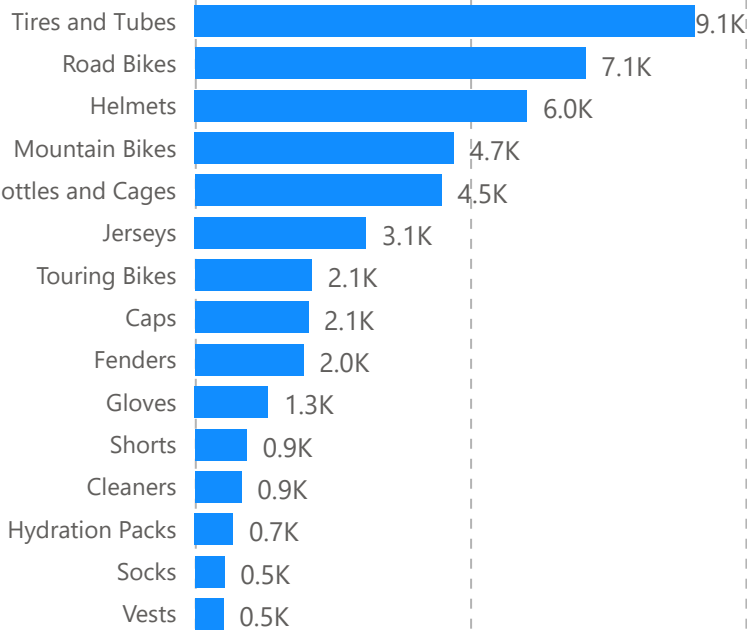
17K

14K

7K

Total Order by Subcategory

SubcategoryName



0K

5K

10K

Total Orders

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	606	2.97%
Mountain-200 Black, 42	602	3.49%
Mountain-200 Silver, 38	586	2.90%
Mountain-200 Silver, 46	571	2.10%
Mountain-200 Black, 38	569	2.64%
Total	25,164	2.17%

[View Product Detail](#)



Monthly Revenue

\$1.83M

Goal: 1.77M (+3.31%)

Monthly Order

2,146!

Goal: 2,165 (-0.88%)

Monthly Returns Order

166!

Goal: 169 (-1.78%)

Top Product (Order)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black. 46

Select all

Europe

North Amer...

Pacific





Weekly Product Details

Product Selected

Water Bottle - 30 oz.

Price Adjustment (%)

0.60

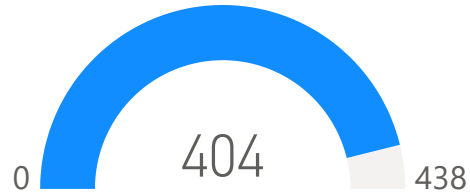
\$4.99

Avg Retail Price

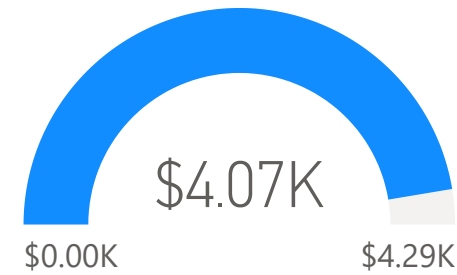
\$7.98

Adjusted Price

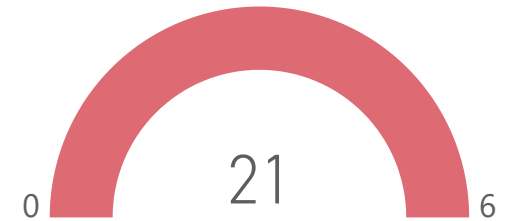
Current month Orders vs Target



Current month Revenue vs Target

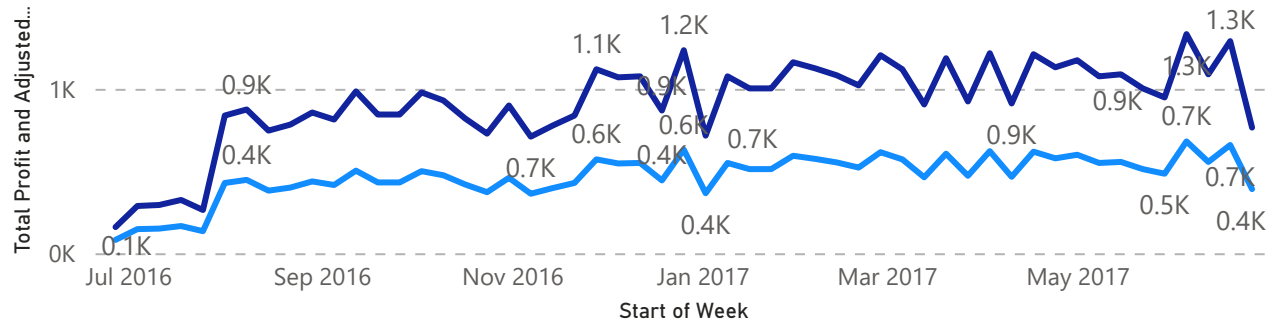


Current month Returns vs Previous month

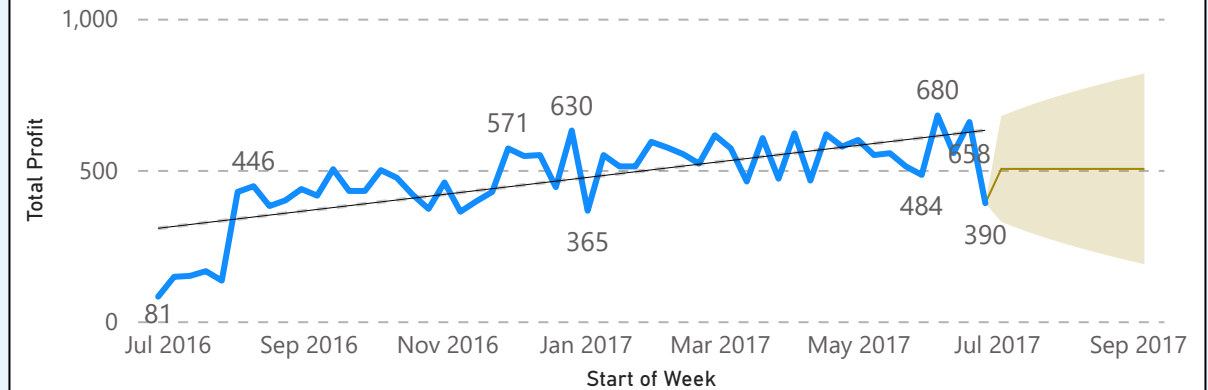


Weekly Profit

● Total Profit ● Adjusted Profit

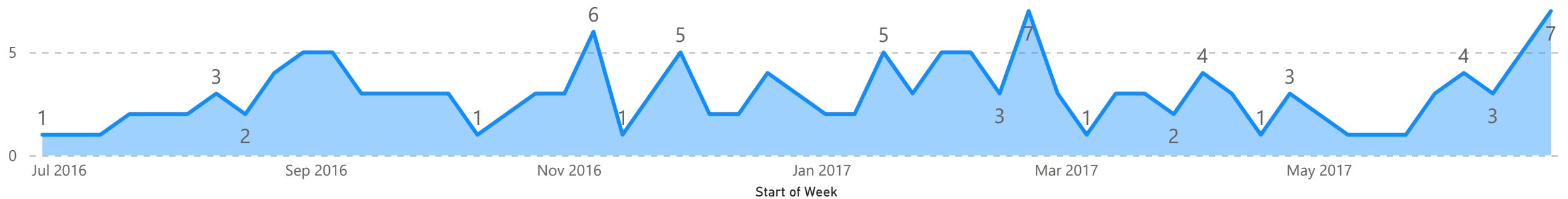


Weekly Profit



Weekly Returns

Total Returns





Customer Details

FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Franklin Xu	6	\$10,863.44
Mr. Larry Munoz	7	\$10,852.04
Mrs. Kate Anand	4	\$10,436.51
Mr. Larry Vazquez	4	\$10,394.98
Mrs. Ariana Gray	6	\$10,391.42
Mr. Clarence Gao	4	\$10,331.73
Mr. Aaron Wright	4	\$10,329.22
Mr. Ethan Bryant	4	\$10,308.52
Mr. Marco Lopez	6	\$10,289.68
Mrs. Bonnie Nath	4	\$10,282.91
Mr. Ricky Vazquez	4	\$10,165.92
Mr. Clarence Anand	4	\$10,065.01
Mrs. Deanna Perez	4	\$9,761.59
Mrs. Desiree Dominguez	4	\$9,717.63
Mrs. Jasmine Stewart	4	\$9,716.98
Mrs. Sydney Bryant	4	\$9,706.89
Mr. Bryant Garcia	4	\$9,687.36
Mrs. Cindy Patel	4	\$9,668.02
Mrs. Amy Sun	4	\$9,534.15
Mr. Willie Xu	5	\$9,424.97
Mrs. Katrina Tang	4	\$9,302.58
Mrs. Margaret He	4	\$9,266.74
Mrs. Kaitlyn Henderson	4	\$9,258.92
Total	373	\$885,306.56

Top Customer

Mr. Maurice Shan

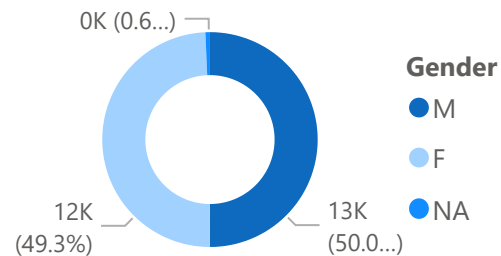
Customer Orders

6

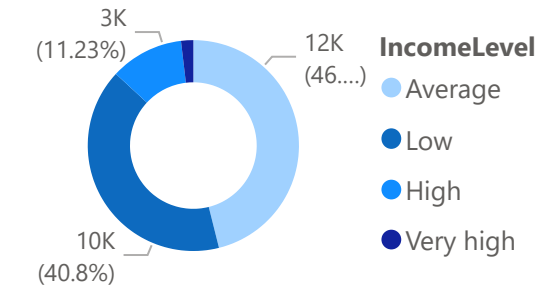
Customer Revenue

\$12.41K

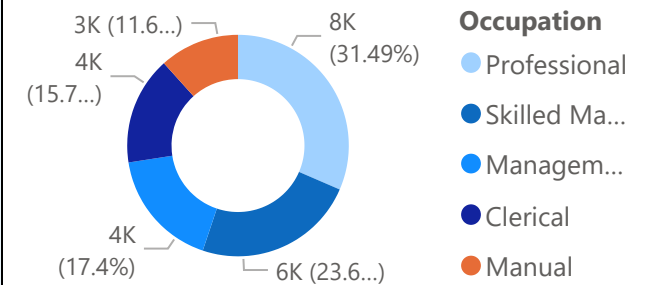
Orders by Gender



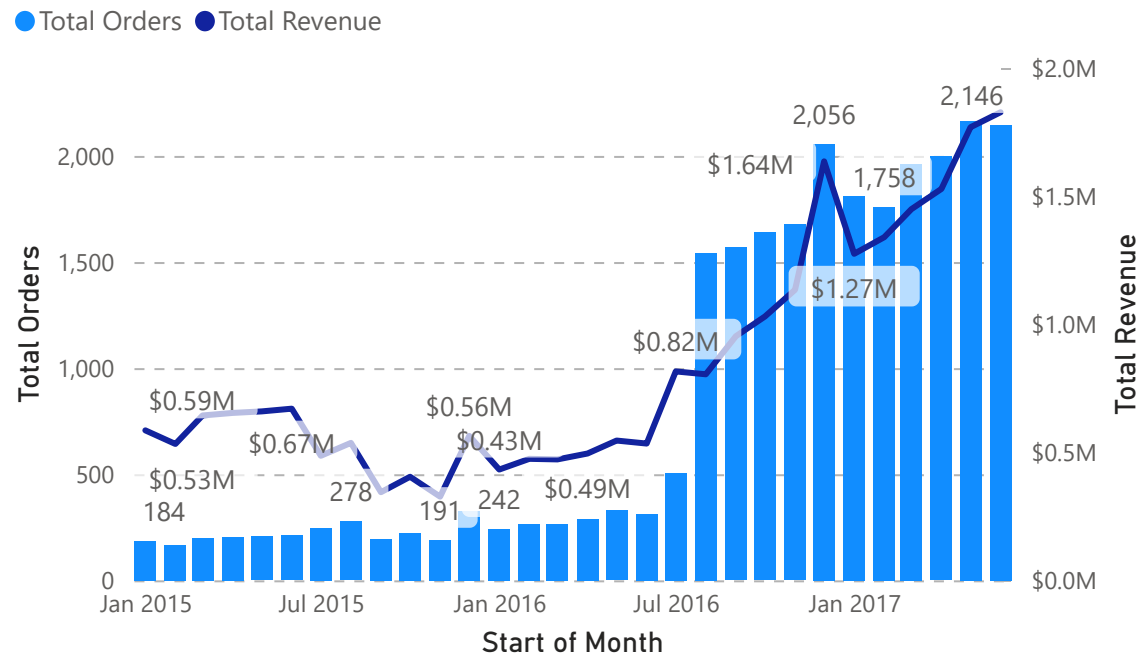
Orders by Income Level



Orders by Occupation



Orders and Revenue Month



Orders by Age

