



Date

1/1/2016

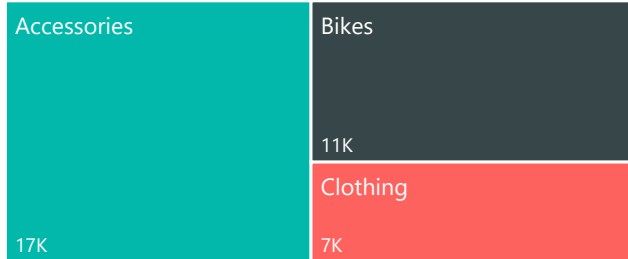
6/30/2017



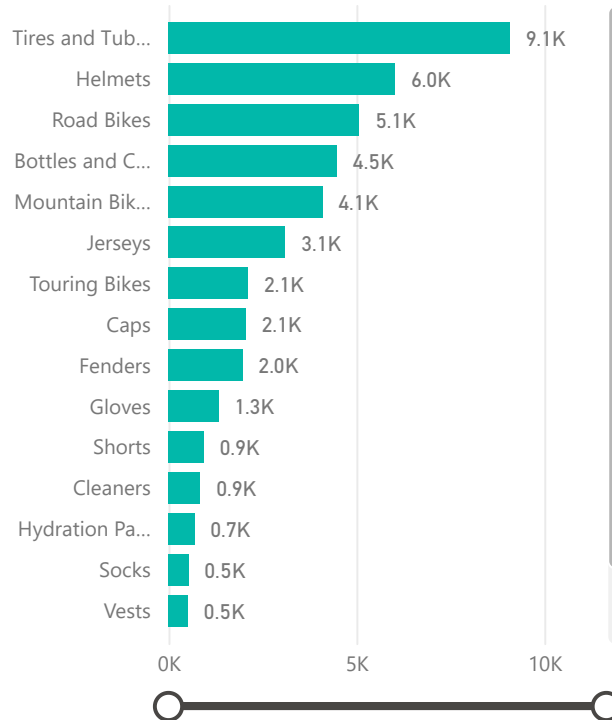
Total Revenue and Prev Month Revenue by Start of...

Total Orders and Prev Month Orders by Start of Month

Total Orders, Total Revenue and Total Profit by CategoryNa...



Total Orders, Total Revenue and Total Profit by Subcategory...



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%
Total	22,534	2.14%

View Product Detail



\$1.83M✓

Goal: 1.77M (+3.31%)

2,146!

Goal: 2165 (-0.88%)

166✓

Goal: 169 (+1.78%)

Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Select all

Europe

North America

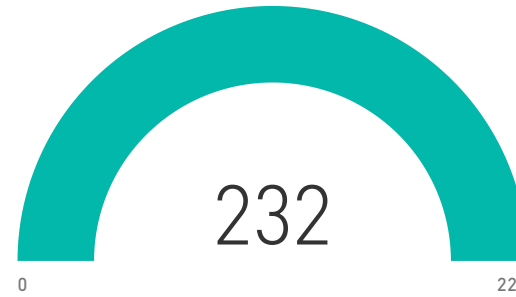
Pacific





AWC Logo Cap

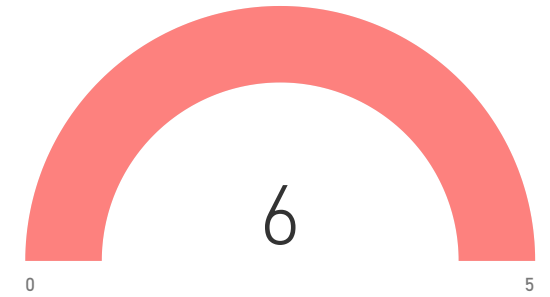
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Returns vs. Prev Month



Price Adjustment (%)

0.00



\$8.64

Adjusted Price

\$8.64

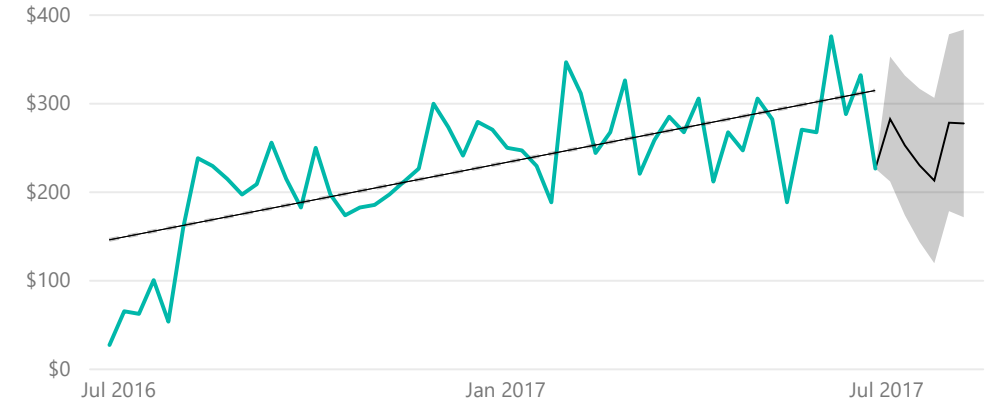
Avg Retail Price

Weekly Profit

● Total Profit ● Adjusted Profit



Weekly Profit

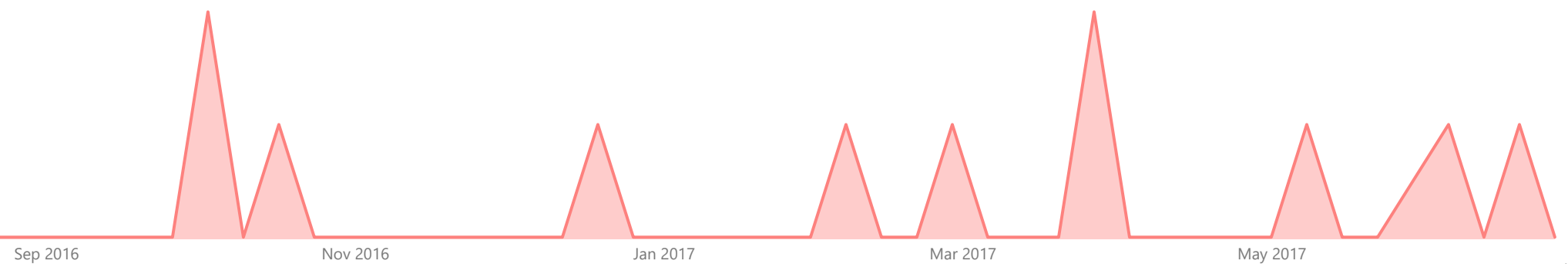


Weekly Return

3

2

1

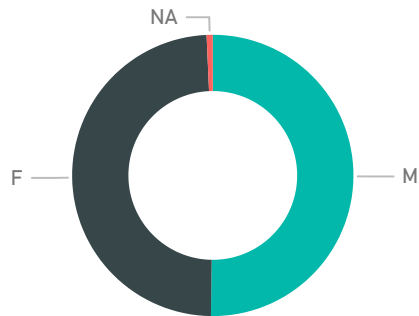


Customer Detail

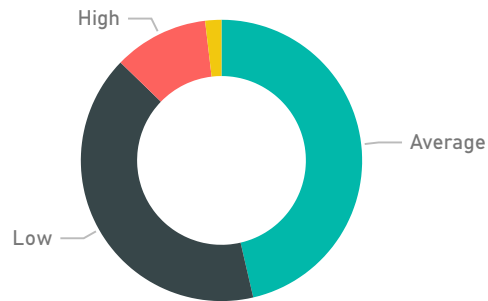


FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Larry Munoz	7	\$10,852.04
Mrs. Ariana Gray	6	\$10,391.42
Mr. Marco Lopez	6	\$10,289.68
Mr. Franklin Xu	5	\$10,164.34
Mrs. Margaret He	4	\$9,266.74
Mrs. Kaitlyn Henderson	4	\$9,258.92
Mrs. Nichole Nara	4	\$9,234.66
Mr. Randall Dominguez	4	\$9,210.36
Mrs. Rosa Hu	4	\$9,201.20
Adriana Gonzalez	4	\$9,195.69
Mrs. Dominique Prasad	6	\$9,180.93
Mrs. Brandi Gill	4	\$9,166.18
Mr. Brad She	4	\$9,161.01
Mr. Francisco Sara	4	\$9,125.54
Mr. Kevin Coleman	4	\$7,750.53
Mr. Johnathan Suri	4	\$7,721.33
Mrs. Crystal Zeng	4	\$7,706.81
Mrs. Felicia Blanco	4	\$7,669.66
Mrs. Jill Suarez	4	\$7,652.61
Mr. Preston Raman	4	\$7,599.49
Mr. Willie Xu	4	\$7,353.55
Mrs. Abby Subram	4	\$7,308.39
Mr. Lance Blanco	4	\$7,207.07
Mrs. Audrey Blanco	4	\$7,139.17
Mr. Ricky Navarro	3	\$7,119.63
Mr. Eddie Dominguez	3	\$7,044.38
Mrs. Molly Madan	3	\$7,043.25
Mr. Jarrod Mehta	3	\$7,038.37
Ms. Susan Zhou	3	\$7,027.98
Mr. Brent Zhang	3	\$7,018.99
Ms. Alyssa Bradley	3	\$7,018.84
Mrs. Cheryl Jiménez	3	\$7,009.84
Mrs. Mary Carter	3	\$7,006.71
Mr. Corey Anand	3	\$7,004.97
Ms. Kristin Jai	3	\$7,003.54
Total	353	\$751,130.39

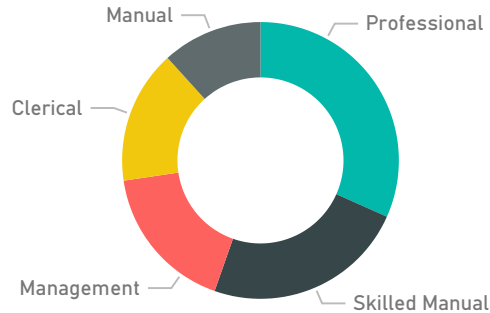
Orders by Gender



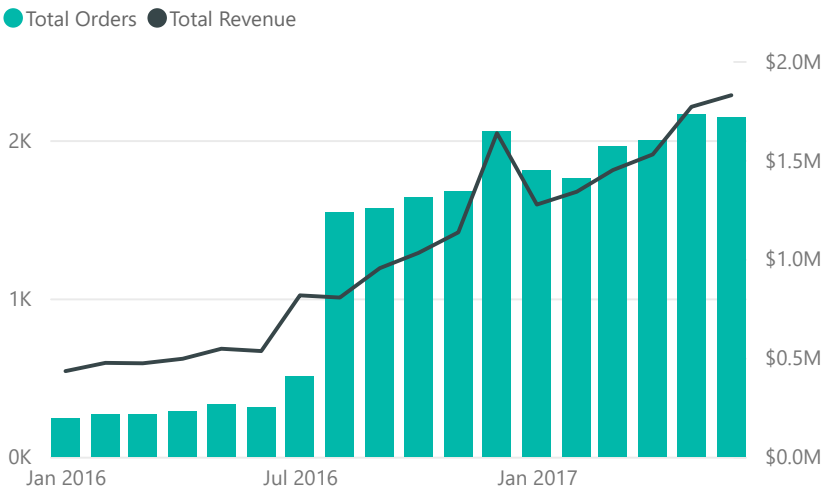
Orders by Income Level



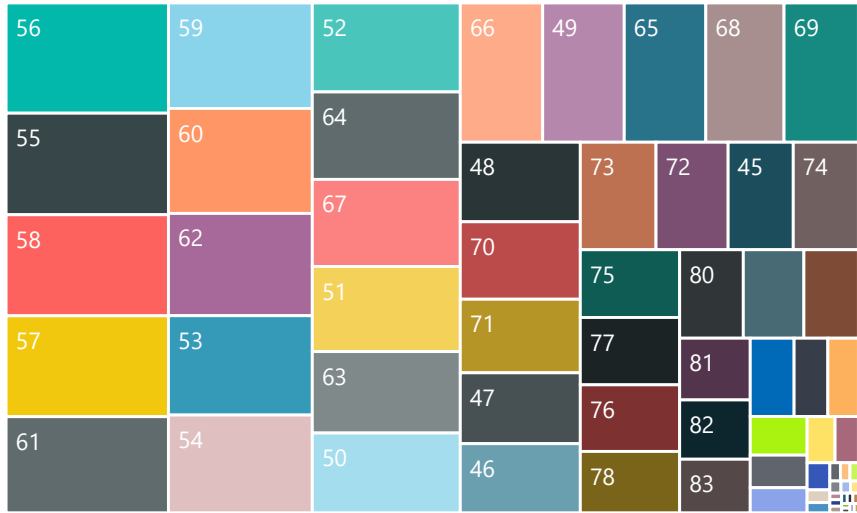
Orders by Occupation



Orders and Revenue by Month



Total Orders by Current Age



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary

