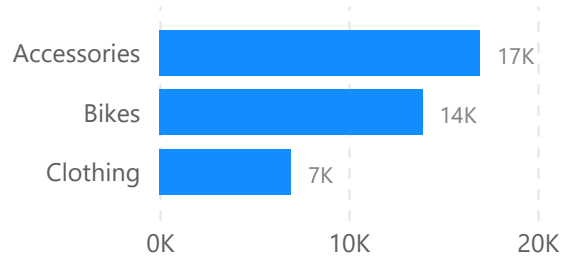
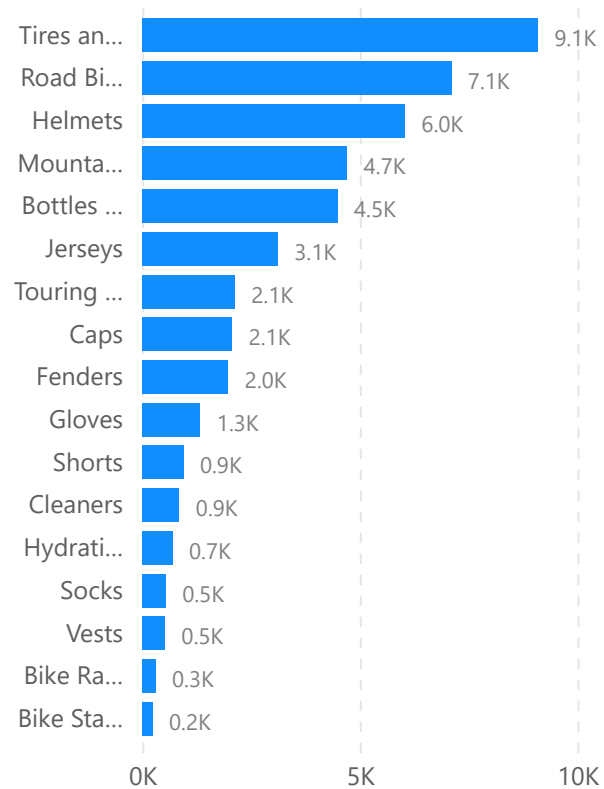


Total Orders by Category



Total Orders by Subcategory



Date

1/1/2015

6/30/2017

Total Orders & Return Rate

CategoryName	Total Orders	Return Rate
Accessories	16,983	1.95%
Tires and Tubes	9,084	1.79%
Patch Kit/8 Patches	2,952	1.61%
Mountain Tire Tube	2,846	1.64%
Road Tire Tube	2,173	1.55%
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%
HL Road Tire	795	3.52%
LL Mountain Tire	788	2.50%
Helmets	6,034	3.12%
Sport-100 Helmet, Red	2,099	3.33%
Sport-100 Helmet, Blue	1,995	3.31%
Sport-100 Helmet, Black	1,940	2.68%
Bottles and Cages	4,485	1.91%
Water Bottle - 30 oz.	3,983	1.95%
Mountain Bottle Cage	1,896	2.02%
Road Bottle Cage	1,668	1.68%
Fenders	1,975	1.36%
Fender Set - Mountain	1,975	1.36%
Cleaners	850	1.47%
Total	25,164	2.17%

View Product Detail



Monthly Revenue

\$1.83M

Prev: 1.77M (+3.31%)

Monthly Orders

2,146!

Prev: 2165 (-0.88%)

Monthly Returns

166

Prev: 169 (+1.78%)

Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

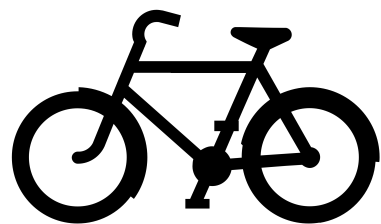
Select all

Europe

North America

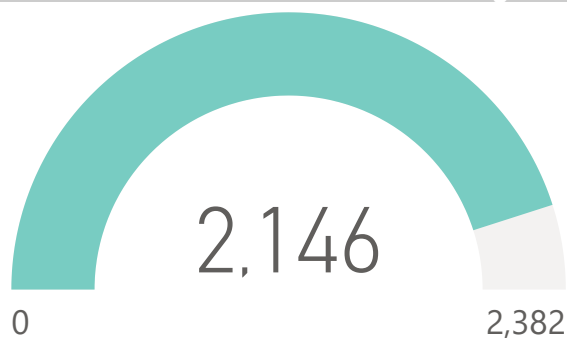
Pacific



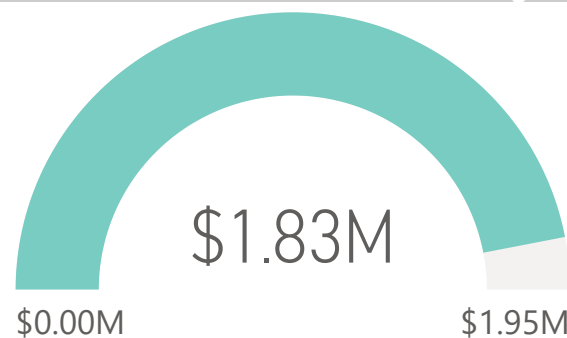


All-Purpose Bike Stand

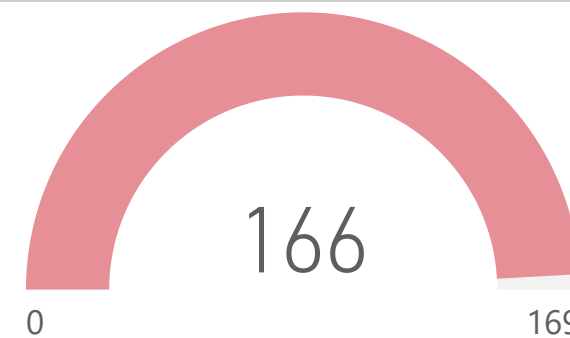
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Returns vs. Prev Month



Price Adjustment (%)



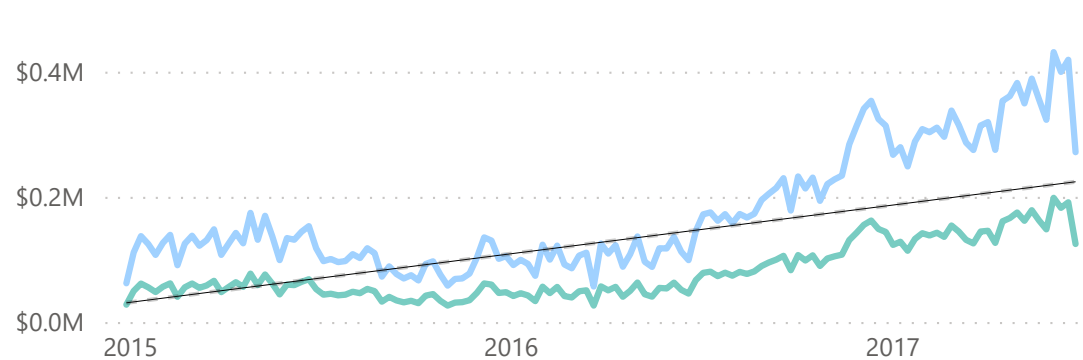
0.50



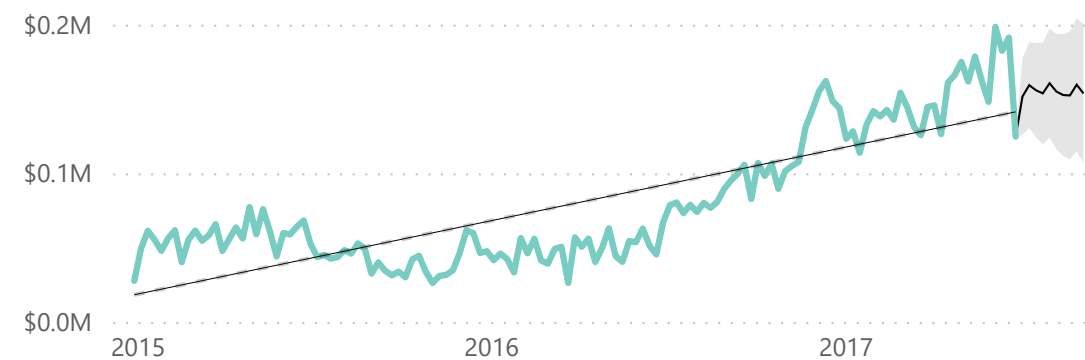
\$714.44
Avg Retail Price
\$1,071.66
Adjusted Price

Profit vs. Adjusted Profit

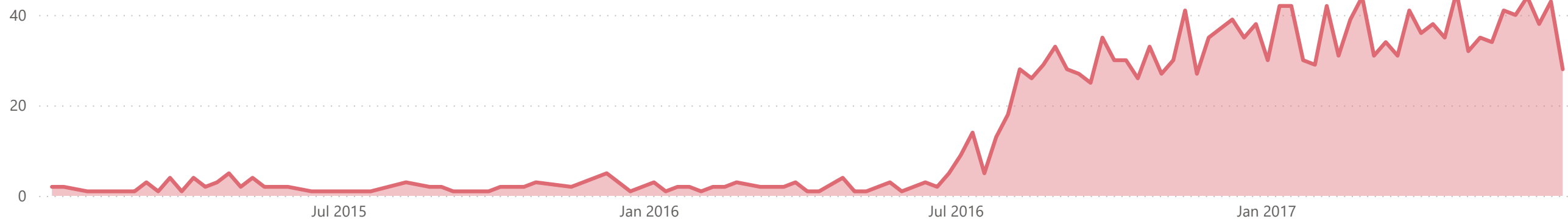
Total Profit Adjusted Profit

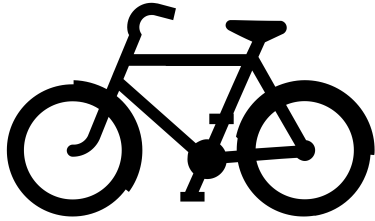


Weekly Profit



Weekly Return Volume

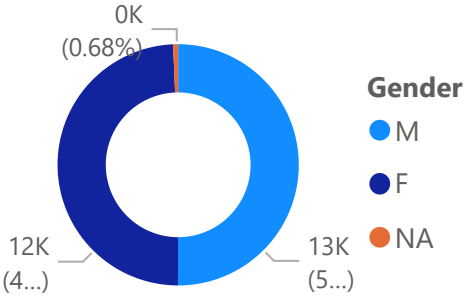




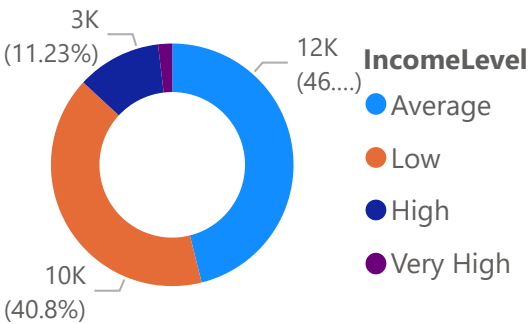
Customers - Orders & Revenue

Full Name	Total Orders	Total Revenue
Abby Rana	1	\$73.92
Adriana Gonzalez	4	\$9,195.69
Alejandro Beck	2	\$2,975.22
Alexa Cox	1	\$88.02
Alexa Watson	1	\$17.28
Alexander Jackson	1	\$49.98
Alexandra Evans	1	\$68.49
Alexandria Stewart	1	\$1,700.99
Alisha Liu	1	\$2,214.51
Alisha Shan	2	\$4,184.12
Amanda Perry	1	\$27.26
Andrea Wright	1	\$141.27
Angela Butler	2	\$2,896.52
Angela Perry	2	\$5,705.99
Anna Griffin	2	\$81.20
Anna Murphy	1	\$127.77
Arthur Rodriguez	2	\$3,809.94
Barbara Ma	1	\$628.58
Barry Perez	1	\$69.99
Benjamin Jackson	1	\$2,145.01
Brandon Kumar	1	\$50.83
Brett Gonzalez	1	\$32.60
Brianna Wood	1	\$59.96
Candice Chow	2	\$121.92
Casey Anand	1	\$650.46
Total	25,164	\$24,914,567.18

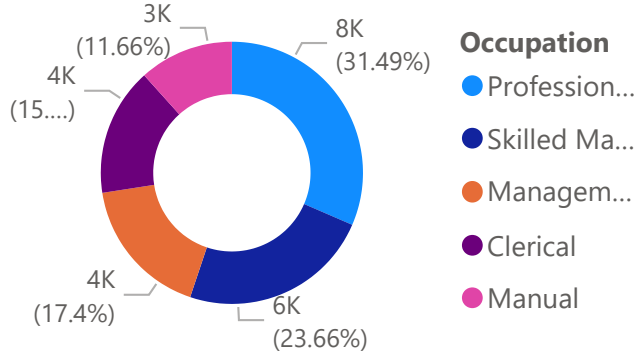
Orders by Gender



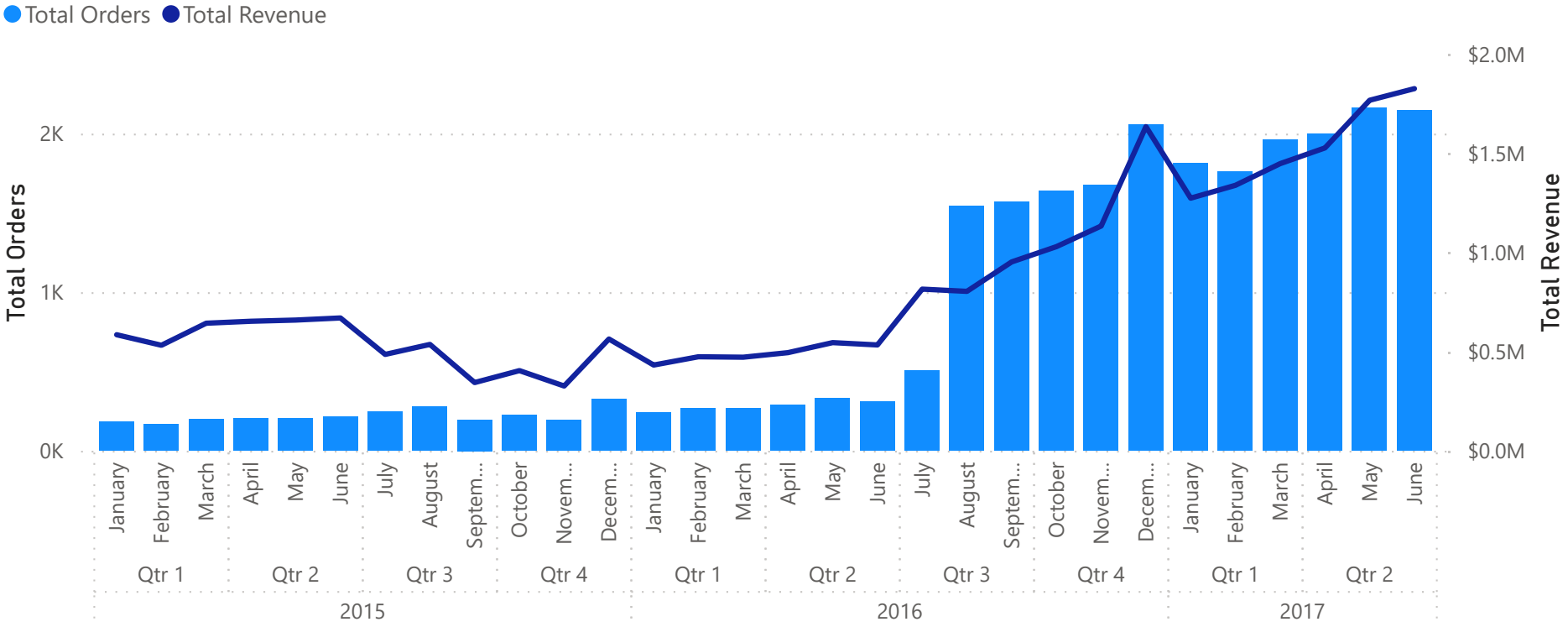
Orders by Income Level



Orders by Occupation



Orders & Revenue by Month



Customer Full Name

Abby Rana

Customer Orders

3,983

Customer Revenue

\$1.24M