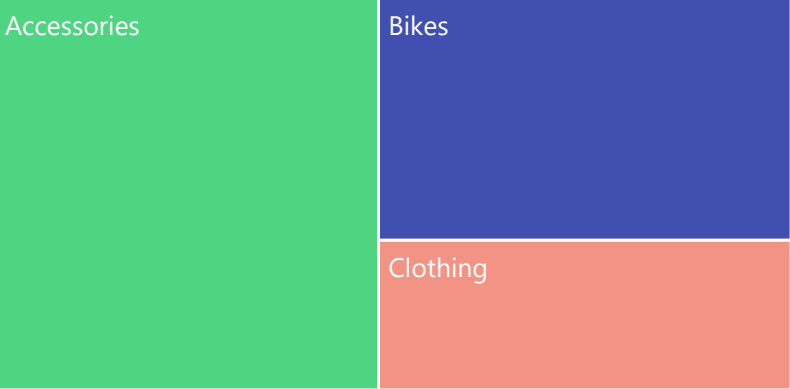


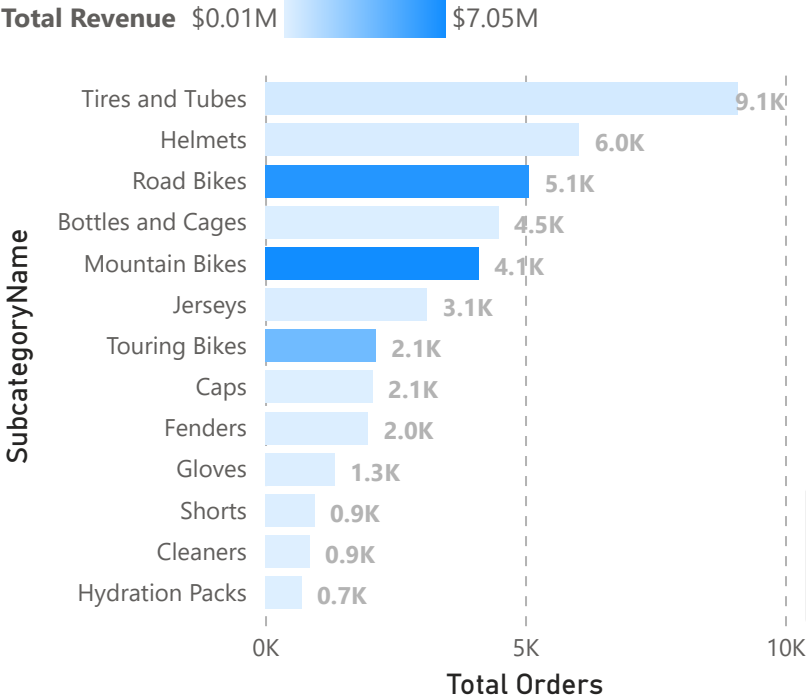
Date	Total Revenue	10-day Rolling Revenue
1/01/2016	\$12,276.97	166,805.70
2/01/2016	\$19,367.93	165,151.23
3/01/2016	\$13,435.72	158,392.60
4/01/2016	\$18,628.97	165,161.17
5/01/2016	\$13,413.40	162,938.10
6/01/2016	\$4,363.12	151,492.69
7/01/2016	\$14,455.40	145,584.79
8/01/2016	\$15,481.62	138,403.21
9/01/2016	\$18,141.69	140,708.89
10/01/2016	\$14,439.72	144,004.54
11/01/2016	\$13,976.53	145,704.10
12/01/2016	\$13,170.80	139,506.97
13/01/2016	\$20,777.84	146,849.09
14/01/2016	\$12,339.24	140,559.36
15/01/2016	\$15,662.35	142,808.31
16/01/2016	\$19,889.50	158,334.69
17/01/2016	\$10,963.34	154,842.63
18/01/2016	\$12,888.32	152,249.33
19/01/2016	\$9,334.39	143,442.03
20/01/2016	\$15,176.84	144,179.15
21/01/2016	\$12,232.28	142,434.90
22/01/2016	\$16,524.86	145,788.96
23/01/2016	\$20,938.14	145,949.26
24/01/2016	\$13,675.19	147,285.21
25/01/2016	\$6,214.31	137,837.17
26/01/2016	\$18,167.64	136,115.31
27/01/2016	\$5,191.55	130,343.52
28/01/2016	\$11,450.57	128,905.77
29/01/2016	\$13,306.44	132,877.82
Total	\$18,509,633.20	616,273.06



Total Orders by Category



Total Orders by Subcategory



Top Product (Orders)

Date 1/01/2016 30/06/2017

ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	3983	1.95%
Patch Kit/8 Patches	2952	1.61%
Mountain Tire Tube	2846	1.64%
Road Tire Tube	2173	1.55%
Sport-100 Helmet, Red	2099	3.33%
AWC Logo Cap	2062	1.11%
Sport-100 Helmet, Blue	1995	3.31%
Fender Set - Mountain	1975	1.36%
Sport-100 Helmet, Black	1940	2.68%
Mountain Bottle Cage	1896	2.02%
Road Bottle Cage	1668	1.68%
Touring Tire Tube	1364	1.64%
HL Mountain Tire	1305	3.75%
ML Mountain Tire	1059	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%
Total	22534	2.14%

View Product Detail

Monthly Revenue

\$1.83M✓

Goal: 1.77M (+3.31%)

Monthly Orders

2146!

Goal: 2165 (-0.88%)

Monthly Returns

166✓

Goal: 169 (+1.78%)

Top Product(Orders)

Water Bottle - 30 oz.

First ProductName

Top Product(Profit)

Mountain-200 Black, 46

First ProductName

Select all

Europe

North America

Pacific

Micros© 2022 TomTom, © 2022 Microsoft Corporation, © OpenStreetMap

Date

1/01/2016

30/06/2017



Total Orders by Category

Total Revenue \$0.37M  \$17.24M

CategoryName

Accessories

17.0K

Bikes

11.3K

Clothing

7.0K

0K

5K

10K

15K

20K

Total Orders



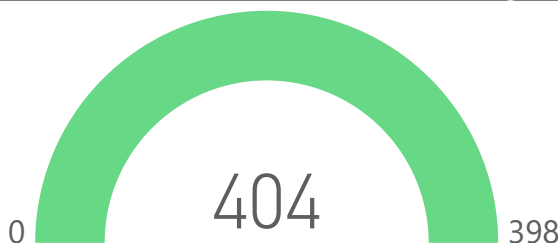
Water Bottle - 30 oz.

Price Adjustment(%)

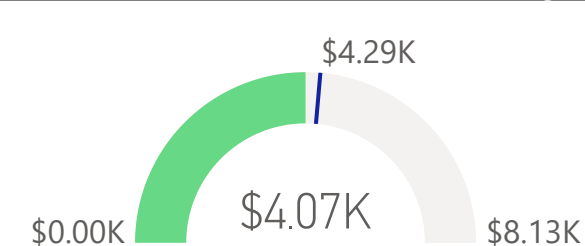
0.00

\$4.99
Avg Retail Price
4.99
Ajusted Price

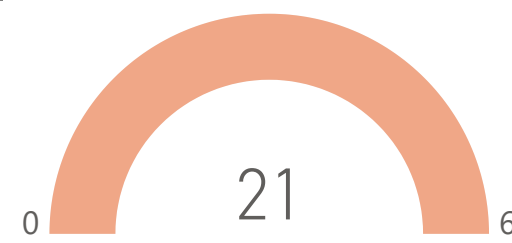
Current Month Orders vs Target



Current Month Revenue vs Target

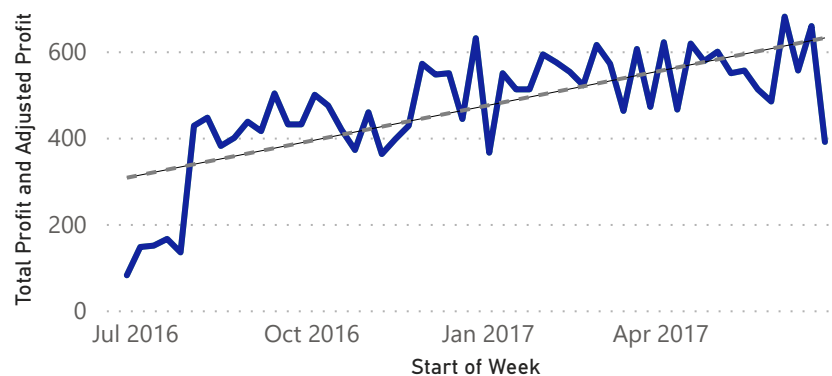


Current Month Returns vs Target

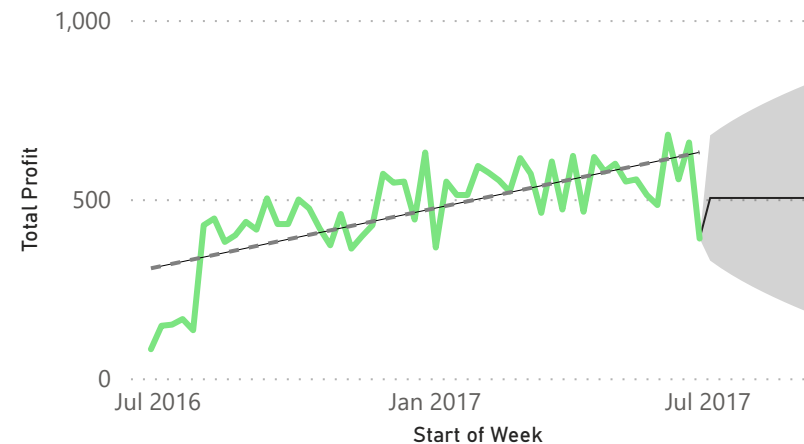


Weekly Profit

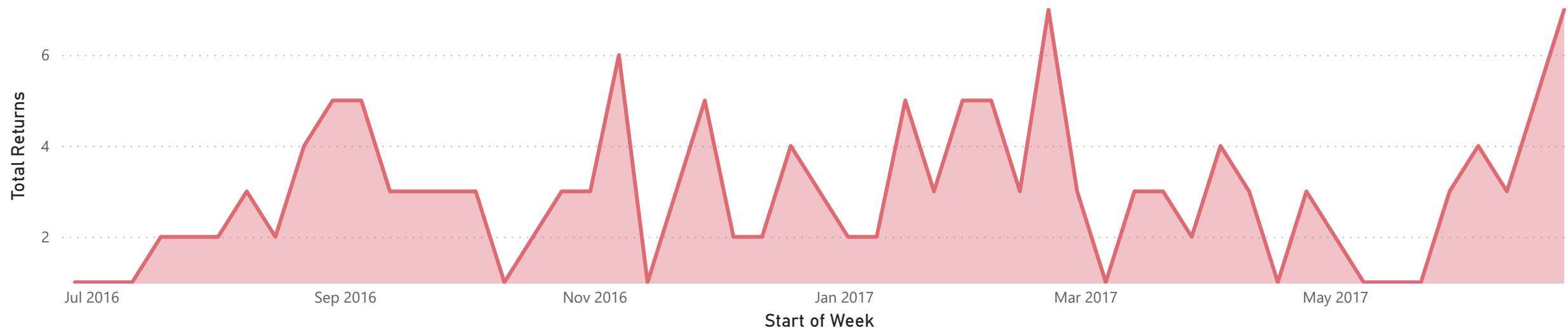
● Total Profit ● Adjusted Profit



Weekly Profit

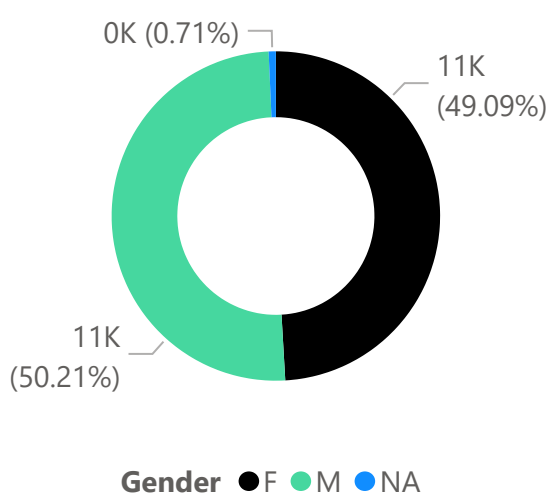


Weekly Return Volume

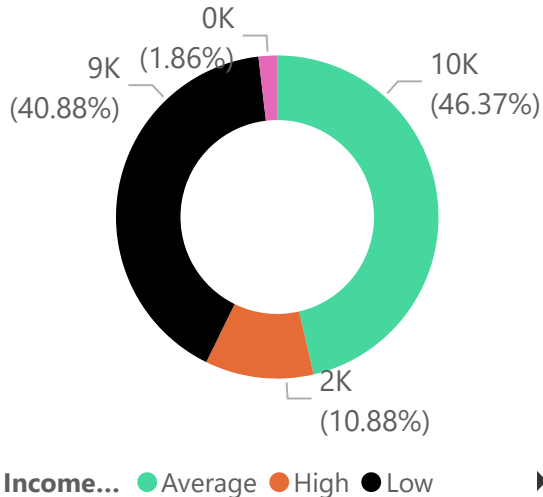


FullName	Total Orders	Total Revenue
Ms. Zoe Reed	1	\$573.63
Ms. Zoe Murphy	2	\$128.04
Ms. Zoe Cooper	1	\$96.97
Ms. Zoe Bell	1	\$32.60
Ms. Zoe Bailey	2	\$1,284.07
Ms. Yolanda Yuan	1	\$78.91
Ms. Yolanda Simpson	2	\$1,513.55
Ms. Yolanda Sharma	1	\$603.49
Ms. Yolanda Shan	2	\$4,667.38
Ms. Yolanda Raje	1	\$1,763.62
Ms. Yolanda Pal	1	\$72.54
Ms. Yolanda Kumar	2	\$116.23
Ms. Yolanda Goel	1	\$1,054.43
Ms. Yolanda Deng	1	\$539.99
Ms. Whitney Suri	1	\$2,261.61
Ms. Whitney Subram	1	\$573.63
Ms. Whitney Rana	2	\$4,473.47
Ms. Whitney Patel	2	\$4,144.34
Ms. Whitney Mehta	1	\$1,034.08
Ms. Whitney Malhotra	1	\$42.25
Ms. Whitney Gonzalez	1	\$647.21
Ms. Wendy Romero	2	\$1,599.81
Ms. Wendy Gill	1	\$539.99
Ms. Wendy Blanco	2	\$230.87
Ms. Virginia Srini	1	\$2,181.56
Ms. Virginia Rana	1	\$596.49
Ms. Virginia Patel	2	\$102.63
Ms. Virginia Lopez	2	\$1,272.97
Ms. Virginia Fernandez	1	\$617.02
Ms. Victoria Williams	1	\$1,034.08
Ms. Victoria Washington	1	\$14.56
Ms. Victoria Ware	1	\$85.48
Ms. Victoria Walker	2	\$2,814.48
Total	22534	\$18,509,633.20

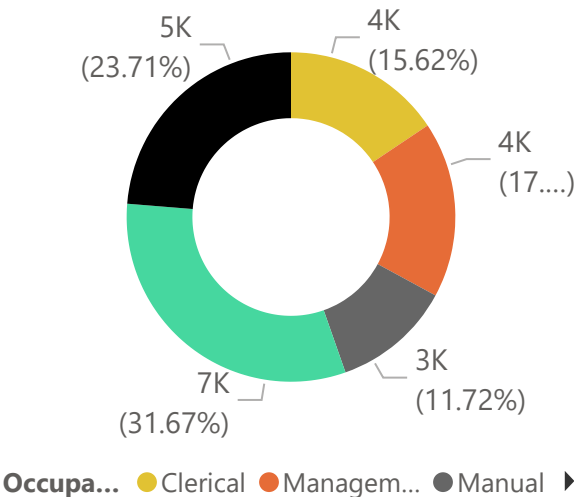
Total Orders by Gender



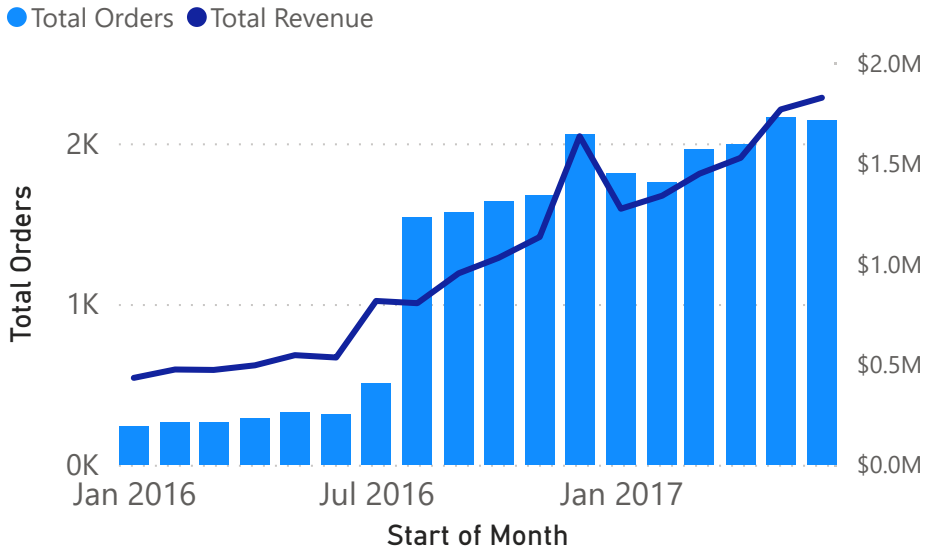
Total Orders by IncomeLevel



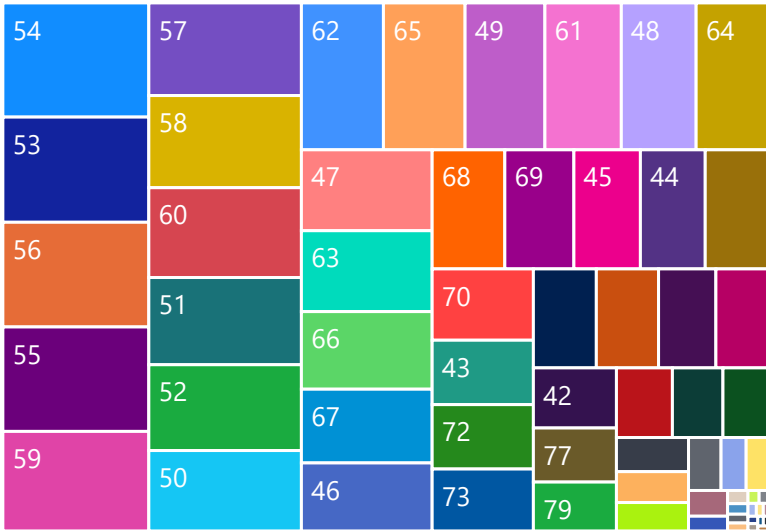
Total Orders by Occupation



Total Orders and Total Revenue by Start of Month



Total Orders by Current Age



Top Customer

Mr. Maurice Shan

Customer Orders


6

Customer Revenue

\$12.41K

Executive Summary



 total revenue for ride bikes

