



01-01-2015



30-06-2017



Total Orders by Category

Accessories

15K

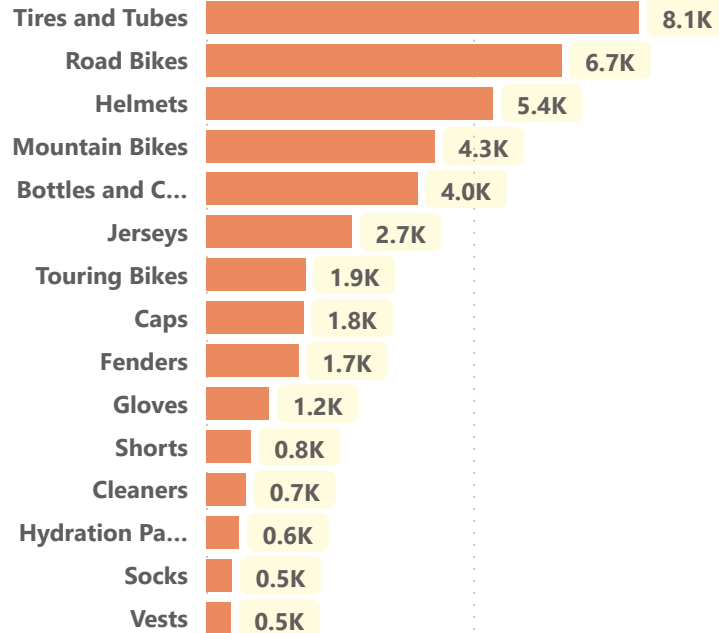
Bikes

13K

Clothing

6K

Total Orders by Subcategory



0K

5K

10K

ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	3509	2.21
Patch Kit/8 Patches	2628	1.81
Mountain Tire Tube	2525	1.85
Road Tire Tube	1945	1.73
Sport-100 Helmet, Red	1869	3.75
AWC Logo Cap	1820	1.26
Sport-100 Helmet, Blue	1781	3.71
Fender Set - Mountain	1726	1.56
Sport-100 Helmet, Black	1724	3.02
Mountain Bottle Cage	1677	2.28
Road Bottle Cage	1473	1.90
Touring Tire Tube	1204	1.86
HL Mountain Tire	1146	4.28
ML Mountain Tire	946	1.47
LL Road Tire	859	2.51
ML Road Tire	776	1.68
Touring Tire	762	1.37
Bike Wash - Dissolver	748	1.66
HL Road Tire	714	3.92
LL Mountain Tire	703	2.81
Hydration Pack - 70 oz.	617	4.05
Mountain-200 Black, 46	564	3.19
Mountain-200 Black, 42	543	3.87
Mountain-200 Silver, 38	536	3.17
Mountain-200 Black, 38	528	2.84
Mountain-200 Silver, 46	507	2.37
Mountain-200 Silver, 42	495	3.03
Total	22822	2.43

Monthly Revenue

\$1.43M

Goal: 1.38M (+3.57%)

Monthly Orders

1735

Goal: 1691 (+2.6%)

Monthly Returns

166

Goal: 169 (+1.78%)

Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Select all

Europe

North America

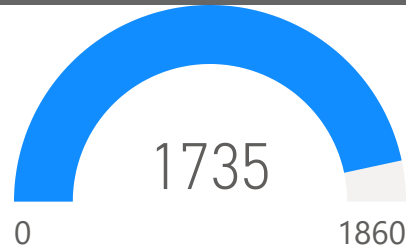
Pacific



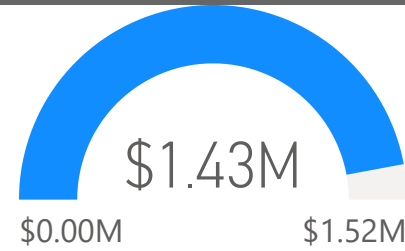


All-Purpose Bike Stand

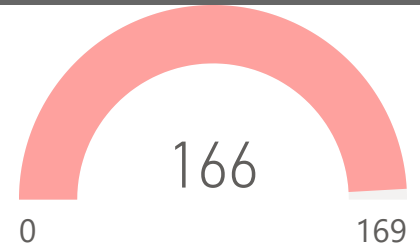
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Returns vs. Prev Month



Price Adjustment (%)



Weekly Profit

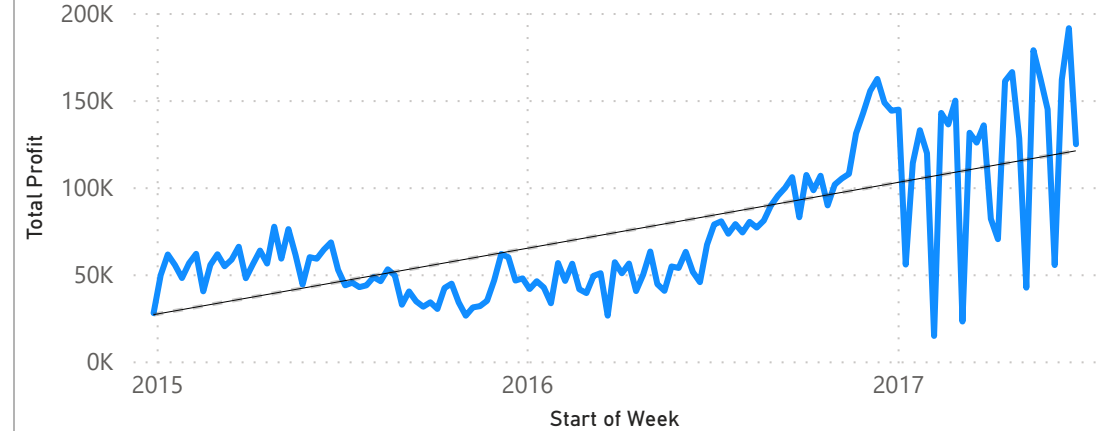


714.44
Avg Retail Price
714.44
Adjusted Price

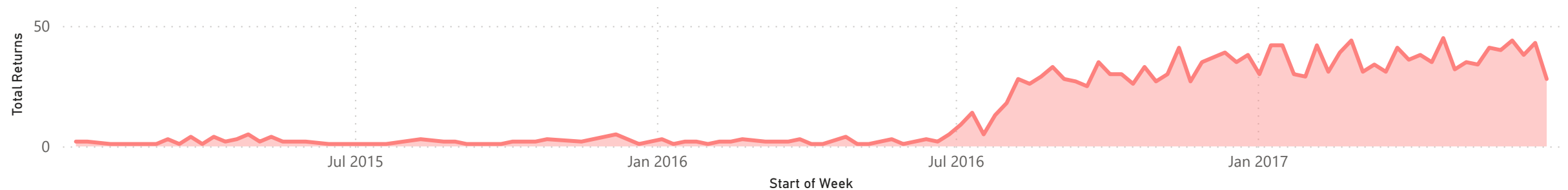
● Total Profit ● Adjusted Profit



Weekly Profit

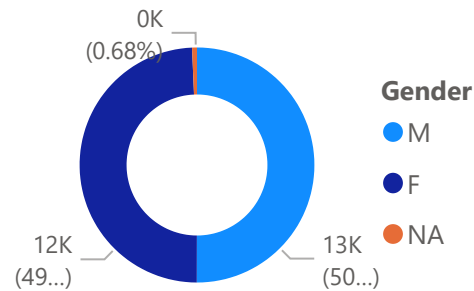


Weekly Return Volume

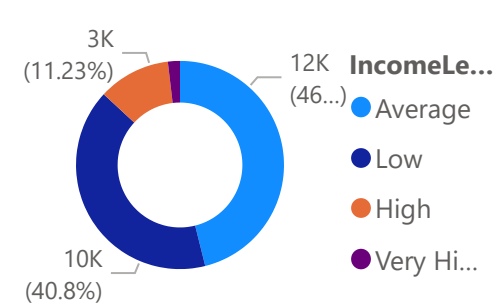


FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Franklin Xu	6	\$10,863.44
Mr. Larry Munoz	7	\$10,852.04
Mrs. Kate Anand	4	\$10,436.51
Mr. Larry Vazquez	4	\$10,394.98
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
Mrs. Nichole Nara	4	\$9,234.66
Mr. Randall Dominguez	4	\$9,210.36
Mrs. Rosa Hu	4	\$9,201.20
Total	25164	\$2,49,14,567.18

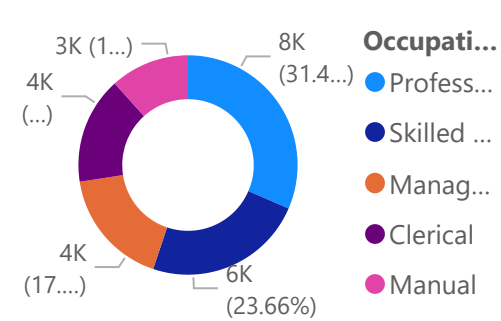
Orders by Gender



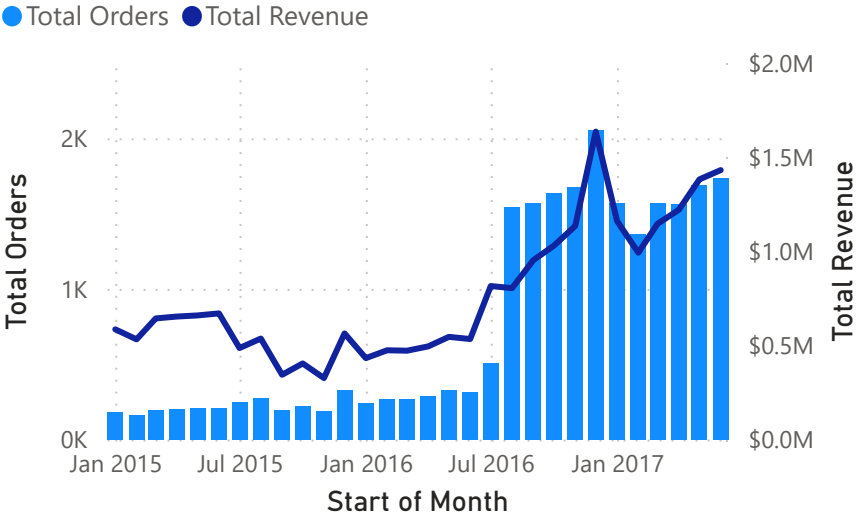
Orders by Income Level



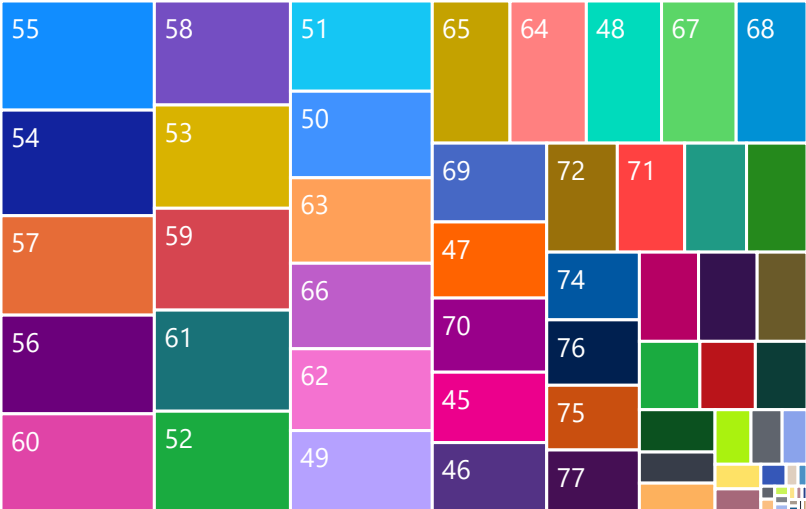
Orders by Occupation



Orders & Revenue by Month



Total Orders by Current Age



Top Customer

Aaron

Customer Orders

25K

Customer Revenue

\$24.91M