



01-01-2016 30-06-2017

#### MONTHLY REVENUE

\$1.83M✓

Goal: 1.77M (+3.31%)

#### MONTHLY RETURNS

166✓

Goal: 169 (+1.78%)

#### MONTHLY ORDERS

2146!

Goal: 2165 (-0.88%)

ProductName	TotalOrders	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%
Mountain-200 Black, 46	528	3.22%
Total	22534	2.14%

#### TOTAL ORDERS BY SUBCATEGORY



#### TOTAL ORDERS BY CATEGORY



#### TOP PRODUCT (ORDERS)

Water Bottle - 30 oz.

#### TOP PRODUCT PROFIT

Mountain-200 Black, 46

Select all

Europe

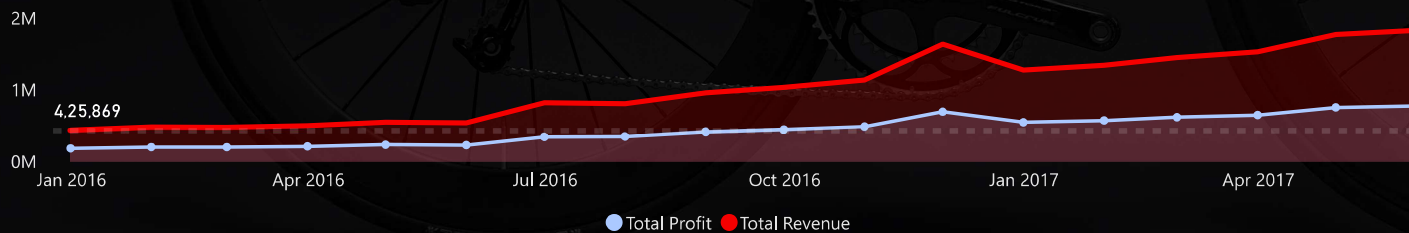
North America

Pacific

VIEW PRODUCT DETAILS



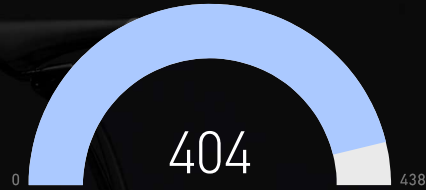
#### TOTAL REVENUE & PROFIT





Water Bottle - 30 oz.

CURRENT MONTH ORDER VS TARGET



CURRENT MONTH REVENUE VS TARGET



CURRENT MONTH RETURN VS PREV RETURN



PRICE ADJUST



WEEKLY PROFIT

Adjusted Profit Total Profit



WEEKLY PROFIT

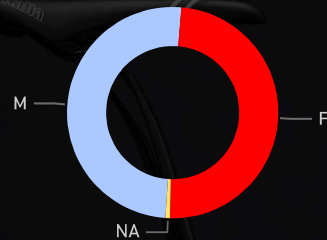


WEEKLY RETURN VOLUME

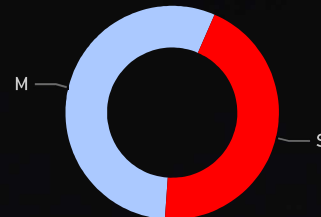




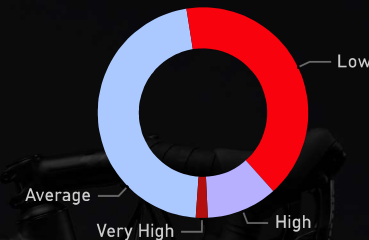
TOTAL ORDERS BY GENDER



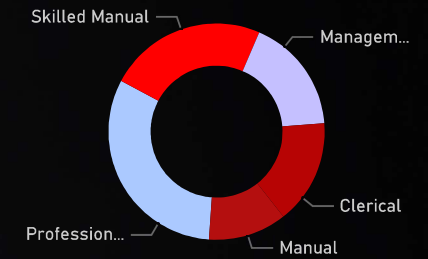
TOTAL ORDERS BY MARITAL STATUS



TOTAL ORDERS BY INCOME LEVEL



TOTAL ORDERS BY OCCUPATION



FullName	TotalOrders	Total Revenue
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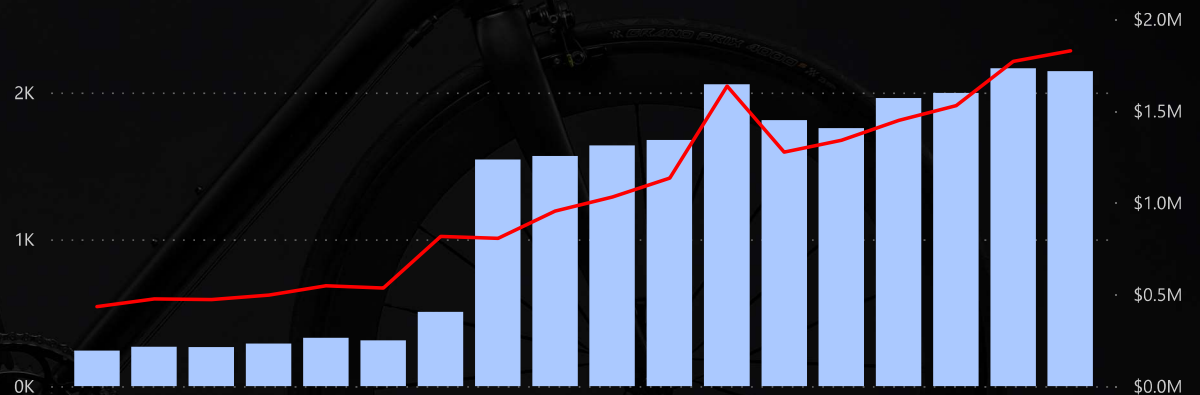
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Larry Munoz	7	\$10,852.04
Mrs. Ariana Gray	6	\$10,391.42
Mr. Marco Lopez	6	\$10,289.68
Mr. Franklin Xu	5	\$10,164.34
Mrs. Margaret He	4	\$9,266.74
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
Total	353	\$7,51,130.39

ORDERS BY AGE GROUP

Current_Age	TotalOrders
55	928
54	855
57	851
56	849
60	809
58	787
59	783
61	763
52	741
53	729
51	683
63	671
66	668
50	653
62	625
49	612
65	595
48	589
64	589
67	565
68	537
47	495
Total	22534

TOTAL ORDERS AND REVENUE

● TotalOrders ● Total Revenue



FIRST CUSTOMER

Mr. Maurice Shan

TOTAL ORDERS

6

TOTAL REVENUE

\$12.41K

EXECUTIVE SUMMARY

