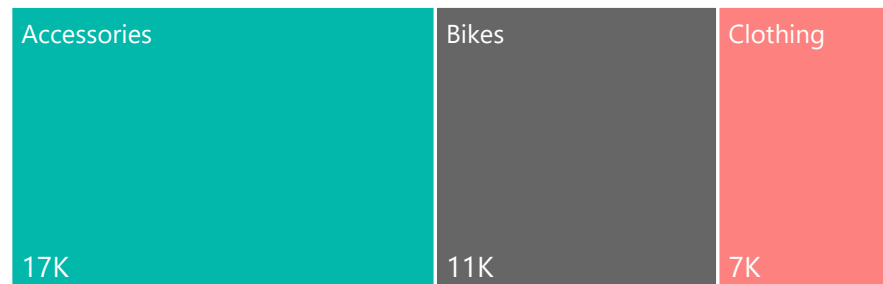




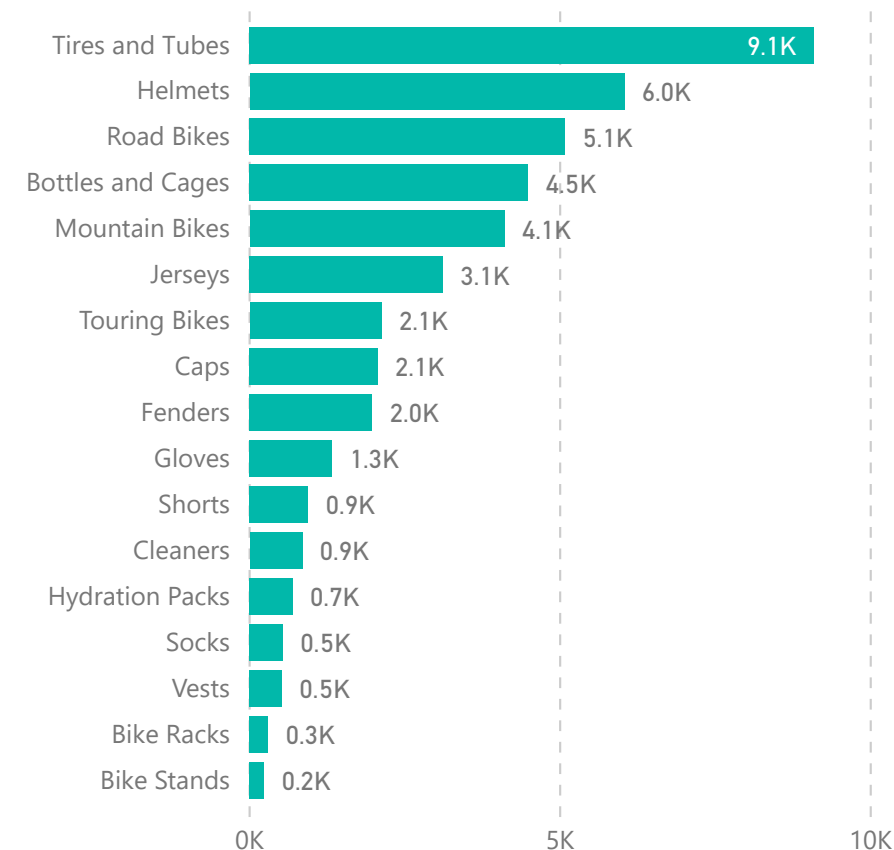
1/1/2016

6/30/2017

Total Orders by Category



Total Orders 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](#)



Monthly Revenue

\$1.83M✓

Goal: 1.77M (+3.31%)

Monthly Orders

2,146!

Goal: 2165 (-0.88%)

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





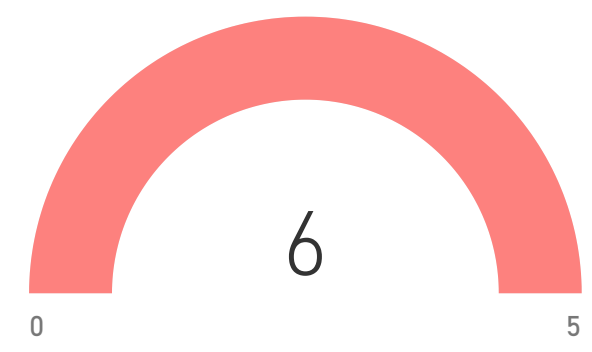
Current Month Orders vs Target



Current Month Revenue vs Target



Current Month Returns vs Prev Month



AWC Logo Cap

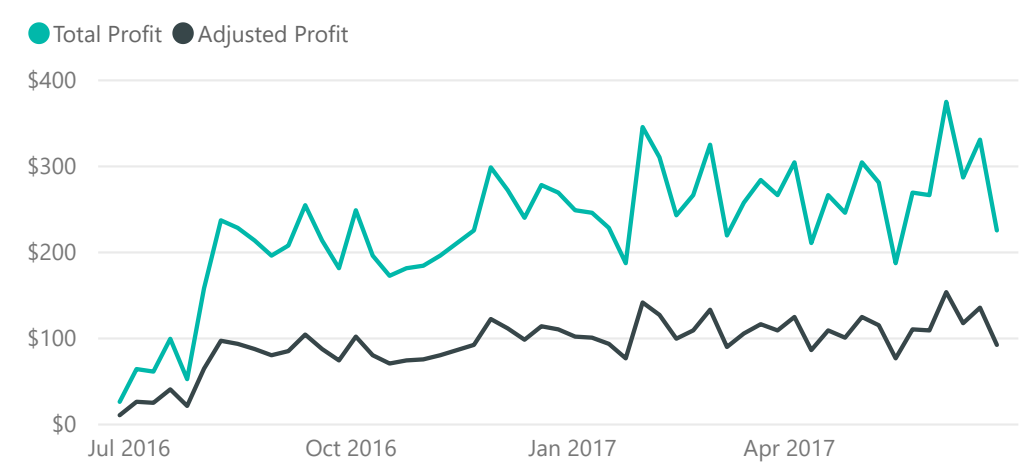
Price Adjustment(%)

-0.20

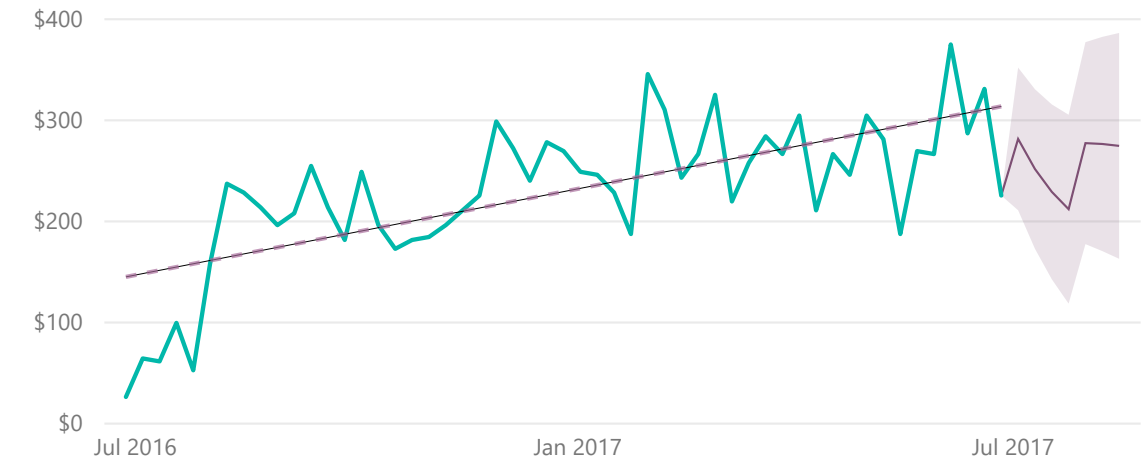
\$8.64
Avg Retail Price

\$6.91
Adjusted Price

Weekly & Adjusted Profits



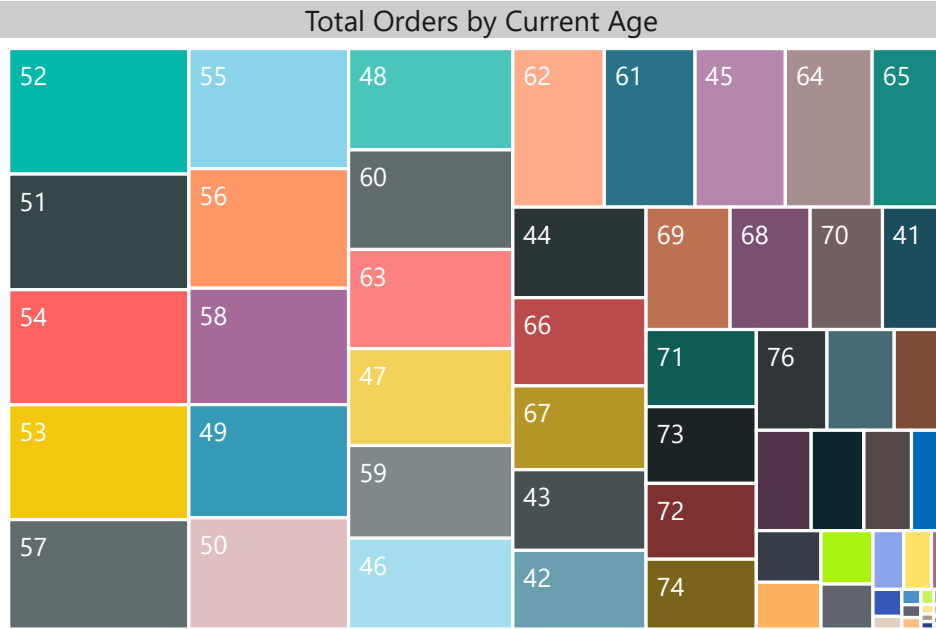
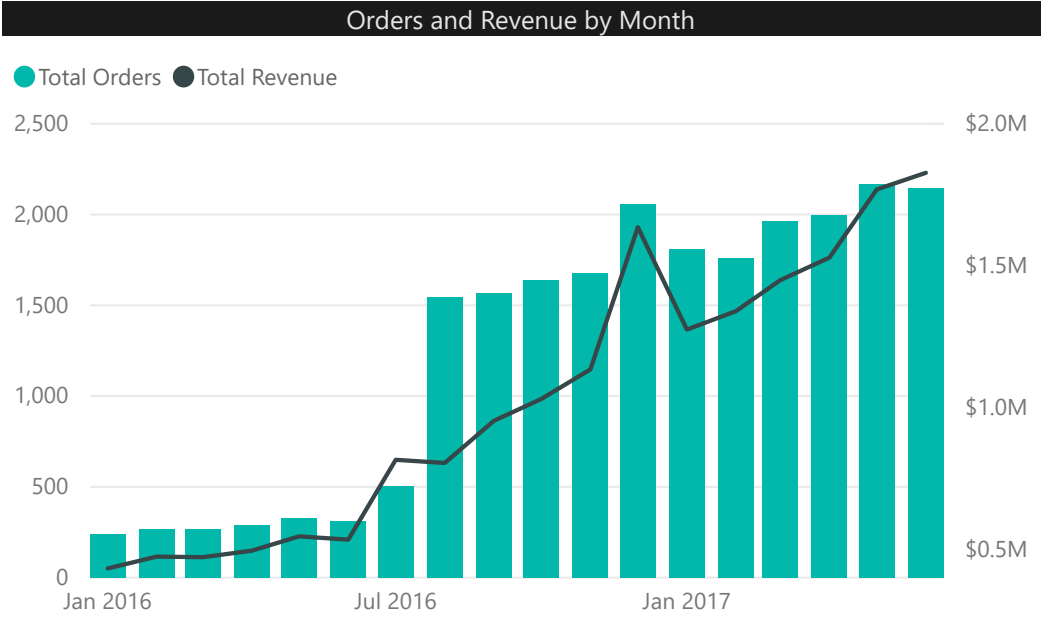
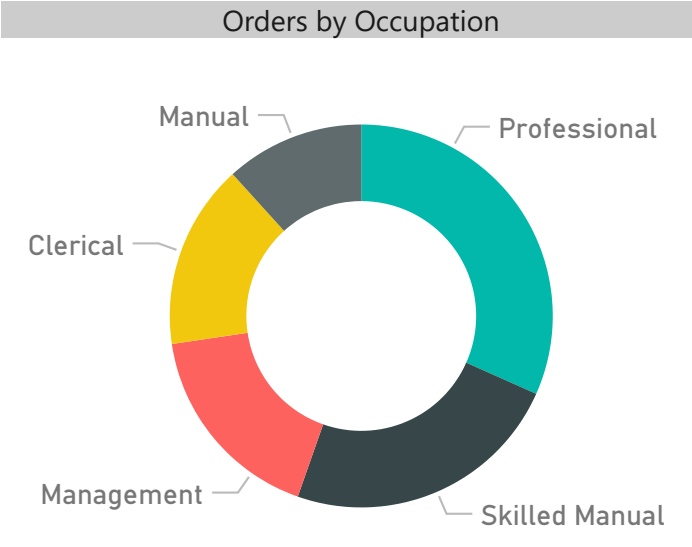
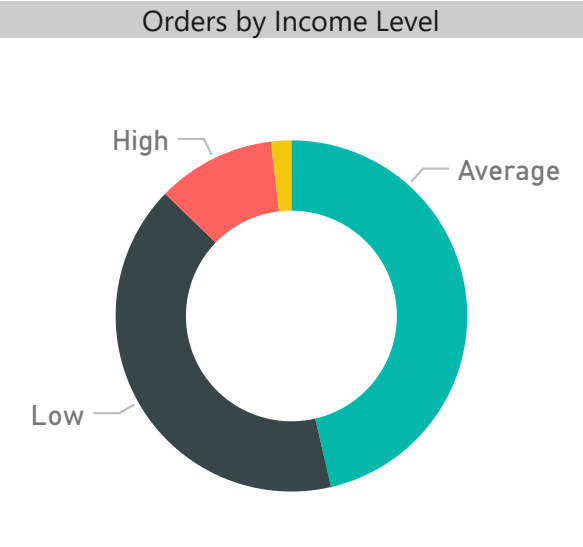
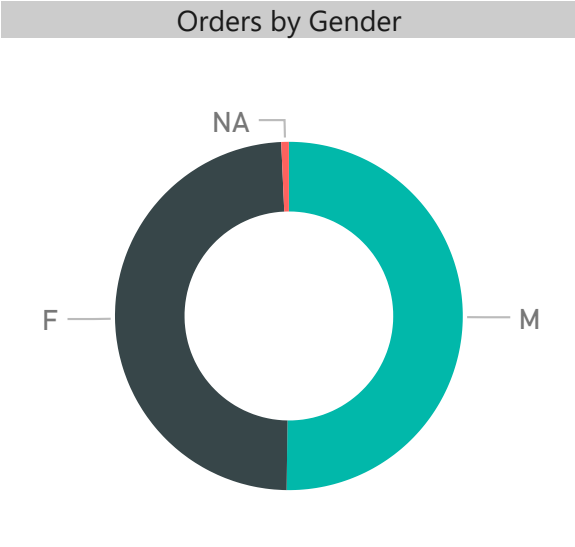
Weekly Profit



Weekly Returns



| 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 |
| Total | 353 | \$751,130.39 |



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary →