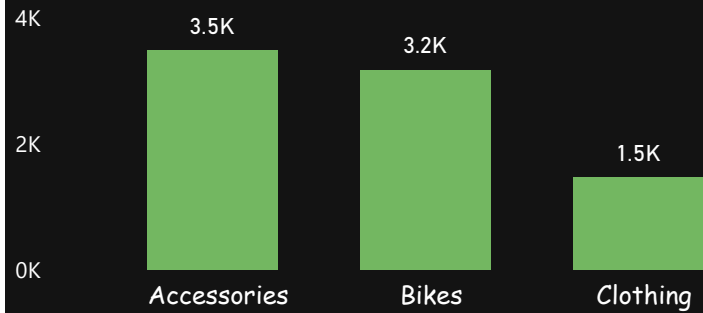




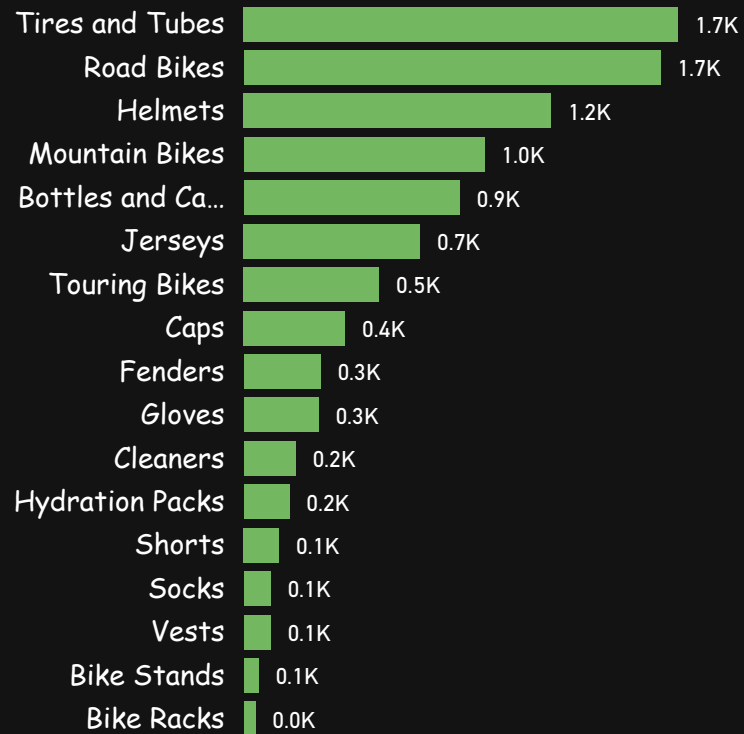
01/01/2016

30/06/2017

Total Orders by Category



Total Orders by Subcategory



ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	752	2.43%
Patch Kit/8 Patches	627	1.74%
Road Bottle Cage	496	1.54%
Mountain Tire Tube	484	1.13%
Road Tire Tube	475	1.16%
Sport-100 Helmet, Red	430	4.19%
AWC Logo Cap	405	0.98%
Sport-100 Helmet, Blue	405	2.47%
Sport-100 Helmet, Black	394	1.52%
Fender Set - Mountain	307	1.30%
ML Road Tire	270	1.31%
Mountain Bottle Cage	261	1.92%
HL Mountain Tire	232	4.31%
Bike Wash - Dissolver	207	1.89%
LL Mountain Tire	199	2.35%
Hydration Pack - 70 oz.	182	5.49%
ML Mountain Tire	182	1.07%
Touring Tire Tube	181	2.20%
LL Road Tire	178	2.23%
HL Road Tire	162	3.09%
Short-Sleeve Classic Jersey, XL	146	0.68%
Mountain-200 Silver, 38	144	2.78%
Short-Sleeve Classic Jersey, M	136	5.88%
Short-Sleeve Classic Jersey, S	136	6.62%
Mountain-200 Black, 42	135	4.44%
Mountain-200 Black, 38	130	3.08%
Mountain-200 Silver, 42	128	3.91%
Mountain-200 Black, 46	126	3.97%
Mountain-200 Silver, 46	122	0.82%
Short-Sleeve Classic Jersey, L	119	0.84%
Total	5212	2.18%

Total Revenue and Prev Month Revenue by Start of ...

\$451.08K✓
Goal: 408.01K (+10.56%)

Monthly Profit

0.48K✓
Goal: 0.47K (+2.79%)

Monthly Returns

43✓
Goal: 38 (+13.16%)

Most Selling Product

Water Bottle - 30 oz.

Best Revenue Generating Product

Mountain-200 Silver, 38

Pacific

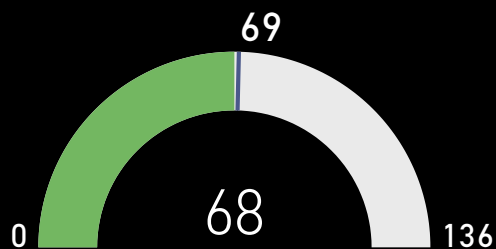




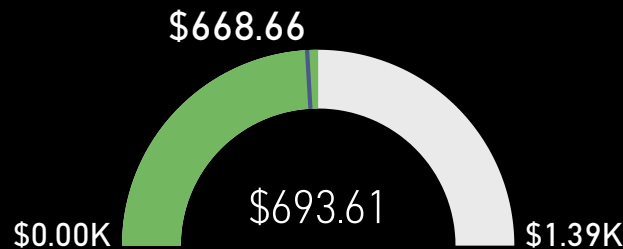
Product Name

Water Bottle -
30 oz.

Total Orders Vs Target



Total Revenue Vs Target



Total Returns Vs Previous Month

