



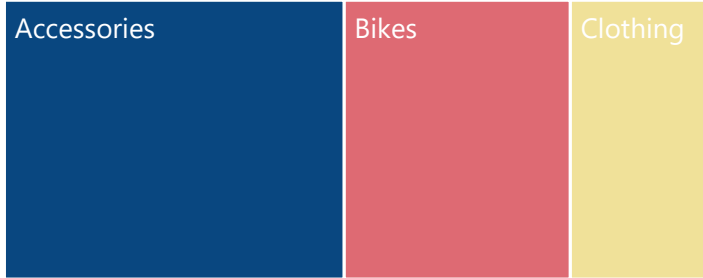
1/1/2016



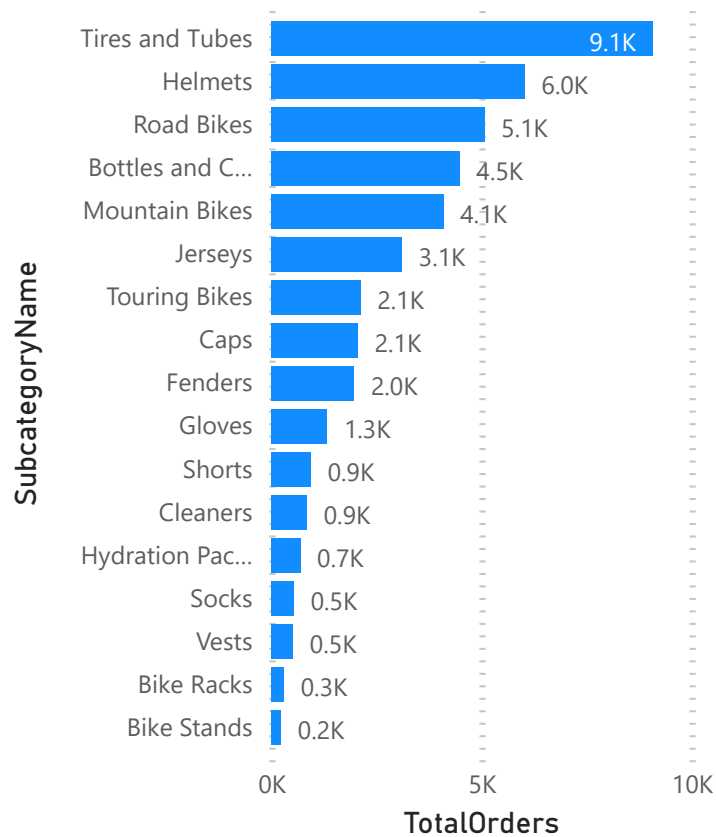
6/30/2017



## Total Orders by Category



## Total Orders by Sub-category



| ProductName                 | TotalOrders | ReturnRate |
|-----------------------------|-------------|------------|
| All-Purpose Bike Stand      | 234         | 3.42%      |
| AWC Logo Cap                | 2,062       | 1.11%      |
| Bike Wash - Dissolver       | 850         | 1.47%      |
| Classic Vest, L             | 182         | 2.20%      |
| Classic Vest, M             | 182         | 3.85%      |
| Classic Vest, S             | 157         | 5.10%      |
| Fender Set - Mountain       | 1,975       | 1.36%      |
| Half-Finger Gloves, L       | 414         | 2.14%      |
| Half-Finger Gloves, M       | 465         | 1.74%      |
| Half-Finger Gloves, S       | 453         | 1.69%      |
| Hitch Rack - 4-Bike         | 302         | 2.65%      |
| HL Mountain Tire            | 1,305       | 3.75%      |
| HL Road Tire                | 795         | 3.52%      |
| Hydration Pack - 70 oz.     | 695         | 3.60%      |
| LL Mountain Tire            | 788         | 2.50%      |
| LL Road Tire                | 957         | 2.26%      |
| Long-Sleeve Logo Jersey, L  | 424         | 3.54%      |
| Long-Sleeve Logo Jersey, M  | 408         | 3.68%      |
| Long-Sleeve Logo Jersey, S  | 392         | 3.06%      |
| Long-Sleeve Logo Jersey, XL | 381         | 2.62%      |
| ML Mountain Tire            | 1,059       | 1.32%      |
| ML Road Tire                | 868         | 1.51%      |
| Mountain Bottle Cage        | 1,896       | 2.02%      |
| Mountain Tire Tube          | 2,846       | 1.64%      |
| Mountain-200 Black, 38      | 519         | 2.89%      |
| Mountain-200 Black, 42      | 524         | 3.63%      |
| Total                       | 22,534      | 2.14%      |



View Product Detail

## Monthly Revenue

\$1,826,985✓

Goal: 2.38K (+76615.72%)

## Monthly orders

2,146!

Goal: 2165 (-0.88%)

## Monthly returns

166✓

Goal: 169 (+1.78%)

## Top Product(Orders)

Water Bottle - 30 oz.

## Top Product(Profits)

Mountain-200 Black, 46

Select all

Europe

North America

Pacific



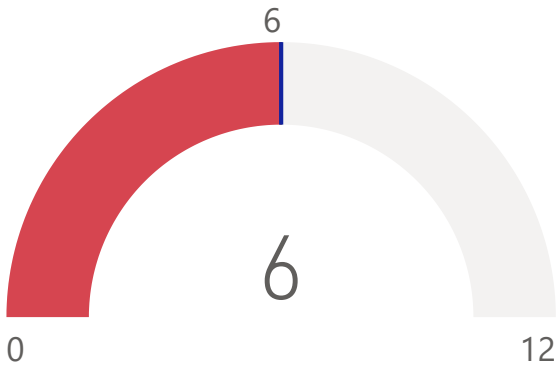


HL Mountain Tire

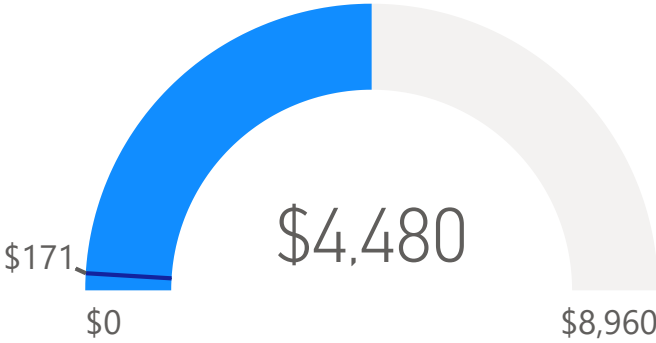
Price Adjustment (%)

\$35  
AvgRetailPrice  
\$35  
Adjusted price

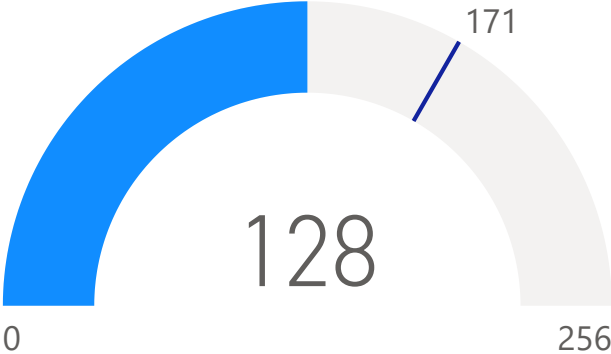
Current Month Returns vs Target



Current Month Revenue vs Target



Current Month Order vs Target

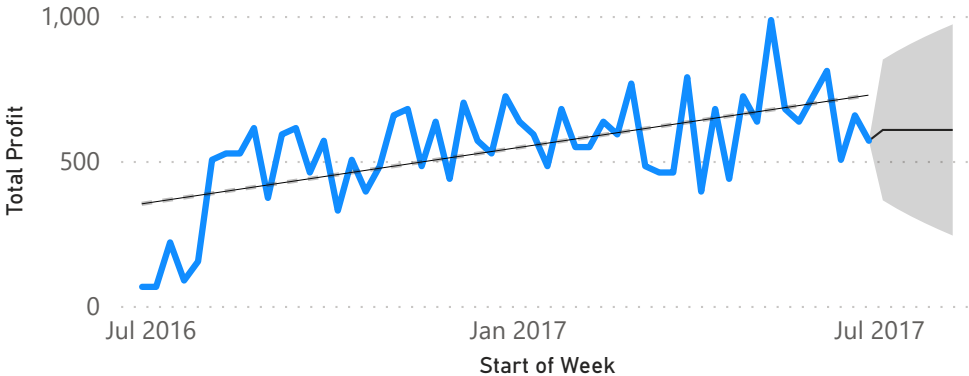


Weekly Profit

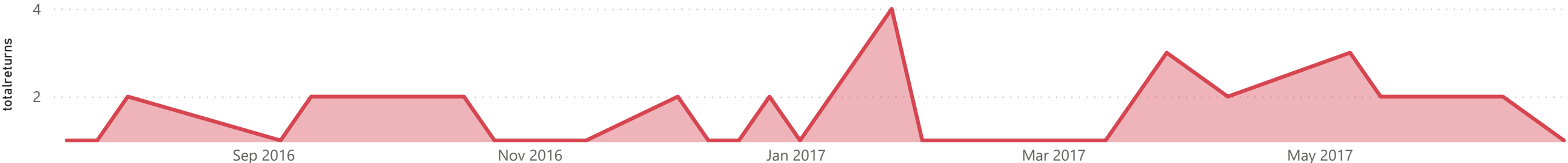
● Total Profit ● Adjusted Profit



Weekly Profit

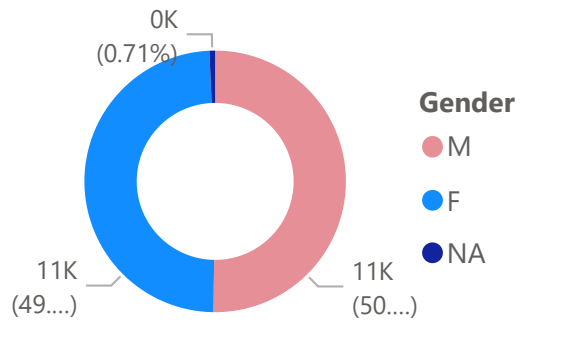


Weekly Returns

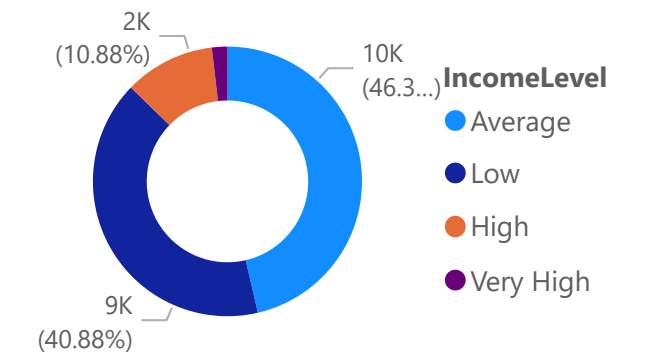


| Full name              | TotalOrders | Total Revenue |
|------------------------|-------------|---------------|
| Mr. Maurice Shan       | 6           | \$12,408      |
| Mrs. Janet Munoz       | 6           | \$12,015      |
| Mrs. Lisa Cai          | 7           | \$11,330      |
| Mrs. Lacey Zheng       | 7           | \$11,086      |
| Mr. Jordan Turner      | 7           | \$11,022      |
| Mr. Larry Munoz        | 7           | \$10,852      |
| Mrs. Ariana Gray       | 6           | \$10,391      |
| Mr. Marco Lopez        | 6           | \$10,290      |
| Mr. Franklin Xu        | 5           | \$10,164      |
| Mrs. Margaret He       | 4           | \$9,267       |
| Mrs. Kaitlyn Henderson | 4           | \$9,259       |
| Mrs. Nichole Nara      | 4           | \$9,235       |
| Mr. Randall Dominguez  | 4           | \$9,210       |
| Mrs. Rosa Hu           | 4           | \$9,201       |
| Adriana Gonzalez       | 4           | \$9,196       |
| Mrs. Dominique Prasad  | 6           | \$9,181       |
| Mrs. Brandi Gill       | 4           | \$9,166       |
| Mr. Brad She           | 4           | \$9,161       |
| Mr. Francisco Sara     | 4           | \$9,126       |
| Mr. Kevin Coleman      | 4           | \$7,751       |
| Mr. Johnathan Suri     | 4           | \$7,721       |
| Mrs. Crystal Zeng      | 4           | \$7,707       |
| Mrs. Felicia Blanco    | 4           | \$7,670       |
| Mrs. Jill Suarez       | 4           | \$7,653       |
| Mr. Preston Raman      | 4           | \$7,599       |
| Mr. Willie Xu          | 4           | \$7,354       |
| Mrs. Abby Subram       | 4           | \$7,308       |
| Mr. Lance Blanco       | 4           | \$7,207       |
| Mrs. Audrey Blanco     | 4           | \$7,139       |
| Mr. Ricky Navarro      | 3           | \$7,120       |
| Mr. Eddie Dominguez    | 3           | \$7,044       |
| Mrs. Molly Madan       | 3           | \$7,043       |
| Mr. Jarrod Mehta       | 3           | \$7,038       |
| Ms. Susan Zhou         | 3           | \$7,028       |
| Mr. Brent Zhang        | 3           | \$7,019       |
| Total                  | 353         | \$751,130     |

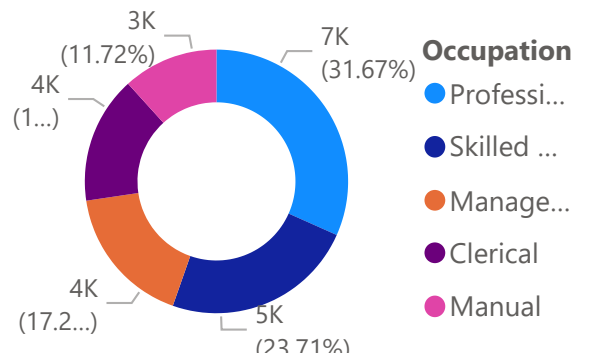
Orders by Gender



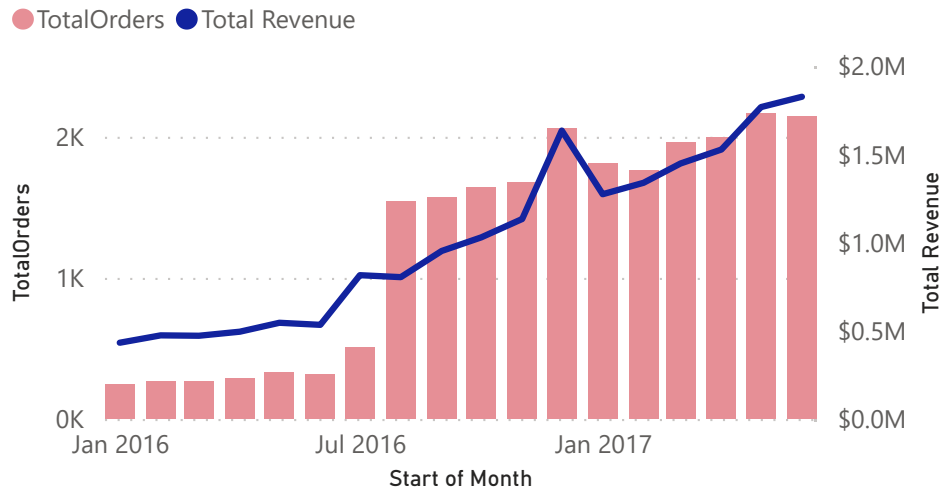
Orders by Income Level



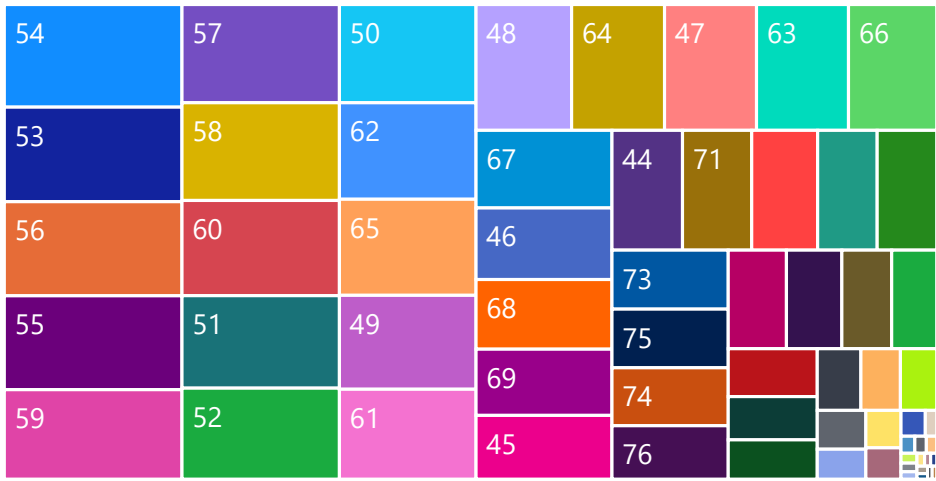
Orders by Occupation



Orders & Revenue by Month



TotalOrders by CurrentAge



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12K

Executive Summary →

TotalOrders by OrderQuantity

