



01-01-2015



30-06-2017



Europe

North America

Pacific

Total Orders by Category

Accessories

Bikes

Clothing

17K

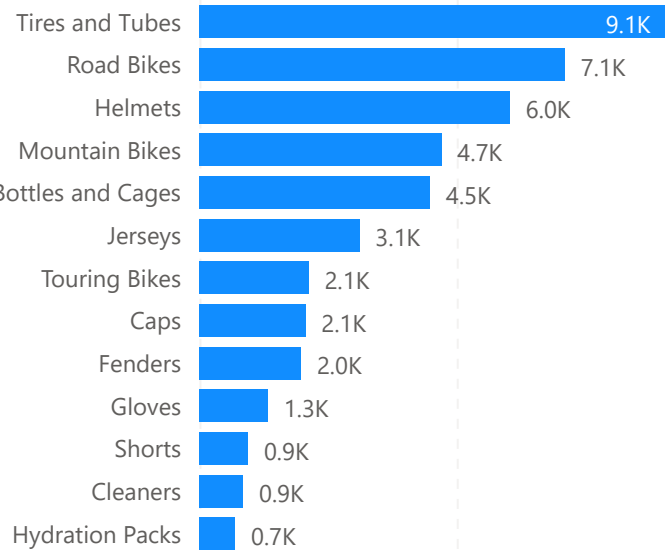
14K

7K

Total Orders by Sub-Category

Total Revenue \$0.01M \$11.29M

SubcategoryName



0K

5K

10K

Total Order

ProductName

Total Order

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	606	2.97%
Mountain-200 Black, 42	602	3.49%
Mountain-200 Silver, 38	586	2.90%
Mountain-200 Silver, 46	571	2.10%
Mountain-200 Black, 38	569	2.64%
Mountain-200 Silver, 42	547	2.74%

Total

25164

2.17%

Monthly Revenue

\$1.83M

Goal: 1.77M (+3.31%)

Monthly Orders

2146!

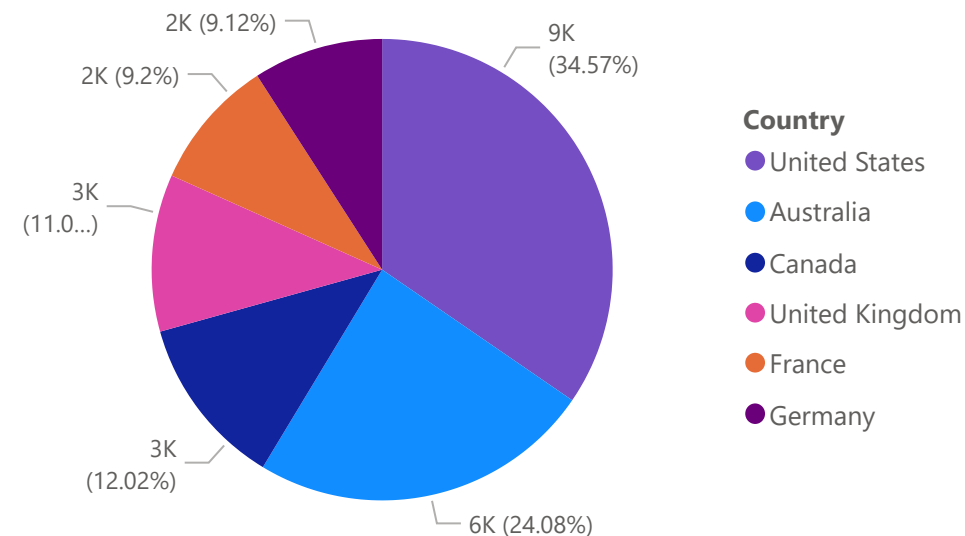
Goal: 2,165 (-0.88%)

Monthly Returns

166!

Goal: 169 (-1.78%)

Total Orders by Country





Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Return vs. Prev. Month Return



Price Adjustment (%)

0.30

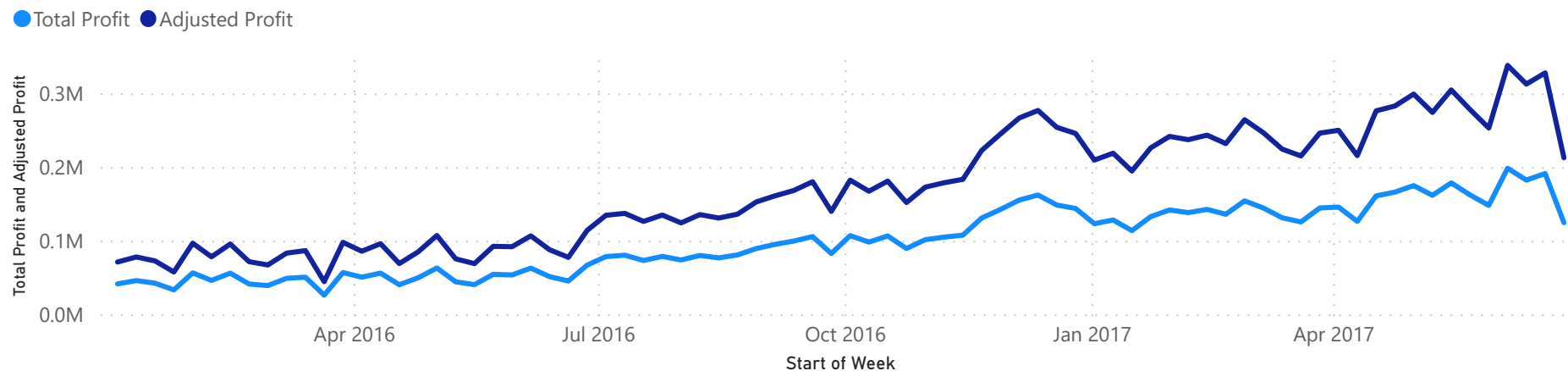
\$714.44

Average Retail ...

\$928.77

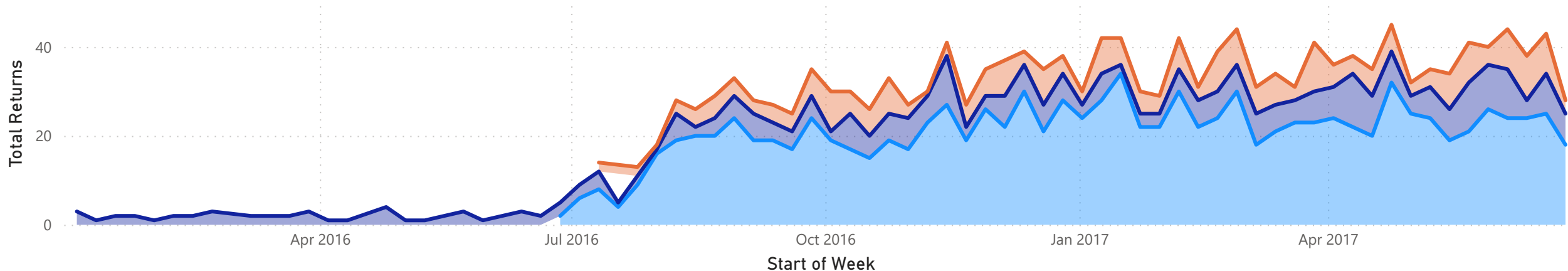
Adjusted Price

Total Profit vs. Adjusted Profit



Weekly Returns

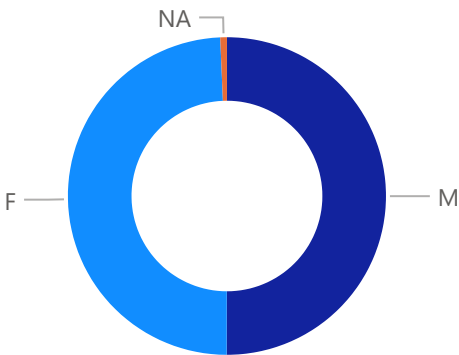
CategoryName Accessories Bikes Clothing



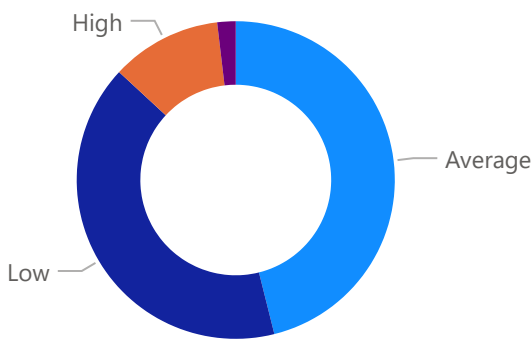


Full Name	Total Order	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Franklin Xu	6	\$10,863.44
Mr. Larry Munoz	7	\$10,852.04
Mrs. Kate Anand	4	\$10,436.51
Mr. Larry Vazquez	4	\$10,394.98
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
Total	373	\$8,85,306.56

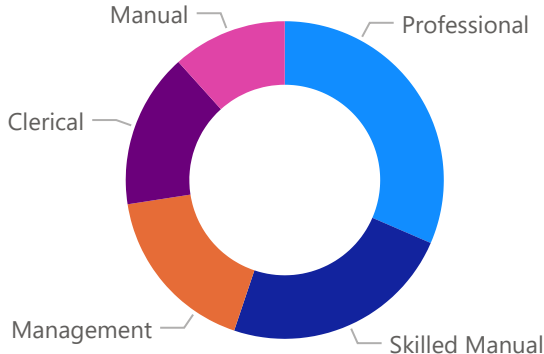
Orders by Gender



Orders by Income Level



Orders by Occupation



Total Orders and Revenue Month

