

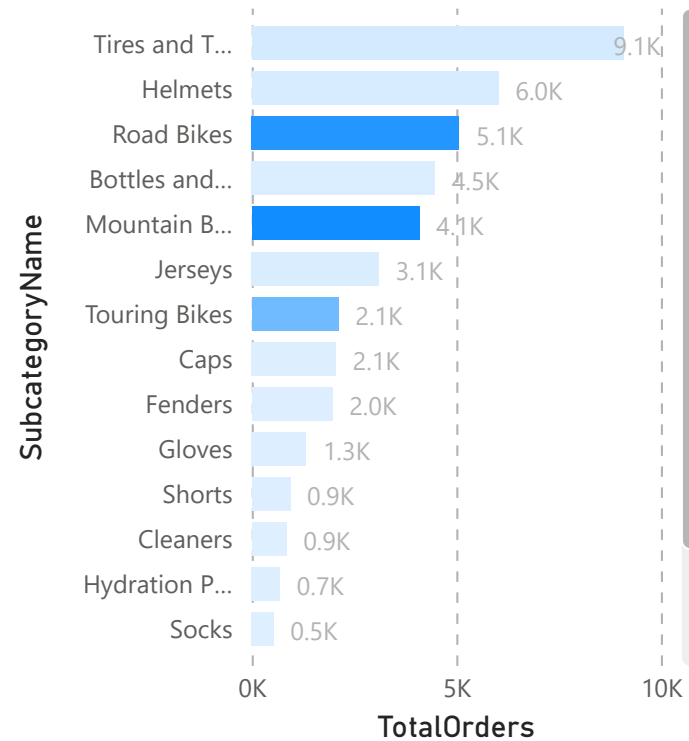


### Total Orders by Category



### Total Orders by Subcategory

TotalRevenue \$0.01M \$7.05M



1/1/2016



6/30/2017



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%
Total	22,534	2.14%

View Product Detail



### Monthlt 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

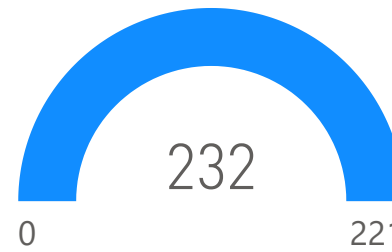
Pacific



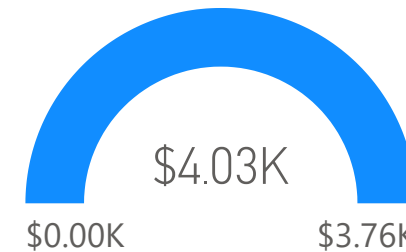


## AWC Logo Cap

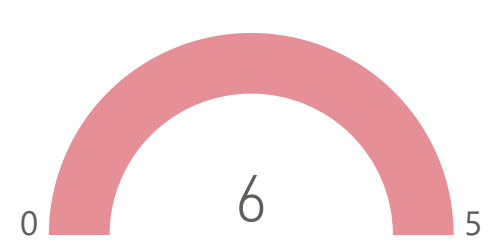
Current Month Orders vs Target



Current Month Revenue vs Target



Current Month Returns vs Prev. Month



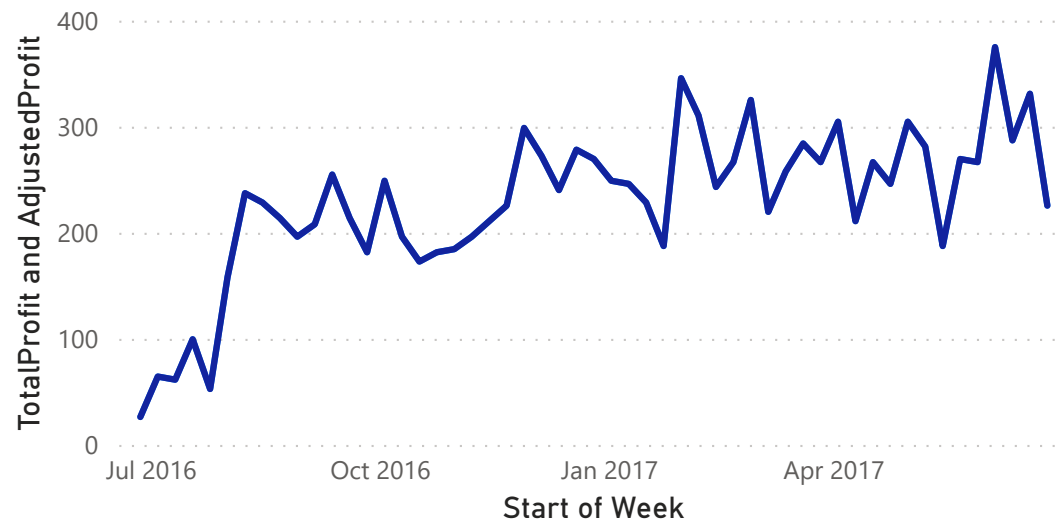
### Price Adjustments



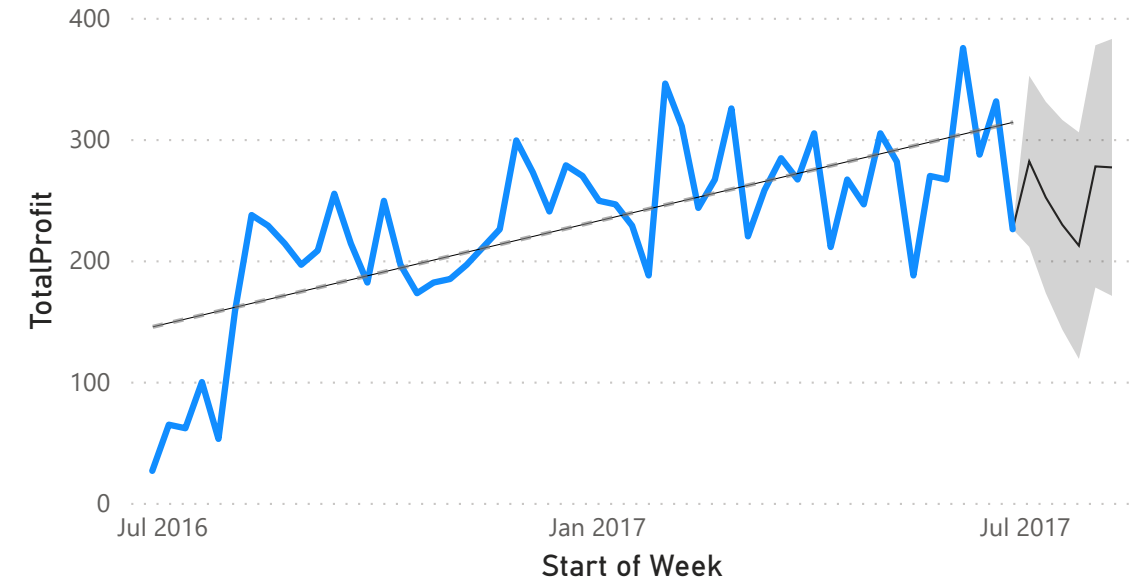
\$8.64  
AvgRetailPrice  
\$8.64  
Adjusted Price

### Weekly Profits

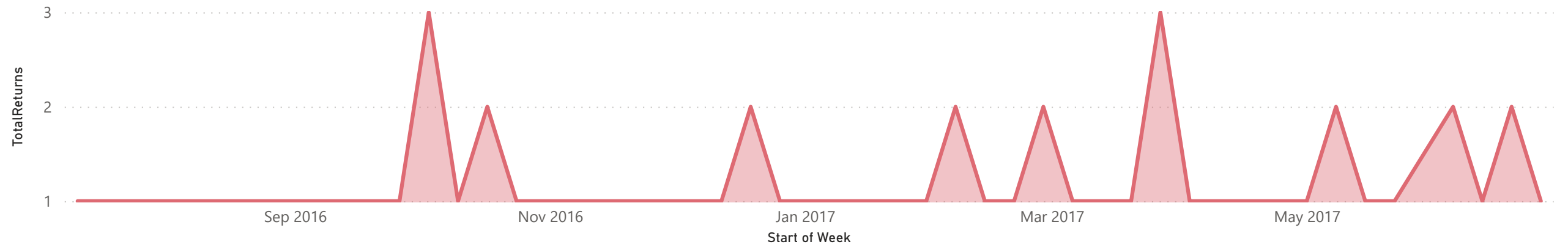
TotalProfit AdjustedProfit



### Weekly Profits

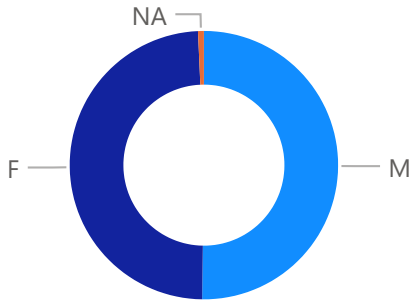


### Weekly Return Volume

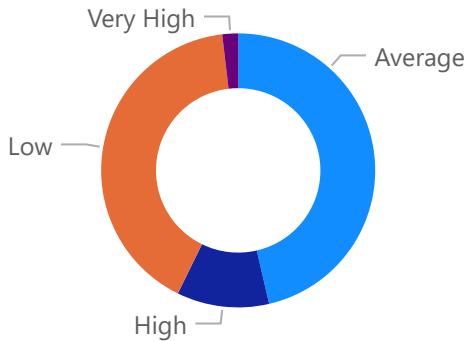


FullName	TotalOrders	TotalRevenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Larry Munoz	7	\$10,852.04
Mrs. Ariana Gray	6	\$10,391.42
Mr. Marco Lopez	6	\$10,289.68
Mr. Franklin Xu	5	\$10,164.34
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
Total	22,534	\$18,509,633.20

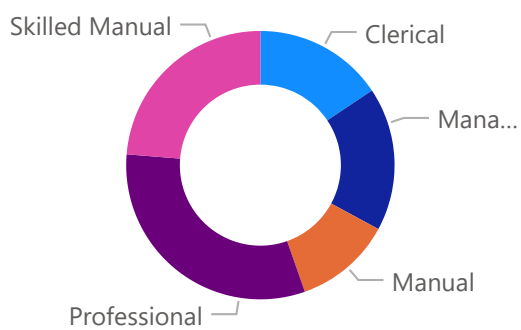
Orders by Gender



Orders by Income Level

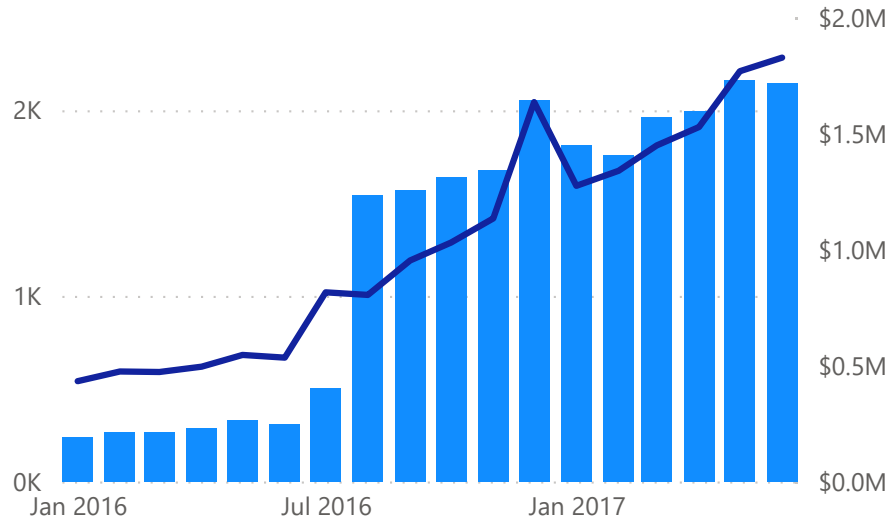


Orders by Occupation

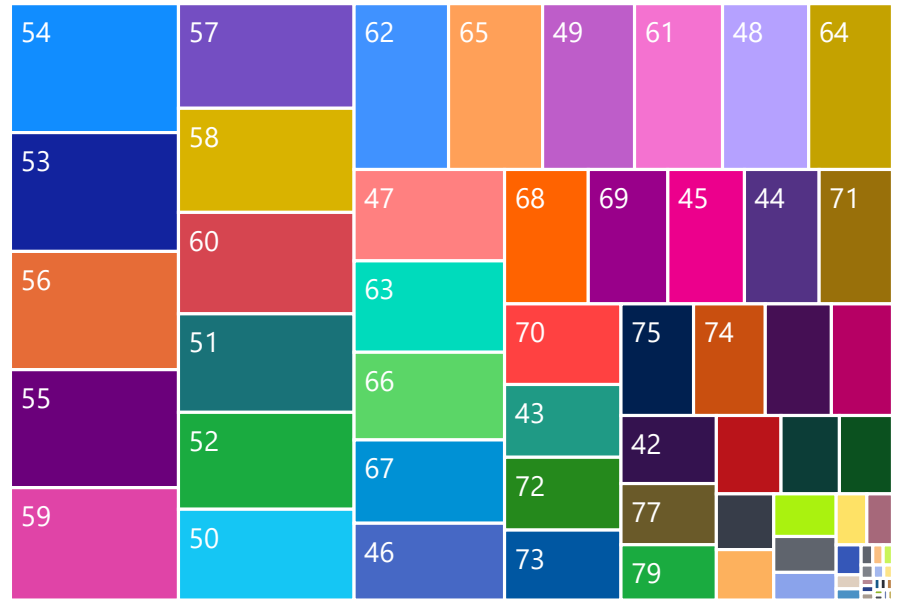


Orders and Revenue by Month

TotalOrders TotalRevenue



TotalOrders by Current Age



Top Customer by Revenue

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary →