



1/1/2016



6/30/2017



Monthly Revenue

\$1.83M ✓

Goal: 1.77M (+3.31%)

Monthly Orders

2146!

Goal: 2165 (-0.88%)

Monthly Returns

166 ✓

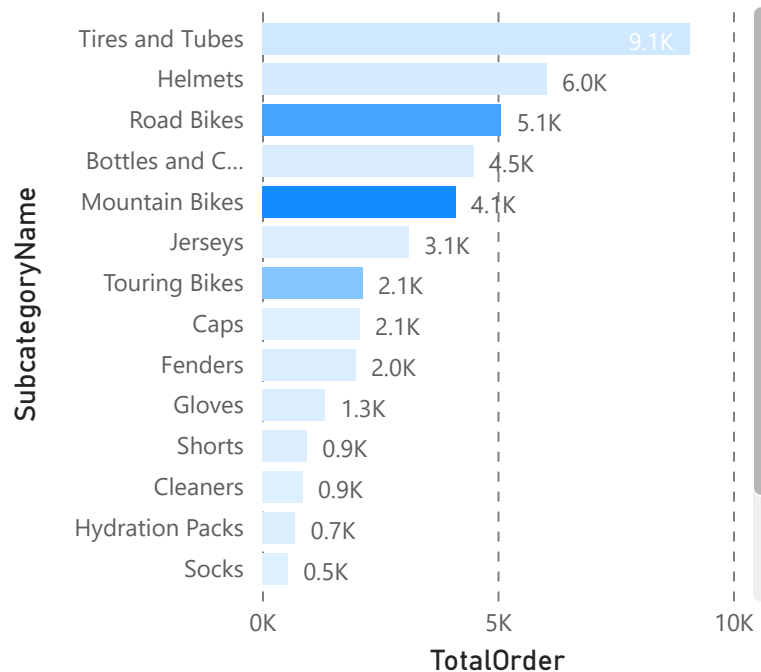
Goal: 169 (+1.78%)

Total Orders by Category



Total Orders by Sub-Category

TotalProfit 0.01M 3.24M



CategoryName

TotalOrder

ReturnRate

Accessories	16983	1.95%
Tires and Tubes	9084	1.79%
Patch Kit/8 Patches	2952	1.61%
Mountain Tire Tube	2846	1.64%
Road Tire Tube	2173	1.55%
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%
HL Road Tire	795	3.52%
LL Mountain Tire	788	2.50%
Helmets	6034	3.12%
Sport-100 Helmet, Red	2099	3.33%
Sport-100 Helmet, Blue	1995	3.31%
Sport-100 Helmet, Black	1940	2.68%
Bottles and Cages	4485	1.91%
Water Bottle - 30 oz.	3983	1.95%
Mountain Bottle Cage	1896	2.02%
Road Bottle Cage	1668	1.68%
Fenders	1975	1.36%
Fender Set - Mountain	1975	1.36%
Cleaners	850	1.47%
Bike Wash - Dissolver	850	1.47%
Total	22534	2.14%

View Product Details



Top Product (Order)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Select all

Europe

North America

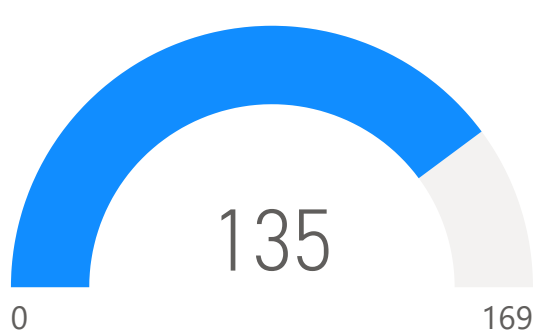
Pacific





Touring Tire Tube

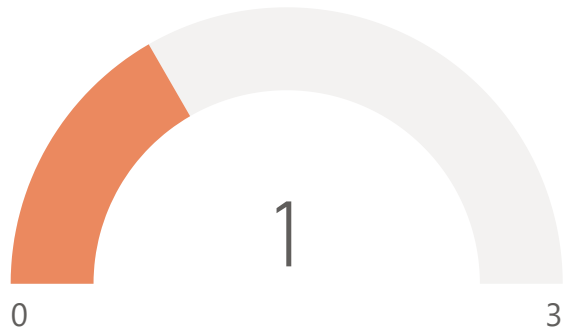
Current Month Order vs Target



Current Month Revenue vs Target

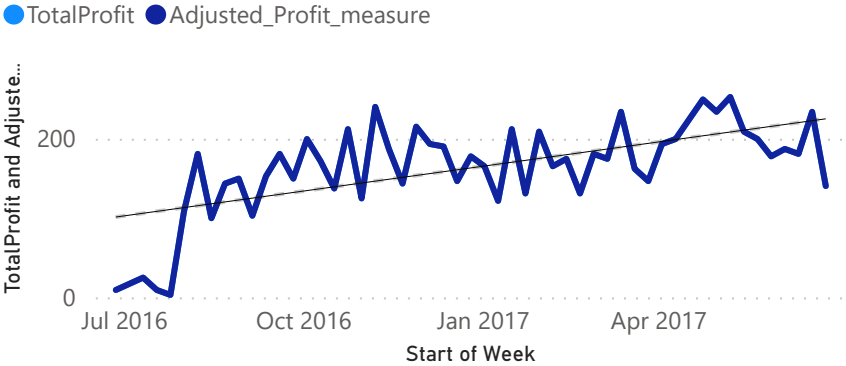


Current Month Returns vs Previous

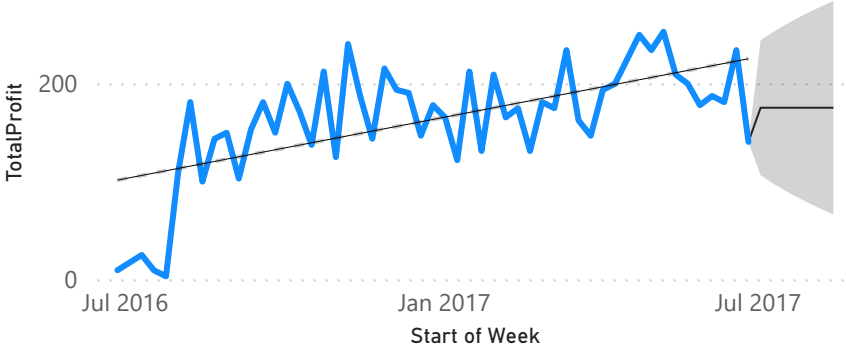


Weekly Profit

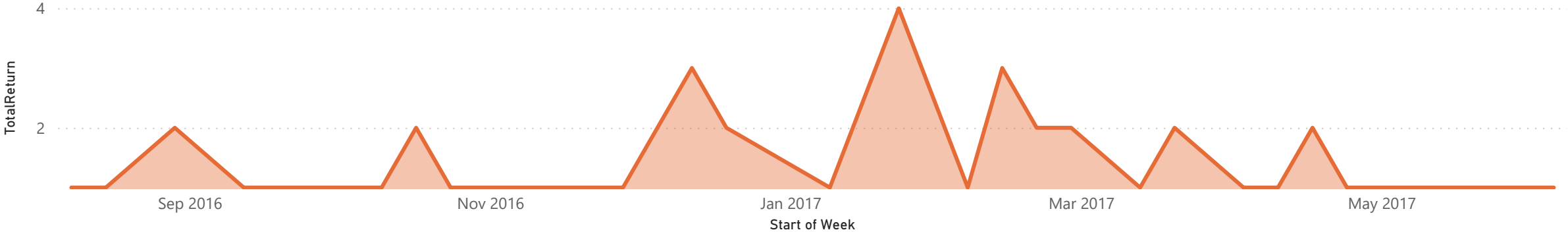
Price Adjustment (%) Parameter



Weekly Profit

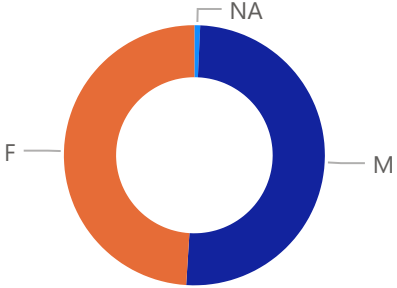


Weekly Retutn Volume

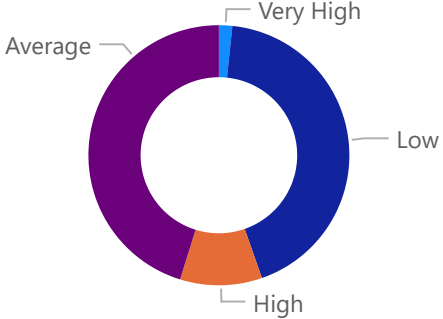


FullName	TotalOrder	TotalRevenue_measure
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Franklin Xu	6	\$10,863.44
Mr. Larry Munoz	7	\$10,852.04
Mrs. Kate Anand	4	\$10,436.51
Mr. Larry Vazquez	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
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
Total	25164	\$24,914,567.18

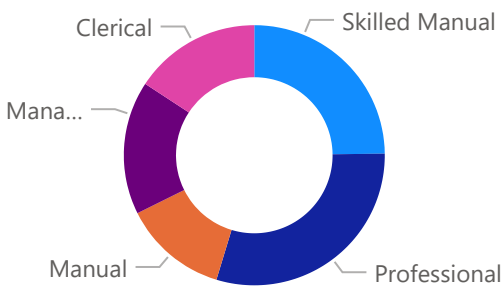
Customer Gender



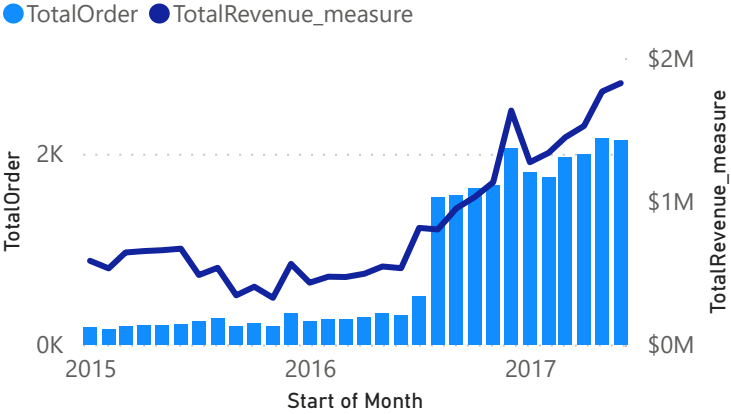
Customer Income Level



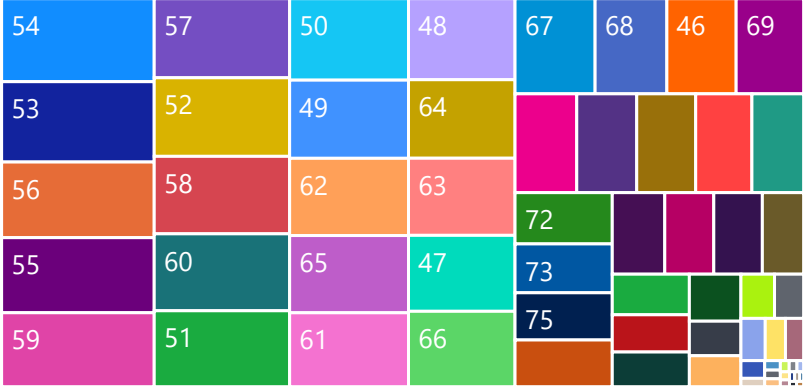
Customer Gender



TotalOrder and TotalRevenue_measure by Start of Month



TotalOrder by Current Age



Top Customer

Mr. Maurice Sh...

Customer Order

6

Customer Revenue

\$12.41K