

Full Name	Total Profit
ALEXANDRIA STEWART	618.48
ALISHA SHAN	953.56
BRIANNA WOOD	75.07
EMILY BUTLER	97.61
EMMA WARD	112.64
HAROLD MCDONALD	3,738.29
JASMINE HALL	4,905.79
NICOLAS SHARMA	4,825.42
PEDRO MUÑOZ	860.88
REGINALD MUNOZ	2,894.42
SAVANNAH HALL	28.13
SHAWN DENG	614.85
TAMMY MADAN	295.96
TODD ZENG	1,850.55
MR. AARON HERNANDEZ	172.94
MR. AARON LI	7,965.15
MR. AARON MITCHELL	147.39
MR. ADAM COLLINS	77.55
MR. ADAM LAL	860.88
MR. ADAM LI	24.25
MR. ADAM PERRY	787.05
MR. ADAM ROSS	4,616.51
MR. ADAM WRIGHT	6.25
MR. ADRIAN COOK	222.81
MR. ADRIAN PETERSON	341.44
MR. ADRIAN RAMIREZ	1,406.98
MR. ADRIAN SANCHEZ	37.55
MR. AIDAN GONZALES	618.48
MR. AIDAN JENKINS	37.55
MR. ALAN HU	12.42
MR. ALAN LIU	6.25
MR. ALAN ZENG	618.48
Total	5,75,83,49,225.44

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Total Returns

Year

☐ 2015

☐ 2016

☐ 2017

Month

☐ January

☒ February

☐ March

Opportunity

▲

Loss

Profit

ProductKey	Opportunity Loss
214	1,774.20
215	194.55
220	194.55
223	11.76
226	65.37
229	65.37
232	65.37
Total	31,06,175.07

CategoryName	Dynamic profit/Loss	Total Orders	Bulk order	Average price	Average Price for all	High Range Products	Return Index
Accessories	77,398.85	1367	1082	34.26	714.44		1.93%
Clothing	7,423.09	560	294	50.68	714.44		1.88%
Bikes	6,16,477.33	1106		1,541.38	714.44	911	2.62%
Components				432.19	714.44		
Total	31,06,175.07	2051	1221	714.44	714.44	911	2.03%

ModelName	CategoryName	Total Orders	Return Index	Total Profit	Profit of previous month	Target Profit for next month	Dynamic profit/Loss	YTD
All-Purpose Bike Stand	Accessories	13		16,821.25	43,894.49	48,283.94		
Bike Wash	Accessories	77	1.29%	59,396.91	77,512.10	85,263.31	19.91	
Classic Vest	Clothing	41		66,821.43	84,113.12	92,524.43		
Cycling Cap	Clothing	170	0.57%	1,74,370.87	1,76,428.17	1,94,070.99	11.76	
Fender Set - Mountain	Accessories	145	1.37%	5,84,572.36	8,06,829.56	8,87,512.52	220.15	
Half-Finger Gloves	Clothing	113	0.88%	3,54,868.76	3,70,709.26	4,07,780.19	55.34	
Hitch Rack - 4-Bike	Accessories	25		46,950.00	27,118.32	29,830.15		
HL Mountain Tire	Accessories	106	2.83%	2,46,180.76	2,41,557.75	2,65,713.53	197.19	
HL Road Tire	Accessories	56	3.57%	63,998.23	1,24,159.84	1,36,575.82	81.63	
Hydration Pack	Accessories	60		1,23,925.32	1,23,925.32	1,36,317.85		
LL Mountain Tire	Accessories	65	1.61%	1,26,088.22	1,55,498.38	1,71,048.22	62.57	
LL Road Tire	Accessories	76	2.03%	1,51,315.97	1,90,974.53	2,10,071.98	121.07	
Long-Sleeve Logo Jersey	Clothing	125	5.60%	2,55,357.81	3,57,974.88	3,93,772.37	800.80	
ML Mountain Tire	Accessories	94	1.63%	3,24,709.92	2,97,375.41	3,27,112.95	168.96	
ML Road Tire	Accessories	82	1.75%	2,19,355.96	1,46,737.91	1,61,411.70	140.79	
Mountain Bottle Cage	Accessories	146	1.66%	2,74,825.10	4,04,095.33	4,44,504.87	156.34	
Mountain Tire Tube	Accessories	240	1.65%	3,62,848.99	3,92,024.35	4,31,226.78	199.92	
Mountain-100	Bikes	10		1,48,345.96	10,02,363.59	11,02,599.94		
Mountain-200	Bikes	286	1.40%	7,75,33,367.11	7,17,23,299.59	7,88,95,629.55	15,133.71	
Mountain-400-W	Bikes	46	2.17%	7,39,989.75	4,53,226.23	4,98,548.86	349.71	
Mountain-500	Bikes	33	3.03%	2,73,250.85	4,85,612.64	5,34,173.91	245.41	
Patch kit	Accessories	254	1.15%	1,89,336.68	1,72,788.36	1,90,067.19	51.61	
Racing Socks	Clothing	44	2.25%	22,038.07	21,779.20	23,957.12	22.51	
Road Bottle Cage	Accessories	138	1.11%	2,09,688.10	2,72,155.57	2,99,371.13	50.65	
Road Tire Tube	Accessories	174	1.76%	1,47,763.93	2,20,277.16	2,42,304.87	89.92	
Road-150	Bikes	103	3.88%	1,49,26,606.26	1,49,26,606.26	1,64,19,266.89	22,511.61	
Road-250	Bikes	135	3.70%	1,60,07,620.38	1,99,84,702.77	2,19,83,173.05	22,158.82	
Road-350-W	Bikes	75	4.00%	34,78,950.00	47,89,509.12	52,68,460.03	5,566.32	
Road-550-W	Bikes	96	4.17%	36,38,368.97	53,12,271.36	58,43,498.50	6,316.61	
Road-650	Bikes	63	1.59%	11,34,943.09	16,95,408.82	18,64,949.70	285.95	
Road-750	Bikes	99	3.03%	19,24,332.26	28,74,619.80	31,62,081.78	1,178.04	
Total		2051	2.03%	5,75,83,49,225.44	6,84,19,10,766.68	7,52,61,01,843.35	31,06,175.07	9,9

Year

☐ 2015

☐ 2016

☐ 2017

Month

☐ January

☒ February

☐ March

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Total Returns

Opportunity

Profit

Loss

CategoryName	ModelName	Total Orders	Dynamic Opportunity	Opportunity Loss	Previous month opportunity loss	Target for opportunity loss next month
Accessories	All-Purpose Bike Stand	13	16,821.25		99.53	89.58
Accessories	Bike Wash	77	59,396.91	19.91	19.91	17.92
Clothing	Classic Vest	41	66,821.43		357.76	321.98
Clothing	Cycling Cap	170	1,74,370.87	11.76	26.45	23.81
Accessories	Fender Set - Mountain	145	5,84,572.36	220.15	1,114.52	1,003.07
Clothing	Half-Finger Gloves	113	3,54,868.76	55.34	55.34	49.80
Accessories	Hitch Rack - 4-Bike	25	46,950.00			
Accessories	HL Mountain Tire	106	2,46,180.76	197.19	547.75	492.98
Accessories	HL Road Tire	56	63,998.23	81.63	183.67	165.30
Accessories	Hydration Pack	60	1,23,925.32		309.81	278.83
Accessories	LL Mountain Tire	65	1,26,088.22	62.57	391.09	351.98
Accessories	LL Road Tire	76	1,51,315.97	121.07	53.81	48.43
Clothing	Long-Sleeve Logo Jersey	125	2,55,357.81	800.80	588.34	529.51
Accessories	ML Mountain Tire	94	3,24,709.92	168.96	75.09	67.59
Accessories	ML Road Tire	82	2,19,355.96	140.79	15.64	14.08
Accessories	Mountain Bottle Cage	146	2,74,825.10	156.34	100.06	90.05
Accessories	Mountain Tire Tube	240	3,62,848.99	199.92	449.81	404.83
Bikes	Mountain-100	10	1,48,345.96		1,487.84	1,339.05
Bikes	Mountain-200	286	7,75,33,367.11	15,133.71	1,36,450.03	1,22,805.03
Bikes	Mountain-400-W	46	7,39,989.75	349.71	349.71	314.74
Bikes	Mountain-500	33	2,73,250.85	245.41	1,004.36	903.93
Accessories	Patch kit	254	1,89,336.68	51.61	12.90	11.61
Clothing	Racing Socks	44	22,038.07	22.51	33.77	30.39
Accessories	Road Bottle Cage	138	2,09,688.10	50.65	168.83	151.95
Accessories	Road Tire Tube	174	1,47,763.93	89.92	302.22	272.00
Bikes	Road-150	103	1,49,26,606.26	22,511.61	35,174.40	31,656.96
Bikes	Road-250	135	1,60,07,620.38	22,158.82	13,774.06	12,396.65
Bikes	Road-350-W	75	34,78,950.00	5,566.32	5,566.32	5,009.69
Bikes	Road-550-W	96	36,38,368.97	6,316.61	394.79	355.31
Total		2051	5,75,83,49,225.44	31,06,175.07	52,32,393.50	47,09,154.15

Opportunity

Loss

Profit

Year

☐ 2015

☐ 2016

☐ 2017

Month

☐ January

☒ February

☐ March

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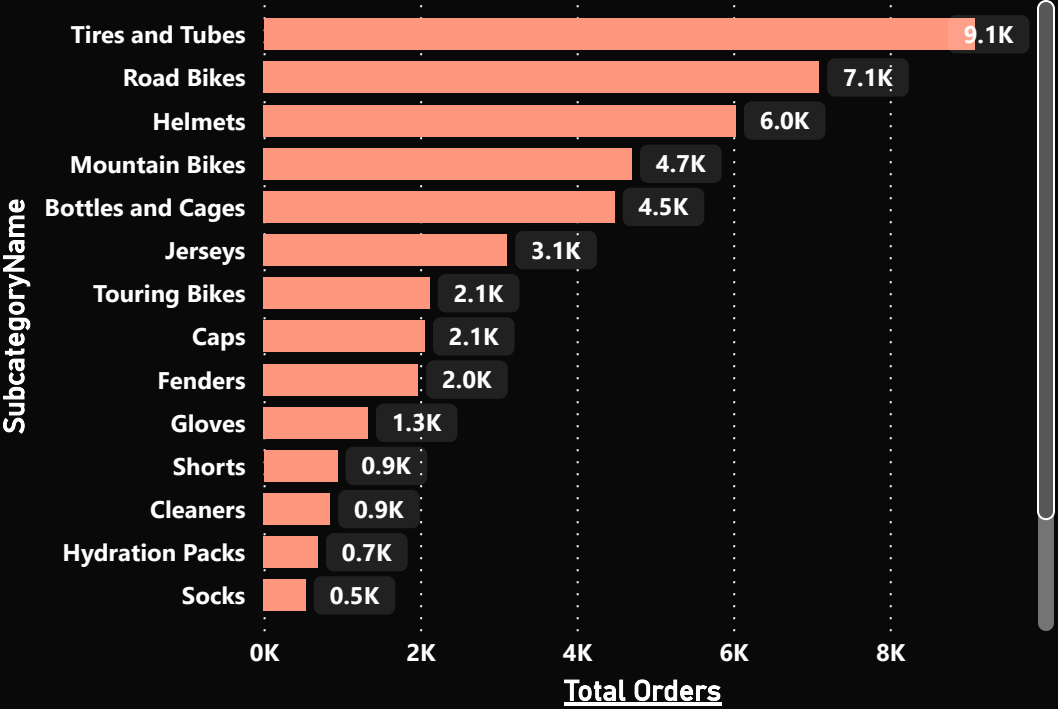
Total Returns



Total Orders by CategoryName



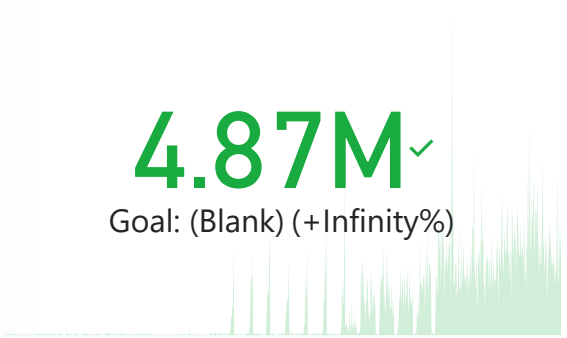
Total Orders by SubcategoryName



Product Distribution by profit/Loss

ModelName	Dynamic profit/Loss
Mountain-200	90,10,198.59
Road-250	27,42,511.86
Touring-1000	13,72,142.92
Road-150	11,83,266.65
Sport-100	7,67,790.91
Road-550-W	6,31,661.28
Road-350-W	4,84,888.32
Road-750	3,38,098.17
Road-650	2,24,186.29
Mountain-100	1,19,923.92
Touring-2000	1,03,432.32
Mountain-400-W	78,685.11
Water Bottle	72,141.85
Touring-3000	71,911.73
Women's Mountain Shorts	70,101.92
HL Mountain Tire	52,605.91
Mountain-500	49,054.81
Long-Sleeve Logo Jersey	44,191.20
Fender Set - Mountain	40,122.70
Mountain Bottle Cage	35,633.58
Half-Finger Gloves	33,216.63
Mountain Tire Tube	26,435.87
LL Road Tire	24,874.04
LL Mountain Tire	23,794.07
Hydration Pack	21,514.81
Short-Sleeve Classic Jersey	20,874.15
Road Bottle Cage	17,333.32
Total	58,06,51,229.43

Total Profit and Profit of previous month by Date



Opportunity

Loss

Profit

Top Performers

- Mountain-200
- Road-250
- Touring-1000

Total Orders, Total Price, Total Profit and Return Index by Country

