



1/1/2015 6/30/2017



Monthly Revenue

Monthly Returns

\$748.56K!

Goal: \$809.68K (-7.55%)

66✓

Goal: 88 (+25%)

Monthly Orders

1,023!

Goal: 1074 (-4.75%)

Total Orders by Category

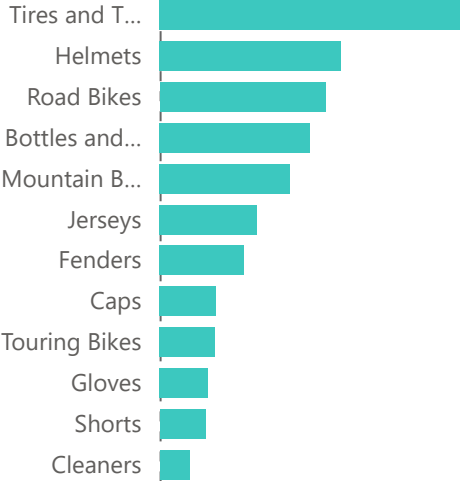
Accessories

Clothing

Bikes

Total Orders by Subcategory

SubcategoryName



0K

5K

Total Orders

ProductName	Total Orders	Return Rate
All-Purpose Bike Stand	109	3.67%
AWC Logo Cap	854	1.34%
Bike Wash - Dissolver	456	0.88%
Classic Vest, L	100	
Classic Vest, M	103	3.88%
Classic Vest, S	95	4.21%
Fender Set - Mountain	1,290	1.24%
Half-Finger Gloves, L	229	2.16%
Half-Finger Gloves, M	258	1.95%
Half-Finger Gloves, S	244	1.68%
Hitch Rack - 4-Bike	183	3.28%
HL Mountain Tire	867	3.69%
HL Road Tire	475	3.16%
Hydration Pack - 70 oz.	366	2.46%
LL Mountain Tire	394	2.77%
LL Road Tire	358	2.56%
Long-Sleeve Logo Jersey, L	235	4.68%
Long-Sleeve Logo Jersey, M	207	2.90%
Long-Sleeve Logo Jersey, S	226	3.10%
Long-Sleeve Logo Jersey, XL	214	2.34%
ML Mountain Tire	611	1.14%
ML Road Tire	301	1.48%
Mountain Bottle Cage	1,096	2.36%
Total	11,724	2.14%

View Product Detail



Top Product (Order Quantity)

Water Bottle - 30 oz.

Top Product (Profit)

Water Bottle - 30 oz.

Select all

North America

Europe



Microsoft Bing

UNITED STATES

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All-Purpose Bike Stand

Price Adjustment (%)



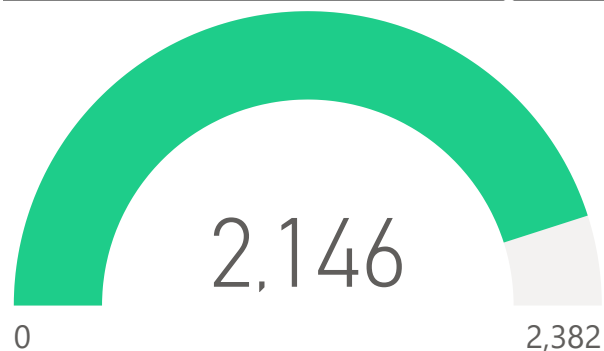
\$714.437

AVG Retail Price

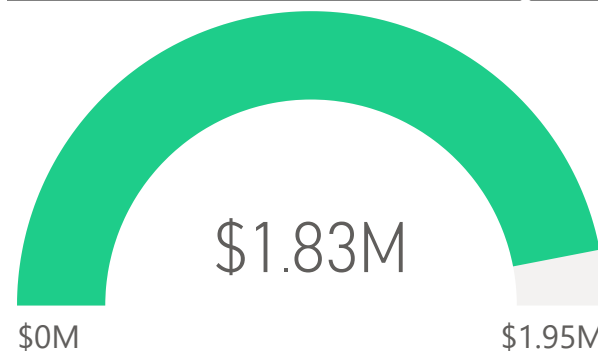
\$714.437

Adjusted Price

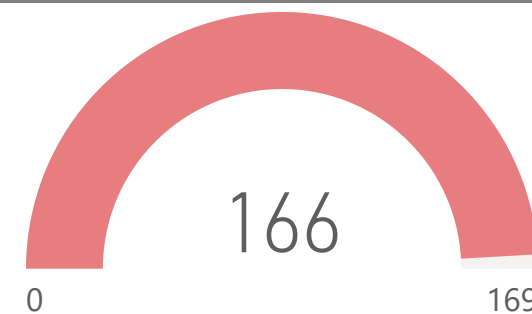
Current Month Orders VS Target



Current Month Revenue VS Target



Current Month Returns VS Previous Month

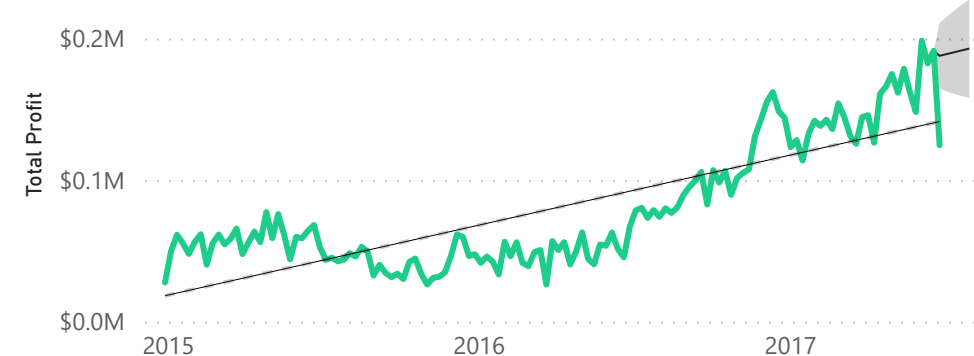


Weekly Profit

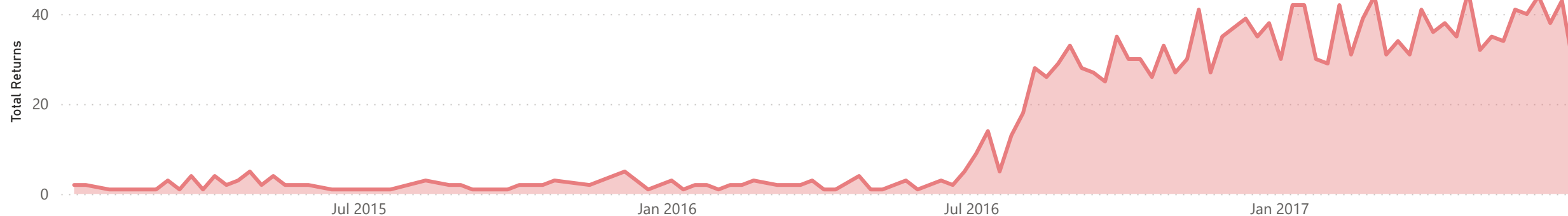
● Total Profit ● Adjusted Profit



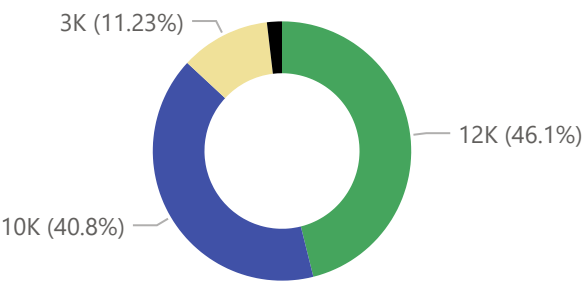
Weekly Profit



Weekly Return Volume



Orders by Income Level



Gender ● Average ● Low ● High ● Very High

FullName	Total Orders	Total Revenue	Total Returns
Adriana Gonzalez	4	\$9,195.69	1809
Mr. Aaron Wright	4	\$10,329.22	1809
Mr. Andre Perez	3	\$7,952.06	1809
Mr. Brad She	4	\$9,161.01	1809
Mr. Bruce Gomez	3	\$8,108.92	1809
Mr. Bryant Garcia	4	\$9,687.36	1809
Mr. Byron Carlson	3	\$8,015.38	1809
Mr. Clarence Anand	4	\$10,065.01	1809
Mr. Clarence Gao	4	\$10,331.73	1809
Mr. Cole Stewart	4	\$8,895.48	1809
Mr. Corey Kumar	3	\$8,090.66	1809
Mr. Cory Kapoor	3	\$8,125.05	1809
Mr. Dorothy Robinson	3	\$7,978.37	1809
Mr. Edgar Mehta	3	\$7,971.46	1809
Mr. Ethan Bryant	4	\$10,308.52	1809
Mr. Francisco Sara	4	\$9,125.54	1809
Mr. Frank Vazquez	4	\$9,051.91	1809
Mr. Franklin Xu	6	\$10,863.44	1809
Total	373	\$885,306.56	1809

Mr. Maurice Shan

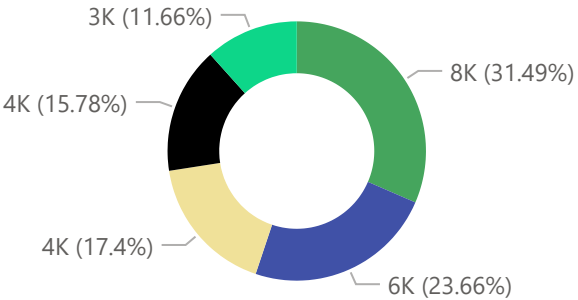
6

Total Orders

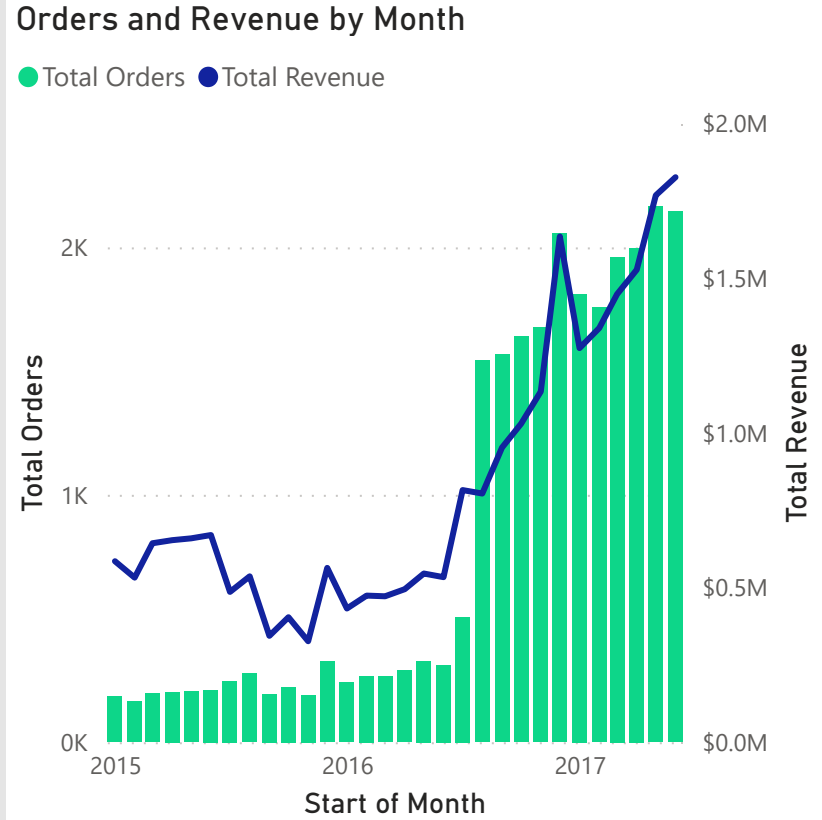
\$12,407.95

Total Revenue

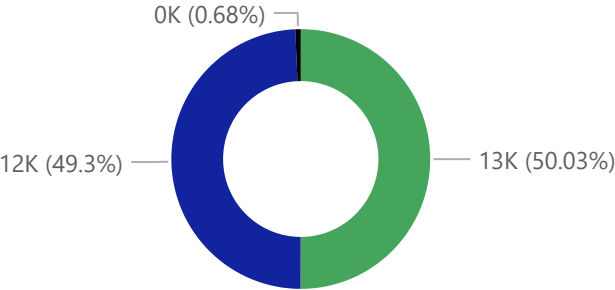
Orders by Occupation



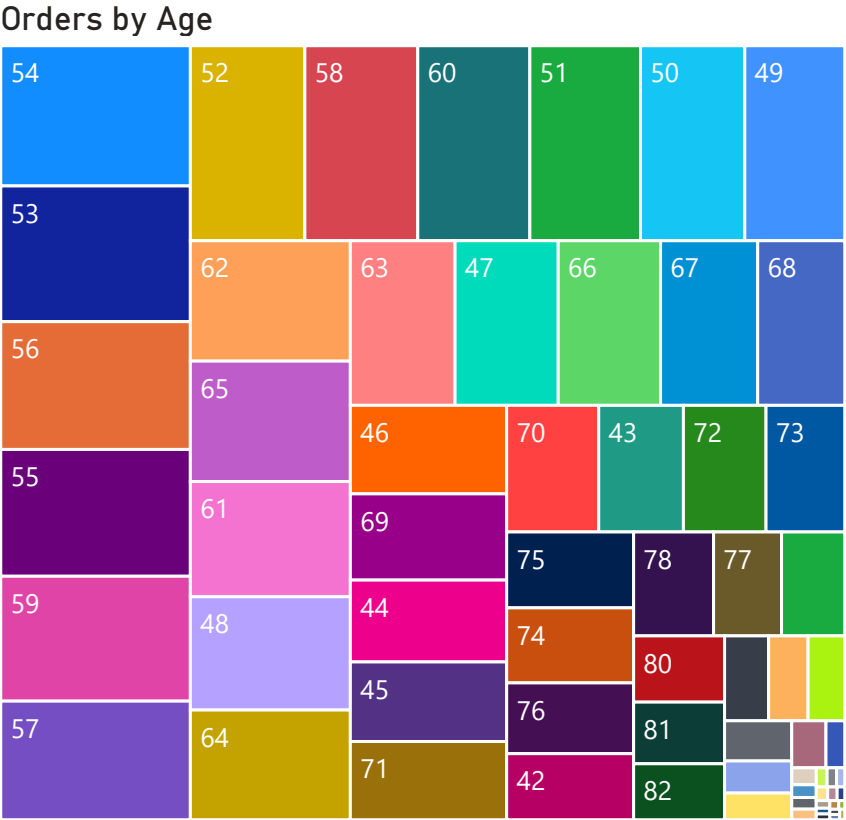
Gender ● Professi... ● Skilled ... ● Manage... ● Clerical ● Manual



Orders by Gender



Gender ● M ● F ● NA



Executive Summary →

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Preparing Q&A