



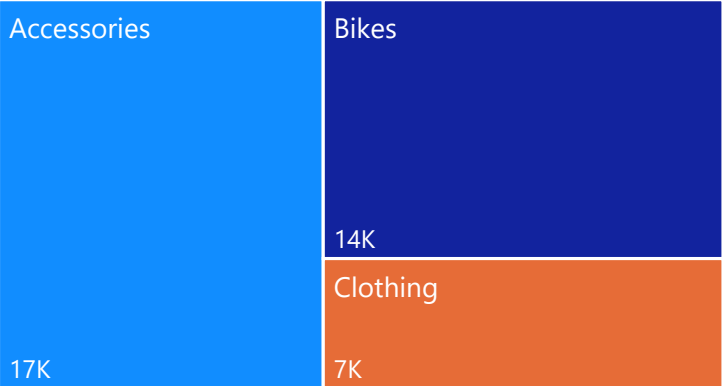
1/1/2015



6/30/2017

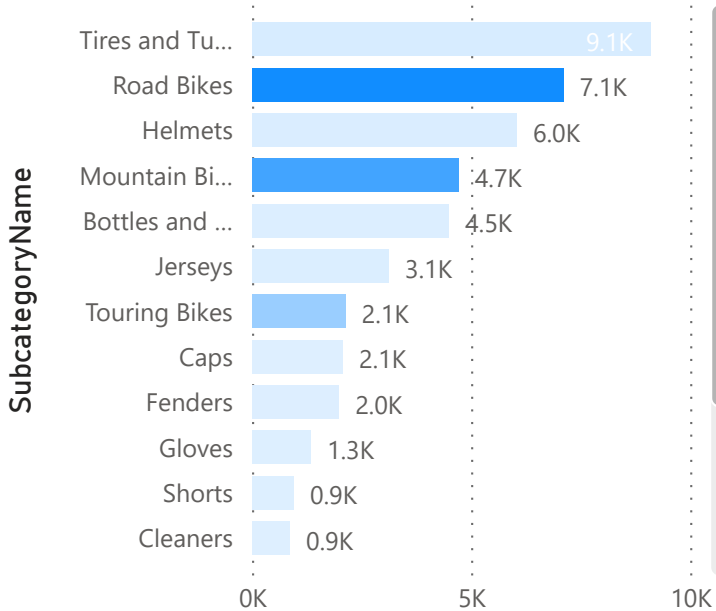


Total Orders by Category



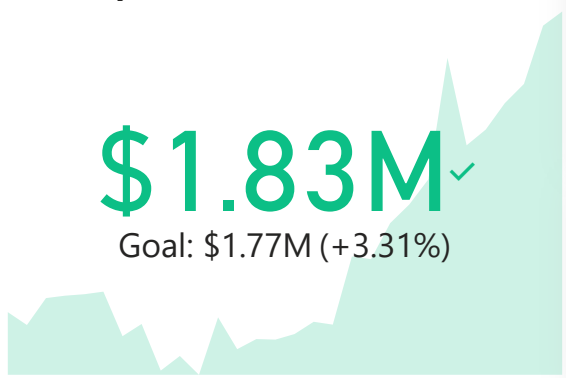
Total Orders by Subcategory

Total Revenue \$0.01M \$11.29M



ProductName	Total Orders	Return Rate
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%
Total	25,164	2.17%

Monthly Revenue



Monthly Returns



Monthly Orders



Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Select all

Europe

North America

Pacific





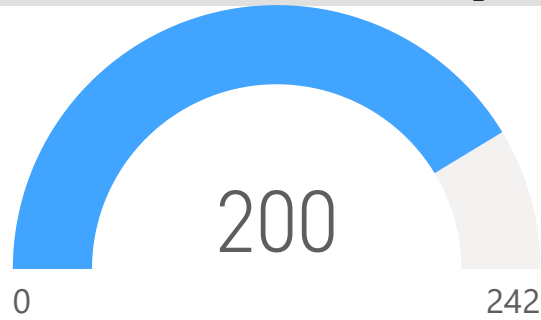
Fender Set - Mountain

Price Adjustment (%)

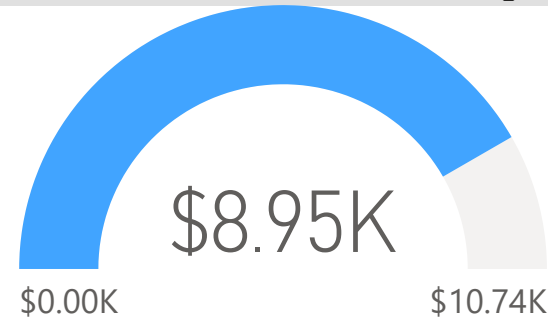
0.80

\$21.98
Avg Retail Price
\$39.56
Adjusted Price

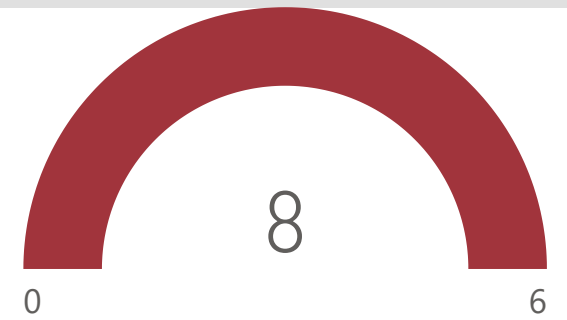
Current Month Order vs. Target



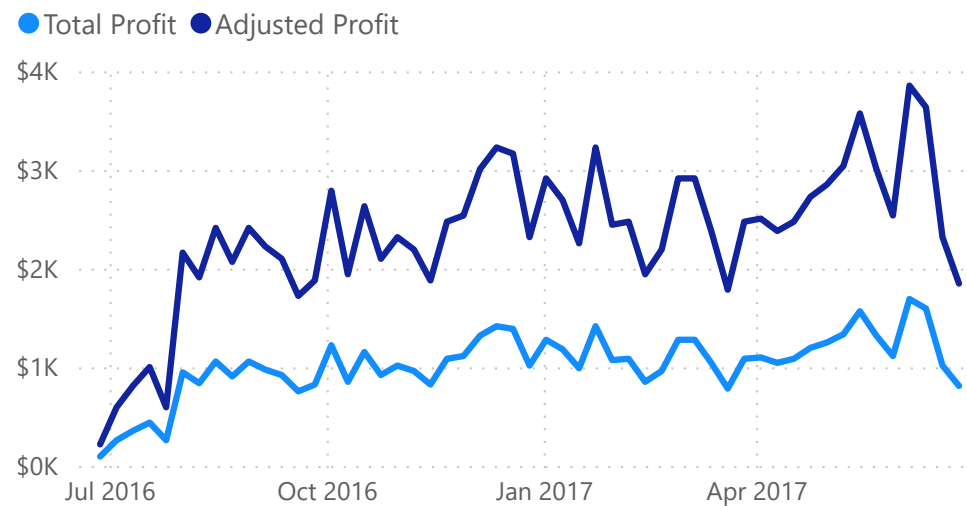
Current Month Revenue vs. Target



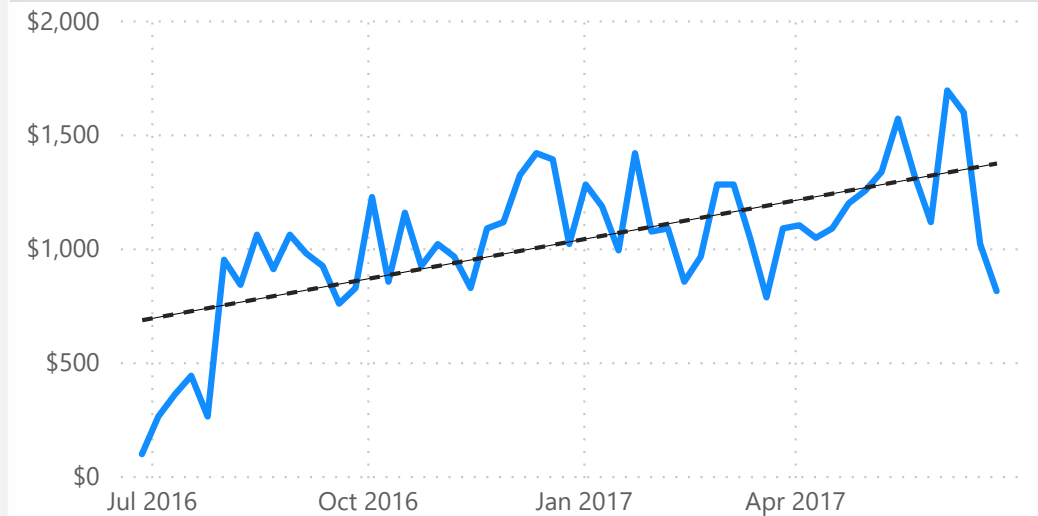
Current Month Return vs. Prev Month



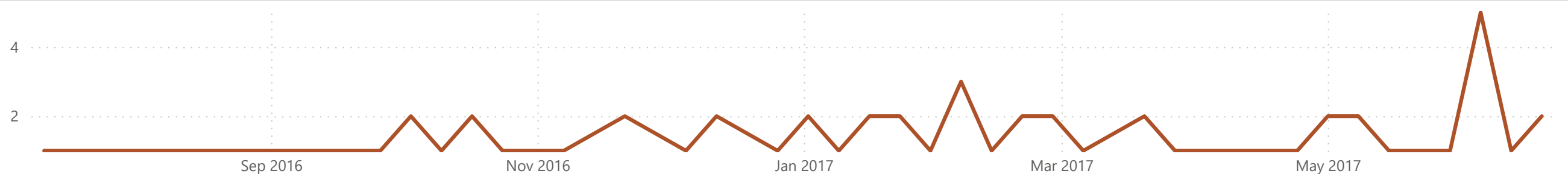
Weekly Profit Adjusted



Weekly Profit



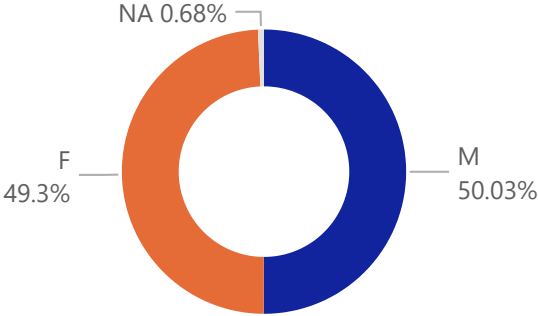
Weekly Return Volume



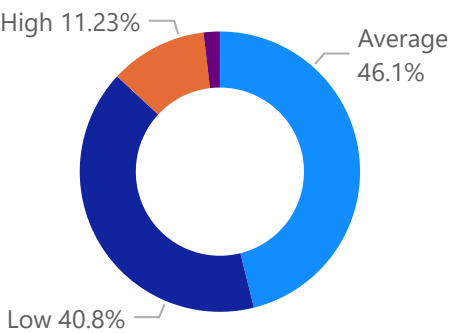


FullName	Total Revenue	Total Orders
Jordan Turner	\$15,570.79	9
Maurice Shan	\$12,407.95	6
Janet Munoz	\$12,015.39	6
Lisa Cai	\$11,330.44	7
Lacey Zheng	\$11,085.74	7
Franklin Xu	\$10,863.44	6
Larry Munoz	\$10,852.04	7
Kate Anand	\$10,436.51	4
Larry Vazquez	\$10,394.98	4
Ariana Gray	\$10,391.42	6
Clarence Gao	\$10,331.73	4
Aaron Wright	\$10,329.22	4
Ethan Bryant	\$10,308.52	4
Marco Lopez	\$10,289.68	6
Bonnie Nath	\$10,282.91	4
Ricky Vazquez	\$10,165.92	4
Clarence Anand	\$10,065.01	4
Deanna Perez	\$9,761.59	4
Desiree Dominguez	\$9,717.63	4
Jasmine Stewart	\$9,716.98	4
Sydney Bryant	\$9,706.89	4
Bryant Garcia	\$9,687.36	4
Cindy Patel	\$9,668.02	4
Amy Sun	\$9,534.15	4
Jaclyn Xu	\$9,449.30	5
Willie Xu	\$9,424.97	5
Total	\$24,914,567.18	25,164

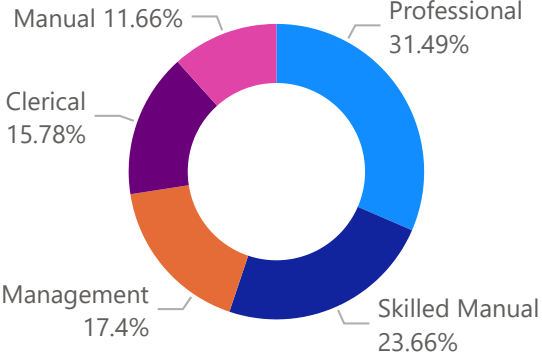
Orders by Gender



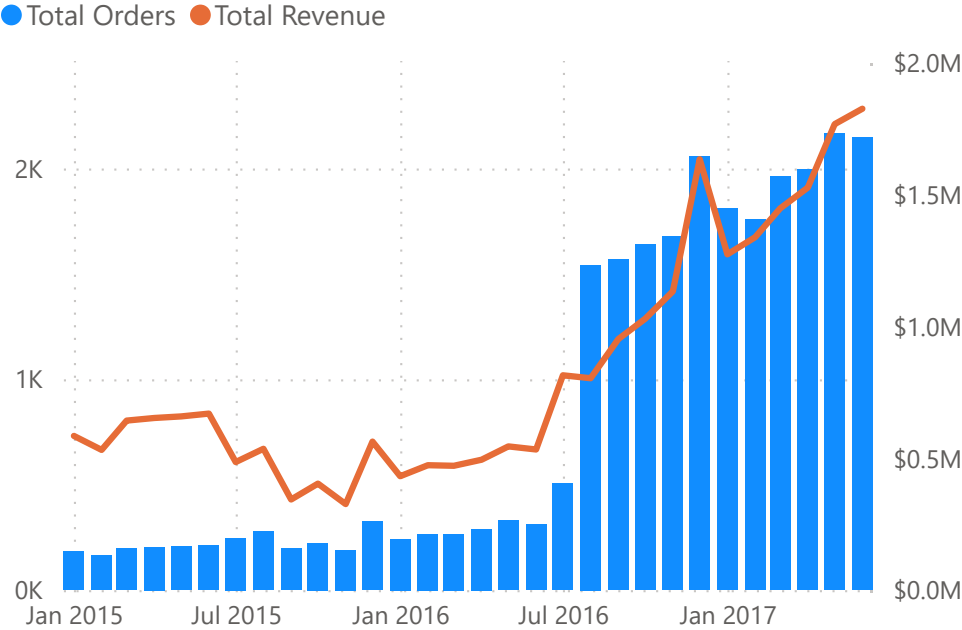
Orders by Income Level



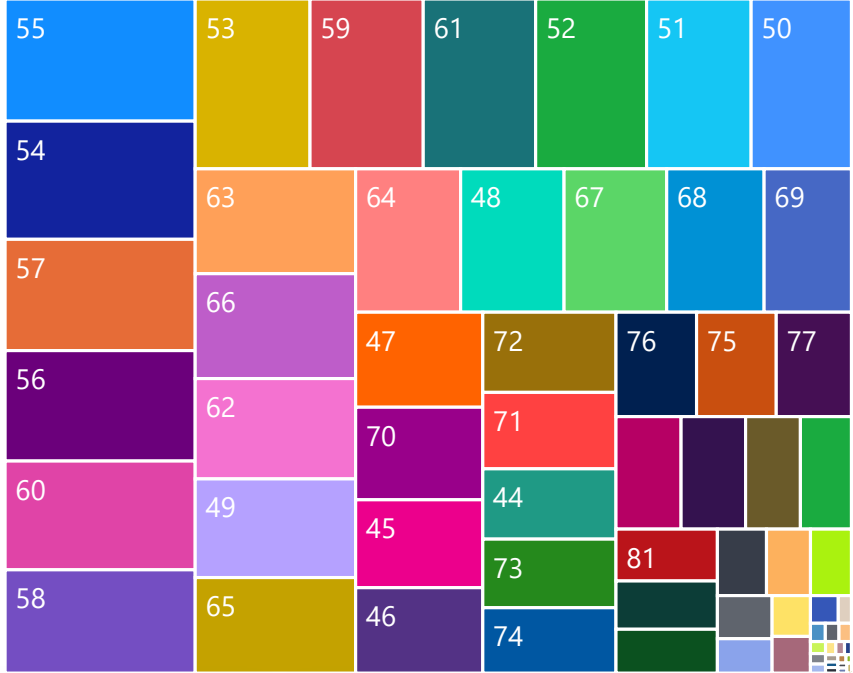
Orders by Occupation



Orders & Revenue by Month



Orders by Age



Top Customer

Jordan Turner

Customer Orders

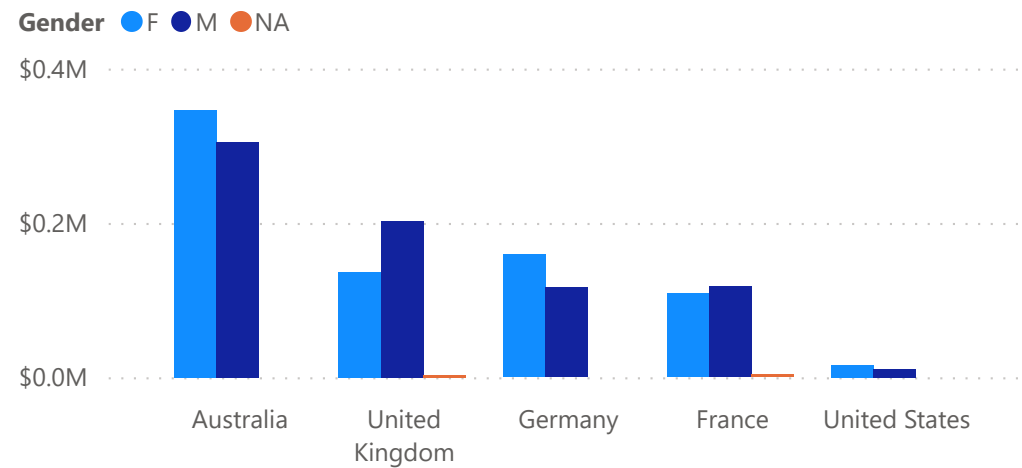
9

Customer Revenue

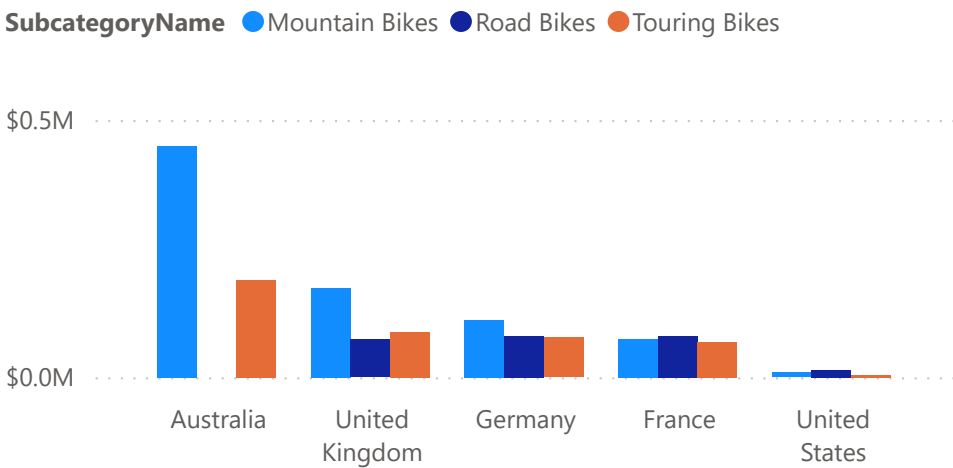
\$15.57K

FullName	Profit TOP 500
Maurice Shan	\$5,074.75
Janet Munoz	\$4,971.50
Lisa Cai	\$4,780.85
Lacey Zheng	\$4,650.91
Jordan Turner	\$4,611.68
Larry Munoz	\$4,505.96
Ariana Gray	\$4,403.10
Marco Lopez	\$4,319.26
Ricky Vazquez	\$4,289.79
Kate Anand	\$4,246.11
Clarence Anand	\$4,226.63
Larry Vazquez	\$4,222.82
Clarence Gao	\$4,200.65
Ethan Bryant	\$4,186.12
Aaron Wright	\$4,172.20
Bonnie Nath	\$4,165.86
Jasmine Stewart	\$4,066.49
Deanna Perez	\$4,064.61
Desiree Dominguez	\$4,056.56
Sydney Bryant	\$4,055.76
Bryant Garcia	\$4,048.75
Cindy Patel	\$4,016.82
Amy Sun	\$3,951.74
Dominique Prasad	\$3,918.61
Katrina Tang	\$3,780.77
Kaitlyn Henderson	\$3,771.81
Margaret He	\$3,766.21
Nichole Nara	\$3,737.37
Rosa Hu	\$3,731.26
Adriana Gonzalez	\$3,728.53
Frank Vazquez	\$3,727.73
Total	\$1,525,450.66

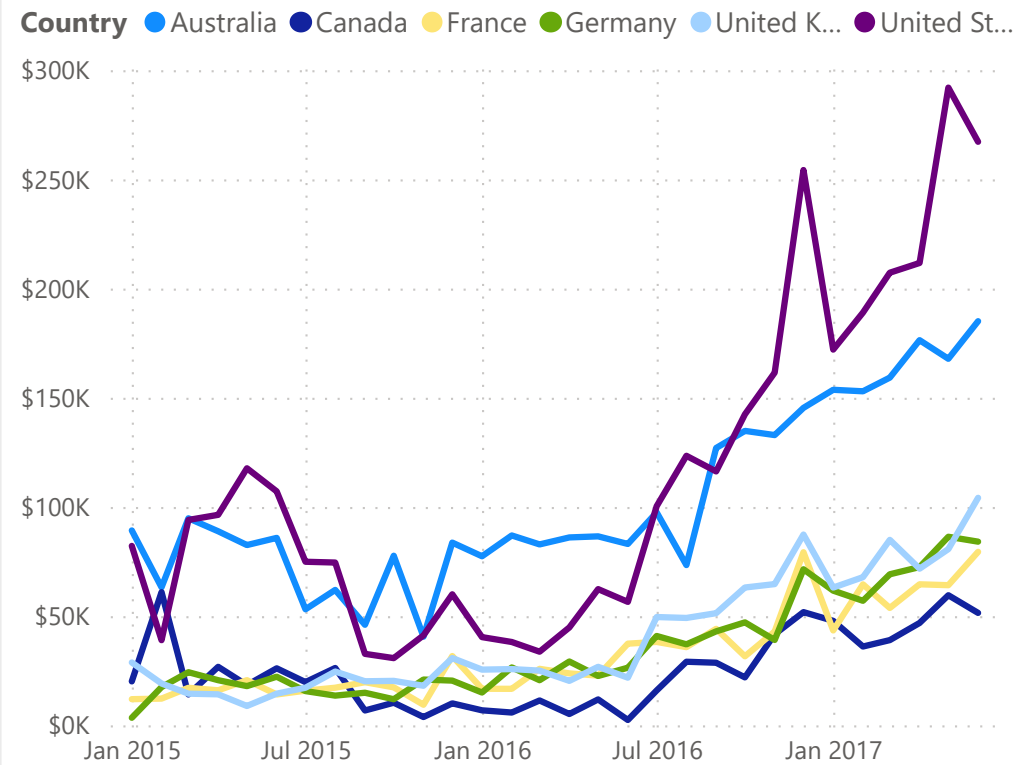
Country - Top 500 Customers by Profit



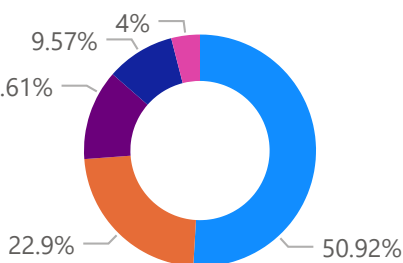
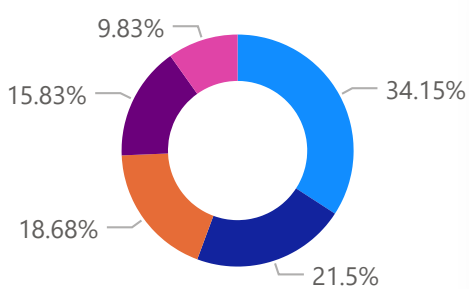
Subcategory - Top 500 Customers by Profit



Profit of Total Customers



Occupation of Total Customers vs Top 500



Income of Total Customers vs Top 500

