

| ProductName | Total Orders | Return Rate |
|---------------------------|--------------|-------------|
| ⊕ Water Bottle - 30 oz. | 3,983 | 1.95% |
| ⊕ Patch Kit/8 Patches | 2,952 | 1.61% |
| ⊕ Mountain Tire Tube | 2,846 | 1.64% |
| ⊕ Road Tire Tube | 2,173 | 1.55% |
| ⊕ Sport-100 Helmet, Red | 2,099 | 3.33% |
| ⊕ AWC Logo Cap | 2,062 | 1.11% |
| ⊕ Sport-100 Helmet, Blue | 1,995 | 3.31% |
| ⊕ Fender Set - Mountain | 1,975 | 1.36% |
| ⊕ Sport-100 Helmet, Black | 1,940 | 2.68% |
| ⊕ Mountain Bottle Cage | 1,896 | 2.02% |
| ⊕ Road Bottle Cage | 1,668 | 1.68% |
| ⊕ Touring Tire Tube | 1,364 | 1.64% |
| ⊕ HL Mountain Tire | 1,305 | 3.75% |
| ⊕ ML Mountain Tire | 1,059 | 1.32% |
| ⊕ LL Road Tire | 957 | 2.26% |
| ⊕ ML Road Tire | 868 | 1.51% |
| ⊕ Touring Tire | 863 | 1.22% |
| ⊕ Bike Wash - Dissolver | 850 | 1.47% |
| ⊕ HL Road Tire | 795 | 3.52% |
| ⊕ LL Mountain Tire | 788 | 2.50% |
| ⊕ Hydration Pack - 70 oz. | 695 | 3.60% |
| ⊕ Mountain-200 Black, 46 | 606 | 2.97% |
| ⊕ Mountain-200 Black, 42 | 602 | 3.49% |
| ⊕ Mountain-200 Silver, 38 | 586 | 2.90% |
| ⊕ Mountain-200 Silver, 46 | 571 | 2.10% |
| ⊕ Mountain-200 Black, 38 | 569 | 2.64% |
| ⊕ Mountain-200 Silver, 42 | 547 | 2.74% |
| ⊕ Half-Finger Gloves, M | 465 | 1.74% |
| Total | 25,164 | 2.17% |



Select all

Europe

North America

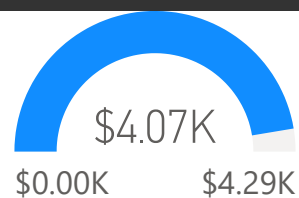
Pacific



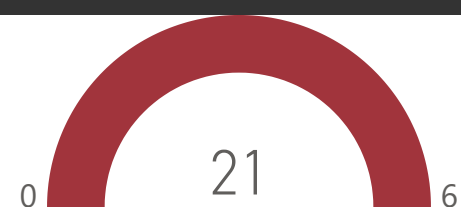


Water Bottle - 30 oz.

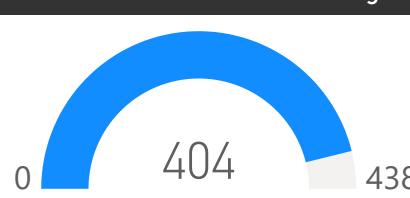
Current Month Revenue vs Target



Current Month Return vs Prev Month



Current Month Orders vs Target



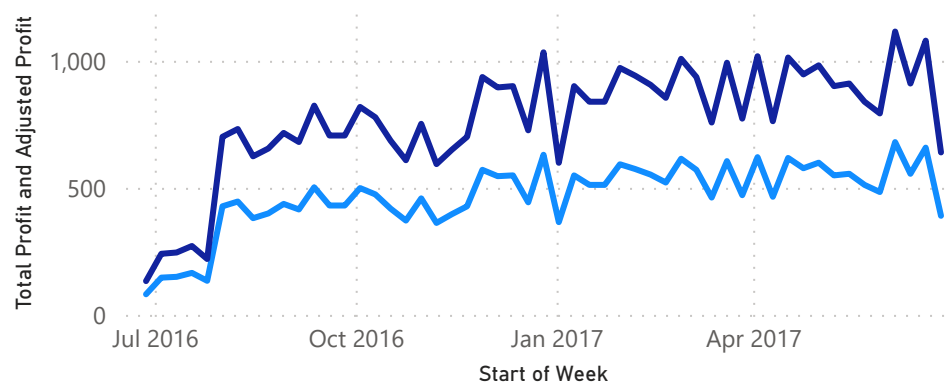
Price Adjustment (%)

0.40

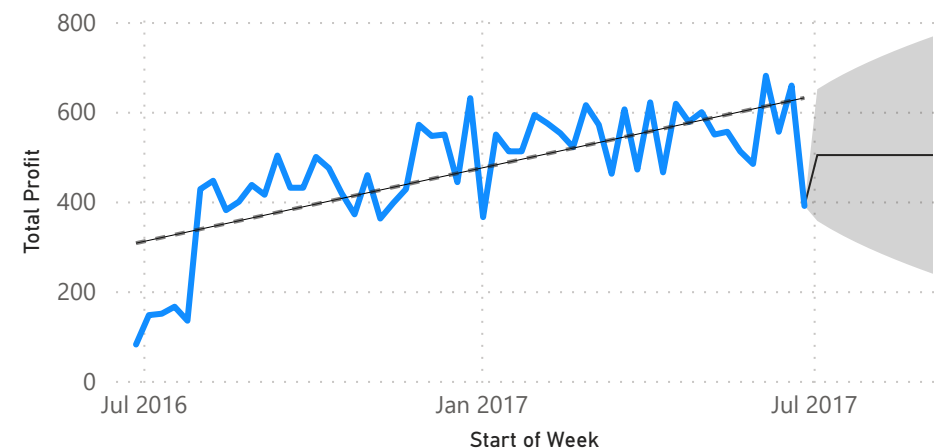
\$5.0
Avg Retail Price
\$6.986
Adjusted Price

Weekly Profit

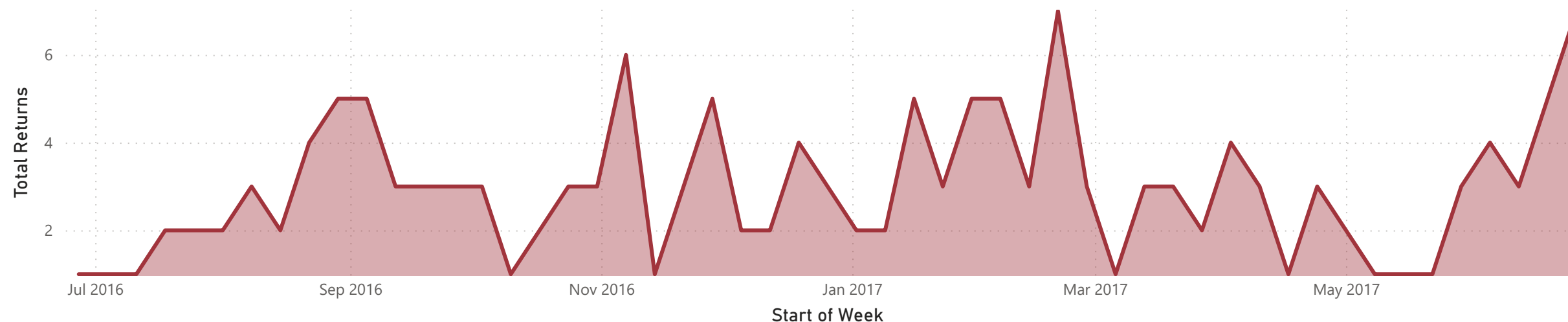
● Total Profit ● Adjusted Profit



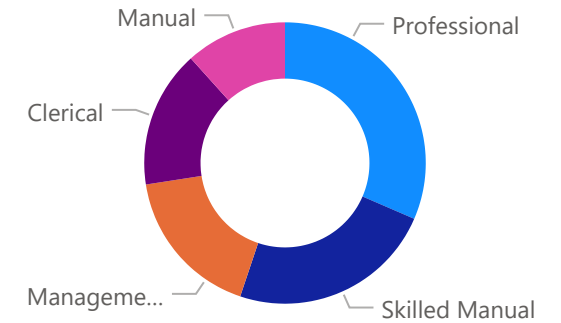
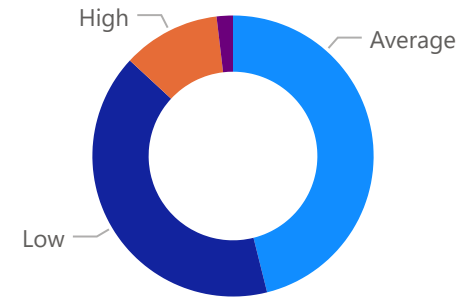
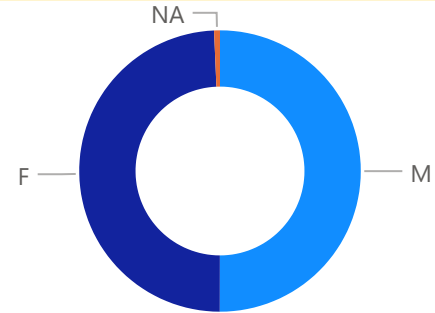
Weekly Profit



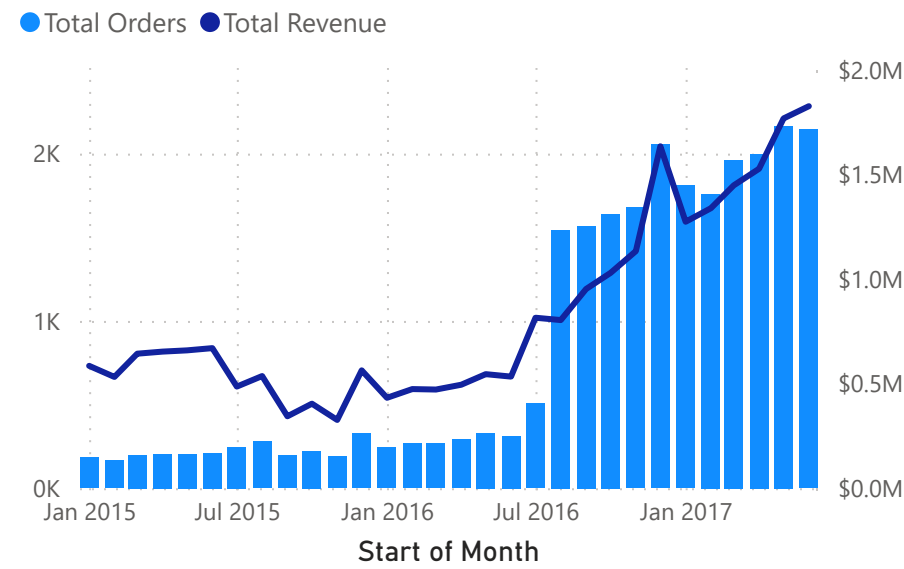
Weekly Return Volume



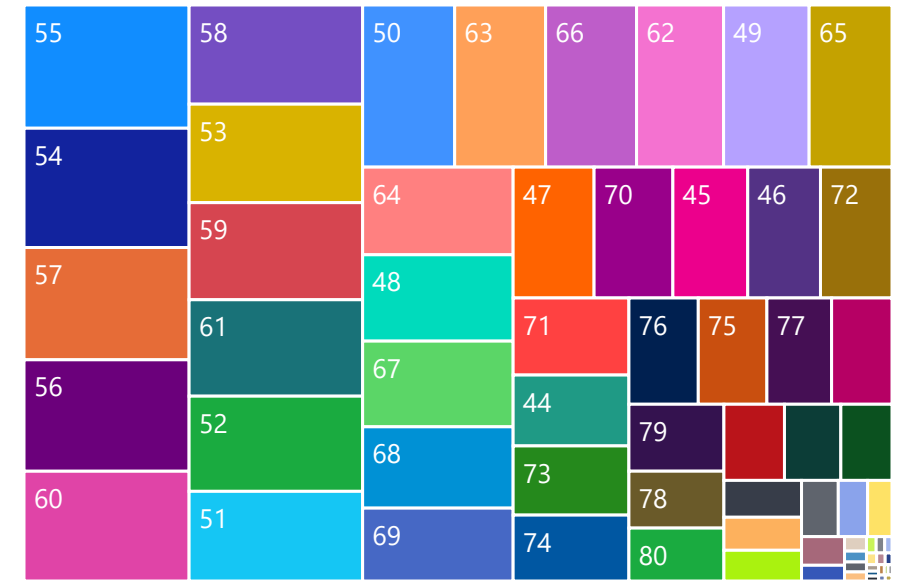
| | | |
|-------------------|-----|--------------|
| Jordan Turner | 9 | \$15,570.94 |
| Maurice Shan | 6 | \$12,407.95 |
| Janet Munoz | 6 | \$12,015.39 |
| Lisa Cai | 7 | \$11,330.44 |
| Lacey Zheng | 7 | \$11,085.74 |
| Franklin Xu | 6 | \$10,863.44 |
| Larry Munoz | 7 | \$10,852.04 |
| Kate Anand | 4 | \$10,436.51 |
| Larry Vazquez | 4 | \$10,394.98 |
| Ariana Gray | 6 | \$10,391.42 |
| Clarence Gao | 4 | \$10,331.73 |
| Aaron Wright | 4 | \$10,329.22 |
| Ethan Bryant | 4 | \$10,308.52 |
| Marco Lopez | 6 | \$10,289.68 |
| Bonnie Nath | 4 | \$10,282.91 |
| Ricky Vazquez | 4 | \$10,165.92 |
| Clarence Anand | 4 | \$10,065.01 |
| Deanna Perez | 4 | \$9,761.59 |
| Desiree Dominguez | 4 | \$9,717.63 |
| Jasmine Stewart | 4 | \$9,716.98 |
| Sydney Bryant | 4 | \$9,706.89 |
| Bryant Garcia | 4 | \$9,687.36 |
| Cindy Patel | 4 | \$9,668.02 |
| Amy Sun | 4 | \$9,534.15 |
| Jaclyn Xu | 5 | \$9,449.30 |
| Willie Xu | 5 | \$9,424.97 |
| Katrina Tang | 4 | \$9,302.58 |
| Margaret He | 4 | \$9,266.74 |
| Kaitlyn Henderson | 4 | \$9,258.92 |
| Nichole Nara | 4 | \$9,234.66 |
| Randall Dominguez | 4 | \$9,210.36 |
| Rosa Hu | 4 | \$9,201.20 |
| Adriana Gonzalez | 4 | \$9,195.69 |
| Total | 378 | \$891,407.44 |



Orders & Revenue by Month



Total Orders by Current Age



Top Customer

Jordan Turner

Customer Orders

9

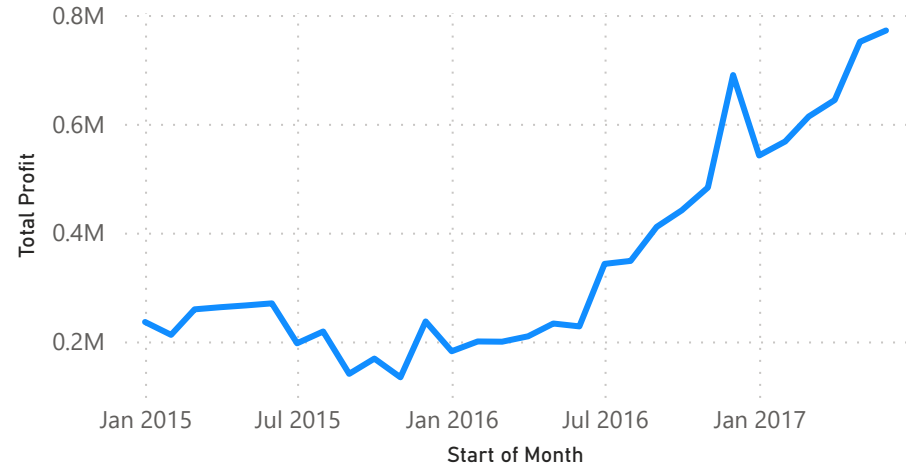
Customer Revenue

\$15.57K

| | | | | |
|----------------|--------|-----------------|---------------|------|
| Australia | 6,060 | \$7,416,451.76 | 3,076,998.48 | 0.41 |
| Southwest | 4,992 | \$4,822,791.91 | 2,040,318.20 | 0.42 |
| Northwest | 3,675 | \$3,095,072.15 | 1,314,730.39 | 0.42 |
| Canada | 3,024 | \$1,769,243.88 | 757,825.21 | 0.43 |
| United Kingdom | 2,771 | \$2,902,558.90 | 1,214,757.73 | 0.42 |
| France | 2,315 | \$2,362,641.01 | 989,333.24 | 0.42 |
| Germany | 2,294 | \$2,524,677.34 | 1,054,172.53 | 0.42 |
| Southeast | 14 | \$11,585.62 | 5,133.20 | 0.44 |
| Northeast | 10 | \$6,401.55 | 2,874.47 | 0.45 |
| Central | 9 | \$3,143.06 | 1,437.41 | 0.46 |
| Total | 25,164 | \$24,914,567.18 | 10,457,580.86 | 0.42 |

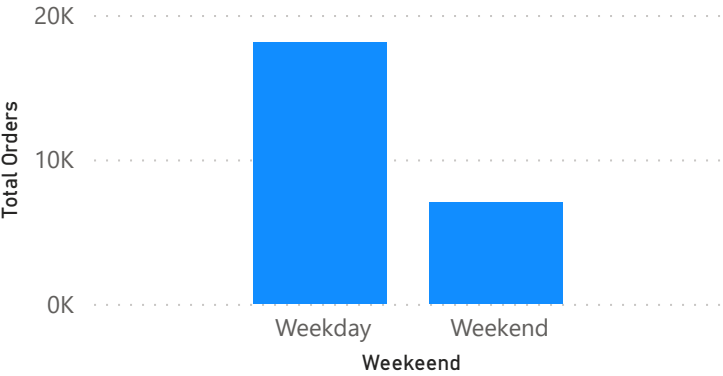
| CategoryName | Total Orders | Total Revenue | Total Profit | % of Profit Margin |
|--------------|--------------|-----------------|---------------|--------------------|
| Accessories | 16,983 | \$906,656.58 | 569,634.20 | 0.63 |
| Clothing | 6,976 | \$365,410.54 | 161,777.58 | 0.44 |
| Bikes | 13,929 | \$23,642,500.06 | 9,726,169.08 | 0.41 |
| Total | 25,164 | \$24,914,567.18 | 10,457,580.86 | 0.42 |

Total Profit by Start of Month

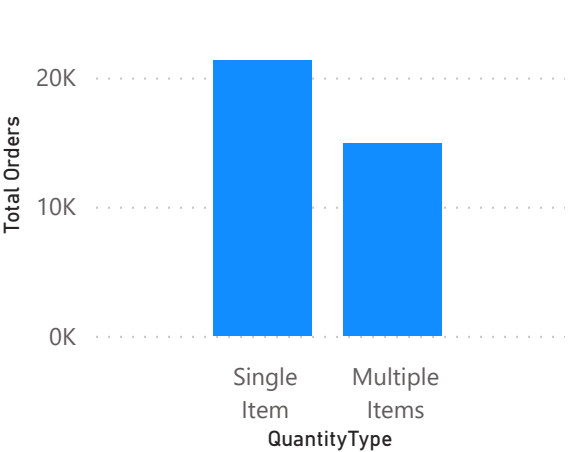


| | | | |
|---------|------|------|------|
| (Blank) | 2015 | 2016 | 2017 |
|---------|------|------|------|

Total Orders by Weekeend



Total Orders by QuantityType



Total Orders by SubcategoryName

