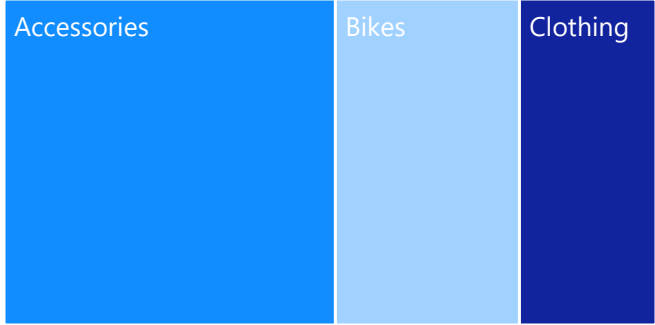




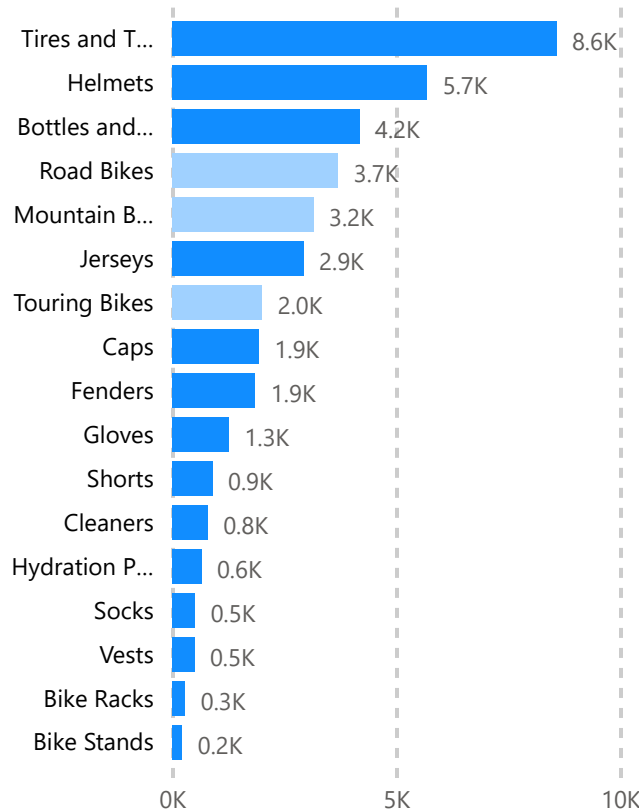
17/08/2016

30/06/2017

Total Orders by Category



Total Orders by Subcategory



ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	3713	1.97%
Patch Kit/8 Patches	2771	1.59%
Mountain Tire Tube	2689	1.62%
Road Tire Tube	2048	1.54%
Sport-100 Helmet, Red	1971	3.50%
AWC Logo Cap	1932	1.16%
Sport-100 Helmet, Blue	1882	3.29%
Fender Set - Mountain	1852	1.38%
Sport-100 Helmet, Black	1835	2.72%
Mountain Bottle Cage	1762	1.98%
Road Bottle Cage	1543	1.76%
Touring Tire Tube	1308	1.67%
HL Mountain Tire	1225	3.67%
ML Mountain Tire	1009	1.29%
LL Road Tire	899	2.30%
ML Road Tire	822	1.53%
Touring Tire	822	1.28%
Bike Wash - Dissolver	790	1.45%
LL Mountain Tire	745	2.51%
HL Road Tire	729	3.16%
Hydration Pack - 70 oz.	648	3.09%
Half-Finger Gloves, M	447	1.70%
Half-Finger Gloves, S	424	1.68%
Long-Sleeve Logo Jersey, L	403	3.47%
Half-Finger Gloves, L	392	2.26%
Long-Sleeve Logo Jersey, M	390	3.33%
Mountain 200 Black, 42	388	4.11%
Total	19547	2.13%

[View Product Detail](#)

Monthly Revenue

\$1.83M ✓
Goal: 1.77M (+3.31%)

Monthly Order

2146 !
Goal: 2382 (-9.89%)

Monthly Returns

166 ✓
Goal: 169 (+1.78%)

Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

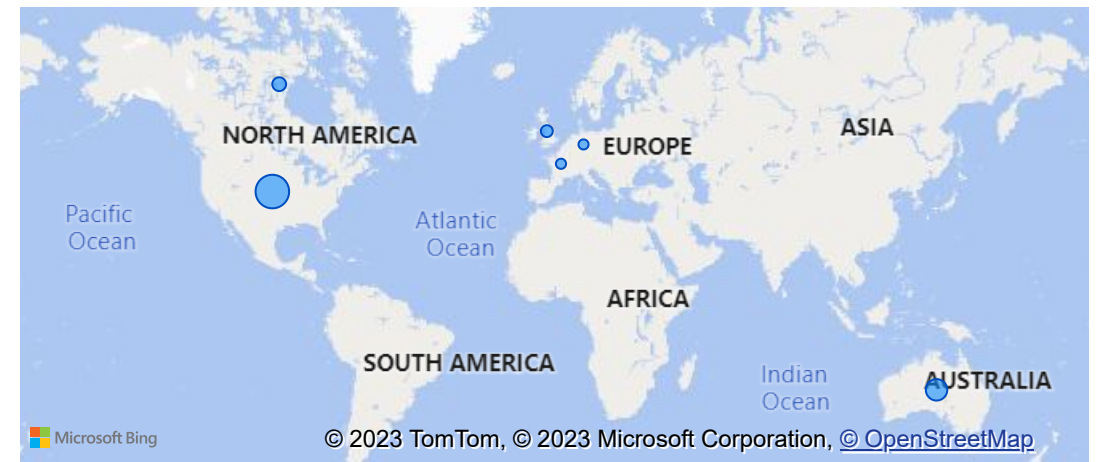
Mountain-200 Black, 42

Select all

Europe

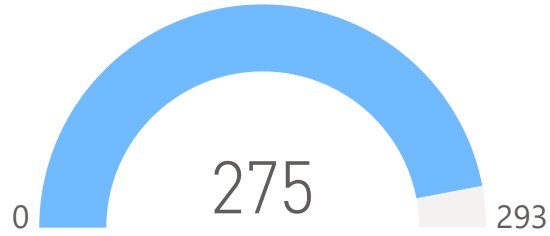
North America

Pacific





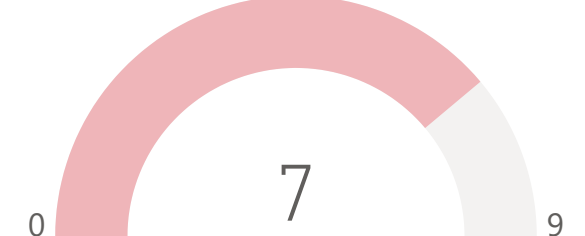
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Returns vs. Prev Month



Mountain Tire Tube

Price Adjustment (%)

-0.20

\$4.99

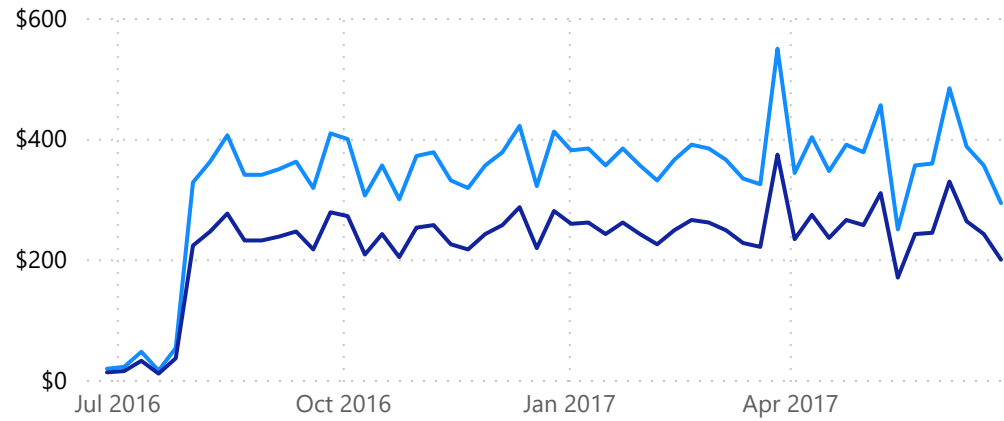
Avg Retail Price

\$3.99

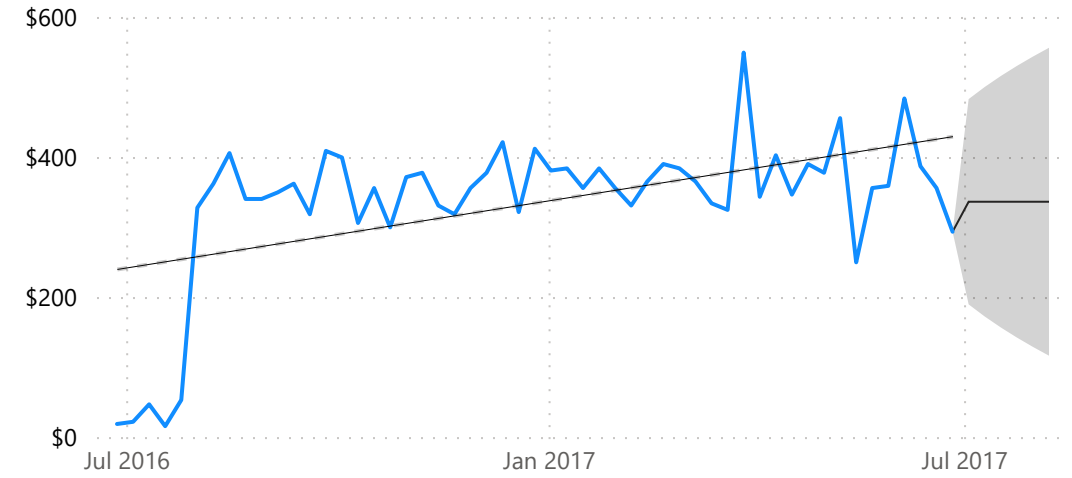
Adjusted Price

Real Profit vs. Adjusted Profit

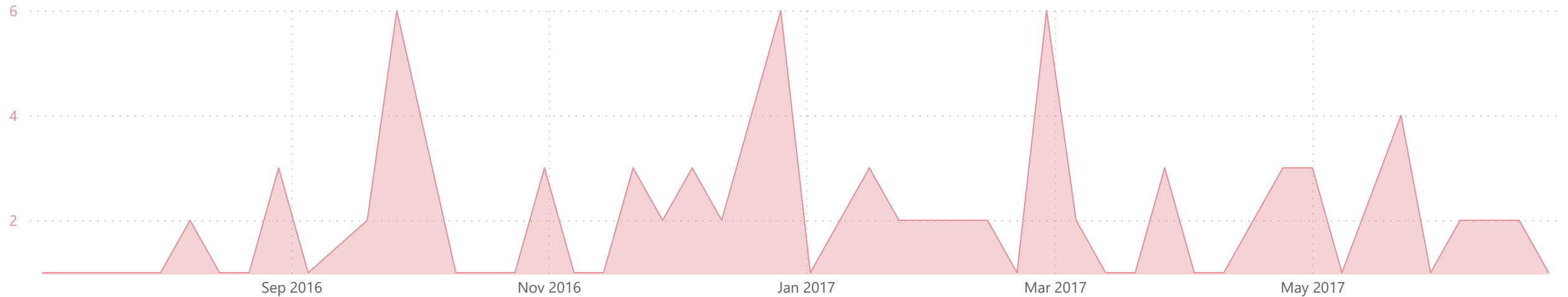
Real Profit Adjusted Profit



Weekly Profit



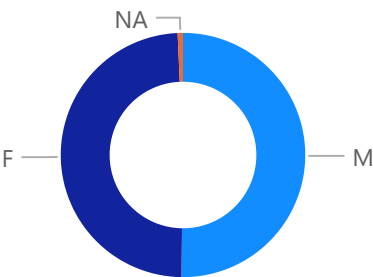
Weekly Return Volume



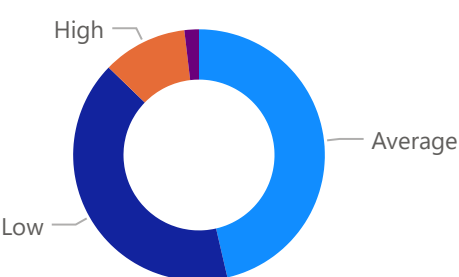


FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Larry Munoz	7	\$10,852.04
Mrs. Ariana Gray	6	\$10,391.42
Mr. Marco Lopez	6	\$10,289.68
Mr. Franklin Xu	5	\$10,164.34
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
Mrs. Rosa Hu	4	\$9,201.20
Adriana Gonzalez	4	\$9,195.69
Mrs. Dominique Prasad	6	\$9,180.93
Mrs. Brandi Gill	4	\$9,166.18
Mr. Brad She	4	\$9,161.01
Mr. Francisco Sara	4	\$9,125.54
Mr. Kevin Coleman	4	\$7,750.53
Mr. Johnathan Suri	4	\$7,721.33
Mrs. Crystal Zeng	4	\$7,706.81
Mrs. Felicia Blanco	4	\$7,669.66
Mrs. Jill Suarez	4	\$7,652.61
Mr. Preston Raman	4	\$7,599.49
Mr. Willie Xu	4	\$7,353.55
Mrs. Abby Subram	4	\$7,308.39
Mr. Lance Blanco	4	\$7,207.07
Total	353	\$751,130.39

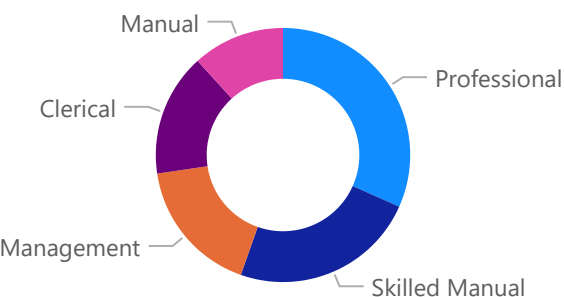
Orders by Gender



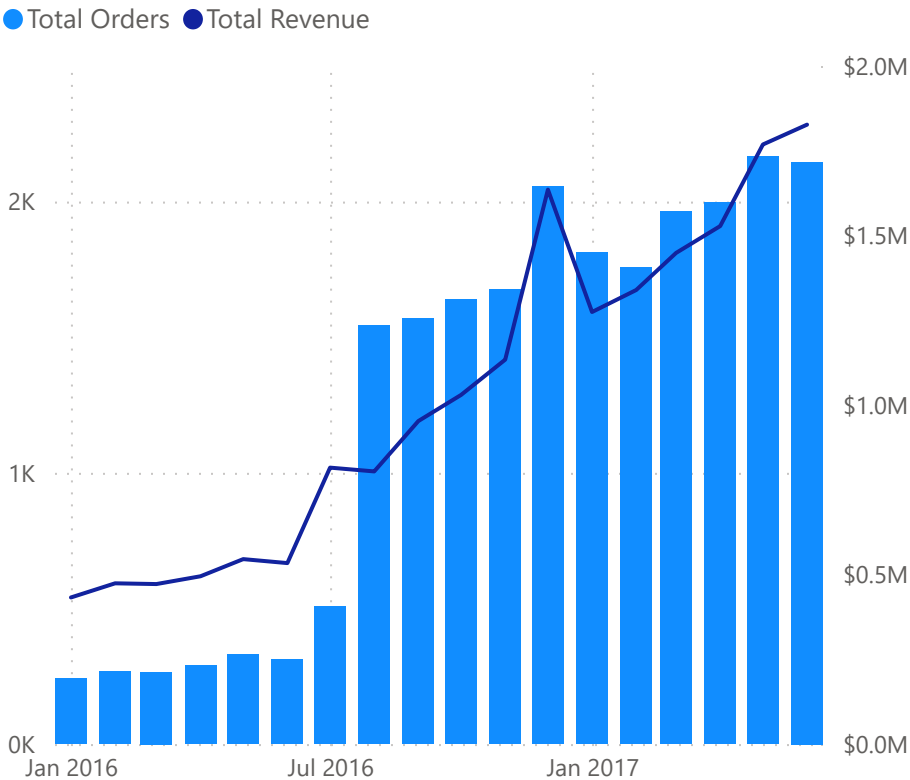
Orders by Income Level



Orders by Occupation



Orders & Revenue by Month



Top Customer

Mr. Maurice Sh...

Total Orders

6

Orders by Age



Total Revenue

\$12.41K



Executive Summary