

Home

Transaction

Product

Return

Ordered
Quantity

214K



Total Net
Sales

\$73M

Full Report

Total Gross
Profit

\$48M

Full Report

1/1/2010



12/31/2013



HPD / **HEAVY
POWER
NUTRITION**

Transaction Details

[Home](#)

Detail Analysis

Return Analysis

Select Country

All

1/1/2010



12/31/2013



61K

Transaction



214K

Quantity



\$73M

Net sales



\$48M

Gross profit

349

Products



Product

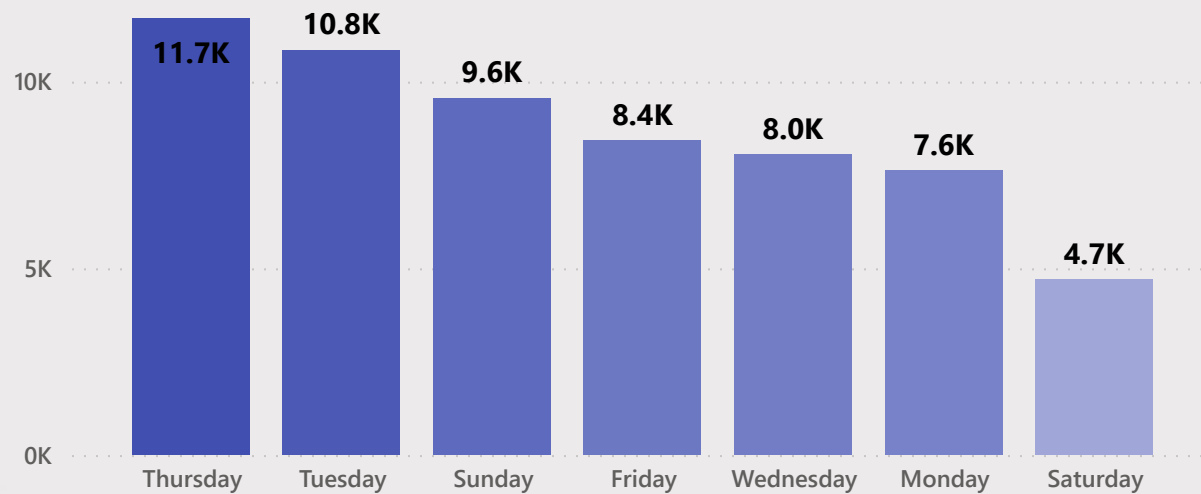
Year

Month

Quarter

Weekday

Transaction by Weekday



Transaction by customer rating

Diamond

Silver

15K

Gold

33K

13K



701

Total Customers

Quantity Details

[Home](#)[Detail Analysis](#)[Return Analysis](#)

Select Country

All

1/1/2010



12/31/2013



61K

Transaction



214K

Quantity



\$73M

Net sales



\$48M

Gross profit

349

Products



Product

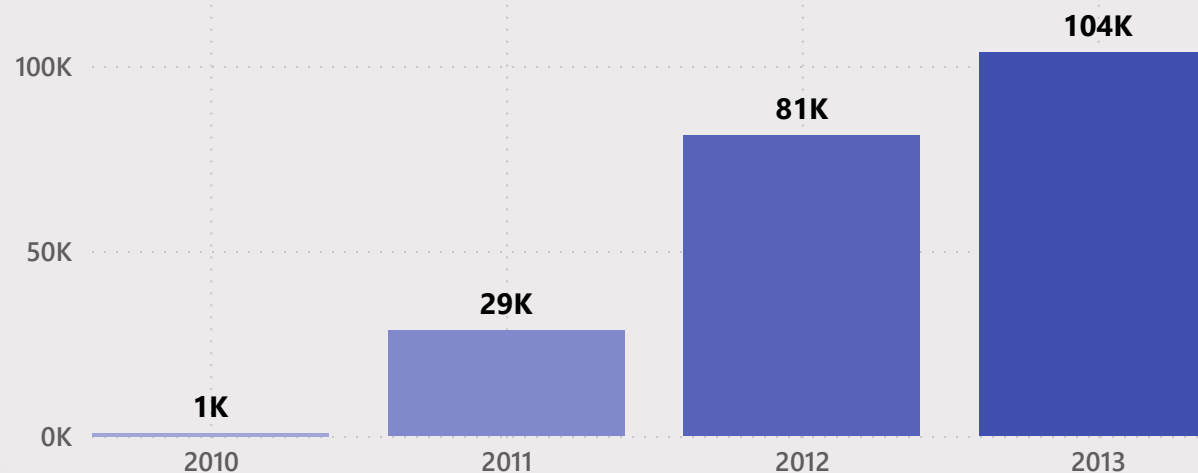
Year

Month

Quarter

Weekday

Quantity by Year



Quantity by Customer Rating

Diamond

129K

Silver

53K

Gold

32K



701

Total Customers

Net Sales Details

Home

Detail Analysis

Return Analysis

Select Country

All

1/1/2010



12/31/2013



61K

Transaction



214K

Quantity



\$73M

Net sales



\$48M

Gross profit

349

Products



Product

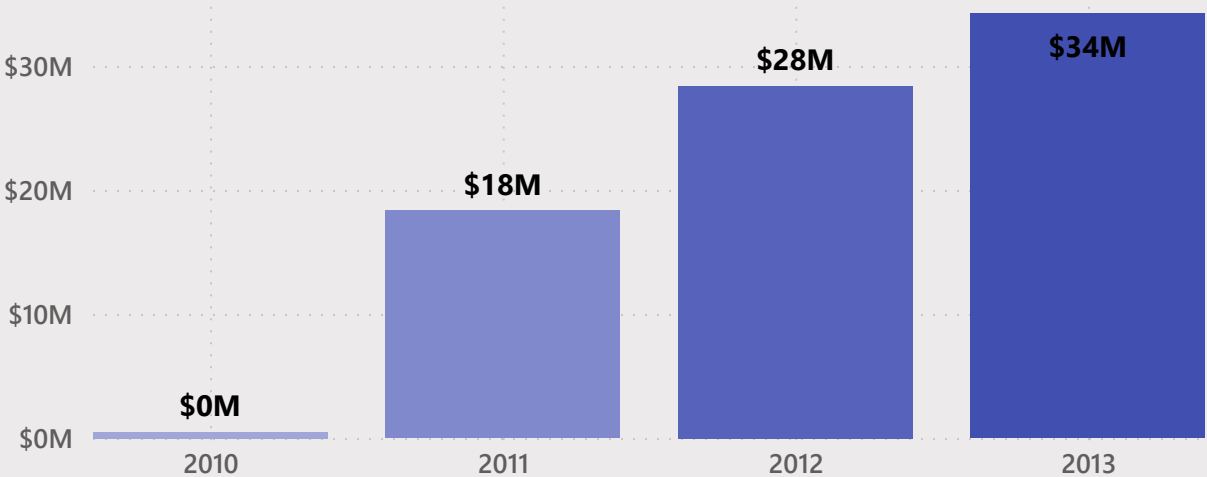
Year

Month

Quarter

Weekday

Net sales by Year



Net Sales by Customer Rating

Diamond

Silver

\$18M

Gold

\$14M

\$41M



701

Total Customers

Profit Details

Home

Detail Analysis

Return Analysis

Select Country

All

1/1/2010



12/31/2013



61K

Transaction



214K

Quantity



\$73M

Net sales



\$48M

Gross profit

349

Products



Product

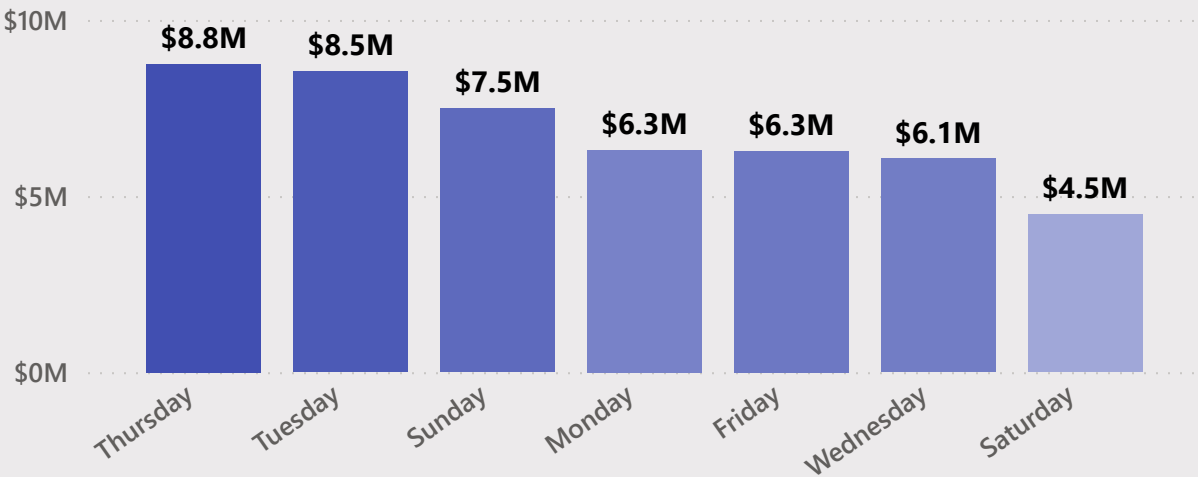
Year

Month

Quarter

Weekday

Profit by week Day



Profit by Customer Rating

Diamond

\$27M

Silver

\$12M

Gold

\$9M



701

Total Customers

Return Details

[Home](#)

Detail Analysis

Return Analysis

Select Category

All

Select Range

4

Select Dates

1/1/2010



12/31/2013



14K

Return Quantity



\$6M

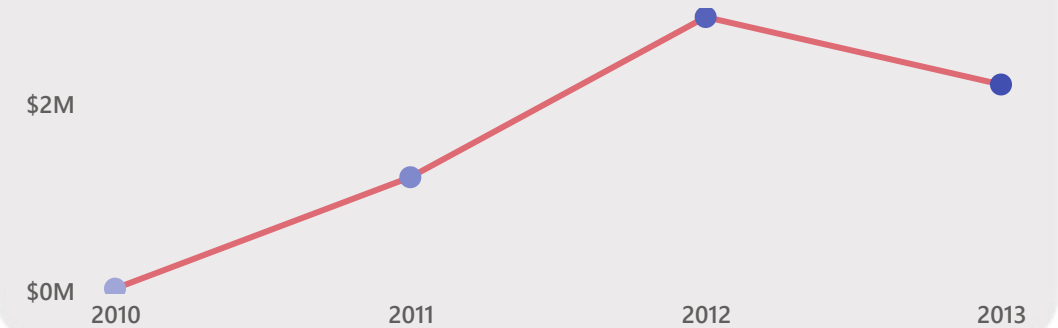
Total refund



8%

% Refund rate

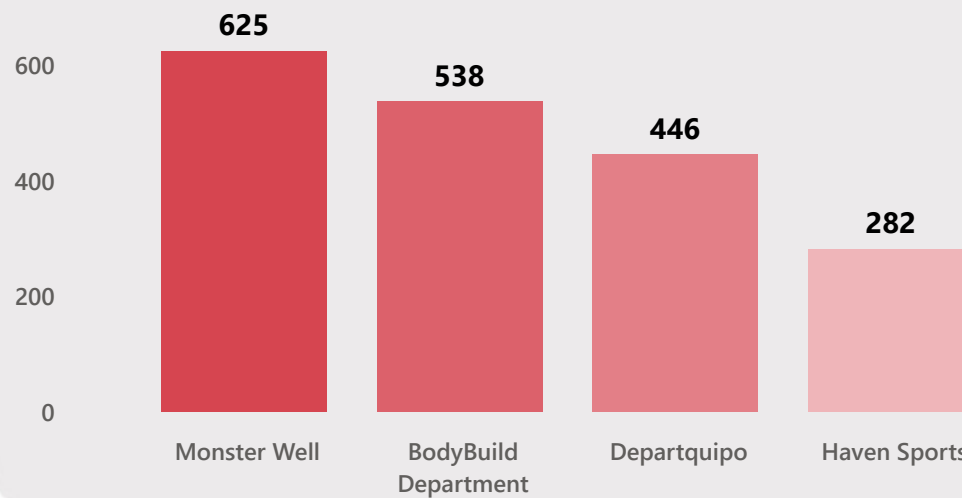
Total refund by Year



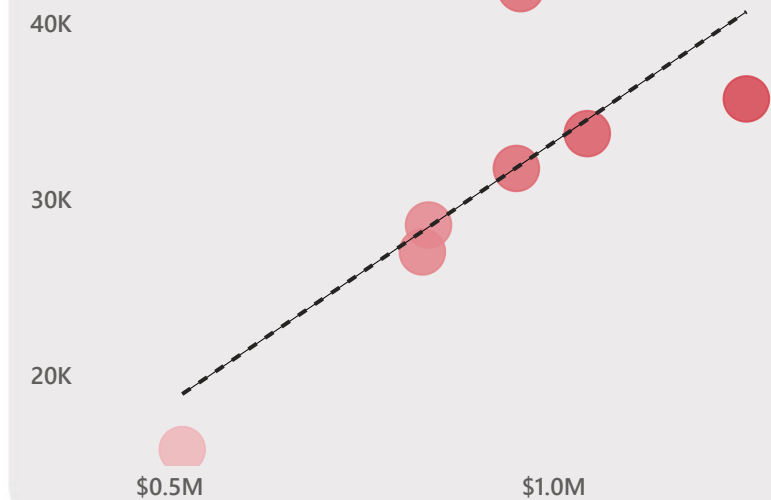
Customer

Product

Top- 4 Customers with highest returns



Total refund and Qty by week Day



Product Details

Home

Product Analysis

Filter by Product

All

Analysis Between

1/1/2010



12/31/2013



ProductName	Transaction	Qty	Gross sales	% Refund rate	Net sales	Gross profit
Pure Casein Protein	4980	15100	\$12,741,689	6%	\$11,598,970	▲ \$7,753,391
Hydrolyzed Whey Protein	4941	13173	\$12,394,206	6%	\$11,291,114	▲ \$7,470,941
Isolate Whey Protein	4553	12976	\$12,278,898	5%	\$11,267,998	▲ \$7,572,871
Concentrate Whey Protein	4263	15104	\$12,727,102	6%	\$11,633,393	▲ \$7,737,171
100% Egg Protein	3759	11439	\$10,950,361	22%	\$8,242,513	▲ \$4,951,436
PRO Weight Gainer	3622	9245	\$2,746,877	5%	\$2,527,848	▲ \$1,688,772
Serious MASS Gainer	3593	10179	\$2,522,722	5%	\$2,324,587	▲ \$1,565,411
Long-Sleeve Logo Jersey	2622	11901	\$349,800	5%	\$322,003	▼ \$215,847
Blended Protein	2304	7223	\$6,082,072	5%	\$5,588,219	▲ \$3,754,274
STEAK in Powder	1556	3483	\$2,678,749	5%	\$2,462,595	▲ \$1,659,169
Short-Sleeve Classic Jersey	1237	7478	\$243,745	5%	\$224,436	▼ \$149,753
Half-Finger Gloves	1212	5498	\$79,902	4%	\$74,010	▼ \$49,740
100% Vegan Protein	1210	2822	\$2,230,087	5%	\$2,057,586	▼ \$1,389,130
Men's 3/4 Leggings	1192	6121	\$32,270	5%	\$29,803	▼ \$19,942
Women's Gym Shorts	1017	6660	\$270,311	6%	\$244,602	▼ \$161,253
Total	60855	214378	\$81,471,791	8%	\$72,616,533	\$47,914,725