



Date

01/01/2016

14/06/2017

Monthly Revenue

Monthly Returns

\$1.83M

Goal: 1.77M (+3.31%)

166

Goal: 169 (+1.78%)

Monthly Orders

2,146

Goal: 2165 (-0.88%)

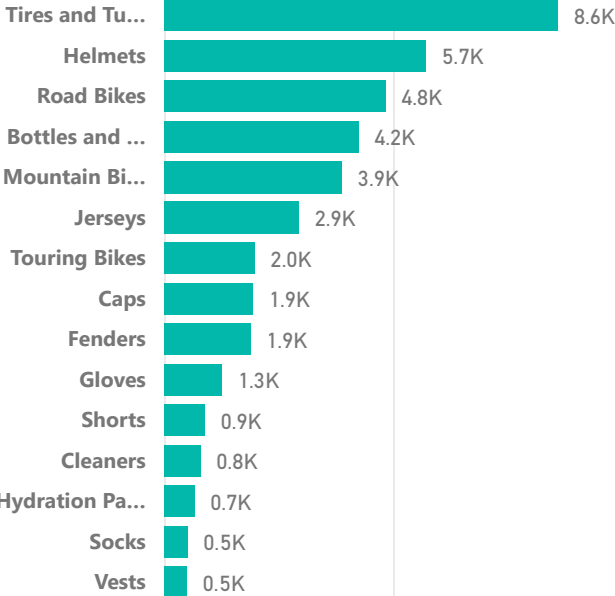
Total Orders by Category

Accessories

Bikes

Clothing

Total Orders by Subcategory



ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	3,777	1.88%
Patch Kit/8 Patches	2,794	1.63%
Mountain Tire Tube	2,705	1.63%
Road Tire Tube	2,047	1.54%
Sport-100 Helmet, Red	1,986	3.47%
AWC Logo Cap	1,938	1.08%
Fender Set - Mountain	1,881	1.35%
Sport-100 Helmet, Blue	1,876	3.25%
Sport-100 Helmet, Black	1,838	2.83%
Mountain Bottle Cage	1,783	2.07%
Road Bottle Cage	1,569	1.66%
Touring Tire Tube	1,289	1.74%
HL Mountain Tire	1,237	3.88%
ML Mountain Tire	1,009	1.34%
LL Road Tire	908	2.32%
Touring Tire	819	1.22%
ML Road Tire	808	1.49%
Bike Wash - Dissolver	792	1.51%
HL Road Tire	761	3.55%
LL Mountain Tire	747	2.43%
Hydration Pack - 70 oz.	656	3.35%
Mountain-200 Black, 46	503	3.18%
Mountain-200 Black, 38	500	3.00%
Mountain-200 Silver, 46	498	1.81%
Mountain-200 Black, 42	494	3.85%
Mountain-200 Silver, 38	491	2.24%
Total	21,361	2.14%

View Product Detail



Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Silver, 46

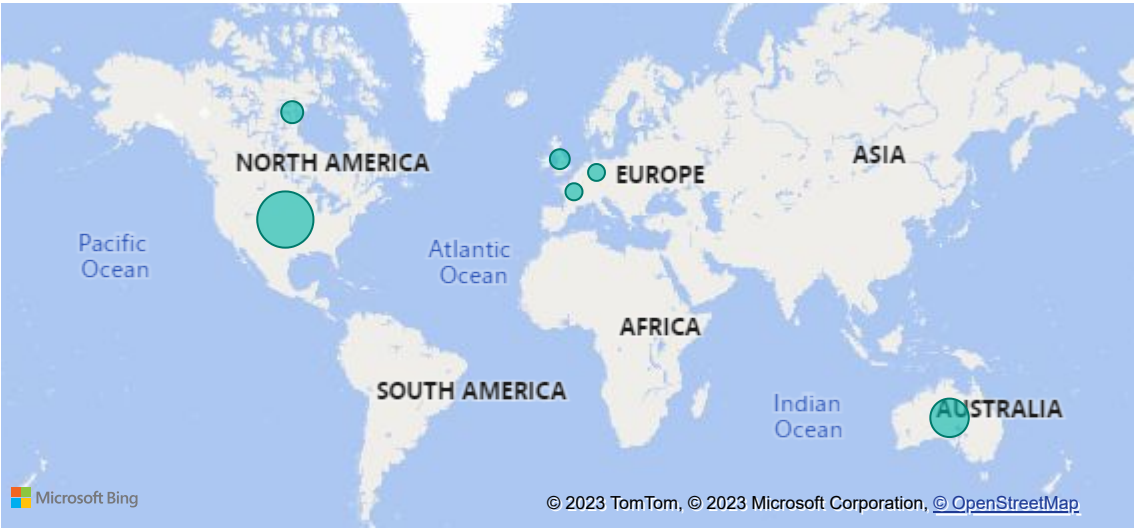
Select all

Europe

North America

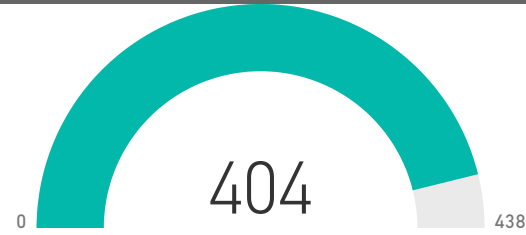
Pacific

Total Orders, Total Revenue and Total Profit by Country





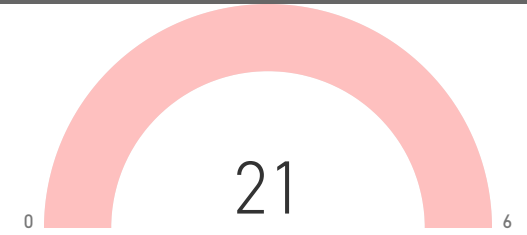
Current Month Orders vs Target



Current Month Revenue vs Target



Current Month Orders vs Target



Water Bottle - 30 oz.

Price Adjustment (%)

0.20



\$4.99

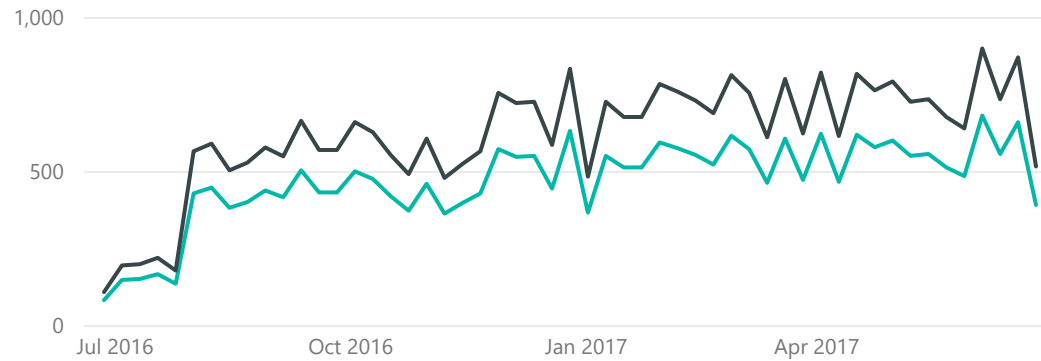
Avg Retail Price

5.99

Adjusted Price

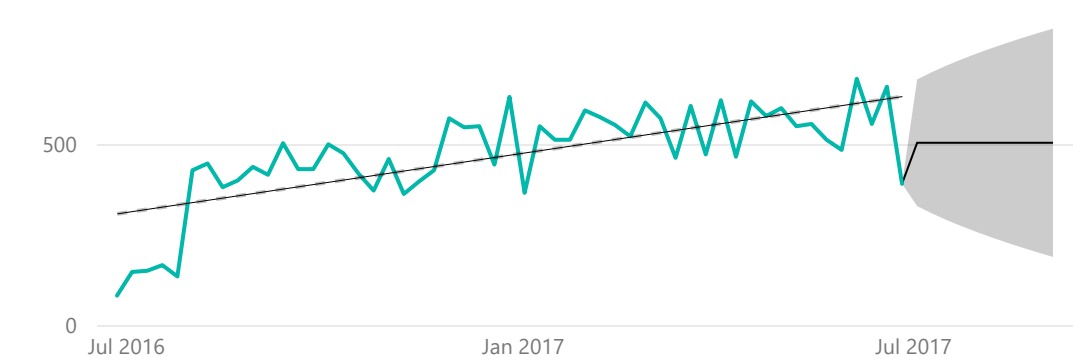
Weekly Profit

● Total Profit ● Adjusted Profit

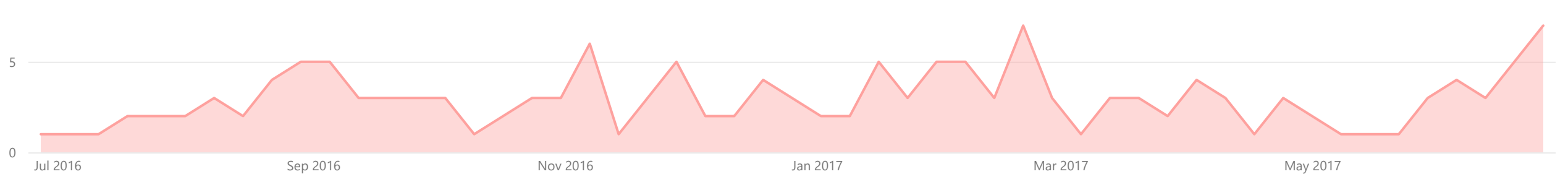


Weekly Profit

1,000



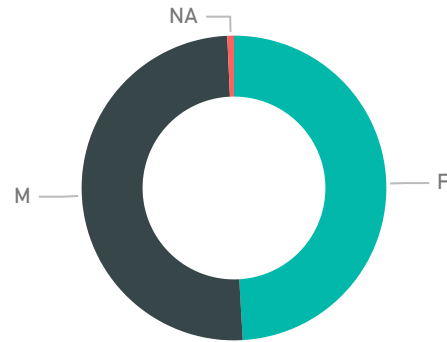
Weekly Return Volume



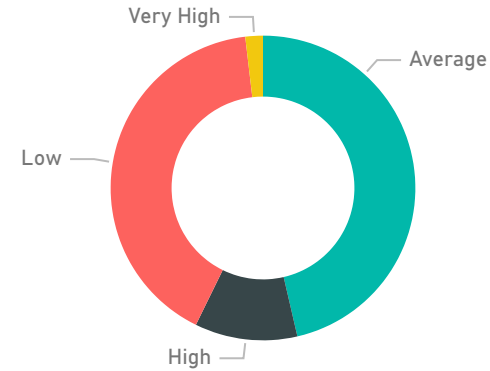


FullName	Total Orders	Total Revenue
Adriana Gonzalez	4	\$9,195.69
Mr. Aaron Wright	3	\$6,750.95
Mr. Andres Nara	3	\$6,723.49
Mr. Andres Raji	3	\$6,678.79
Mr. Blake Diaz	3	\$6,713.96
Mr. Brad She	4	\$9,161.01
Mr. Brent Zhang	3	\$7,018.99
Mr. Clarence Anand	3	\$6,690.02
Mr. Clarence Gao	3	\$6,753.46
Mr. Clayton Li	3	\$6,830.64
Mr. Cole Ramirez	3	\$6,682.41
Mr. Cole Stewart	3	\$6,713.92
Mr. Corey Anand	3	\$7,004.97
Mr. Dennis Zhou	3	\$6,811.23
Mr. Eddie Dominguez	3	\$7,044.38
Mr. Erick Lopez	3	\$6,916.10
Mr. Ethan Bryant	3	\$6,730.25
Mr. Francisco Sara	4	\$9,125.54
Mr. Frank Vazquez	3	\$6,870.35
Mr. Franklin He	3	\$6,784.41
Mr. Franklin Xu	5	\$10,164.34
Mr. Glenn Wang	3	\$6,690.48
Mr. Jake She	3	\$6,947.09
Mr. Jarrod Mehta	3	\$7,038.37
Mr. Jason Campbell	3	\$6,712.22
Mr. Johnathan Madan	3	\$6,722.14
Mr. Johnathan Suri	4	\$7,721.33
Mr. Johnny Moyer	3	\$6,778.24
Mr. Jordan Turner	7	\$11,022.38
Mr. Julian Wood	3	\$6,978.45
Mr. Kevin Coleman	4	\$7,750.53
Mr. Lance Blanco	4	\$7,207.07
Total	353	\$751,130.39

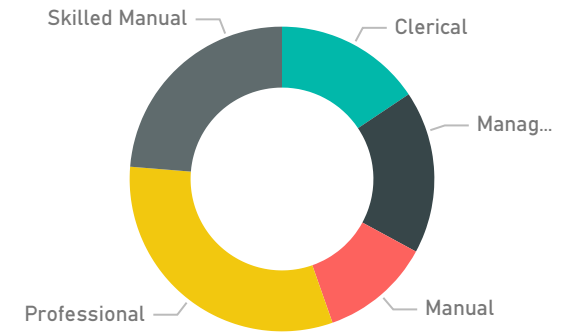
Orders by Gender



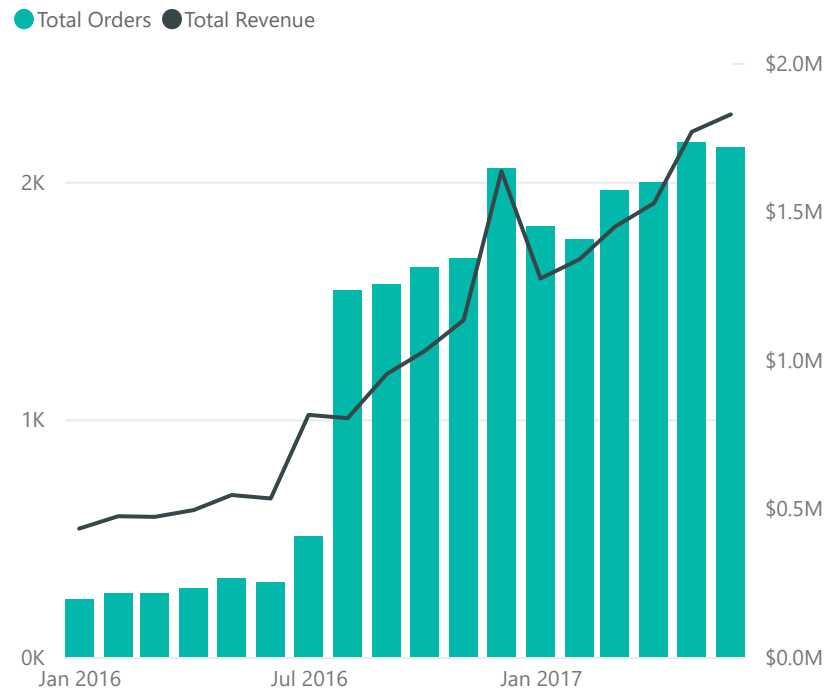
Orders by Income Level



Orders by Occupation



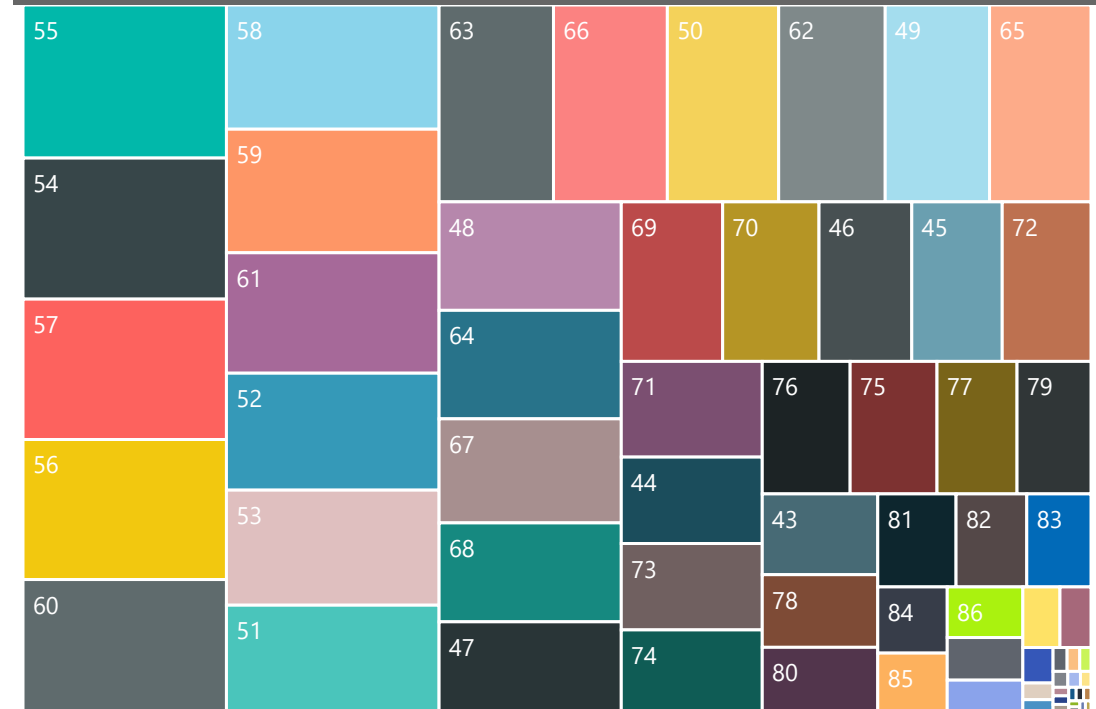
Orders and Revenue by Month



Top Customer

Mr. Maurice Shan

Orders by Age



Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary

