

1/1/2016

6/30/2017





## Total Orders by Subcategory \$7.05M **Total Revenue** \$0.01M Tires and Tubes Helmets 6.0K **Road Bikes** Bottles and C... Mountain Bikes SubcategoryName 3.1K Jerseys **Touring Bikes** Caps 2.1K Fenders 2.0K Gloves Shorts Cleaners Hydration Pac... Socks 0.5K Vests 0.5K 0K 5K 10K **Total Orders**

ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	3,983	1.95%
Patch Kit/8 Patches	<b>2,</b> 952	1.61%
Mountain Tire Tube	<b>2,</b> 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	528	3.22%
Mountain-200 Black, 42	524	3.63%
Mountain-200 Silver, 38	522	2.30%
Mountain-200 Silver, 46	521	2.11%
Mountain-200 Black, 38	519	2.89%
Mountain-200 Silver, 42	483	2.48%
Total	22,534	2.14%

View Product Detail



Monthly Revenue

\$1.83M~ Goal: 1.77M (+3.31%)

Monthly Orders

2,146! Goal: 2165 (-0.88%)

Monthly Returns

166~ Goal: 169 (+1.78%)

## Top Product (Orders)

Water Bottle - 30 oz.

## **Top Product (Profit)**

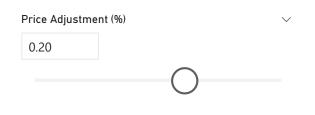
Mountain-200 Black, 46

Select all North America Pacific Europe NORTH AMERICA EUROPE Atlantic Ocean AFRICA SOUTH AMERICA Indian AUSTRALIA Ocean Microsoft Bing © 2022 TomTom, © 2022 Microsoft Corporation, © OpenStreetMap





## Water Bottle - 30 oz.

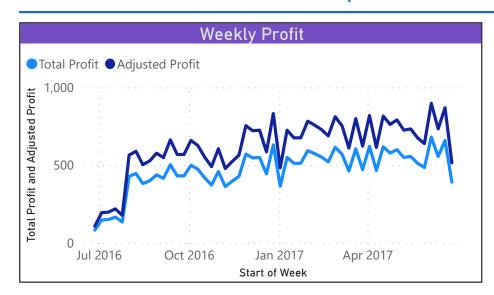


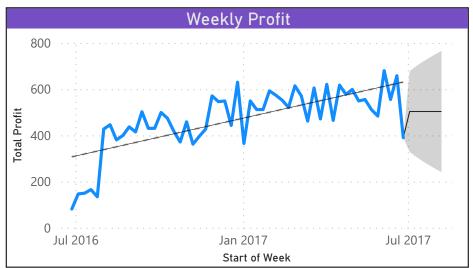
\$4.99 Avg Retail Price \$5.99 Adjusted Price

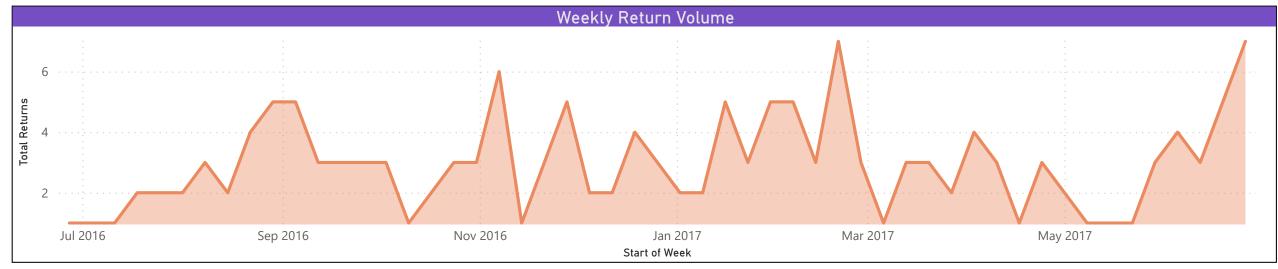




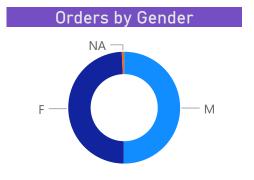




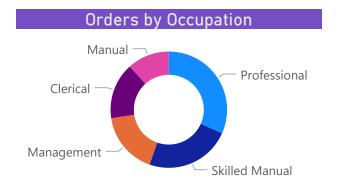


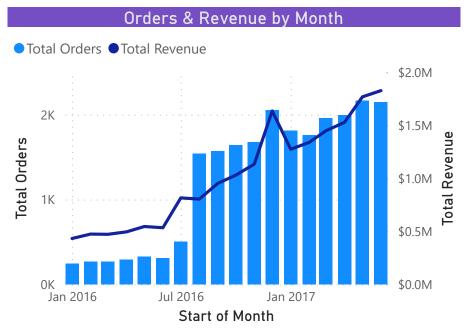


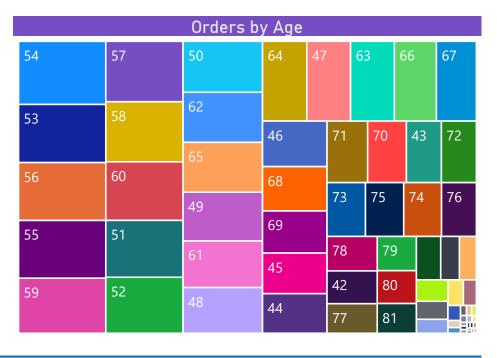












Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary  $\rightarrow$