



DATA ANALYTICS

Date

1/1/2015

6/30/2017

23K

Total Orders

\$18.51M

Total Revenue

7.65 %

% of Returns

10.65M

Total Cost

\$7.86M

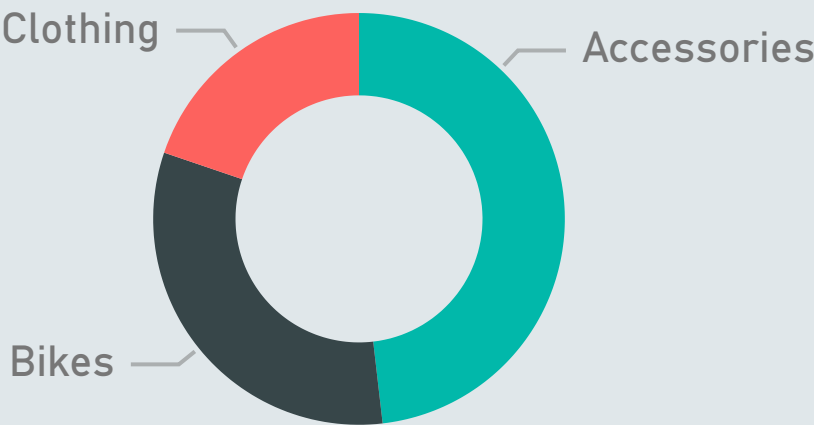
Total Profit

Total Revenue and Revenue Target by Month

\$1.64M✓

Goal: 1.25M (+31.11%)

Total Orders by Category

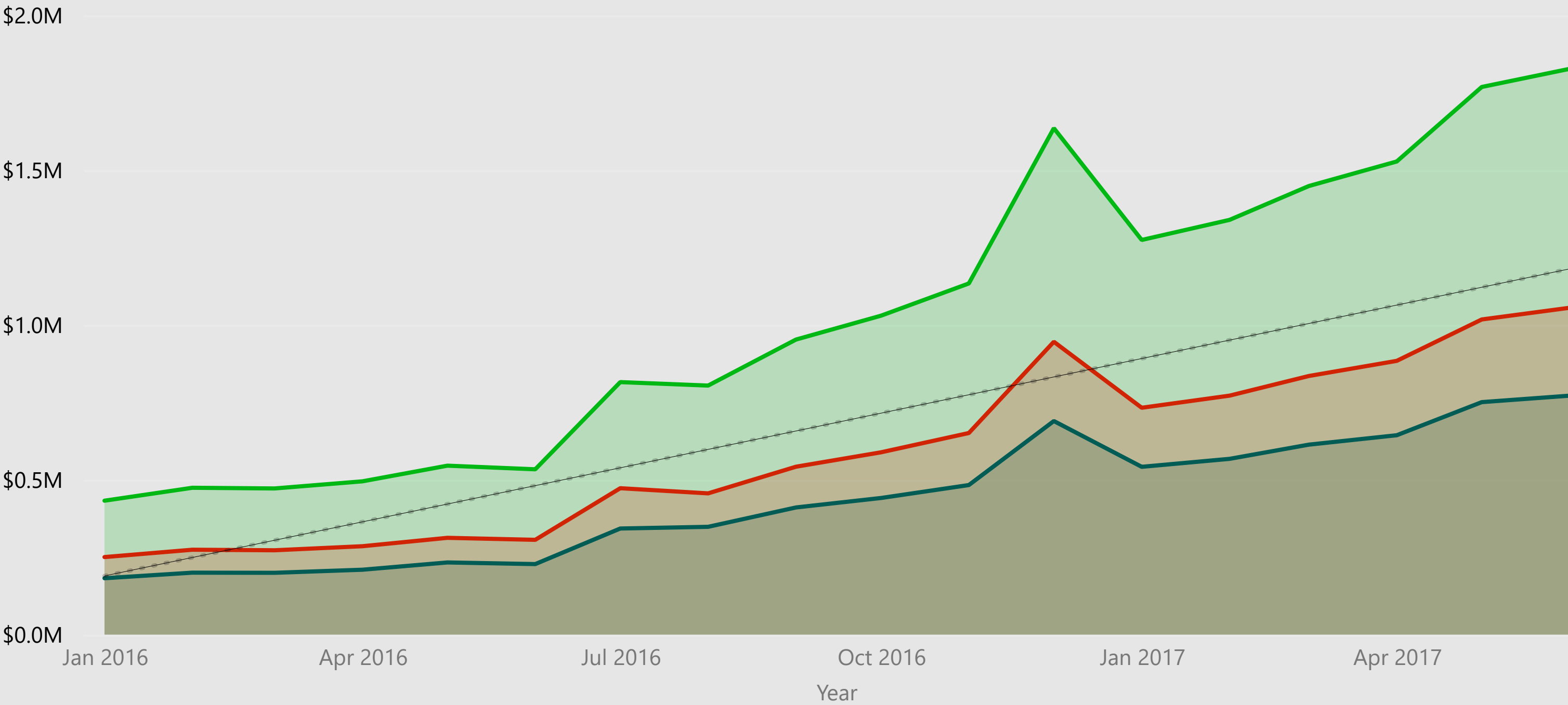


Continent, Country, Region

- ✓ ☐ Europe
- ✓ ☐ North America
- ✓ ☐ Pacific

Total Profit, Total Revenue and Total Cost by Year, Quarter, Month and Day

● Total Profit ● Total Revenue ● Total Cost



CategoryName	SubcategoryName	Total Orders	Total Profit	Total Revenue
Bikes	Mountain Bikes	4103	\$3,242,071.51	\$7,051,301.46
Bikes	Road Bikes	5072	\$2,455,331.65	\$6,414,699.96
Bikes	Touring Bikes	2124	\$1,427,160.29	\$3,771,564.66
Accessories	Tires and Tubes	9084	\$238,335.30	\$380,826.68
Accessories	Helmets	6034	\$131,003.45	\$205,817.41
Accessories	Bottles and Cages	4485	\$67,411.81	\$107,744.94
Accessories	Fenders	1975	\$54,489.60	\$87,040.80
Clothing	Jerseys	3113	\$44,971.11	\$158,569.27
Clothing	Shorts	944	\$41,356.64	\$66,070.56
Clothing	Gloves	1332	\$36,592.96	\$62,266.20
Accessories	Hydration Packs	695	\$23,921.90	\$38,218.05
Accessories	Bike Stands	234	\$23,290.02	\$37,206.00
Accessories	Bike Racks	302	\$22,686.24	\$36,240.00
Clothing	Vests	521	\$20,709.75	\$33,083.50
Clothing	Caps	2062	\$12,162.43	\$35,864.64
Accessories	Cleaners	850	\$8,495.88	\$13,562.70
Clothing	Socks	538	\$5,984.69	\$9,556.37
Total		22534	\$7,855,975.23	\$18,509,633.20



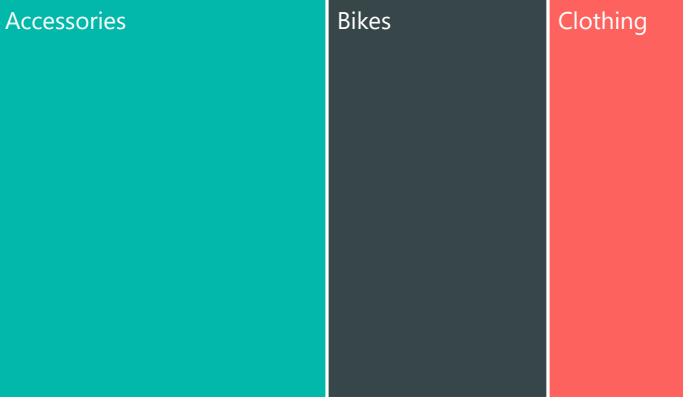
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Date

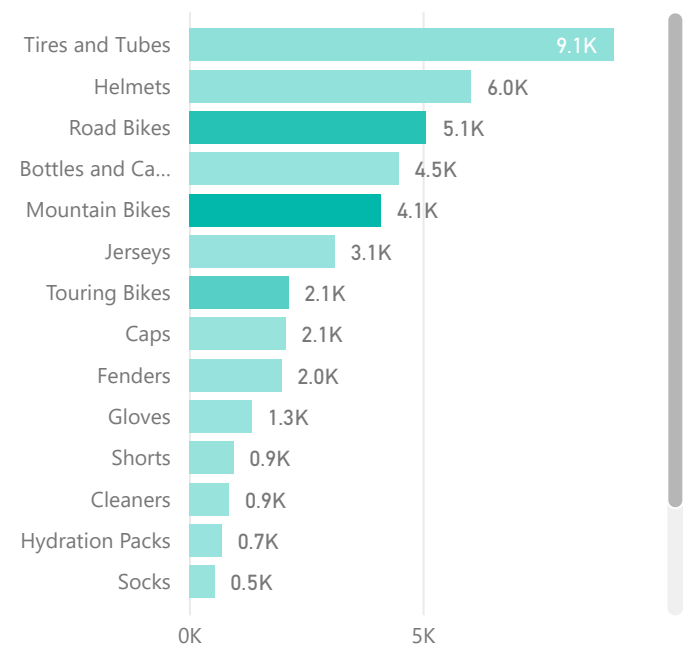
1/1/2015

6/30/2017

Total Orders by Category



Total Orders by Category



ProductName	Total Orders	Return Rate
Water Bottle - 30 oz.	3983	1.95 %
Patch Kit/8 Patches	2952	1.61 %
Mountain Tire Tube	2846	1.64 %
Road Tire Tube	2173	1.55 %
Sport-100 Helmet, Red	2099	3.33 %
AWC Logo Cap	2062	1.11 %
Sport-100 Helmet, Blue	1995	3.31 %
Fender Set - Mountain	1975	1.36 %
Sport-100 Helmet, Black	1940	2.68 %
Mountain Bottle Cage	1896	2.02 %
Road Bottle Cage	1668	1.68 %
Touring Tire Tube	1364	1.64 %
HL Mountain Tire	1305	3.75 %
ML Mountain Tire	1059	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 %
Half-Finger Gloves, M	165	1.71 %
Total	22534	2.14 %

View Product Details



Monthly Revenue

\$1.83M✓

Last Month: 1.77M (+3.31%)

Monthly Orders

2146!

Last Month: 2165 (-0.88%)

Monthly Revenue

166✓

Last Month: 169 (+1.78%)

Top Product (Orders)

Water Bottle - 30 oz.

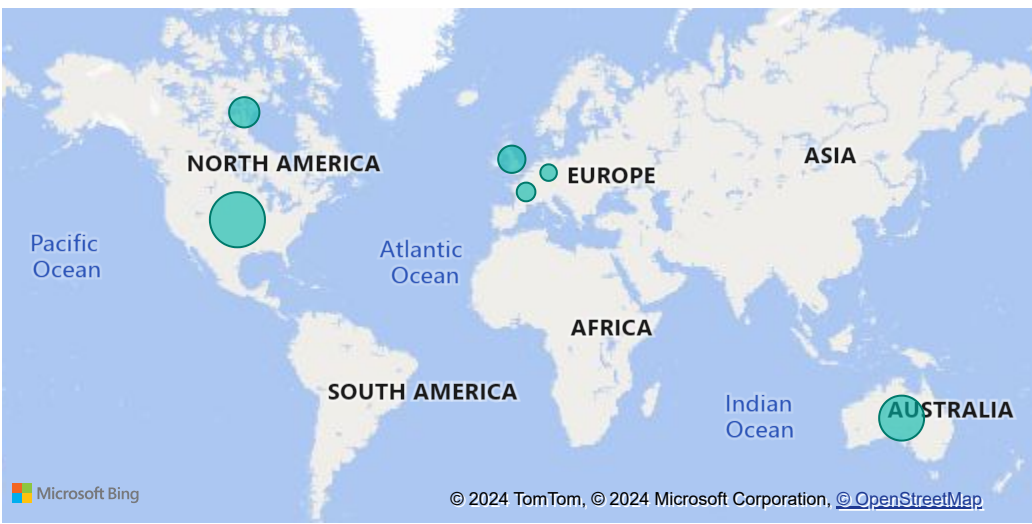
Top Product (Profit)

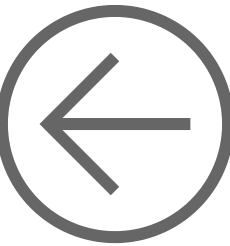
Mountain-200 Black, 46

Pacific

North America

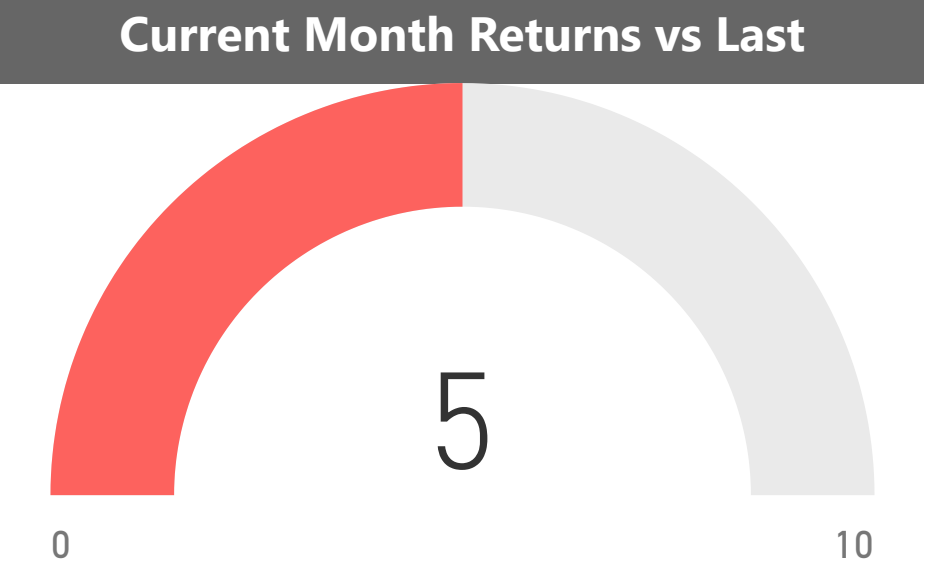
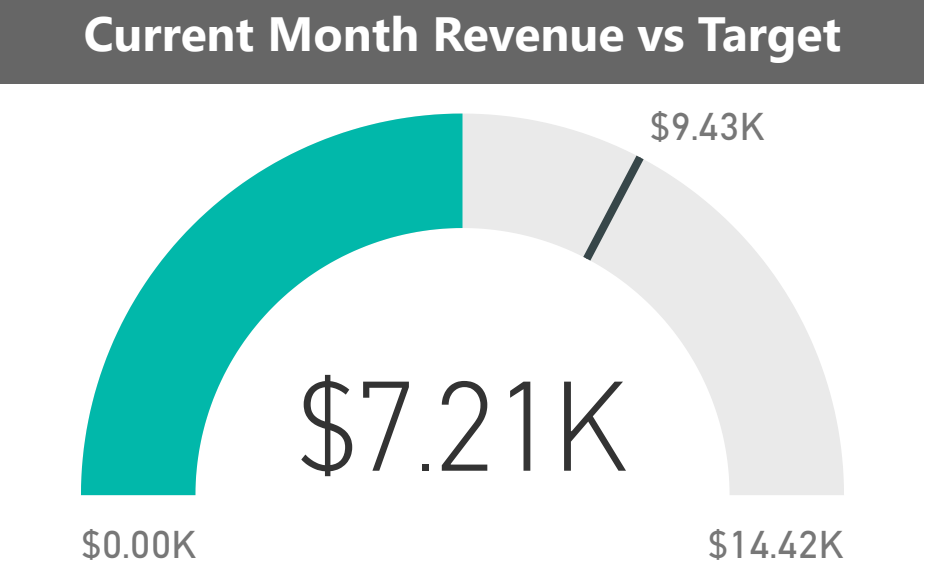
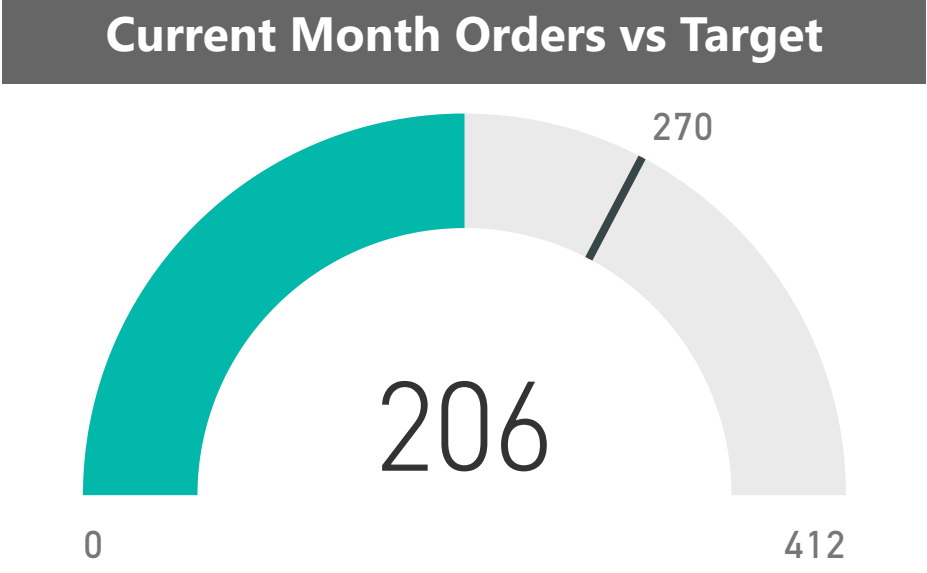
Europe





DATA ANALYTICS

Sport-100 Helmet, Red



Price Adjustment (%)

0.50

\$34.99

Avg Retail Price

52.49

Adjusted Price

