



1/1/2016

6/30/2017

Continent

Europe

North America

Pacific

Monthly Revenue

\$1.83M✓

Goal: 1.77M (+3.31%)

Total Orders by Category

Accessories

17K

Bikes

11K

Clothing

7K

Total Orders by Subcategory

Tires and Tubes

9.1K

Helmets

6.0K

Road Bikes

5.1K

Bottles and Cages

4.5K

Mountain Bikes

4.1K

Jerseys

3.1K

Touring Bikes

2.1K

Caps

2.1K

Fenders

2.0K

Gloves

1.3K

Shorts

0.9K

Cleaners

0.9K

Hydration Packs

0.7K

Socks

0.5K

Vests

0.5K

Bike Racks

0.3K

Bike Stands

0.2K

0K

5K

10K

ProductName

Total Orders

Return Rate

Water Bottle - 30 oz.

3,983

1.95%

Patch Kit/8 Patches

2,952

1.61%

Mountain Tire Tube

2,846

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%

Half-Finger Gloves, M

465

1.74%

Total

22,534

2.14%



View Product Details

Monthly Returns

166✓

Goal: 169 (+1.78%)

Monthly Orders

2,146!

Goal: 2165 (-0.88%)

Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46





AWC Logo Cap

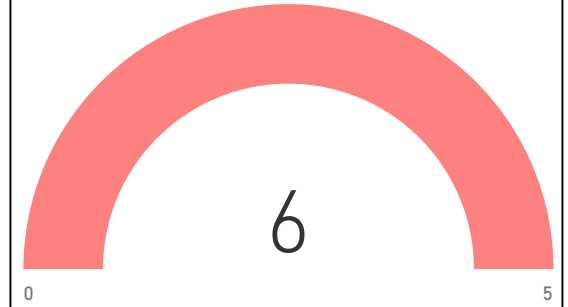
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Return vs. Prev Month



Price Adjustment (%)

0.00

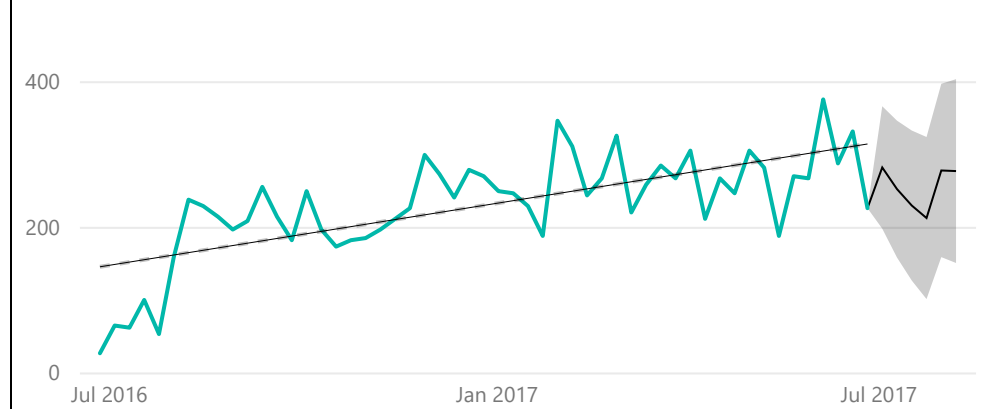
\$8.64
Avg Retail Price
\$8.64
Adjusted Price

Weekly Profit

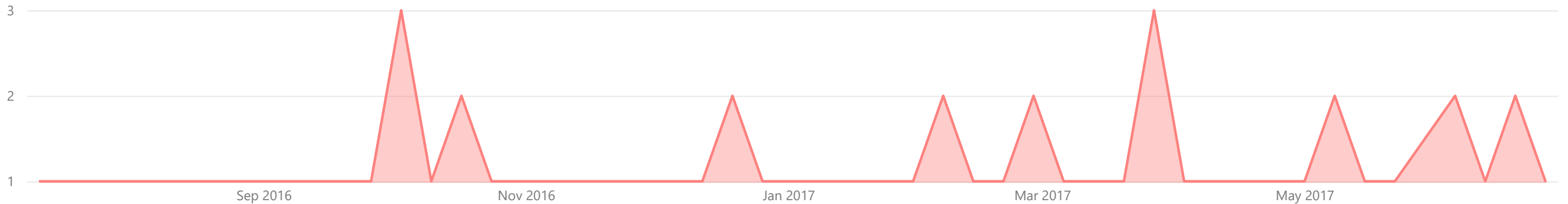
● Total Profit ● Adjusted Profit



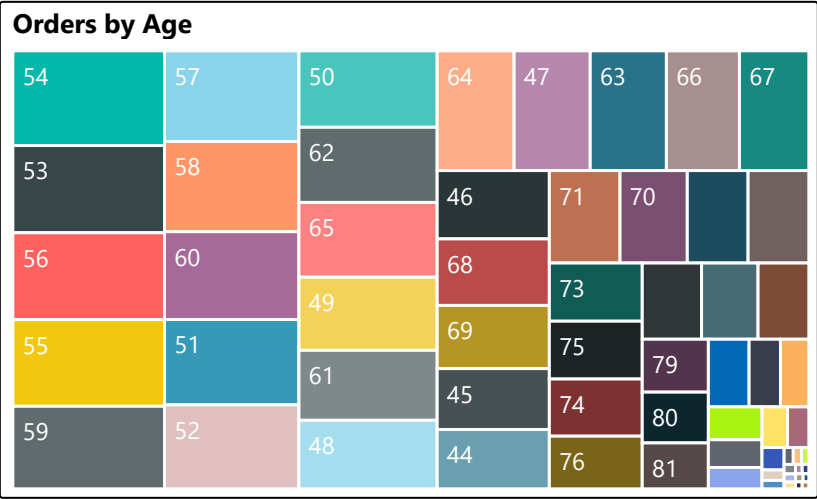
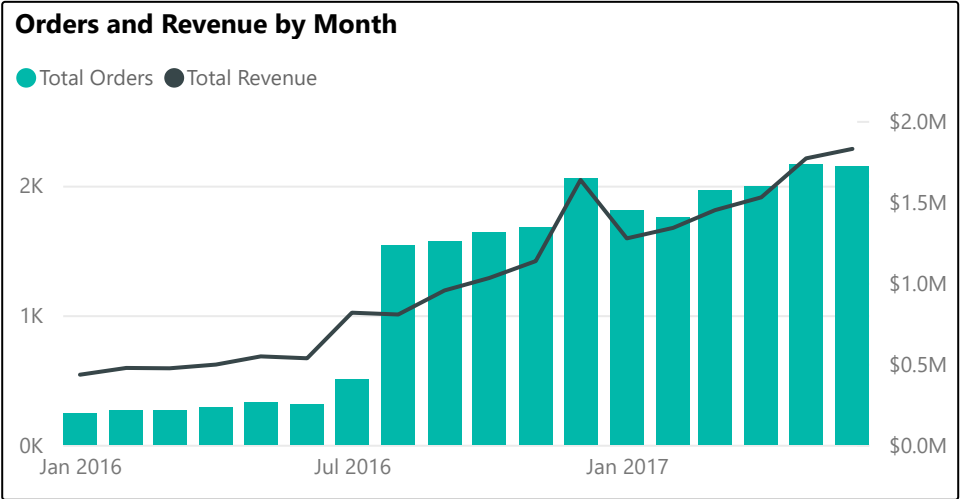
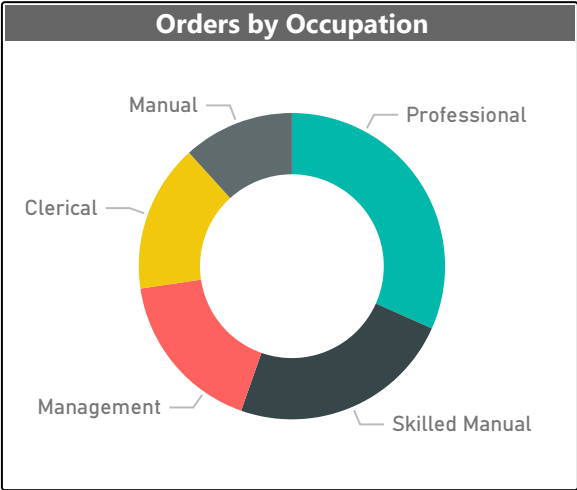
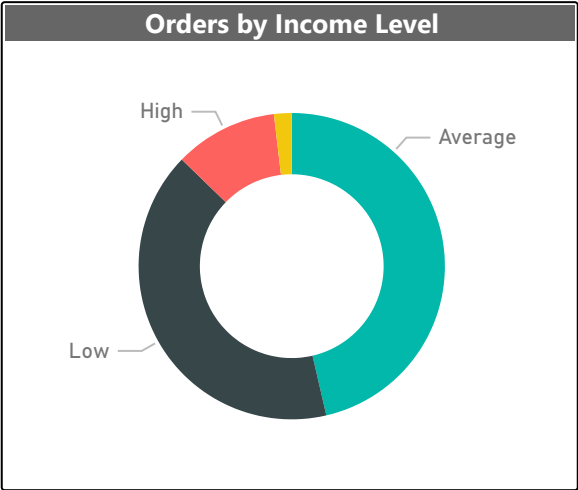
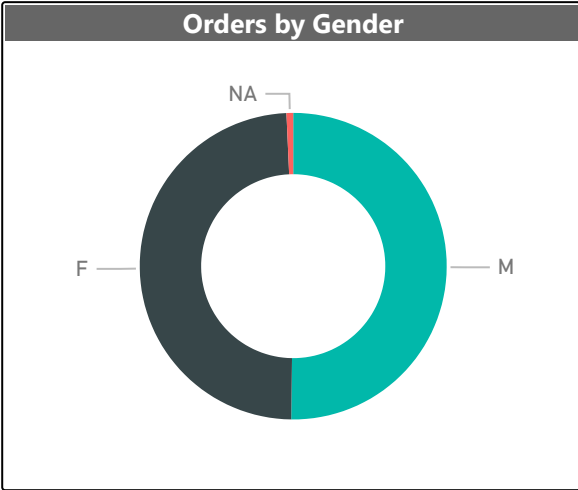
Weekly Profit



Weekly Return by Volume



Full Name	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
Mrs. Audrey Blanco	4	\$7,139.17
Mr. Ricky Navarro	3	\$7,119.63
Mr. Eddie Dominguez	3	\$7,044.38
Mrs. Molly Madan	3	\$7,043.25
Mr. Jarrod Mehta	3	\$7,038.37
Ms. Susan Zhou	3	\$7,027.98
Mr. Brent Zhang	3	\$7,018.99
Ms. Alyssa Bradley	3	\$7,018.84
Mrs. Cheryl Jiménez	3	\$7,009.84
Mrs. Mary Carter	3	\$7,006.71
Mr. Corey Anand	3	\$7,004.97
Total	353	\$751,130.39



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary →