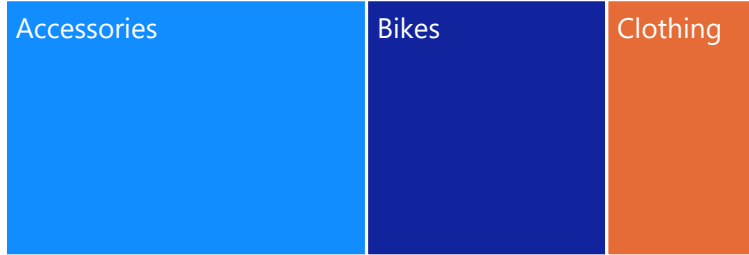




1/1/2016

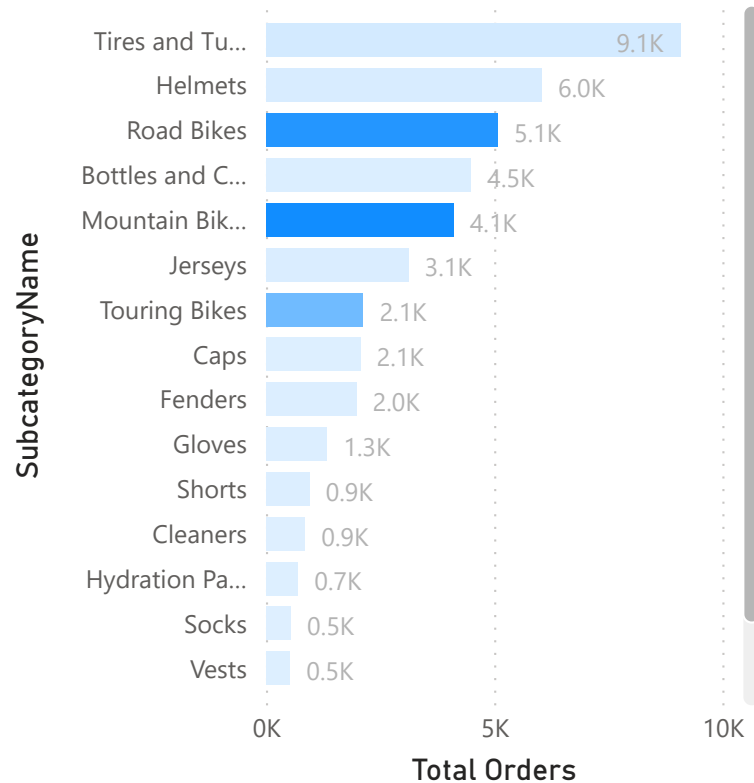
6/30/2017

### Total Orders by Category



### Total Orders by Subcategory

Total Revenue \$0.01M \$7.05M



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%
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

Europe

North America

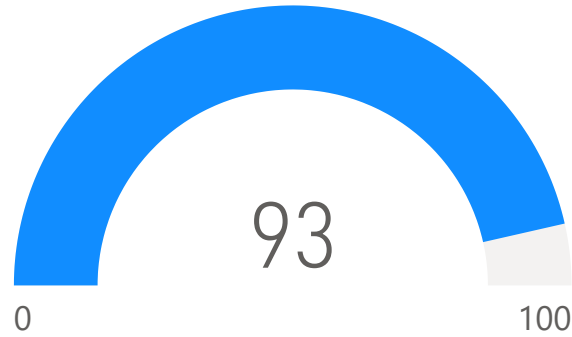
Pacific



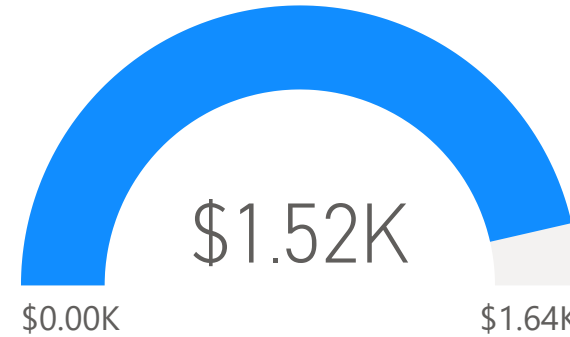


## Bike Wash - Dissolver

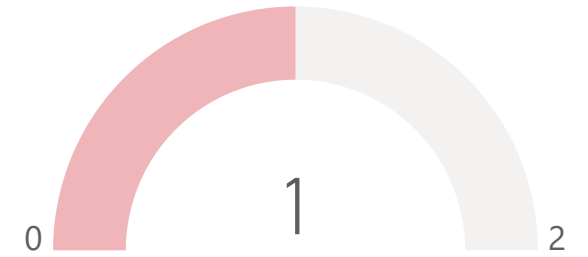
Current Month Orders vs Target



Current Month Revenue vs Target



Current Month Returns vs Previous Month

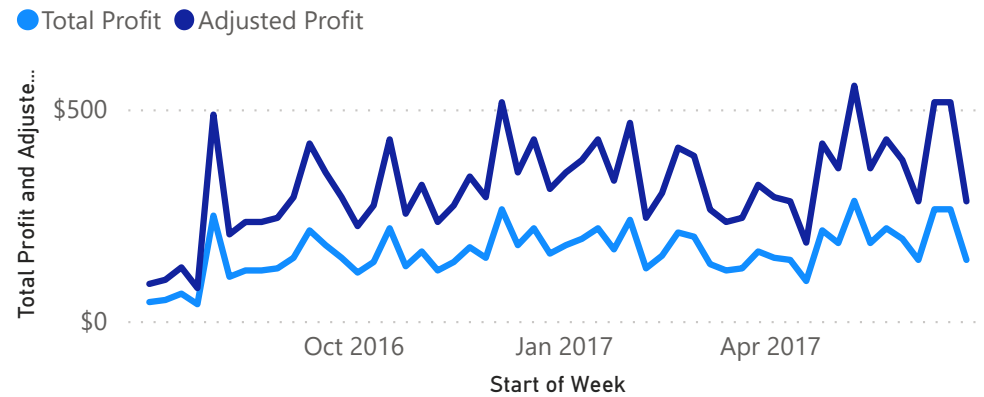


Price Adjustment

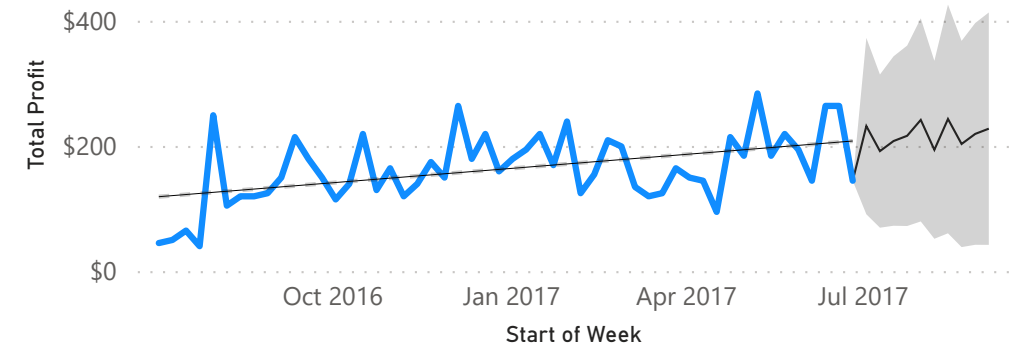
0.60

\$7.95  
Avg Retail Price  
\$12.72  
Adjusted Price

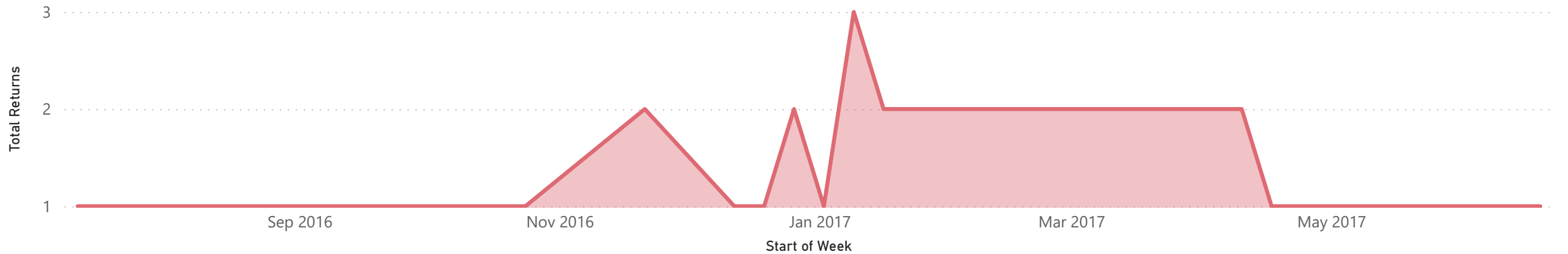
Weekly Profit



Weekly Profit



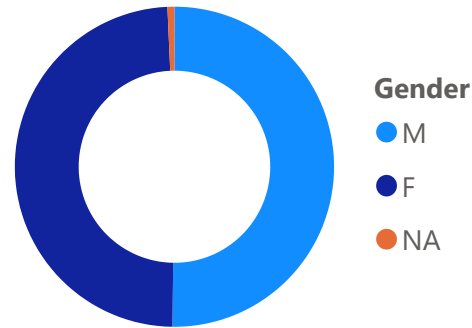
Weekly Return Volume



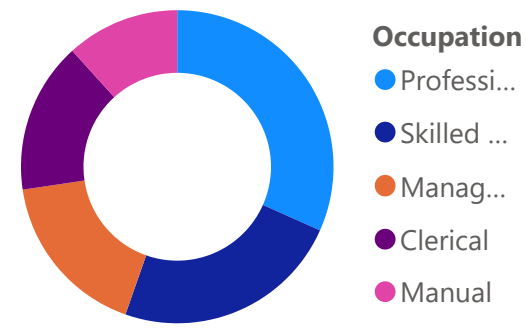


FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Larry Munoz	7	\$10,852.04
Mrs. Ariana Gray	6	\$10,391.42
Mr. Marco Lopez	6	\$10,289.68
Mr. Franklin Xu	5	\$10,164.34
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
<b>Total</b>	<b>353</b>	<b>\$751,130.39</b>

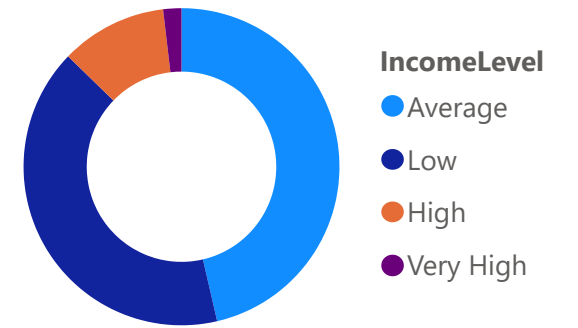
Orders by Gender



Orders by Occupation



Orders by Income level



Top Customer

Mr. Maurice Shan

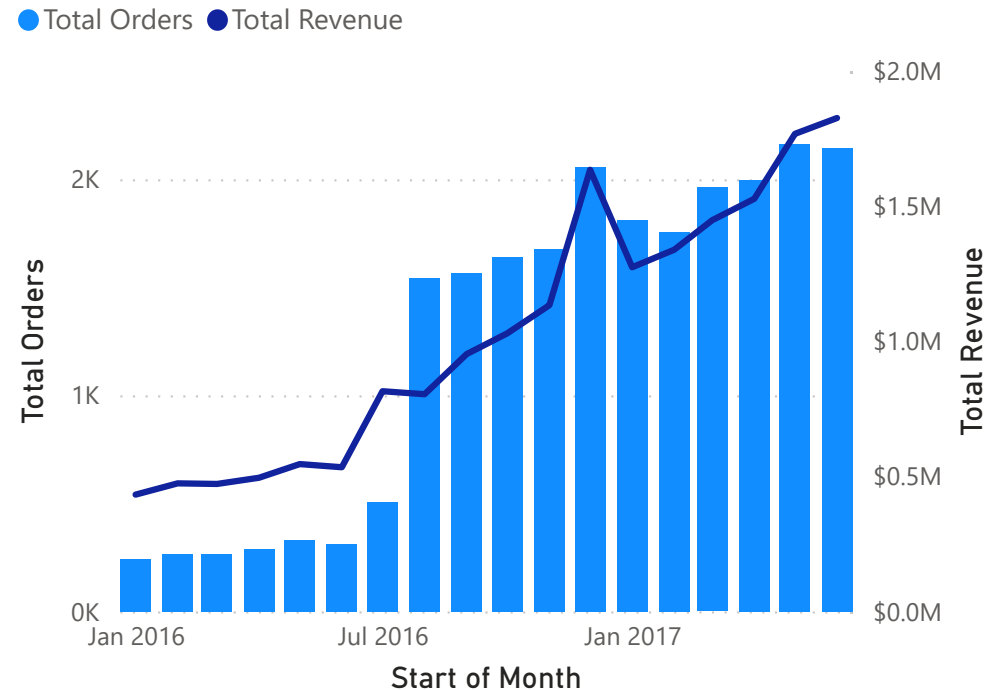
Total Orders

6

Total Revenue

\$12.41K

Orders and Revenue by Month



Orders by Age

