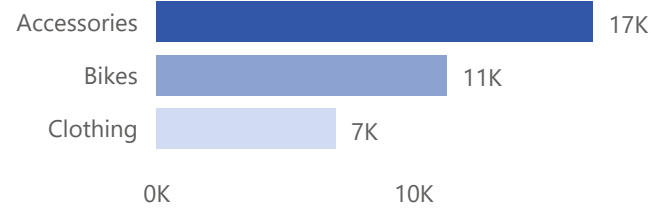
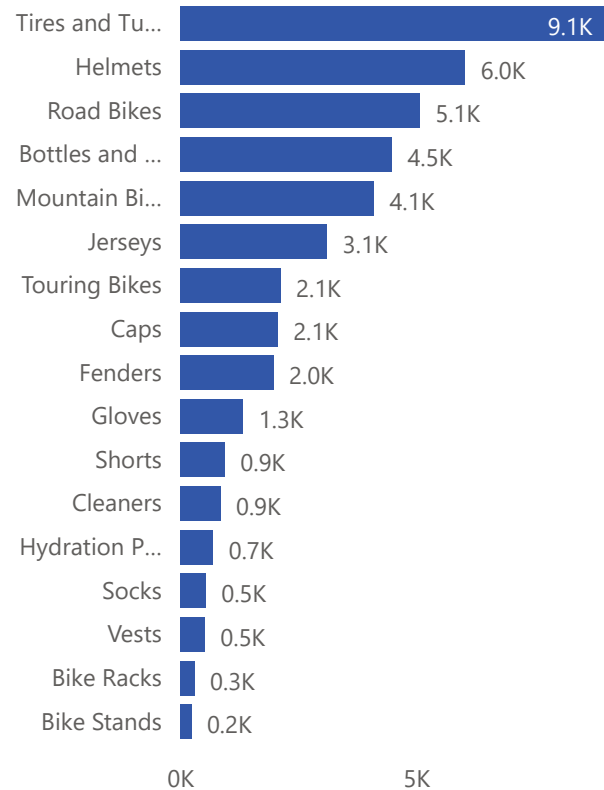




Total orders by Category



Total Orders by Subcategory



01-01-2016



30-06-2017



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	465	1.74%
Total	22534	2.14%

Monthly Revenue

\$1.83M✓

Goal: \$1.77M (+3.31%)

Monthly Returns

166✓

Goal: 169 (+1.78%)

Monthly Orders

2146!

Goal: 2165 (-0.88%)

Most Odered Product

Water Bottle - 30 oz.

Most Profitable Product

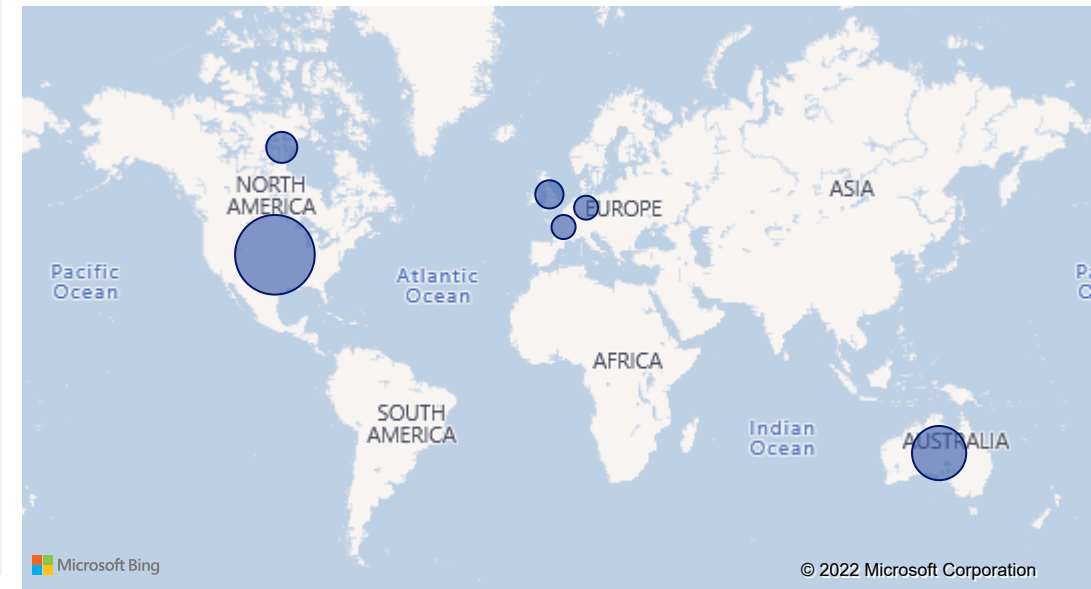
Mountain-200 Black, 46

Select all

Europe

North America

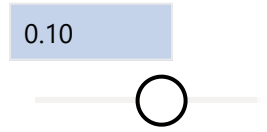
Pacific





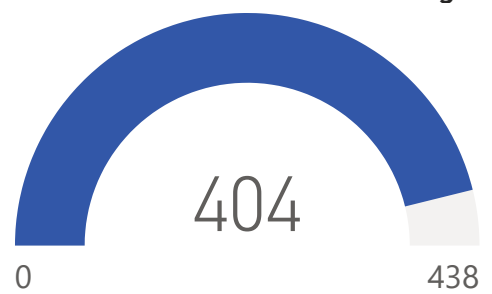
Water Bottle - 30 oz.

Price Adjustment (%)



\$4.99
Avg Retail Price
\$5.49
Adjusted Price
7967
Quantity Sold

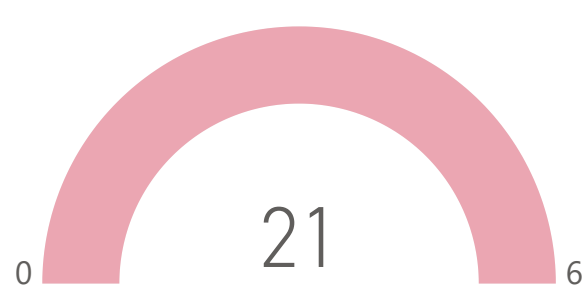
Current Month Orders Vs Target



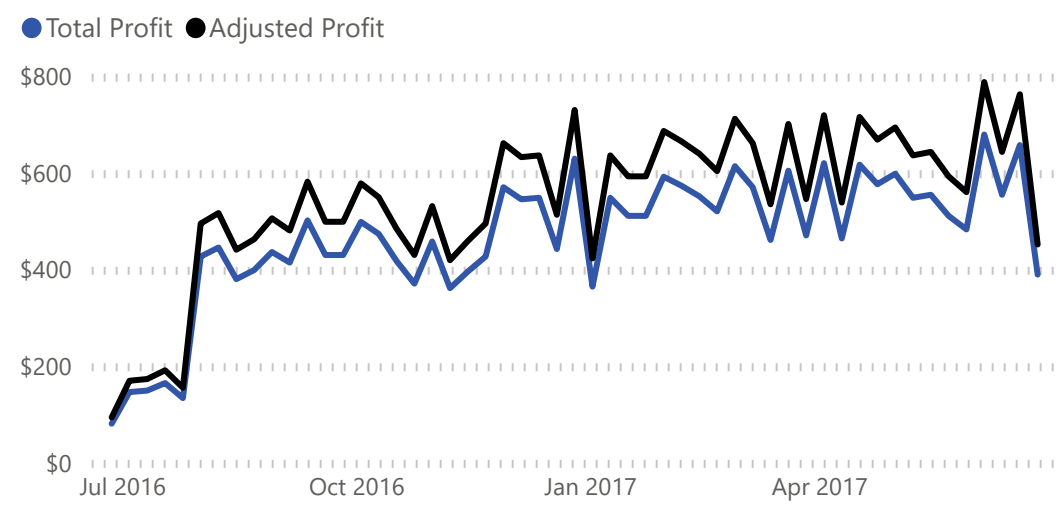
Current Month Revenue Vs Target



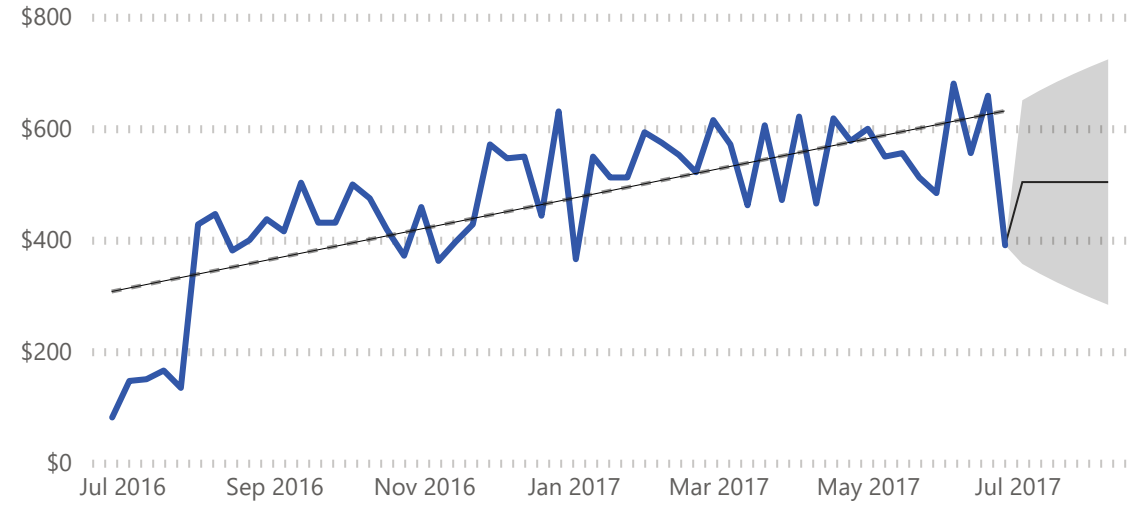
Current Month Returns Vs Prev Month



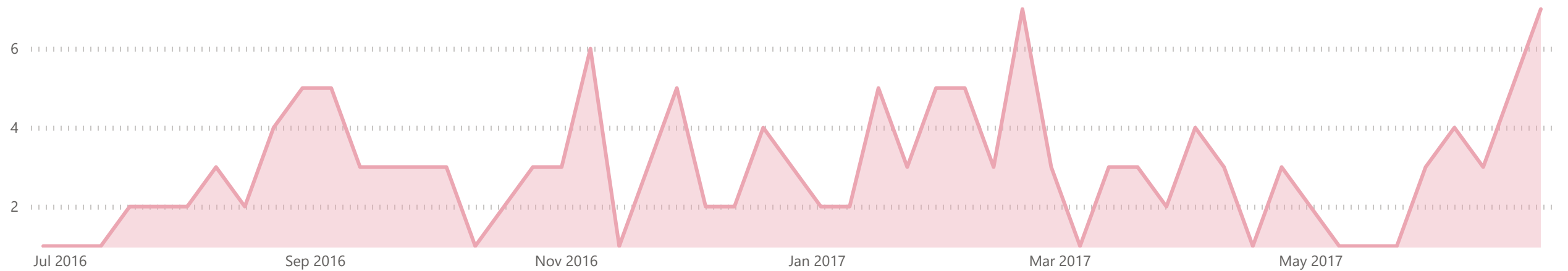
Weekly Profit (Actual and Adjusted)



Weekly Profit and Forecast



Weekly Returns

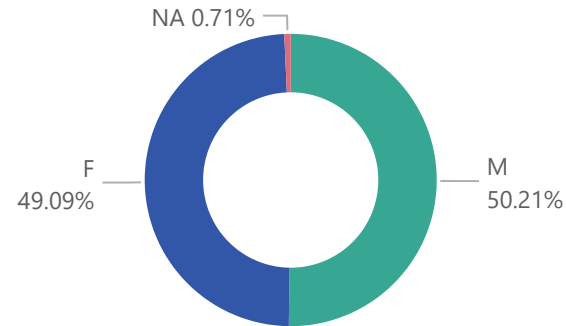




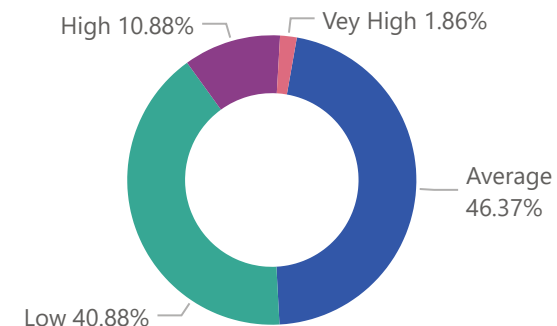
Top 100 Customers by Revenue

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
Mr. Preston Raman	4	\$7,599.49
Mr. Willie Xu	4	\$7,353.55
Mrs. Abby Subram	4	\$7,200.00
Total	353	\$7,51,130.39

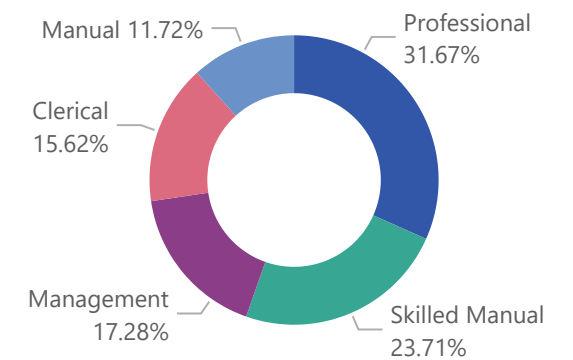
Total Orders by Gender



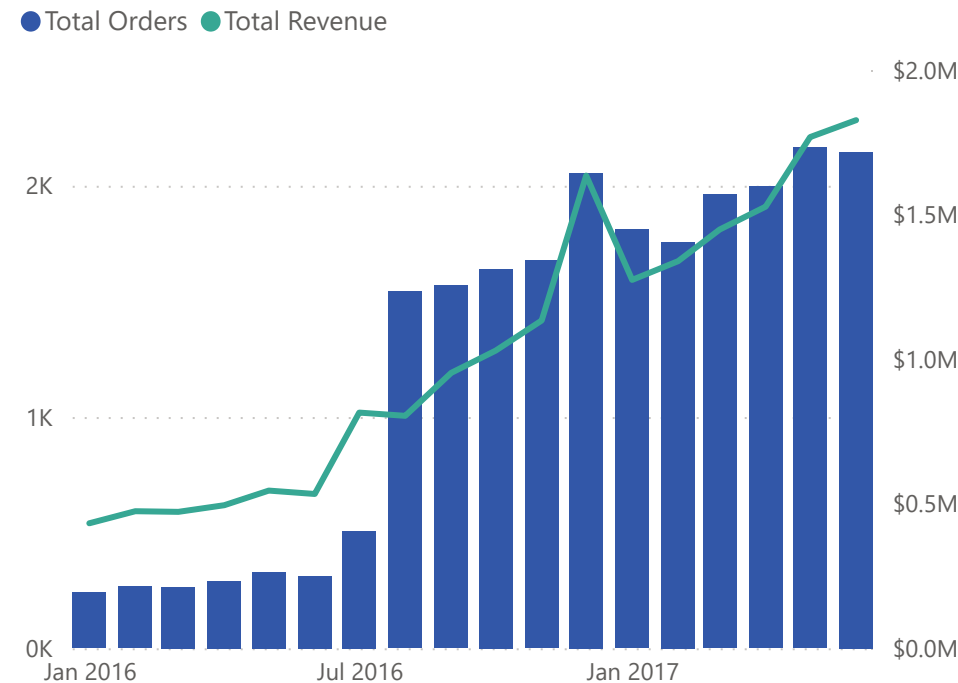
Total Orders by IncomeLevel



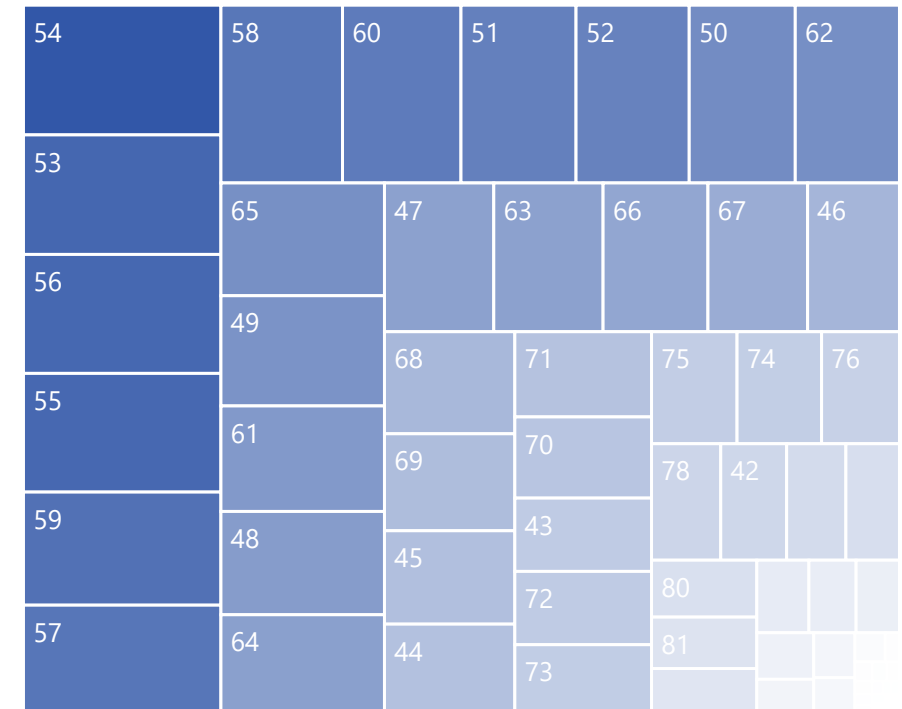
Total Orders by Occupation



Orders and Revenue by Month



Total Orders by Current Age



Top Customer by Revenue

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K