



1/1/2016

6/30/2017

Total Orders by Category

Accessories

Bikes

Clothing

Total Orders by SubCategory

Tires and Tubes 9.1K

Helmets 6.0K

Road Bikes 5.1K

Bottles and Ca... 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

Total Orders

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 %
Total	22,534	2.14 %

View Product Detail



Monthly Revenue

\$1.83M✓

Goal: 1.77M (+3.31%)

Monthly Return

166✓

Goal: 169 (+1.78%)

Monthly Orders

2,146!

Goal: 2165 (-0.88%)

Top Product (Profit)

Mountain-200 Black, 46

Top Product (Orders)

Water Bottle - 30 oz.

Select all

Europe

North
America

Pacific



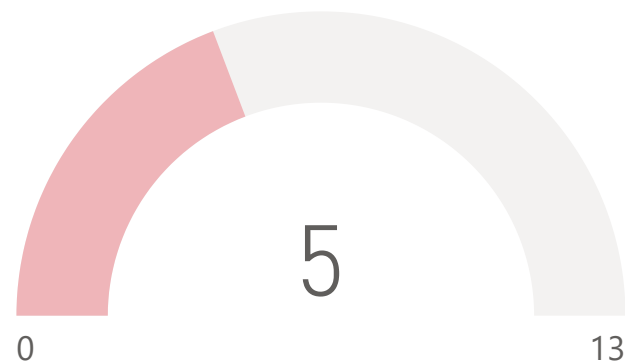


Current Month Order VS Target

Current Month Revenue vs Target

Current Month Returns vs Prev Month

Sport-100 Helmet, Red



Price Adjustment (%)

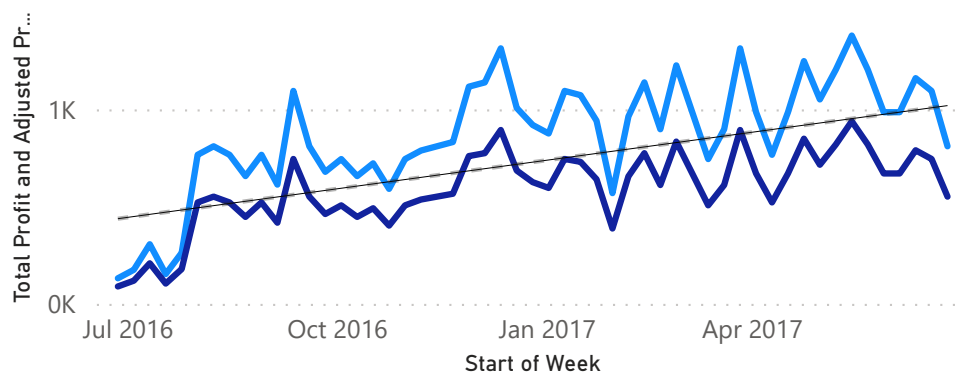
-0.20



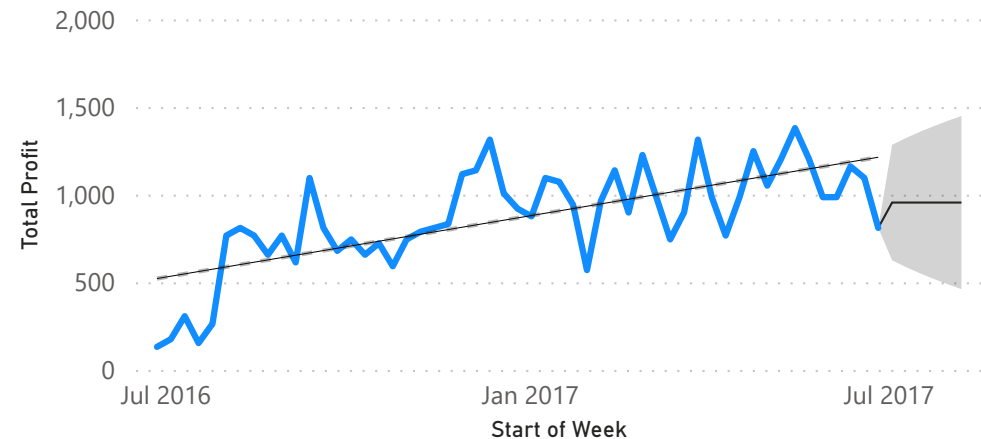
\$34.99
Avg Retail Price
\$27.99
Adjust Price

Weekly Profit

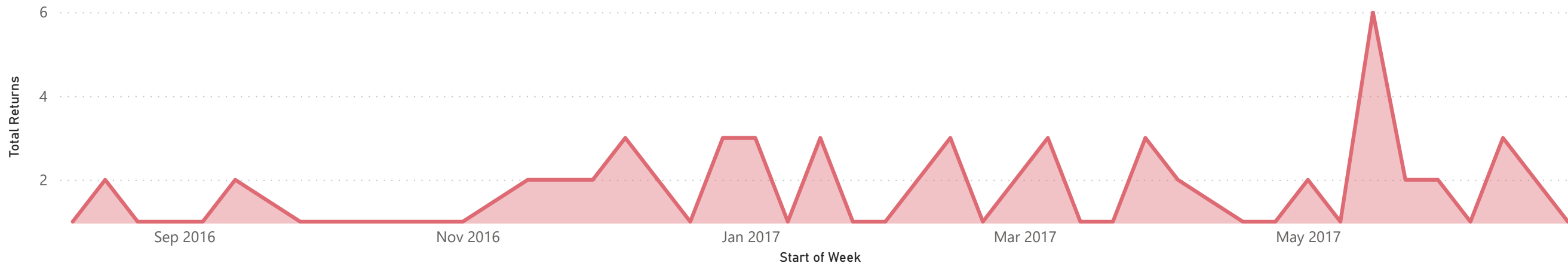
● Total Profit ● Adjusted Profit



Weekly Profit

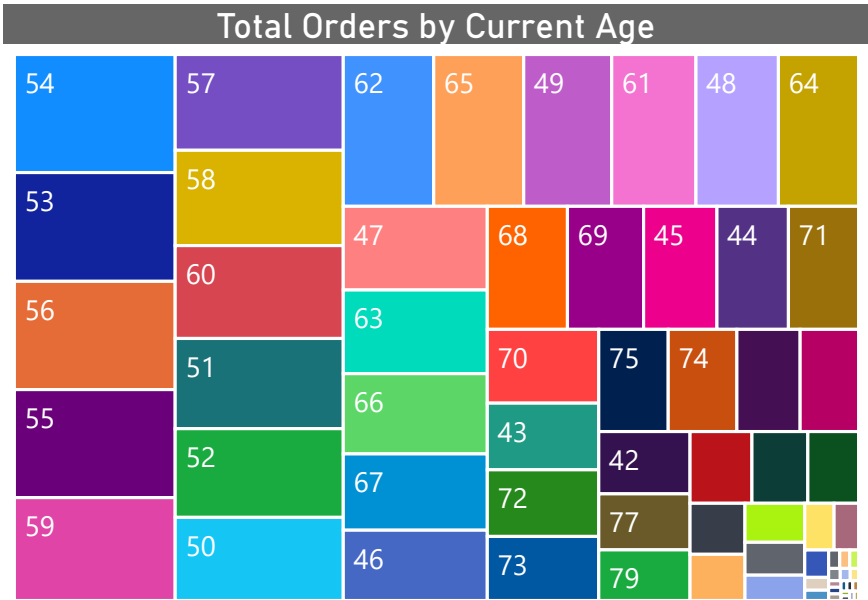
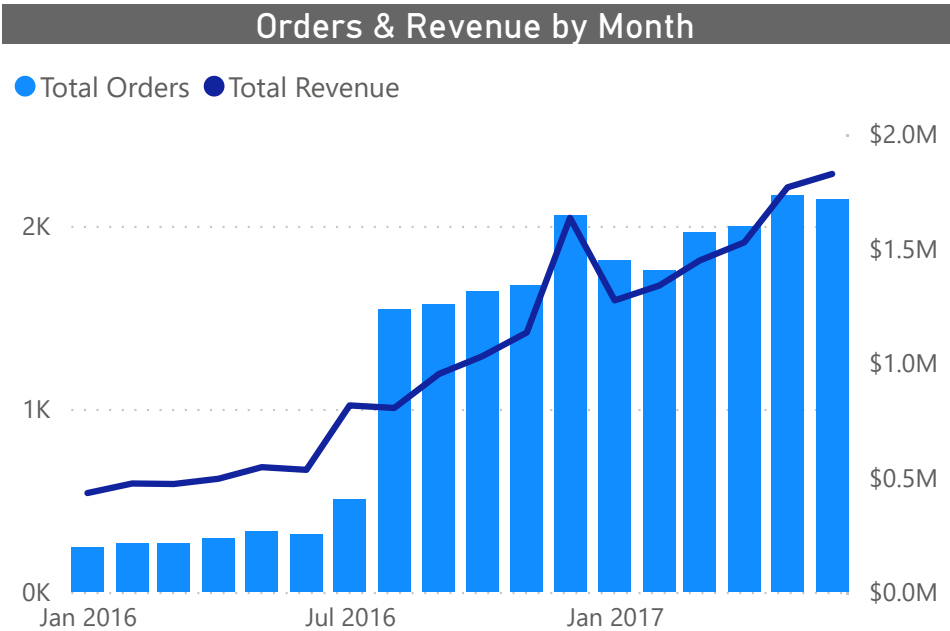
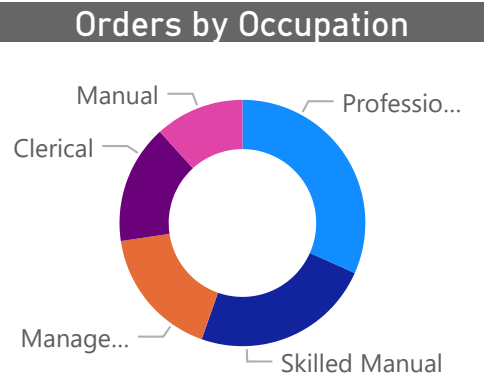
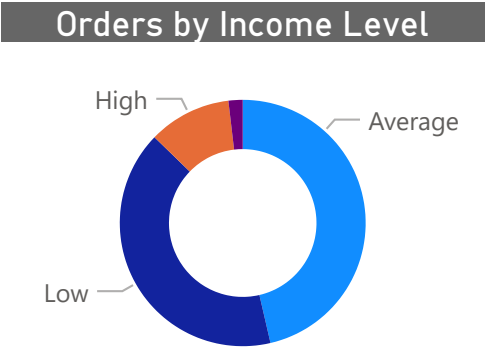
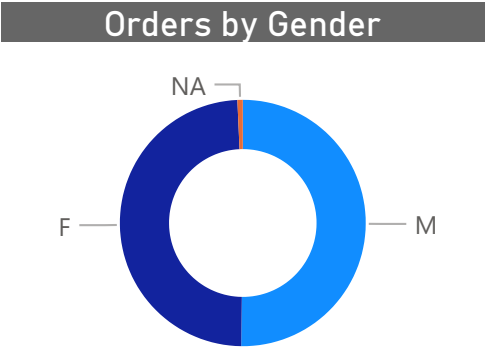


Weekly Return Volume





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
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
Total	22,534	\$18,509,633.20



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary →