



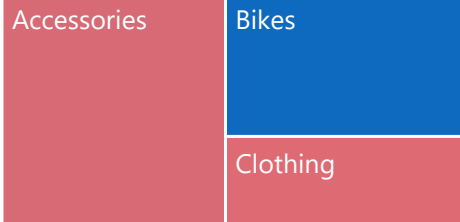
01/01/2016



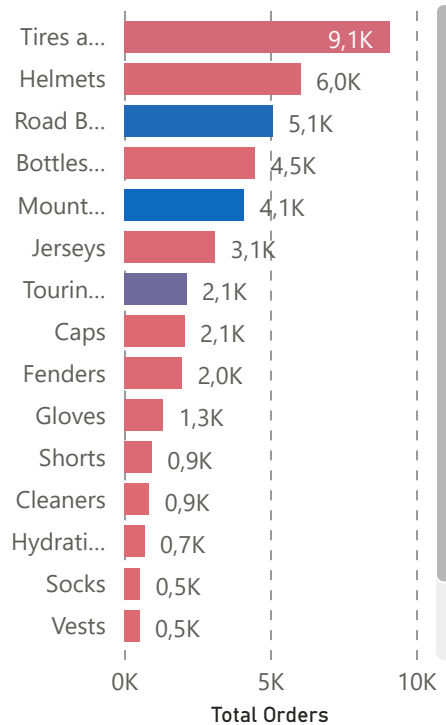
30/06/2017



## Total Orders by Category



## Total Orders by Subcategory



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%
Half-Finger Gloves, S	453	1,69%
Long-Sleeve Logo Jersey, L	424	3,54%
Half-Finger Gloves, L	414	2,14%
Total	22534	2,14%

[View Product Detail](#)

## Monthly Revenue

€ 1,83M✓  
Goal: 1,77M (+3.31%)

## Monthly Orders

2146!  
Goal: 2165 (-0.88%)

## Monthly Returns

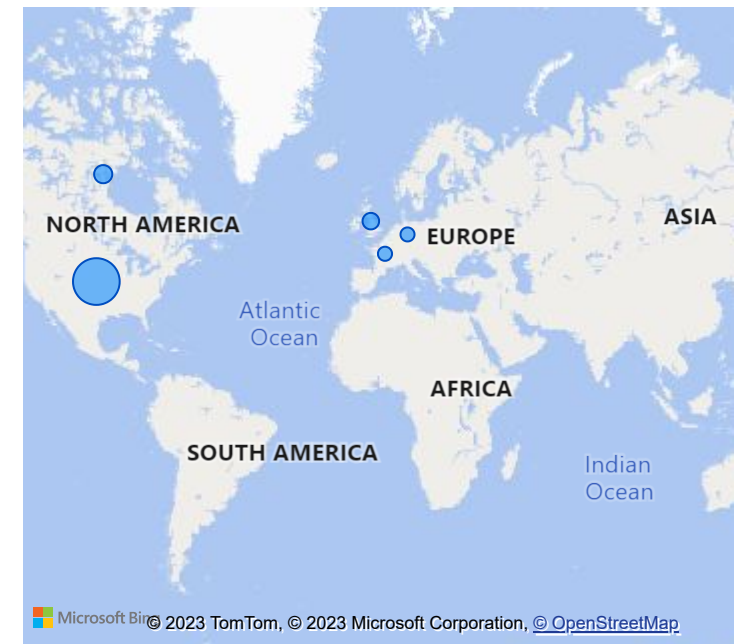
167✓  
Goal: 169 (+1.18%)

## Top Product (Orders)

Water Bottle - 30 oz.

## Top Product (Profit)

Mountain-200 Black, 46

[Select all](#)[Europe](#)[North America](#)[Pacific](#)



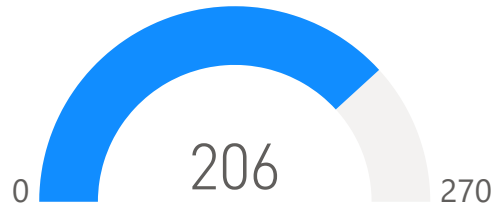
Sport-100 Helmet, Red

Price Adjustment (%)



€ 34,99  
Avg Retail Price  
€ 34,99  
Adjusted Price

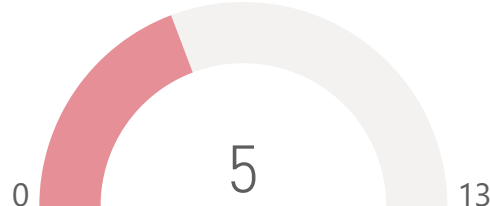
Current Month Orders Vs. Target



Current Month Revenue Vs. Target

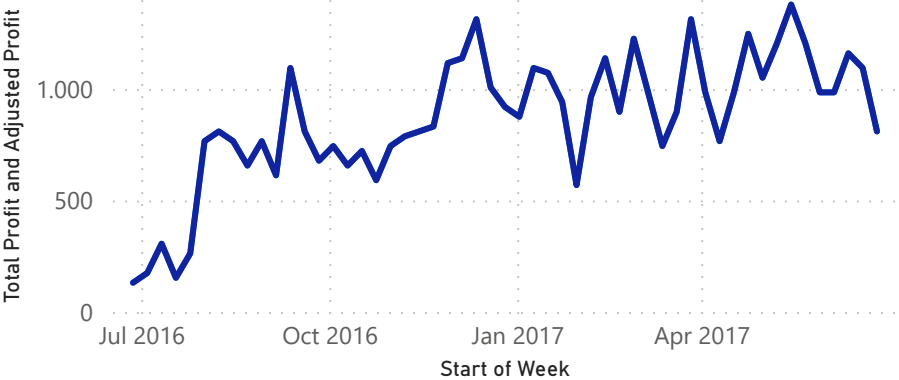


Current Month Return Vs. Prev.

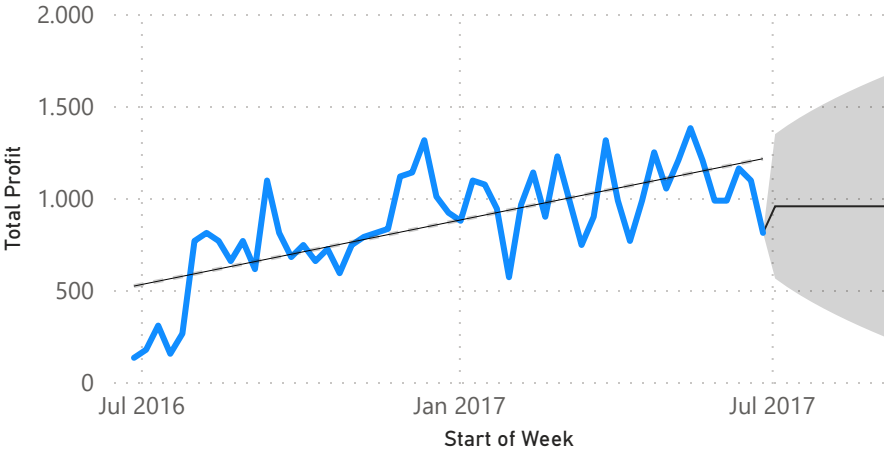


Weekly Profit

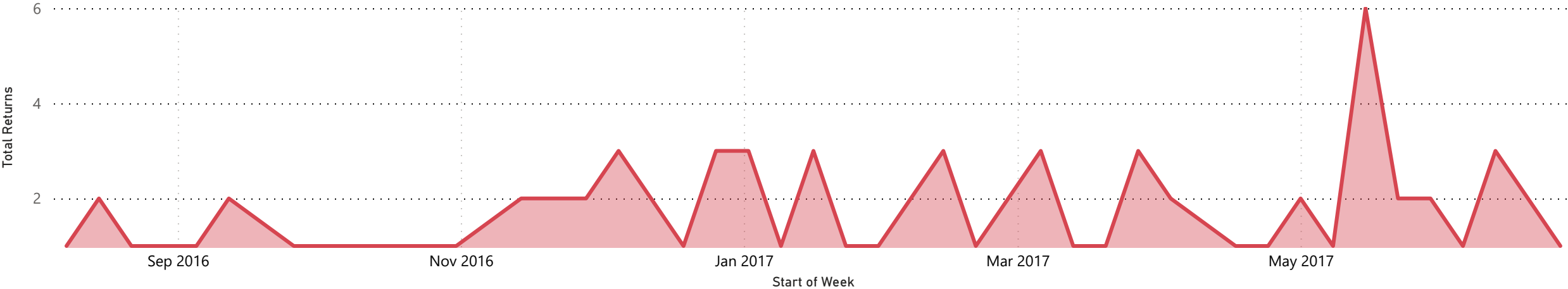
Total Profit Adjusted Profit



Weekly Profit



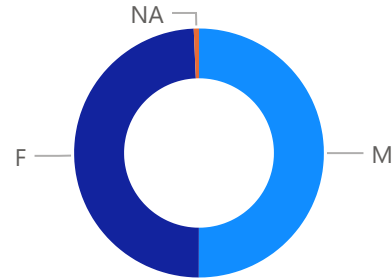
Weekly Return Volume



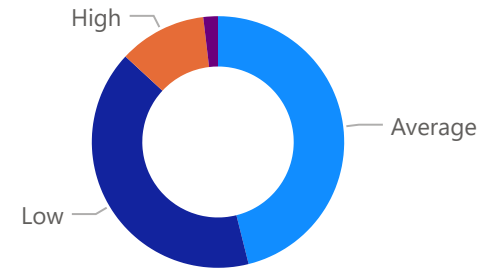


FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	€ 12.407,95
Mrs. Janet Munoz	6	€ 12.015,39
Mrs. Lisa Cai	7	€ 11.330,44
Mrs. Lacey Zheng	7	€ 11.085,74
Mr. Jordan Turner	7	€ 11.022,38
Mr. Franklin Xu	6	€ 10.863,44
Mr. Larry Munoz	7	€ 10.852,04
Mrs. Kate Anand	4	€ 10.436,51
Mr. Larry Vazquez	4	€ 10.394,98
Mrs. Ariana Gray	6	€ 10.391,42
Mr. Clarence Gao	4	€ 10.331,73
Mr. Aaron Wright	4	€ 10.329,22
Mr. Ethan Bryant	4	€ 10.308,52
Mr. Marco Lopez	6	€ 10.289,68
Mrs. Bonnie Nath	4	€ 10.282,91
Mr. Ricky Vazquez	4	€ 10.165,92
Mr. Clarence Anand	4	€ 10.065,01
Mrs. Deanna Perez	4	€ 9.761,59
Mrs. Desiree Dominguez	4	€ 9.717,63
Mrs. Jasmine Stewart	4	€ 9.716,98
Mrs. Sydney Bryant	4	€ 9.706,89
Mr. Bryant Garcia	4	€ 9.687,36
Mrs. Cindy Patel	4	€ 9.668,02
Mrs. Amy Sun	4	€ 9.534,15
Mr. Willie Xu	5	€ 9.424,97
Mrs. Katrina Tang	4	€ 9.302,58
Mrs. Margaret He	4	€ 9.266,74
Mrs. Kaitlyn Henderson	4	€ 9.258,92
Mrs. Nichole Nara	4	€ 9.234,66
Total	25164	€ 24.914.567,18

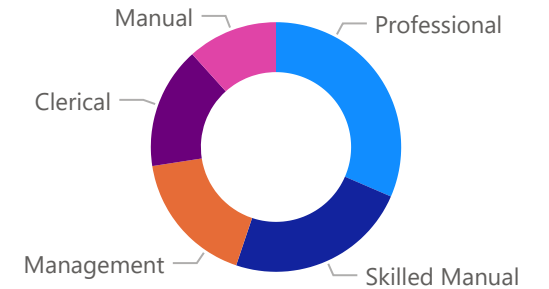
Orders by Gender



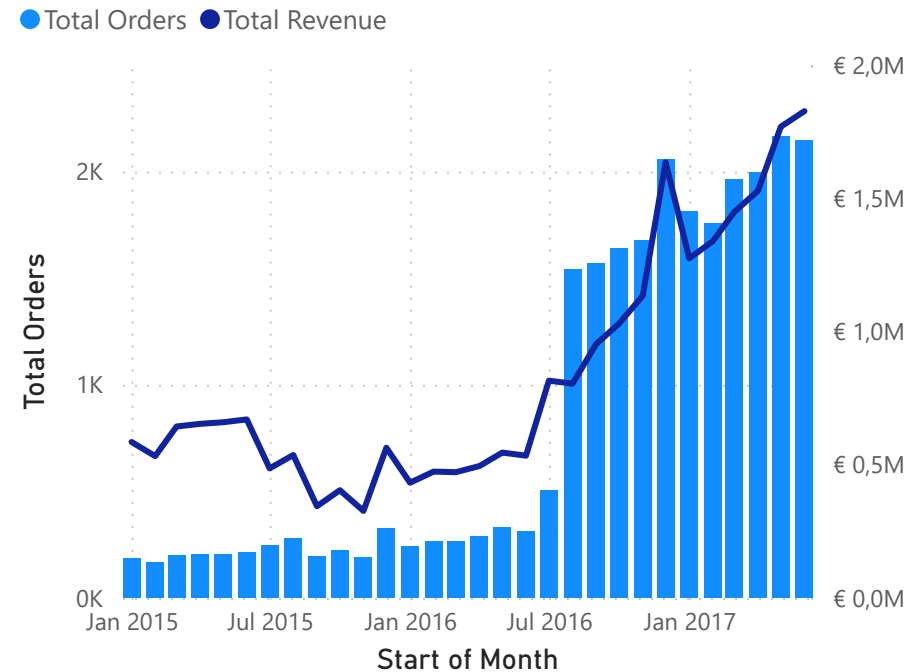
Orders by Income Level



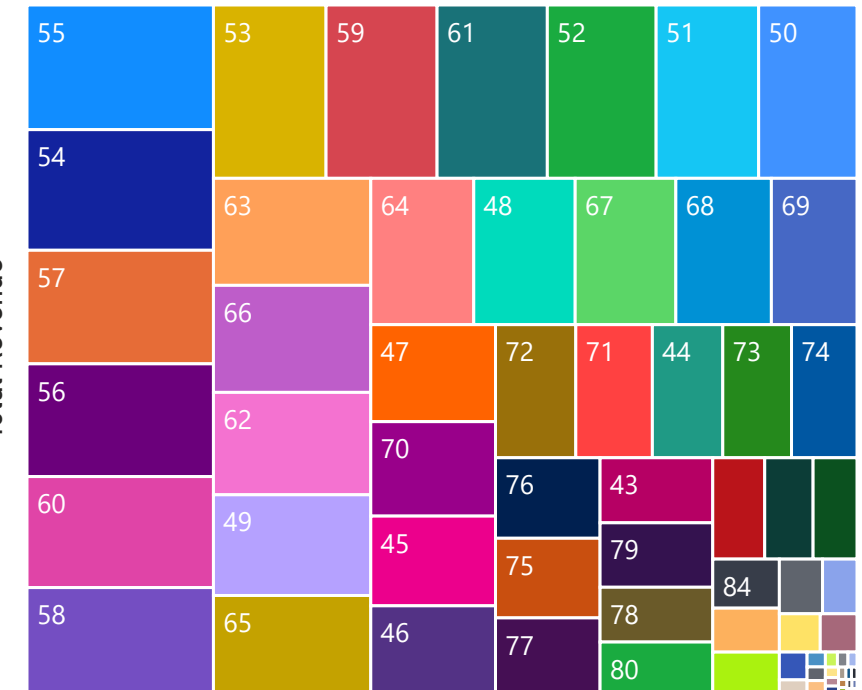
Orders by Occupation



Order & Revenue by Month



Orders by Age



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

€ 12,41K

Executive Summary →