



01/01/2015

30/06/2017



Product Insight Details

Monthly Orders

2,146!

Goal: 2165 (-0.88%)
01/06/2017

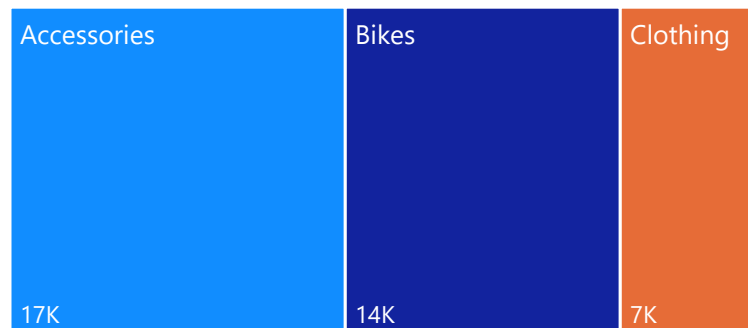
Top Products By Orders

Mountain Tire Tube

Top Product By Profit

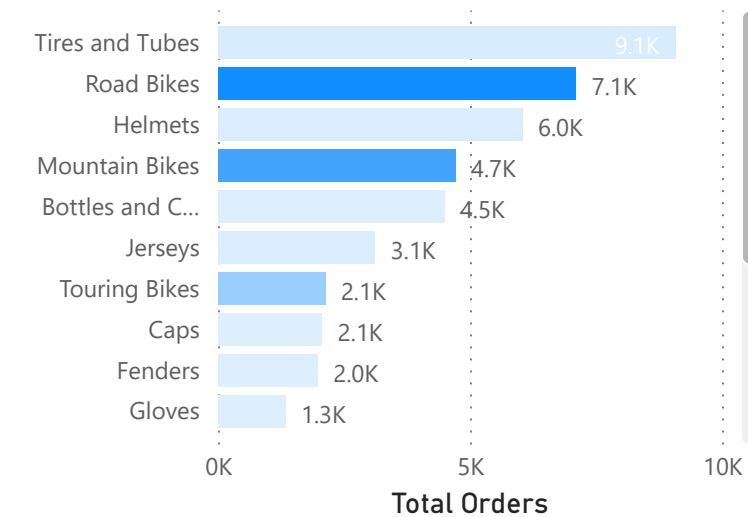
Mountain-200 Black, 46

Total Orders By Category



Total Orders By Subcategory

Total Revenue \$0.01M \$11.29M



ProductName Total Orders Total Returns

Water Bottle - 30 oz.	3,983	149
Patch Kit/8 Patches	2,952	92
Mountain Tire Tube	2,846	91
Mountain Bottle Cage	1,896	74
Sport-100 Helmet, Red	2,099	70
Road Tire Tube	2,173	67
Sport-100 Helmet, Blue	1,995	66
Road Bottle Cage	1,668	55
Fender Set - Mountain	1,975	54
Sport-100 Helmet, Black	1,940	52
HL Mountain Tire	1,305	49
AWC Logo Cap	2,062	45
Touring Tire Tube	1,364	45
LL Road Tire	957	43
LL Mountain Tire	788	39
HL Road Tire	795	28
ML Mountain Tire	1,059	28
ML Road Tire	868	26
Bike Wash - Dissolver	850	25
Hydration Pack - 70 oz.	695	25
Mountain-200 Black 42	602	21
Total	25,164	1809

Monthly Revenue

\$1.83M✓

Goal: \$1.77M (+3.31%)
01/06/2017

Monthly Returns

166✓

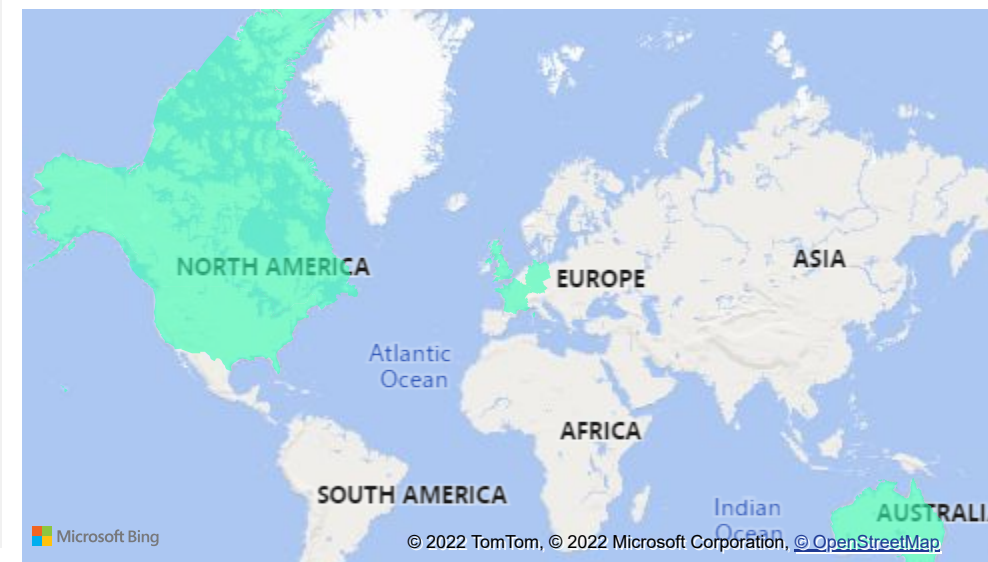
Goal: 169 (+1.78%)
01/06/2017

Select all

Europe

North America

Pacific

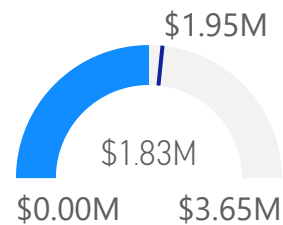


Microsoft Bing

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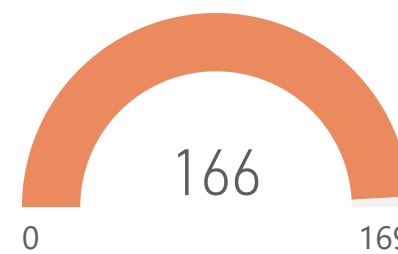
Current Month's Revenue Vs. Targets



Current Month's Orders Vs. Targets



Current Month's Returns Vs. Last Month's



All-Purpose
Bike Stand

Price Adjustment (%)

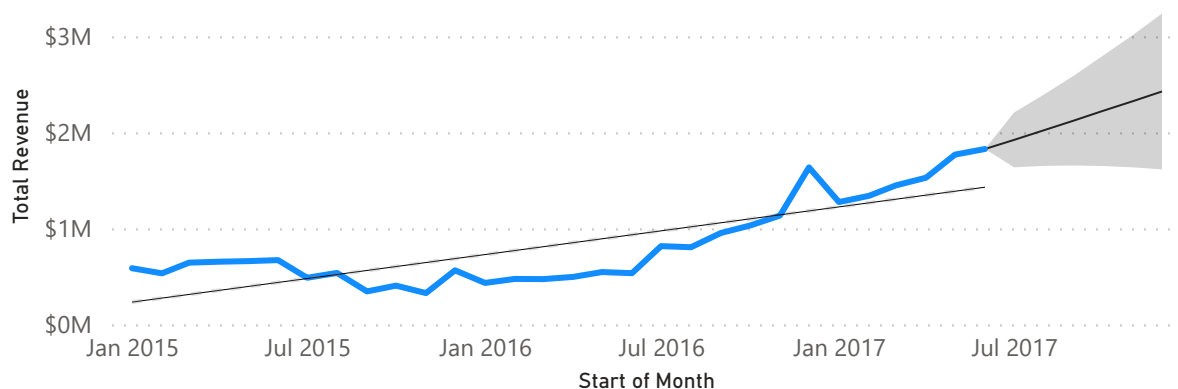
-0.70

Adjusted Price Avg Retail Price

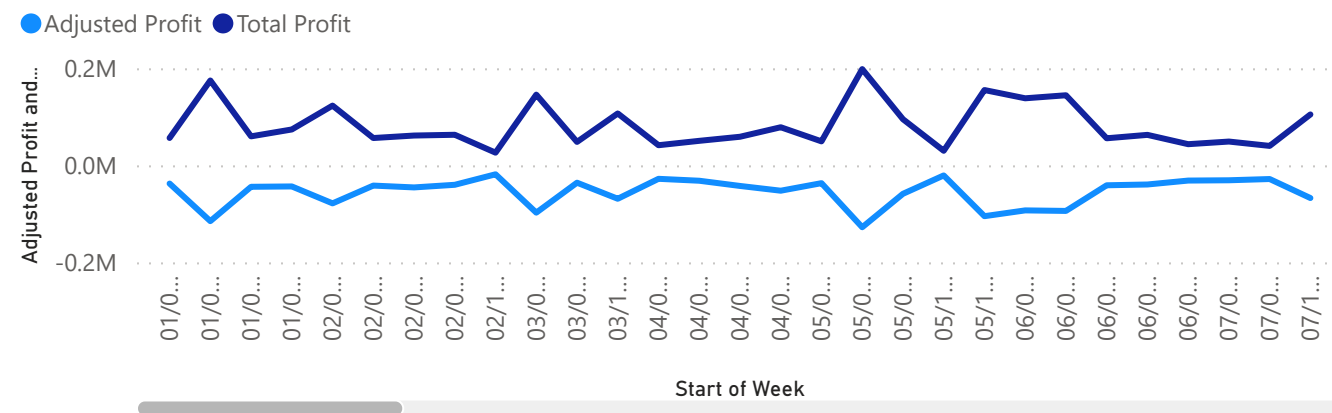
\$214.33

\$714.44

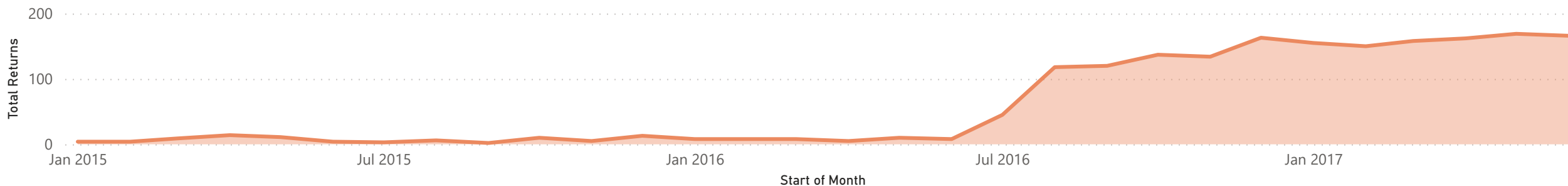
Total Revenue and Total Orders by Start of Month



Adjusted Profit and Total Profit by Start of Week

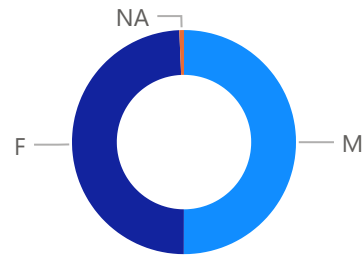


Total Returns by Start of Month

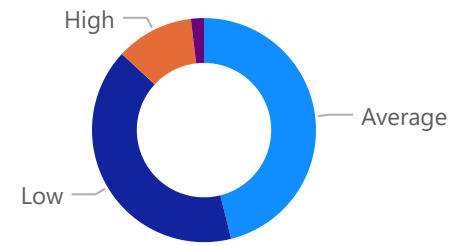


FullName	Total Orders	Total Revenue
Abby Rana	1	\$73.92
Adriana Gonzalez	4	\$9,195.69
Alejandro Beck	2	\$2,975.22
Alexa Cox	1	\$88.02
Alexa Watson	1	\$17.28
Alexander Jackson	1	\$49.98
Alexandra Evans	1	\$68.49
Alexandria Stewart	1	\$1,700.99
Alisha Liu	1	\$2,214.51
Alisha Shan	2	\$4,184.12
Amanda Perry	1	\$27.26
Andrea Wright	1	\$141.27
Angela Butler	2	\$2,896.52
Angela Perry	2	\$5,705.99
Anna Griffin	2	\$81.20
Anna Murphy	1	\$127.77
Arthur Rodriguez	2	\$3,809.94
Barbara Ma	1	\$628.58
Barry Perez	1	\$69.99
Benjamin Jackson	1	\$2,145.01
Brandon Kumar	1	\$50.83
Brett Gonzalez	1	\$32.60
Brianna Wood	1	\$59.96
Candice Chow	2	\$121.92
Casey Anand	1	\$650.46
Catherine Ward	1	\$65.94
Cedric Chen	1	\$839.48
Cesar Subram	1	\$67.76
Christian Harris	1	\$2,252.67
Christopher Davis	1	\$58.61
Christy Deng	1	\$90.72
Craig Vazquez	1	\$590.95
Cynthia Sanchez	2	\$3,917.54
Daisy Gutierrez	1	\$179.96
Dalton Bell	1	\$2,319.41
Total	25,164	\$24,914,567.18

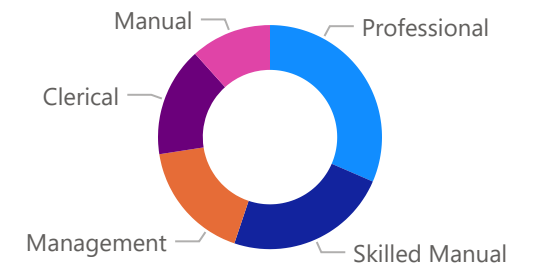
Total Orders by Gender



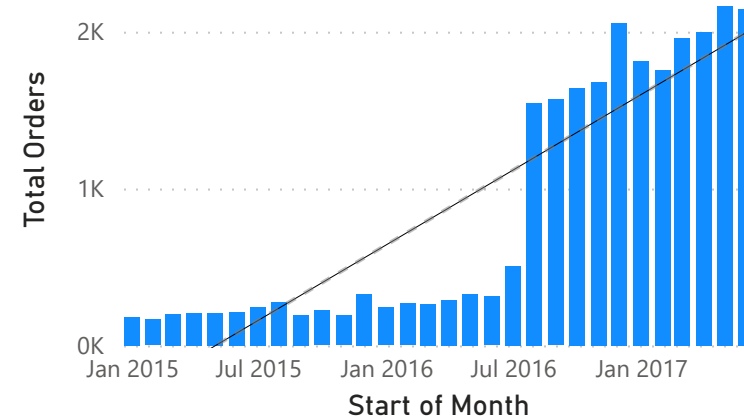
Total Orders by IncomeLevel



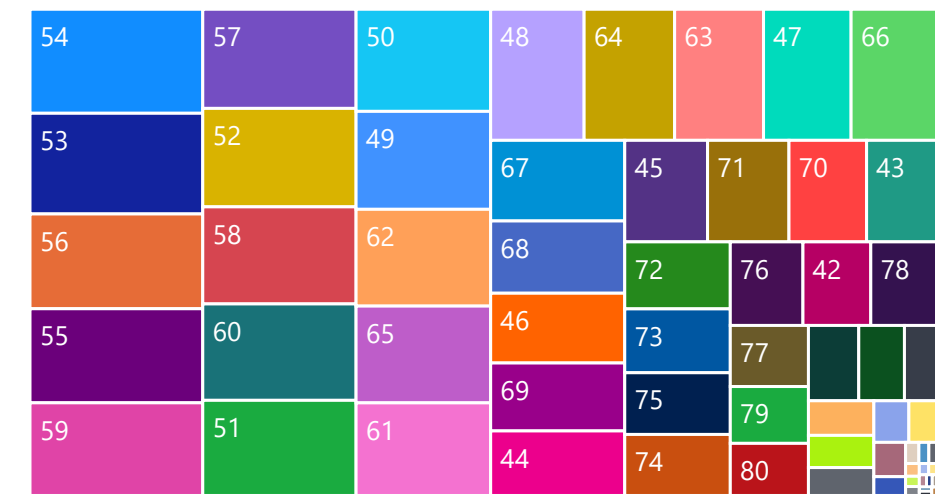
Total Orders by Occupation



Total Orders by Start of Month



Total Orders by Age



Top Customer

Customer Orders

Customer Revenue

Mr. Maurice Shan

6

\$12.41K