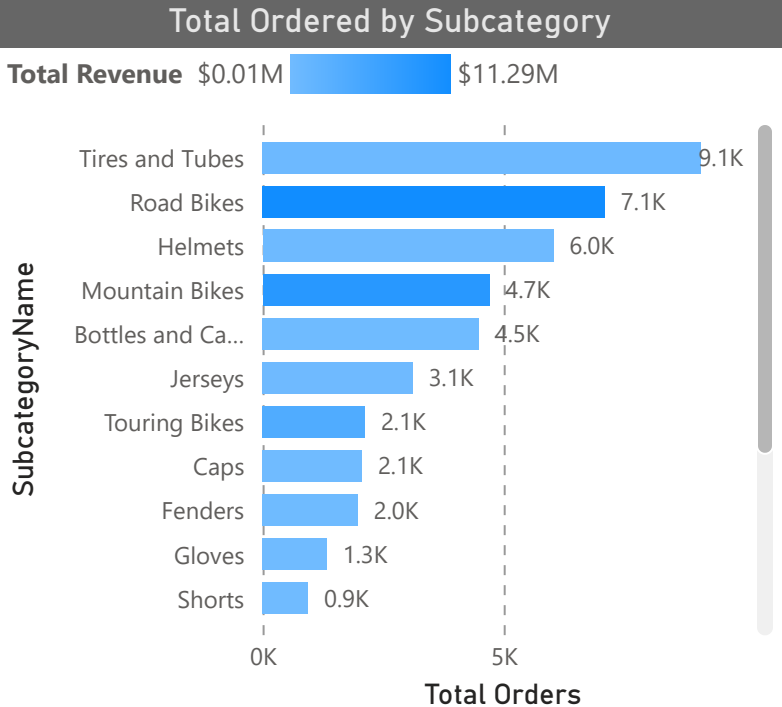
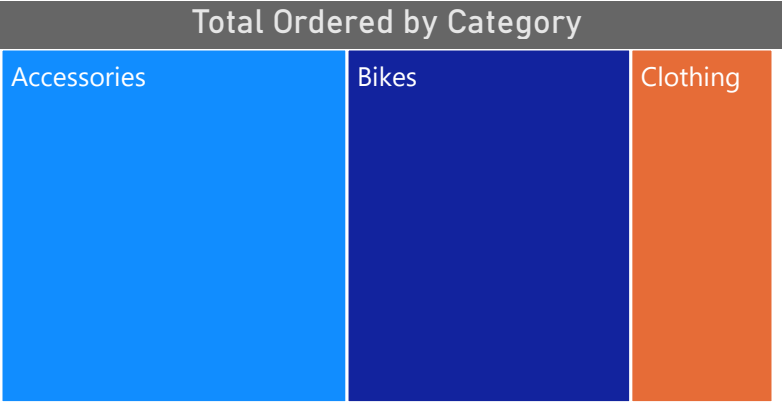




01/01/2015

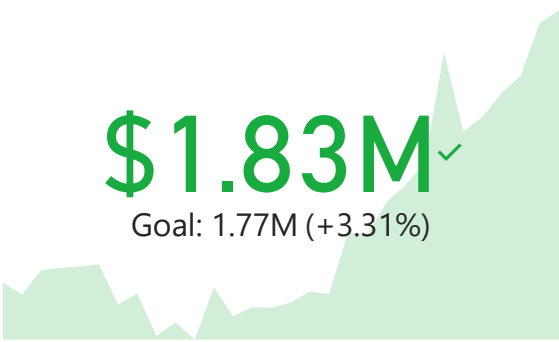
30/06/2017



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	606	2.97%
Mountain-200 Black, 42	602	3.49%
Mountain-200 Silver. 38	586	2.90%
Total	25164	2.17%

View Product Detail

Monthly Revenue



Monthly Orders



Monthly Returns



Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Black, 46

Continent

Select allEuropeNorth AmericaPacific

Microsoft Bing

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Sport-100 Helmet, Blue

Price Adjustment (%)

0.10



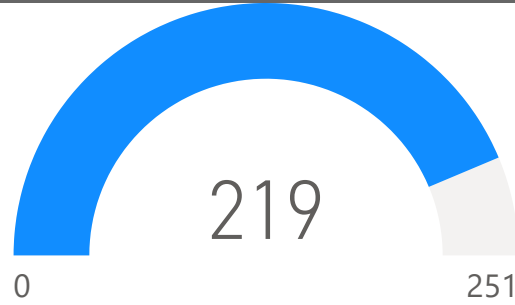
37.00

Adjusted Pri...

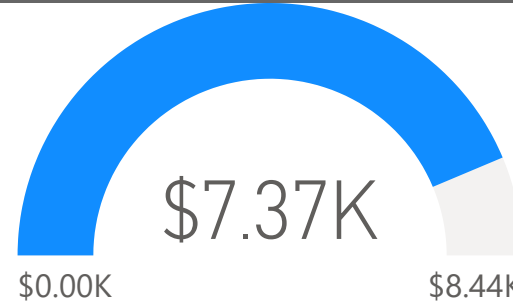
\$33.64

AVG Retail Price

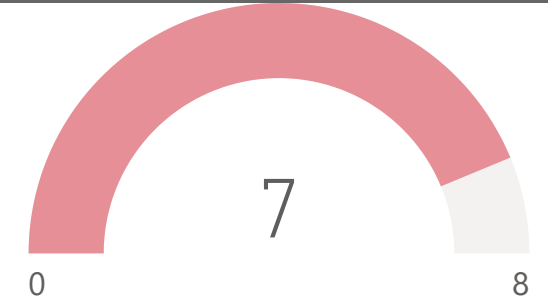
Current Month Orders vs. Target



Current Month Revenue vs. Target

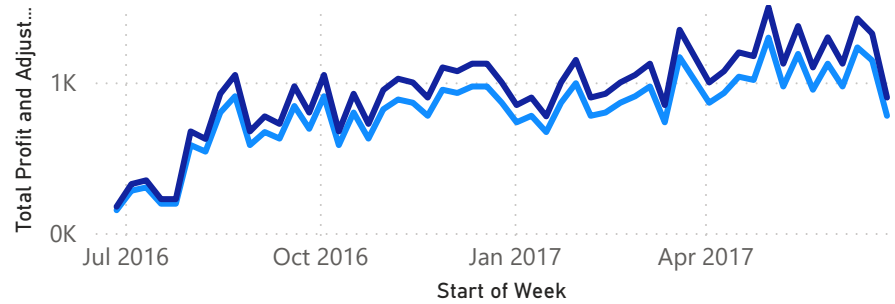


Current Month Orders vs. Target

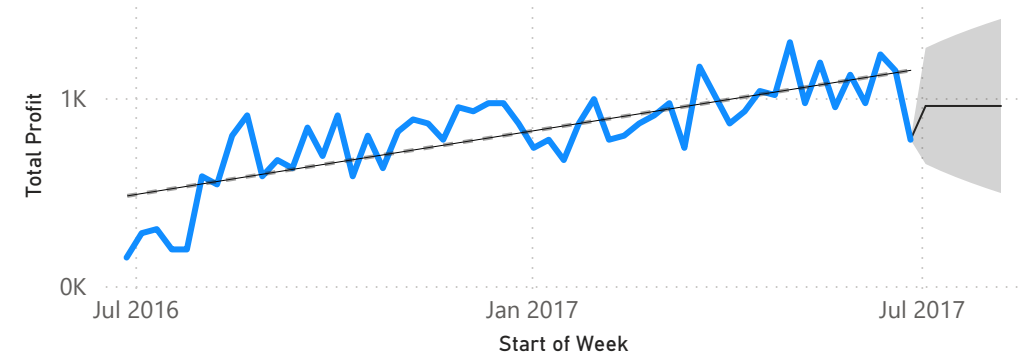


Weekly Profit

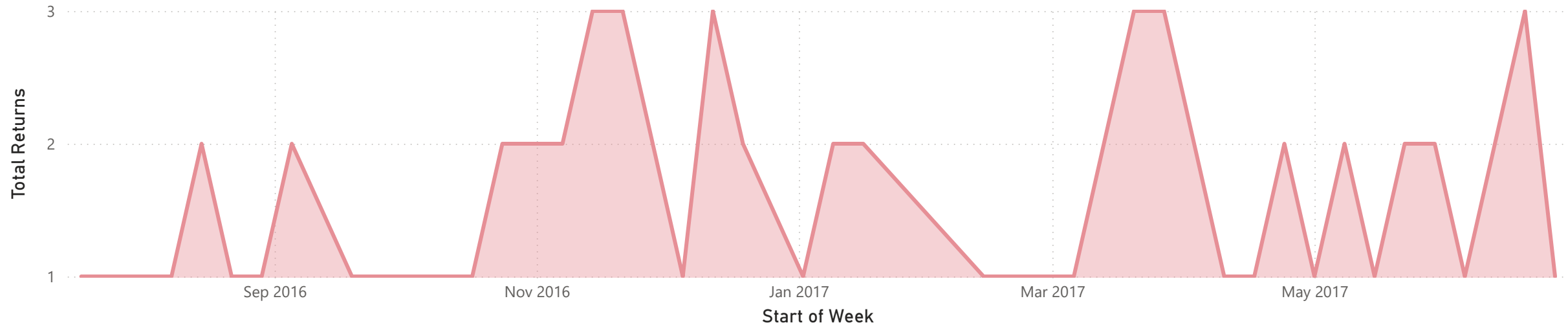
● Total Profit ● Adjusted Profit



Weekly Profit



Weekly Return Volume





Select all

2015

2016

2017

\$9.19M

Total Revenue

0.87K

Average revenue per customer

\$311.57

Average Purchase Value

2.81

Average Purchase Frequency

-4.26

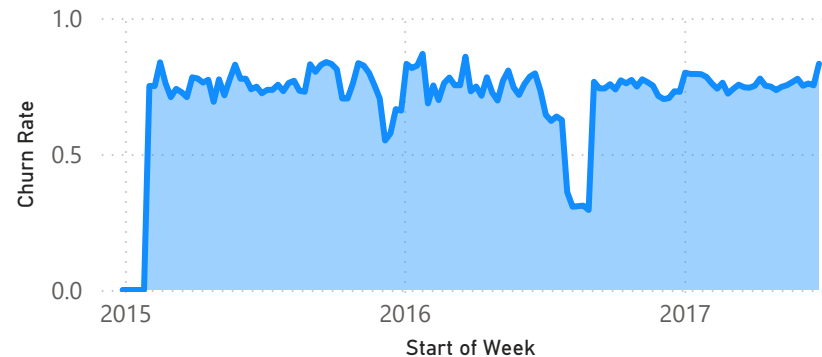
Churn Rate

Year	No. of customers	No. of orders	Order Target	Total Revenue	Revenue Target	Churn Rate	Average Purchase Value	Average Purchase Frequency	Average Customer Life	CLV
2017	10502	29481	12,923.90	\$9,185,437.85	9,893,135.57	-4.26	\$311.57	2.81	-0.23	-205.49
Qtr 1	5140	13649	6,187.50	\$4,062,210.49	4,673,815.39	-1.57	\$297.62	2.66	-0.64	-502.56
January	1740	4492	2,261.60	\$1,274,377.03	1,798,837.34	0.13	\$283.70	2.58	7.74	5,671.85
February	1701	4384	1,992.10	\$1,339,239.38	1,401,814.73	0.02	\$305.48	2.58	44.62	35,126.80
March	1904	4773	1,933.80	\$1,448,594.08	1,473,163.32	-0.12	\$303.50	2.51	-8.38	-6,375.12
Qtr 2	5934	15832	6,736.40	\$5,123,227.36	5,219,320.18	-2.12	\$323.60	2.67	-0.47	-407.90
April	1943	4986	2,158.20	\$1,527,811.82	1,593,453.49	-0.02	\$306.42	2.57	-48.82	-38,388.35
May	2105	5416	2,196.70	\$1,768,430.63	1,680,593.00	-0.08	\$326.52	2.57	-11.99	-10,076.13
June	2087	5430	2,381.50	\$1,826,984.91	1,945,273.69	0.01	\$336.46	2.60	116.94	102,374.57
Total	10502	29481	12,923.90	\$9,185,437.85	9,893,135.57	-4.26	\$311.57	2.81	-0.23	-205.49

CLV by Year



Churn Rate by Year



Average Purchase Value by Year

