

119

Products Models

1809

All Returns

Date	Total Revenue	90-Day Rolling Profit	10-day Rolling Revenue
01-03-2017	\$1,11,978.53	18,21,411.22	5,30,379.89
14-06-2017	\$91,919.61	20,38,324.48	6,61,288.73
07-06-2017	\$82,674.92	19,90,042.05	5,75,255.36
01-05-2017	\$79,491.19	18,58,049.64	5,86,668.30
06-06-2017	\$70,000.15	18,78,508.00	5,40,727.60
Total	\$2,49,14,567.18	21,42,623.27	6,16,273.06

CategoryName	All Returns	Total Profit	Total Cost	Bike Returns	% of All Returns
Bikes	1809	97,26,169.08	1,39,16,330.98	427	23.60%
Accessories	1809	5,69,634.20	3,37,022.38	427	61.64%
Clothing	1809	1,61,777.58	2,03,632.96	427	14.76%
Components	1809			427	
Total	1809	1,04,57,580.86	1,44,56,986.32	427	100.00%

Date	Prev Month Orders	Order Target	Prev Month Result
01-02-2015	4	4.40	
02-02-2015	4	4.40	
03-02-2015	8	8.80	
04-02-2015	5	5.50	
05-02-2015	3	3.30	
06-02-2015	6	6.60	
Total	23018	25,319.80	1643



Date

01-01-2016



30-06-2017



Monthly returns

166✓

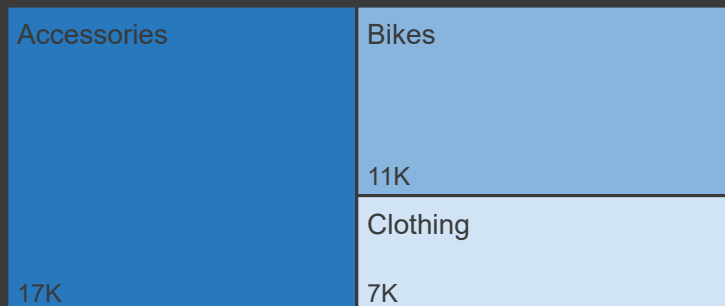
Goal: 169 (+1.78%)

Monthly orders

2,146!

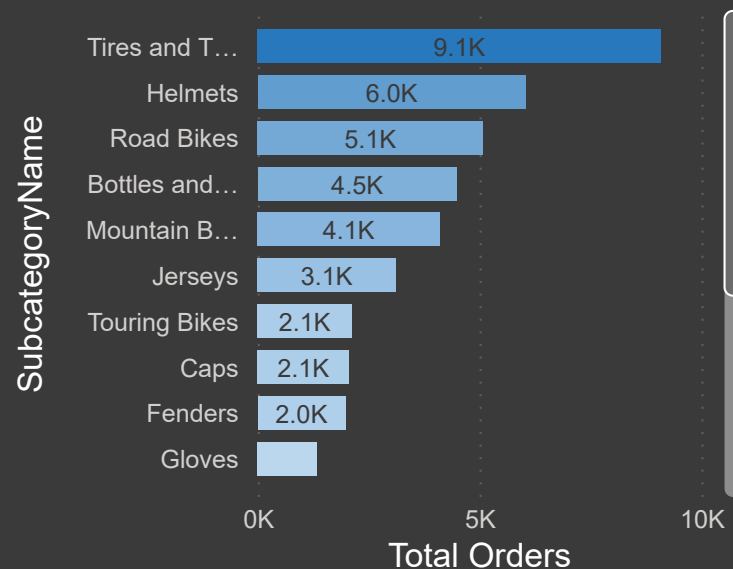
Goal: 2165 (-0.88%)

Total Orders by Category



Total Orders by Subcategory

Total Orders 0.23K 9.08K



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%
Total	22,534	2.14%

Top Product(Orders)

Water Bottle - 30 oz.

Top Product(Profit)

Mountain-200 Black, 46

Monthly revenue

\$1.83M✓

Goal: 1.77M (+3.31%)

Country

Australia

Canada

France

Germany



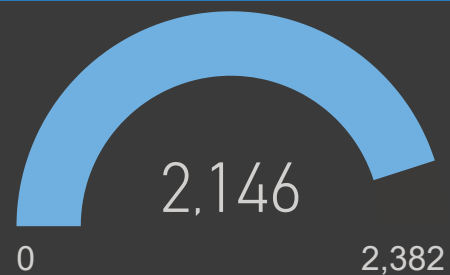
View Product Detail



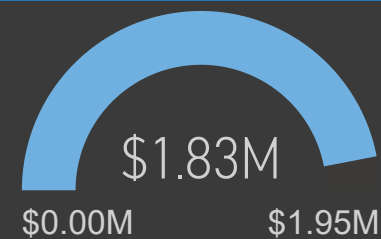


All-Purpose Bik...

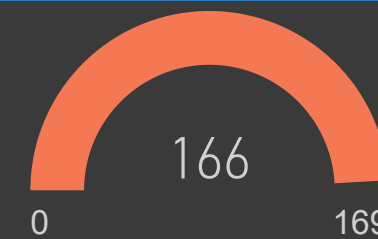
Current month Orders vs Target



Current month Revenue Vs Target



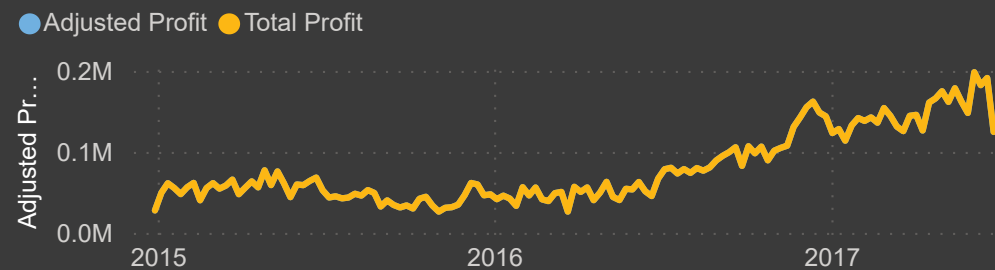
Current Month Returns Vs Prev Month



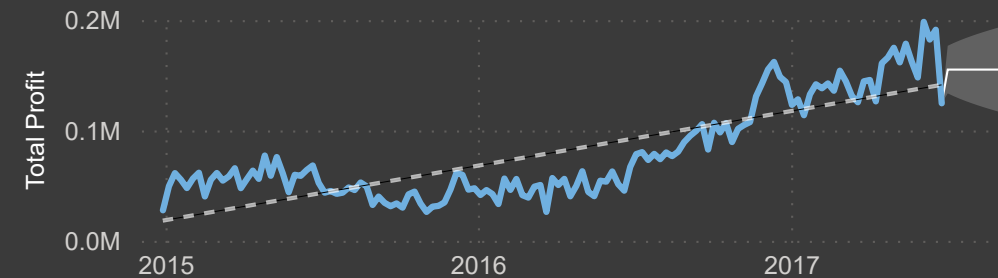
Price Adjustme... ▾



Weekly Profit

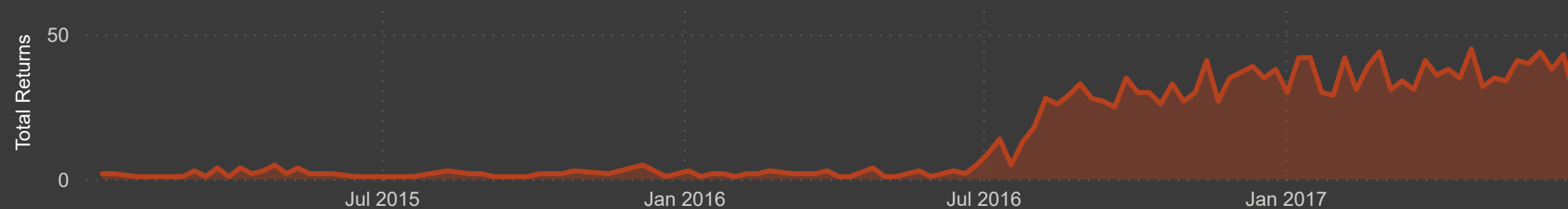


Weekly Profit



714.44
Adjusted Price
\$714.44
AVG Retail Price

Weekly Returns



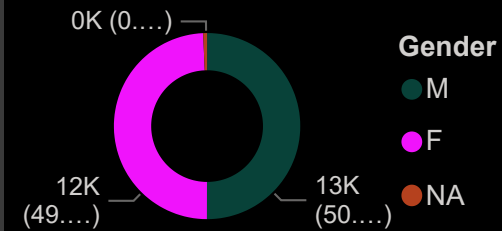


FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Franklin Xu	6	\$10,863.44
Mr. Larry Munoz	7	\$10,852.04
Mrs. Kate Anand	4	\$10,436.51
Mr. Larry Vazquez	4	\$10,394.98
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
Total	25,164	\$2,49,14,567.18

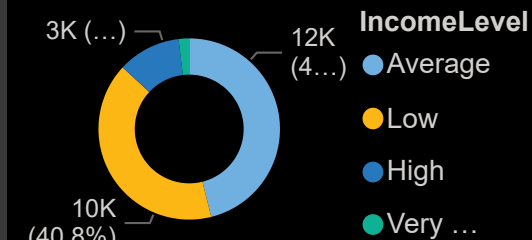
EXECUTIVE SUMMARY



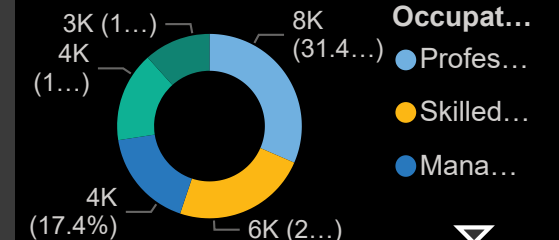
Orders by Gender



Orders by Income Level

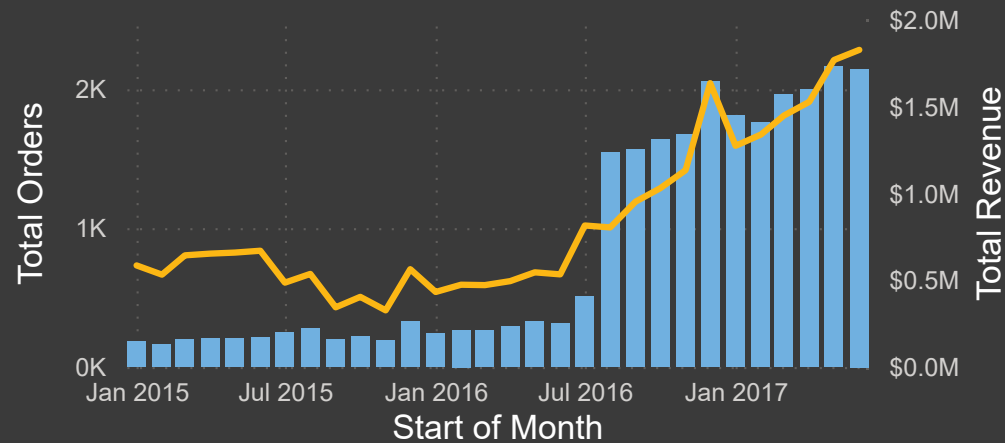


Orders by Occupation

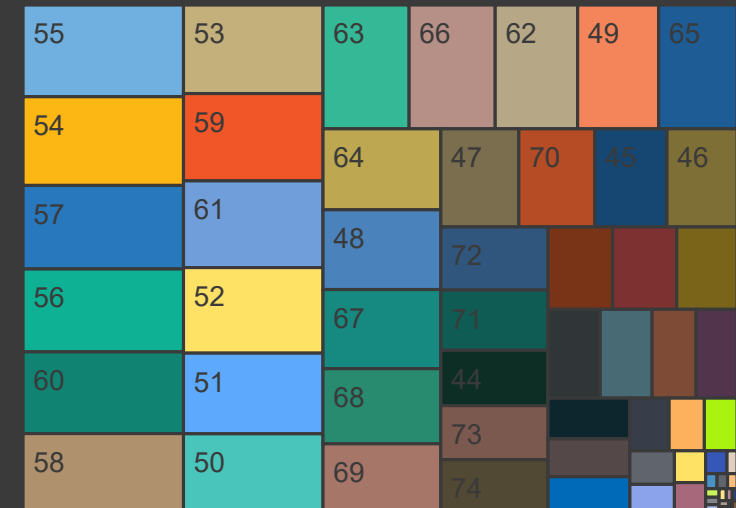


Orders and Total Revenue by Month

● Total Orders ● Total Revenue



Orders by Age



Top Customer

Mr. Mauric...

Customer Orders

6

Top Customer

\$12.41K