



08/01/2016 30/06/2017



Monthly revenue

\$0.63M✓

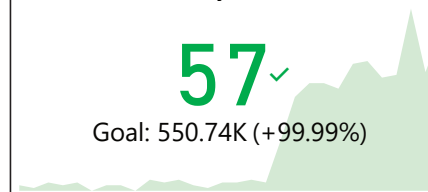
Goal: 0.55M (+13.91%)



Monthly returns

57✓

Goal: 550.74K (+99.99%)



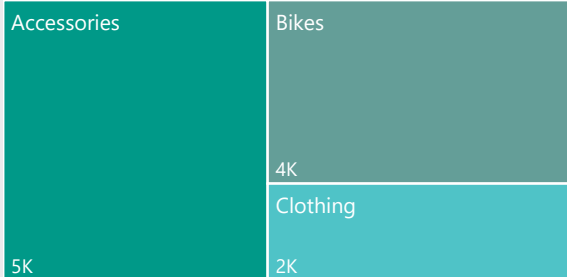
Monthly Orders

644!

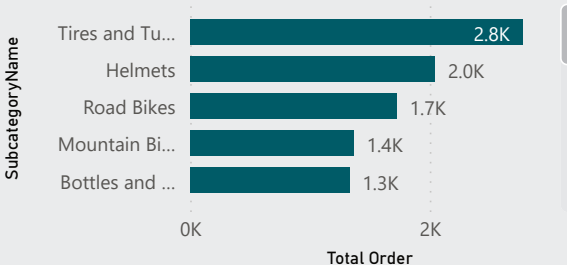
Goal: 550.74K (-99.88%)



Total orders by Category



Total orders by sub-category



SubcategoryName	Total Order	Return Rate
Caps	803	0.93%
Bike Racks	73	1.37%
Bottles and Cages	1,331	1.72%
Tires and Tubes	2,778	1.75%
Fenders	378	1.82%
Gloves	302	1.98%
Cleaners	187	2.38%
Jerseys	928	2.69%
Mountain Bikes	1,366	2.71%
Socks	121	3.02%
Bike Stands	66	3.03%
Helmets	2,045	3.18%
Road Bikes	1,726	3.19%
Touring Bikes	745	3.76%
Hydration Packs	147	4.08%
Vests	116	4.31%
Shorts	104	4.81%
Total	6,652	2.13%

View Product details

Click for details



Top Product "orders"

Water Bottle - 30 oz.

Top Product "profit"

Mountain-200 Silver, 46

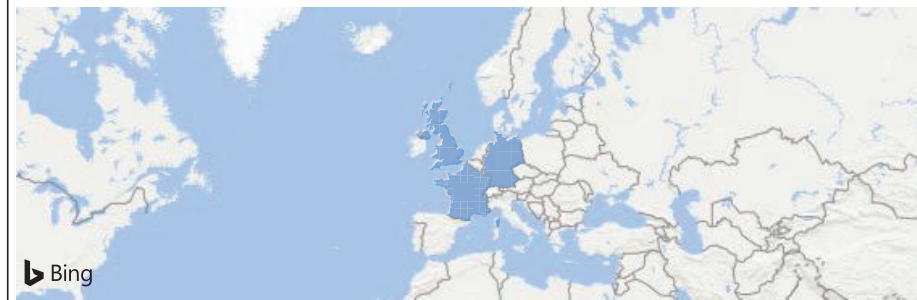
Select all

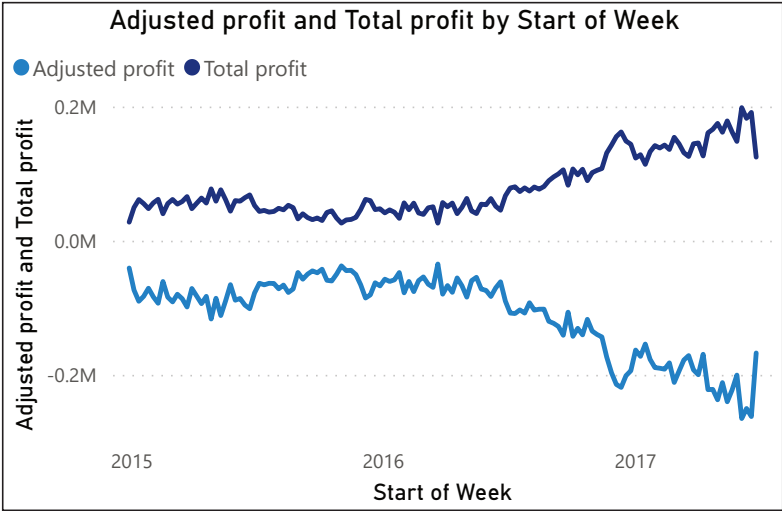
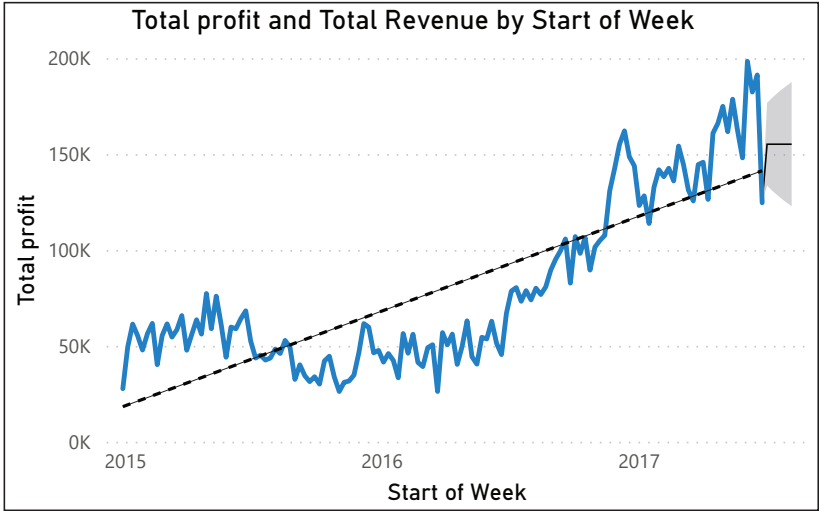
Europe

North
America

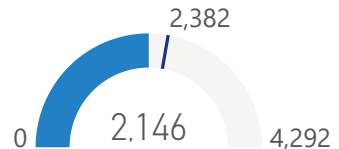
Pacific

Total Revenue, Total profit and Total Order by Country

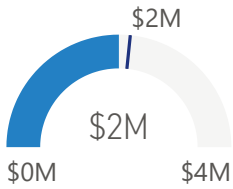




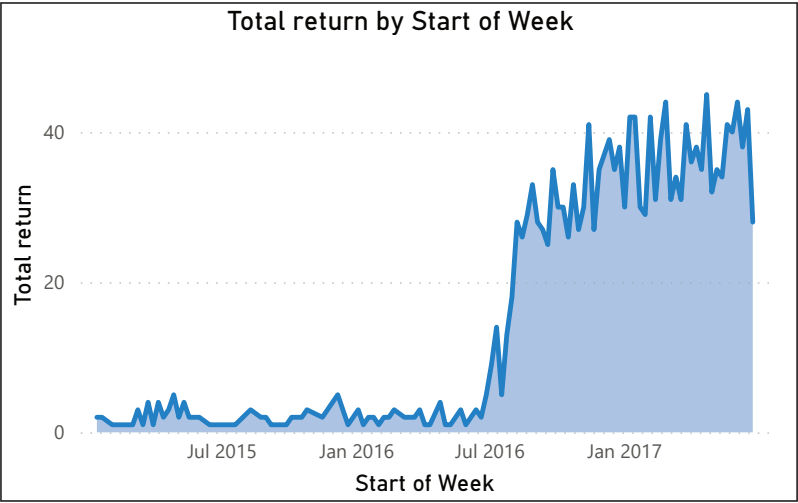
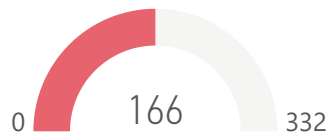
Current month Target



Current month Revenue



Current month Returns



Product name

All-Purpose Bike Stand

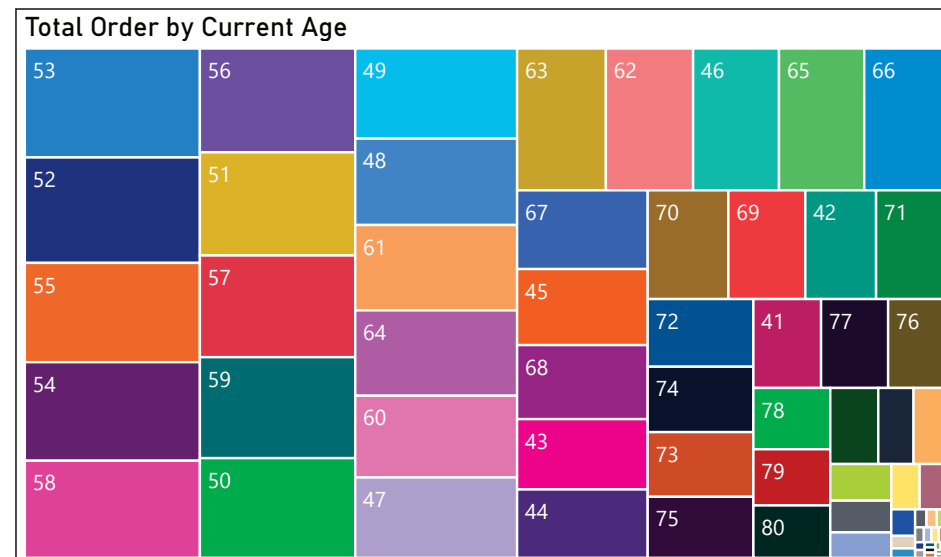
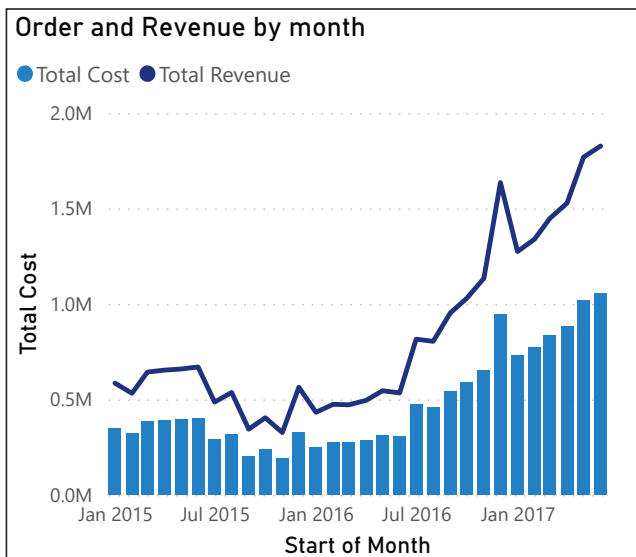
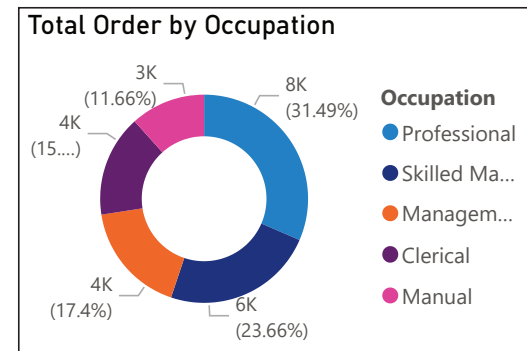
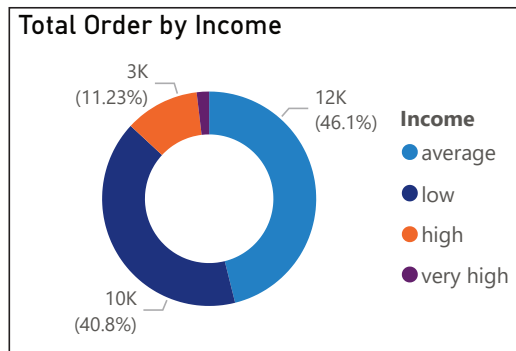
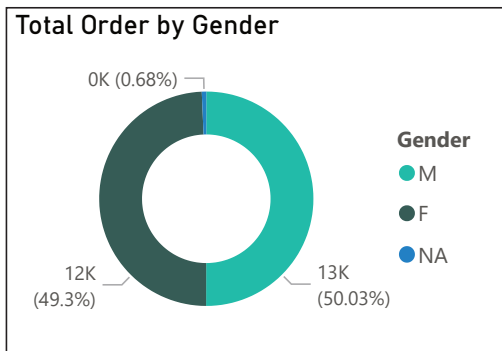
\$714.4
Average retail price

\$1,429
Average price

Price adjustment (%)

1.00

Full Name	Total Order	Total Revenue
Mr. Maurice Shan	6	\$12,408
Mrs. Janet Munoz	6	\$12,015
Mrs. Lisa Cai	7	\$11,330
Mrs. Lacey Zheng	7	\$11,086
Mr. Jordan Turner	7	\$11,022
Mr. Franklin Xu	6	\$10,863
Mr. Larry Munoz	7	\$10,852
Mrs. Kate Anand	4	\$10,437
Mr. Larry Vazquez	4	\$10,395
Mrs. Ariana Gray	6	\$10,391
Mr. Clarence Gao	4	\$10,332
Mr. Aaron Wright	4	\$10,329
Mr. Ethan Bryant	4	\$10,309
Mr. Marco	6	\$10,290
Total	373	\$885,307



Top Customer
Mr. Maurice Shan

Customer orders
6

Customer orders
\$12K

EXECUTIVE SUMMARY

