

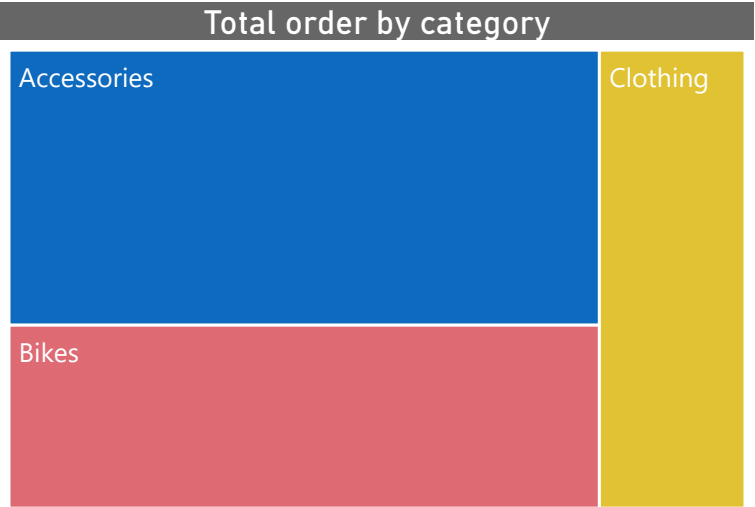


01-01-2016 30-06-2017

Total profit
8M

Total order
23K

Total Revenue
\$18.51M

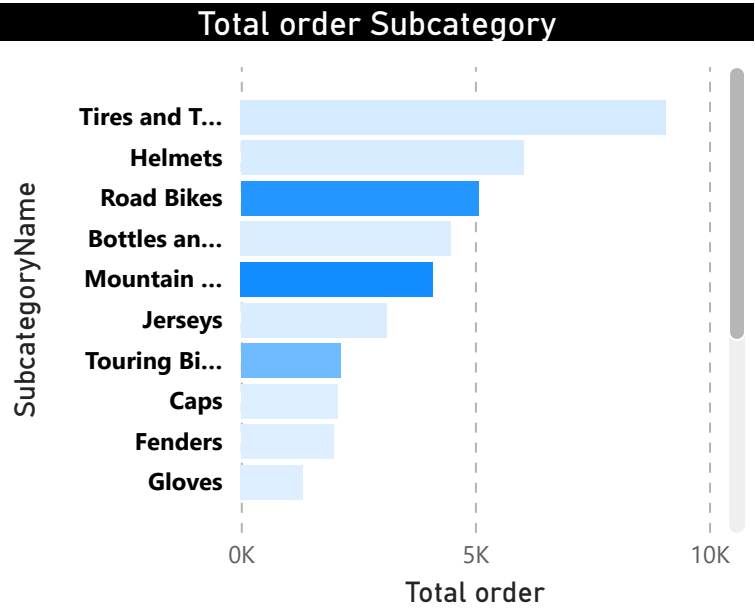


ProductName	Total order	Return Rate
Water Bottle - 30 oz.	3,983	1.95%
Patch Kit/8 Patches	2,952	1.61%
Mountain Tire Tube	2,846	1.64%
Road Tire Tube	2,173	1.55%
Sport-100 Helmet, Red	2,099	3.33%
AWC Logo Cap	2,062	1.11%
Sport-100 Helmet, Blue	1,995	3.31%
Fender Set - Mountain	1,975	1.36%
Sport-100 Helmet, 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%
ML Mountain Tire	1,059	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	3.30%
Total	22,534	2.14%

Total Product (Orders)
Water Bottle - 30 oz.

Total Product (Profit)
Mountain-200 Black, 46

Select all Europe North America Pacific



View Product Detail





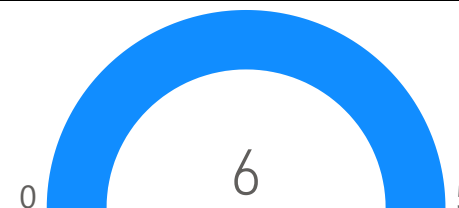
Current month order verses target



Current month revenue verses target



Current month returns verses previous month return



AWC Logo Cap

0.50



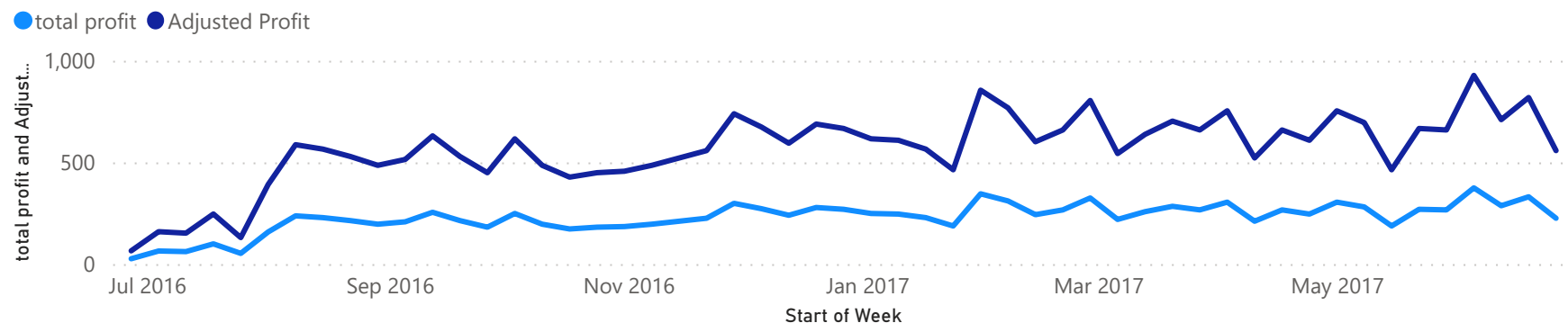
8.64

Avg Retail Price

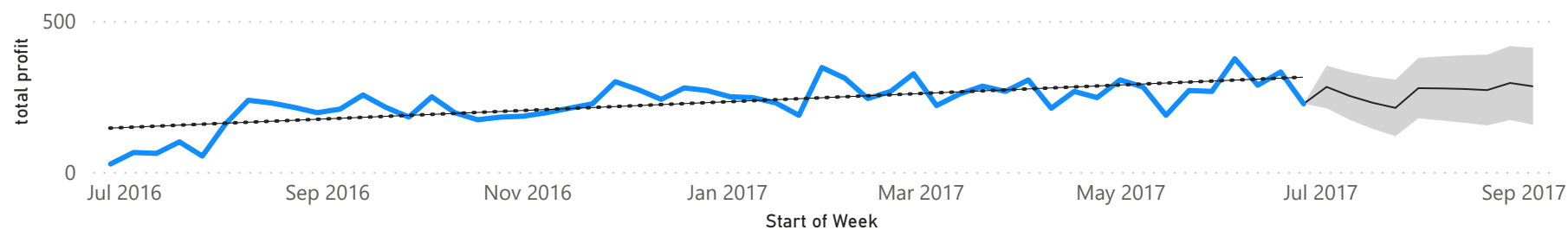
\$12.96

Adjusted Price

Weekly profit



Weekly profit



Weekly Returns

