



Date

1/14/2015



6/30/2017



Total Orders by Category

Accessories

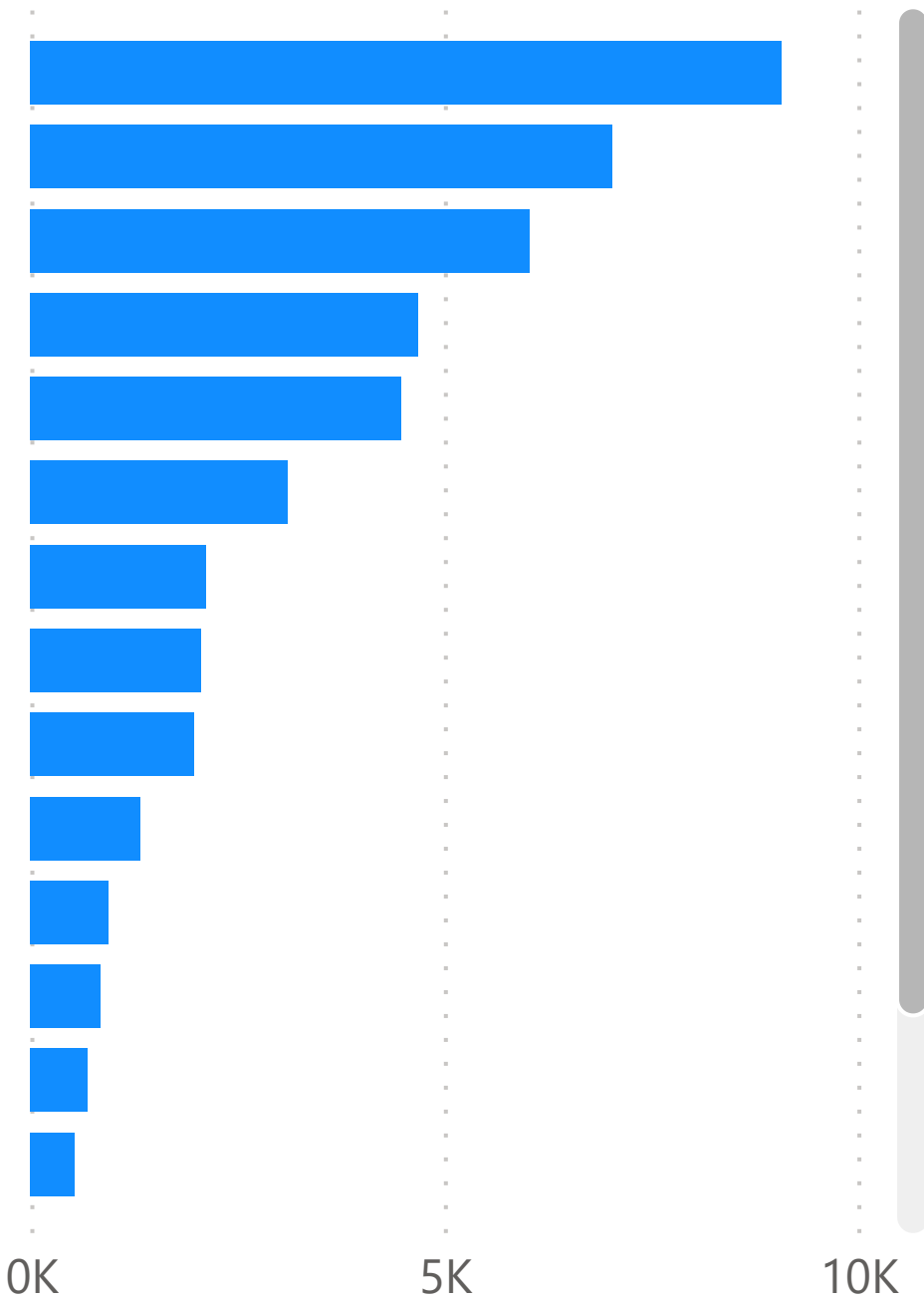
Bikes

Clothing

Total Orders by Subcategory

SubcategoryName

Tires and Tu...
Road Bikes
Helmets
Mountain Bi...
Bottles and ...
Jerseys
Touring Bikes
Caps
Fenders
Gloves
Shorts
Cleaners
Hydration P...
Socks



Total Orders

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%
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	606	2.97%
Mountain-200 Black, 42	602	3.10%
Total	25,095	2.17%

View Product Detail



Monthly Revenue

\$1.83M

Goal: \$1.77M (+3.31%)

Monthly Orders

2,146

Goal: 2165 (-0.88%)

Monthly Returns

166

Goal: 169 (+1.78%)

Top Product(Orders)

Water Bottle - 30 oz.

Top Product(Profit)

Mountain-200 Black, 46

Select all

Europe

North America

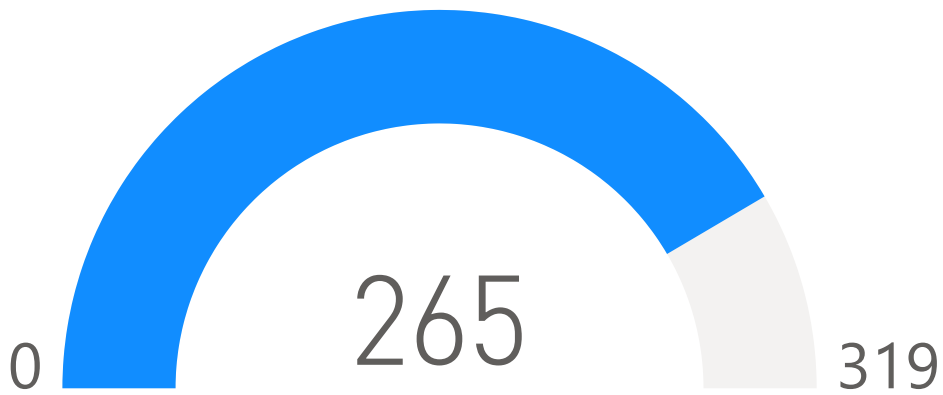
Pacific



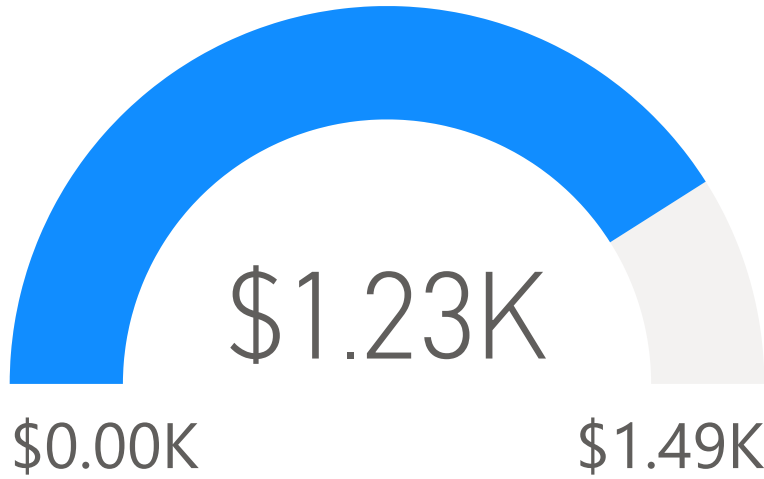


Patch Kit/8 Patches

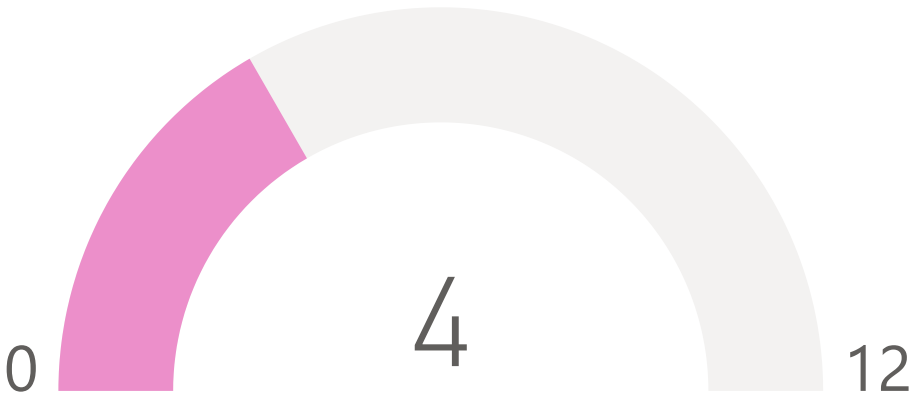
Current Month Orders vs. Target



Current Month Revenue vs. Target



Current Month Returns vs. Prev Month



Price Adjustment(%)

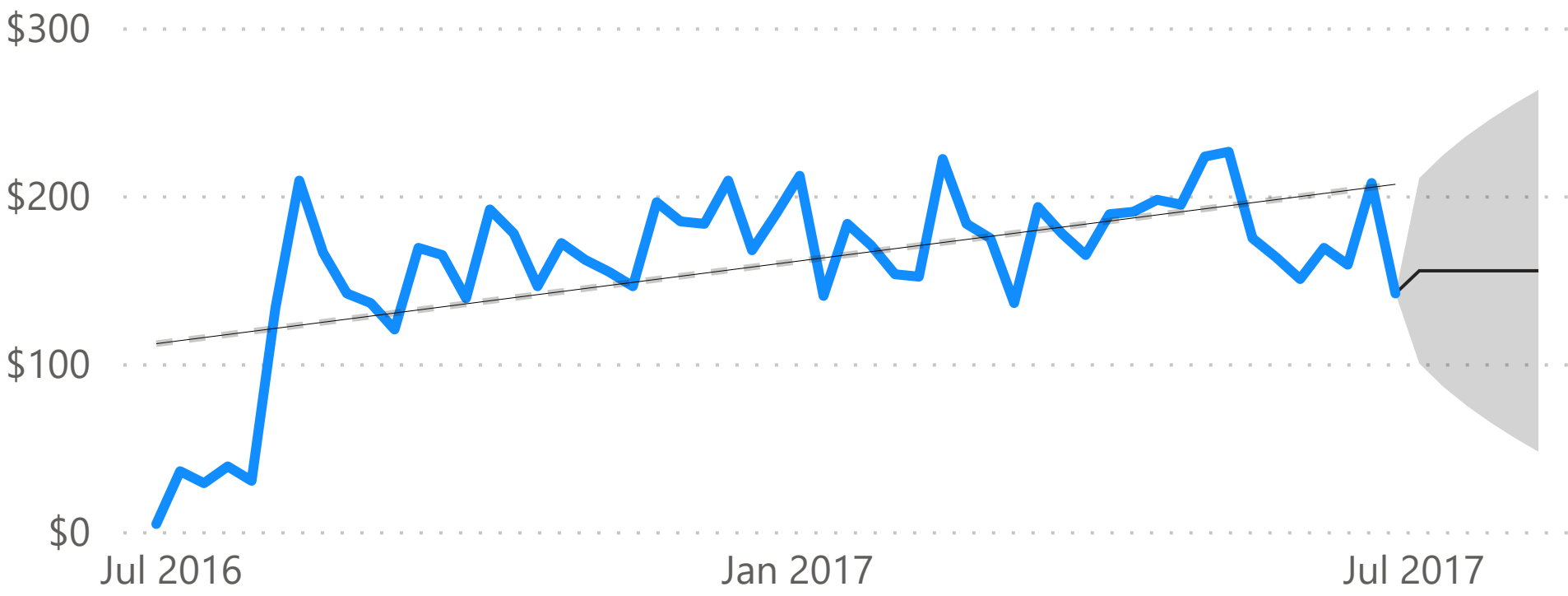
\$2.29
Avg Retail Price
\$2.29
Adjusted Price

Weekly Profit

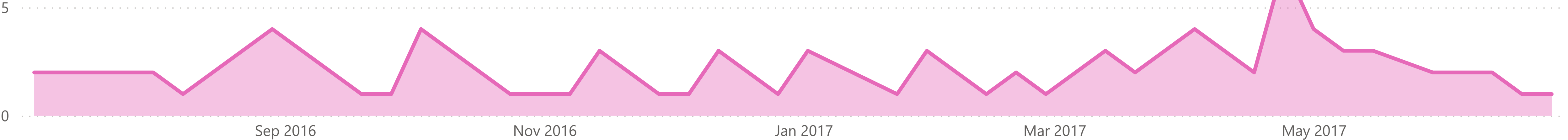
Total Profit Adjusted Profit



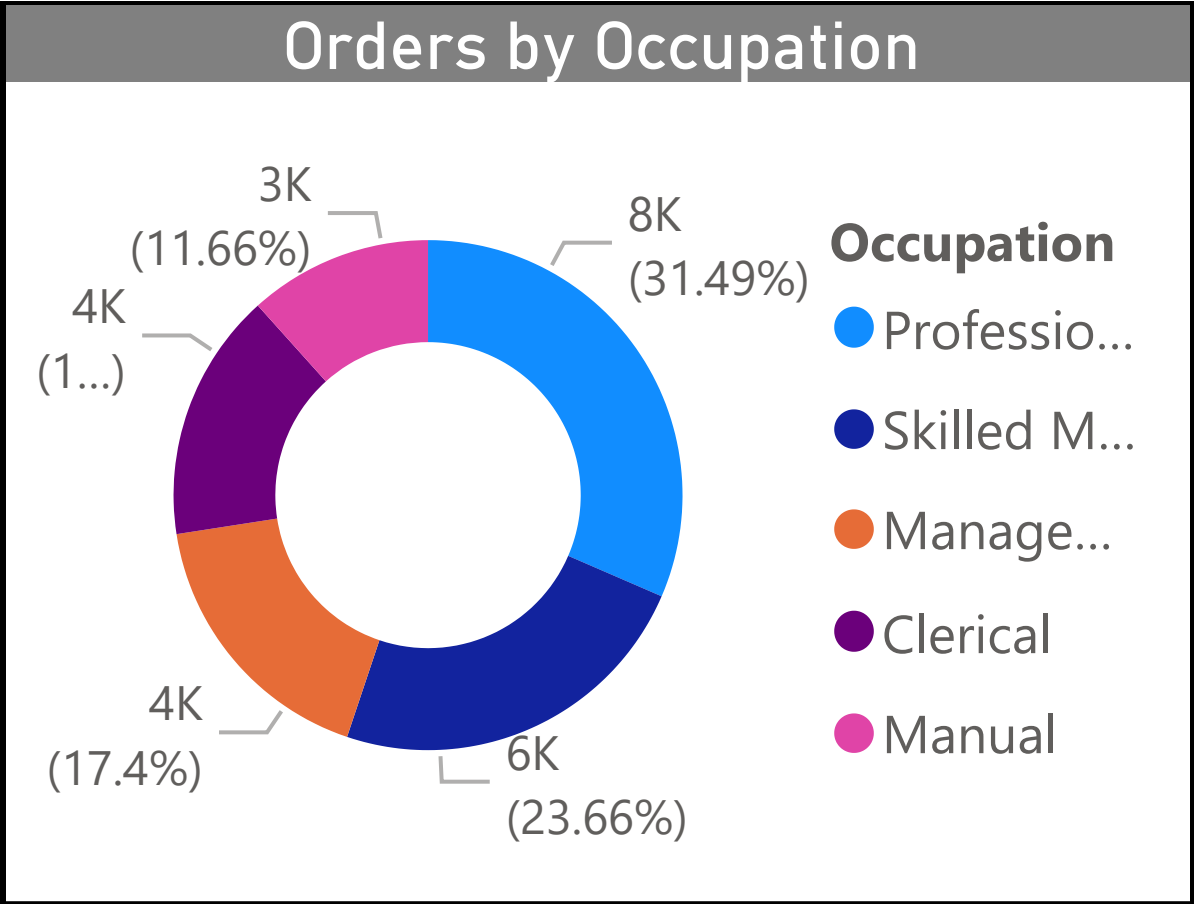
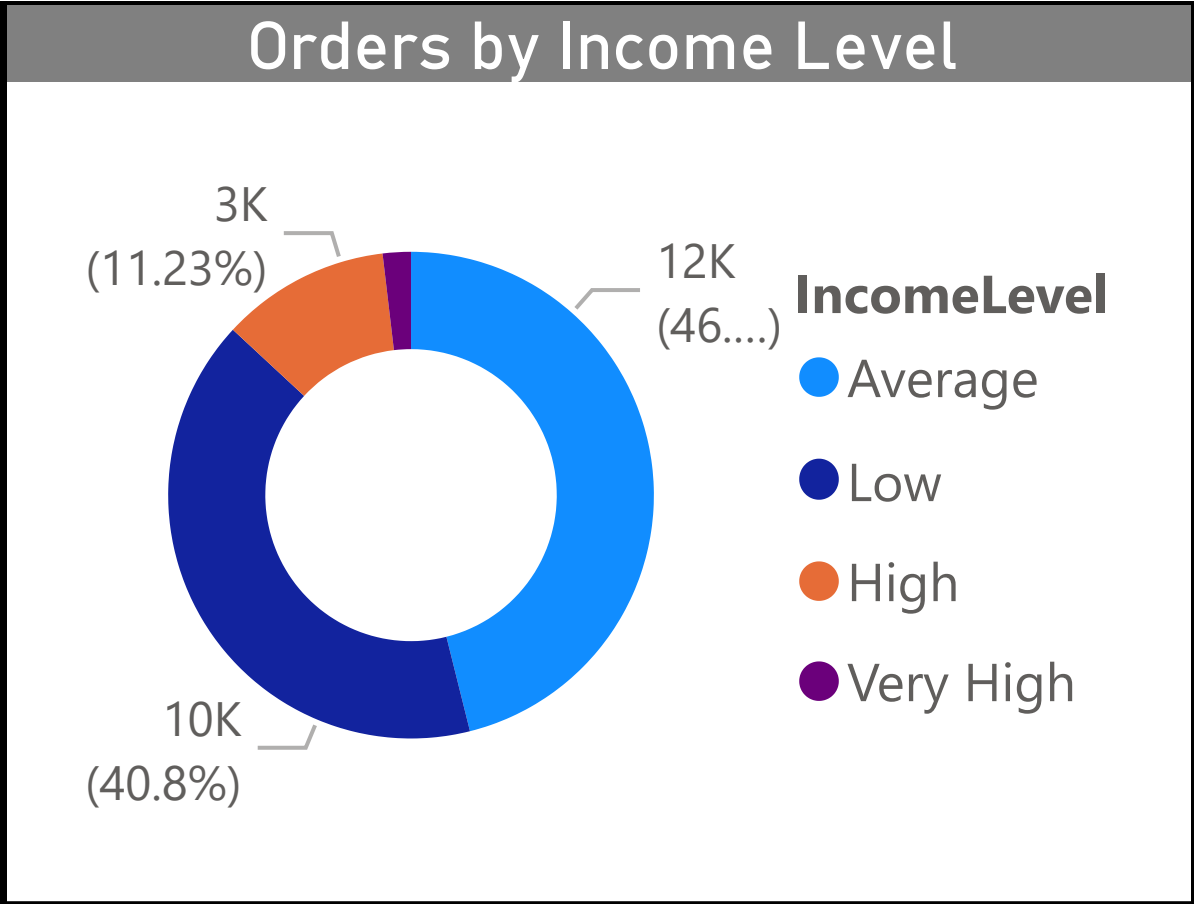
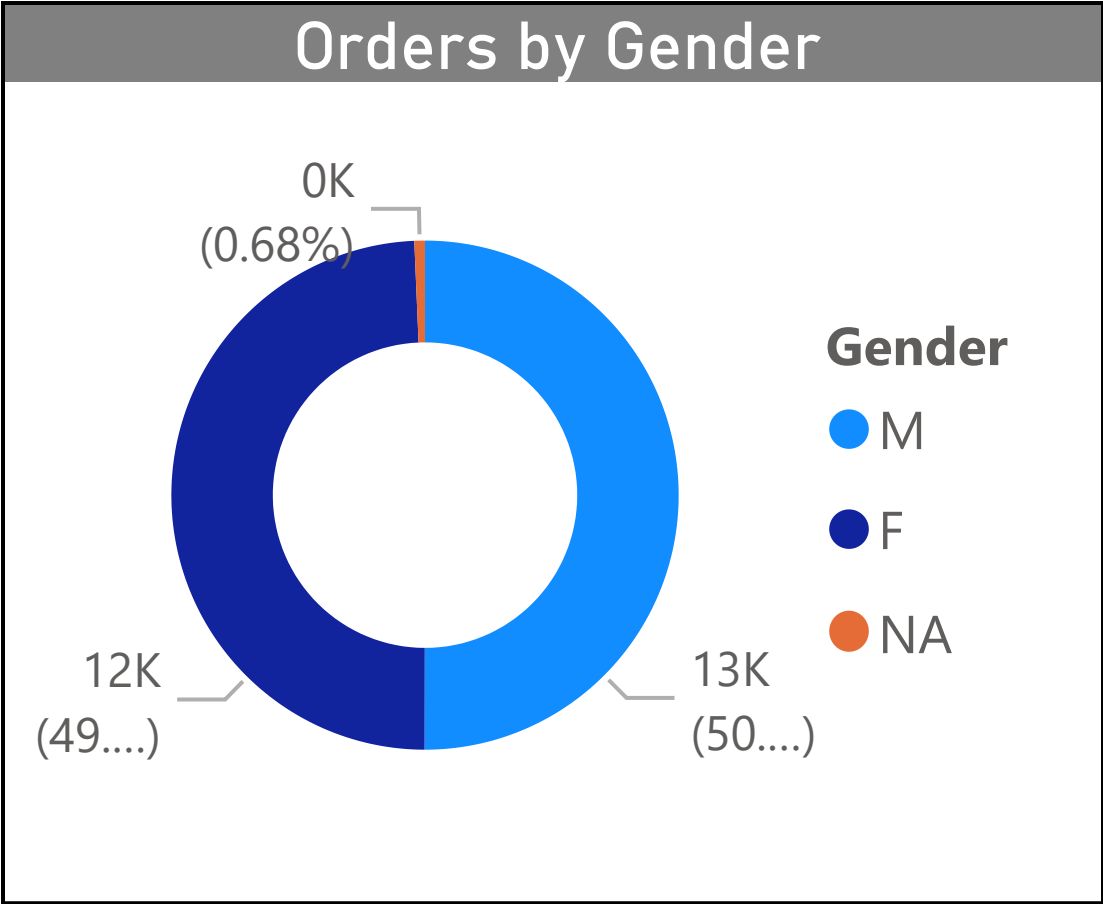
Weekly Profit



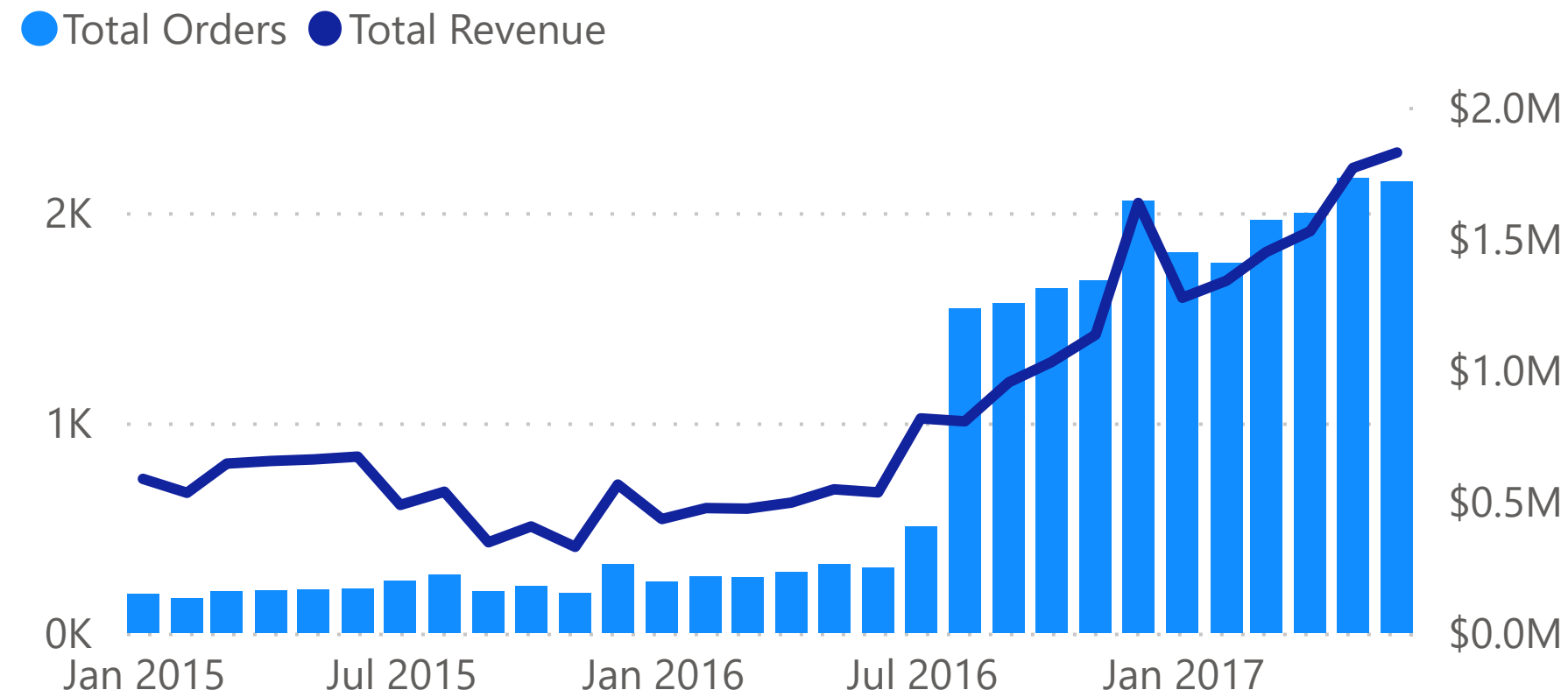
Weekly Return Volume



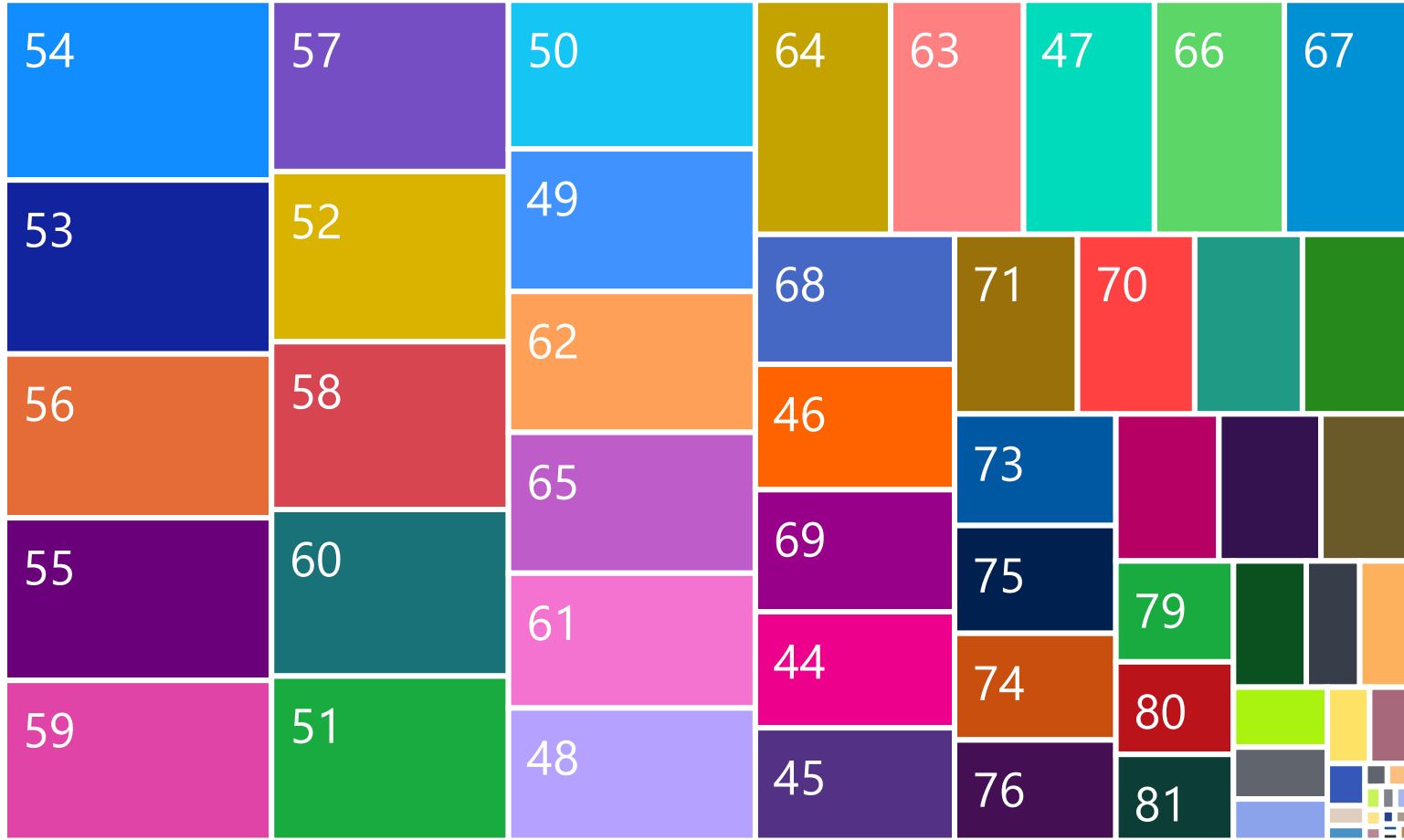
FullName	Total Orders	Total Revenue
Mr. Maurice Shan	6	\$12,407.95
Mrs. Janet Munoz	6	\$12,015.39
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mr. Jordan Turner	7	\$11,022.38
Mr. Franklin Xu	6	\$10,863.44
Mr. Larry Munoz	7	\$10,852.04
Mrs. Kate Anand	4	\$10,436.51
Mr. Larry Vazquez	4	\$10,394.98
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
Mrs. Margaret He	4	\$9,266.74
Mrs. Kaitlyn Henderson	4	\$9,258.92
Mrs. Nichole Nara	4	\$9,234.66
Mr. Randall Dominguez	4	\$9,210.36
Mrs. Rosa Hu	4	\$9,201.20
Adriana Gonzalez	4	\$9,195.69
Mrs. Gabriella Collins	4	\$9,184.02
Total	373	\$885,306.56



Orders and Revenue by Month



Orders by Age



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Executive Summary →