

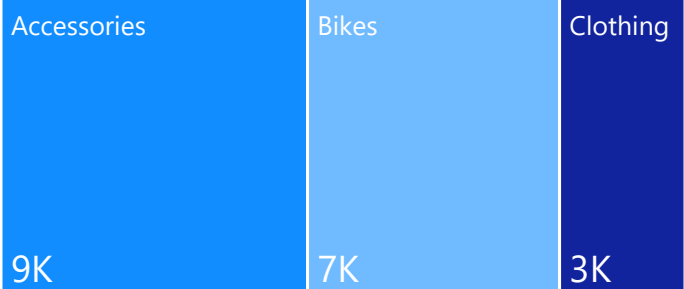


1/1/2016

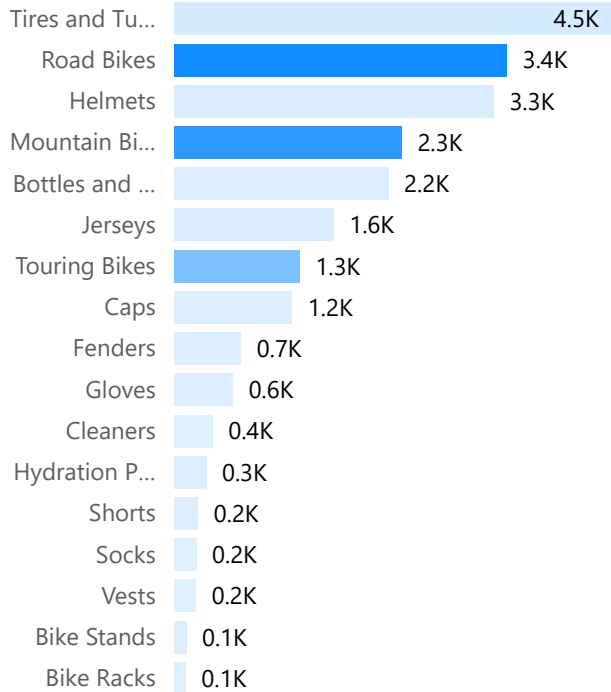
6/30/2017



Total Orders by Category



Total Orders by Sub-Category



Orders & Returns Summary

CategoryName	Total Orders	Return Rate
Accessories	8545	1.95%
Tires and Tubes	4516	1.73%
Patch Kit/8 Patches	1425	1.64%
Road Tire Tube	1304	1.46%
Mountain Tire Tube	1038	1.57%
Touring Tire Tube	883	1.52%
LL Road Tire	599	2.08%
ML Road Tire	567	1.52%
Touring Tire	524	1.23%
ML Mountain Tire	448	1.57%
HL Mountain Tire	438	3.88%
LL Mountain Tire	394	2.22%
HL Road Tire	320	4.06%
Helmets	3274	3.02%
Sport-100 Helmet, Red	1183	3.30%
Sport-100 Helmet, Blue	1071	2.89%
Sport-100 Helmet, Black	1020	2.84%
Bottles and Cages	2195	1.86%
Water Bottle - 30 oz.	1916	2.15%
Road Bottle Cage	1056	1.56%
Total	11882	2.15%

View Product Detail



Monthly Revenue

\$1.08M✓
Target: \$958.75K (+12%)

Monthly Orders

1123✓
Target: 1091 (+3%)

Monthly Returns

100!
Target: 81 (-23.46%)

Top Product (Orders)

Water Bottle - 30 oz.

Top Product (Profit)

Mountain-200 Silver, 38

Select all

Europe

North America

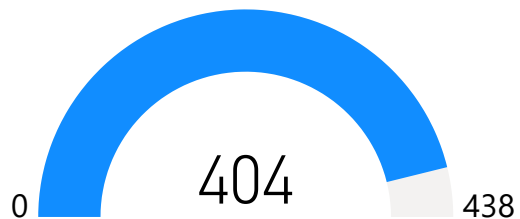
Pacific



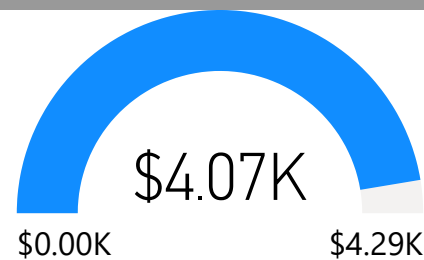


Water Bottle - 30 oz.

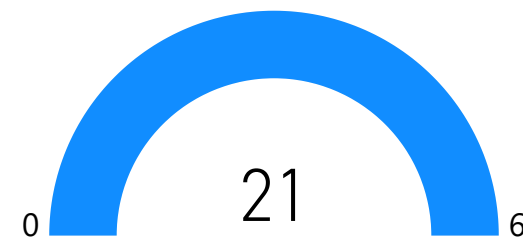
Current Month Orders vs. Targets



Current Month Revenue vs. Targets



Current Month Returns vs. Prev Month



Price Adjustment (%)

0.50



\$4.99

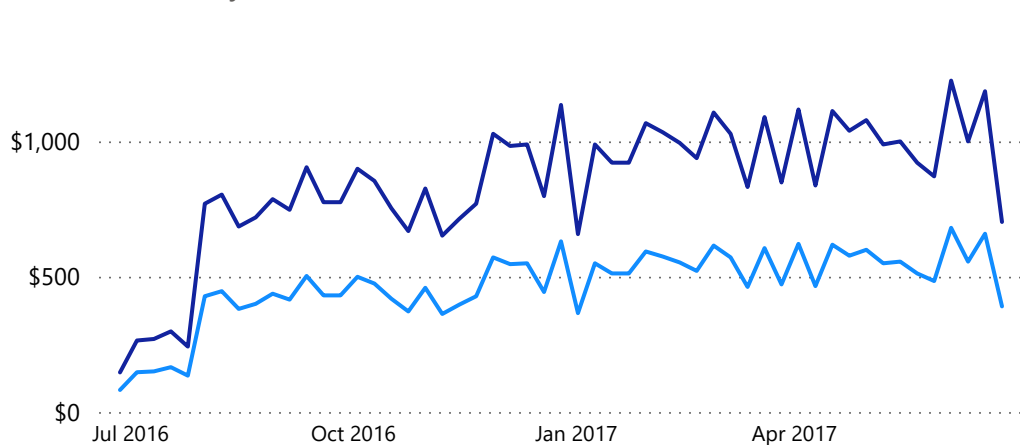
Avg Retail Price

\$7.49

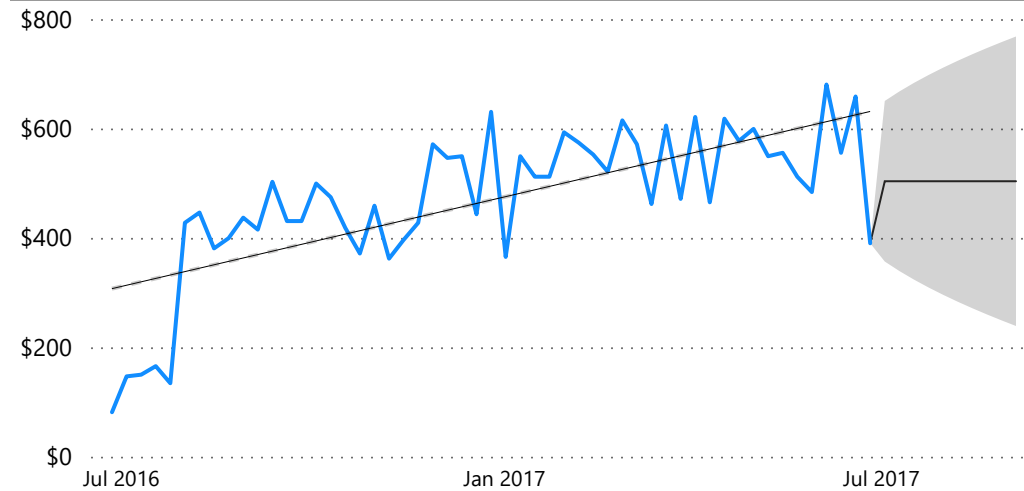
Adjusted Price

Weekly Profit

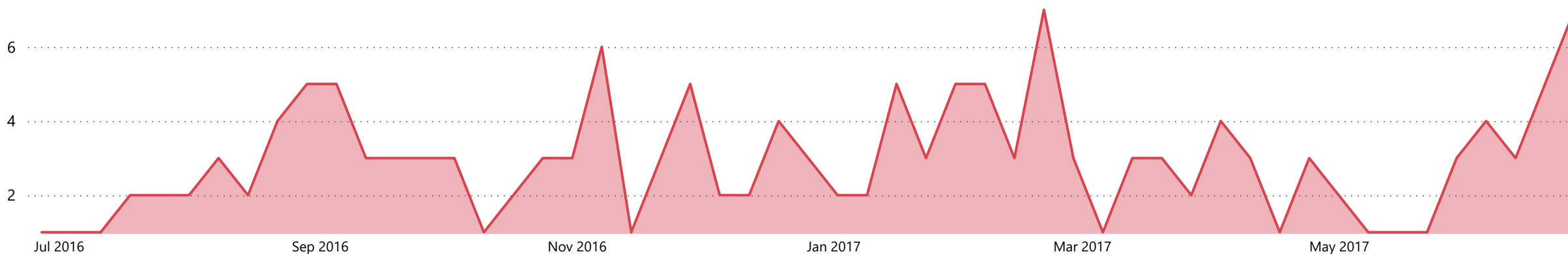
● Total Profit ● Adjusted Profit



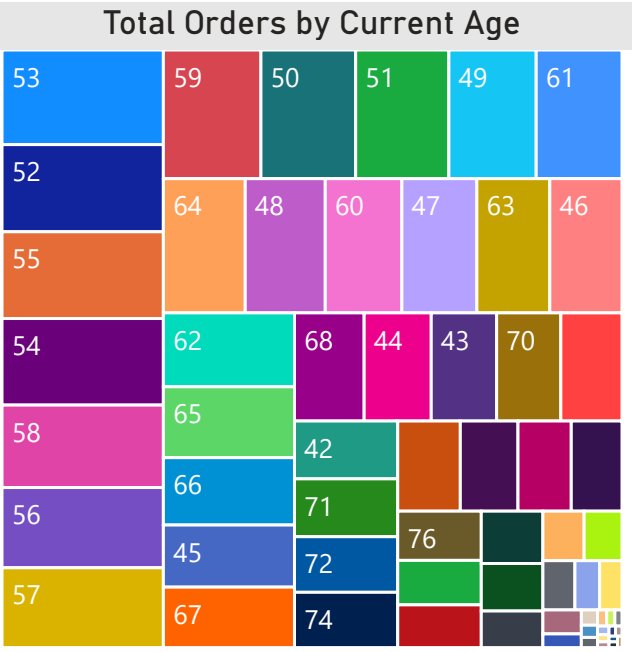
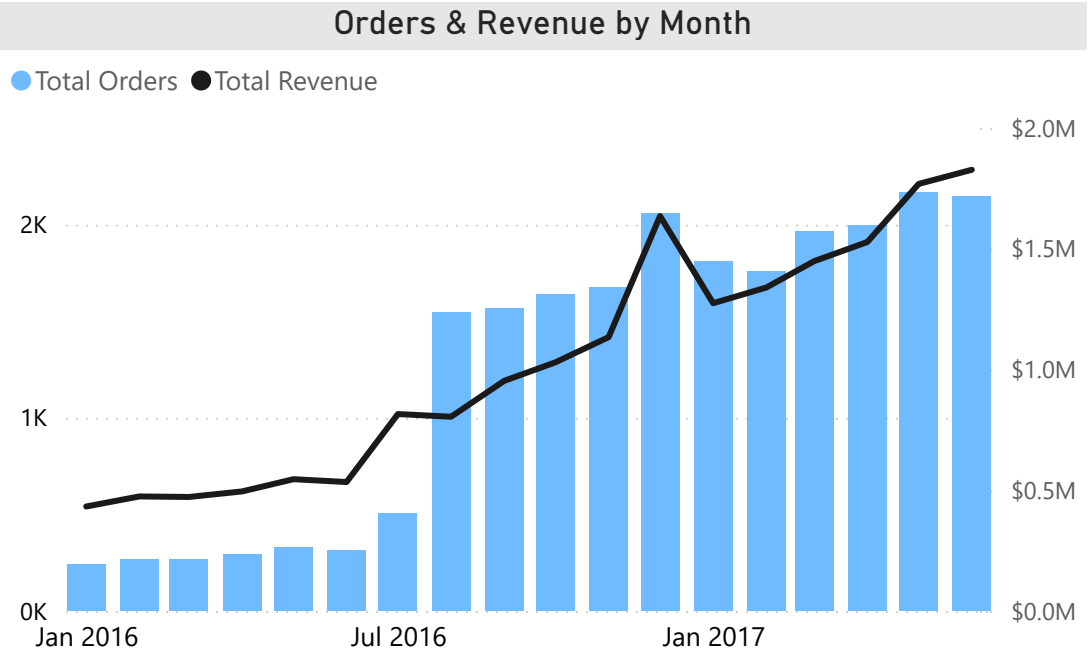
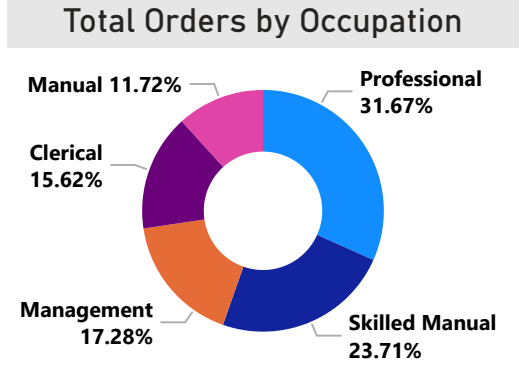
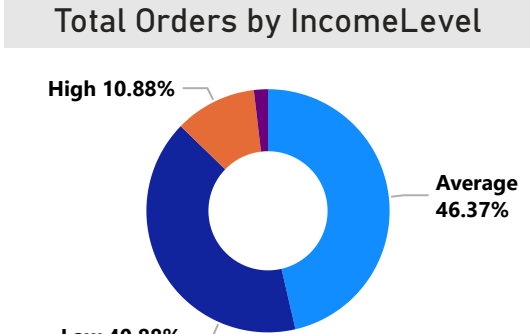
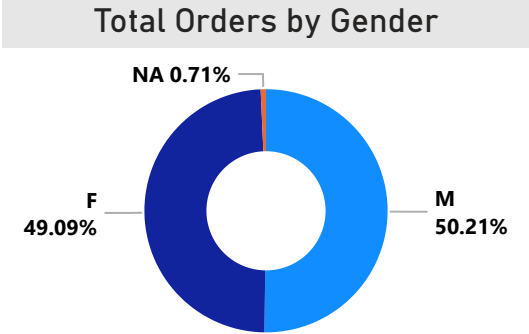
Weekly Profit



Weekly Returns



Customer Details		
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. Larry Munoz	7	\$10,852.04
Mrs. Ariana Gray	6	\$10,391.42
Mr. Marco Lopez	6	\$10,289.68
Mr. Franklin Xu	5	\$10,164.34
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. Dominique Prasad	6	\$9,180.93
Mrs. Brandi Gill	4	\$9,166.18
Mr. Brad She	4	\$9,161.01
Mr. Francisco Sara	4	\$9,125.54
Mr. Kevin Coleman	4	\$7,750.53
Mr. Johnathan Suri	4	\$7,721.33
Mrs. Crystal Zeng	4	\$7,706.81
Mrs. Felicia Blanco	4	\$7,669.66
Mrs. Jill Suarez	4	\$7,652.61
Mr. Preston Raman	4	\$7,599.49
Mr. Willie Xu	4	\$7,353.55
Total	353	\$751,130.39



Top Customer

Mr. Maurice Shan

Customer Orders

6

Customer Revenue

\$12.41K

Exec Summary →