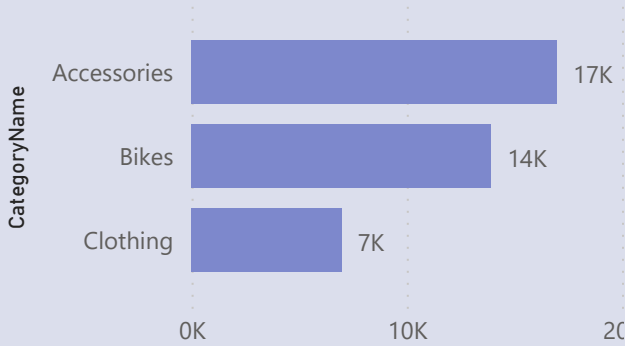




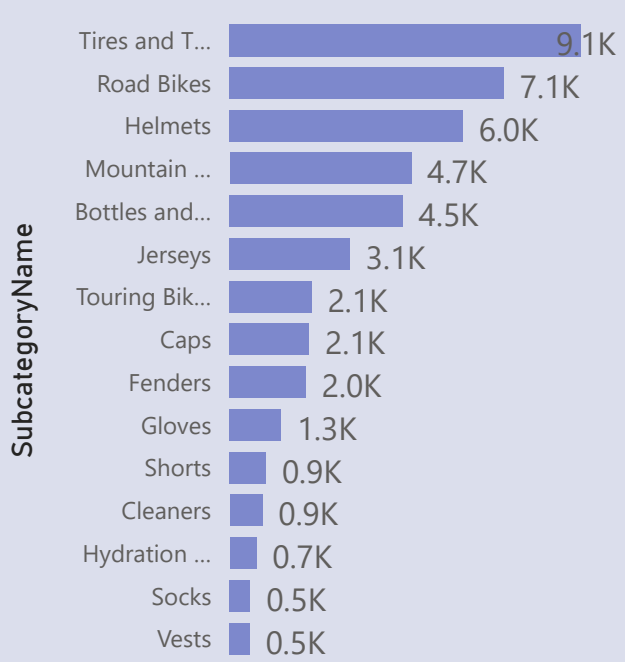
01-01-2015

30-06-2017

Total Order by Category



Total Order by Subcategory



Product Name	Total Distinct Order	Return Rate
Water Bottle - 30 oz.	3983	1.95
Patch Kit/8 Patches	2952	1.61
Mountain Tire Tube	2846	1.64
Road Tire Tube	2173	1.55
Sport-100 Helmet, Red	2099	3.33
AWC Logo Cap	2062	1.11
Sport-100 Helmet, Blue	1995	3.31
Fender Set - Mountain	1975	1.36
Sport-100 Helmet, Black	1940	2.68
Mountain Bottle Cage	1896	2.02
Road Bottle Cage	1668	1.68
Touring Tire Tube	1364	1.64
HL Mountain Tire	1305	3.75
ML Mountain Tire	1059	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
Total	25164	2.17

View Products

i

\$18,26,985✓

Goal: \$17,68,431 (+3.31%)

2146✓

Goal: 2165 (+0.88%)

Monthly Returns

166✓

Goal: 169 (+1.78%)

Top Products (Orders)

Water Bottle - 30 oz.

Top Profits (Orders)

Mountain-200 Black, 46

Select allEuropeNorth AmericaPacific

Microsoft Bing

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Apply changes

Discard changes



Water Bottle - 30 OZ.

Price Adjustment %

0.20

\$5.0

Avg Retail Price

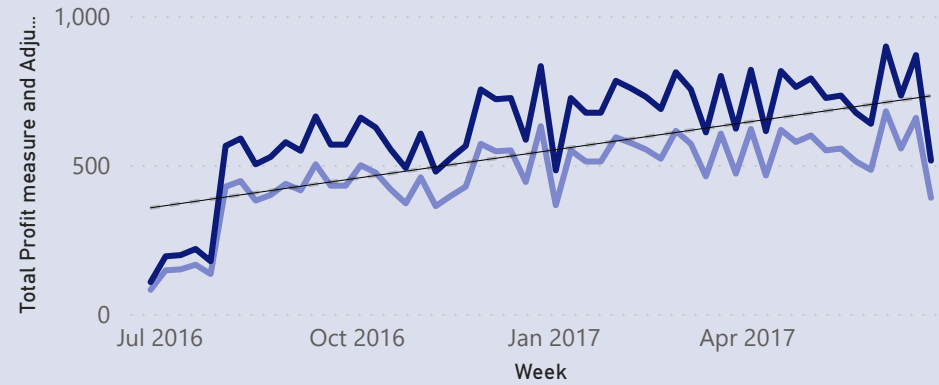
\$5.988

Adjusted Price

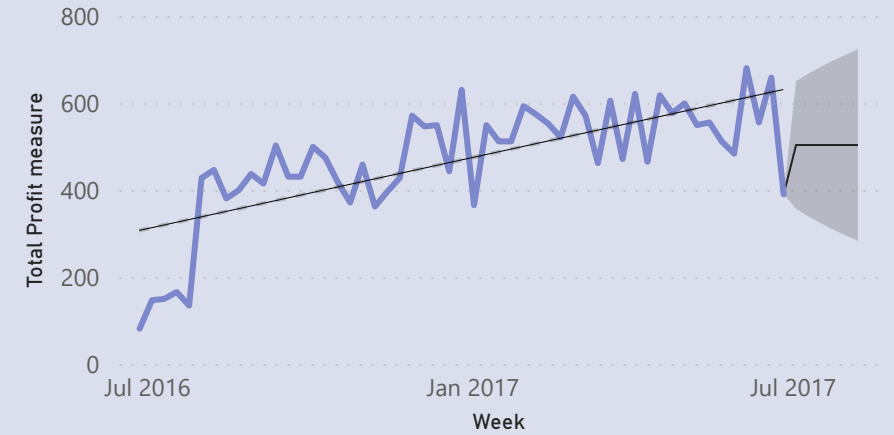


Weekly Profit

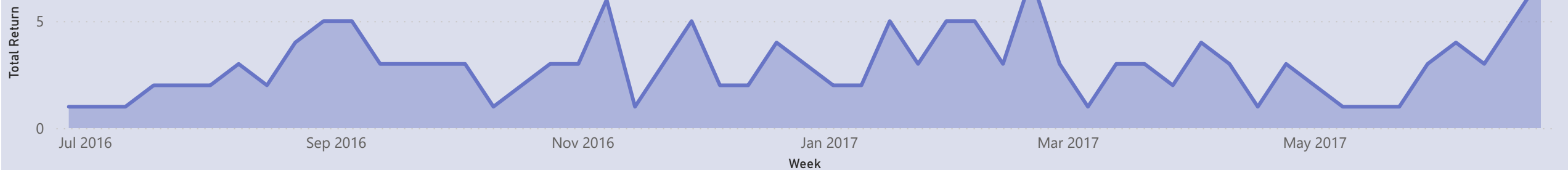
● Total Profit measure ● Adjusted Profit



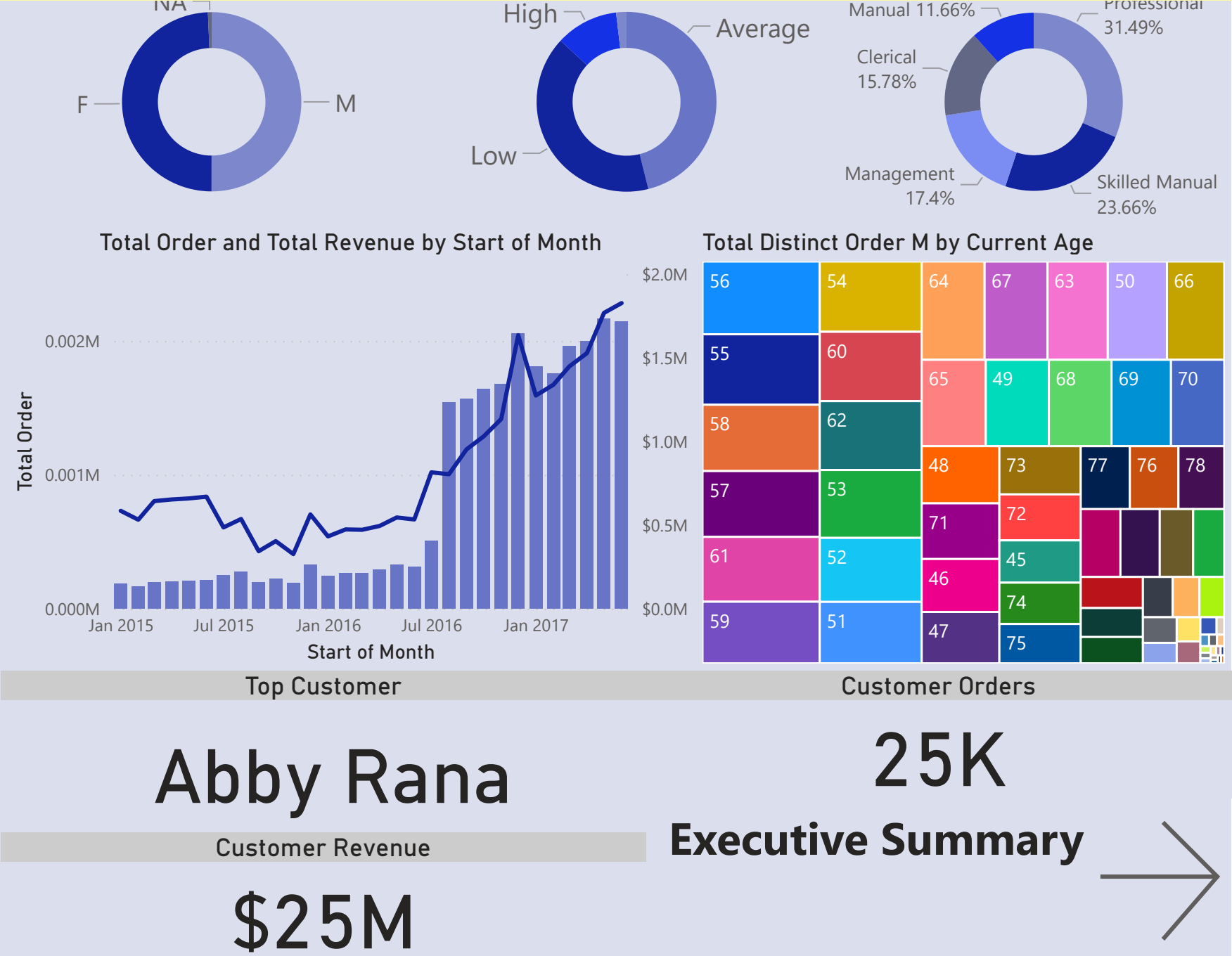
Weekly Profit



Weekly Returns



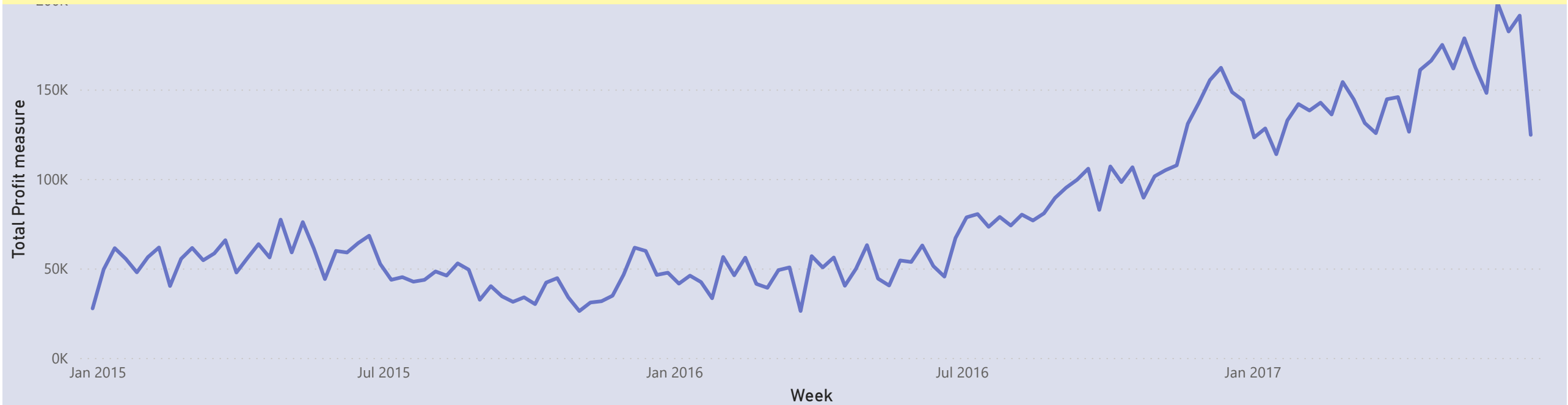
Ms. Monica Vance	3	\$8,051.07
Ms. Meagan Madan	3	\$8,118.21
Ms. Jaime Gutierrez	3	\$7,982.70
Ms. Evelyn Chandra	3	\$8,061.37
Ms. Erika Rubio	3	\$7,945.44
Ms. Carmen Rana	3	\$8,134.21
Ms. Candace Raman	3	\$8,098.06
Ms. Bonnie Xie	3	\$8,182.09
Ms. Bonnie Jai	3	\$8,017.87
Ms. Audrey Munoz	3	\$8,046.12
Ms. Ashley Russell	3	\$8,020.06
Mrs. Wendy Alvarez	4	\$8,384.71
Mrs. Victoria Gonzales	3	\$7,966.45
Mrs. Sydney Bryant	4	\$9,706.89
Mrs. Stacy Alvarez	3	\$8,033.42
Mrs. Rosa Hu	4	\$9,201.20
Mrs. Nichole Nara	4	\$9,234.66
Mrs. Morgan Bennett	3	\$8,150.17
Mrs. Margaret He	4	\$9,266.74
Mrs. Madison Hughes	3	\$8,100.38
Mrs. Lisa Cai	7	\$11,330.44
Mrs. Lacey Zheng	7	\$11,085.74
Mrs. Kristy Munoz	4	\$8,456.41
Mrs. Krista Martin	3	\$8,067.40
Mrs. Kaylee Hill	3	\$7,993.03
Mrs. Kaylee Cook	3	\$8,033.83
Total	373	\$8,85,306.56



⚠ There are pending changes in your queries that haven't been applied.

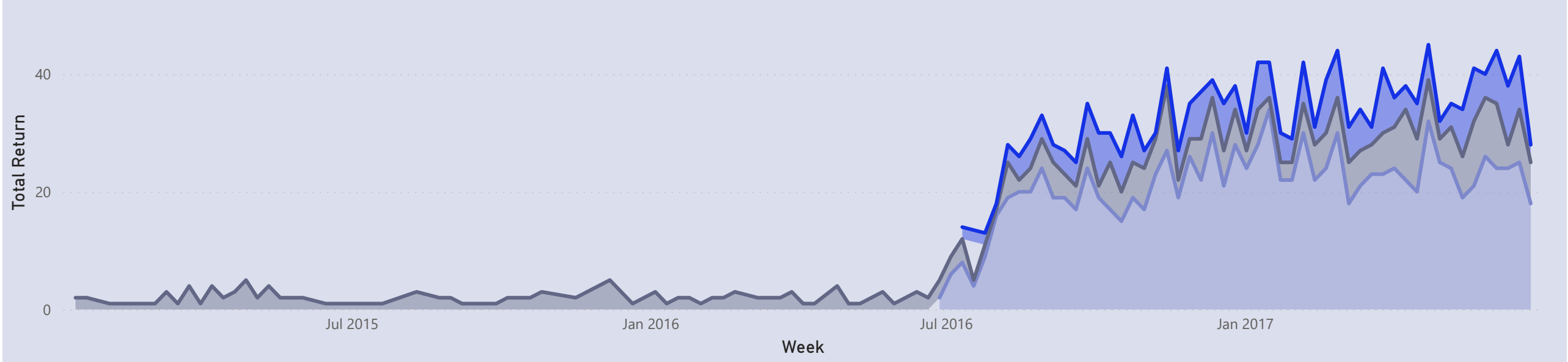
Apply changes

Discard changes



Weekly Return Volume

CategoryName Accessories Bikes Clothing



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Apply changes

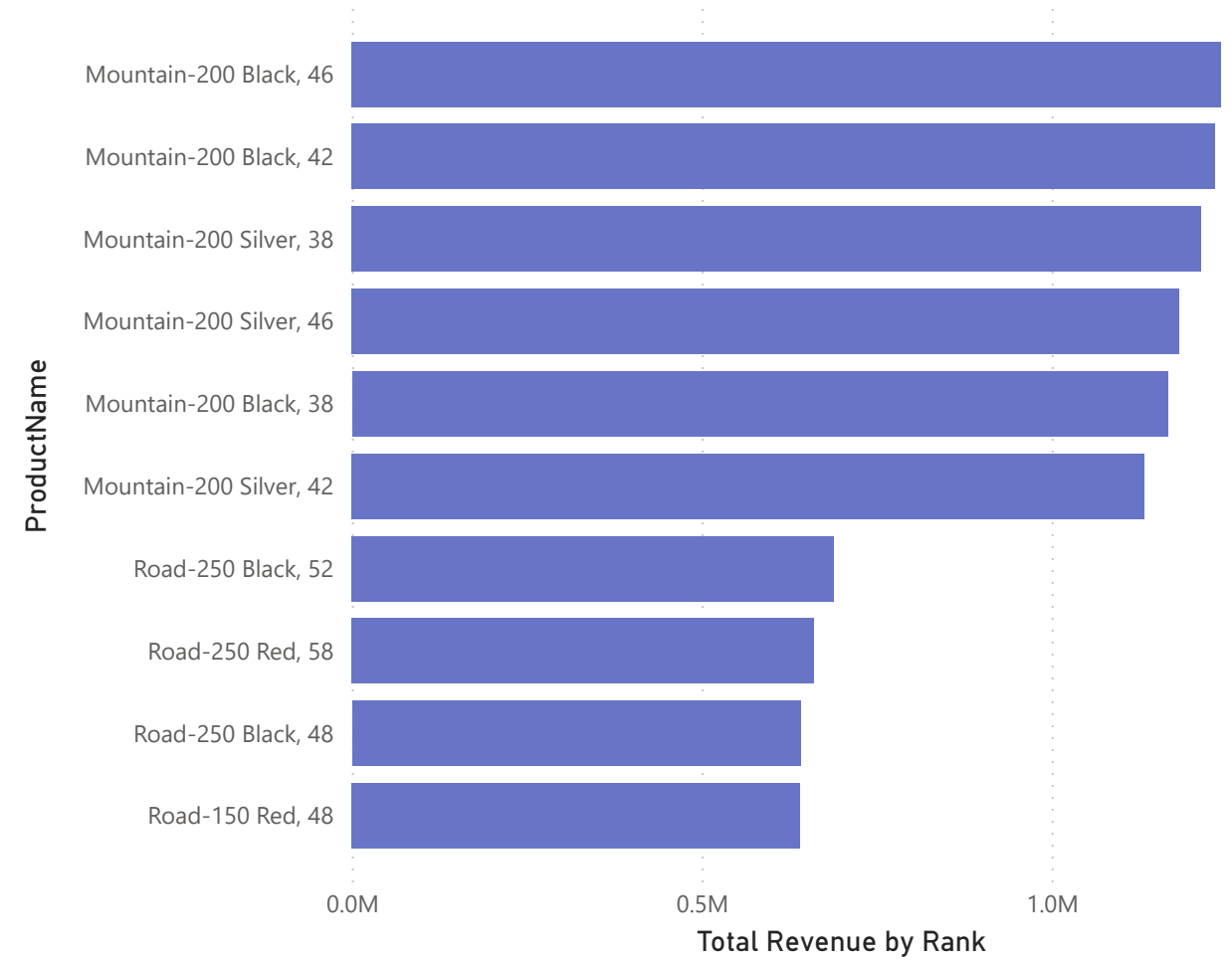
Discard changes



Table View

Chart View

Total Revenue by Rank by ProductName



⚠ There are pending changes in your queries that haven't been applied.

Apply changes

Discard changes



Country	Australia		Canada		France		Germany	
Category	Total RevenueMeasure	Total RevenueMeasure by Date	Total RevenueMeasure	Total RevenueMeasure by Date	Total RevenueMeasure	Total RevenueMeasure by Date	Total RevenueMeasure	Total RevenueMeasure by Date
Accessories	\$1,79,539		\$1,29,435		\$84,111		\$22,48,752	
Bikes	\$71,60,367		\$15,84,297		\$22,48,752		\$29,778	
Clothing	\$76,546		\$55,511		\$29,778		\$23,62,641	
Total	\$74,16,452		\$17,69,244		\$23,62,641		\$29,778	



United States

First Country

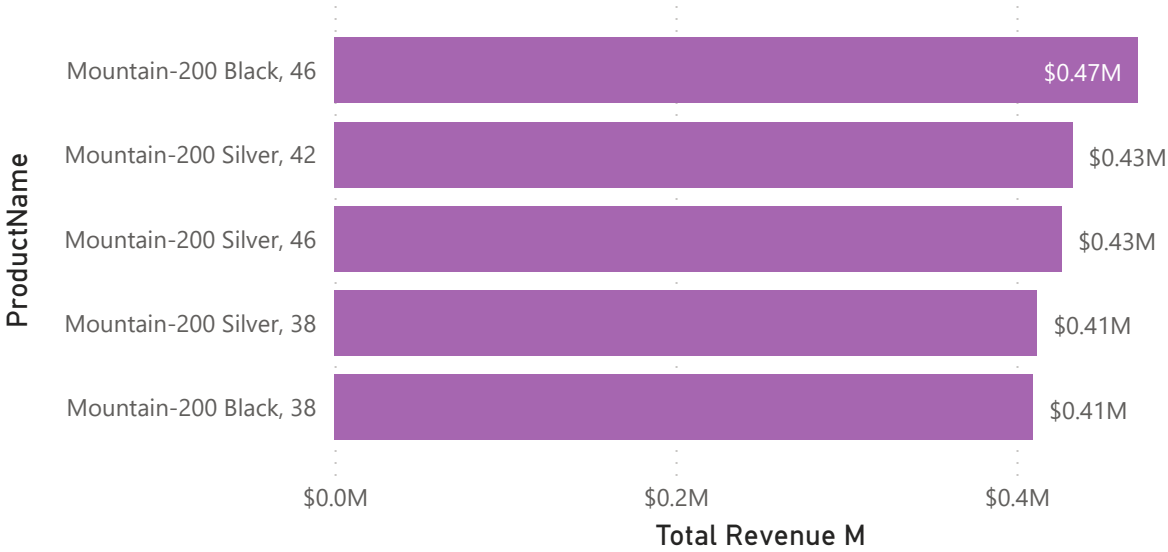
\$7.94M

Total Revenue Relatedfun

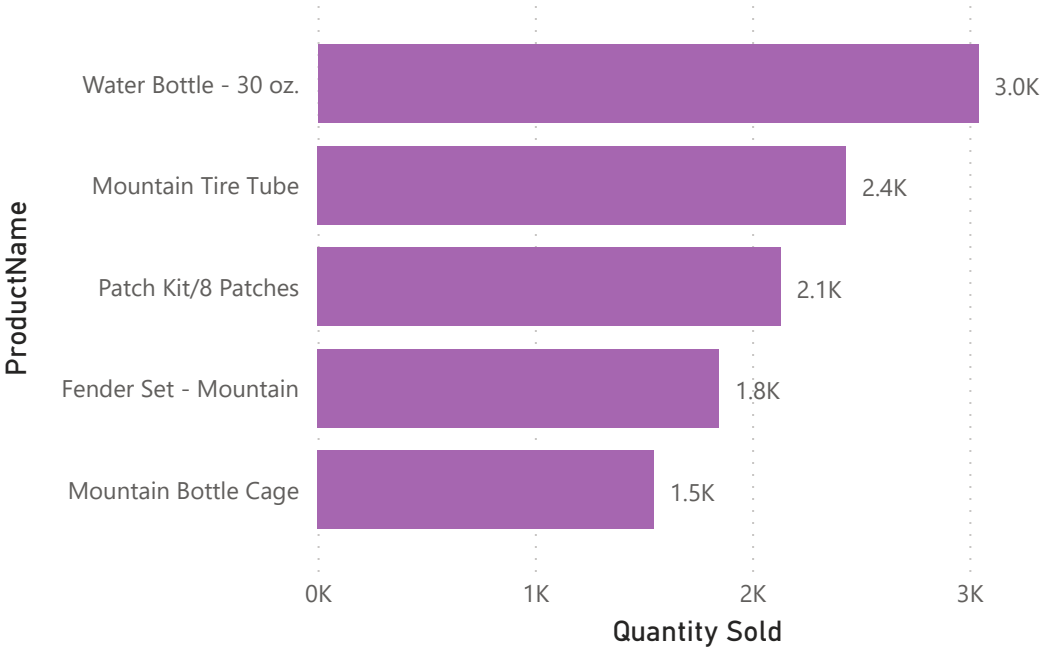
30K

Quantity Sold

Total Revenue M by ProductName



Quantity Sold by ProductName



Germany

First Country

Page Navigation

USA



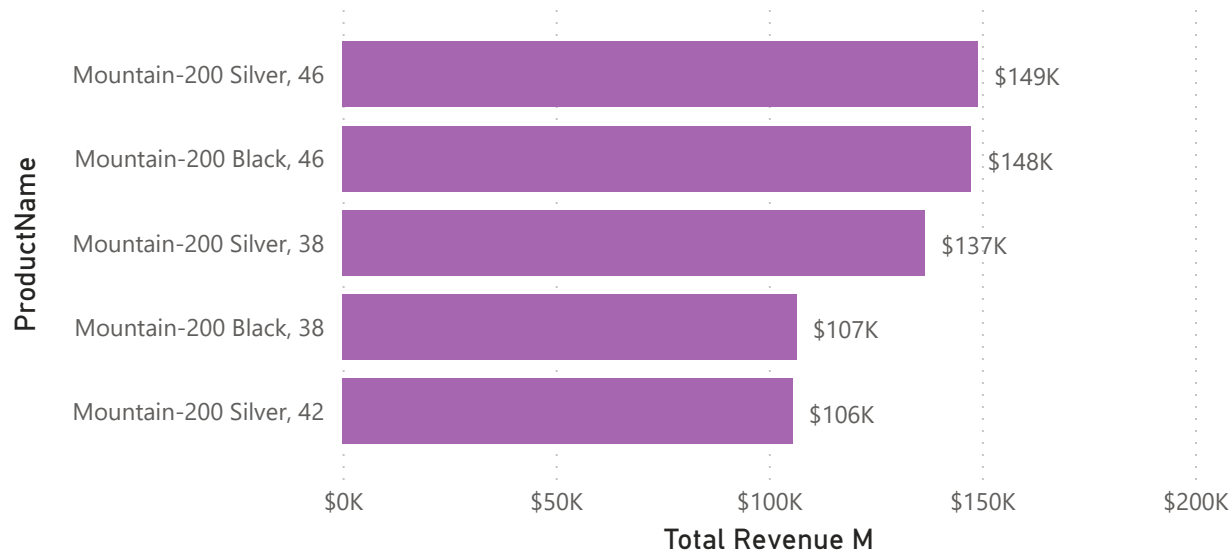
\$2.52M

Total Revenue Relatedfun

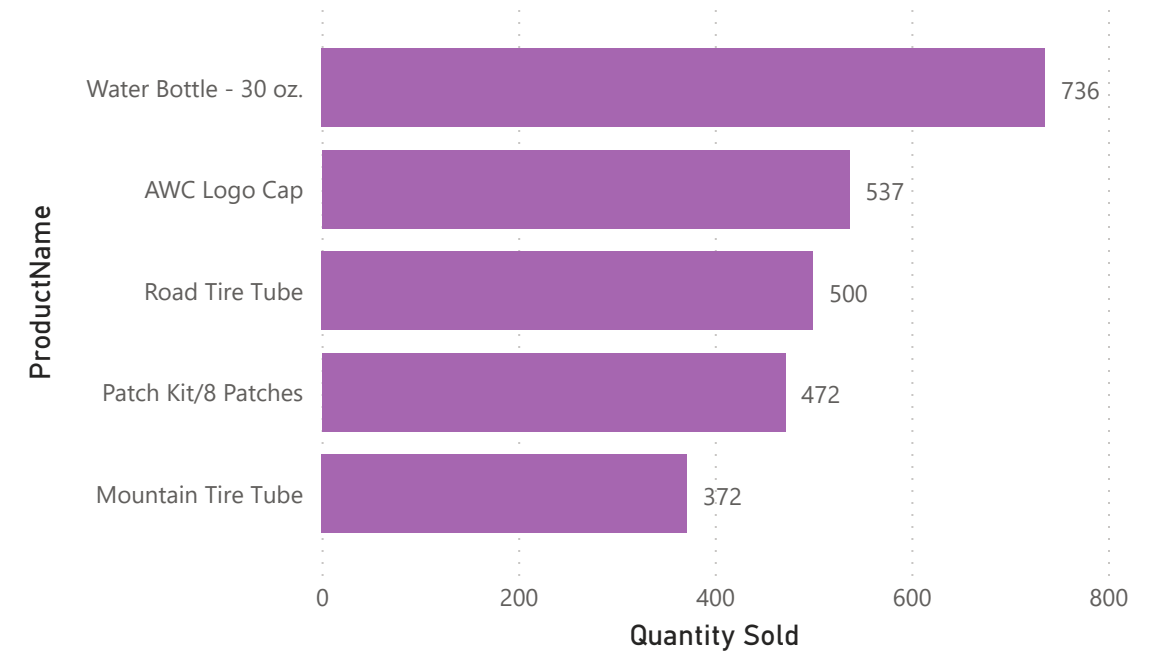
7950

Quantity Sold

Total Revenue M by ProductName



Quantity Sold by ProductName



⚠ There are pending changes in your queries that haven't been applied.

Apply changes

Discard changes



—						
2015 January	1	\$5,85,313		5,85,312.69	0.0%	—
2015 February	2	\$5,32,226	\$5,85,313	-53,086.41	-9.1%	▼
2015 March	3	\$6,43,436	\$5,32,226	1,11,209.86	20.9%	▲
2015 April	4	\$6,53,364	\$6,43,436	9,927.94	1.5%	▲
2015 May	5	\$6,59,326	\$6,53,364	5,961.86	0.9%	▲
2015 June	6	\$6,69,989	\$6,59,326	10,662.78	1.6%	▲
2015 July	7	\$4,86,115	\$6,69,989	-1,83,873.79	-27.4%	▼
2015 August	8	\$5,36,453	\$4,86,115	50,337.84	10.4%	▲
2015 September	9	\$3,44,063	\$5,36,453	-1,92,389.88	-35.9%	▼
2015 October	10	\$4,04,277	\$3,44,063	60,213.76	17.5%	▲
2015 November	11	\$3,26,611	\$4,04,277	-77,665.43	-19.2%	▼
2015 December	12	\$5,63,762	\$3,26,611	2,37,150.45	72.6%	▲
2016 January	1	\$4,32,426	\$5,63,762	-1,31,335.81	-23.3%	▼
2016 February	2	\$4,74,163	\$4,32,426	41,737.08	9.7%	▲
2016 March	3	\$4,71,962	\$4,74,163	-2,200.92	-0.5%	▼
2016 April	4	\$4,94,958	\$4,71,962	22,995.56	4.9%	▲
2016 May	5	\$5,45,535	\$4,94,958	50,577.44	10.2%	▲
2016 June	6	\$5,33,825	\$5,45,535	-11,709.81	-2.1%	▼
2016 July	7	\$8,15,356	\$5,33,825	2,81,530.65	52.7%	▲
2016 August	8	\$8,04,192	\$8,15,356	-11,164.23	-1.4%	▼
2016 September	9	\$9,52,742	\$8,04,192	1,48,550.25	18.5%	▲
2016 October	10	\$10,29,819	\$9,52,742	77,077.42	8.1%	▲
2016 November	11	\$11,33,911	\$10,29,819	1,04,092.08	10.1%	▲
2016 December	12	\$16,35,307	\$11,33,911	5,01,395.29	44.2%	▲
2017 January	1	\$12,74,377	\$16,35,307	-3,60,929.64	-22.1%	▼
Total		\$2,49,14,567		2,49,14,567.18	0.0%	—

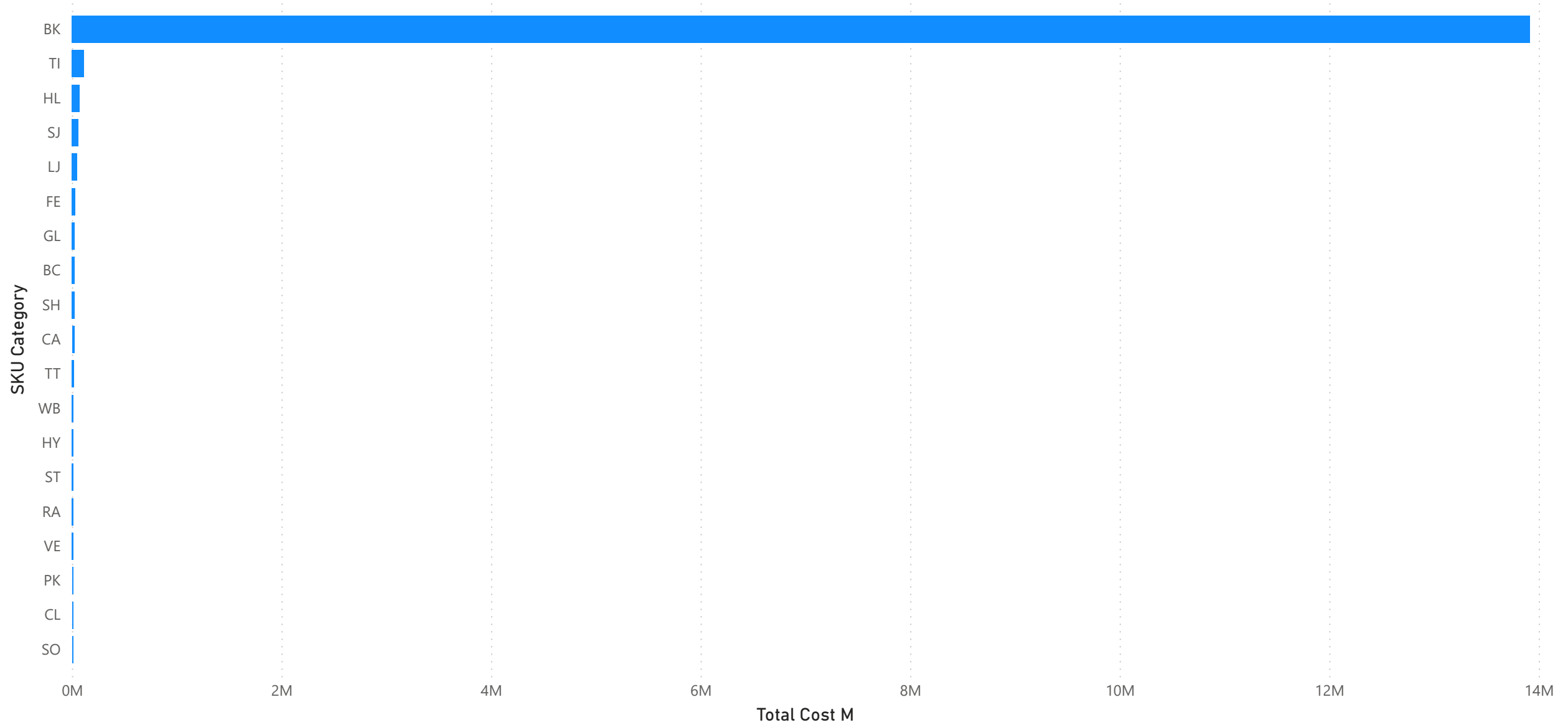
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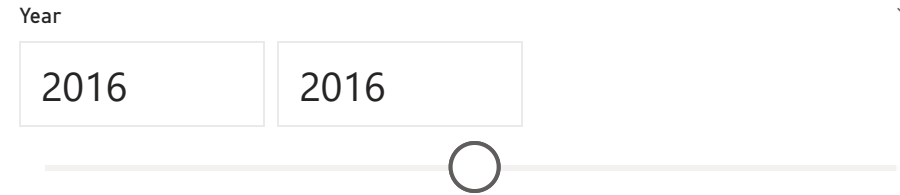
Apply changes

Discard changes

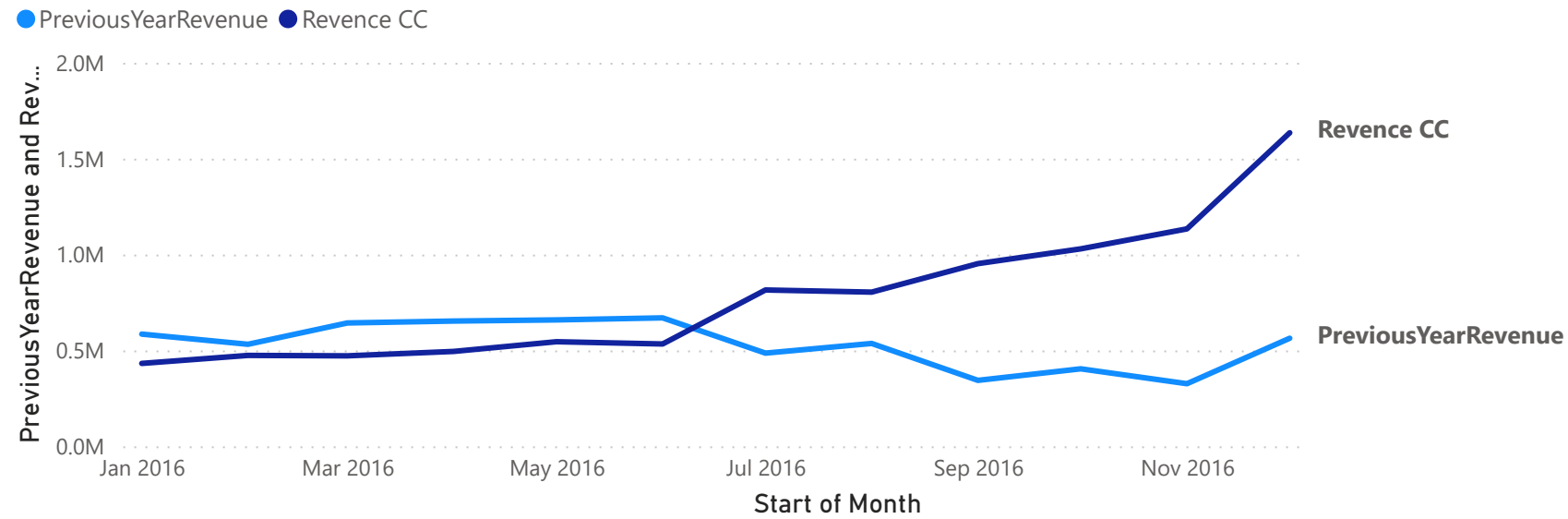


what is the total cost m by SKU category





PreviousYearRevenue, Revencc CC and Total Revenue M by Start of Month



Start of Month	OrderQuantity
01-01-2016	242
01-02-2016	267
01-03-2016	266
01-04-2016	290
01-05-2016	329
01-06-2016	312
01-07-2016	1954
01-08-2016	5958
01-09-2016	5970
01-10-2016	6387
01-11-2016	6332
01-12-2016	7923
Total	36230

119

ProductModel

1809

Total Return

Start of Month	Total Profit measure	90day
01-06-2017	7,71,563.41	
01-05-2017	7,50,741.00	
01-12-2016	6,89,670.48	
01-04-2017	6,43,813.44	
01-03-2017	6,13,439.95	
01-02-2017	5,67,561.56	
01-01-2017	5,41,832.44	
Total	1,04,57,580.86	2

CategoryName	Quantity Sold	Total RevenueMeasure
Accessories	57809	\$9,06,657
Bikes	13929	\$2,36,42,500
Clothing	12436	\$3,65,411
Total	84174	\$2,49,14,567

14.46M

Total Cost M

Start of Month	Total Distinct Order M	Previous Month Orders	Order Target
01-01-2015	184		
01-02-2015	165	184	202.40
01-03-2015	198	165	181.50
01-04-2015	204	198	217.80
01-05-2015	206	204	224.40
01-06-2015	212	206	226.60
01-07-2015	247	212	233.20
01-08-2015	278	247	271.70
01-09-2015	196	278	305.80
01-10-2015	223	196	215.60
01-11-2015	191	223	245.30
01-12-2015	326	191	210.10
01-01-2016	242	326	358.60
01-02-2016	267	242	266.20
Total	25164	23018	25,319.80

Start of Month	Total Revenue M	Revenue Target
01-01-2015	\$5,85,313	
01-02-2015	\$5,32,226	6,43,843.96
01-03-2015	\$6,43,436	5,85,448.91
01-04-2015	\$6,53,364	7,07,779.75
01-05-2015	\$6,59,326	7,18,700.49
01-06-2015	\$6,69,989	7,25,258.53
01-07-2015	\$4,86,115	7,36,987.59
01-08-2015	\$5,36,453	5,34,726.42
01-09-2015	\$3,44,063	5,90,098.05
01-10-2015	\$4,04,277	3,78,469.18
01-11-2015	\$3,26,611	4,44,704.32
01-12-2015	\$5,63,762	3,59,272.34
01-01-2016	\$4,32,426	6,20,137.84
01-02-2016	\$4,74,163	4,75,668.45
01-03-2016	\$4,71,962	5,21,579.23
01-04-2016	\$4,94,958	5,19,158.22
01-05-2016	\$5,45,535	5,44,453.34
01-06-2016	\$5,33,825	6,00,088.52
01-07-2016	\$8,15,356	5,87,207.73
01-08-2016	\$8,04,192	8,96,891.45
01-09-2016	\$9,52,742	8,84,610.79
01-10-2016	\$10,29,819	10,48,016.07
01-11-2016	\$11,33,911	11,32,801.23
01-12-2016	\$16,35,307	12,47,302.52
01-01-2017	\$12,74,377	17,98,837.34
01-02-2017	\$13,39,239	14,01,814.73
01-03-2017	\$14,48,594	14,73,163.32
01-04-2017	\$15,27,812	15,93,453.49
01-05-2017	\$17,68,431	16,80,593.00
01-06-2017	\$18,26,985	19,45,273.69
Total	\$2,49,14,567	2,53,96,340.50

1809

ALLReturn

CategoryName	Total Return	% of TotalReturn
Accessories	1115	61.64%
Bikes	427	23.60%
Clothing	267	14.76%
Total	1809	100.00%

Start of Month	Total Return	PreviousMonth Return
01-01-2015	4	
01-02-2015	4	4
01-03-2015	9	4
01-04-2015	14	9
01-05-2015	11	14
01-06-2015	4	11
01-07-2015	3	4
01-08-2015	6	3
01-09-2015	2	6
Total	1809	1643

⚠ There are pending changes in your queries that haven't been applied.

Apply changes

Discard changes



CategoryName



Accessories	Clothing
Bikes	Components

CategoryName	ProductName	Total Revenue M	Rank on revenue By category
Components	All-Purpose Bike Stand	1	
Components	AWC Logo Cap	1	
Components	Bike Wash - Dissolver	1	
Components	Cable Lock	1	
Components	Chain	1	
Components	Classic Vest, L	1	
Components	Classic Vest, M	1	
Components	Classic Vest, S	1	
Components	Fender Set - Mountain	1	
Components	Front Brakes	1	
Components	Front Derailleur	1	
Components	Full-Finger Gloves, L	1	
Components	Full-Finger Gloves, M	1	
Components	Full-Finger Gloves, S	1	
Components	Half-Finger Gloves, L	1	
Components	Half-Finger Gloves, M	1	
Components	Half-Finger Gloves, S	1	
Components	Headlights - Dual-Beam	1	
Components	Headlights - Weatherproof	1	
Components	Hitch Rack - 4-Bike	1	
Components	HL Bottom Bracket	1	
Total		1	