

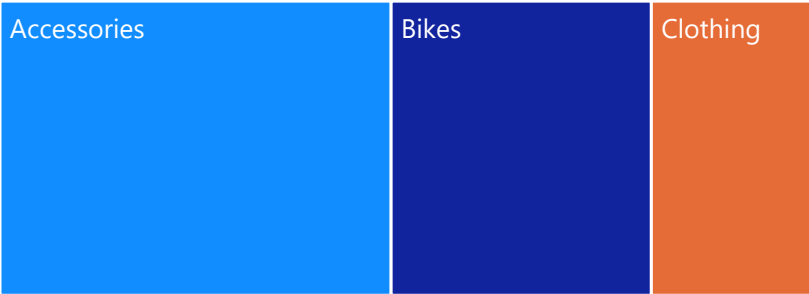


1/1/2016

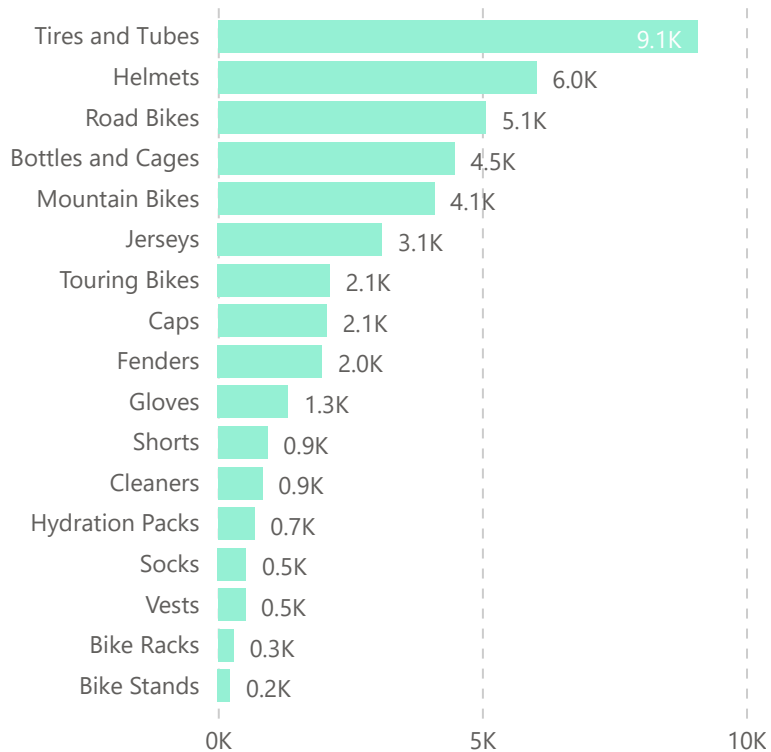
6/30/2017



### Total Orders by Category



### Total Orders by Subcategory



| ProductName             | Total Orders | ReturnRate |
|-------------------------|--------------|------------|
| 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          | 2.30%      |
| Mountain-200 Silver, 46 | 521          | 2.11%      |
| Mountain-200 Black, 38  | 519          | 2.89%      |
| Mountain-200 Silver, 42 | 483          | 2.48%      |
| Half Finger Gloves, M   | 465          | 1.74%      |
| Total                   | 22,534       | 2.14%      |

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 (Profit)

Mountain-200 Black, 46

### Top Product (Orders)

Water Bottle - 30 oz.

Select all

Europe

North America

Pacific



Microsoft Bing

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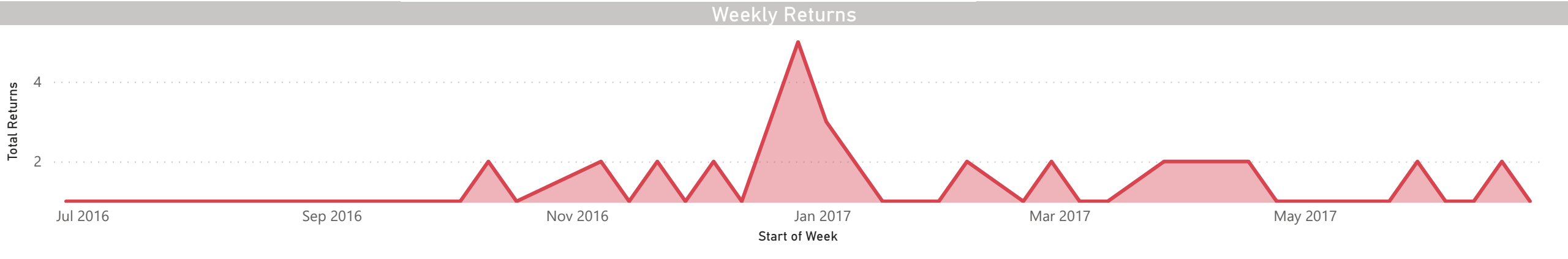
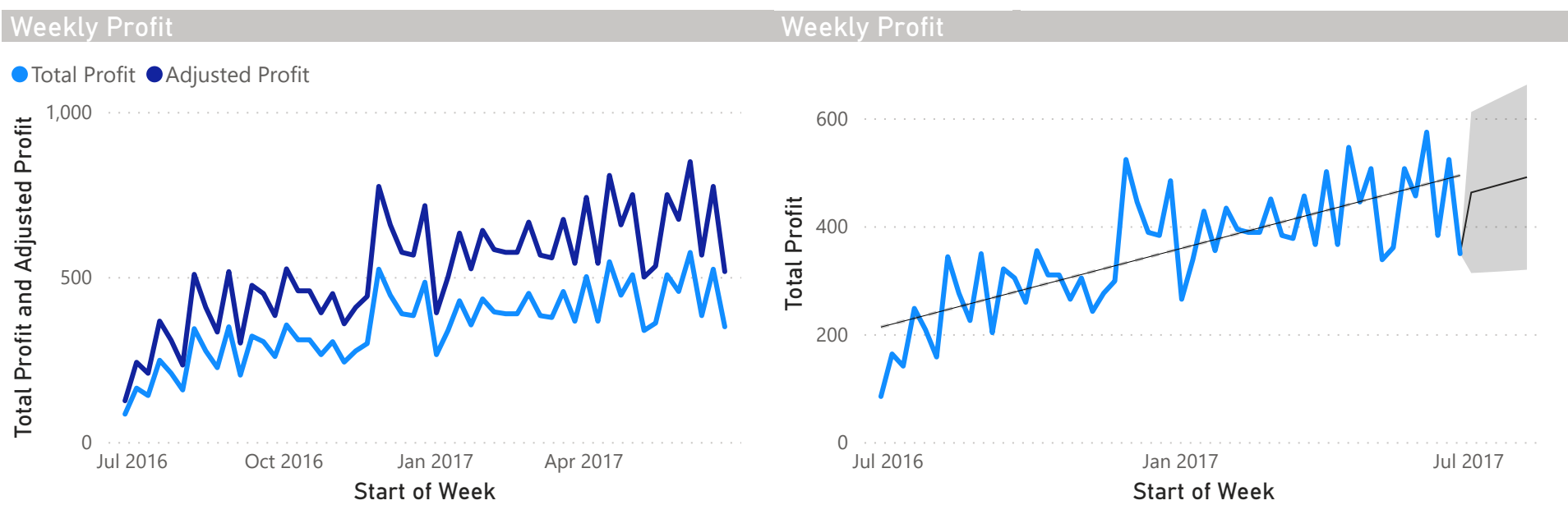
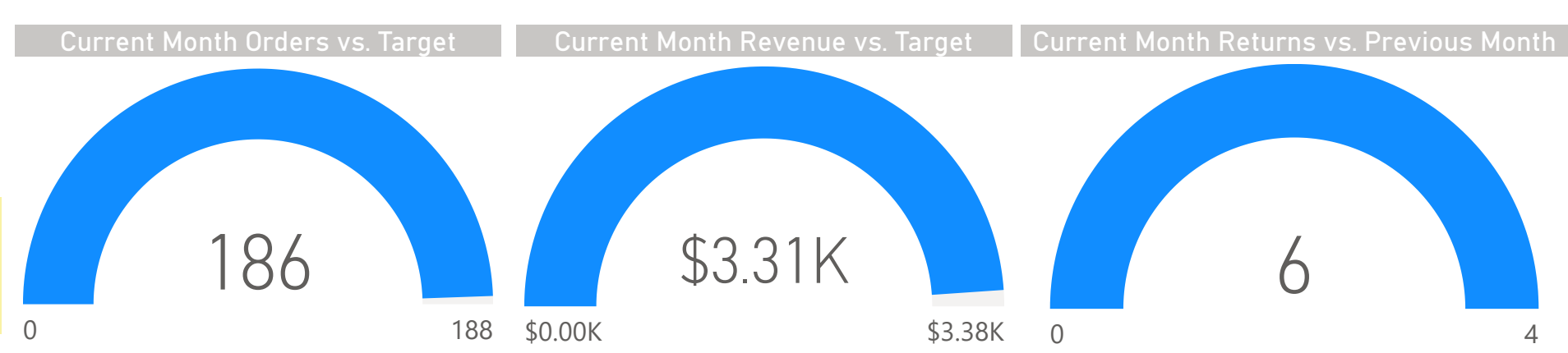


# Road Bottle Cage

\$8.99  
Avg Retail Price

\$11.69  
Adjusted Price

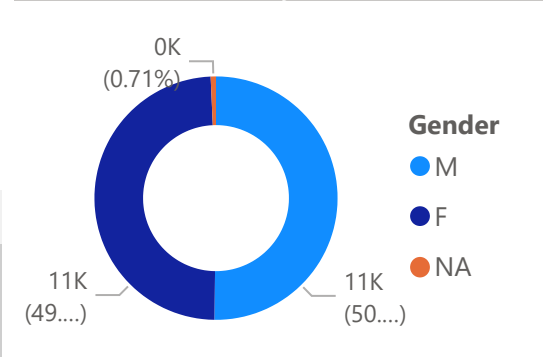
Price Adjustment (%)



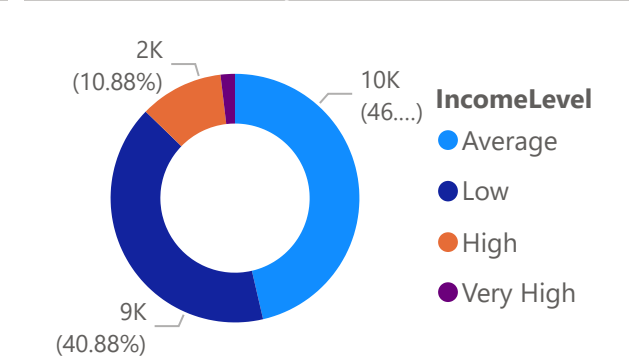


| FullName               | Total Orders | Total Revenue |
|------------------------|--------------|---------------|
| Mr. Maurice Shan       | 6            | \$12,407.95   |
| Mrs. Janet Munoz       | 6            | \$12,015.39   |
| Mrs. Lisa Cai          | 7            | \$11,330.44   |
| Mrs. Lacey 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    |
| Mrs. Abby Subram       | 4            | \$7,308.39    |
| Mr. Lance Blanco       | 4            | \$7,207.07    |
| Mrs. Audrey Blanco     | 4            | \$7,139.17    |
| Total                  | 353          | \$751,130.39  |

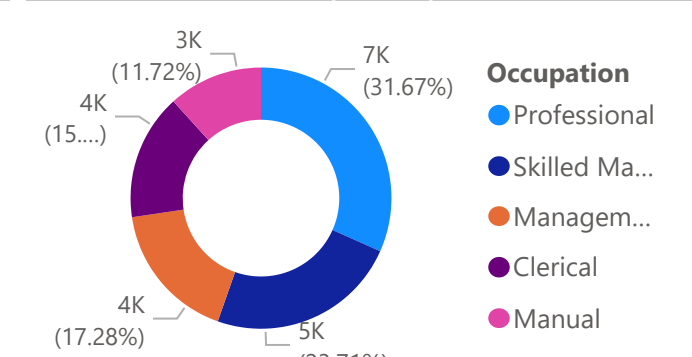
Orders by Gender



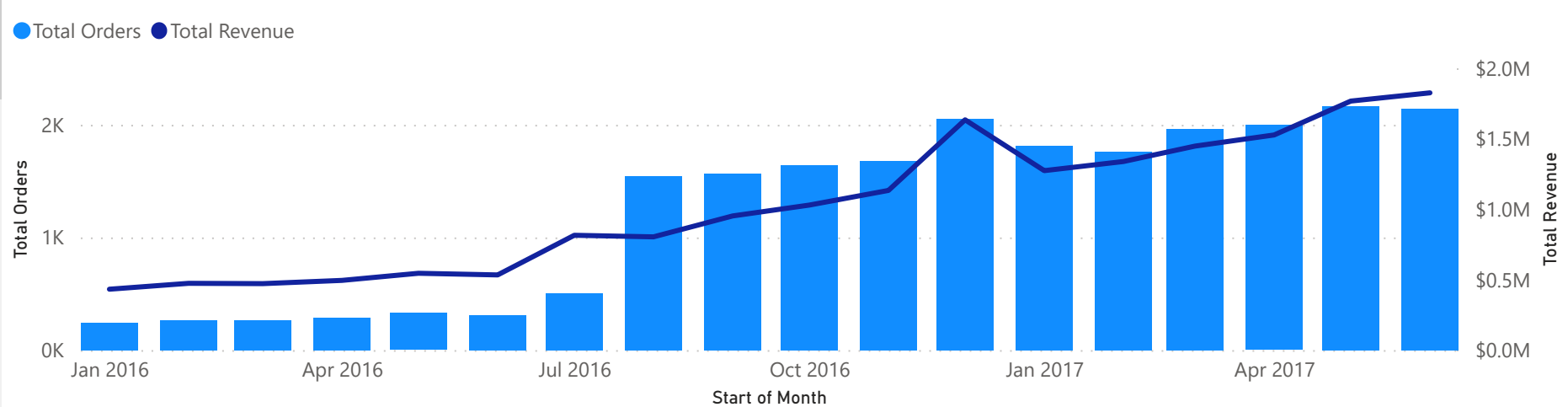
Orders by Income Level



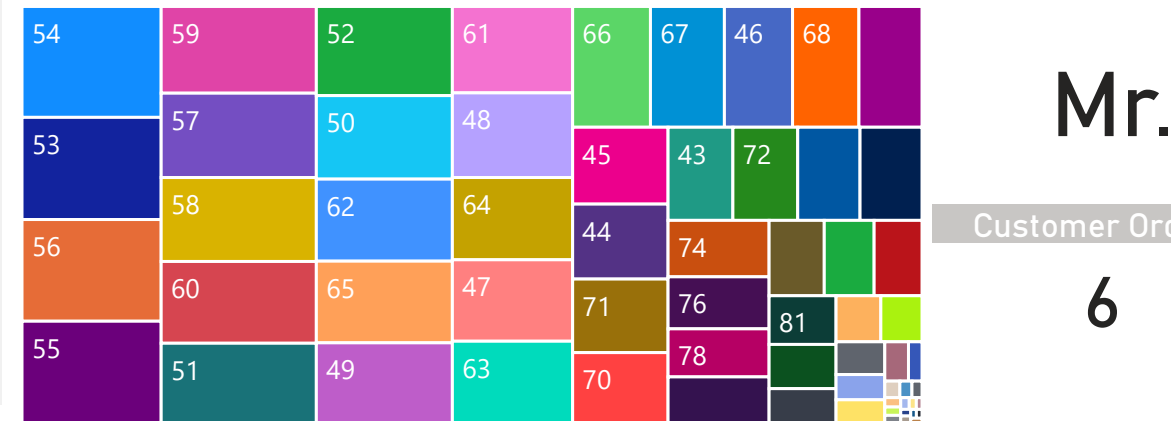
Orders by Occupation



Orders & Revenue by Month



Orders by Age



Top Customer

Mr. Maurice Shan

Customer Orders


6

Customer Revenue

\$12.41K

Executive Summary →

# Any questions?

 total revenue for red bikes



\$1.01M

Total Revenue