



product_brand	Total Transaction	Profit Margin	Total Profit	Return Rate
Hermanos	\$5,342	58.64%	\$21,753.14	0.95%
Ebony	\$5,238	59.81%	\$20,353.79	0.96%
Tell Tale	\$5,112	58.05%	\$19,982.03	0.99%
Tri-State	\$5,099	58.91%	\$19,979.82	1.10%
High Top	\$4,940	60.42%	\$19,810.42	1.01%
Nationeel	\$4,408	60.44%	\$18,616.82	1.18%
Best Choice	\$4,218	60.64%	\$18,354.53	0.81%
Horatio	\$4,195	58.42%	\$17,736.81	1.26%
Fast	\$4,097	61.03%	\$16,468.76	1.07%
High Quality	\$3,577	59.98%	\$16,138.93	1.13%
Denny	\$3,584	58.02%	\$16,015.19	0.99%
Red Wing	\$3,870	59.36%	\$15,869.53	1.06%
Fort West	\$4,108	59.80%	\$15,834.21	0.97%
Cormorant	\$3,744	61.60%	\$15,749.36	0.87%
Big Time	\$3,816	60.20%	\$15,560.09	1.05%
Imagine	\$3,634	61.40%	\$15,102.46	1.06%
Carrington	\$3,891	59.52%	\$14,882.97	0.78%
Sunset	\$3,953	60.45%	\$14,018.03	1.03%
Super	\$3,618	60.59%	\$13,868.07	0.96%
Golden	\$3,550	58.72%	\$13,255.62	0.88%
BBB Best	\$3,514	62.12%	\$12,991.34	0.80%
Plato	\$3,352	63.55%	\$12,748.37	1.06%
CDR	\$3,078	58.98%	\$12,062.13	1.11%
PigTail	\$3,467	60.68%	\$11,617.25	1.04%
Bravo	\$2,484	59.15%	\$11,026.63	0.82%
Landslide	\$3,270	58.65%	\$10,646.93	0.98%
Total	\$1,13,668	59.94%	\$4,49,626.65	1.00%

Current Month Transaction

\$18,325✓

Goal: 17339 (+5.69%)

Current Month Profit

\$71,682✓

Goal: 67,872 (+5.61%)

Current Month Transaction

496!

Goal: 482 (-2.9%)

Select all

Canada

Mexico

USA

Total Transaction by store_city

Total Transaction by store_country

USA

Mexico

Weekly Revenue Trending

Revenue and Revenue target

\$1.19M

\$1.20M

\$0.00M

\$2.40M

PERFORMANCE NOTES:



***Portland** reached **1,000 sales** in December to close out the year*



High Top** product returns doubled in Mexico (**4** to **8**), at a return rate of **1.2%



***Plato** products drove the strongest overall profit margin (**63.55%**) in 1998*