Regional Sales

● Total Sales ● Profits

Australia: 3.9M (Total Sales), 3.0M (Profits)
South America: 3.9M (Total Sales), 2.9M (Profits)
North America: 3.7M (Total Sales), 2.8M (Profits)
Europe: 3.5M (Total Sales), 2.6M (Profits)
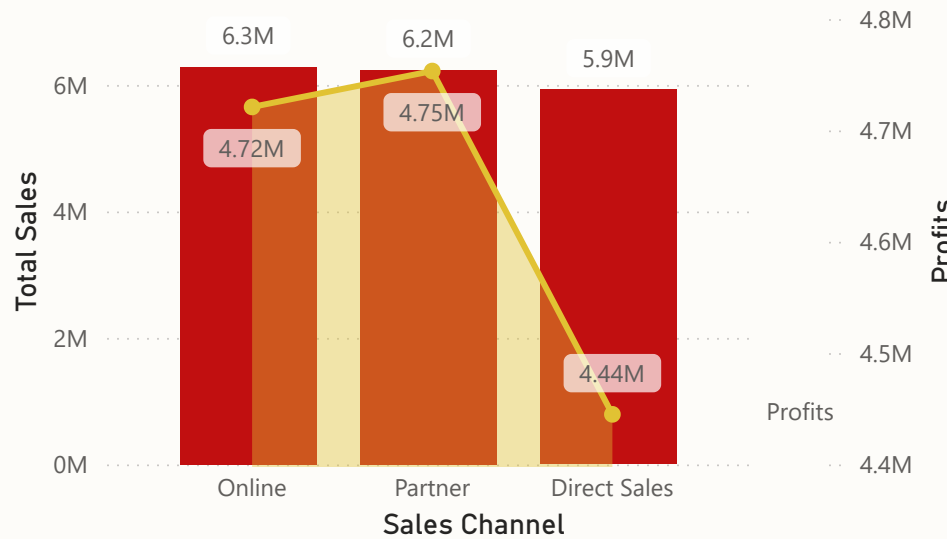Asia: 3.5M (Total Sales), 2.6M (Profits)

Y-axis: Total Sales (0M–4M); X-axis: Region

Total Sales

● Total Sales ● Sum of Profit

Month	Total Sales	Profit
December	1.59M	1.20M
January	1.58M	1.19M
September	1.57M	1.18M
October	1.55M	
August	1.54M	
November		
March		1.17M
July		
May	1.51M	
April		
June		1.03M
February		

Y-axis: Total Sales (0.0M–1.5M); X-axis: Month

Channel Sales

● Total Sales ● Profits

Sales Channel	Total Sales	Profits
Online	6.3M	4.72M
Partner	6.2M	4.75M
Direct Sales	5.9M	4.44M

Left Y-axis: Total Sales (0M–6M); Right Y-axis: Profits (4.4M–4.8M); X-axis: Sales Channel

Product Sales

● DevTools ● CRM ● Database ● Antivirus ● ERP

- 4M (21.04%)
- 4M (20.62%)
- 4M (19.83%)
- 4M (19.78%)
- 3M (18.73%)

18.45M — Total Sales

13.92M — Total Profit

5M — Spent on Marketing

Company Logo

Select a Quater - 2022

| 1 | 2 | 3 | 4 |

Select Month
All ▾

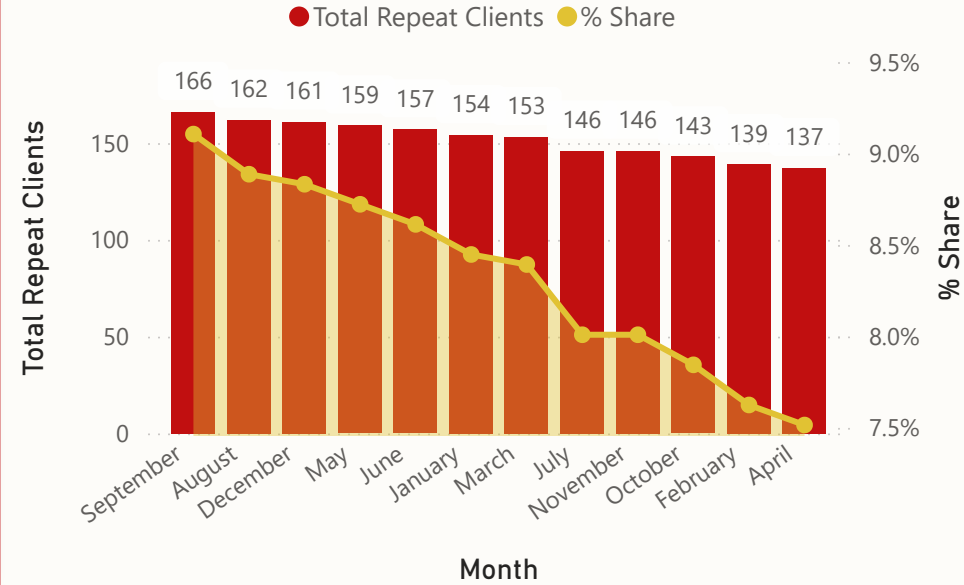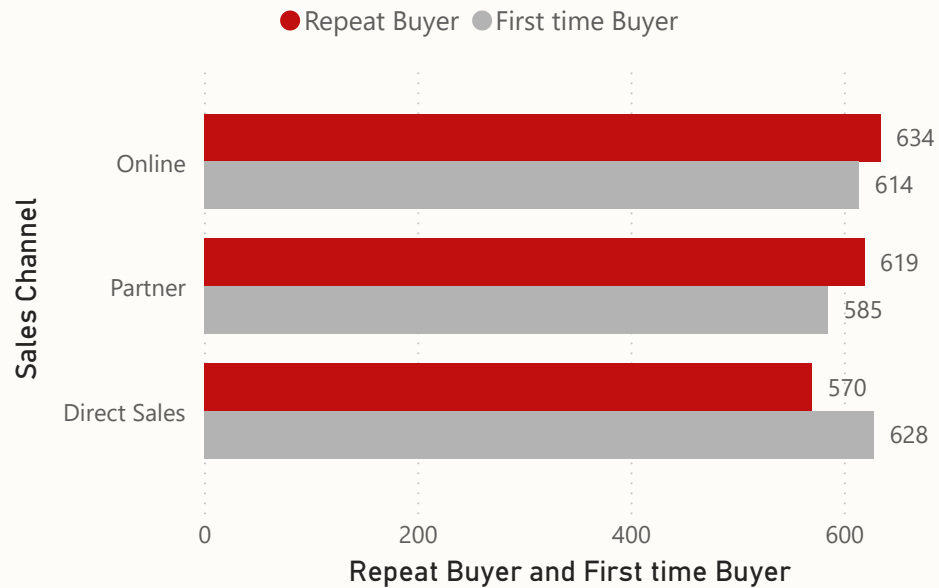Select Region
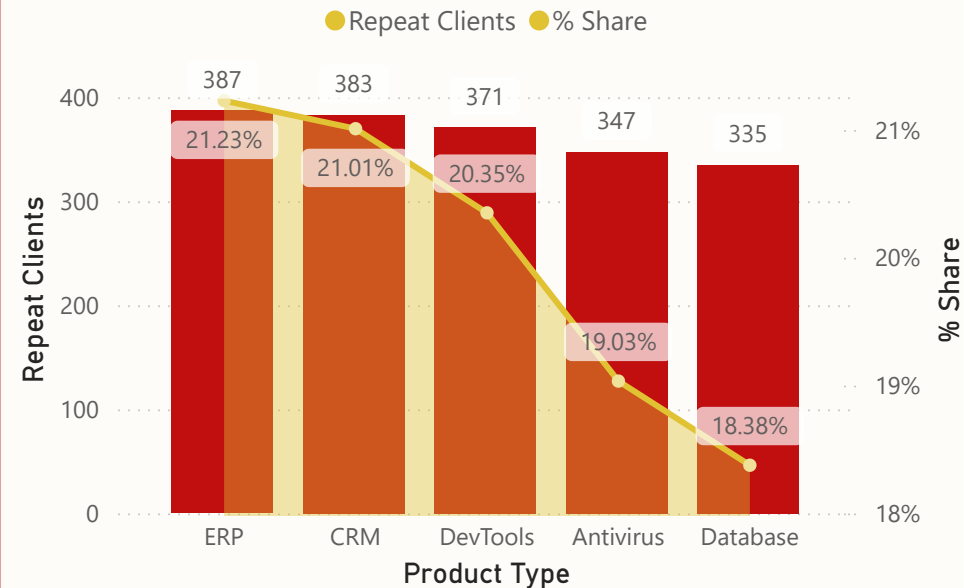All ▾

Select Product
All ▾

Customer Retention - Region

● Repeat Buyer ● % Share

South America 393 21.56%
Australia 386 21.17%
North America 361 19.80%
Asia 354 19.42%
Europe 329 18.05%

Sales from Repeat Clients

● Total Repeat Clients ● % Share

September 166, August 162, December 161, May 159, June 157, January 154, March 153, July 146, November 146, October 143, February 139, April 137

Customer Retention - Channel

● Repeat Buyer ● First time Buyer

Online — 634 / 614
Partner — 619 / 585
Direct Sales — 570 / 628

Product based Retaintion Pattern

● Repeat Clients ● % Share

ERP 387 21.23%
CRM 383 21.01%
DevTools 371 20.35%
Antivirus 347 19.03%
Database 335 18.38%

2K
Repeated Clients

South America
Has Highest Retention

49.95
% Client Retained

Company Logo

Select a Quater - 2022

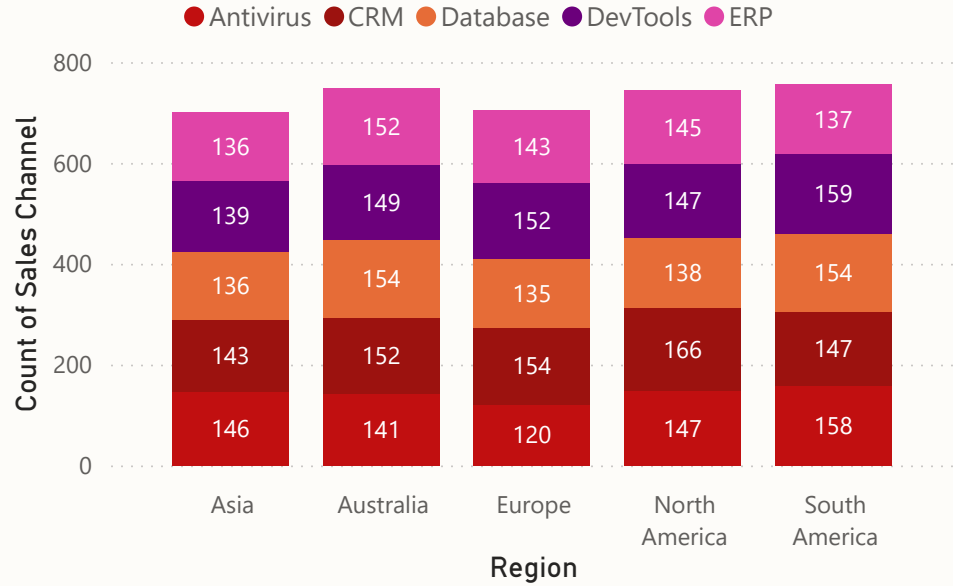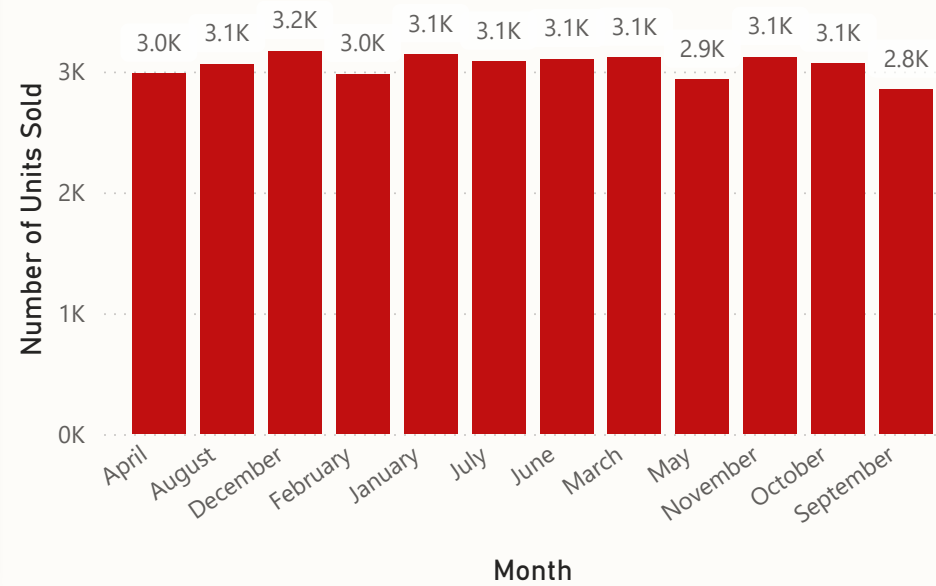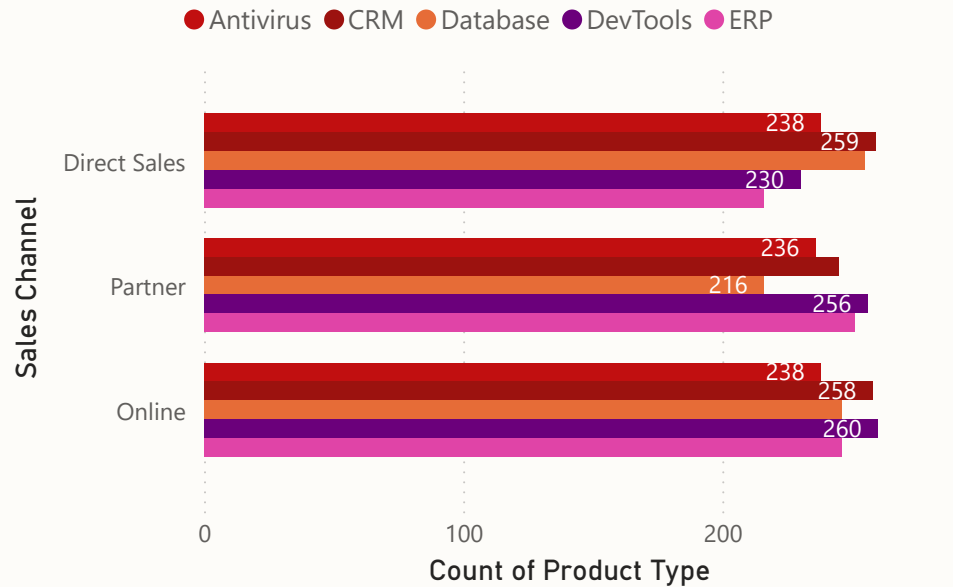| 1 | 2 | 3 | 4 |

Select Month

All

Select Region
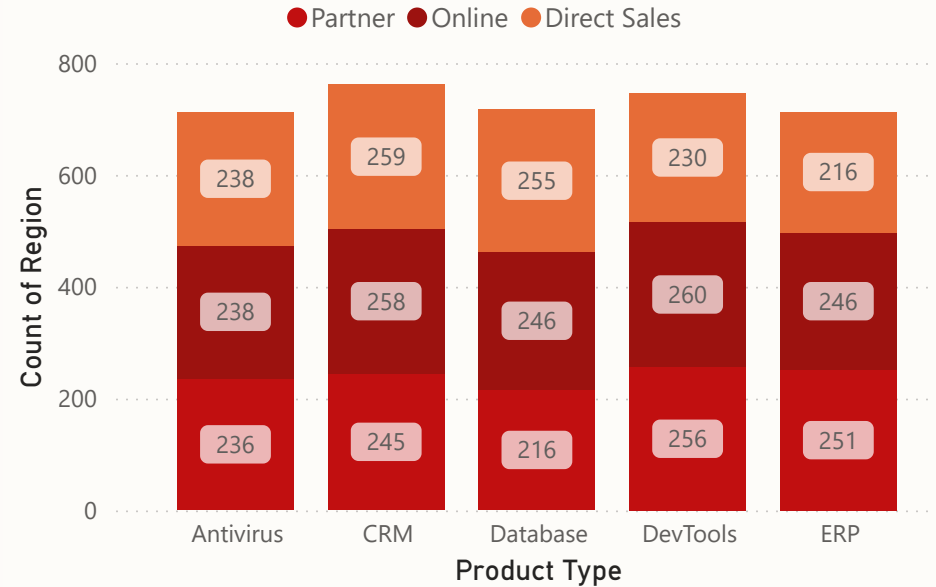
All

Select Product

All

Unit Sold Per Region

● Antivirus ● CRM ● Database ● DevTools ● ERP

Count of Sales Channel

Region	Antivirus	CRM	Database	DevTools	ERP
Asia	146	143	136	139	136
Australia	141	152	154	149	152
Europe	120	154	135	152	143
North America	147	166	138	147	145
South America	158	147	154	159	137

Units Sold Per Month

Number of Units Sold

Month	Units
April	3.0K
August	3.1K
December	3.2K
February	3.0K
January	3.1K
July	3.1K
June	3.1K
March	3.1K
May	2.9K
November	3.1K
October	3.1K
September	2.8K

18.45M — Total Sales

Online — Most Chosen Channel

DevTools — Most Sold Product

Company Logo

Select a Quater - 2022

| 1 | 2 | 3 | 4 |

Select Channel
All ▾

Select Region
All ▾

Select Product
All ▾

Prefered Purchase Channel

● Antivirus ● CRM ● Database ● DevTools ● ERP

Sales Channel

Direct Sales: 238, 259, 230
Partner: 236, 216, 256
Online: 238, 258, 260

Count of Product Type

Product based Channel Prefrance

● Partner ● Online ● Direct Sales

Count of Region

Product Type	Partner	Online	Direct Sales
Antivirus	236	238	238
CRM	245	258	259
Database	216	246	255
DevTools	256	260	230
ERP	251	246	216

Profit Per Product

● Product Count   ● % Share in Profit

Product Count (left axis) ranges 0–800; % Share in Profit (right axis) ranges ~19%–21%.

- CRM: 762, 20.56%
- DevTools: 746, 21.34%
- Database: 717, 19.75%
- ERP: 713, 18.53%
- Antivirus: 712, 19.82%

X-axis: Product Type

Profit Per Month

● Total Profit   ● % Share In Profit

Total Profit (left axis) 0.0M–1.0M; % Share In Profit (right axis) 8%–9%.

- April: 1.14M
- August
- December: 1.20M
- February: 1.03M
- January: 1.19M
- July
- June: 1.12M
- March
- May: 1.17M
- November
- October: 1.19M
- September

X-axis: Month

13.92M
Total Profit

Partner
Most Profitable Channel

DevTools
Most Sold Product

Company Logo

Select a Quater - 2022

1	2	3	4

Select Channel
All ▾

Select Region
All ▾

Select Product
All ▾

Channel and Profitability

● Sum of Profit   ● % Share in Profits

Sum of Profit (left axis) 0–4,000,000; % Share in Profits (right axis) 32%–34%.

- Direct Sales: 4M, 31.93%
- Online: 5M, 33.92%
- Partner: 5M, 34.15%

X-axis: Sales Channel

Profit Per Region

● Total Profit   ● % Share in Profit

Total Profit (left axis) 0M–3M; % Share in Profit (right axis) 18%–22%.

- Australia: 3.0M, 21.27%
- South America: 2.9M, 20.96%
- North America: 2.8M, 20.27%
- Europe: 2.6M, 18.88%
- Asia: 2.6M, 18.62%

X-axis: Region