

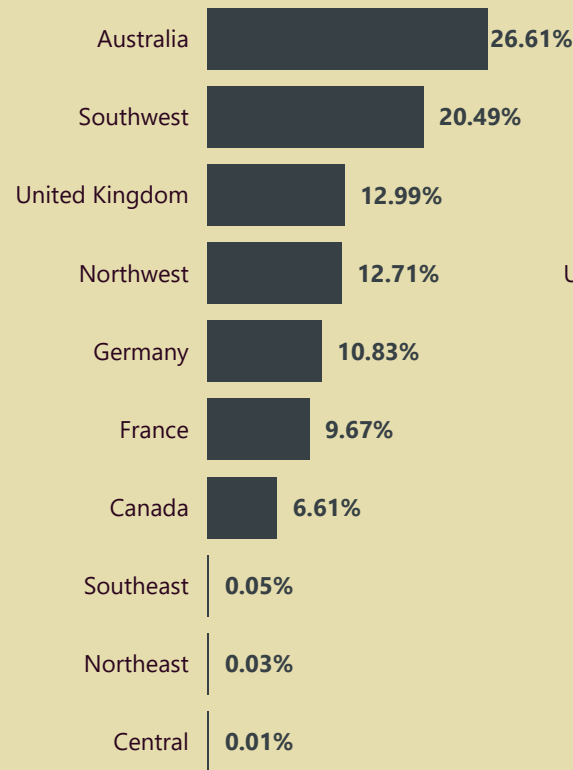
Profit Analysis

2014

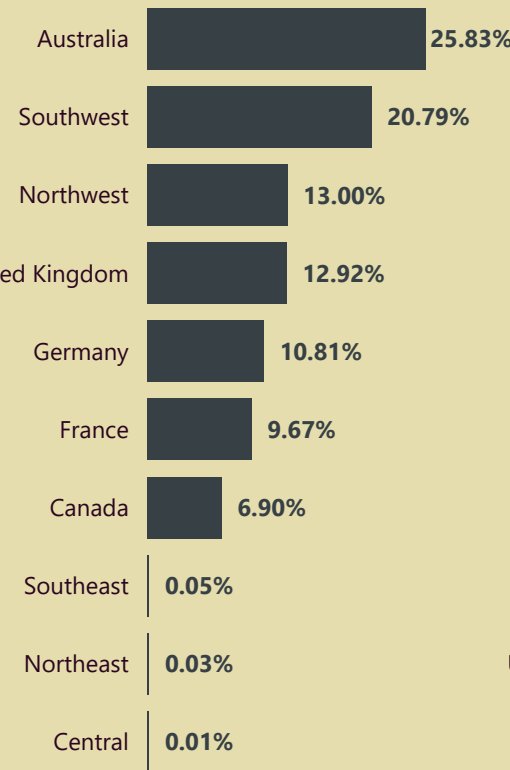
2015

2016

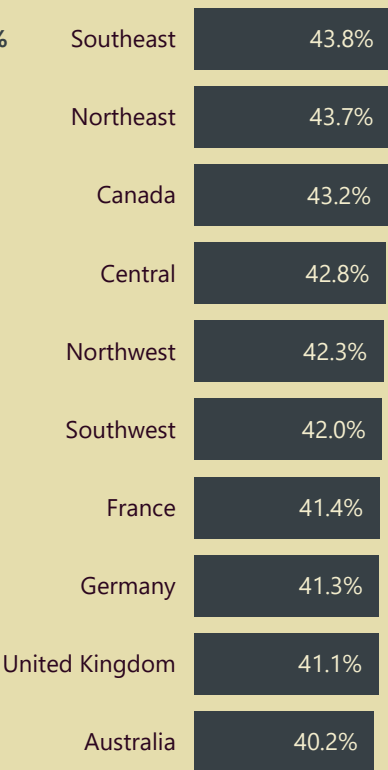
Revenue contribution % by Region



Profit Contribution % by Region

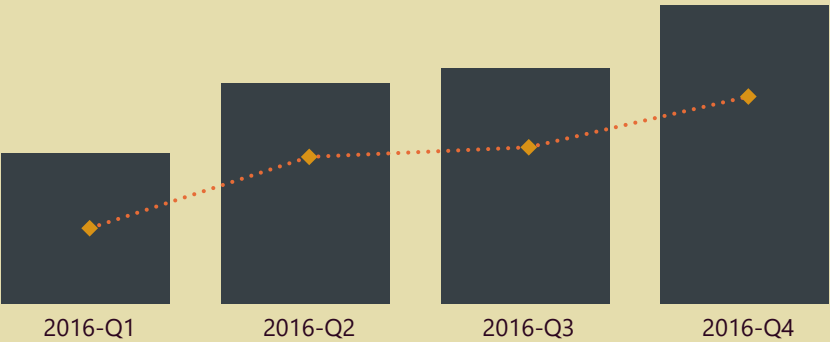


Profit % by Region



CY Profit margin and Diff in profit margin compared to LY

● CY Profit margin ◆ Diff in profit margin compared to LY



41.4%

Profit Margin %

\$7M

Profit Margin

\$16M

Total Revenue

83K

Total Orders

Revenue details by Customers

Customer	Revenue	Revenue contribution %	Profit margin contribution %	Profit Margin %	LAST YEAR REVENUE	Cost
Kaitlyn	\$86,566	0.53%	0.53%	41.7%	\$13,264	\$50,460
Dalton	\$81,575	0.50%	0.50%	41.8%	\$21,446	\$47,438
Eduardo	\$78,918	0.48%	0.49%	42.5%	\$22,520	\$45,369
Marcus	\$77,270	0.47%	0.47%	41.8%	\$26,160	\$44,966
Natalie	\$74,566	0.45%	0.46%	42.2%	\$23,372	\$43,083
Jennifer	\$74,398	0.45%	0.46%	41.9%	\$28,398	\$43,193
Total	\$1,64,73,618	100.00%	100.00%	41.4%	\$57,62,134	\$96,58,709