

Sales Analysis Report

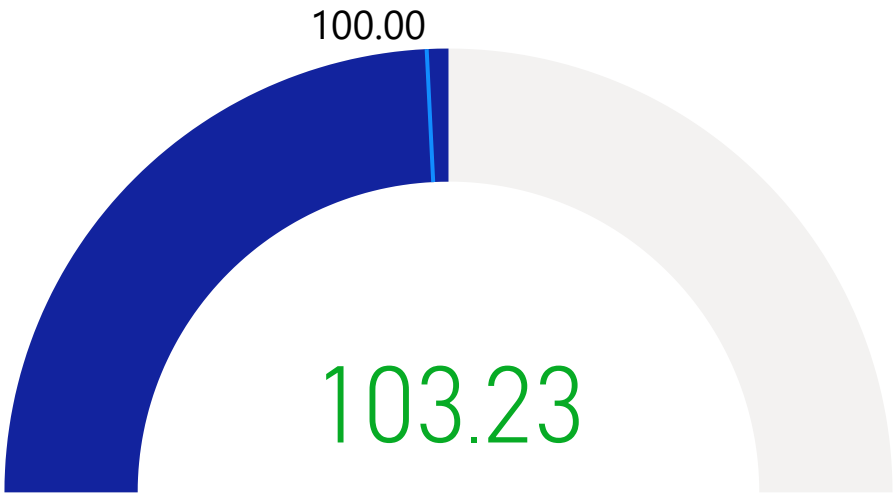
7.66M€

Planned Revenue

7.91M€

Committed Revenue

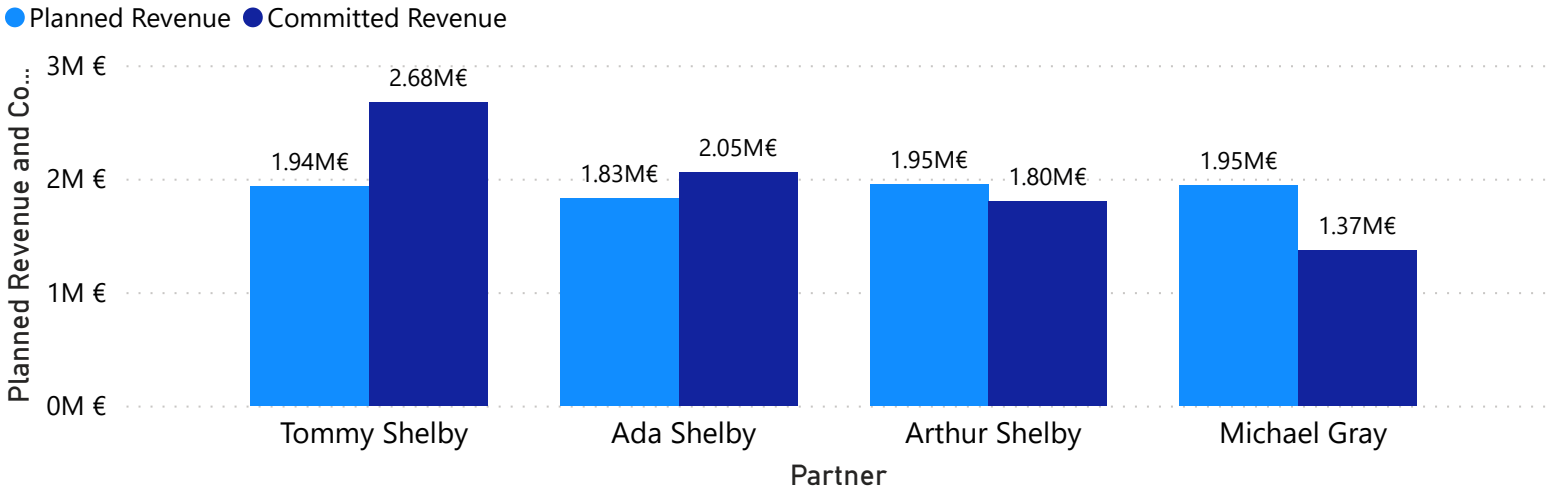
Percentage of Committed Revenue to Planned Revenue (%)



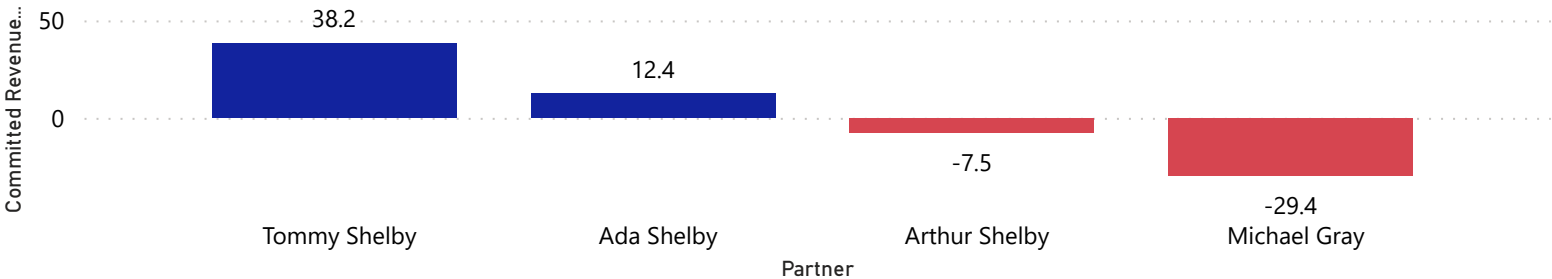
Comments:

- In comparison of Planned to Committed revenue Shelby Company Ltd. is doing good and is generating 3.23% more revenue than it actually planned.

Planned Revenue and Committed Revenue by Partner



Committed Revenue % change to Planned Revenue by Partner



Comments:

- Two partners Tommy Shelby and Ada Shelby are generating more revenue than actually planned revenue. These partners are only responsible for more revenue than planned revenue for Shelby Company Ltd.
- Two partners Michael Gray and Arthur Shelby are generating less revenue than actually planned.

Sales Analysis Report

Partner
Tommy Shelby

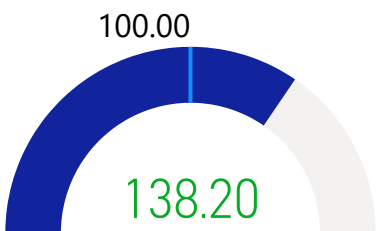
1.94M€

Planned Revenue

2.68M€

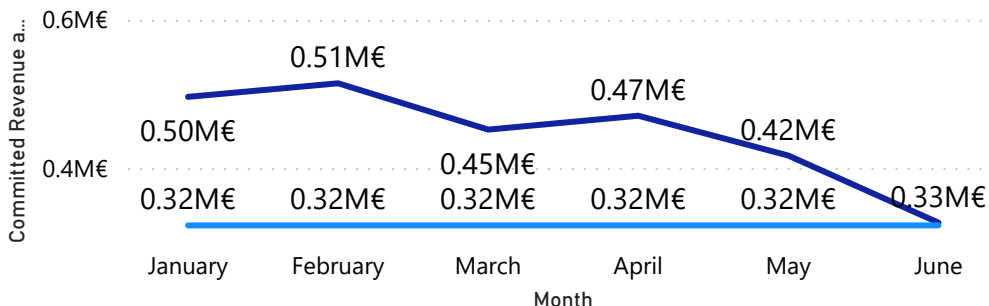
Committed Revenue

Percentage of Committed Revenue to
Planned Revenue (%)



Committed Revenue and Average of Planned Revenue per Month

Committed Revenue Average of Planned Revenue

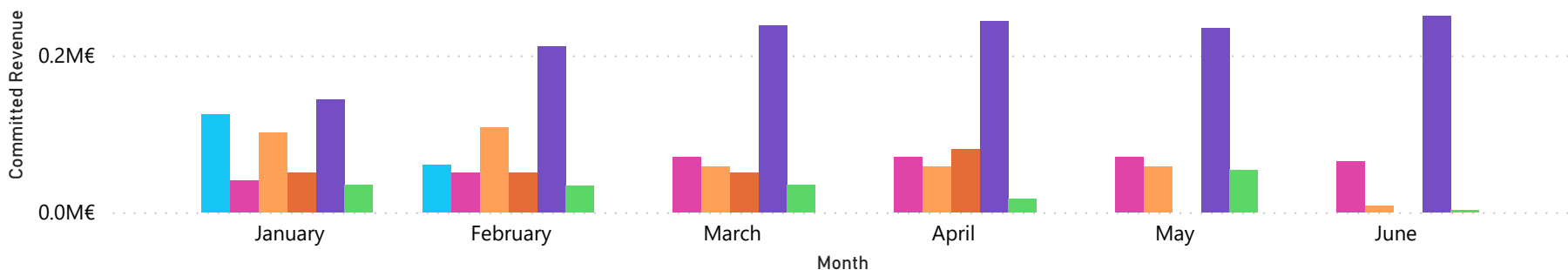


Comments:

- Tommy Shelby stands in rank 1 for generating 38.2% more revenue than planned revenue.

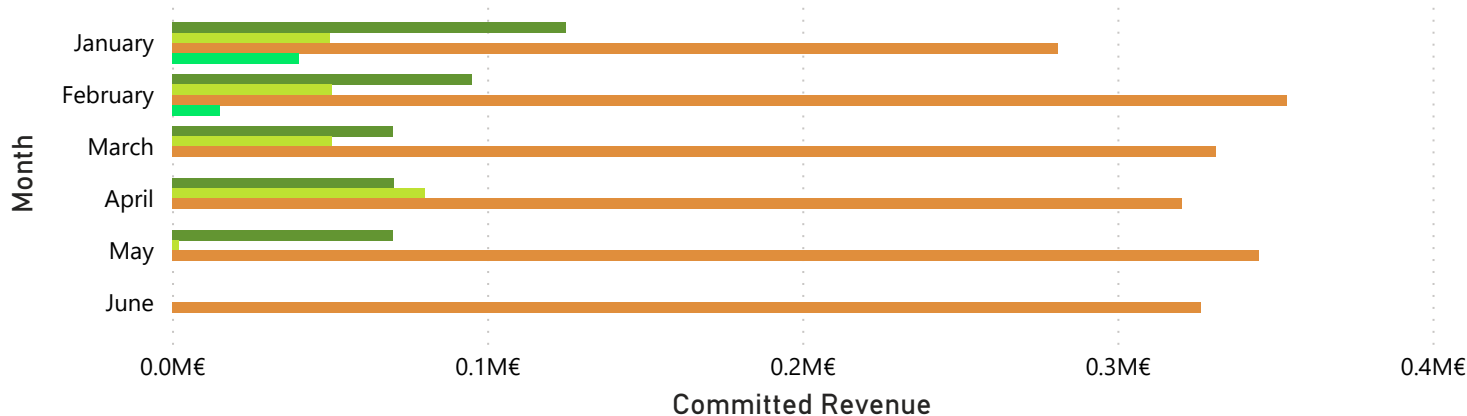
Committed Revenue per Month and Client

Client Agriculture Company Biotech Company Carsharing Venture Kitchen Company Pharma Company Vehicle Service Venture



Committed Revenue per Month and Projecttype

Projecttype Conception Ideation Incubation Other



Comments:

- We look at our Partners performance on basis on the Project types and Clients they have handled to make a fair decision.

Sales Analysis Report

Partner

Ada Shelby

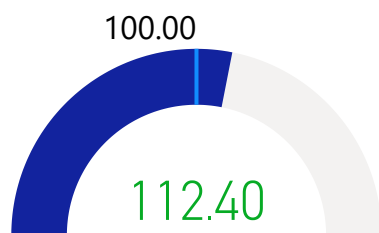
1.83M€

Planned Revenue

2.05M€

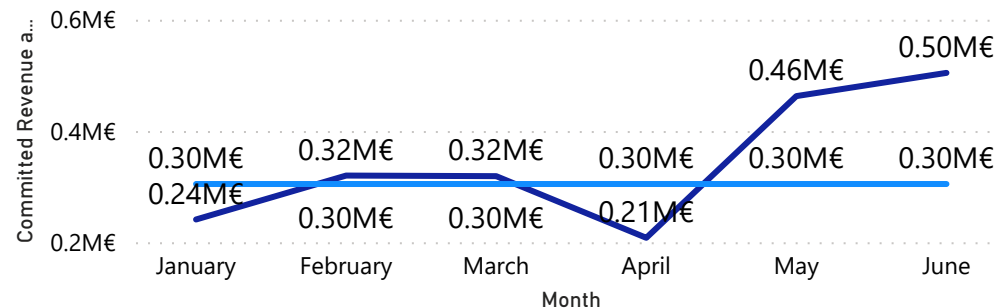
Committed Revenue

Percentage of Committed Revenue to
Planned Revenue (%)



Committed Revenue and Average of Planned Revenue per Month

Committed Revenue (Dark Blue Line)
Average of Planned Revenue (Light Blue Line)

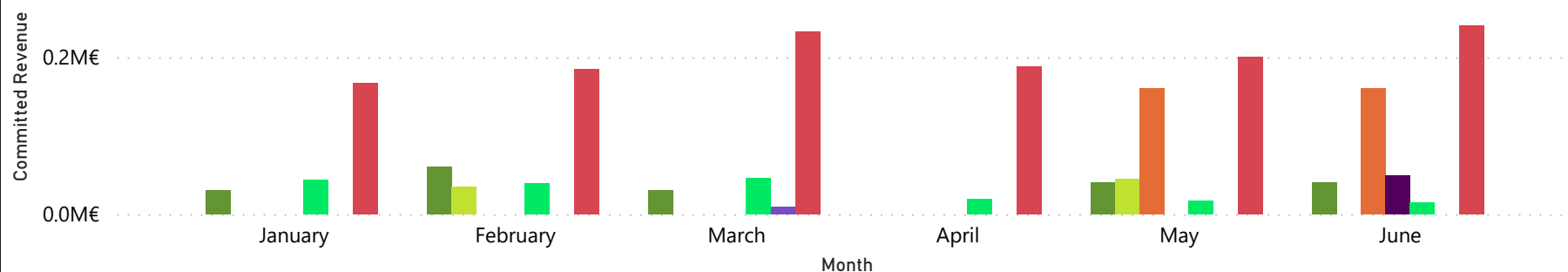


Comments:

- Ada Shelby stands in rank 2 for generating 12.4% more revenue than planned revenue.

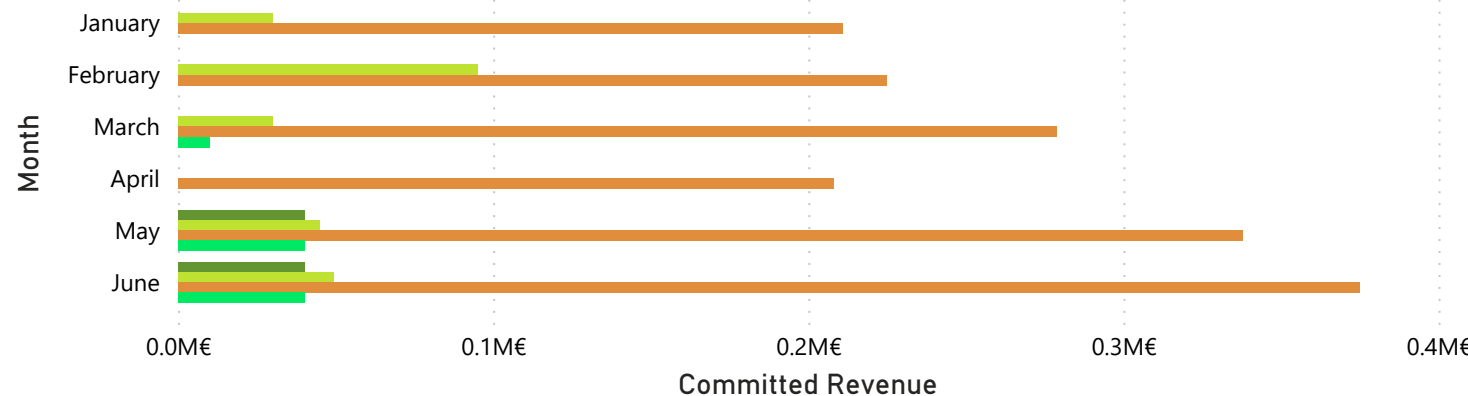
Committed Revenue per Month and Client

Client: Bank (Green), Insurance Company 3 (Yellow), Kitchen Company (Orange), Light Solution Company (Purple), Office Solution Venture (Light Green), Research Company (Dark Purple), Used car Venture (Red)



Committed Revenue per Month and Projecttype

Projecttype: Conception (Green), Ideation (Yellow), Incubation (Orange), Other (Light Green)



Comments:

- We look at our Partners performance on basis on the Project types and Clients they have handled to make a fair decision.

Sales Analysis Report

Partner
Arthur Shelby

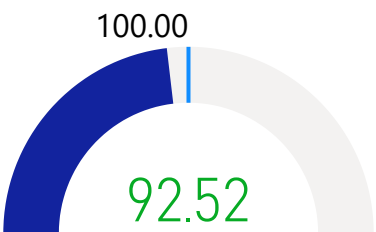
1.95M€

Planned Revenue

1.80M€

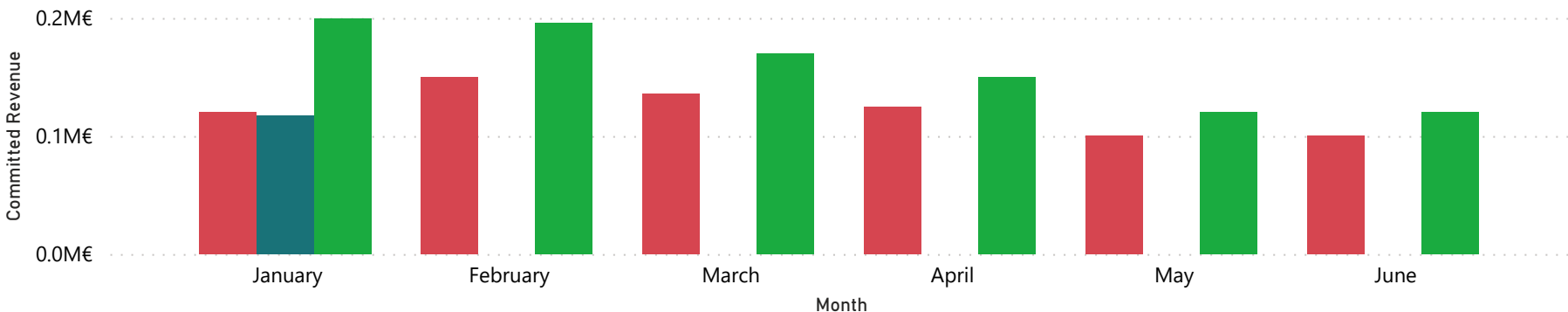
Committed Revenue

Percentage of Committed Revenue to
Planned Revenue (%)



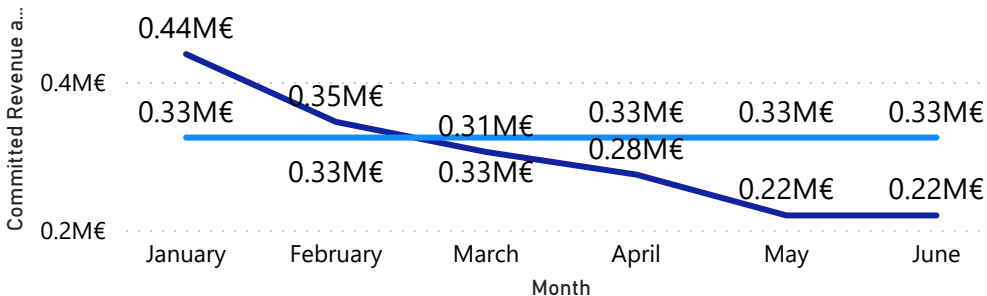
Committed Revenue per Month and Client

Client ● Insurance Company ● Insurance Company 2 ● IoT Venture



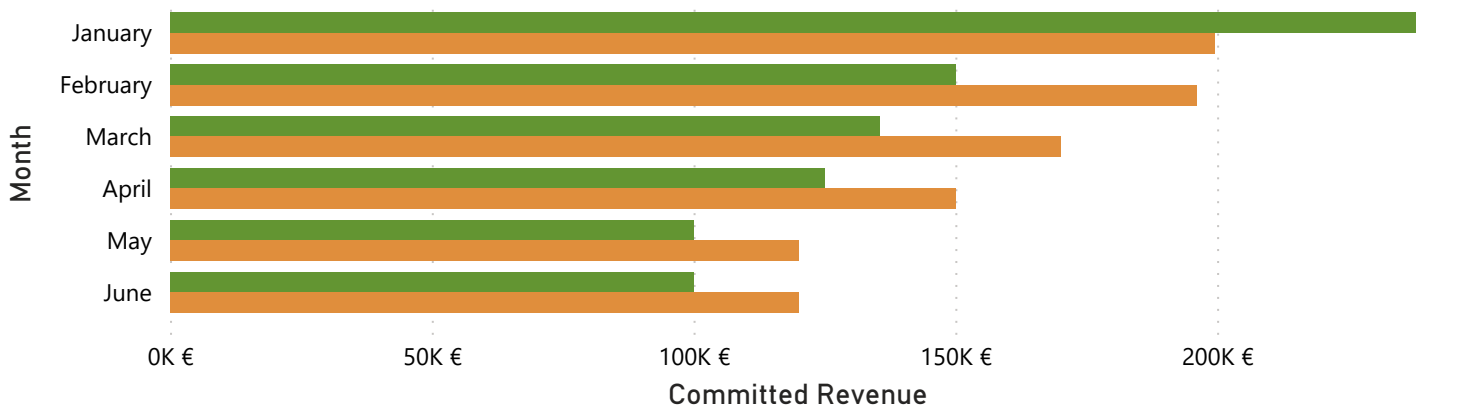
Committed Revenue and Average of Planned Revenue per Month

● Committed Revenue ● Average of Planned Revenue



Committed Revenue per Month and Projecttype

Projecttype ● Conception ● Incubation



Comments:

- Arthur Shelby stands in rank 3 for generating 7.5% less revenue than planned revenue.

Comments:

- We look at our Partners performance on basis on the Project types and Clients they have handled to make a fair decision.

Sales Analysis Report

Partner
Michael Gray

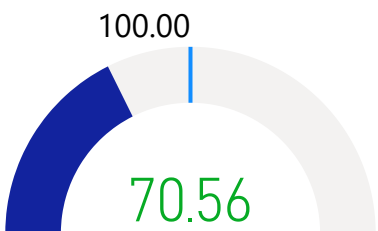
1.95M€

Planned Revenue

1.37M€

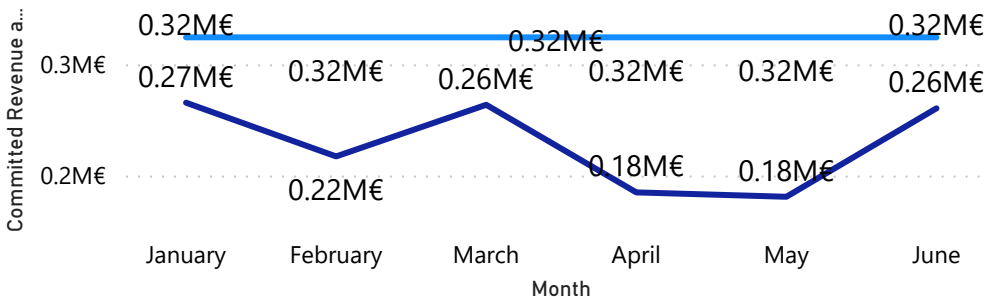
Committed Revenue

Percentage of Committed Revenue to
Planned Revenue (%)



Committed Revenue and Average of Planned Revenue per Month

Committed Revenue Average of Planned Revenue

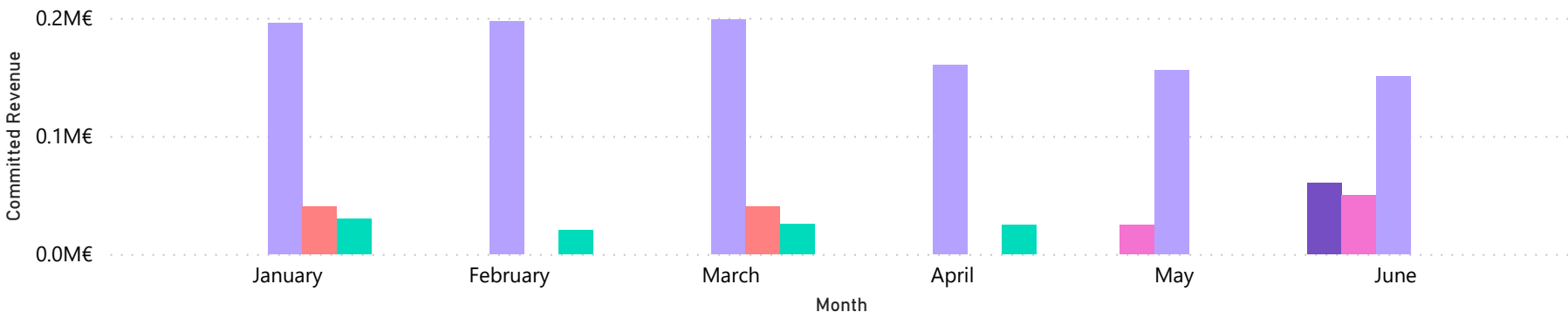


Comments:

- Michael Gray stands in rank 4 for generating 29.4% less revenue than planned revenue.

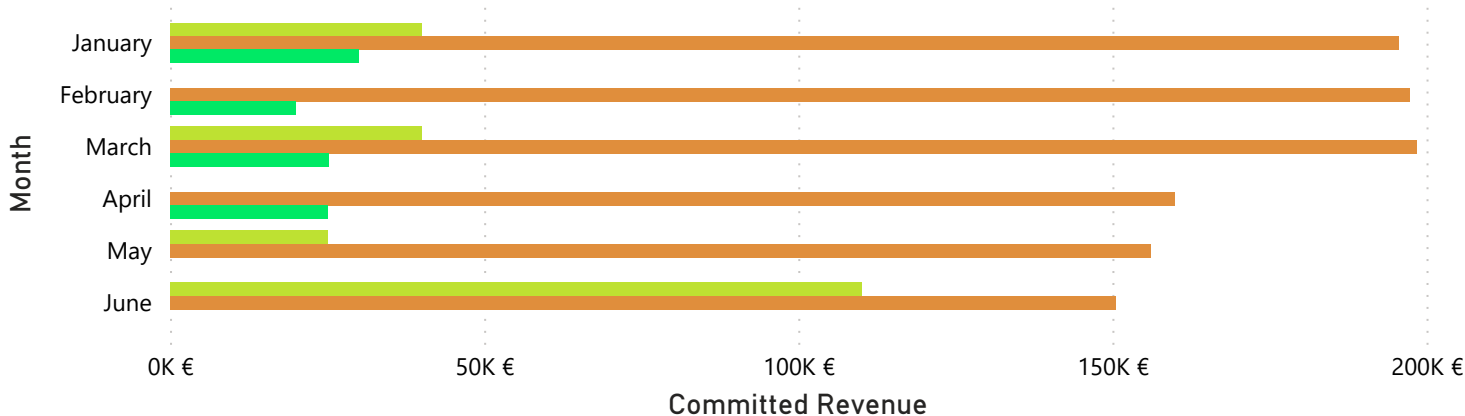
Committed Revenue per Month and Client

Client Kitchen Company 2 Mschinery Parts Company Packaging Company Pharma Company 2 Textile Company



Committed Revenue per Month and Projecttype

Projecttype Ideation Incubation Other

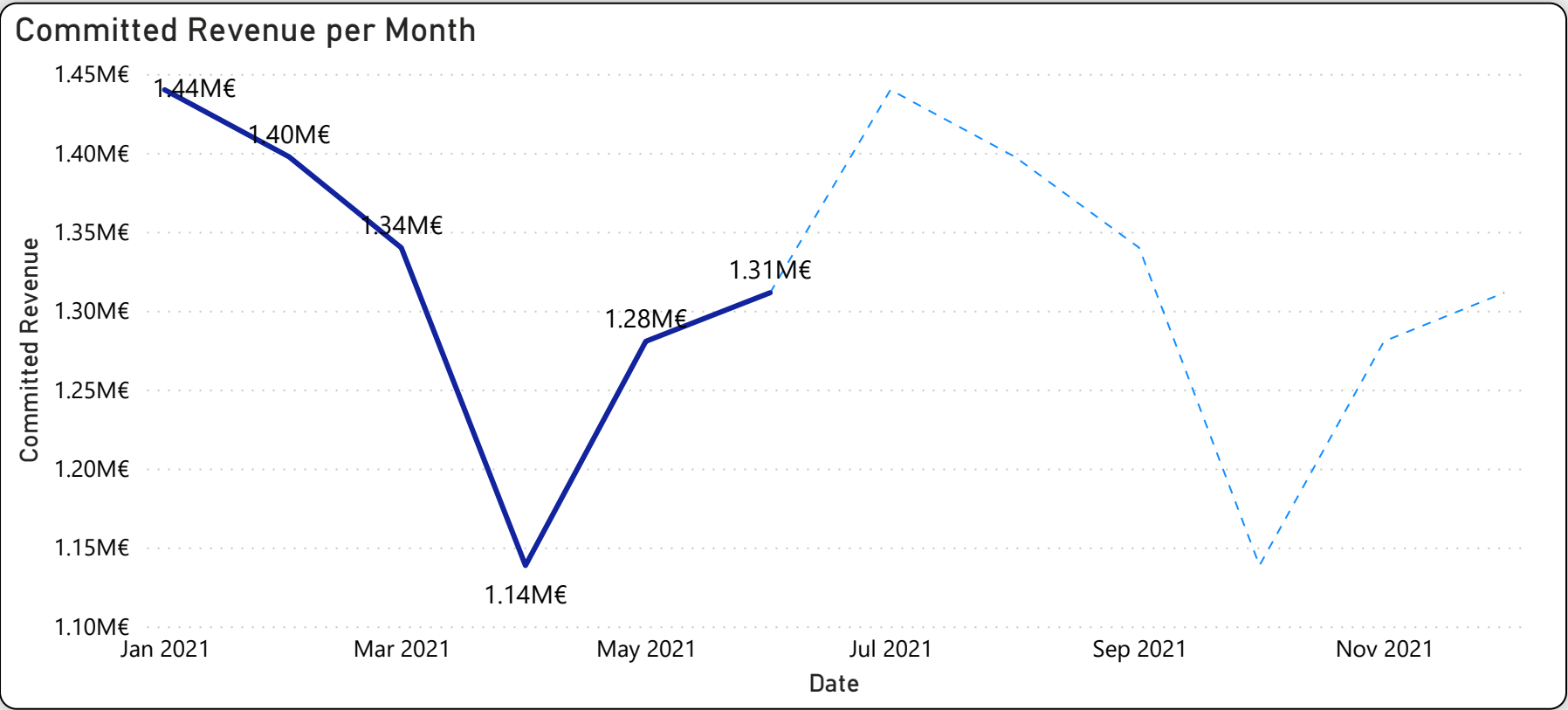


Comments:

- We look at our Partners performance on basis on the Project types and Clients they have handeled to make a fair decision.

Sales Analysis Report

Planned Revenue forecast for Second half of the year



Note: The forecast accuracy is low since the the period of data we have and the predicting period is same