



product_brand	Total Transaction	Total Profit	Profit Margin	Return Rate
Hermanos	5342	\$21,753.14	58.64%	0.95%
Ebony	5238	\$20,353.79	59.81%	0.96%
Tell Tale	5112	\$19,982.03	58.05%	0.99%
Tri-State	5099	\$19,979.82	58.91%	1.10%
High Top	4940	\$19,810.42	60.42%	1.01%
Nationeel	4408	\$18,616.82	60.44%	1.18%
Best Choice	4218	\$18,354.53	60.64%	0.81%
Horatio	4195	\$17,736.81	58.42%	1.26%
Fort West	4108	\$15,834.21	59.80%	0.97%
Fast	4097	\$16,468.76	61.03%	1.07%
Sunset	3953	\$14,018.03	60.45%	1.03%
Carrington	3891	\$14,882.97	59.52%	0.78%
Red Wing	3870	\$15,869.53	59.36%	1.06%
Big Time	3816	\$15,560.09	60.20%	1.05%
Cormorant	3744	\$15,749.36	61.60%	0.87%
Imagine	3634	\$15,102.46	61.40%	1.06%
Super	3618	\$13,868.07	60.59%	0.96%
Denny	3584	\$16,015.19	58.02%	0.99%
High Quality	3577	\$16,138.93	59.98%	1.13%
Golden	3550	\$13,255.62	58.72%	0.88%
BBB Best	3514	\$12,991.34	62.12%	0.80%
PigTail	3467	\$11,617.25	60.68%	1.04%
Plato	3352	\$12,748.37	63.55%	1.06%
Landslide	3270	\$10,646.93	58.65%	0.98%
CDR	3078	\$12,062.13	58.98%	1.11%
Better	2823	\$9,179.32	61.15%	1.07%
Carlson	2564	\$10,533.97	61.20%	0.97%
Total	113668	\$4,49,626.6	59.94%	1.00%

5

Current Month Transactions

18325✓

Goal: 17339 (+5.69%)

Current Month Returns

496!

Goal: 482 (+2.9%)

Current Month Profit

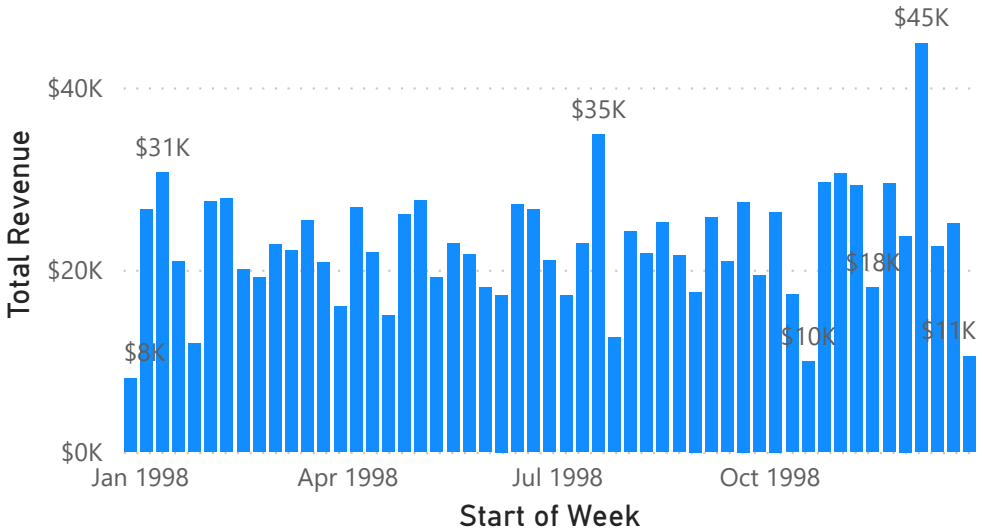
\$71.68K✓

Goal: 67.87K (+5.61%)

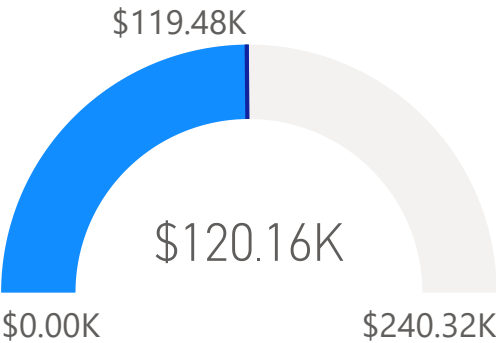
- Select all
- Canada
- Mexico
- USA



Weekly Revenue Trending



Revenue vs. Target



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*