

Marketing Data - Sales Report

Country

▼

All▼

Year

▼

All▼

Month.Name

▼

JanFebMarAprMayJunJulAugSepOctNovDec

Total Units

4M

Total Units

4M

Total Cost

39.13M

Total Revenue

126.01M

Gross Profit

86.89M

Day wise products & Avg Revenue		
Date	Count of ProductID	Average of Total Revenue
02-01-2014	36	2,789.19
03-01-2014	47	1,987.53
04-01-2014	59	2,637.82
07-01-2014	46	2,277.31
08-01-2014	51	2,083.87
09-01-2014	40	2,218.79
10-01-2014	53	2,343.57
11-01-2014	47	2,217.82
13-01-2014	58	1,886.92
14-01-2014	55	2,423.83
15-01-2014	46	2,416.10
16-01-2014	47	2,421.60
17-01-2014	44	2,252.59
21-01-2014	46	2,351.10
22-01-2014	52	2,694.64
23-01-2014	38	2,599.59
24-01-2014	48	2,563.77
28-01-2014	42	2,758.09
29-01-2014	52	2,297.37
30-01-2014	57	2,230.52
31-01-2014	49	2,507.94
Total	54530	2,310.91

Total Revenue by Rep	
Sales Rep Name	Top 5 Revenue
Ellen Woody	3,43,47,252.15
Ellie Gill	1,28,20,880.65
Jan Novotny	1,30,44,288.65
John White	2,72,80,252.40
Mark Spancer	1,29,52,730.25
Total	10,04,45,404.10

Total Profit

ProductName	General	Special
Quad	16M	16M
Carlota	11M	11M
Magnum	9M	10M
Black Monk	0M	16M
Bing	0M	10M
VanHelen	0M	10M
Linder	9M	0M
Alder	0M	9M

Total Profit

Year	Total	Increase	Decrease	Other
2014	28.7M	0.4M	0.1M	0M
2015	29.7M	-0.2M	-0.2M	0M
2016	28.6M	4.3M	-0.3M	0M
2017	39.0M	1.6M	1.3M	1.0M

Total Revenue & MOM Growth %

Month.Name	MTD Sales	PM Sales	MOM Growth%
Jan	3.5M	2.5M	30%
Feb	3.2M	2.4M	45%
Mar	3.3M	2.1M	55%
Apr	3.3M	2.7M	25%
May	3.3M	2.8M	20%
Jun	3.5M	2.4M	40%
Jul	3.3M	2.5M	35%
Aug	3.6M	2.8M	30%
Sep	3.4M	2.2M	50%
Oct	3.5M	2.1M	55%
Nov	3.6M	2.6M	35%
Dec	3.3M	2.0M	45%

QTD Sales and QOQ Growth% by Quarter

Quarter	QTD Sales	QOQ Growth%
Qtr 1	9.5M	0.35
Qtr 2	9.8M	0.32
Qtr 3	9.9M	0.30
Qtr 4	10.0M	0.40

Year Wise Each Sales & It's Growth%					
Year	Quarter	Month.Name	MTD Sales	PM Sales	MOM Growth%
2014	Qtr 1	Jan	23,99,957.60		
2014	Qtr 1	Feb	20,57,799.55	23,99,957.60	-14.26%
2014	Qtr 1	Mar	26,53,458.15	20,57,799.55	28.95%
2014	Qtr 2	Apr	27,29,052.60	26,53,458.15	2.85%
2014	Qtr 2	May	23,57,908.95	27,29,052.60	-13.60%
2014	Qtr 2	Jun	24,60,650.65	23,57,908.95	4.36%
2014	Qtr 3	Jul	27,50,564.45	24,60,650.65	11.78%
2014	Qtr 3	Aug	21,52,533.55	27,50,564.45	-21.74%
2014	Qtr 3	Sep	21,09,147.75	21,52,533.55	-2.02%
2014	Qtr 4	Oct	25,42,451.75	21,09,147.75	20.54%
2014	Qtr 4	Nov	20,35,101.90	25,42,451.75	-19.96%
2014	Qtr 4	Dec	24,51,505.65	20,35,101.90	20.46%
2015	Qtr 1	Jan	25,59,854.60	24,51,505.65	4.42%
2015	Qtr 1	Feb	23,77,324.30	25,59,854.60	-7.13%
2015	Qtr 1	Mar	23,54,561.75	23,77,324.30	-0.96%
2015	Qtr 2	Apr	22,46,477.85	23,54,561.75	-4.59%
2015	Qtr 2	May	23,19,655.35	22,46,477.85	3.26%
2015	Qtr 2	Jun	25,15,824.45	23,19,655.35	8.46%
Total			31,39,628.20		