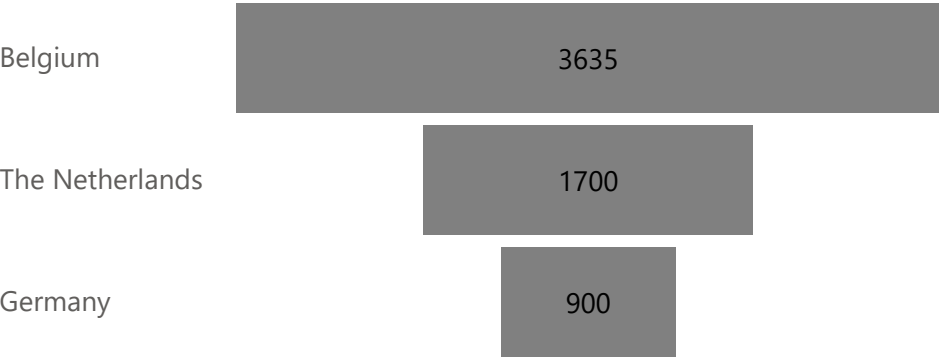
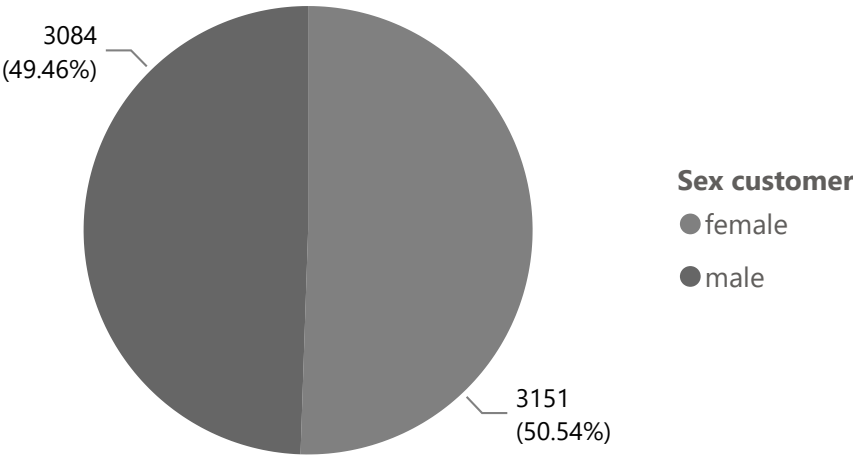


Total customers per country



Sex of our buyers

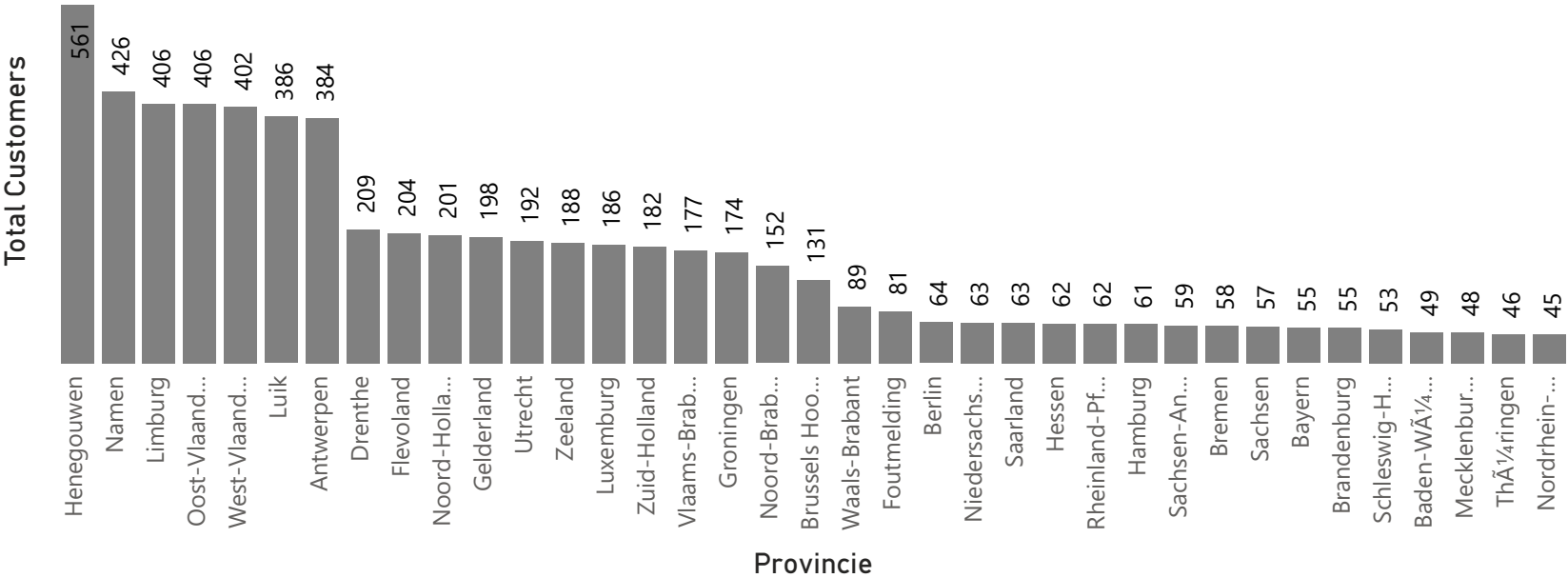


Total customers per country per province

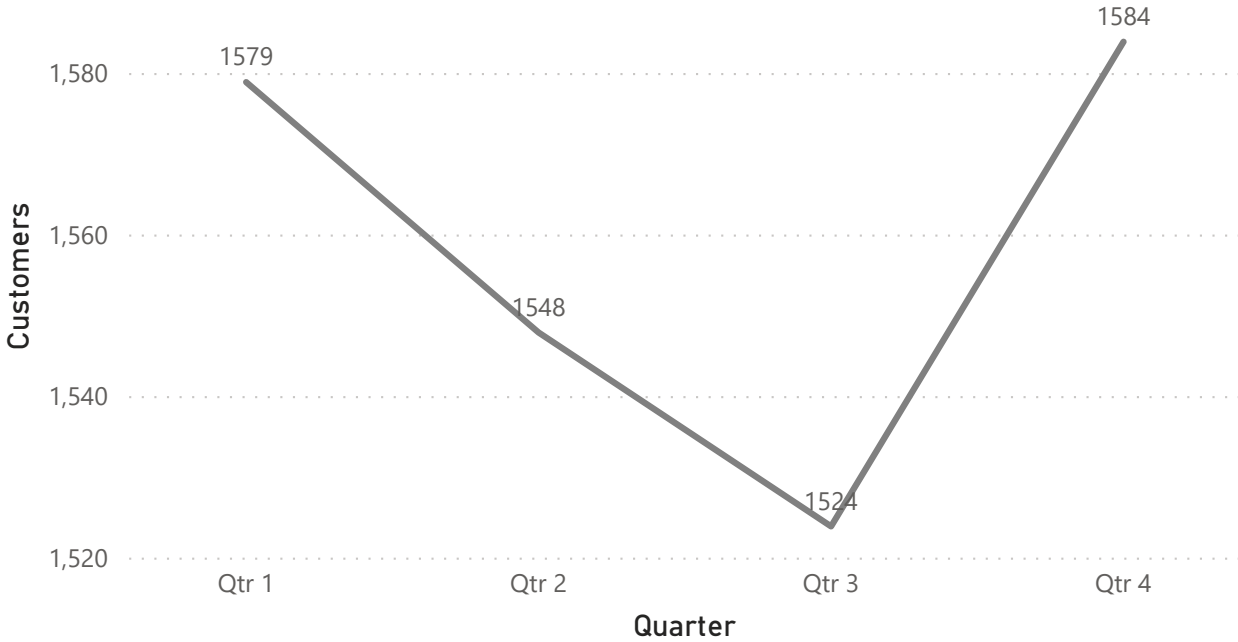
Provincie	Belgium	Germany	The Netherlands
Henegouwen	561		
Namen	426		
Limburg	406		
Oost-Vlaanderen	406		
West-Vlaanderen	402		
Luik	386		
Antwerpen	384		
Drenthe			209
Flevoland			204
Noord-Holland			201
Gelderland			198
Utrecht			192
Zeeland			188
Luxemburg	186		
Zuid-Holland			182
Vlaams-Brabant	177		

Quarter	Customers
Qtr 3	1524
August	490
September	507
July	527
Qtr 2	1548
June	502
April	521
May	525
Qtr 1	1579
February	474
March	548
January	557
Qtr 4	1584
November	496
December	524
Total	6235

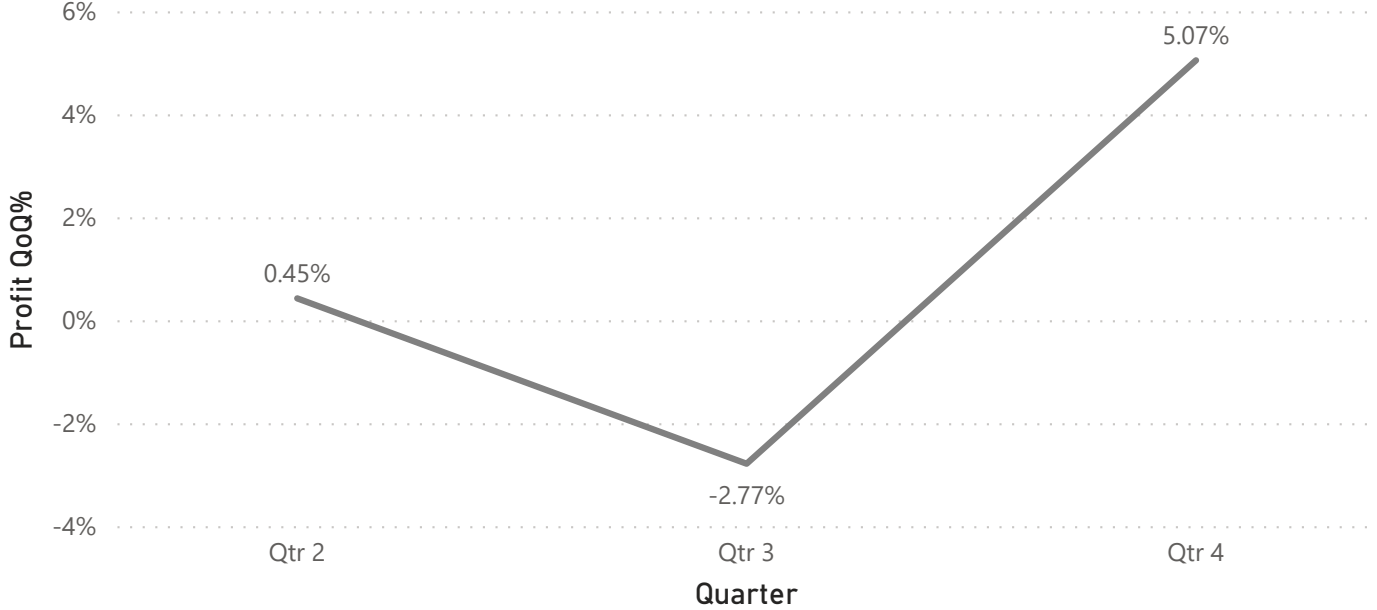
Total customers per regio



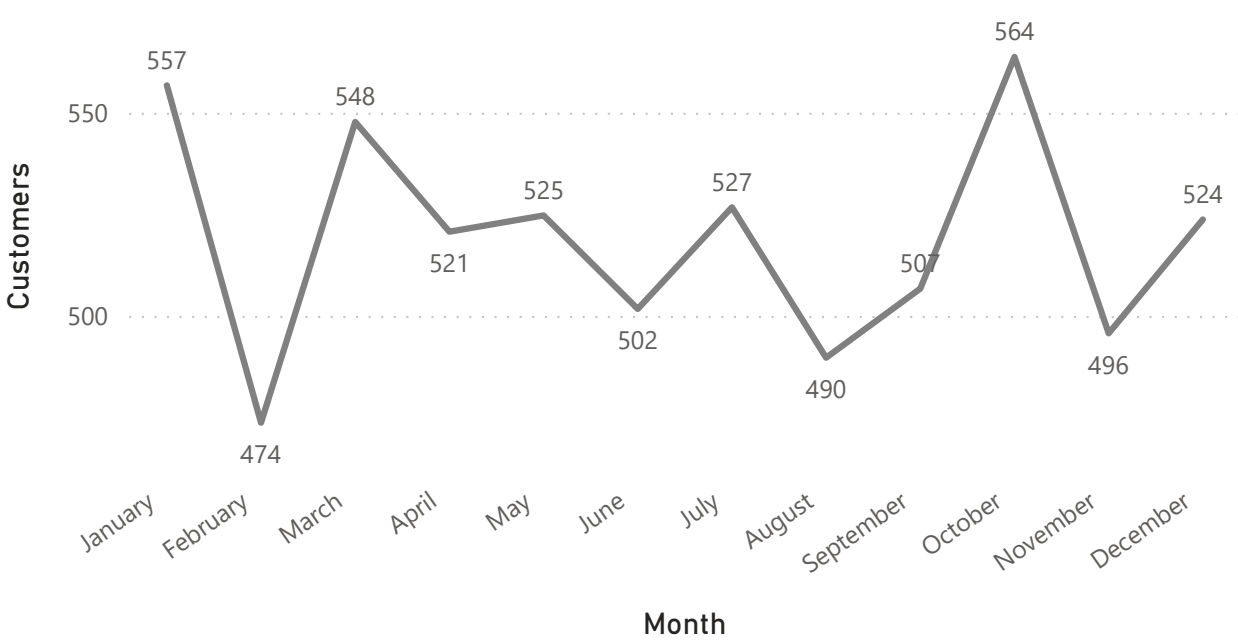
Customers per Quarter



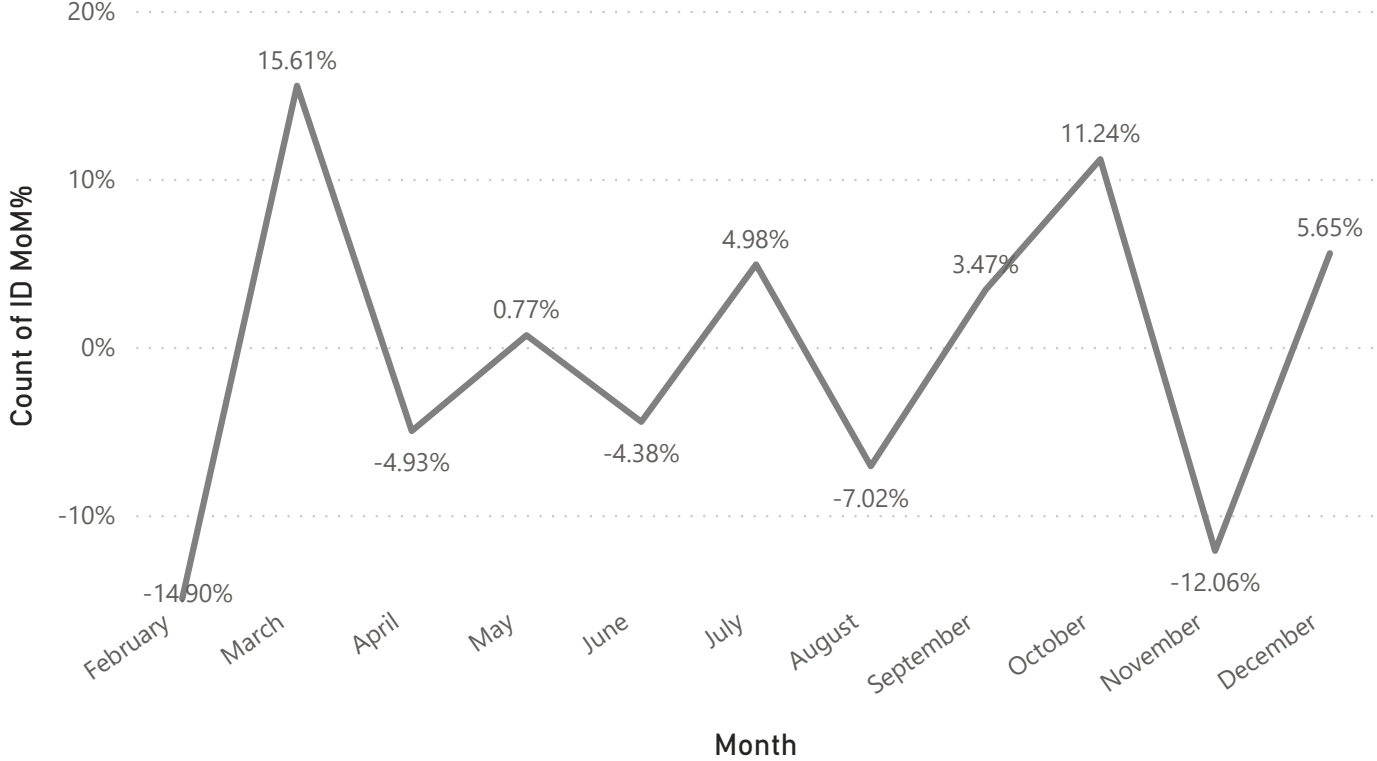
Profit QoQ% by Quarter



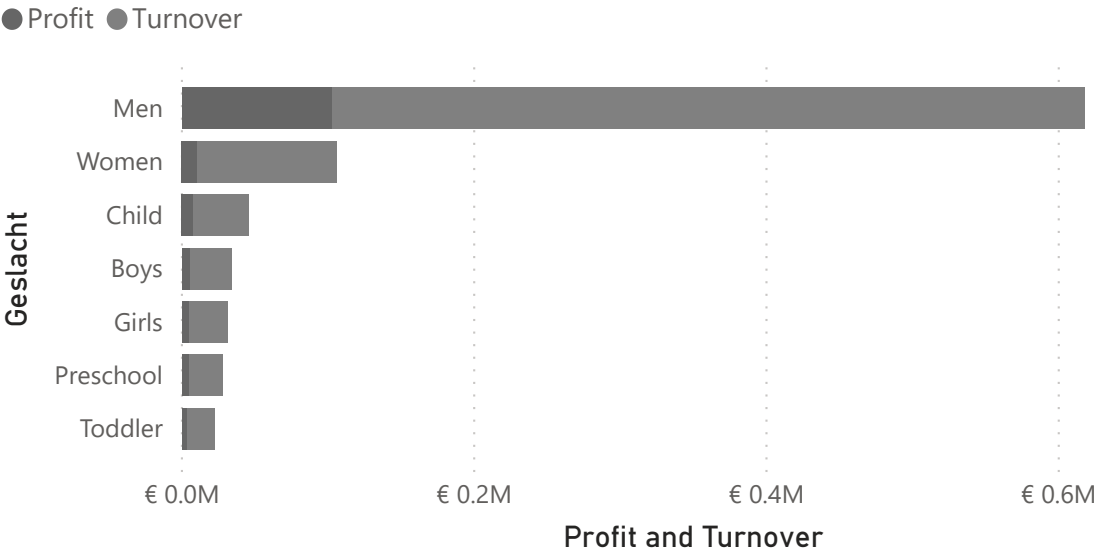
Customers per Month



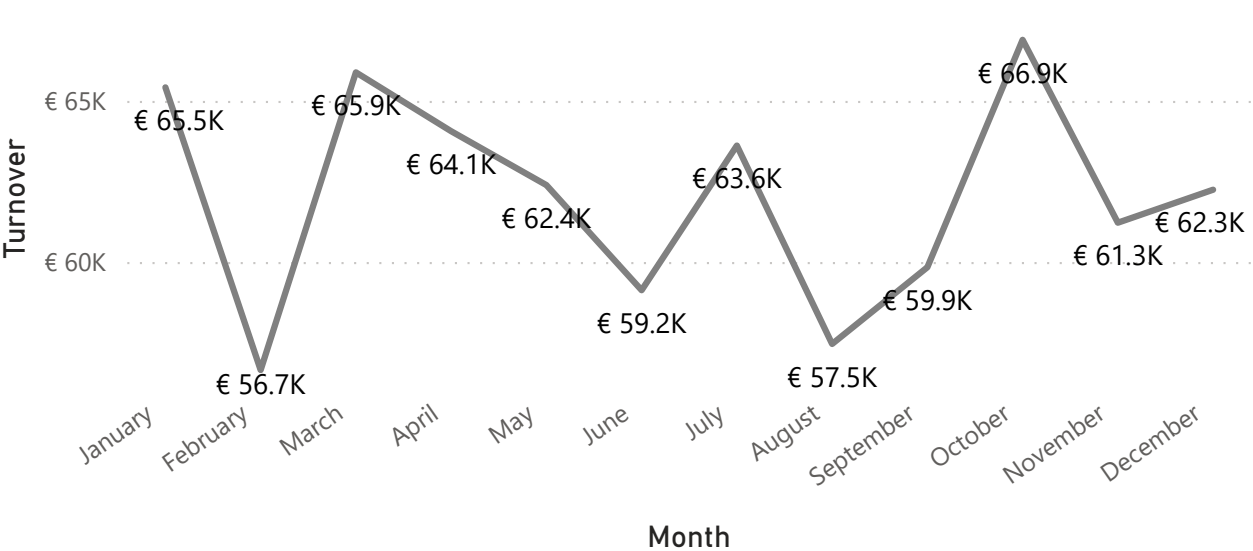
Month over Month change in %



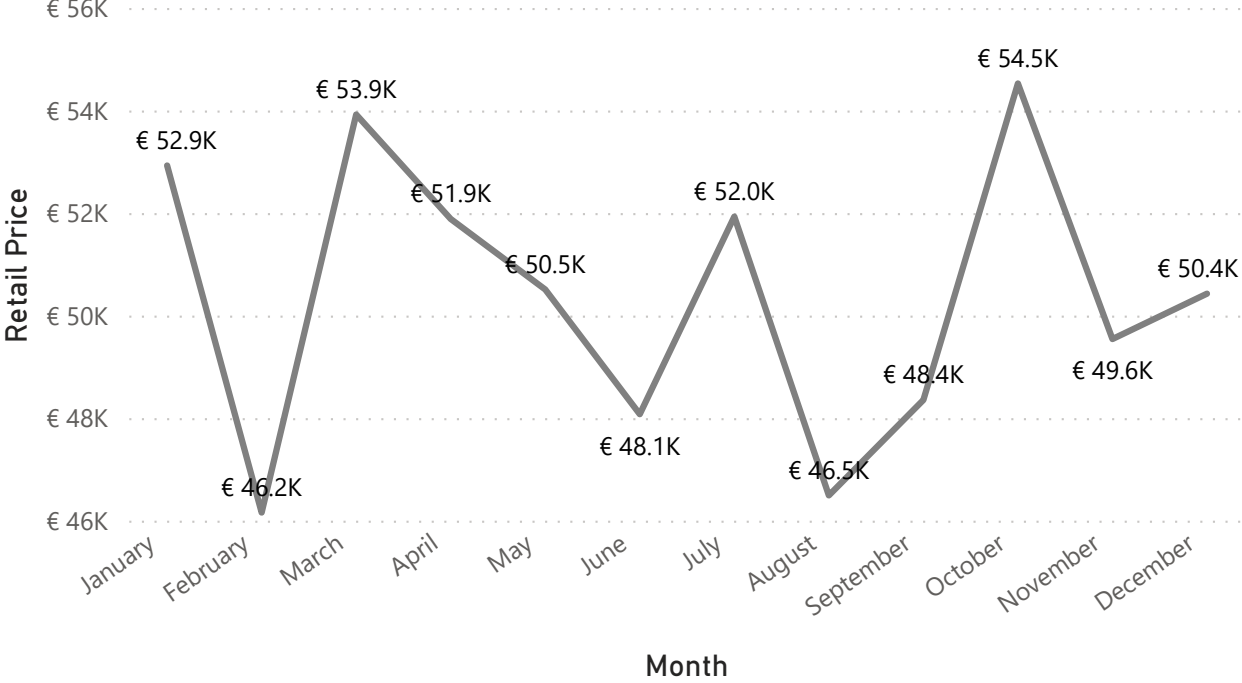
Profit and Turnover by age group



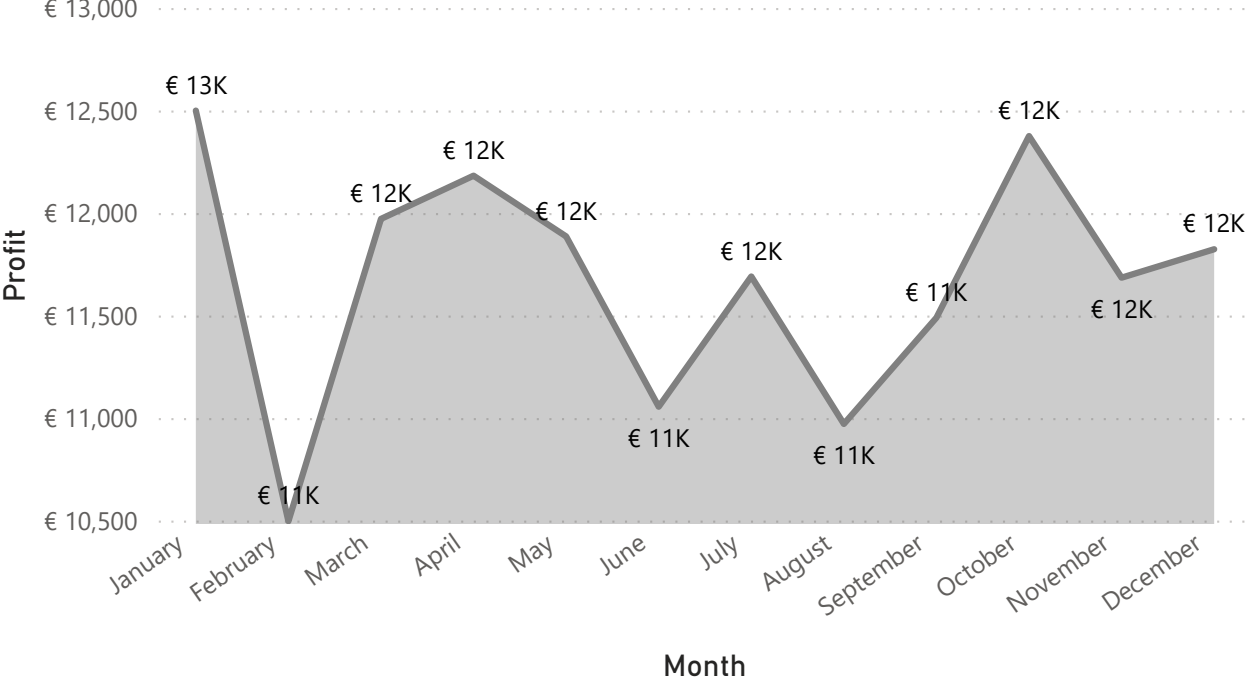
Revenue per month



Cost per Month



Profit per Month



Slicer on product categories

Product Category
Belt
Shoe
Socks

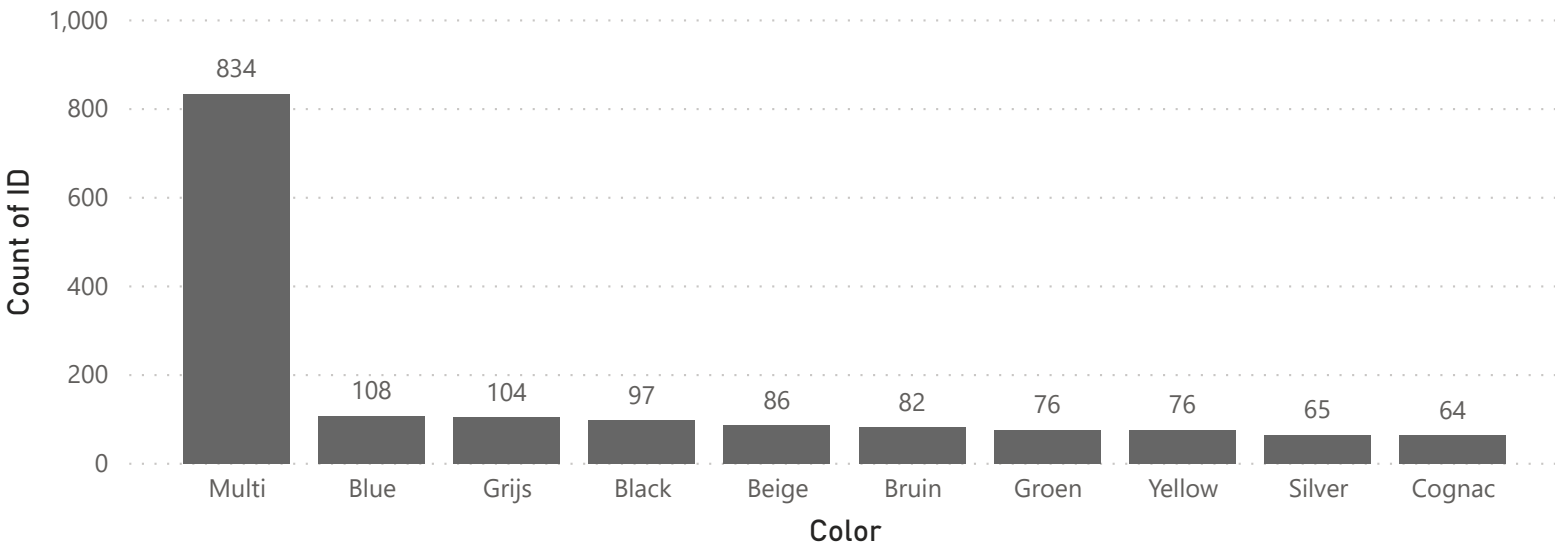
% of total profit per product category and country			
Product Sub Categorie	Belgium	Germany	The Netherlands
Sneaker	49.71%	12.34%	22.13%
Sneakers	2.12%	0.69%	0.76%
Sokken	1.22%	0.33%	0.63%
Lage schoenen	1.10%	0.47%	0.51%
Geklede schoenen	0.76%	0.16%	0.49%
Hoge schoenen	0.80%	0.29%	0.31%
Voetbalschoenen	0.80%	0.16%	0.39%
Babyschoenen	0.53%	0.09%	0.23%
Ballerina's	0.30%	0.05%	0.18%
Wandelschoenen	-0.11%	0.25%	0.36%
Babysneakers	0.27%	0.03%	0.14%
Veterschoenen	0.14%	0.03%	0.06%
Babypantoffels	0.12%	0.04%	0.08%
Chelsea Boots	0.15%	0.01%	0.06%
Boots	0.13%	0.04%	0.06%
Babylaarzen	0.10%	0.05%	0.04%
Instappers	0.13%	0.03%	0.03%
Enkelsokken	0.07%	0.02%	0.07%
Slip-on sneakers	0.09%	0.01%	0.04%
Instappers	0.11%		0.03%
Riem	0.07%	0.01%	0.01%
Zolen	0.01%	0.01%	0.02%
Sportschoenen	-0.11%	0.02%	-0.25%
Total	58.52%	15.11%	26.37%

Turnover and profit per product category			
Product Category	Turnover	Profit	%GT Profit
☐ Shoe	€ 728,197	€ 136,776	97.57%
Sneaker	€ 591,375	€ 118,011	84.18%
Sneakers	€ 41,930	€ 5,005	3.57%
Lage schoenen	€ 14,531	€ 2,910	2.08%
Geklede schoenen	€ 9,820	€ 1,968	1.40%
Hoge schoenen	€ 9,821	€ 1,966	1.40%
Voetbalschoenen	€ 9,422	€ 1,886	1.35%
Babyschoenen	€ 6,040	€ 1,190	0.85%
Ballerina's	€ 12,131	€ 738	0.53%
Wandelschoenen	€ 18,016	€ 697	0.50%
Babysneakers	€ 3,078	€ 606	0.43%
Veterschoenen	€ 1,690	€ 338	0.24%
Babypantoffels	€ 1,672	€ 333	0.24%
Chelsea Boots	€ 1,580	€ 317	0.23%
Boots	€ 1,550	€ 311	0.22%
Babylaarzen	€ 1,338	€ 268	0.19%
Instappers	€ 1,260	€ 252	0.18%
Slip-on sneakers	€ 1,002	€ 201	0.14%
Instappers	€ 1,000	€ 200	0.14%
Zolen	€ 274	€ 55	0.04%
Sportschoenen	€ 667	-€ 477	-0.34%
☐ Socks	€ 16,328	€ 3,278	2.34%
Sokken	€ 15,222	€ 3,056	2.18%
Enkelsokken	€ 1,106	€ 222	0.16%
☒ Belt	€ 666	€ 134	0.10%
Total	€ 745,191	€ 140,188	100.00%

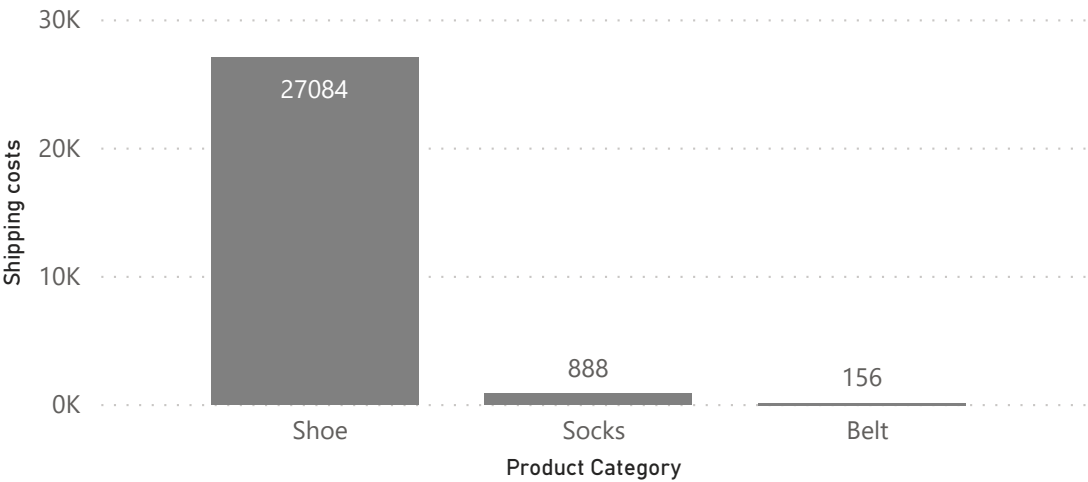
Top 10 products		
Product	Profit	Q Sold
Asics gel-lyte iii	€ 6,652	186
Converse chuck taylor all-star	€ 3,115	137
Adidas ultra boost dna	€ 3,036	82
Adidas yeezy boost 380	€ 2,756	64
Adidas nmd r1	€ 2,728	97
Nike air force 1 low	€ 2,394	114
Nike air max 90	€ 2,288	104
Nike air foamposite one	€ 1,898	72
Nike air vapormax 2020 flyknit	€ 1,856	43
Adidas superstar	€ 1,836	62

Bottom 10 products		
Product	Profit	Q Sold
Gabor easy walking zwarte ballerina's	-€ 277	27
Nike run all day roze sneakers	-€ 495	9
Regatta lady holcombe zwarte wandelschoenen	-€ 1,341	9
Adidas quadcube lichtgrijze sportschoenen	-€ 609	7
Via limone eloisa bruine bottines	-€ 749	7
Skechers flex appeal 3.0 grijze sneakers	-€ 492	6
Rode sneakers skechers ultra flex	-€ 410	5
Roze slip-on sneakers skechers ultra flex	-€ 320	5
Skechers flex appeal grijze sneakers	-€ 505	5
Skechers sneakers groen	-€ 546	3

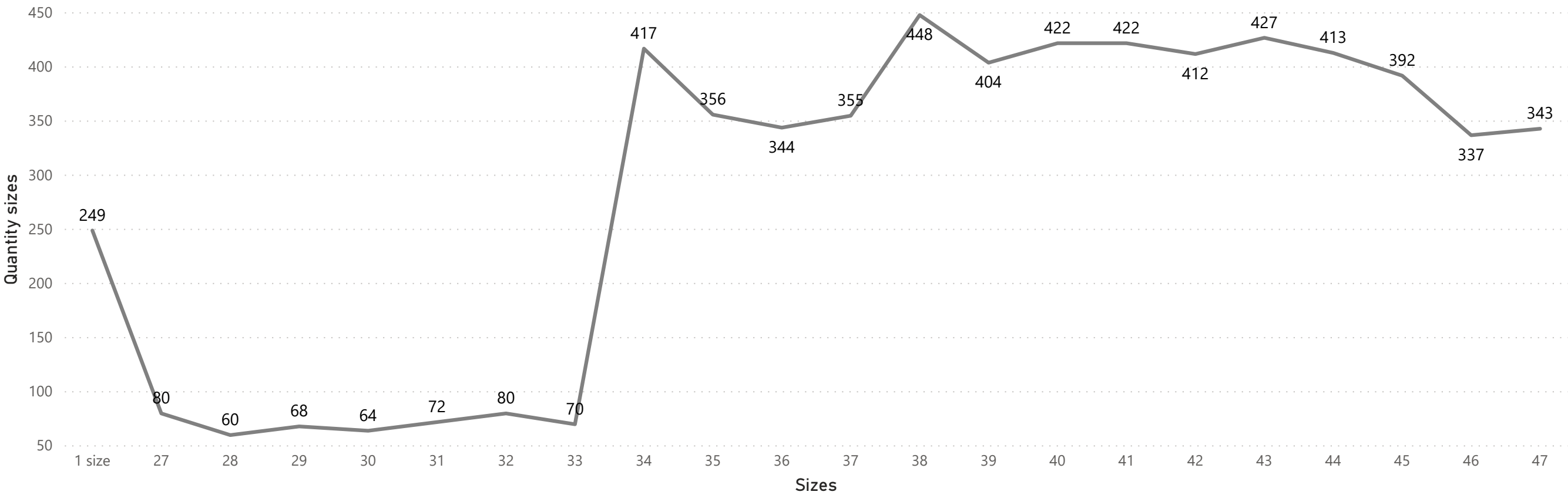
Top 10 colors



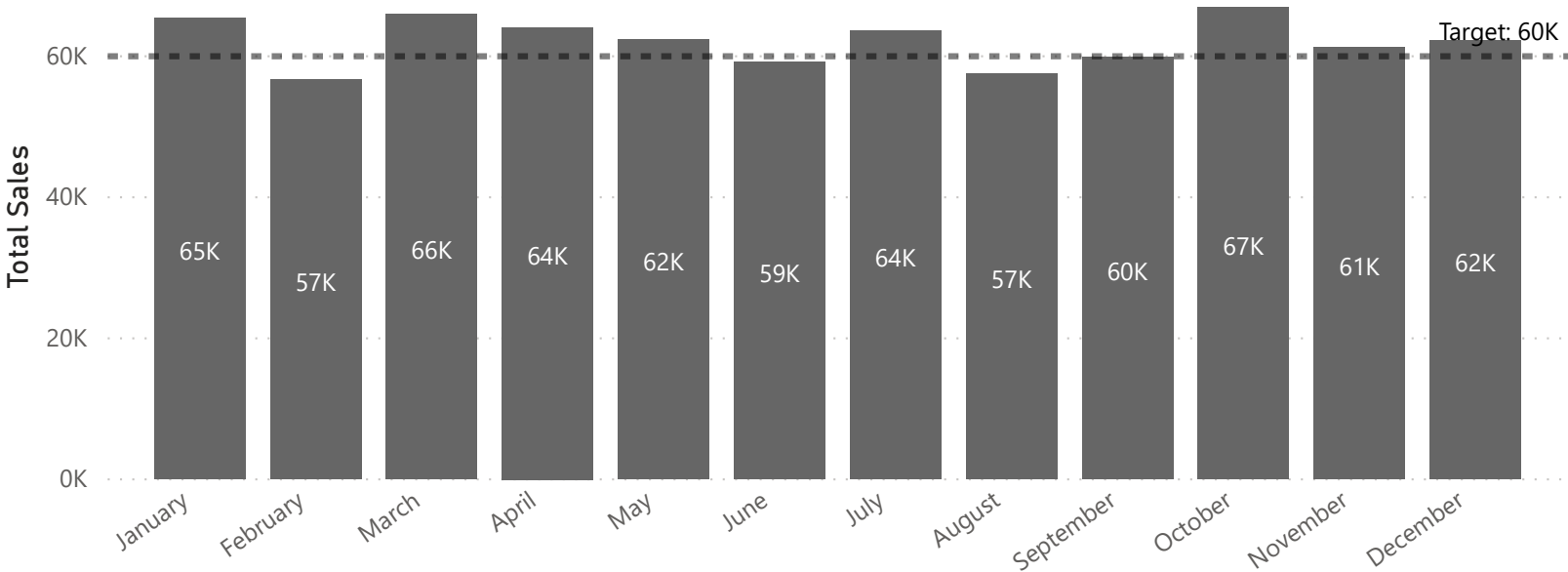
Shipping costs per Product Category



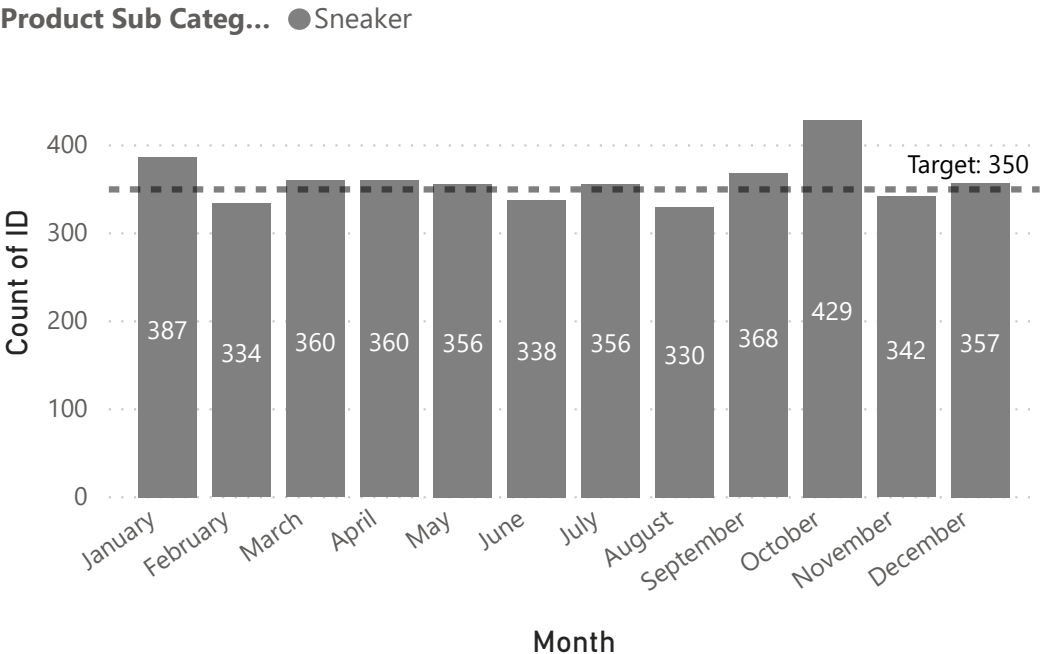
Quantity of sizes sold



Total Sales by Month



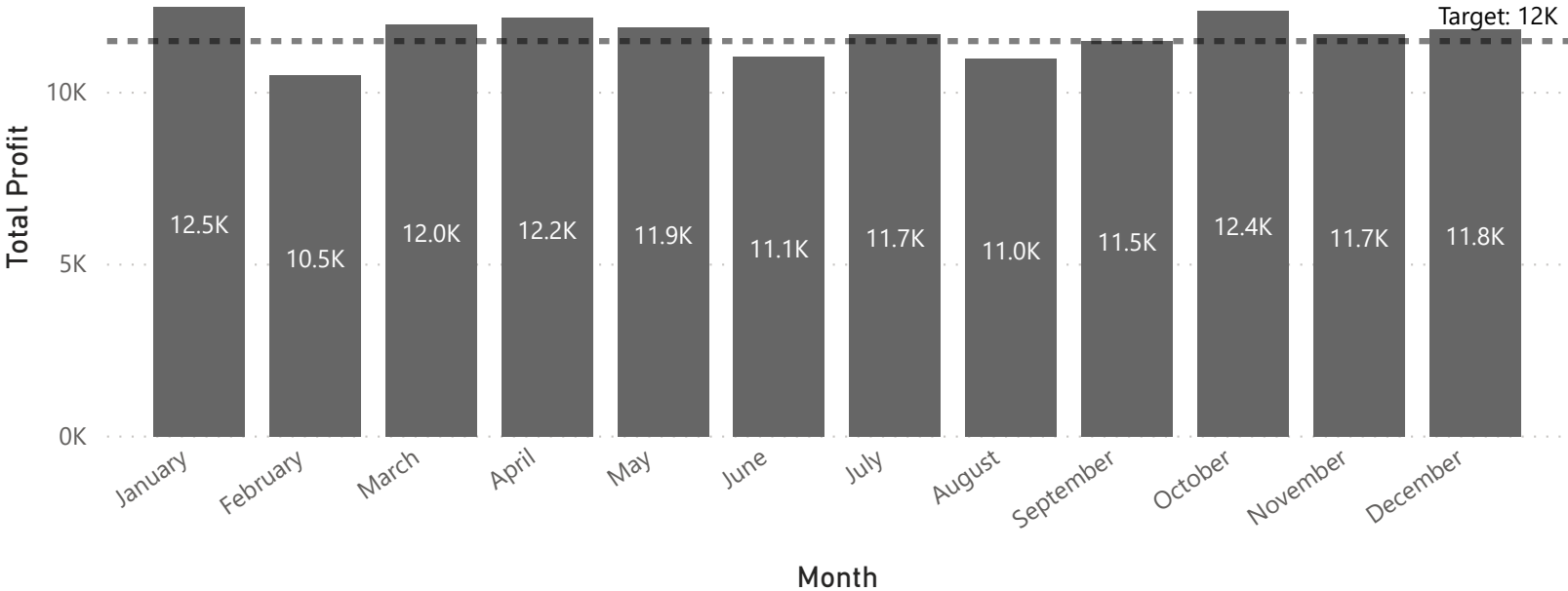
Total sneakers sold per month with target



KPI Sales 2020 vs sales 2019

KPI Sales 2020 vs sales 2019

Total Profit by Month



6235✓

Goal: 5400 (+15.46%)

140.19K✓

Goal: 125000 (+12.15%)