

SALES PERFORMANCE INSIGHTS

2015

2016

2017

2018

Quarter

All

71M

Total Sales

48M

Total Cost

23M

Total Profit

58K

Total Quantity

101

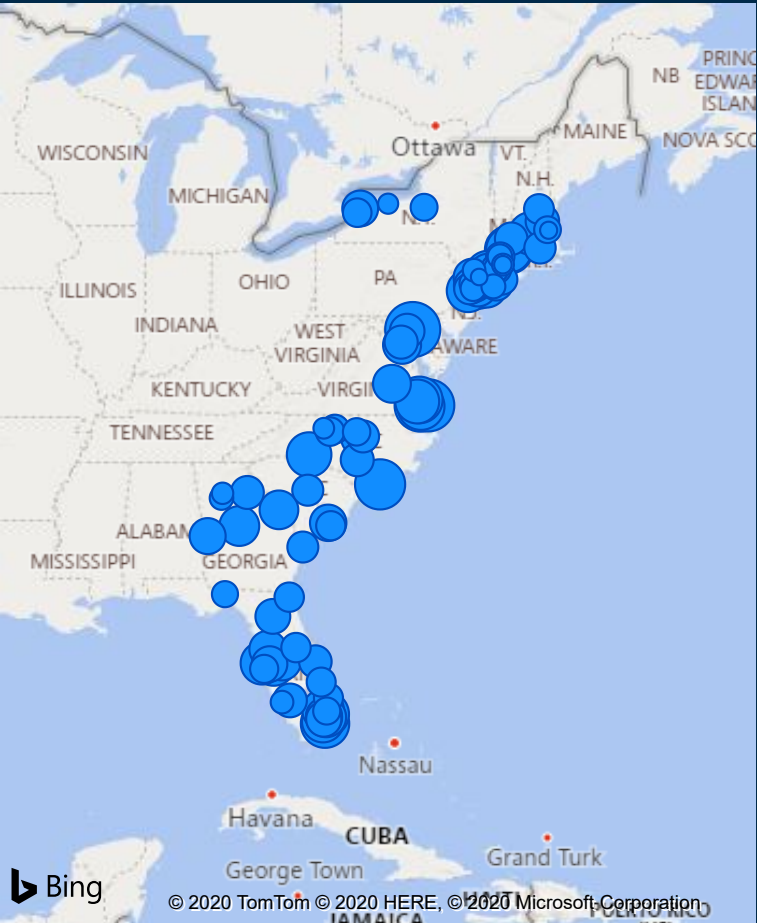
Total Products

32%

% Profit Margin

Product Name	Total Sales	% Profit Margin
Product 47	1532760	37%
Product 28	1500697	41%
Product 66	1456768	18%
Product 63	1453760	28%
Product 59	1408368	32%
Product 29	1385781	35%
Product 90	1348872	39%
Product 81	1348269	24%
Product 1	1281852	39%
Product 34	1245922	45%
Product 56	1230035	24%
Product 21	1227060	39%
Product 84	1222511	17%
Product 33	1162497	29%
Product 67	1158414	29%
Product 73	1149183	27%
Product 31	1122309	45%
Product 86	1119062	37%
Product 79	1116558	46%
Product 51	1114206	46%
Total	70949267	32%

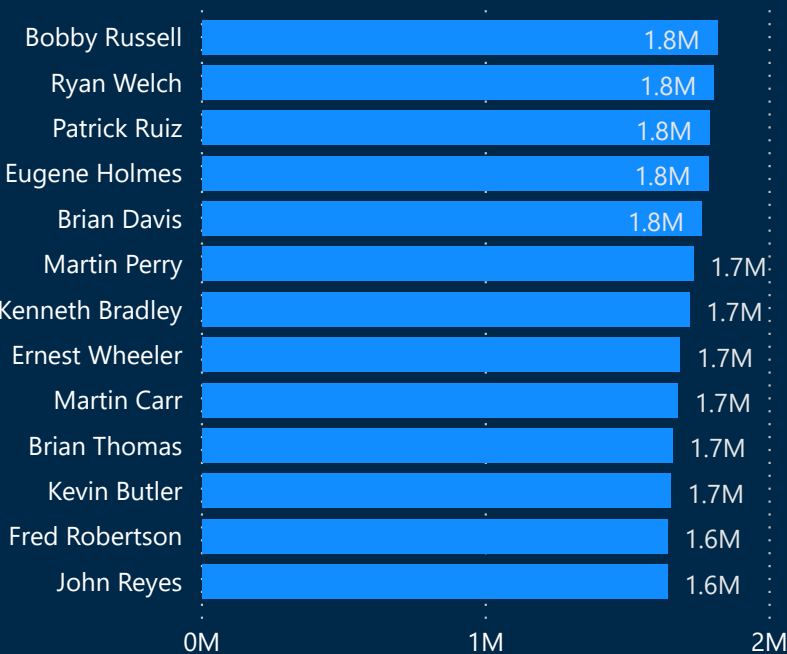
% Profit Margin by Location



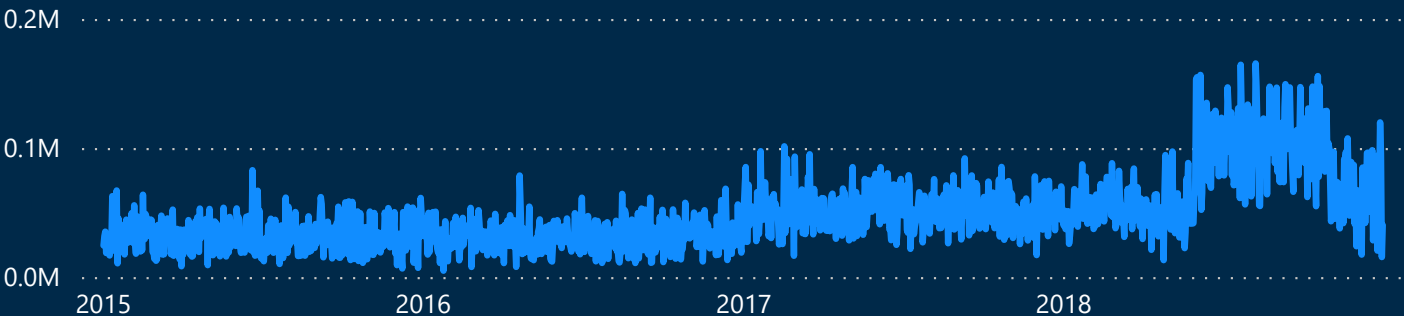
Total Sales by Location



Total Sales by Sales Person



Total Sales by Date

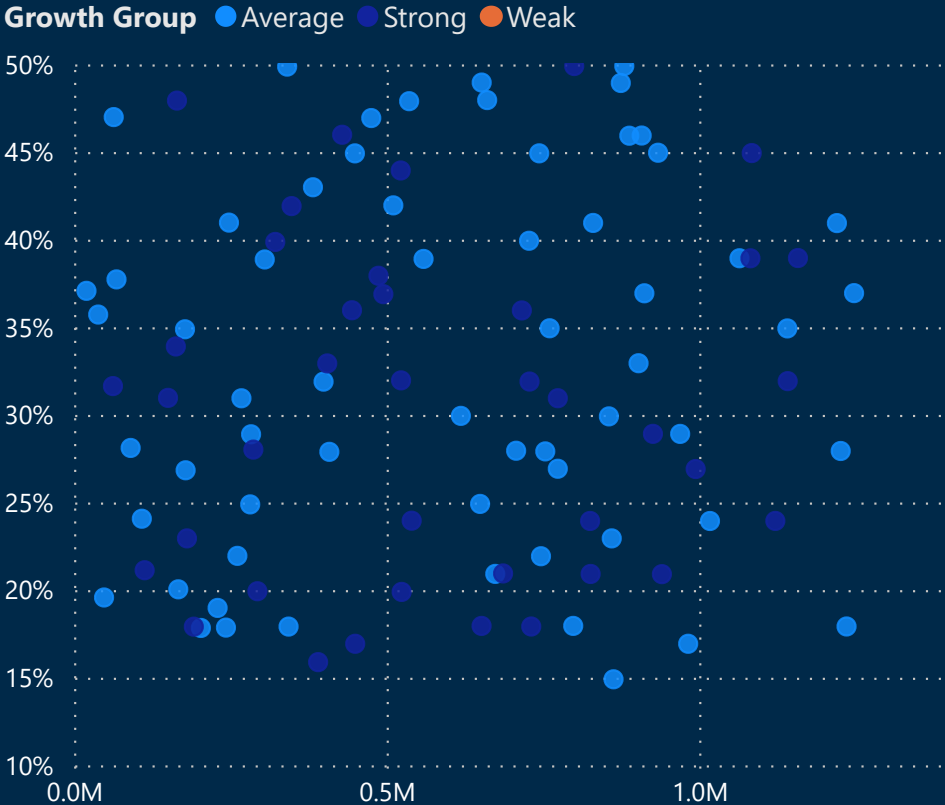


PRODUCT INSIGHTS

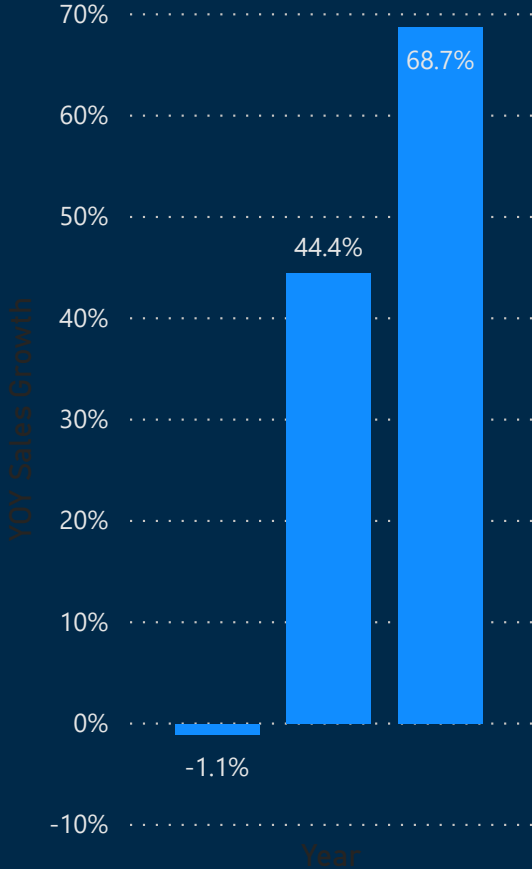
Qtr 1	Qtr 2	Qtr 3	Qtr 4	2016	2017	2018
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Year	2016		2017	
Product Name	Product_Group	YOY Sales Growth	Product_Group	YOY Sales Growth
Product 1	Weak	-16.7%	Strong	97.1%
Product 10	Weak	-9.7%	Strong	96.1%
Product 100	Weak	-3.6%	Strong	48.1%
Product 101	Strong	71.9%	Strong	56.1%
Product 11	Weak	-4.4%	Strong	62.1%
Product 12	Weak	-37.6%	Strong	75.1%
Product 13	Weak	-6.2%	Strong	62.1%
Product 14	Strong	85.7%	Strong	42.1%
Product 15	Average	22.4%	Strong	120.1%
Product 16	Weak	-21.4%	Strong	153.1%
Product 17	Weak	-9.8%	Strong	92.1%
Product 18	Weak	-19.5%	Strong	83.1%
Product 19	Weak	-8.2%	Strong	55.1%
Product 2	Weak	-9.6%	Strong	137.1%
Product 20	Strong	45.0%	Average	19.1%
Product 21	Average	11.0%	Strong	128.1%
Product 22	Weak	-21.2%	Strong	61.1%
Product 23	Average	4.4%	Average	23.1%
Product 24	Average	33.0%	Average	6.1%
Product 25	Average	7.4%	Strong	57.1%
Product 26	Average	23.4%	Strong	101.1%
Product 27	Average	2.0%	Average	25.1%
Product 28	Weak	-2.7%	Strong	40.1%
Product 29	Weak	-14.8%	Strong	113.1%
Product 3	Weak	-7.3%	Strong	95.1%
Product 30	Average	10.0%	Strong	101.1%
Product 31	Average	16.0%	Average	29.1%
Product 32	Weak	-42.9%	Strong	151.1%
Product 33	Average	28.3%	Average	15.1%
Product 34	Average	8.0%	Strong	108.1%
Total	Weak	-1.1%	Strong	68.1%

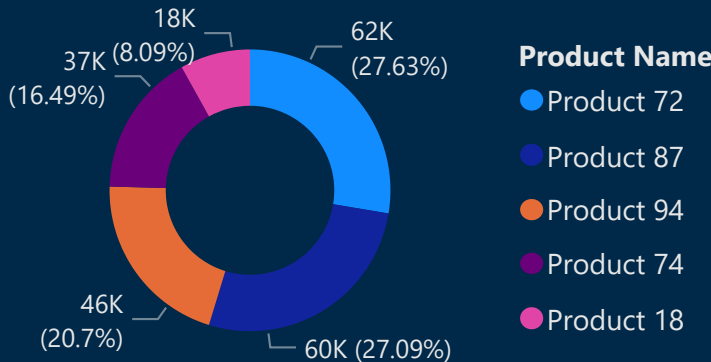
Total Sales and % Profit Margin by Product Name and Growth Group



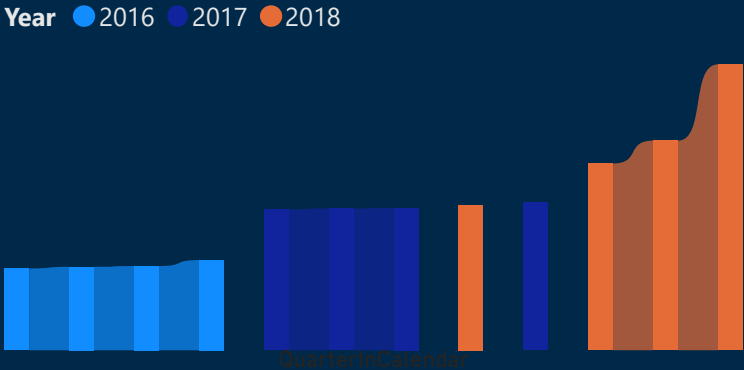
YOY Sales Growth by Year



Top 5 Products by Product Name



Total Sales by Quarter



CUSTOMER INSIGHTS

Qtr 1

Qtr 2

Qtr 3

Qtr 4

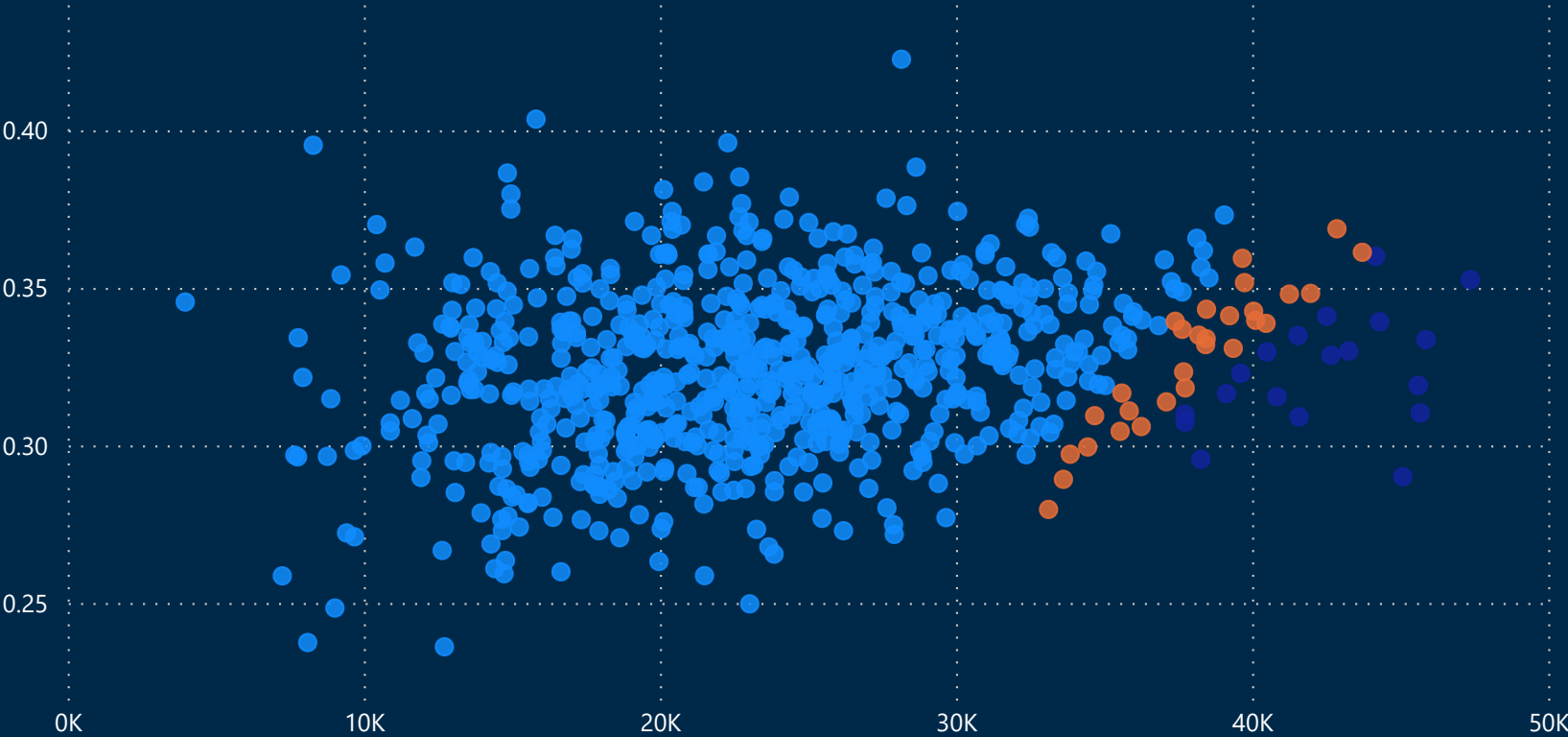
2016

2017

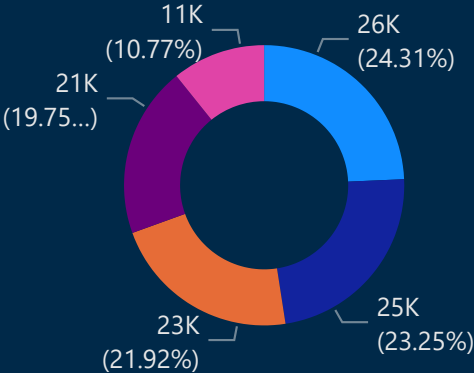
2018

Profit_By_Customer_Grouping and Margins_By_Customer_Grouping by Customer Name and Customer Group

Customer Group Others Rank 1-20 Rank 21-50



Top 5 Customers by Customer Name

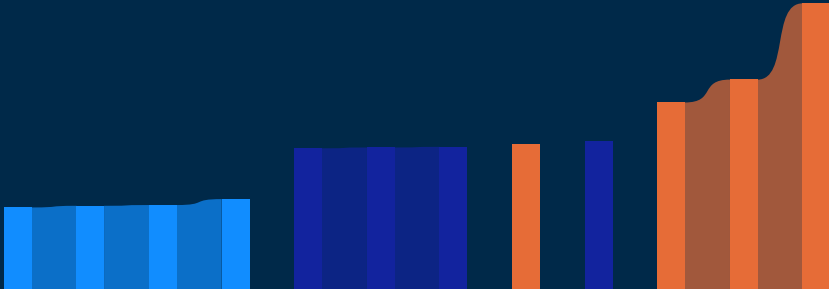


Customer Name

- Ryan Taylor
- Gary Pierce
- Gregory Ch...
- Gregory Jac...
- Jack Lewis

Total Sales by Quarter

Year 2016 2017 2018



Customer Name	Sales Growth YoY	Profit Growth YoY	Profit Margin Growth
Aaron Carr	23378	7245	
Aaron Cruz	28667	11367	
Aaron Day	17802	4934	
Aaron Johnson	6821	1584	
Aaron Miller	27137	9030	
Aaron Mills	23152	8772	
Aaron Moreno	36094	11175	
Aaron Tucker	43518	16466	
Adam Alexander	11445	8412	
Adam Bailey	23484	8210	
Adam Duncan	33178	12389	
Adam Hernandez	7860	770	
Adam Hunter	8889	2900	
Adam Jenkins	33952	11715	
Adam Mccoy	7847	2371	
Adam Mcdonald	15186	6582	
Adam Myers	24607	10381	
Adam Riley	-9356	-1130	
Adam Thompson	-7228	-2857	
Adam Wheeler	5267	517	
Adam White	7914	1497	
Alan Gomez	14557	3569	
Alan Green	20152	7379	
Alan Miller	33158	11036	
Alan Parker	22723	7176	
Alan Perry	33684	14670	
Alan Scott	29811	9907	
Alan Sims	29618	8686	
Alan Thomas	17426	8360	
Albert Cunningham	50021	16017	
Total	16491847	5345621	

Sales Summary

59M

19M

40M

32%

2.85K

Total Sales

Total Profit

Total Cost

% Profit Margin

Average Order

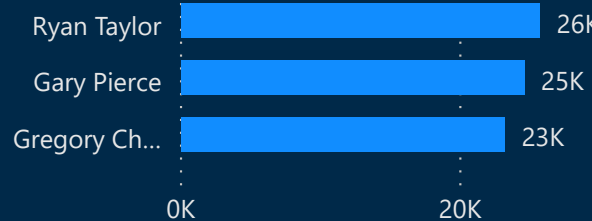
Top 5 Sales Persons by Salesperson Name



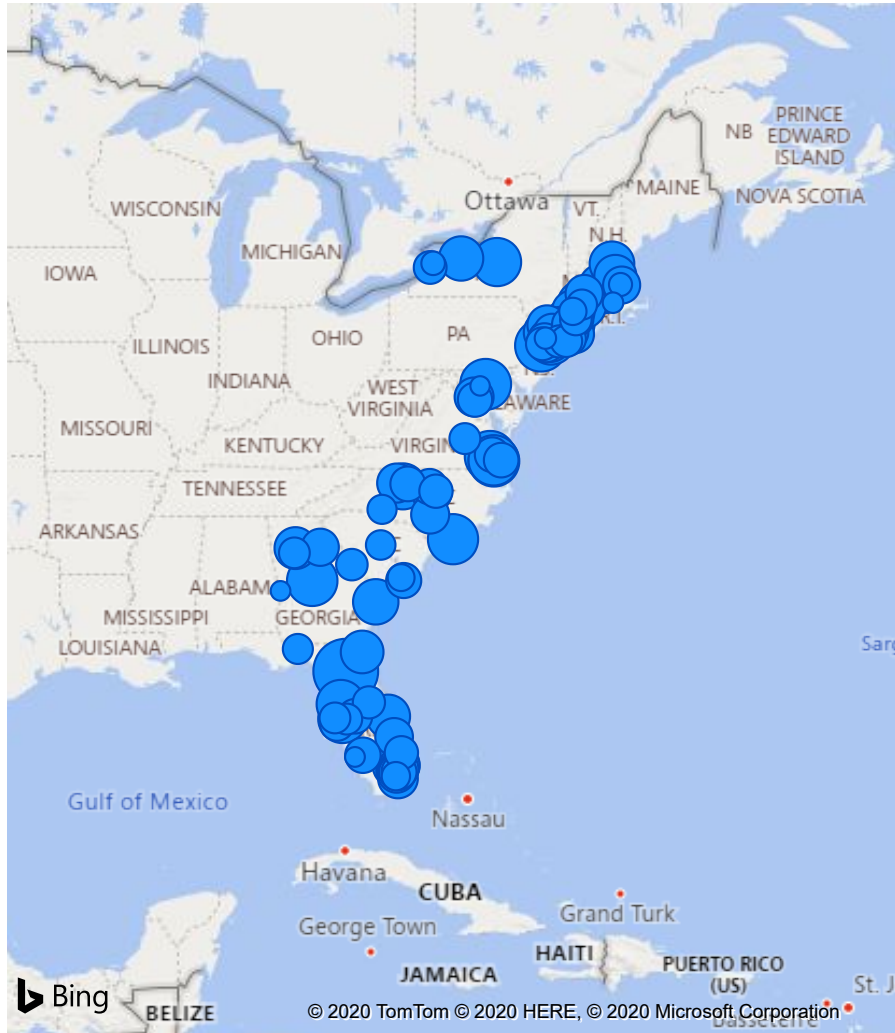
Top 5 Products by Product Name



Top 5 Customers by Customer Name



Total Profit by Latitude and Longitude



Customer Name	Sales Growth YoY	Profit Growth YoY	Profit Margin Growth YoY
Aaron Carr	23378	7245	-0.0
Aaron Cruz	28667	11367	0.0
Aaron Day	17802	4934	-0.0
Aaron Johnson	6821	1584	-0.0
Aaron Miller	27137	9030	0.0
Aaron Mills	23152	8772	0.0
Aaron Moreno	36094	11175	-0.0
Aaron Tucker	43518	16466	0.0
Adam Alexander	11445	8412	0.0
Adam Bailey	23484	8210	0.0
Adam Duncan	33178	12389	0.0
Adam Hernandez	7860	770	-0.0
Total	16491847	5345621	0.0

Year	2016		2017	
Product Name	Product_Group	YOY Sales Growth	Product_Group	YOY Sales Gr
Product 1	Weak	-16.7%	Strong	9
Product 10	Weak	-9.7%	Strong	9
Product 100	Weak	-3.6%	Strong	4
Product 101	Strong	71.9%	Strong	5
Product 11	Weak	-4.4%	Strong	6
Product 12	Weak	-37.6%	Strong	7
Product 13	Weak	-6.2%	Strong	6
Product 14	Strong	85.7%	Strong	4
Product 15	Average	22.4%	Strong	12
Product 16	Weak	-21.4%	Strong	15
Product 17	Weak	-9.8%	Strong	9
Product 18	Weak	-19.5%	Strong	8
Product 19	Weak	-8.2%	Strong	5
Product 2	Weak	-9.6%	Strong	13
Product 20	Strong	45.0%	Average	1
Total	Weak	-1.1%	Strong	6