

SALES PERFORMANCE INSIGHTS

2015

2016

2017

2018

Quarter

All

28M

Total Sales

19M

Total Cost

9M

Total Profit

23K

Total Quantity

101

Total Products

32%

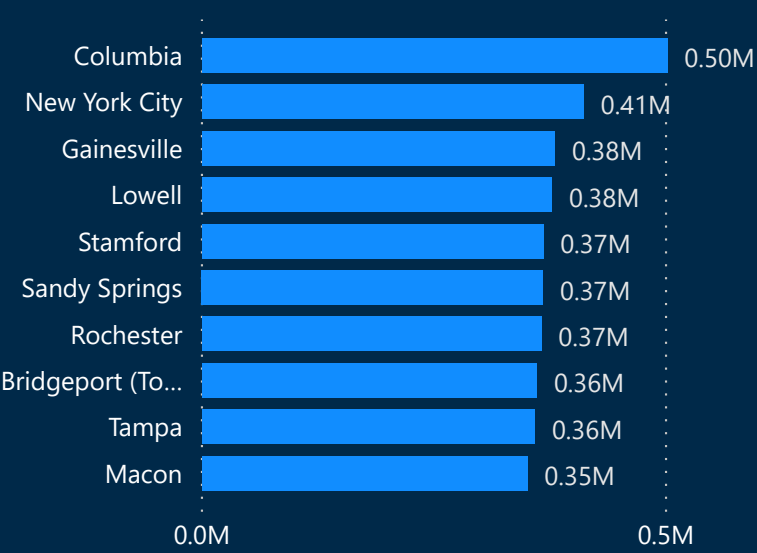
% Profit Margin

| Product Name | Total Sales | % Profit Margin |
|--------------|-------------|-----------------|
| Product 59 | 600362 | 32% |
| Product 47 | 588040 | 37% |
| Product 81 | 583544 | 24% |
| Product 1 | 580419 | 39% |
| Product 90 | 562030 | 39% |
| Product 63 | 559328 | 28% |
| Product 28 | 556831 | 41% |
| Product 66 | 555872 | 18% |
| Product 34 | 536772 | 45% |
| Product 67 | 501840 | 29% |
| Product 56 | 494010 | 24% |
| Product 29 | 481713 | 35% |
| Product 51 | 463854 | 46% |
| Product 21 | 463155 | 39% |
| Product 79 | 462086 | 46% |
| Product 86 | 461776 | 37% |
| Product 80 | 460575 | 21% |
| Product 7 | 458326 | 21% |
| Product 73 | 449106 | 27% |
| Product 19 | 447644 | 33% |
| Total | 28182610 | 32% |

% Profit Margin by Location



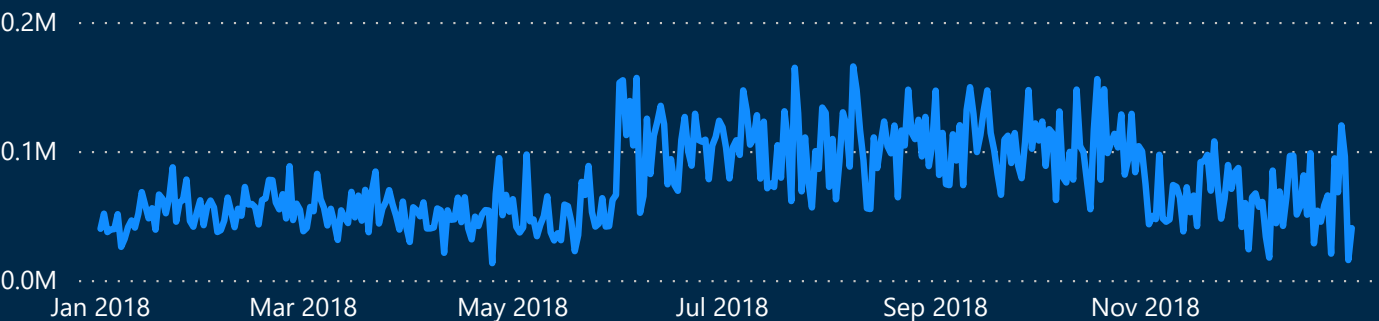
Total Sales by Location



Total Sales by Sales Person



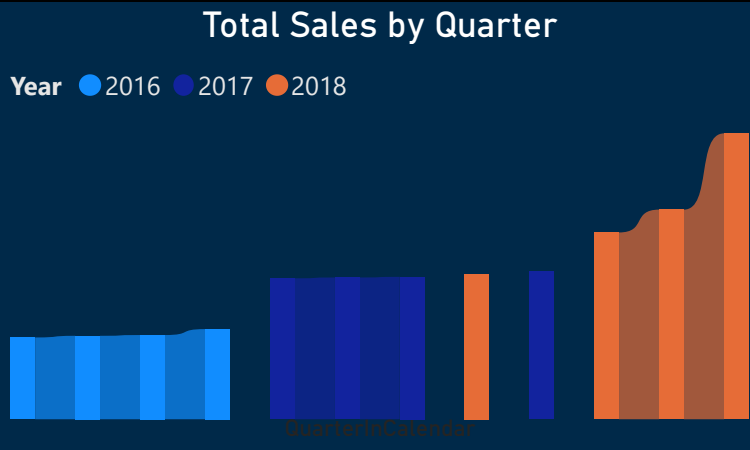
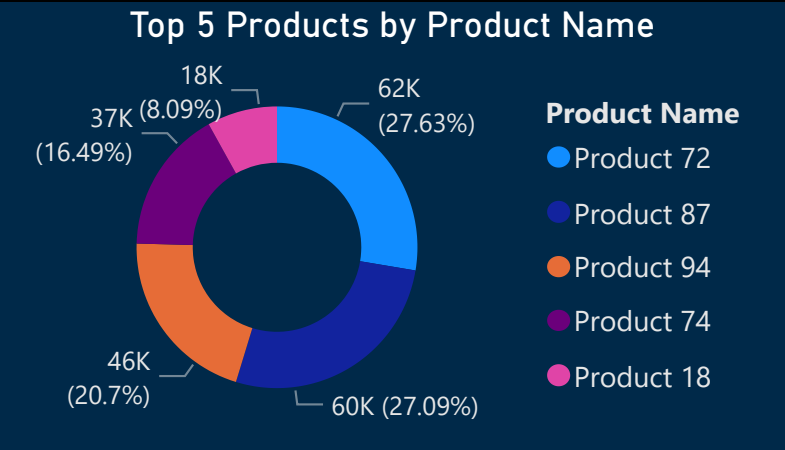
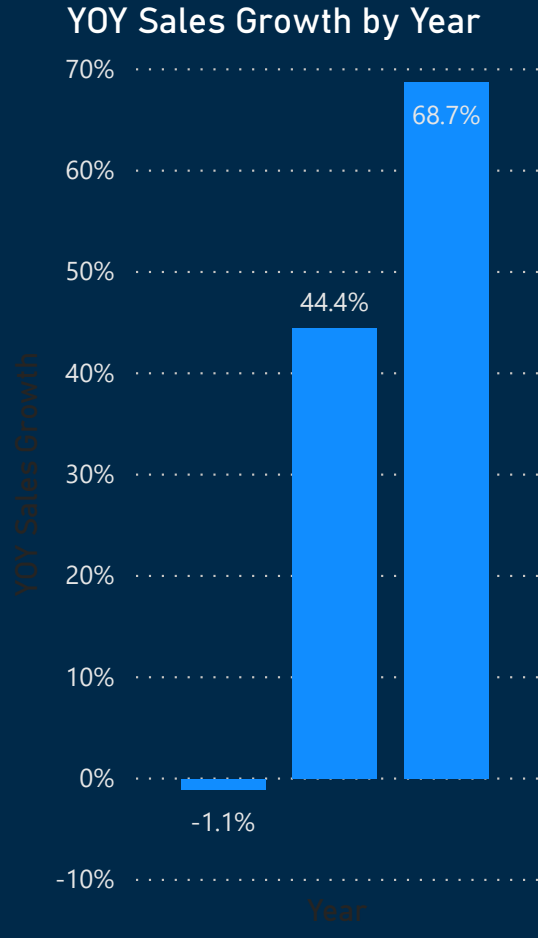
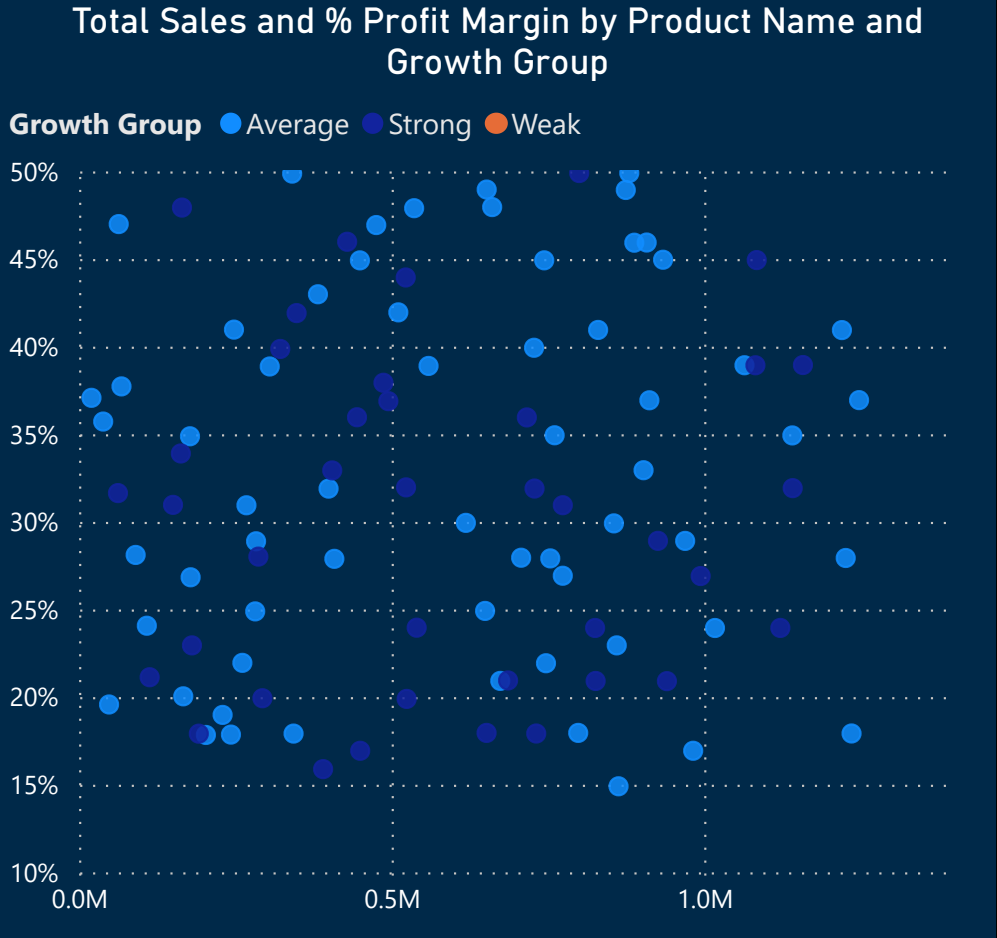
Total Sales by Date



PRODUCT INSIGHTS

| Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 | 2016 | 2017 | 2018 |
|-------|-------|-------|-------|------|------|------|
|-------|-------|-------|-------|------|------|------|

| Year | 2016 | | 2017 | |
|--------------|---------------|------------------|---------------|------------------|
| Product Name | Product_Group | YOY Sales Growth | Product_Group | YOY Sales Growth |
| Product 1 | Weak | -16.7% | Strong | 97 |
| Product 10 | Weak | -9.7% | Strong | 96 |
| Product 100 | Weak | -3.6% | Strong | 48 |
| Product 101 | Strong | 71.9% | Strong | 56 |
| Product 11 | Weak | -4.4% | Strong | 62 |
| Product 12 | Weak | -37.6% | Strong | 75 |
| Product 13 | Weak | -6.2% | Strong | 62 |
| Product 14 | Strong | 85.7% | Strong | 42 |
| Product 15 | Average | 22.4% | Strong | 120 |
| Product 16 | Weak | -21.4% | Strong | 153 |
| Product 17 | Weak | -9.8% | Strong | 92 |
| Product 18 | Weak | -19.5% | Strong | 83 |
| Product 19 | Weak | -8.2% | Strong | 55 |
| Product 2 | Weak | -9.6% | Strong | 137 |
| Product 20 | Strong | 45.0% | Average | 19 |
| Product 21 | Average | 11.0% | Strong | 128 |
| Product 22 | Weak | -21.2% | Strong | 61 |
| Product 23 | Average | 4.4% | Average | 23 |
| Product 24 | Average | 33.0% | Average | 6 |
| Product 25 | Average | 7.4% | Strong | 57 |
| Product 26 | Average | 23.4% | Strong | 101 |
| Product 27 | Average | 2.0% | Average | 25 |
| Product 28 | Weak | -2.7% | Strong | 40 |
| Product 29 | Weak | -14.8% | Strong | 113 |
| Product 3 | Weak | -7.3% | Strong | 95 |
| Product 30 | Average | 10.0% | Strong | 101 |
| Product 31 | Average | 16.0% | Average | 29 |
| Product 32 | Weak | -42.9% | Strong | 151 |
| Product 33 | Average | 28.3% | Average | 15 |
| Product 34 | Average | 8.0% | Strong | 108 |
| Total | Weak | -1.1% | Strong | 68. |



CUSTOMER INSIGHTS

Qtr 1

Qtr 2

Qtr 3

Qtr 4

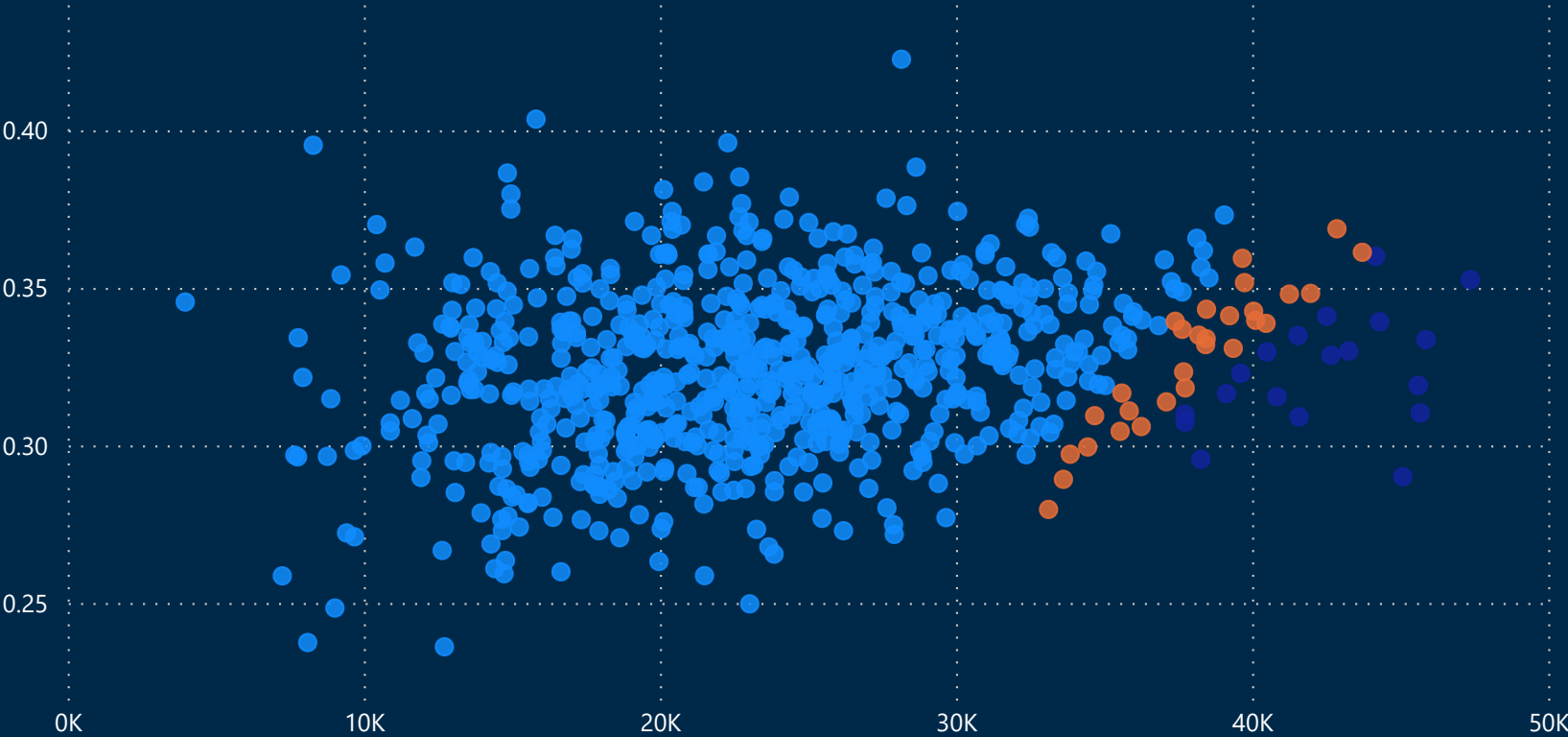
2016

2017

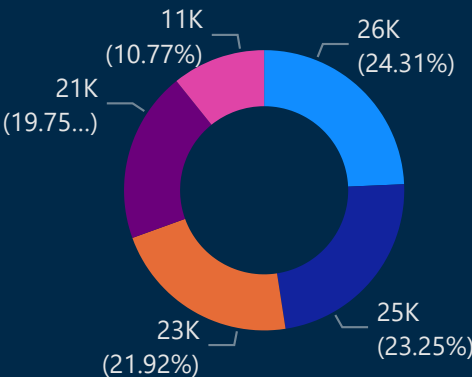
2018

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

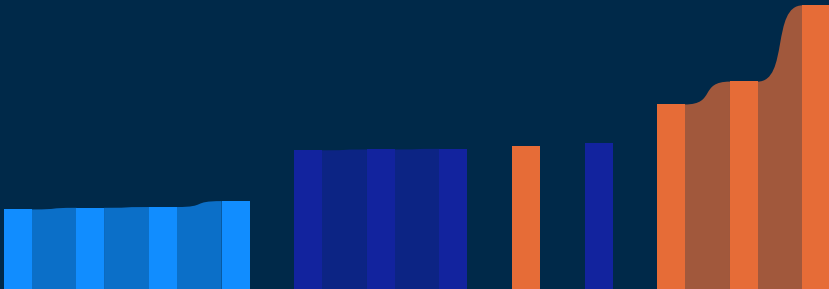


Customer Name

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

Total Sales by Quarter

Year 2016 2017 2018



Quarter in Calendar

| 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 | |