



product_brand Total Transaction Total Profit Profit Margin Return Rate

Tell Tale	5112	\$19,982	58.05%	0.99%
Tri-State	5099	\$19,980	58.91%	1.10%
Sunset	3953	\$14,018	60.45%	1.03%
Red Wing	3870	\$15,870	59.36%	1.06%
Super	3618	\$13,868	60.59%	0.96%
Pleasant	2564	\$10,187	60.18%	0.92%
Steady	2351	\$6,803	57.78%	0.87%
Red Spade	1544	\$6,617	59.60%	1.06%
Skinner	1323	\$4,813	59.86%	0.98%
Token	1261	\$3,404	59.20%	0.92%
Washington	1101	\$4,417	62.19%	1.09%
Sphinx	1097	\$3,461	57.94%	1.11%
Thresher	1055	\$4,220	59.90%	0.68%
Portsmouth	947	\$4,542	57.82%	1.14%
Top Measure	900	\$2,777	57.09%	0.80%
Walrus	847	\$3,715	59.15%	1.25%
Urban	619	\$2,312	58.66%	0.99%
Shady Lake	557	\$2,292	56.33%	1.10%
Robust	536	\$1,843	58.06%	1.24%
Special	469	\$2,499	62.40%	0.82%
Radius	443	\$1,512	59.77%	0.58%
Swell	260	\$960	60.47%	1.00%
Toucan	252	\$604	54.68%	1.01%
Ship Shape	240	\$981	56.59%	0.80%
Quick	236	\$1,541	68.48%	0.97%
Tip Top	212	\$857	58.77%	1.64%
Queen	196	\$666	61.86%	1.16%
Total	41012	\$155,752	59.31%	1.00%

Current Month Transactions

18325✓

Goal: 17339 (+5.69%)

Current Month Profit

\$71,682✓

Goal: \$67,872 (+5.61%)

Current Month Returns

496!

Goal: 482 (-2.9%)

Countries

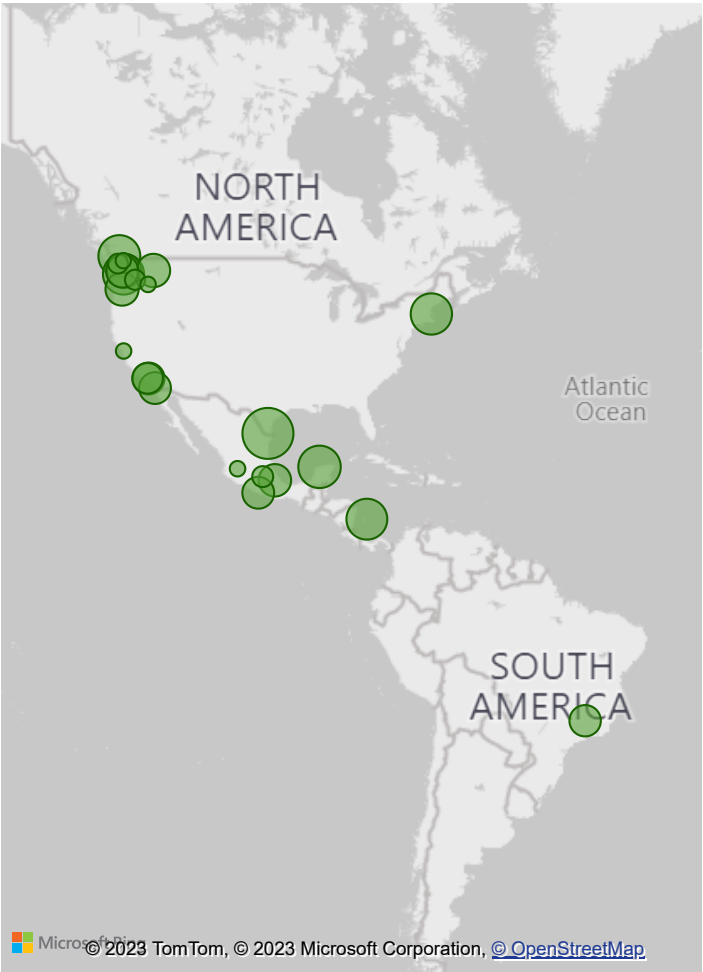
Select all

Canada

Mexico

USA

Total Transaction by store city



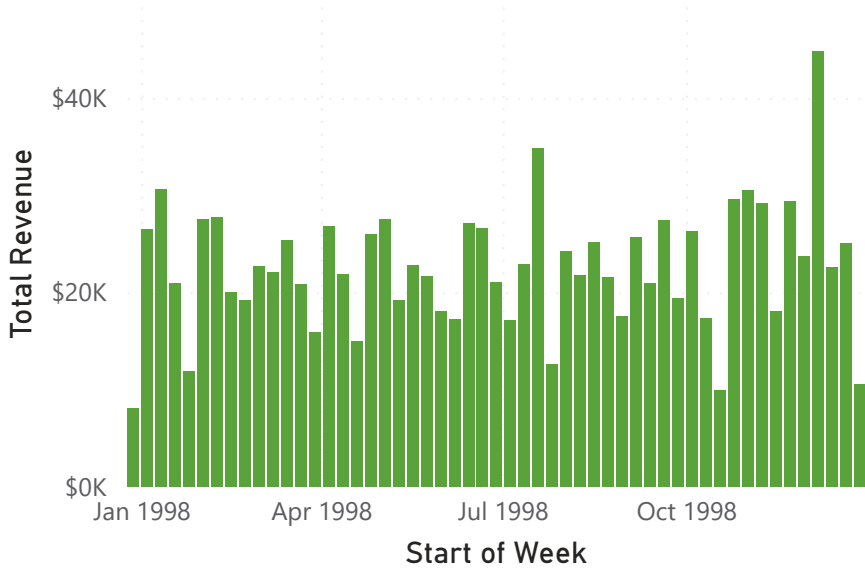
Total Transaction by store country

USA

Mexico

Ca...

Weekly Revenue Trending



Revenue vs. Target



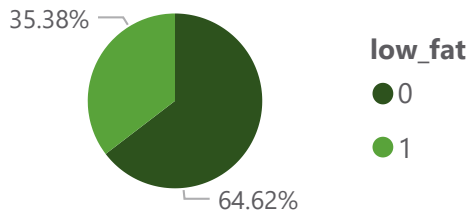
→ Product Detail

→ Customer Detail

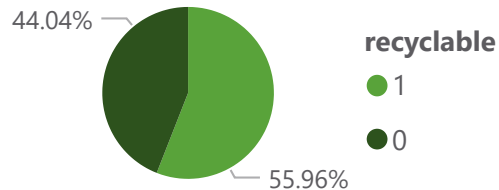
→ Notes



Low Fat Unique Products



Recyclable Unique Products



Revenue vs. Target

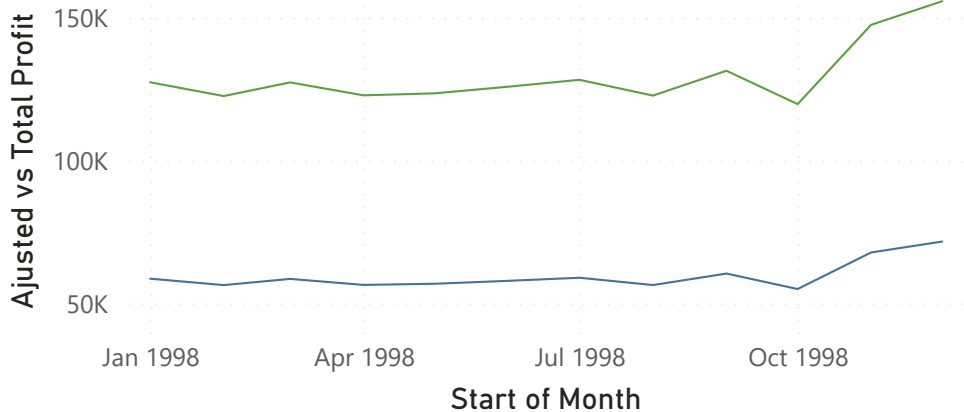


Price Adjustment (%)

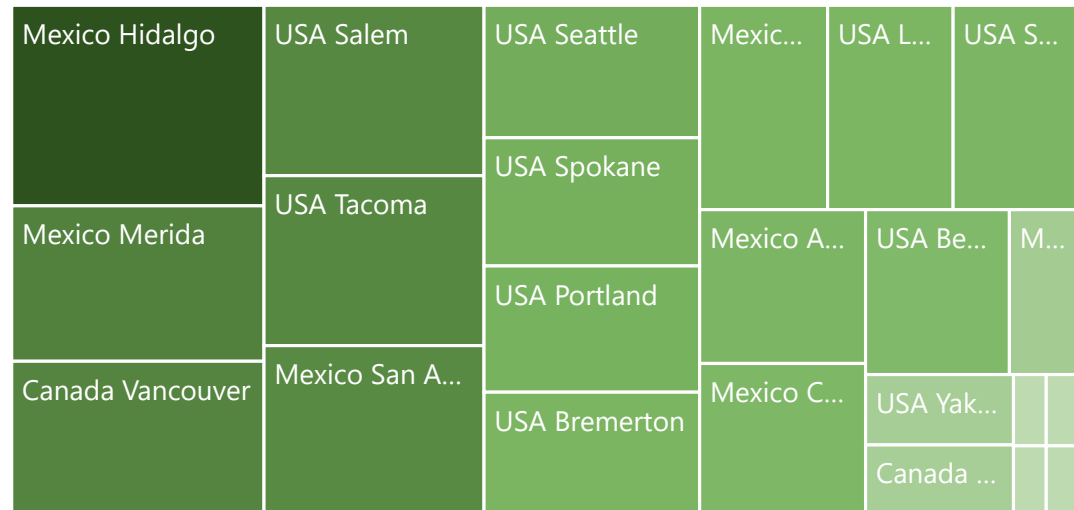
0.70

Adjusted Profit and Total Profit by Start of Month

Adjusted Profit Total Profit



Quantity sold by store country



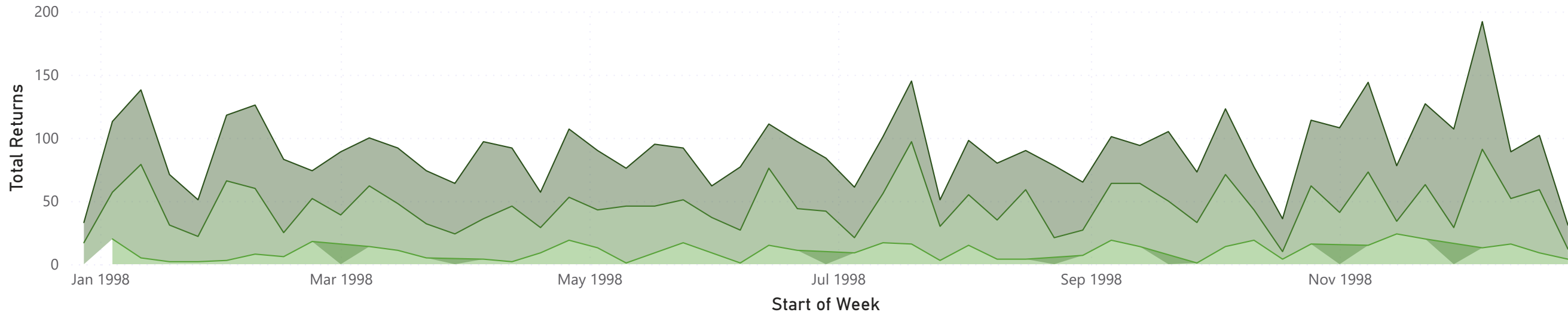
← **Topline Performance**

→ **Customer Detail**

→ **Notes**

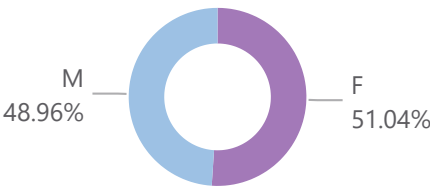
Weekly Revenue Trending

Store country ● Canada ● Mexico ● USA

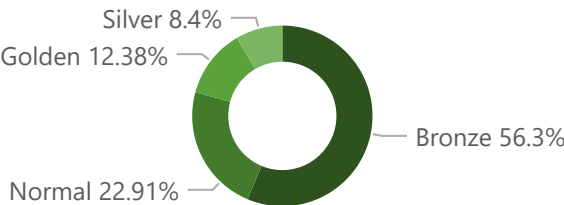




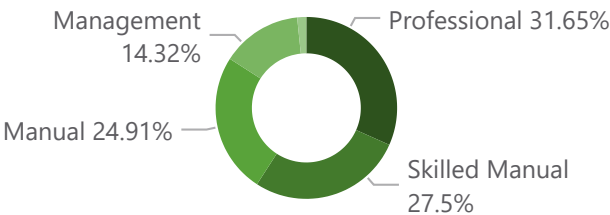
Transactions by gender



Transactions by member card type



Transactions by occupation



full_name	Total Transaction	Total Revenue
Merridee Archuleta	279	\$1,764
Zelma Pereira	236	\$1,437
Peter Swaim	231	\$1,424
Kendrick Stephens	226	\$1,446
Shirley Ortiz	226	\$1,584
Scott Littleford	224	\$1,716
Natasha Staton	223	\$1,421
Yolanda Pannell	220	\$1,444
Roberta Bozeman	218	\$1,381
Sonja Sommers	218	\$1,406
Mary Smith	215	\$1,543
Elsie Maggart	212	\$1,401
Christopher Sweet	210	\$1,361
Norma Serpanchy	209	\$1,384
Jerry Christiansen	208	\$1,339
Brian Turcios	207	\$1,274
Jean Cooper	205	\$1,305
Joan Brett	203	\$1,343
Nadya Borg	203	\$1,242
Tyler Tejan	202	\$1,528
Denise Baird	201	\$1,285
Estela Dvorak	200	\$1,425
Andrew Bell	199	\$1,319
Celestial Spurgeon	199	\$1,178
Elizabeth Archuleta	199	\$1,399
Krystle Bachman	199	\$1,222
Wanda Bowman	198	\$1,237
Total	182883	\$1,199,308

Top consumer

Merridee Archuleta

Customer transactions Customer revenue

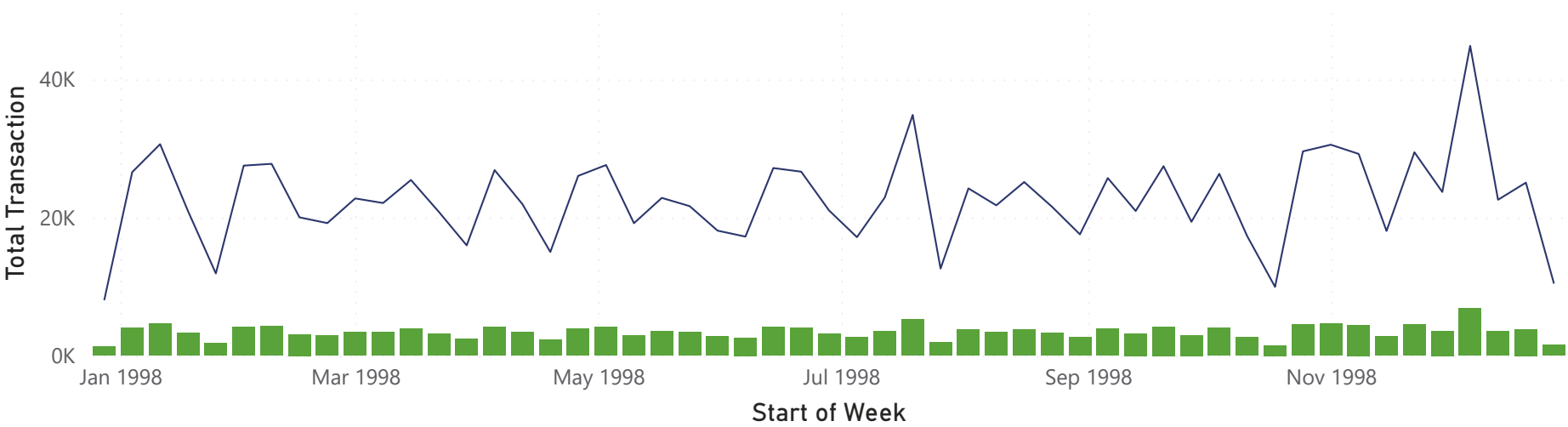
279 \$1,764

Product Detail Notes

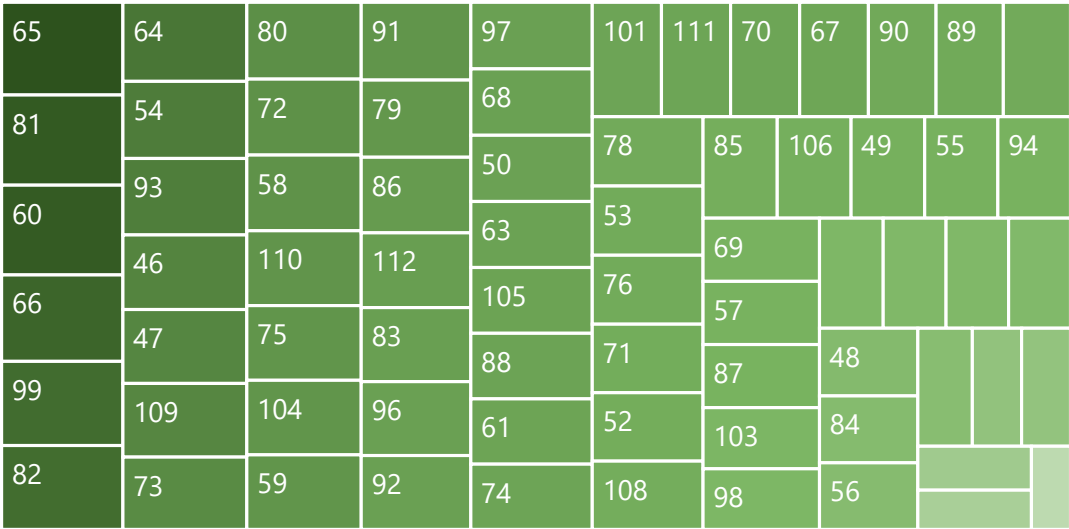
Topline Performance

Weekly Revenue Trending





Store country Total Transaction Total Revenue



Quantity sold by age



KEY INSIGHTS

-  Portland hits 1000 sales in December.
-  Hidalgo shows an increase of 14% in transactions in December.
-  Vancouver shows a decrease of ~38% in returns in December.
-  The top consumer within the category of Bronze member card is Kendrick Stephens with 226 transactions and 1716\$ of revenue.

What influences Total Revenue to

Increase

 ?

