


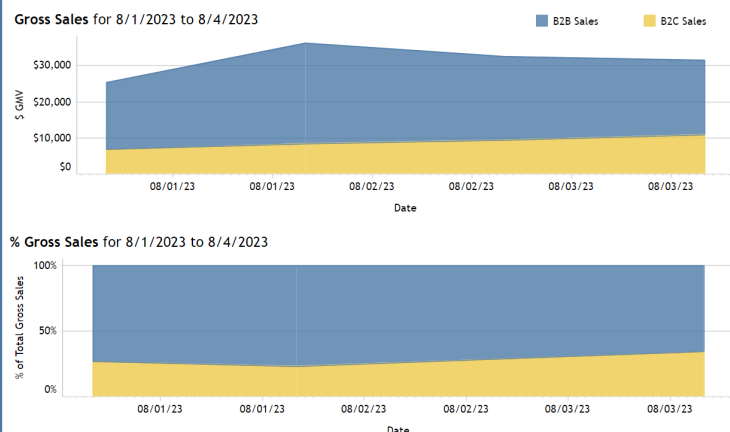




Location  (Multiple values) 	Date Aggregation Day 	Start Date 8/1/2023	End Date 8/4/2023
		Previous Start Date 7/25/2023	Previous End Date 7/28/2023

<div>Total Sales</div> <div>Grass Sales</div> <div>\$133,254</div> <div>Previous: \$139,521</div> <div>▼ 4.5%</div>	<div>B2B Sales</div> <div>Grass Sales</div> <div>\$9,232</div> <div>Previous: \$7,685</div> <div>▲ 20.1%</div>	<div>B2C Sales</div> <div>Grass Sales</div> <div>\$124,022</div> <div>Previous: \$131,836</div> <div>▼ 5.9%</div>
<div>Total Orders</div> <div>3,273</div> <div>Previous: 3,564</div> <div>▼ 8.2%</div>	<div>Total Orders</div> <div>1,145</div> <div>Previous: 1,067</div> <div>▲ 7.3%</div>	<div>Total Orders</div> <div>2,128</div> <div>Previous: 2,497</div> <div>▼ 14.8%</div>
<div>Average Order</div> <div>\$38.34</div> <div>Previous: \$37.31</div> <div>▲ 2.8%</div>	<div>Average Order</div> <div>\$30.82</div> <div>Previous: \$30.01</div> <div>▲ 2.7%</div>	<div>Average Order</div> <div>\$42.39</div> <div>Previous: \$40.43</div> <div>▲ 4.9%</div>



Channel Names

(All)

Channel Name	Percentage
Direct	88.43%
Wholesale	6.90%
Suppliers	1.91%
Resellers	1.67%
NGO	1.10%

Partner Names

(All)

Partner Name	Percentage
ACME Inc.	45.73%
29.94% Limited Co.	29.94%
G500 Ltd.	7.12%
AnalyticsDev Org.	2.83%
Certz Inc.	2.34%
Buddys Inc.	2.04%
MindShare Inc.	2.76%
Temp Inc.	2.56%
Werbz Co.	1.71%
Tecolote	1.40%
1.08%	1.08%

Channel Names	% of Total ..	Current Gross	Previous Gross	
Direct	88.43%	\$81,322.90	\$84,506.84	▼ 3.8%
Wholesale	6.90%	\$6,347.13	\$8,878.53	▼ 28.5%
Suppliers	1.91%	\$1,754.08	\$1,339.90	▲ 30.9%
Resellers	1.67%	\$1,535.55	\$1,402.76	▲ 9.5%
NGO	1.10%	\$1,008.52	\$885.92	▲ 13.8%
Other	Null	Null	\$5,281.09	

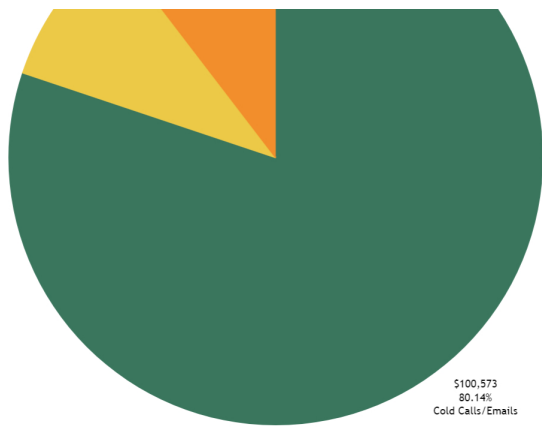
Partner	% of Total Current	Current Gross	Previous Gross	Change
ACME Inc.	45.73%	\$46,429	\$47,725	▼ 2.7%
Limited Co.	29.94%	\$30,398	\$29,915	▲ 1.6%
G500 Ltd.	7.12%	\$7,226	\$5,475	▲ 32.0%
AnalyticsDev Org.	2.83%	\$2,873	\$2,808	▲ 2.3%
MindShare Inc.	2.76%	\$2,799	\$3,789	▼ 26.1%
Temp Inc.	2.56%	\$2,604	\$1,253	▲ 107.8%

Legend: Cold Calls/Emails (Dark Green), Prospectives (Yellow), Referrals (Orange)

Lead Source	Count	Percentage
Cold Calls/Emails	513,072	10.42%
Referrals	511,854	9.45%
Prospectives	511,854	9.45%

A pie chart illustrating the distribution of lead sources. The largest segment is 'Website Form' at 45.41% (511,318 leads), followed by 'Email Reach Out' at 30.00% (57,478 leads). The remaining segments are 'External Referral', 'Internal Referral', and 'Other', which are not explicitly labeled with values in this chart.

Lead Source	Count	Percentage
Website Form	511,318	45.41%
Email Reach Out	57,478	30.00%
External Referral	-	-
Internal Referral	-	-
Other	-	-



Cold Calls/Emails Detail

