

Sales USD

\$167.57K

Sales USD

\$224.21K

Quarter	Qtr 1		Qtr 2		Qtr 3		Qtr 4		Total	
Customer Type	Sales USD	Gross Margin (USD)	Sales USD	Gross Margin (USD)	Sales USD	Gross Margin (USD)	Sales USD	Gross Margin (USD)	Sales USD	Gross Margin
☐ Bar	\$16,569.27	14.89%	\$17,739.28	14.32%	\$14,569.36	14.18%	\$19,919.40	13.90%	\$68,797.31	
Bamboo Grove Maibock	\$8,349.63	6.91%	\$10,919.64	6.61%	\$8,619.66	6.81%	\$12,059.76	5.80%	\$39,948.69	
Han Dynasty Spiced Lager	\$1,080.00	33.78%	\$1,260.00	33.78%	\$1,080.00	33.78%	\$1,080.00	33.78%	\$4,500.00	
Henan Hops Wheat Beer	\$2,159.64	38.43%	\$2,639.64	38.76%	\$2,099.70	38.36%	\$2,459.64	38.37%	\$9,358.62	
Imperial Poet Porter	\$3,900.00	10.77%	\$180.00	19.44%	\$180.00	19.44%	\$3,240.00	14.97%	\$7,500.00	
Liu Ling's IPA	\$1,080.00	25.51%	\$1,380.00	23.36%	\$1,080.00	25.51%	\$1,080.00	25.51%	\$4,620.00	
Scholar's Saison			\$1,360.00	0.93%	\$1,510.00	-0.13%			\$2,870.00	
☐ Distributor	\$25,902.00	14.60%	\$24,992.00	10.86%	\$18,000.00	9.55%	\$25,542.00	15.57%	\$94,436.00	
Bamboo Grove Maibock	\$6,480.00	16.56%	\$10,020.00	16.21%	\$6,480.00	16.56%	\$6,480.00	16.56%	\$29,460.00	
Han Dynasty Spiced Lager			\$1,620.00	29.20%					\$1,620.00	
Henan Hops Wheat Beer			\$300.00	37.93%			\$1,080.00	44.11%	\$1,380.00	
Imperial Poet Porter	\$16,920.00	16.02%	\$2,340.00	19.44%	\$3,240.00	19.44%	\$15,480.00	15.70%	\$37,980.00	
Scholar's Saison	\$2,502.00	-0.04%	\$10,712.00	0.46%	\$8,280.00	0.19%	\$2,502.00	-0.04%	\$23,996.00	
☒ SSBC Tasting Room	\$1,109.51	61.13%	\$1,053.54	60.65%	\$1,057.56	59.83%	\$1,114.52	61.62%	\$4,335.13	
Total	\$43,580.78	15.90%	\$43,784.82	13.46%	\$33,626.92	13.13%	\$46,575.92	15.96%	\$167,568.44	

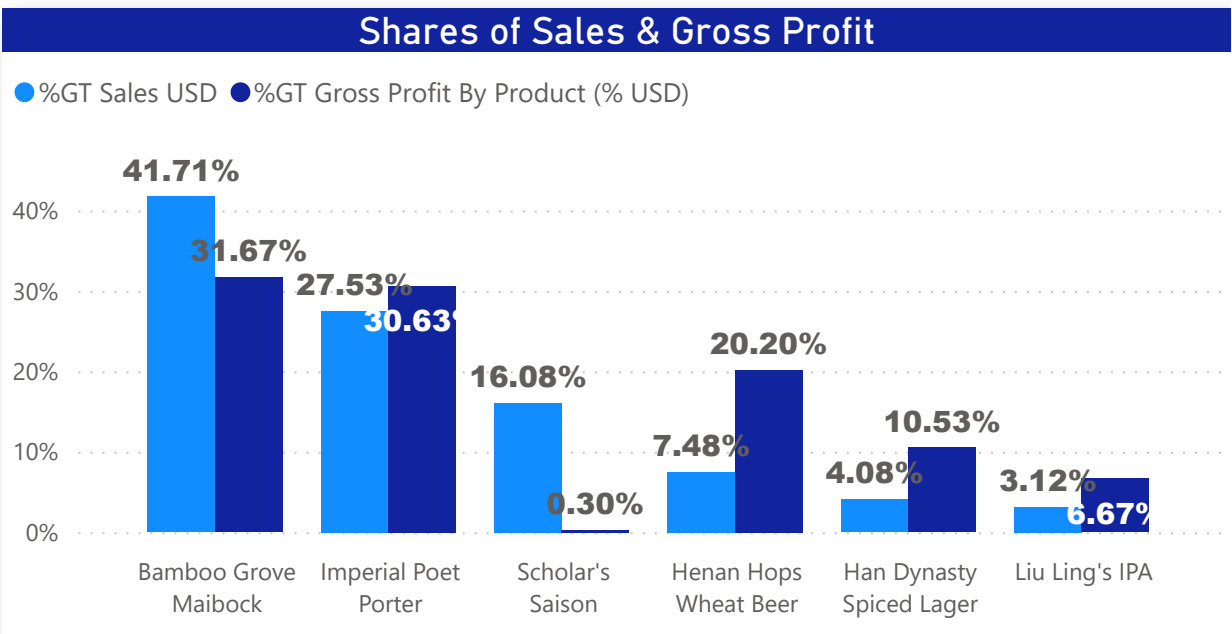
Executive Summary: The Overall US Sales for Q1 & Q2 had a very minimal increase. It is worth noting that on Q3 sales have plummet by almost \$10K. From Q3 it increase by almost \$13K to Q4.

The total US Sales yielded \$167,568.55 with a Gross Margin of 14.72%.

The customer type that had the top sales was 'distributors' with \$94,436, while SSBC Tasting Room had the highest GPM with 60.82%

The 'Imperial Poet Porter' had the highest sales (outside of SSBC Tasting Room) with \$37,980 , while Henan Hops Wheat Beer had the highest GM with 38.50%

% of Sales & % of Gross Profit		
Product_Name	%GT Sales USD	%GT Gross Profit By Product (% USD)
Bamboo Grove Maibock	41.71%	31.67%
Han Dynasty Spiced Lager	4.08%	10.53%
Henan Hops Wheat Beer	7.48%	20.20%
Imperial Poet Porter	27.53%	30.63%
Liu Ling's IPA	3.12%	6.67%
Scholar's Saison	16.08%	0.30%
Total	100.00%	100.00%



Executive Summary: The Sales & Marketing Team should further investigate 3 products. Firstly, 'Bamboo Grove Maibock' has a % Gross Profit which is 10% less than it's % Unit Sales.

The second product to be further examined is 'Scholar's Saison'. They are almost 0% on the % Gross Profit, all while hitting 16.08% on their sales.

Lastly, 'Henan Hops Wheat Beer' should also be investigated as their % Gross Profit is more than double their % of unit sales.

Product_Type	Qty	Average of Gross Profit per Serving
Bamboo Grove Maibock	533	\$5,194.77
Han Dynasty Spiced Lager	185	\$3,695.20
Henan Hops Wheat Beer	29	\$7,539.20
Imperial Poet Porter	7	\$9,845.60
Liu Ling's IPA	196	\$4,340.00
Scholar's Saison	24	\$5,694.08
Keg	92	\$54.56
Bamboo Grove Maibock	190	\$11,065.76
Han Dynasty Spiced Lager	116	\$3,620.80
Henan Hops Wheat Beer	3	\$18,996.80
Imperial Poet Porter	27	\$28,222.40
Liu Ling's IPA	34	\$2,480.00
Scholar's Saison	1	\$11,616.32
Six-Pack	9	\$1,458.24
Bamboo Grove Maibock	600	\$13.29
Han Dynasty Spiced Lager	131	\$10.14
Henan Hops Wheat Beer		\$19.14
Imperial Poet Porter	306	\$24.54
Liu Ling's IPA	19	\$11.94
Scholar's Saison		\$14.82
Tasting Room Pour	144	(\$0.84)
Bamboo Grove Maibock	479	\$3.90
Han Dynasty Spiced Lager	98	\$3.95
Henan Hops Wheat Beer	144	\$4.20
Total	1,802	\$4,069.43

Executive Summary: The Highest Performer among Product Types is "Keg". It has a total of \$ 11,065.76 while the lowest performer is "Tasting Room Pour" with only \$3.90

The 'Henan Hops Wheat Beer' is the most profitable product with \$28,222.40 , followed immediately by 'Han Dynasty Spiced Lager' with \$ 18,996.80

The 'Scholar's Saison' was the poorest performer with only \$3.31

A word of caution for the sales & marketing team:

FOCUS on the entire 'Six Pack' and 'Tasting Room Pour' product types. They are constantly the low performers and as for a very specific product, "Scholar's Saison" has to be further evaluated & investigated. All throughout the 4 product types, this specific product has been the lowest performer.

This is a TOTAL RED FLAG & deserves a LOT of attention.

Product_Name	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bamboo Grove Maibock	2.32%	2.43%	2.32%	2.43%	4.94%	2.55%	2.40%	2.42%	2.29%	2.25%	3.00%	2.32%	31.67%
Han Dynasty Spiced Lager	0.70%	0.70%	0.70%	1.50%	2.06%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	10.53%
Henan Hops Wheat Beer	1.39%	1.39%	1.39%	1.71%	2.31%	1.39%	1.39%	1.19%	1.49%	3.32%	1.39%	1.85%	20.20%
Imperial Poet Porter	5.30%	4.22%	3.62%	2.06%	0.07%	0.09%	0.09%	0.09%	2.80%	3.43%	3.62%	5.25%	30.63%
Liu Ling's IPA	0.54%	0.54%	0.54%	0.76%	0.54%	0.54%	0.54%	0.54%	0.54%	0.54%	0.54%	0.54%	6.67%
Scholar's Saison	0.00%	0.00%	0.00%	0.05%	0.02%	0.18%	0.03%	0.03%	-0.01%	0.00%	0.00%	0.00%	0.30%
Total	10.25%	9.27%	8.56%	8.51%	9.94%	5.44%	5.14%	4.95%	7.80%	10.23%	9.25%	10.65%	100.00%

Executive Summary: It could easily be inferred that both the start and end of the year had the highest %, both of which reaching above 10%. It is also interesting to note that October had 10.23% which is slightly lower than January. A possible hypothesis to this is that there may have been a "spike of interest" for the holidays, then it gradually went down a bit by November to 9.25%

A very noticeable trend also is that "Scholar's Saison" has been a very poor performer and needs further evaluation. As expected, the 'Bamboo Grove Maibock' has been a very consistent performer with a total of 31.67%