



Current Month Transaction

18,325✓  
Goal: 17,339 (+5.69%)

Current Month Profit

71,682✓  
Goal: 67,872 (+5.61%)

Current Month Return

496✓  
Goal: 563 (+11.9%)

Product Brand   Số đơn hàng   Lợi nhuận gộp   Biên lợi nhuận   Return rate

Hermanos	8,071	33,167	58.54%	1.11%
Tell Tale	7,694	29,926	58.04%	1.00%
Ebony	7,685	29,749	59.82%	0.95%
Tri-State	7,438	29,065	58.90%	1.02%
High Top	7,133	28,503	60.39%	1.01%
Nationeel	6,499	27,446	60.47%	1.11%
Fast	6,188	24,747	61.05%	1.09%
Fort West	6,175	23,951	59.79%	0.92%
Horatio	6,121	25,589	58.44%	1.25%
Best Choice	6,000	25,901	60.60%	0.84%
Sunset	5,856	20,803	60.49%	1.04%
Red Wing	5,806	23,624	59.37%	1.09%
Big Time	5,797	23,710	60.26%	0.97%
Carrington	5,622	21,468	59.52%	0.89%
Cormorant	5,382	22,502	61.52%	0.90%
High Quality	5,323	24,008	60.00%	1.03%
BBB Best	5,254	19,375	62.10%	0.90%
Imagine	5,225	21,742	61.51%	0.98%
Denny	5,223	23,050	58.07%	0.91%
Golden	5,218	19,403	58.71%	0.91%
PigTail	5,180	17,338	60.68%	0.96%
Super	5,120	19,600	60.66%	0.94%
Landslide	4,951	15,987	58.63%	0.97%
Plato	4,912	18,503	63.55%	1.04%
CDR	4,574	18,008	59.03%	1.00%
Better	4,073	13,193	61.14%	1.04%
Just Right	3,906	14,249	59.54%	0.87%
Pleasant	3,757	14,966	60.19%	0.98%
Carlson	3,724	15,266	61.09%	1.08%
Bravo	3,689	16,322	59.01%	0.85%
Blue Label	3,665	14,737	59.38%	1.03%
Hilltop	3,558	15,719	59.00%	1.04%
Steady	3,536	10,218	57.79%	0.94%
Even Better	3,506	13,776	59.57%	1.17%
Booker	3,454	13,024	60.70%	0.78%
Gorilla	3,289	13,930	58.11%	0.97%
Total	269,720	1,052,819	59.67%	0.99%

Select all

Canada

Mexico

USA

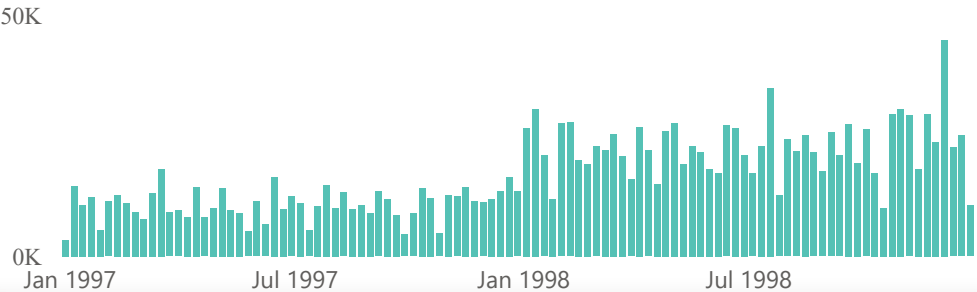


USA

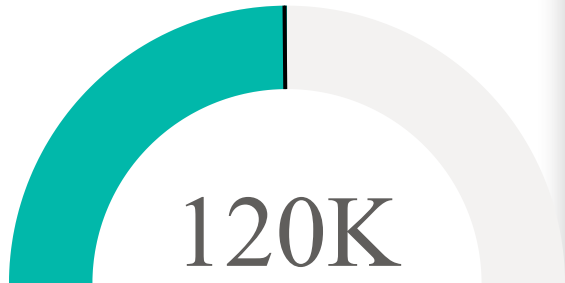
Mexico

Canada

Weekly Revenue Trending



Revenue vs Targer



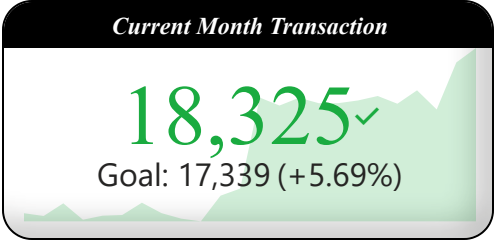
Product Brand

All

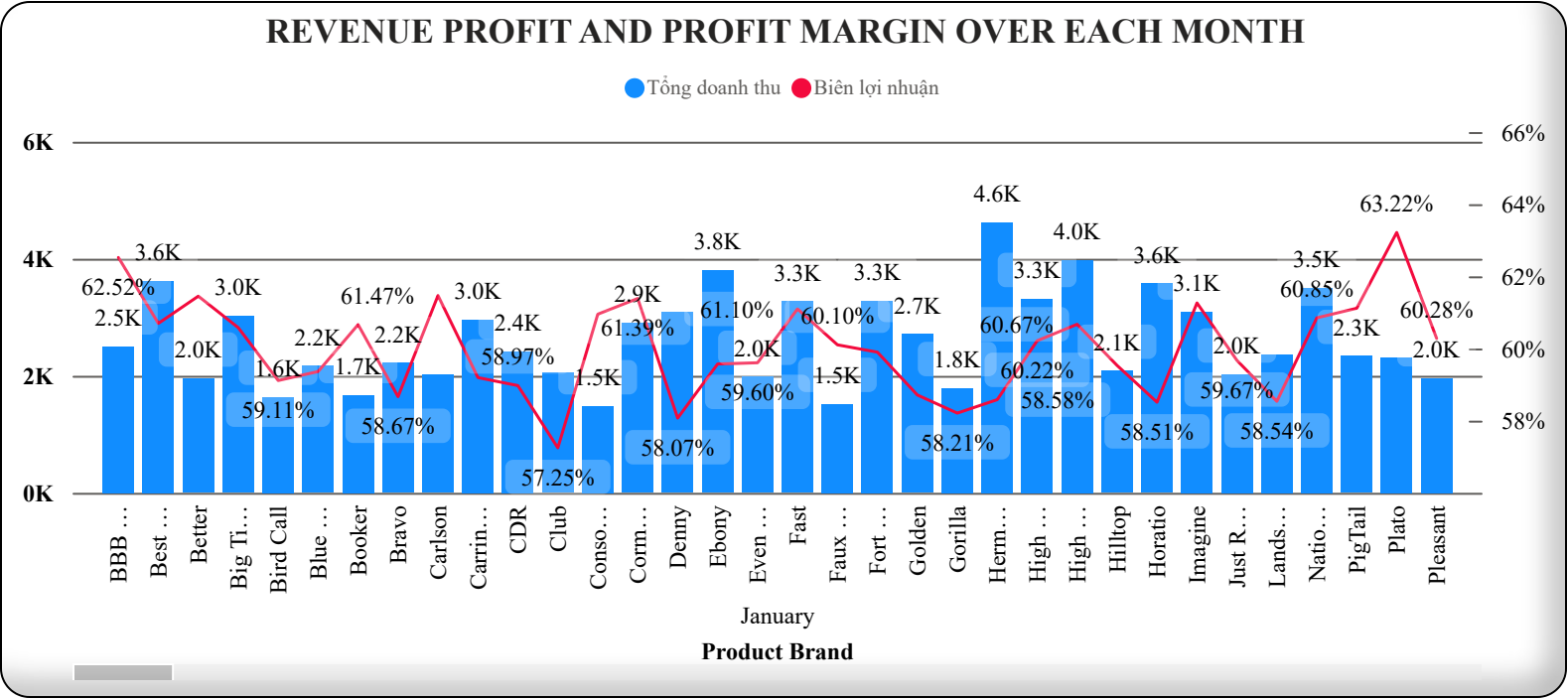
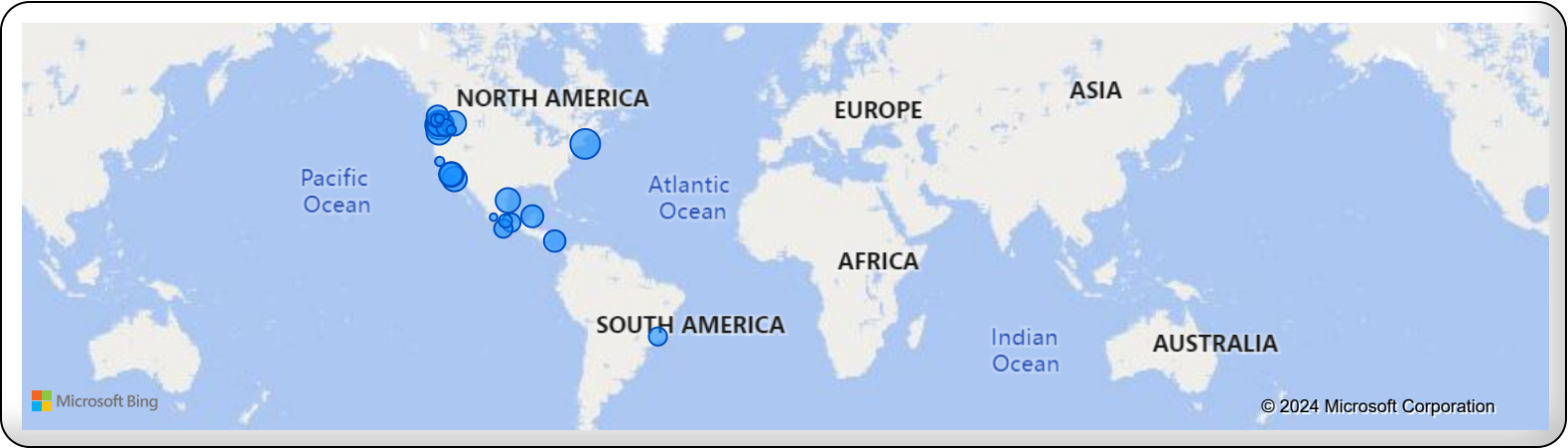
Date

1/1/1997

12/31/1998



Product Name	Số đơn hàng	Tổng doanh thu	Lợi nhuận gộp
Thresher Spicy Mints	192	2,113	1,395
Tell Tale Fresh Lima Beans	219	2,213	1,347
Tell Tale Almonds	164	1,932	1,333
Super Strawberry Jam	170	2,095	1,317
Super Extra Chunky Peanut Butter	195	2,212	1,485
Sunset AAA-Size Batteries	196	2,052	1,376
Red Wing Plastic Knives	197	2,321	1,343
Quick Seasoned Hamburger	178	1,966	1,355
Pleasant Fancy Canned Anchovies	191	2,071	1,385
Plato Tomato Sauce	173	1,985	1,348
PigTail Low Fat French Fries	169	2,125	1,340
Nationeel Potato Chips	188	2,112	1,480
Medalist Rice Medly	178	2,014	1,350
Imagine Waffles	175	2,129	1,342
Imagine Popsicles	184	2,160	1,514
Hilltop Mint Mouthwash	213	2,447	1,494
Hilltop Extra Moisture Shampoo	197	2,162	1,407
Hilltop 200 MG Ibuprofen	197	2,171	1,345
High Top New Potatos	192	2,314	1,364
High Quality Scented Toilet Tissue	191	2,079	1,413
Hermanos New Potatos	179	2,104	1,431
Hermanos Mixed Nuts	191	2,014	1,331
Hermanos Lemons	188	2,277	1,341
Hermanos Green Pepper	207	2,490	1,671
Great Pumpernickel Bread	207	2,409	1,327
Golden Popsicles	164	2,050	1,334
Gauss Monthly Sports Magazine	184	2,143	1,393
Fort West BBQ Potato Chips	198	2,328	1,326
Fabulous Strawberry Drink	191	2,378	1,475
Carrington Frozen Mushroom Pizza	186	2,156	1,381
Carlson Muenster Cheese	177	1,980	1,325
Booker Strawberry Yogurt	177	2,133	1,453
Big Time Frozen Peas	190	2,103	1,343
Big Time Frozen Chicken Wings	177	2,015	1,329
Big Time Beef TV Dinner	181	2,256	1,310
Big Time Apple Cinnamon Waffles	186	2,052	1,373
Better Chicken Soup	194	2,292	1,308
Best Oatmeal	194	2,044	1,326
Best Choice Chocolate Chip Cookies	158	1,932	1,335
BBB Best Apple Preserves	192	2,184	1,440
Total	7,480	86,011	55,283



Year

1997

1998

Quarter

All

Month Name

All

Country

All

Product Brand

All

Country

All

Profit Target

Product Name

Sản phẩm bán

Tổng doanh thu

Lợi nhuận g

Hermanos Green Pepper	645	2,490	1,6
Hilltop Mint Mouthwash	676	2,447	1,4
Great Pumpernickel Bread	644	2,409	1,3
Tell Tale Fresh Lima Beans	698	2,213	1,3
Special Wheat Puffs	645	1,877	1,2
BBB Best French Roast Coffee	643	1,845	1,2
Fabulous Orange Juice	629	1,793	1,1
Nationeel Dried Apples	638	1,780	8
Hermanos Elephant Garlic	631	1,779	1,2
Best Choice Low Fat Popcorn	639	1,693	1,0
Red Wing 25 Watt Lightbulb	632	1,687	1,1
Monarch Manicotti	641	1,667	8
Best Choice Golden Raisins	634	1,642	1,1
Booker 1% Milk	630	1,625	8
Nationeel Golden Raisins	639	1,610	1,1
Great English Muffins	663	1,598	8
Framton City Map	634	1,458	7
Moms Beef Bologna	642	1,457	8
Moms Potato Salad	639	1,425	8
Big Time Lime Popsicles	629	1,415	8
Big Time Chicken TV Dinner	638	1,404	7
Monarch Rice Medly	640	1,152	7
Tell Tale Lettuce	630	1,115	7
Moms Roasted Chicken	675	1,094	6
Red Wing Glass Cleaner	647	1,087	6
Dollar Monthly Home Magazine	636	1,075	5
BBB Best Apple Butter	642	1,059	6
Fast Beef Jerky	630	1,058	5
Booker String Cheese	631	1,047	7
Hilltop Silky Smooth Hair Conditioner	665	991	6
Ebony Fresh Lima Beans	648	940	6
Red Wing Tissues	639	799	4
Ebony Mixed Nuts	653	620	3
Hilltop Peanut Butter	643	500	2
Total	25781	52,430	32,0

Quantity sold by Product Name

20.54%

20.13%

19.89%

19.86%

19.57%

Product Name

Tell Tale Fresh Lima Beans

Steady Whitening Toothpaste

Hilltop Mint Mouthwash

Moms Roasted Chicken

Hilltop Silky Smooth Hair Conditioner

Quantity sold by customer name

100%

Ida Rodriguez

1.021K

James Horvat

1.014K

Mary Francis Benigar

0.973K

Eric Winters

0.901K

Dawn Laner

0.900K

88.1%

Profit Target

981K

1M

1.765M

Tổng doanh thu

1560

Số khách hàng

270K

Số đơn hàng

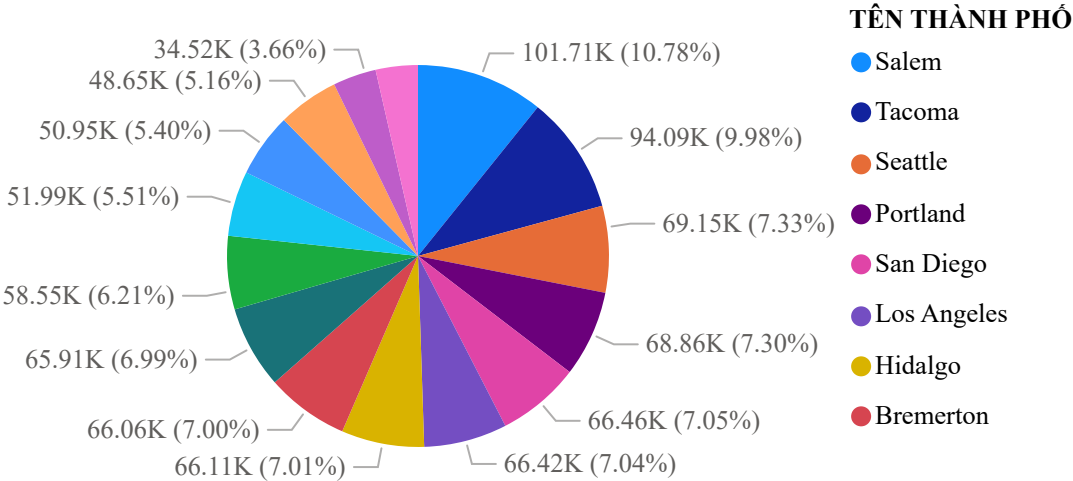
833.5K

Sản phẩm bán

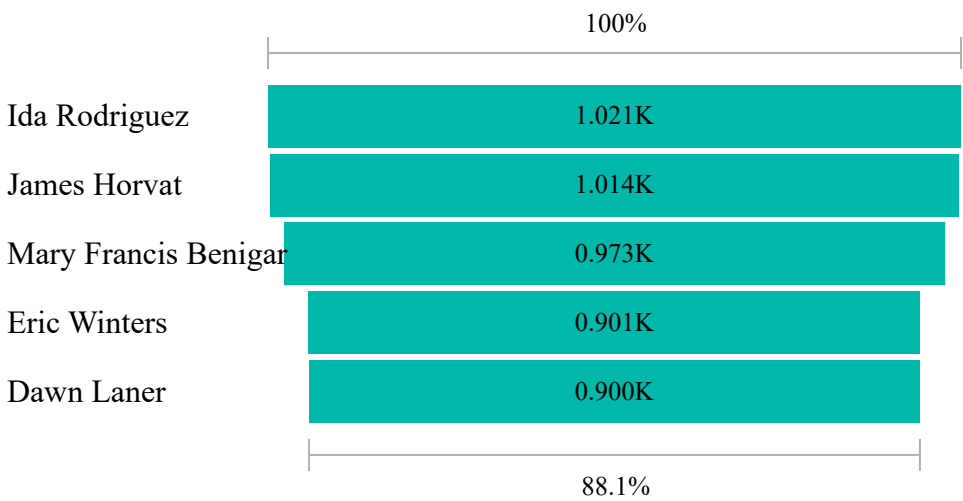
1.053M

Lợi nhuận gộp

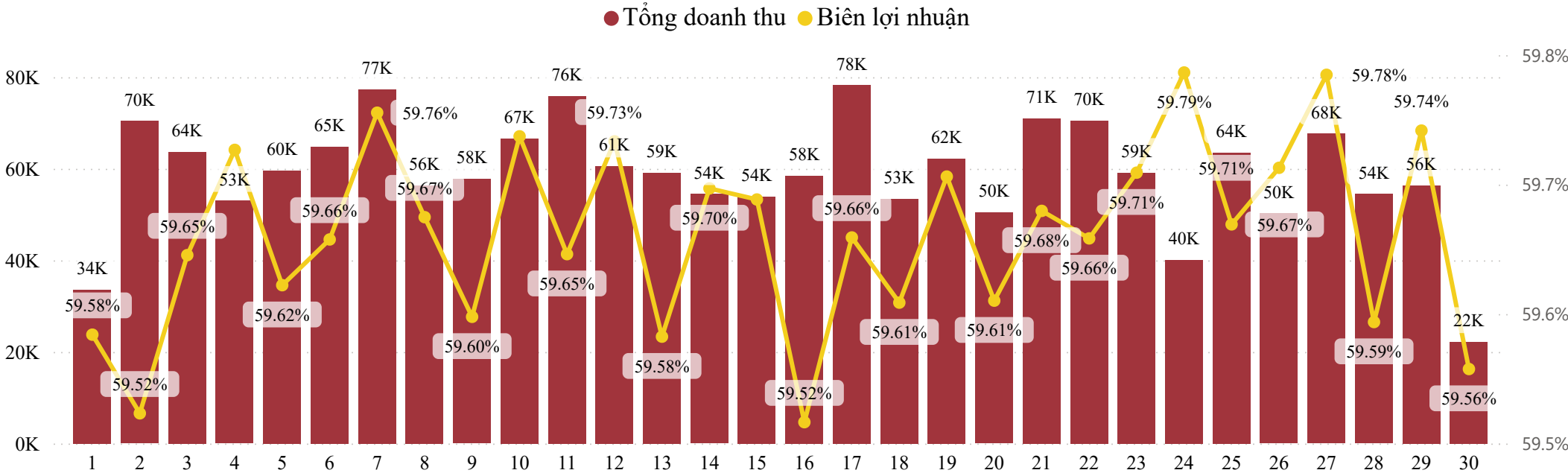
DOANH THU THEO THÀNH PHỐ



TOP KHÁCH HÀNG



DOANH THU VÀ BIÊN LỢI NHUẬN HÀNG NGÀY



## Performance Notes



***Portland** reached **1,000 sales** in December to close out the year*



***High Top** product returns doubled in Mexico (**4 to 8**), at a return rate of **1.2%***



***Plato** products drove the strongest overall profit margin (**63.55%**) in 1998*