This workbook and related data is provided by Obvience.
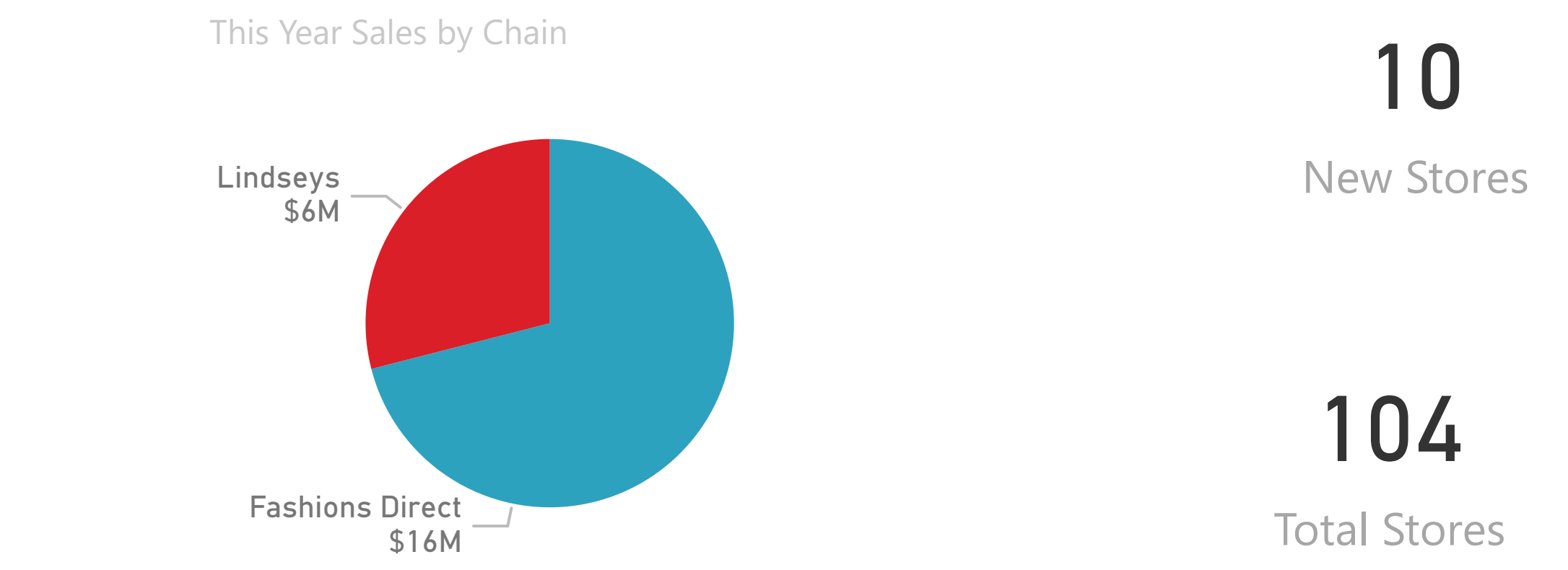
Store Sales Overview

This Year Sales by Chain

Lindseys $6M

Fashions Direct $16M

10 New Stores

104 Total Stores

Total Sales Variance by FiscalMonth and District Manager

DM
- Allan Guinot
- Andrew Ma
- Annelie Zubar
- Brad Sutton
- Carlos Grilo
- Chris Gray
- Chris McGurk
- Tina Lassila
- Valery Ushakov
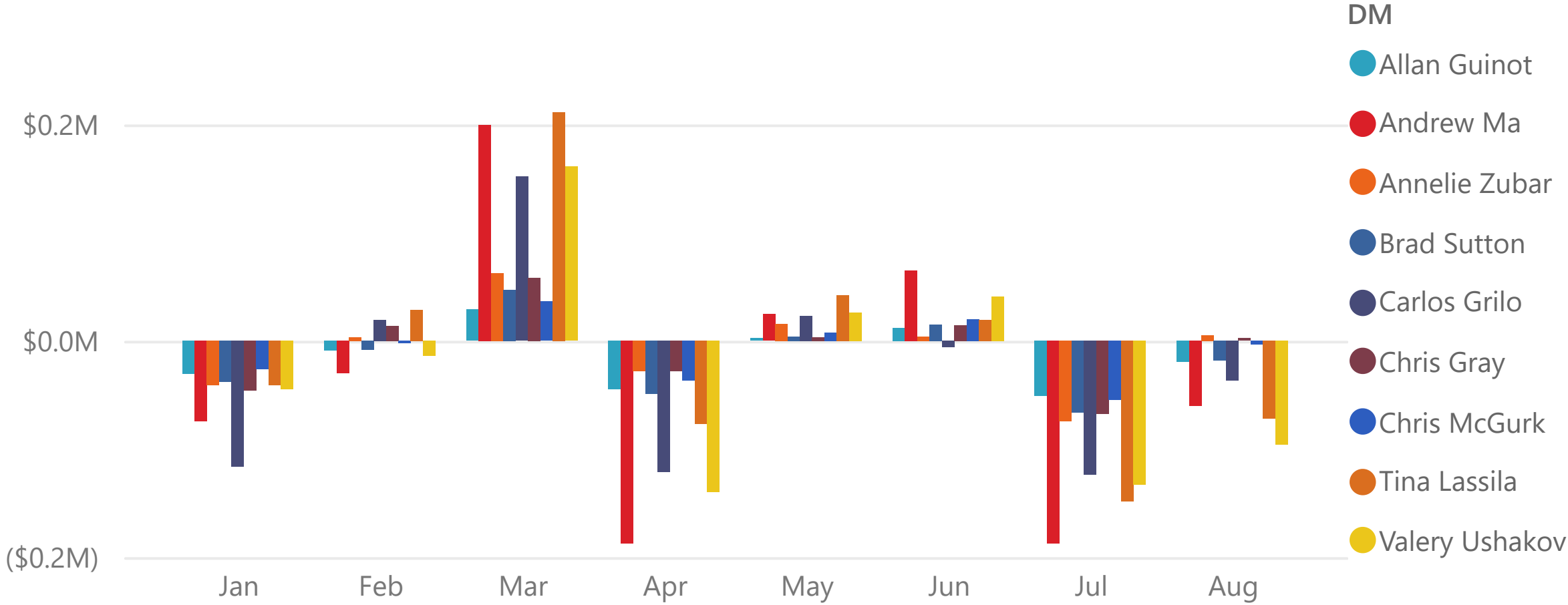
This Year Sales by PostalCode and Store Type

Store Type ● New Store ● Same Store

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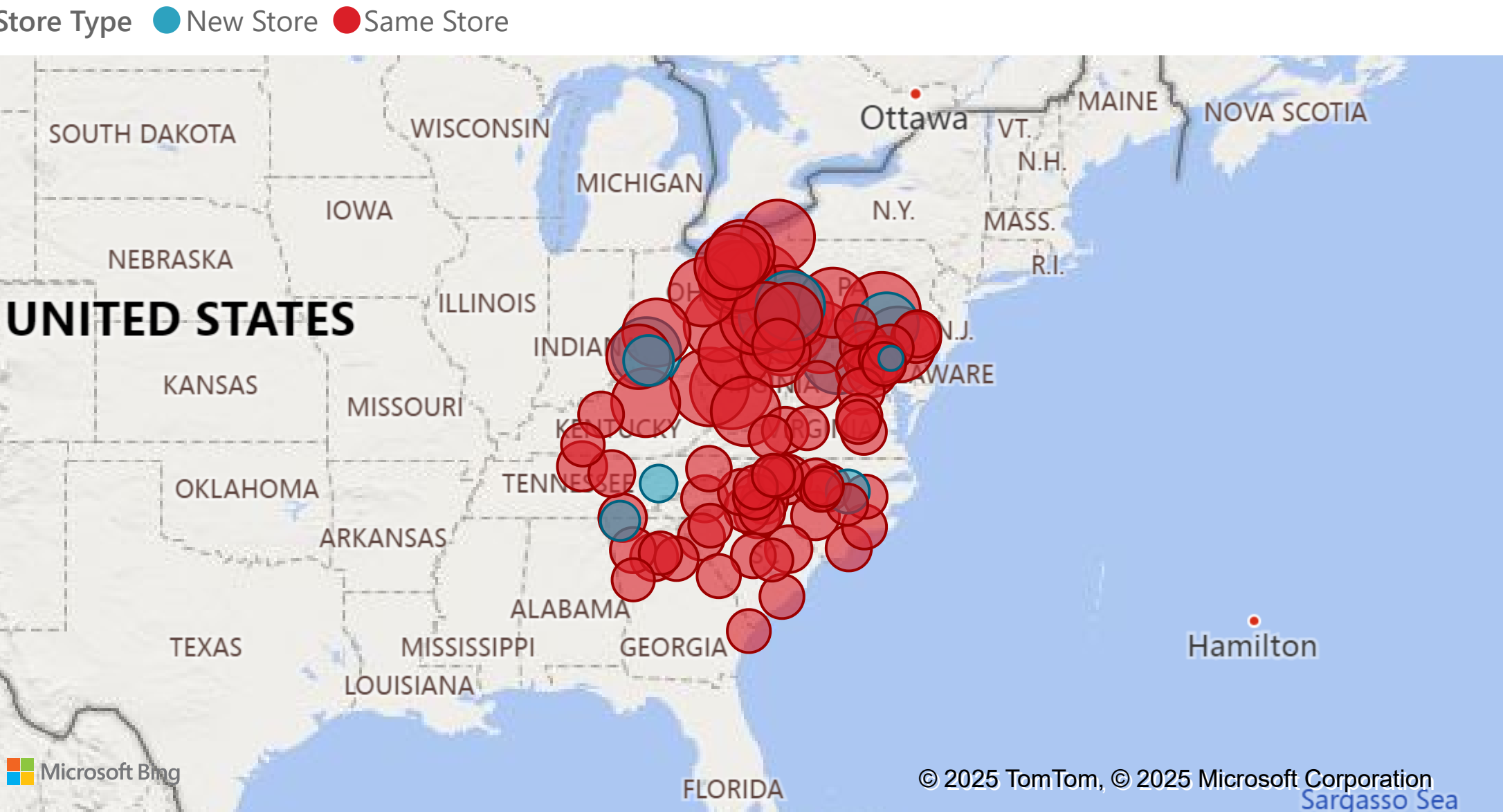
Total Sales Variance %, Sales Per Sq Ft and This Year Sales by District and District

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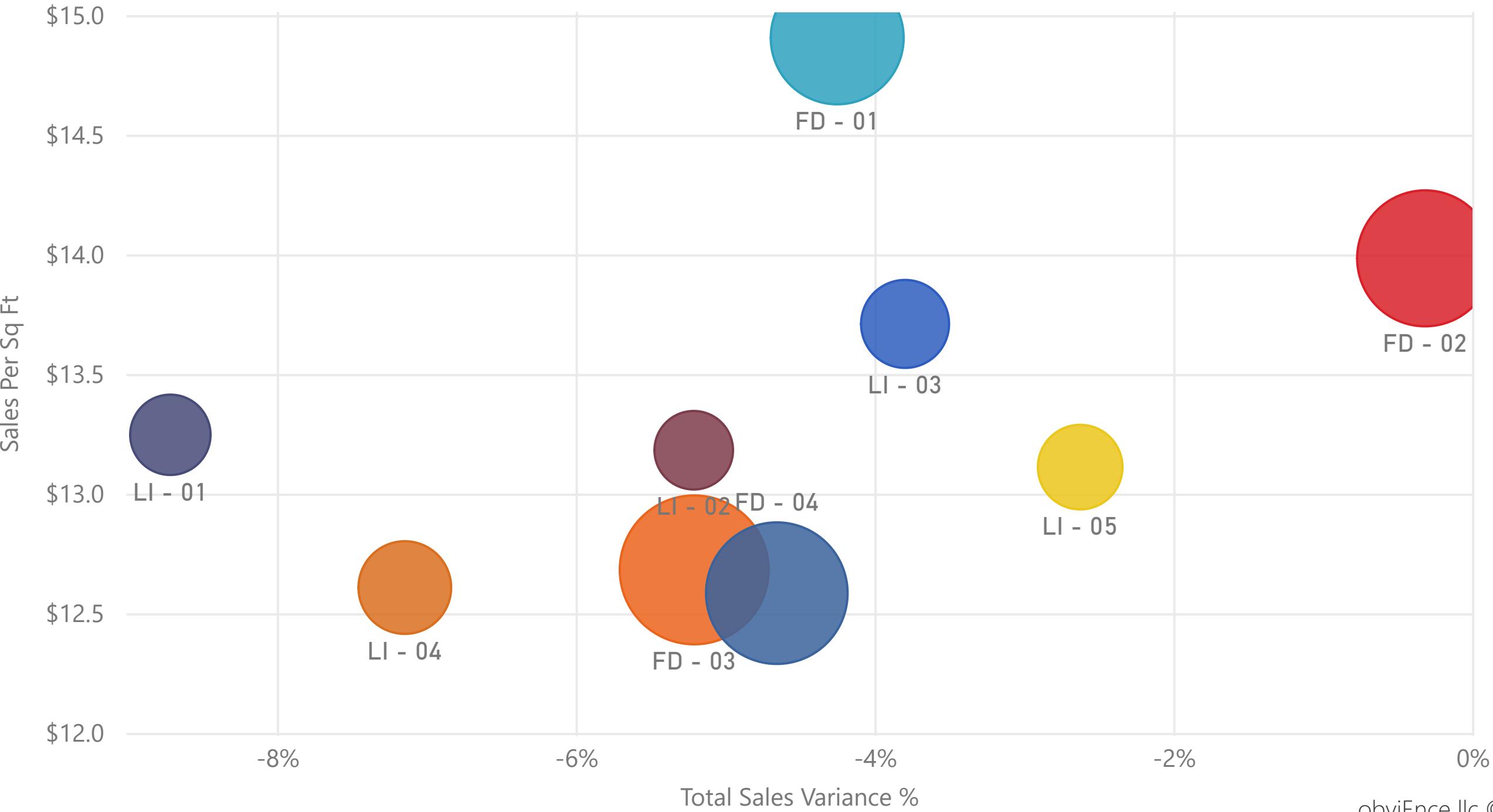
District Monthly Sales

District Manager

- ☐ Allan Guinot
- ☐ Andrew Ma
- ☐ Annelie Zubar
- ☐ Brad Sutton
- ☐ Carlos Grilo
- ☐ Chris Gray
- ☐ Chris McGurk
- ☐ Tina Lassila
- ☐ Valery Ushakov

This Year Sales by StoreNumberName

Values by store: $0.41M (10 - St. Clai...), $0.49M (11 - Centur...), $0.41M (12 - Kent F...), $0.64M (13 - Charle...), $0.57M (14 - Ha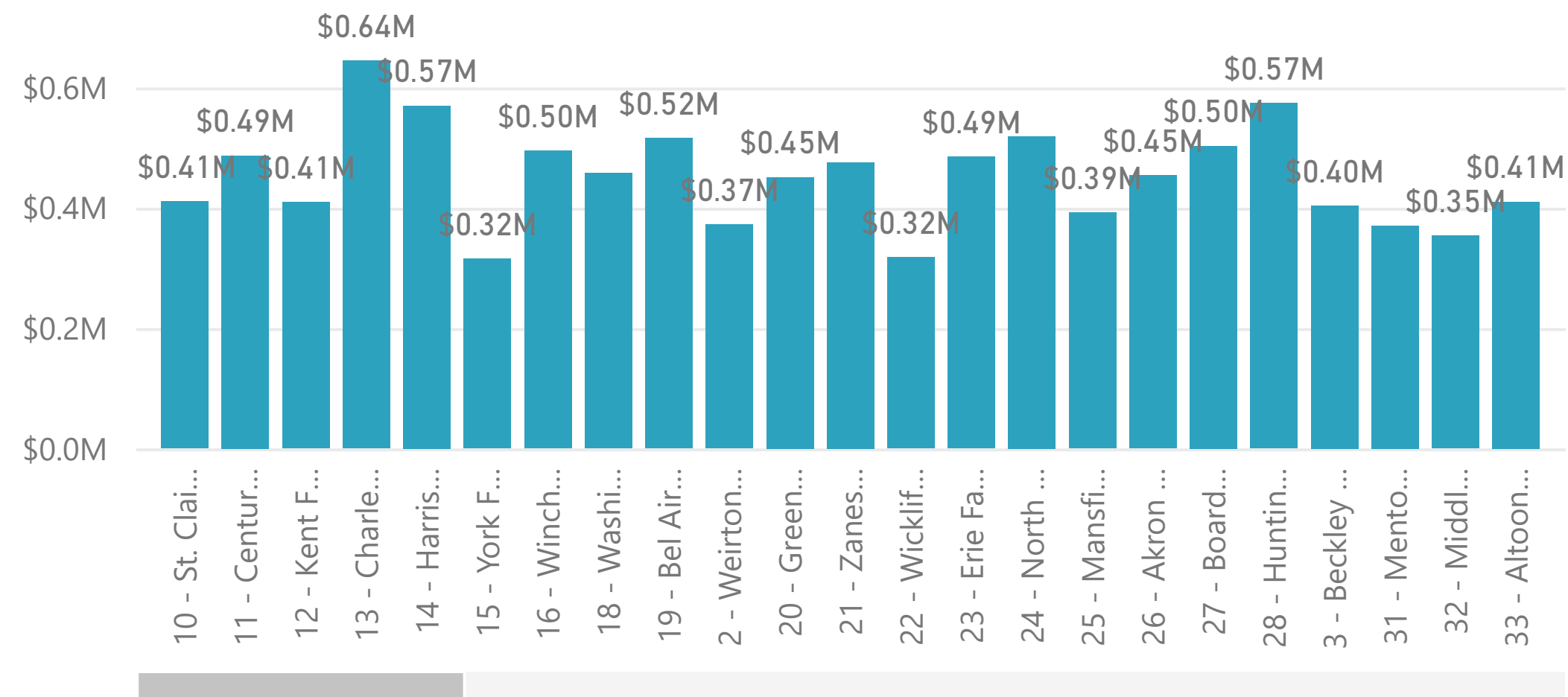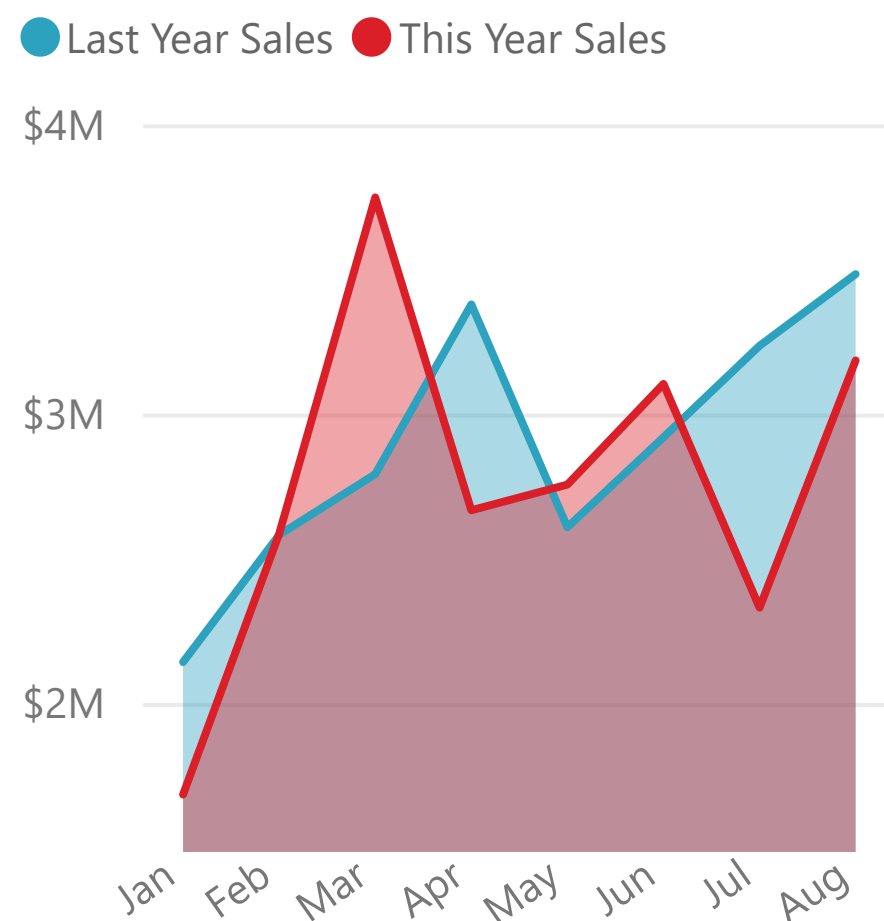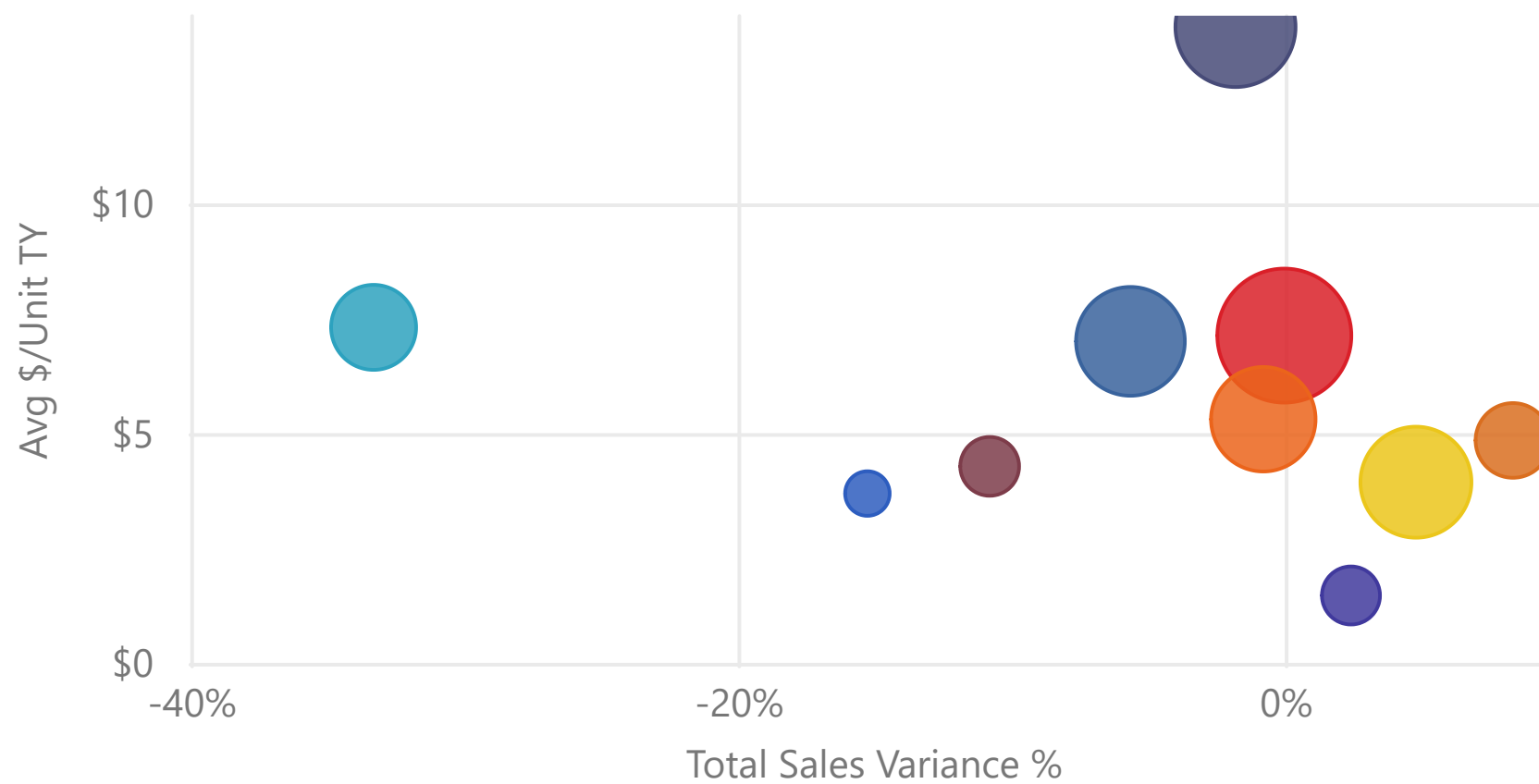rris...), $0.32M (15 - York F...), $0.50M (16 - Winch...), (18 - Washi...), $0.52M (19 - Bel Air...), $0.37M (2 - Weirton...), $0.45M (20 - Green...), (21 - Zanes...), $0.32M (22 - Wicklif...), $0.49M (23 - Erie Fa...), (24 - North...), $0.39M (25 - Mansfi...), $0.45M (26 - Akron...), $0.50M (27 - Board...), $0.57M (28 - Huntin...), $0.40M (3 - Beckley...), (31 - Mento...), $0.35M (32 - Middl...), $0.41M (33 - Altoon...)

Last Year & This Year Sales by Month

Legend: ● Last Year Sales ● This Year Sales

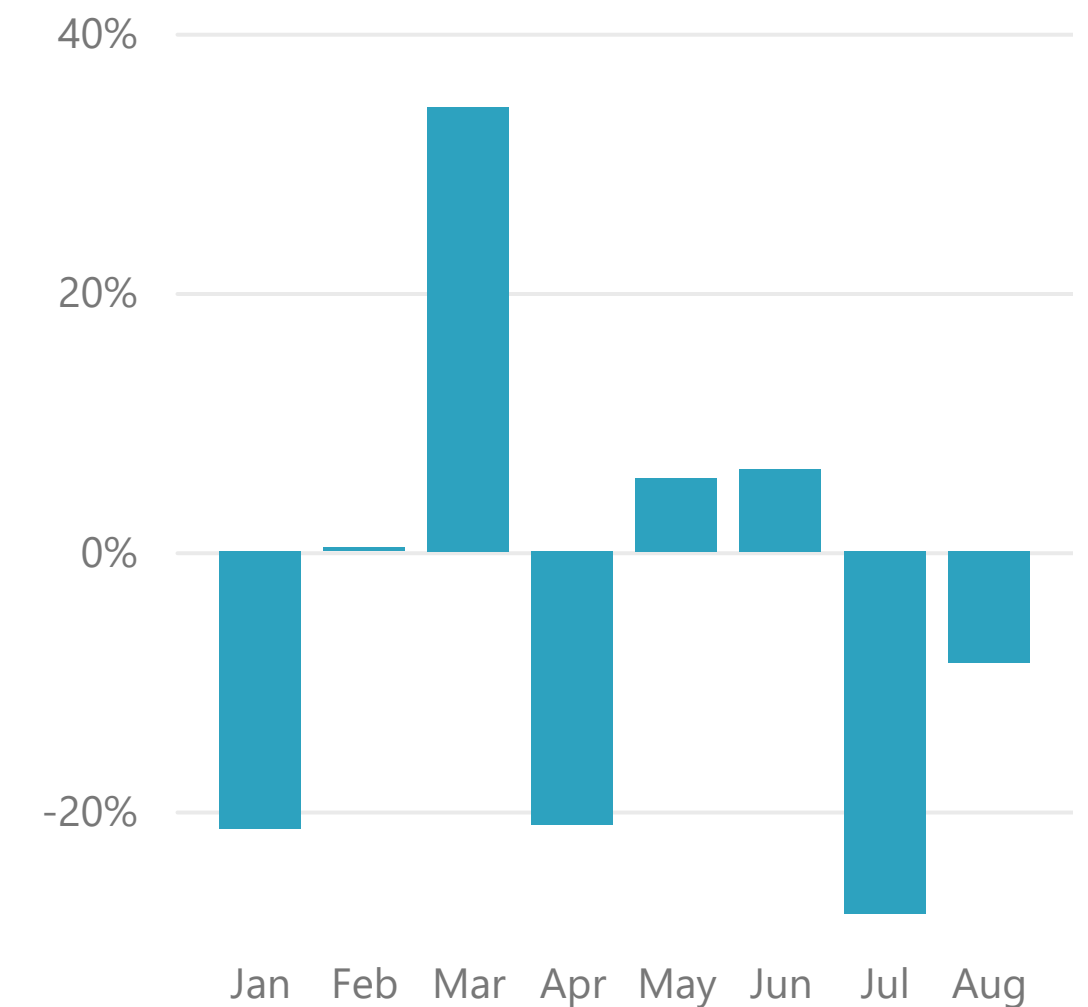(Area chart, months Jan–Aug, values $2M–$4M)

Total Sales Variance by Average Cost per Unit

Category: ○ 010-Womens ● 020-Mens ● 030-Kids ● 040-Juniors ● 050-Shoes ▶
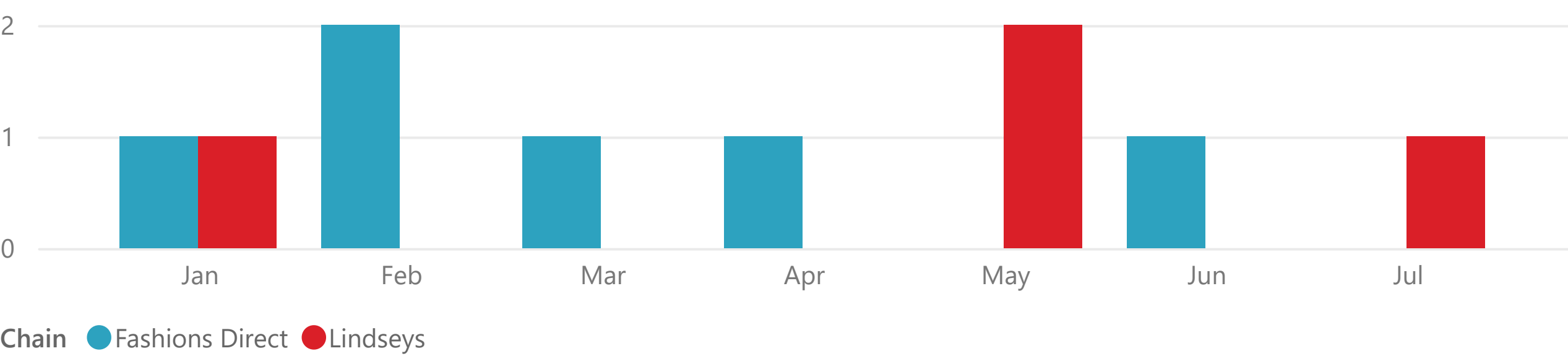
X-axis: Total Sales Variance % (-40% to 0%)
Y-axis: Avg $/Unit TY ($0 to $10)

Total Sales Variance % by FiscalMonth

Y-axis: -20% to 40%
Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug

New Stores Analysis

City and Chain

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Microsoft Bing

Open Store Count by Open Month and Chain

Chain ● Fashions Direct ● Lindseys

Sales Per Sq Ft by Name

|									
$12.86	$12.26	$14.75	$14.93	$10.92	$17.92	$14.25	$13.08	$21.22	$15.14
Cincinnati 2 Fashion...	Ft. Oglethor...	Knoxville Lindseys	Monroevi... Fashions ...	Pasadena Lindseys	Sharonville Fashions ...	Washingt... Fashions ...	Wilson Lindseys	Winchester Fashions ...	York Fashions ...
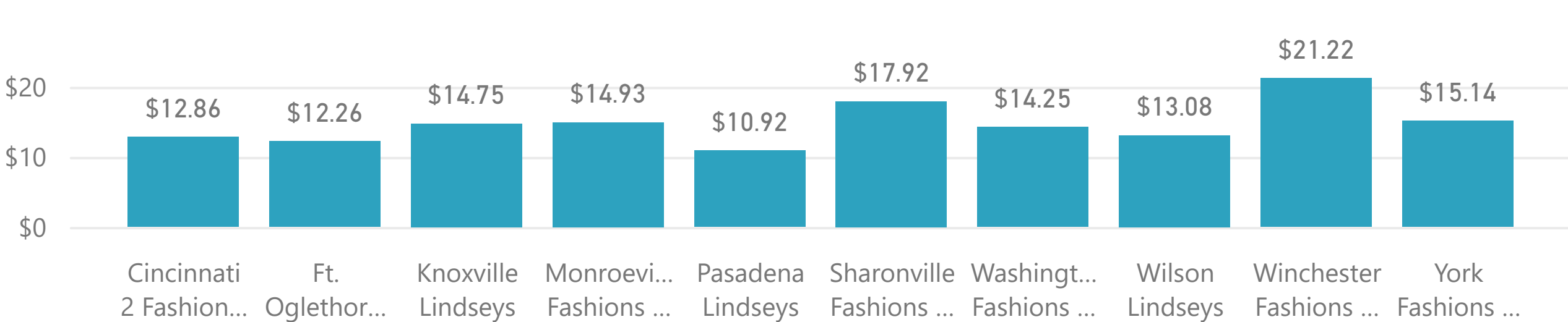
This Year Sales by FiscalMonth
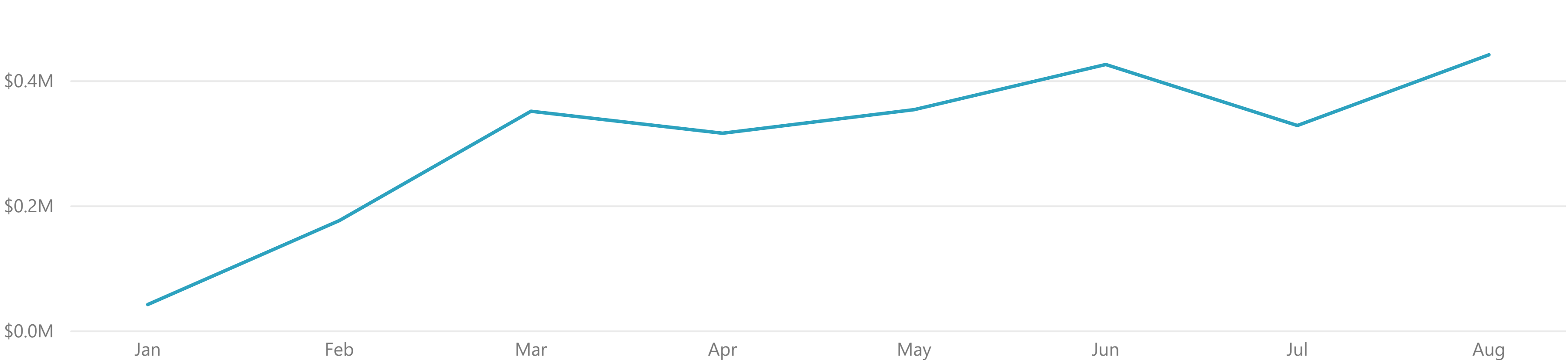
Name

- ☐ Cincinnati 2 Fashions Direct
- ☐ Ft. Oglethorpe Lindseys
- ☐ Knoxville Lindseys
- ☐ Monroeville Fashions Direct
- ☐ Pasadena Lindseys
- ☐ Sharonville Fashions Direct
- ☐ Washington Fashions Direct
- ☐ Wilson Lindseys
- ☐ Winchester Fashions Direct
- ☐ York Fashions Direct

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Sales vs Sales Goal Gauge

$0.02bn
$0.02bn
$0.02bn
$0.01bn
$0.01bn

$0.02bn
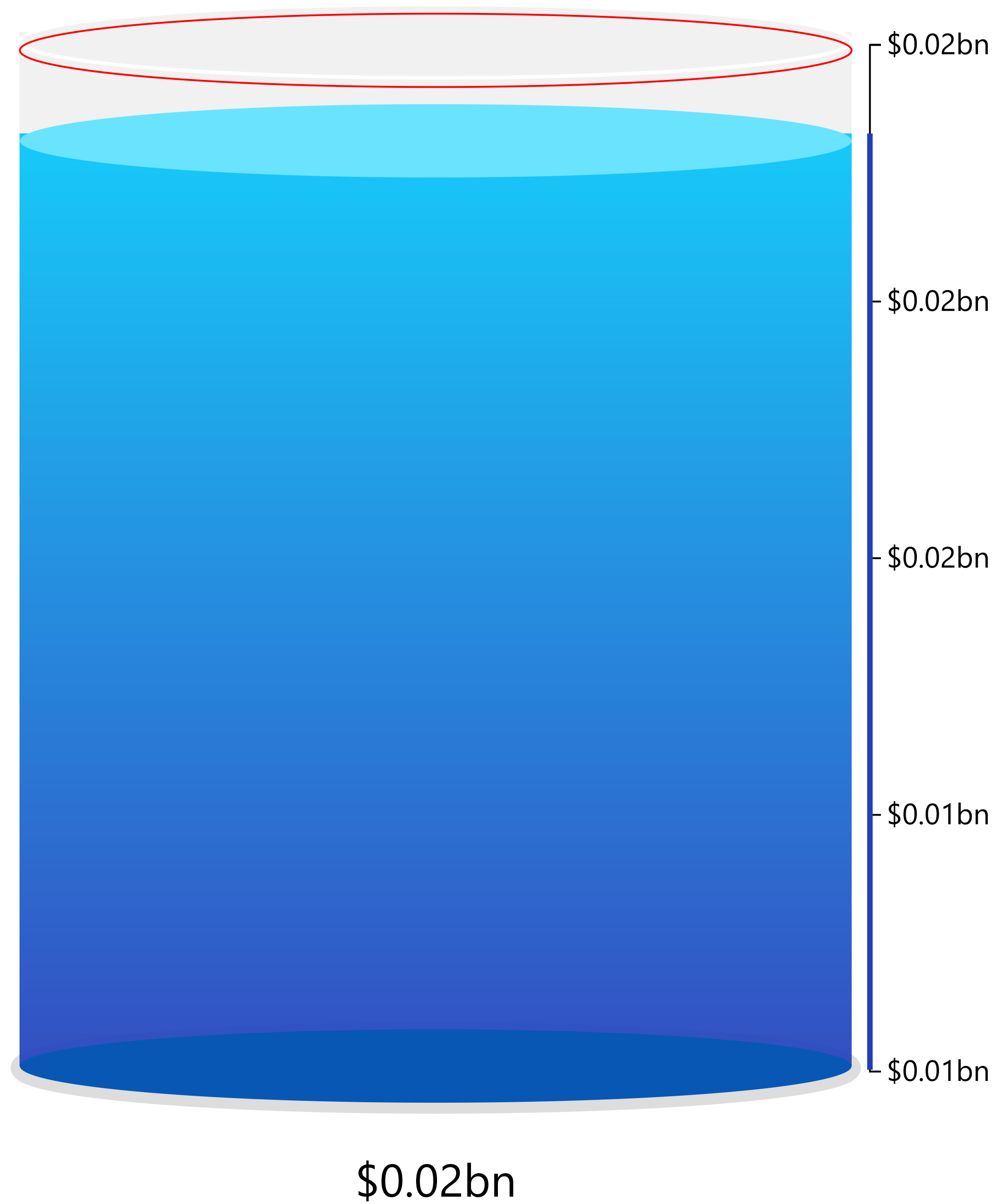
Current Sales vs Sales Goals
YTD Sales: 22,051,952
YTD Goal: 23,132,601
Attainment: 95.33%
Remaining Gap: $1,080,649 (4.67%)

This Year Sales and This Year Sales Goal by Territory

● TotalSalesTY ● TotalSalesTY Goal

$6M
$5M
$4M
$3M
$2M
$1M
$0M

OH PA WV NC MD VA GA SC KY TN DE

TotalSalesTY and TotalSalesTY Goal

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