



Dynamic Benchmarking

Granularity

Customer State



Selected Year

2018



Benchmark Year

2017



Sales Benchmark

Profit Benchmark

Customer State	Sales Target	Sales	Delta Target	Sales BM	Sales Delta BM	Sales Growth BM
Alabama	\$407,147	\$795,898	\$388,751	\$471,135	\$324,762	69 %
Alaska	\$100,483	\$211,204	\$110,721	\$112,333	\$98,871	88 %
Arizona	\$375,785	\$725,073	\$349,288	\$424,574	\$300,498	71 %
Arkansas	\$282,893	\$601,514	\$318,622	\$315,957	\$285,557	90 %
California	\$2,740,642	\$5,425,798	\$2,685,156	\$3,122,859	\$2,302,940	74 %
Colorado	\$378,331	\$764,429	\$386,098	\$428,221	\$336,208	79 %
Connecticut	\$257,249	\$587,641	\$330,392	\$285,718	\$301,923	106 %
Delaware	\$67,768	\$156,342	\$88,573	\$79,247	\$77,095	97 %
Florida	\$1,317,544	\$2,623,851	\$1,306,307	\$1,494,023	\$1,129,828	76 %
Georgia	\$752,553	\$1,387,913	\$635,359	\$851,829	\$536,084	63 %
Hawaii	\$82,022	\$187,084	\$105,062	\$97,348	\$89,736	92 %
Idaho	\$125,817	\$249,109	\$123,293	\$138,556	\$110,553	80 %
Illinois	\$1,171,461	\$2,453,422	\$1,281,961	\$1,358,704	\$1,094,717	81 %
Indiana	\$539,459	\$1,076,345	\$536,886	\$568,957	\$507,388	89 %
Iowa	\$252,968	\$540,687	\$287,719	\$291,716	\$248,971	85 %
Kansas	\$311,299	\$596,495	\$285,196	\$355,216	\$241,280	68 %
Kentucky	\$410,169	\$806,978	\$396,809	\$473,646	\$333,333	70 %
Louisiana	\$385,033	\$800,768	\$415,735	\$438,124	\$362,644	83 %
Maine	\$106,251	\$199,370	\$93,119	\$116,121	\$83,250	72 %
Total	\$25,126,583	\$50,396,354	\$25,269,772	\$28,824,158	\$21,572,197	75 %

Sales Benchmark

Profit Benchmark

