



\$1.76M

Revenue

\$1.05M

Profit

59.7%

Profit Margin

1.0%

Return Rate

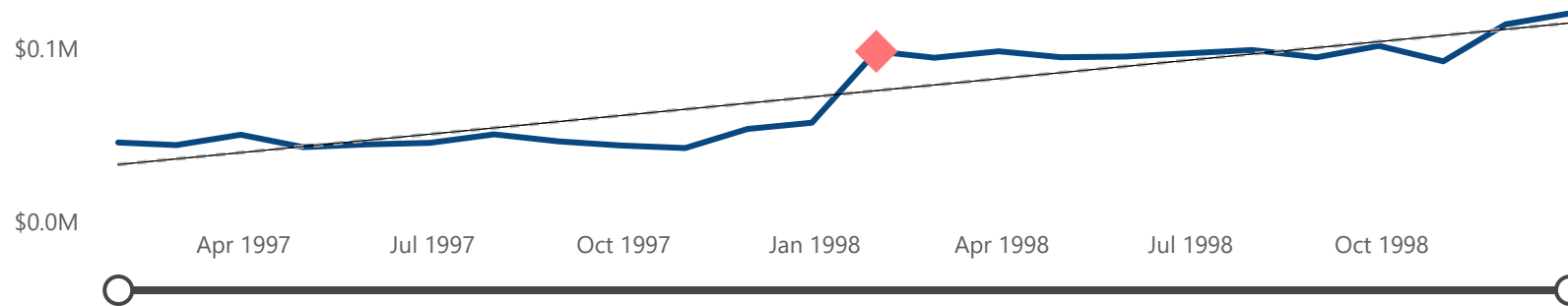
1/31/1997



12/31/1998



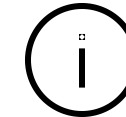
Revenue by Month



YTD Revenue Growth

\$1.20M✓

Prev Year: \$0.57M (+112.18%)

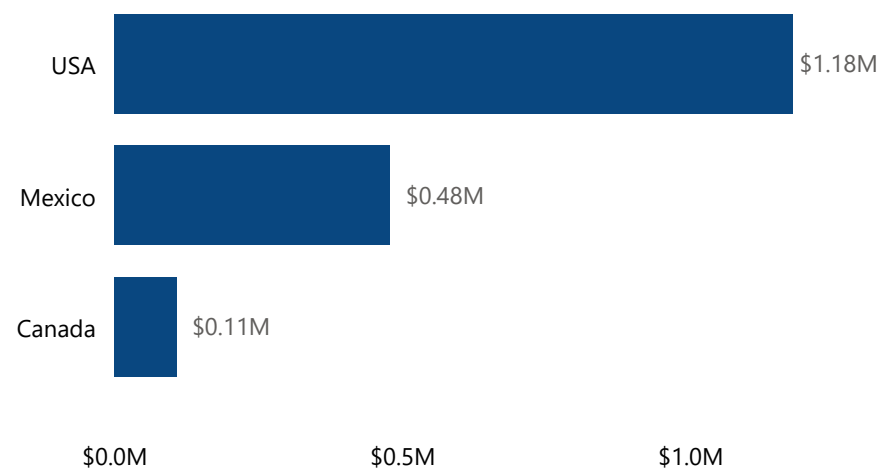


At the start of 1998, revenue increased by 72.31% , driven by the expansion into Mexico and Canada

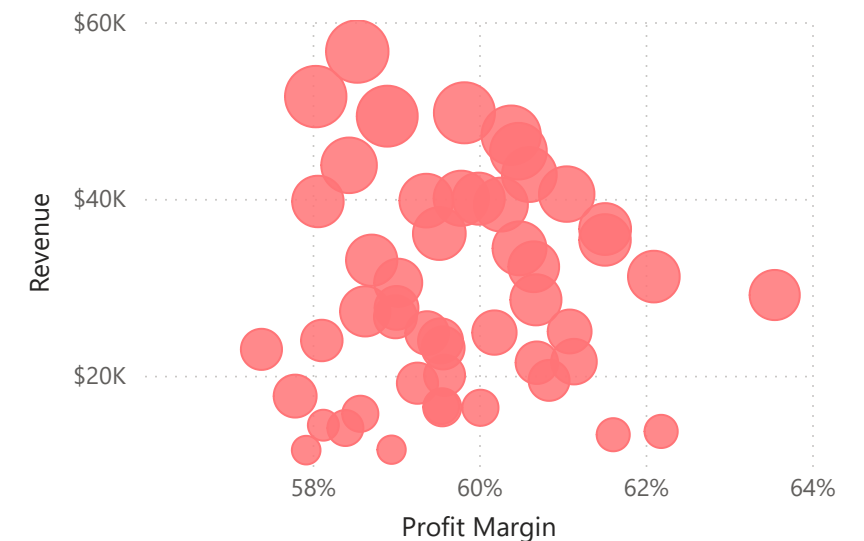
Top 50 Product Brand

Product Brand	Revenue	Profit Margin
Hermanos	\$56,659.48	58.5%
Tell Tale	\$51,561.22	58.0%
Ebony	\$49,727.46	59.8%
Tri-State	\$49,347.75	58.9%
High Top	\$47,200.53	60.4%
Nationeel	\$45,384.82	60.5%
Horatio	\$43,787.75	58.4%
Best Choice	\$42,738.02	60.6%
Fast	\$40,532.84	61.1%
Fort West	\$40,061.03	59.8%
High Quality	\$40,015.04	60.0%
Red Wing	\$39,792.73	59.4%

Revenue Country



Profit Margin vs. Revenue by Brand



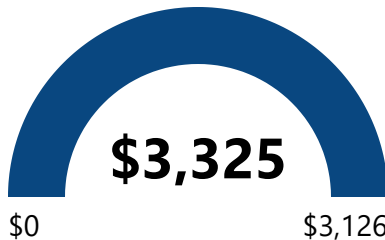


Best Choice

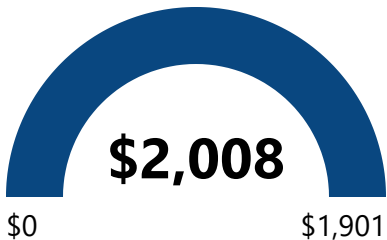
Monthly Sold vs. Target



Monthly Revenue vs. Target



Monthly Profit vs. Target



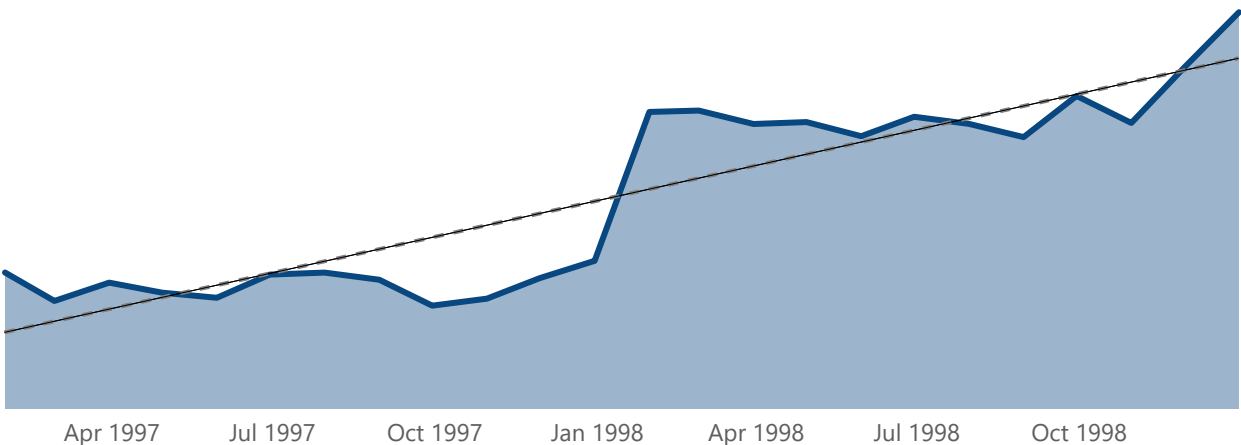
List of Product Name

Product Name	Profit
Best Choice Chocolate Chip Cookies	\$1,334.97
Best Choice Cheese Dip	\$1,167.66
Best Choice Fudge Cookies	\$1,134.54
Best Choice Golden Raisins	\$1,115.84
Best Choice Sugar Cookies	\$1,115.00
Best Choice Low Fat Popcorn	\$1,047.96
Best Choice Potato Chips	\$1,032.22
Best Choice Salsa Dip	\$1,016.72
Best Choice Apple Fruit Roll	\$983.94
Best Choice Sesame Crackers	\$939.33
Best Choice Raspberry Fruit Roll	\$937.29
Best Choice Salted Pretzels	\$860.05
Best Choice Mini Donuts	\$788.90
Best Choice Corn Chips	\$787.54
Best Choice BBQ Potato Chips	\$775.07
Best Choice Low Fat BBQ Chips	\$772.52
Best Choice Chocolate Donuts	\$770.40
Best Choice Frosted Donuts	\$764.52
Best Choice Frosted Cookies	\$733.12
Best Choice Avocado Dip	\$683.88
Best Choice Graham Crackers	\$629.37
Best Choice Dried Apricots	\$615.12
Best Choice Buttered Popcorn	\$589.17
Best Choice Dried Apples	\$585.76
Best Choice Beef Jerky	\$580.16
Best Choice Fondue Mix	\$573.42
Best Choice Fudge Brownies	\$570.08

\$2K

\$1K

\$0K



Product Metric Selections

- ☐ Sold
- ☐ Revenue
- ☒ Profit
- ☐ Returns

Report Summary

Product brand: Best Choice

Total profit: \$25,901.32

Profit margin: 60.6%

Total sold: 18,553

Total Profit started trending up on Saturday, January 31, 1998, rising by 33.57% (\$504.68) in 11 months.

Sold experienced the longest period of growth (+301) between Saturday, January 31, 1998 and Thursday, December 31, 1998.



8,842

Customers

98.80%

Retained Customers (%)

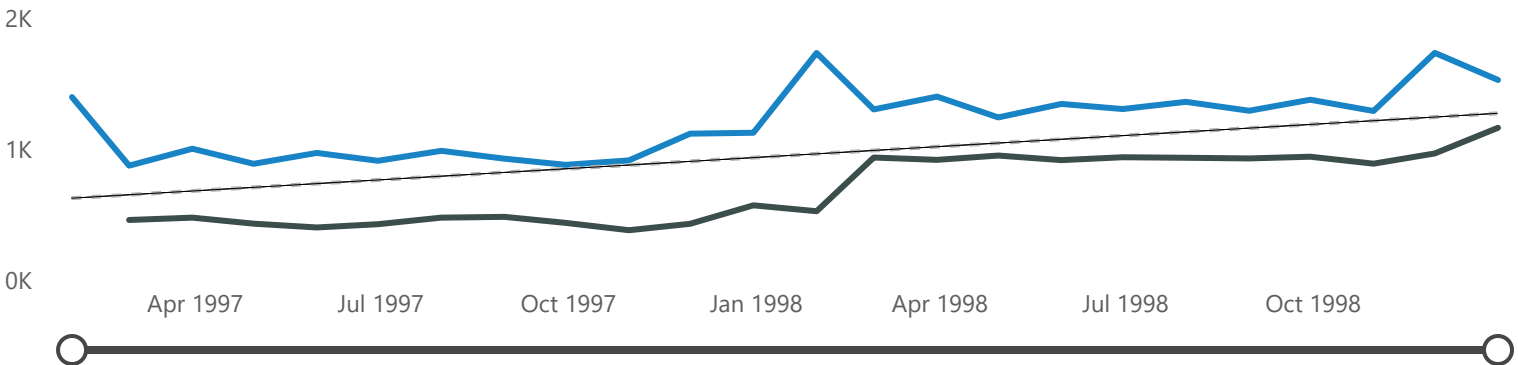
\$199.56

Revenue Per Customer

New Customers

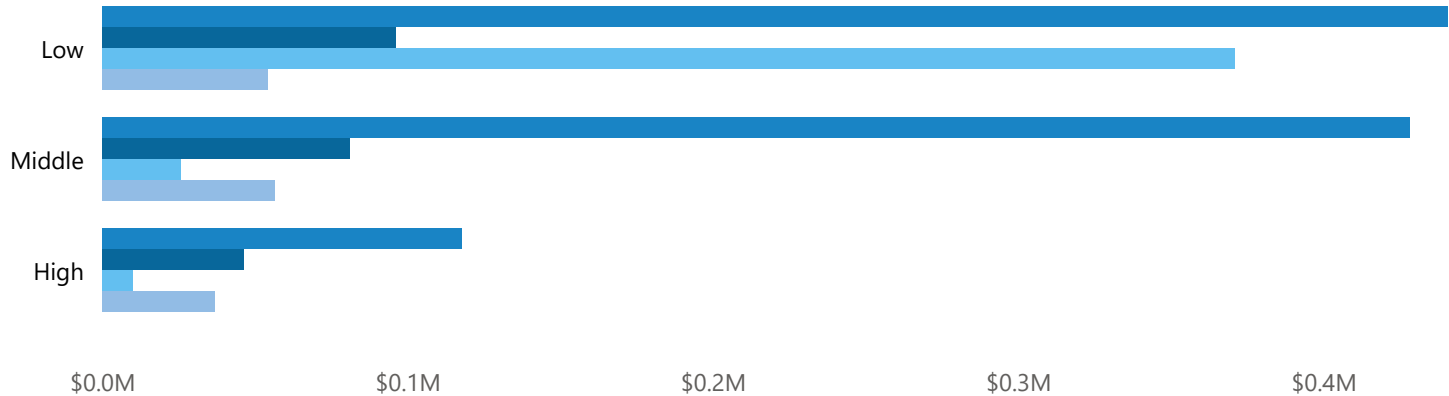
Retained Customers

● New Customers ● Retained Customers



Revenue by Income Level and Member Card

Member Card ● Bronze ● Golden ● Normal ● Silver



Top 20 Customers

Name	Membership	Revenue
Ida Rodriguez	Bronze	\$2,235.43
James Horvat	Golden	\$2,121.31
Dawn Laner	Bronze	\$1,995.21
Mary Francis Benigar	Bronze	\$1,973.79
Wildon Cameron	Silver	\$1,955.25
Aaron McDonnell	Bronze	\$1,907.90
Joann Mramor	Bronze	\$1,826.31
Eric Winters	Golden	\$1,776.27
Merridee Archuleta	Normal	\$1,763.58
Lucy Flowers	Bronze	\$1,750.14
Kristin Miller	Normal	\$1,738.93
Scott Littleford	Bronze	\$1,716.15
Bernadette Marschang	Bronze	\$1,713.75

Top Customer (by Revenue)

Ida Rodriguez

1997

Income Level:

Low

Member Card:

Bronze

1998



Customers with Low income and Bronze membership, drove the highest revenue in 1998, with Scott Littleford as the top customer by revenue



Select all

Canada

Mexico

USA

\$2.53

Revenue Per SQFT

31

Order Frequency Per Customer

Store Performance Metrics

Store	Revenue/SQFT	Customers	Order Frequency
Store 13			
Store 11			
Store 15			
Store 7			
Store 17			
Store 6			
Store 24			
Store 19			
Store 16			
Store 12			
Store 8			
Store 3			
Store 21			
Store 1			
Store 4			
Store 10			
Store 23			
Store 9			
Store 20			
Store 18			
Store 14			
Store 2			
Store 22			
Store 5			

= Highest Performance

= Lowest Performance

Highest 5 Profitable Stores

Store 13	\$101.71K
Store 17	\$94.09K
Store 15	\$69.15K
Store 11	\$68.86K
Store 24	\$66.46K

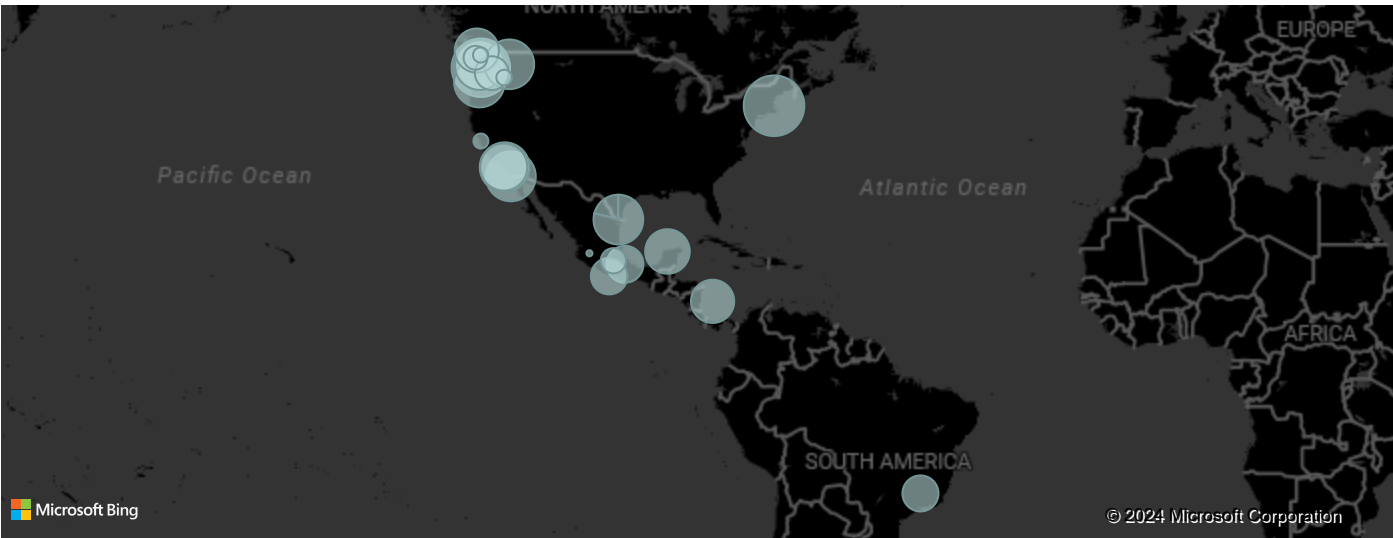
Lowest 5 Profitable Stores

Store 5	\$2.94K
Store 14	\$5.57K
Store 2	\$5.67K
Store 22	\$5.95K
Store 20	\$13.39K

Select all

1997

1998



Over the past two years, three USA stores (Store 14 in San Fransisco, Store 2 in Bellingham, and Store 22 in Walla Walla) have been extremely unprofitable and may be better closed. Store 23, however, shows potential for improvement with better marketing or service. The focus is on USA stores, as they have been running for two years compared to only one year for stores in Canada and Mexico.