

Executive Overview - Profitability (All)

Sales

\$35,724

Profit

\$6,175

Profit Ratio

17.3%

Profit per Order

\$58.81

Sales per Customer

\$372.12

Avg. Discount

14.20%

Quantity

709

Region

All

Order Date

12/16/2024 to 12/30/2024

Profit Ratio

-21.7% to 37.0% and Null values

Profit Ratio

-50.0%

50.0%

Monthly Sales by Segment - States/Provinces: All

Consumer	\$20,000	
Corporate	\$20,000	
Home Office	\$20,000	

December 2024

Monthly Sales by Product Category - States/Provinces: All

Acapella Ma..	\$10,000	
Berlintop Co..	\$10,000	
Group 11 Fr..	\$10,000	

December 2024

Product Drilldown

Sales by Product Category

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Acapella Mangomix	2021	\$3,353	\$1,609	\$32,511	\$9,195	\$9,943	\$8,436	\$8,004	\$9,210	\$31,367	\$11,979	\$30,201	\$22,093
	2022	\$4,835	\$3,449	\$10,344	\$11,161	\$11,643	\$6,435	\$10,371	\$15,525	\$19,017	\$10,707	\$23,874	\$35,632
	2023	\$5,830	\$12,259	\$21,568	\$14,891	\$28,833	\$16,372	\$13,269	\$9,672	\$22,883	\$31,540	\$27,141	\$22,323
	2024	\$16,943	\$6,027	\$33,429	\$12,383	\$13,910	\$17,061	\$23,210	\$17,619	\$27,022	\$32,895	\$49,919	\$22,002
Berlintop Cocktail	2021	\$6,308	\$1,840	\$15,817	\$7,945	\$8,505	\$13,206	\$10,821	\$7,320	\$23,816	\$13,136	\$21,763	\$31,648
	2022	\$11,805	\$3,134	\$13,743	\$10,476	\$9,419	\$7,714	\$13,674	\$9,639	\$26,273	\$12,027	\$30,881	\$23,546
	2023	\$7,688	\$3,926	\$14,116	\$13,291	\$15,160	\$13,231	\$13,116	\$12,483	\$27,327	\$11,889	\$31,784	\$36,970
	2024	\$6,029	\$6,866	\$12,369	\$9,323	\$17,483	\$19,009	\$12,476	\$15,442	\$29,097	\$22,246	\$37,057	\$31,917
Group 11 Fruit Juice	2021	\$4,858	\$1,072	\$8,606	\$11,155	\$7,872	\$13,027	\$15,121	\$12,388	\$27,487	\$7,298	\$26,862	\$18,267
	2022	\$1,822	\$5,368	\$15,892	\$12,559	\$9,185	\$10,648	\$4,720	\$11,894	\$19,337	\$8,673	\$21,218	\$16,355
	2023	\$5,313	\$6,794	\$17,347	\$10,647	\$13,050	\$11,334	\$13,915	\$9,561	\$23,311	\$16,403	\$20,487	\$38,210
	2024	\$21,287	\$7,408	\$14,931	\$15,072	\$13,763	\$16,986	\$10,304	\$31,069	\$31,946	\$28,334	\$31,479	\$31,256

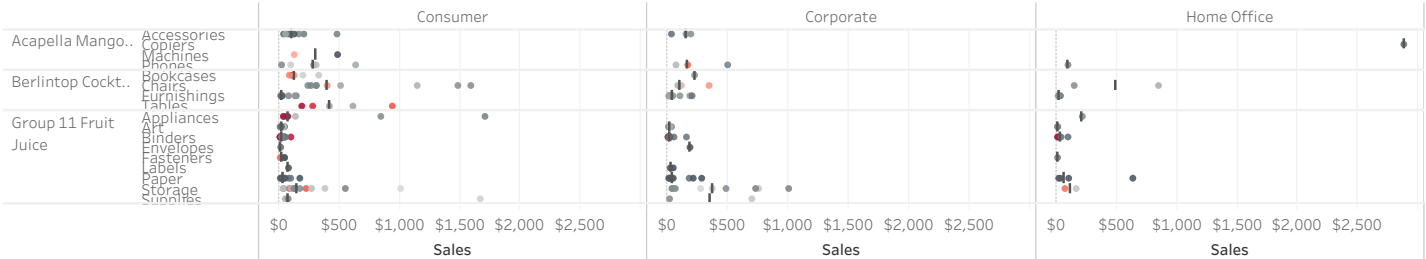
Region  
All

Sales  
\$1,07250K

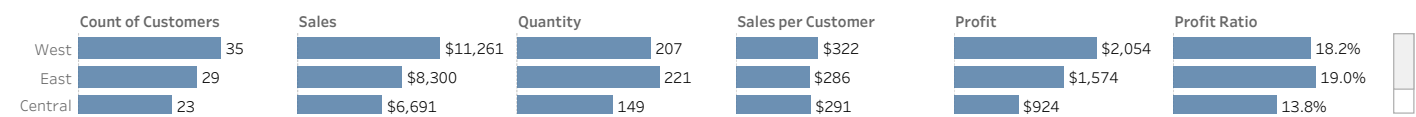
Profit Ratio  
-50.0%50.0%

Sales and Profit by Product Names

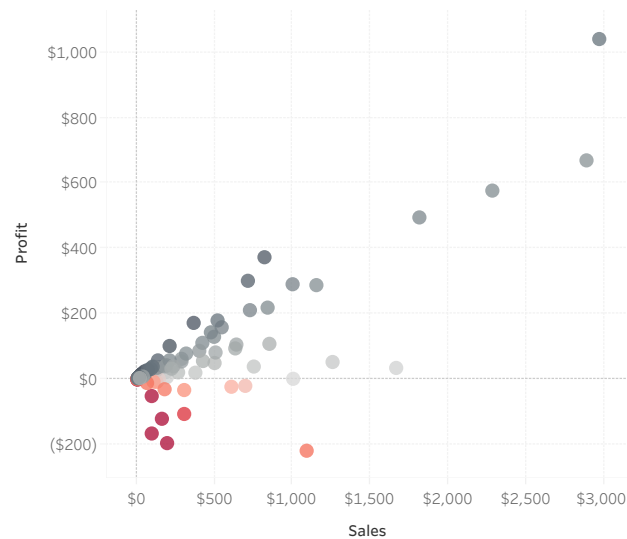
Year: All, Month: All, Product Category: All



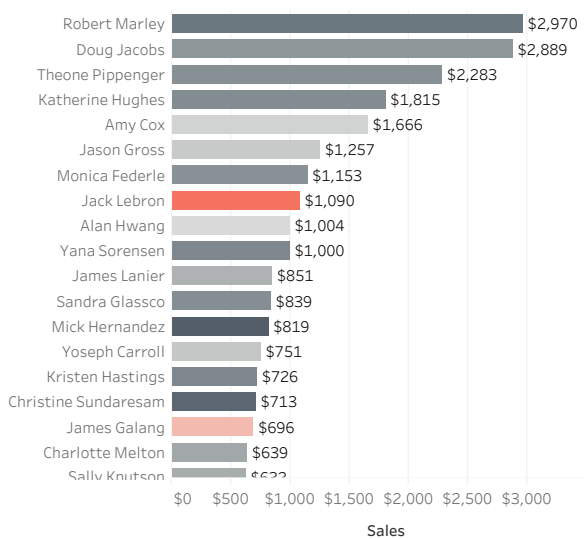
Customer Analysis



Sales and Profit by Customer



Customer Ranking



Year

All

Category

☒ Acapella Ma..  
☒ Berlinter Co..  
☒ Group 11 Fr..

Segment

☒ Consumer  
☒ Corporate  
☒ Home Office

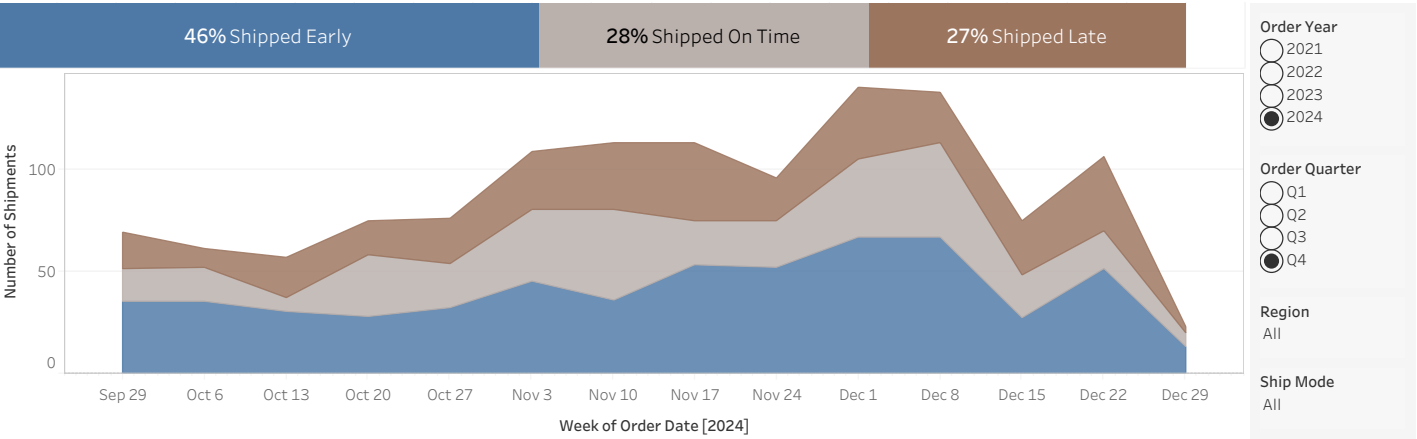
Profit Ratio

-50.0%

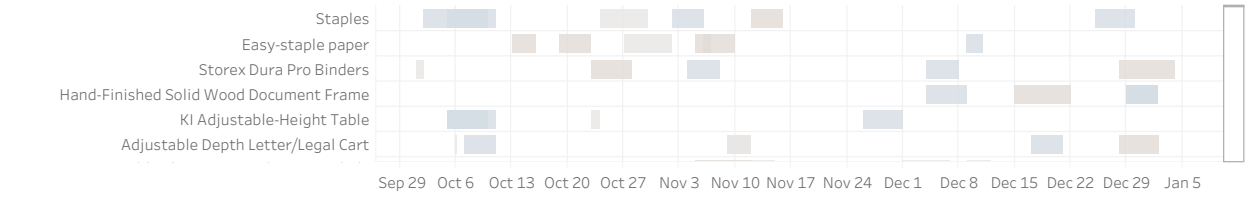
50.0%



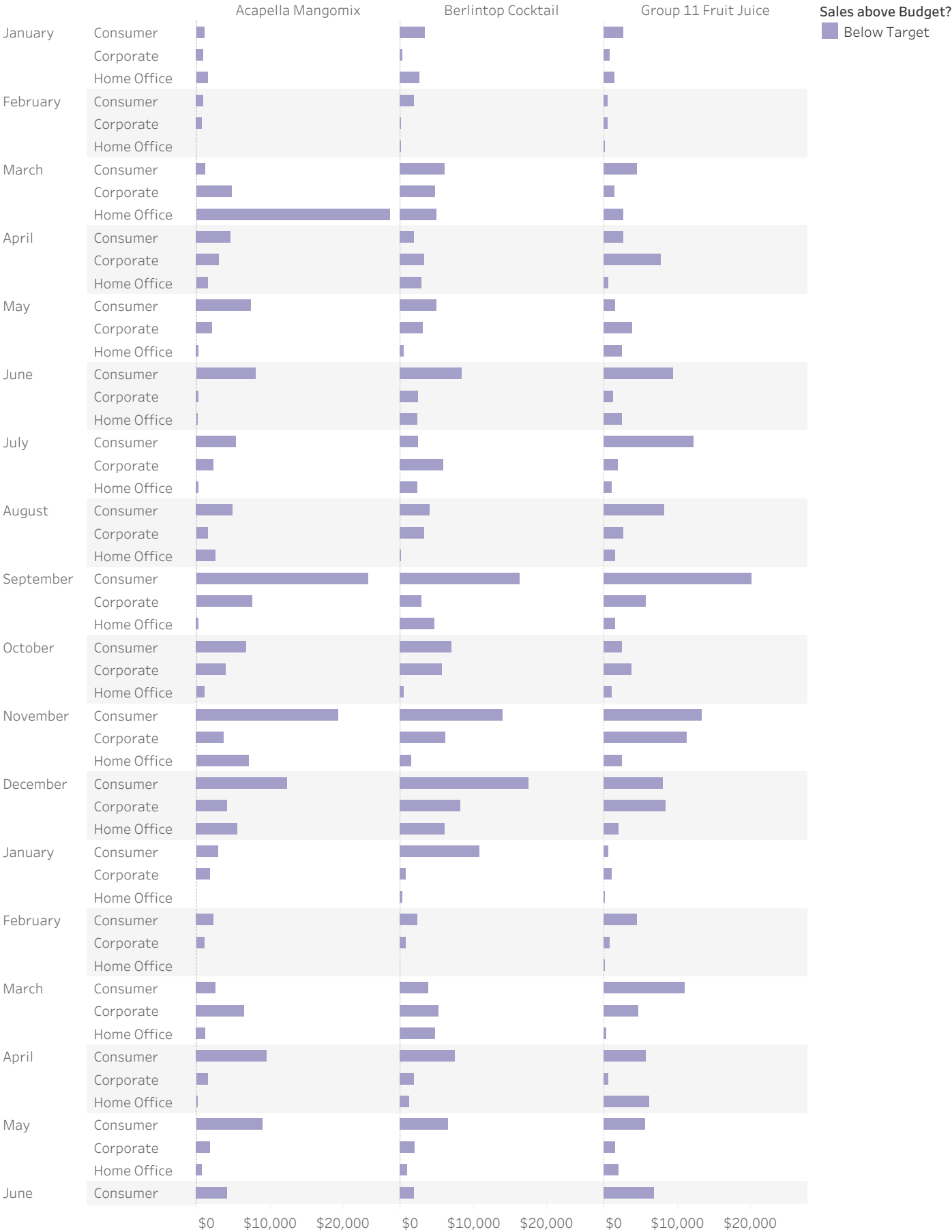
On-Time Shipment Trends



Days to Ship by Product for Q4 of 2024



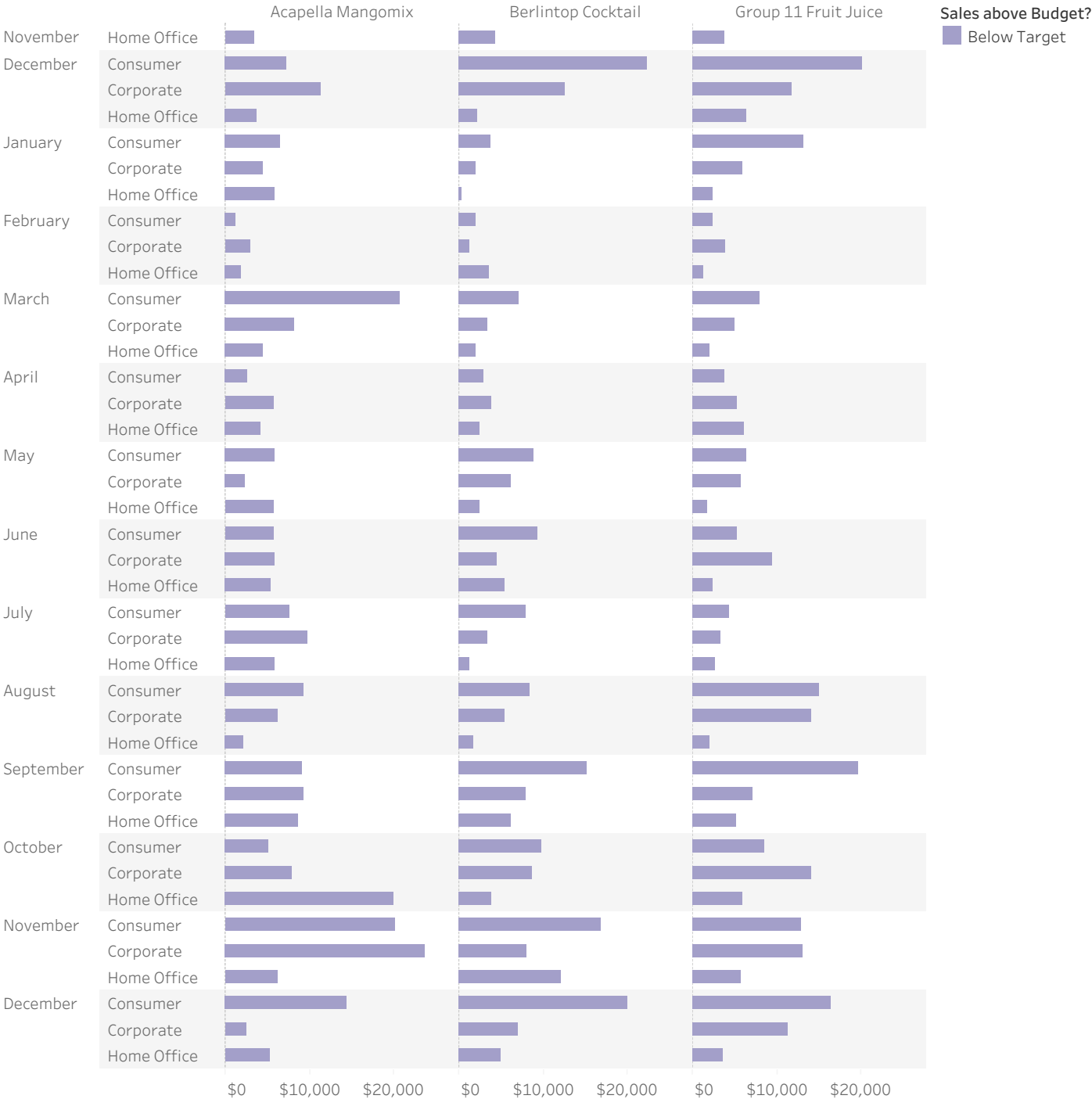
# Sales Performance vs Target



# Sales Performance vs Target



# Sales Performance vs Target



# Sales Commission Model

Enter new quota, commission rate and base salary to estimate sales and compensation

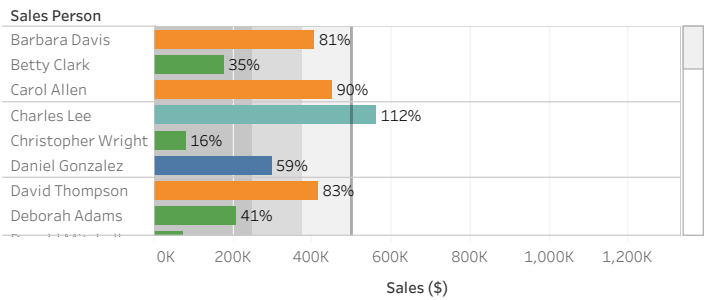
New quota\$500K

Base salary\$50,000

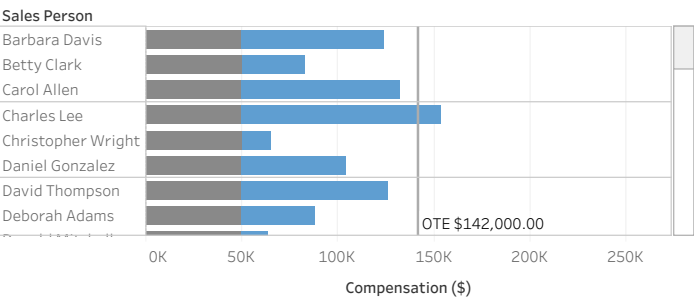
Sort byNames

Commission rate18.4%

Estimated Quota Attainment Results with These Assumptions



Total Compensation with These Assumptions



Below 50%

50-75%

75-100%

100% +

Min. Base (Variable)

Commission (Variable)

Estimated Sales:		Estimated Compensation:	
Sales	\$15.36M	OTE (Variable)	\$5.82M
% of quota achieved	75%	Avg. OTE (Variable)	\$142K



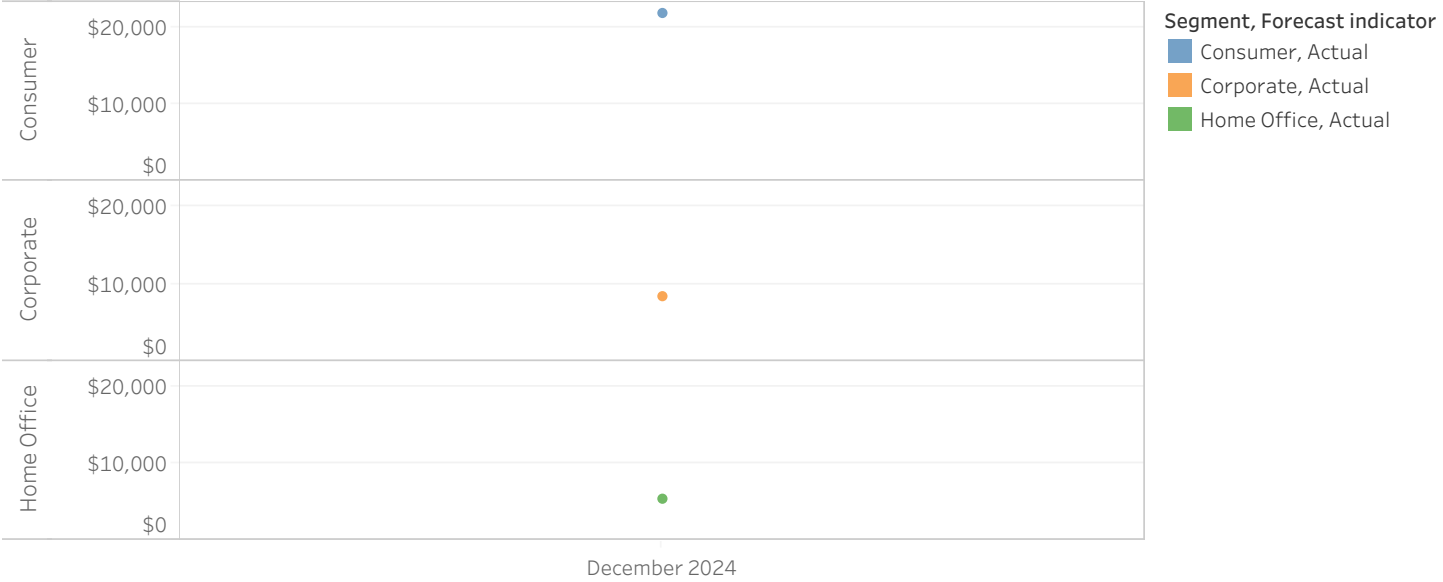
Order Details

Order Date	Region	State/Province	City	Category	Segment
12/16/2024 to 12/30/2024	All	All	All	All	All

Product Detail Sheet

Order ID	Customer Name	Order Date	Ship Date	Ship Mode	Sales	Quantity	Discount	Profit	Profit Rat..	Days to S..	Days to S..
CA-2024-126634	Alan Barnes	12/20/2024	12/22/2024	Second Class	\$7	1	20%	\$2	33.8%	3	2
CA-2024-141531	Bruce Galang	12/29/2024	1/2/2025	Standard Class	\$88	7	0%	\$30	34.2%	12	8
CA-2024-143500	Harry Olson	12/30/2024	1/3/2025	Standard Class	\$3	3	20%	(\$1)	-20.0%	6	4
CA-2024-146626	James Peterman	12/29/2024	1/5/2025	Standard Class	\$99	8	0%	\$35	35.7%	6	7
US-2024-100412	Sharelle Roach	12/22/2024	12/26/2024	Standard Class	\$142	2	0%	\$35	25.0%	6	4
US-2024-101322	Jason Gross	12/28/2024	12/31/2024	First Class	\$341	6	20%	(\$34)	-10.0%	1	3
US-2024-102099	Emily Phan	12/18/2024	12/19/2024	First Class	\$52	10	0%	\$24	45.3%	3	3
US-2024-102197	David Kendrick	12/20/2024	12/26/2024	Standard Class	\$364	11	20%	\$171	47.1%	18	18
US-2024-102638	Michael Chen	12/29/2024	12/31/2024	First Class	\$6	3	0%	\$3	49.0%	1	2
US-2024-103443	Annie Thurman	12/17/2024	12/23/2024	Standard Class	\$316	7	20%	\$77	24.5%	18	18
US-2024-104381	Ross DeVincentis	12/16/2024	12/23/2024	Standard Class	\$33	4	20%	\$10	31.3%	6	7
US-2024-104927	Alex Grayson	12/22/2024	12/26/2024	Standard Class	\$108	15	120%	\$26	23.9%	18	12
US-2024-105480	Dean Katz	12/20/2024	12/26/2024	Standard Class	\$13	2	20%	\$5	40.6%	12	12
US-2024-105620	Jennifer Halladay	12/25/2024	12/28/2024	First Class	\$141	5	70%	(\$1)	-1.0%	2	6
US-2024-105886	Duane Benoit	12/18/2024	12/23/2024	Standard Class	\$19	2	0%	\$9	45.0%	6	5
US-2024-106705	Patrick O'Brill	12/26/2024	1/1/2025	Standard Class	\$45	5	0%	\$21	46.0%	6	6
US-2024-106782	Liz Preis	12/21/2024	12/27/2024	Standard Class	\$375	1	0%	\$19	5.0%	6	6
US-2024-106964	Hallie Redmond	12/17/2024	12/20/2024	First Class	\$12	2	20%	\$4	36.3%	1	3
US-2024-107342	Vicky Freymann	12/17/2024	12/22/2024	Standard Class	\$28	4	0%	\$13	47.0%	6	5
US-2024-107461	Pete Kriz	12/21/2024	12/26/2024	Second Class	\$24	6	0%	\$11	47.0%	3	5
US-2024-108287	Alex Grayson	12/18/2024	12/20/2024	First Class	\$13	9	20%	\$1	11.3%	1	2

Sales Forecast



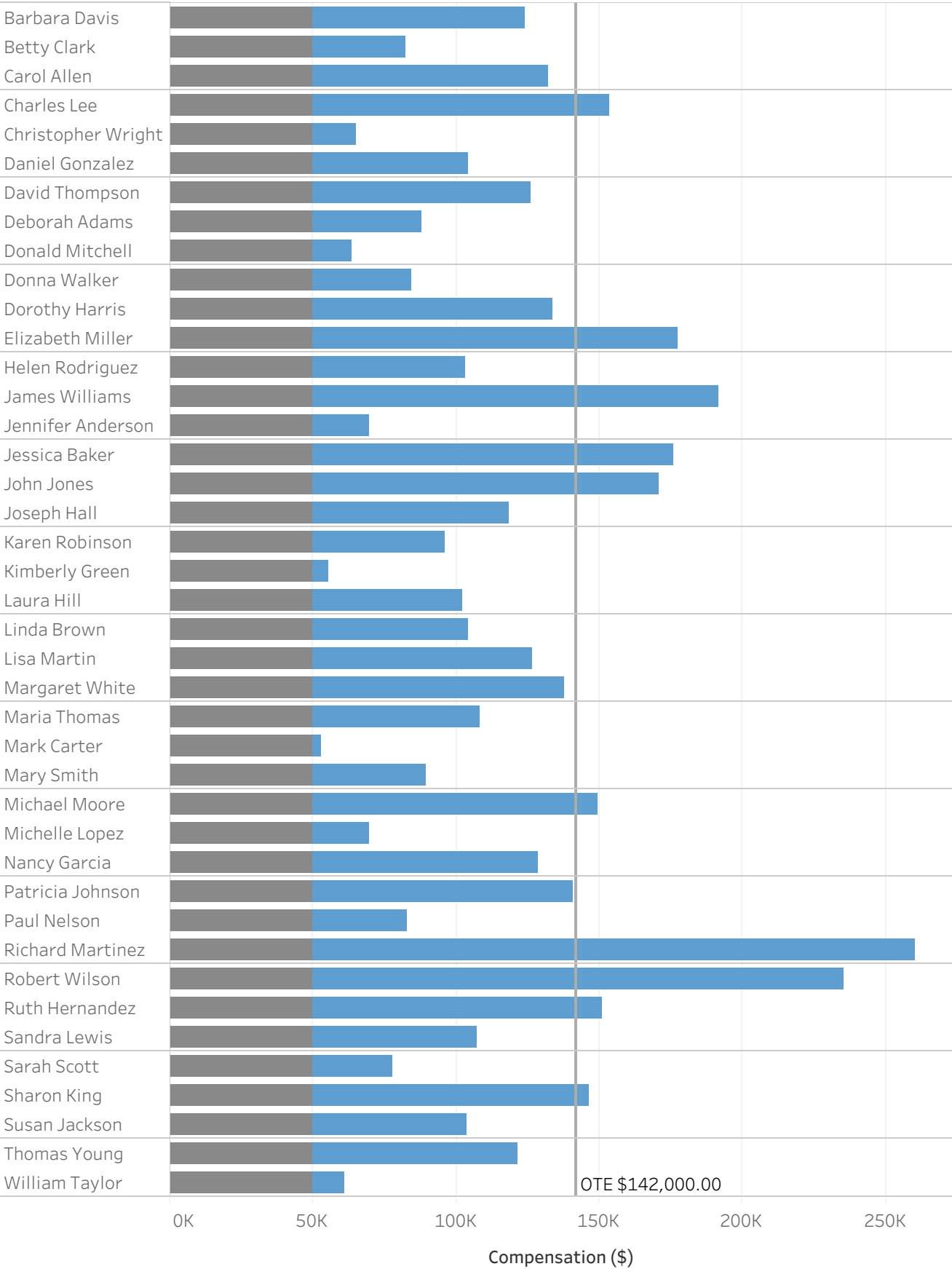
What if Forecast Based on All Sales (60% Growth, 6.40% Churn)

Region	Segment		Q4		Grand	Measure Names
			Decemb..	Total	Total	
Central	Consumer	Sales	\$4,955	\$4,955	\$4,955	■ Sales
		Sales Forecast	\$7,421	\$7,421	\$7,421	■ Sales Forecast
	Corporate	Sales	\$1,454	\$1,454	\$1,454	
		Sales Forecast	\$2,177	\$2,177	\$2,177	
	Home Office	Sales	\$282	\$282	\$282	
		Sales Forecast	\$422	\$422	\$422	
	Total	Sales	\$6,691	\$6,691	\$6,691	
		Sales Forecast	\$10,021	\$10,021	\$10,021	
East	Consumer	Sales	\$6,353	\$6,353	\$6,353	
		Sales Forecast	\$9,514	\$9,514	\$9,514	
	Corporate	Sales	\$1,883	\$1,883	\$1,883	
		Sales Forecast	\$2,820	\$2,820	\$2,820	
	Home Office	Sales	\$64	\$64	\$64	
		Sales Forecast	\$96	\$96	\$96	
	Total	Sales	\$8,300	\$8,300	\$8,300	
		Sales Forecast	\$12,430	\$12,430	\$12,430	
South	Consumer	Sales	\$7,293	\$7,293	\$7,293	
		Sales Forecast	\$10,922	\$10,922	\$10,922	
	Corporate	Sales	\$1,153	\$1,153	\$1,153	
		Sales Forecast	\$1,727	\$1,727	\$1,727	
	Home Office	Sales	\$1,026	\$1,026	\$1,026	
		Sales Forecast	\$1,537	\$1,537	\$1,537	
	Total	Sales	\$9,472	\$9,472	\$9,472	
		Sales Forecast	\$14,185	\$14,185	\$14,185	
West	Consumer	Sales	\$3,325	\$3,325	\$3,325	
		Sales Forecast	\$4,980	\$4,980	\$4,980	
	Corporate	Sales	\$3,925	\$3,925	\$3,925	
		Sales Forecast	\$5,878	\$5,878	\$5,878	
	Home Office	Sales	\$4,011	\$4,011	\$4,011	
		Sales Forecast	\$6,007	\$6,007	\$6,007	
	Total	Sales	\$11,261	\$11,261	\$11,261	
		Sales Forecast	\$16,865	\$16,865	\$16,865	
Grand Total		Sales	\$35,724	\$35,724	\$35,724	
		Sales Forecast	\$53,500	\$53,500	\$53,500	

Change the Growth Rate and Churn Rate to better understand their impact on sales forecasts

# Total Compensation with These Assumptions

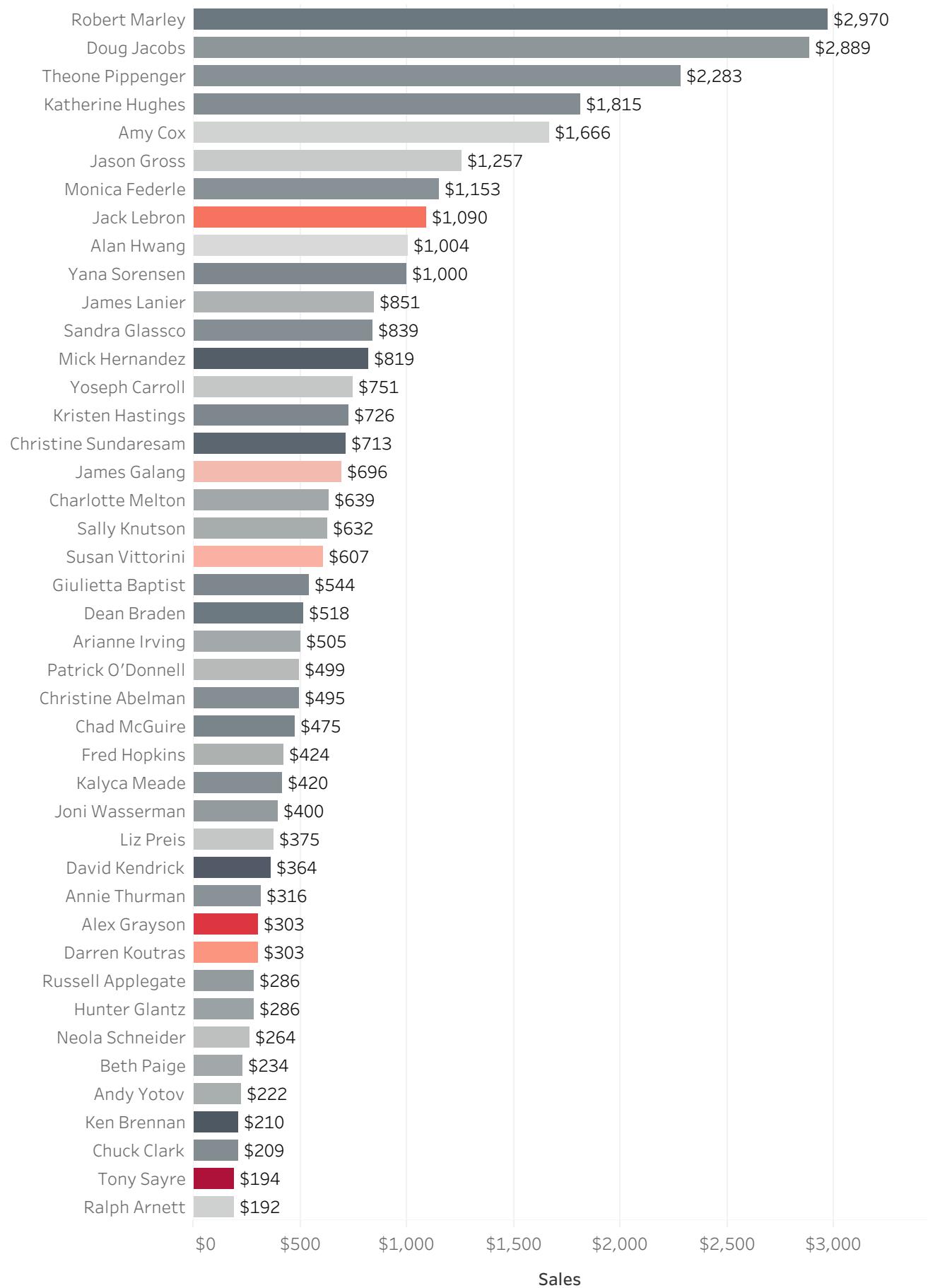
## Sales Person



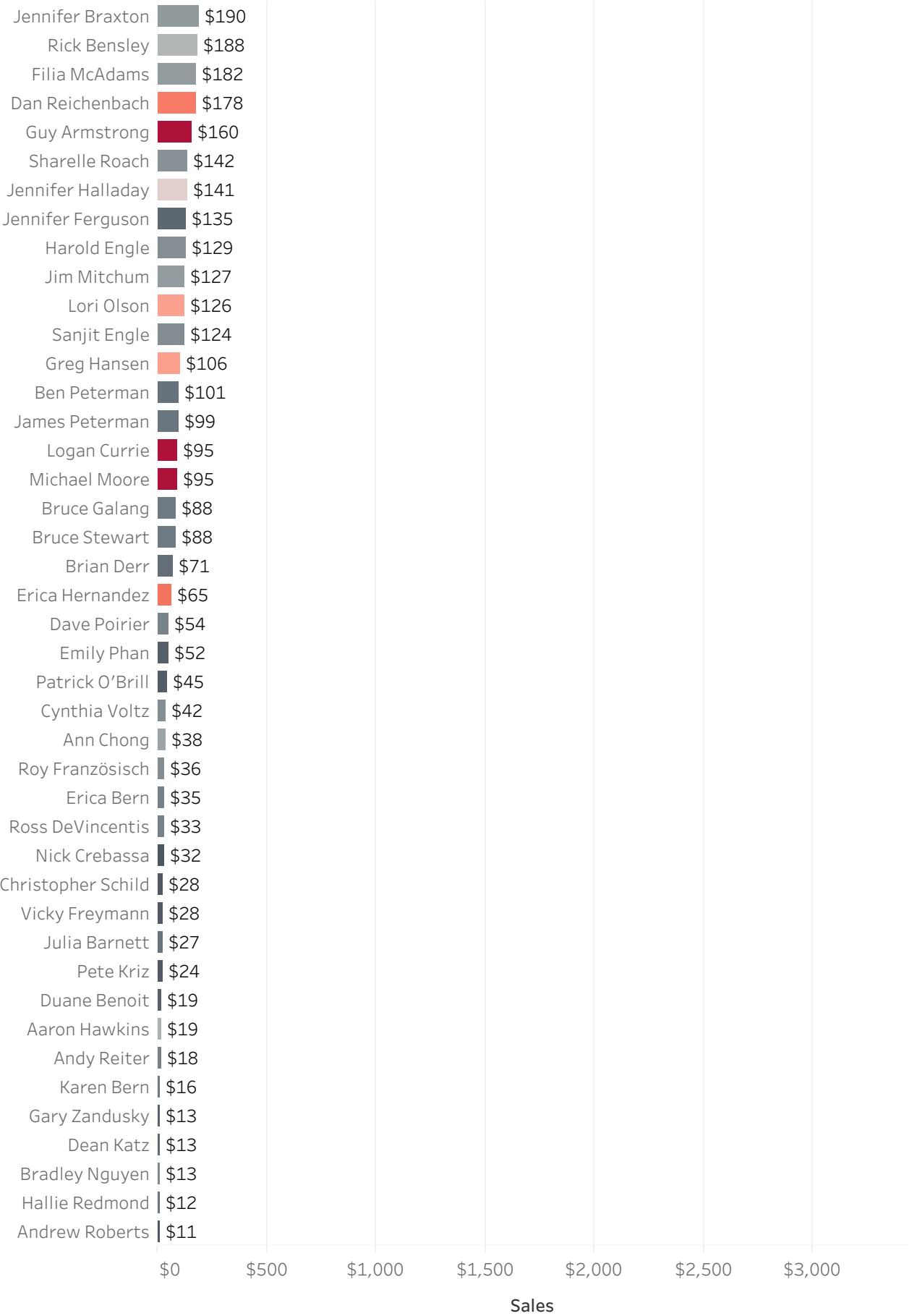
# CustomerOverview

	Count of Customers	Sales	Quantity	Sales per Customer	Profit	Profit Ratio
West	<div><div></div>35</div>	<div><div></div>\$11,261</div>	<div><div></div>207</div>	<div><div></div>\$322</div>	<div><div></div>\$2,054</div>	<div><div></div>18.2%</div>
East	<div><div></div>29</div>	<div><div></div>\$8,300</div>	<div><div></div>221</div>	<div><div></div>\$286</div>	<div><div></div>\$1,574</div>	<div><div></div>19.0%</div>
Central	<div><div></div>23</div>	<div><div></div>\$6,691</div>	<div><div></div>149</div>	<div><div></div>\$291</div>	<div><div></div>\$924</div>	<div><div></div>13.8%</div>
South	<div><div></div>17</div>	<div><div></div>\$9,472</div>	<div><div></div>132</div>	<div><div></div>\$557</div>	<div><div></div>\$1,623</div>	<div><div></div>17.1%</div>

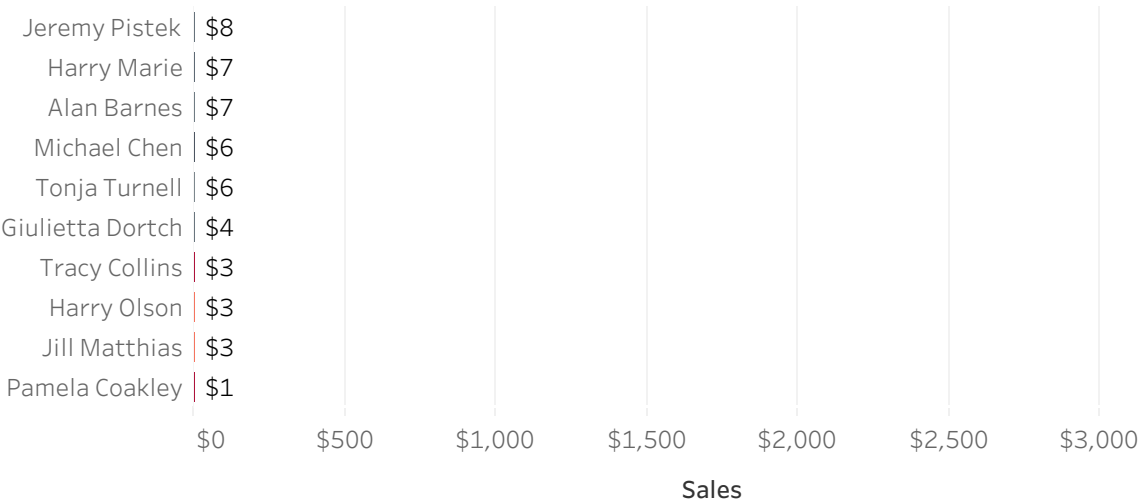
# Customer Ranking



# Customer Ranking

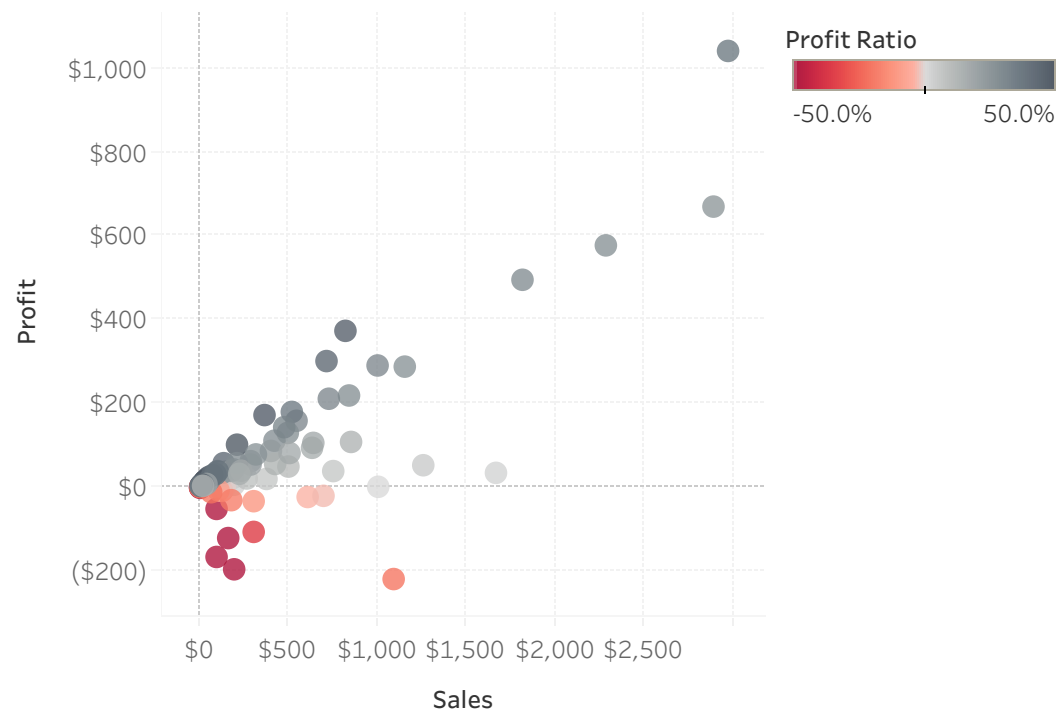


# Customer Ranking

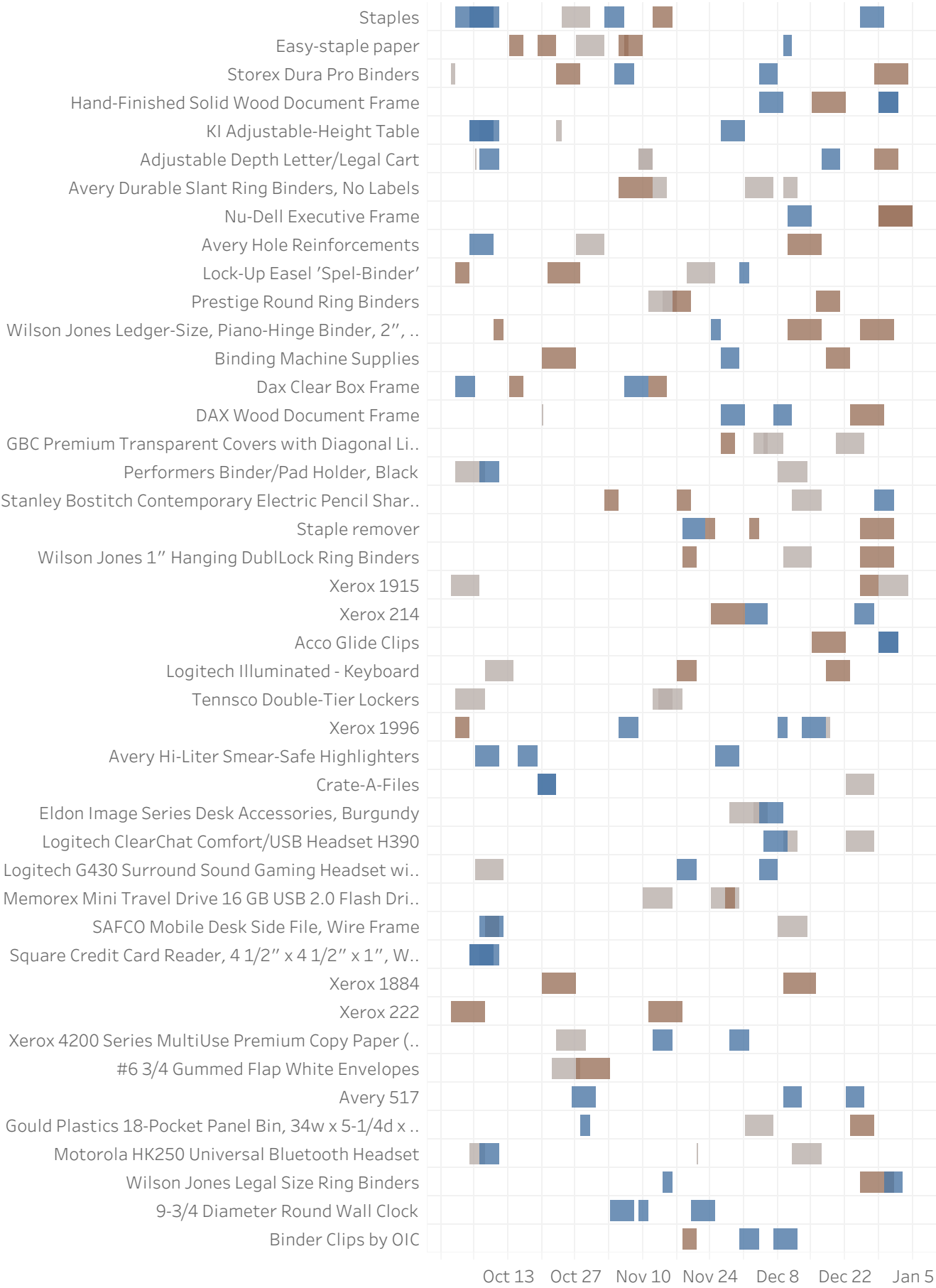




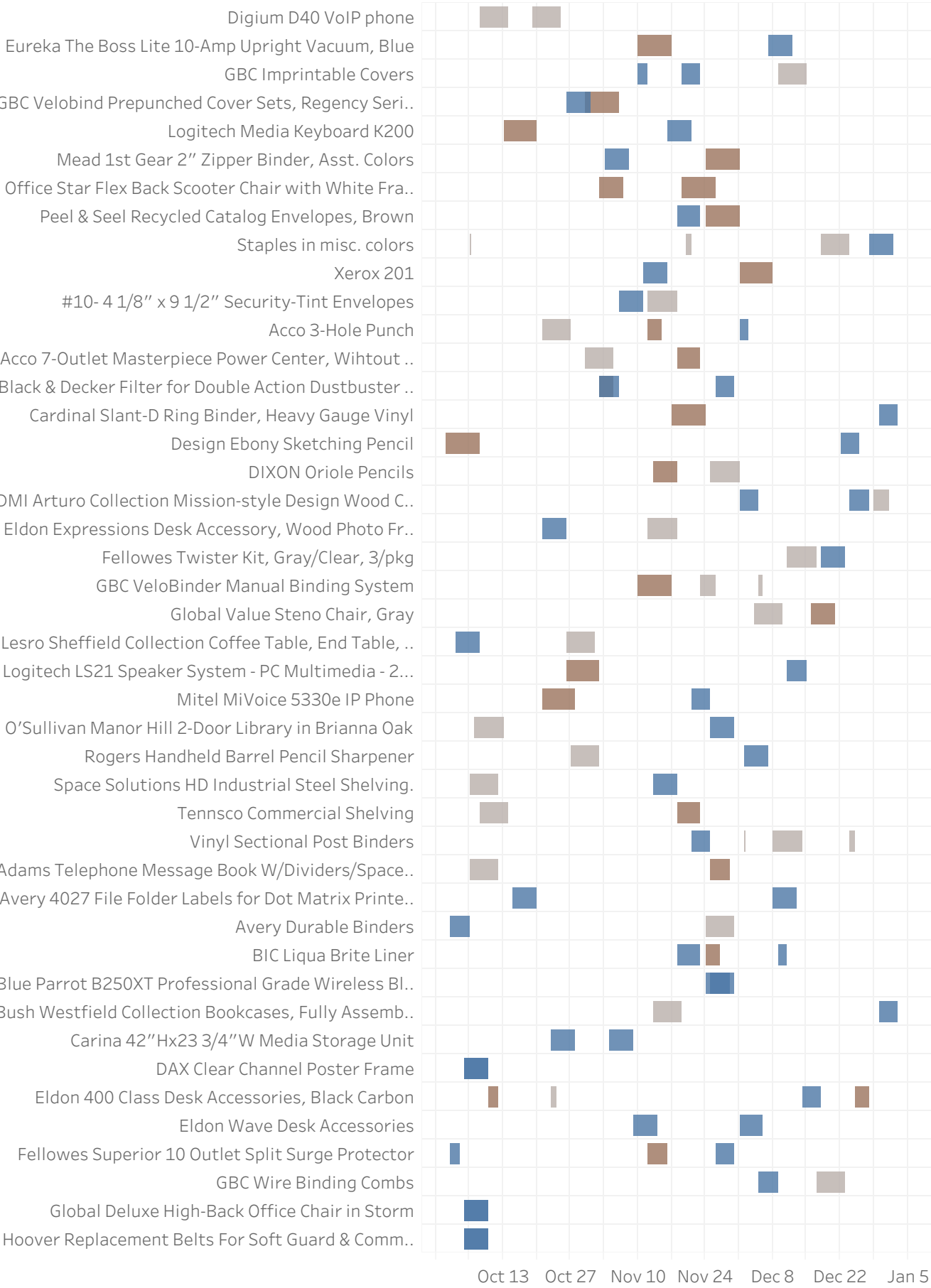
Sales and Profit by Customer



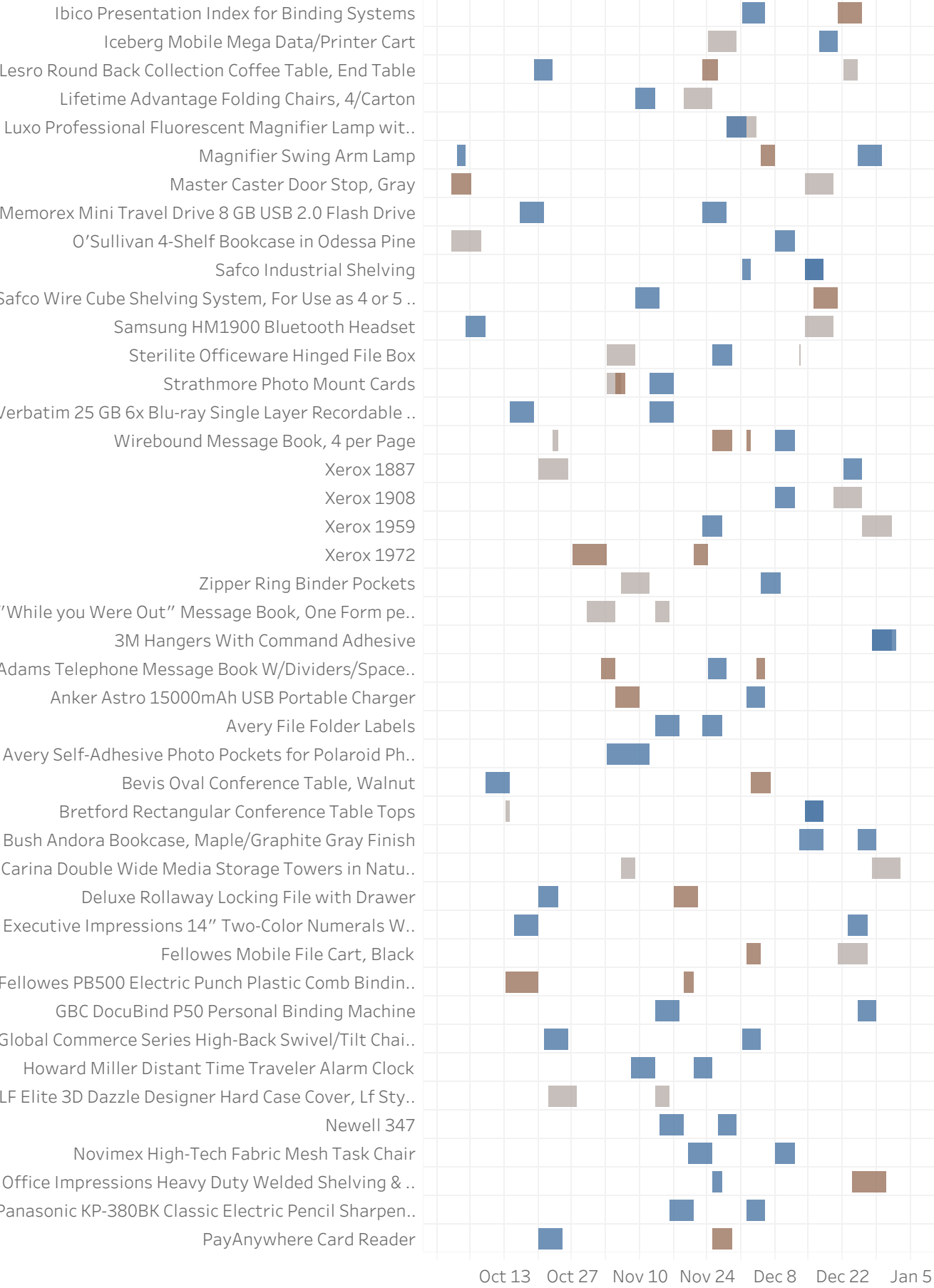
# Days to Ship by Product for Q4 of 2024



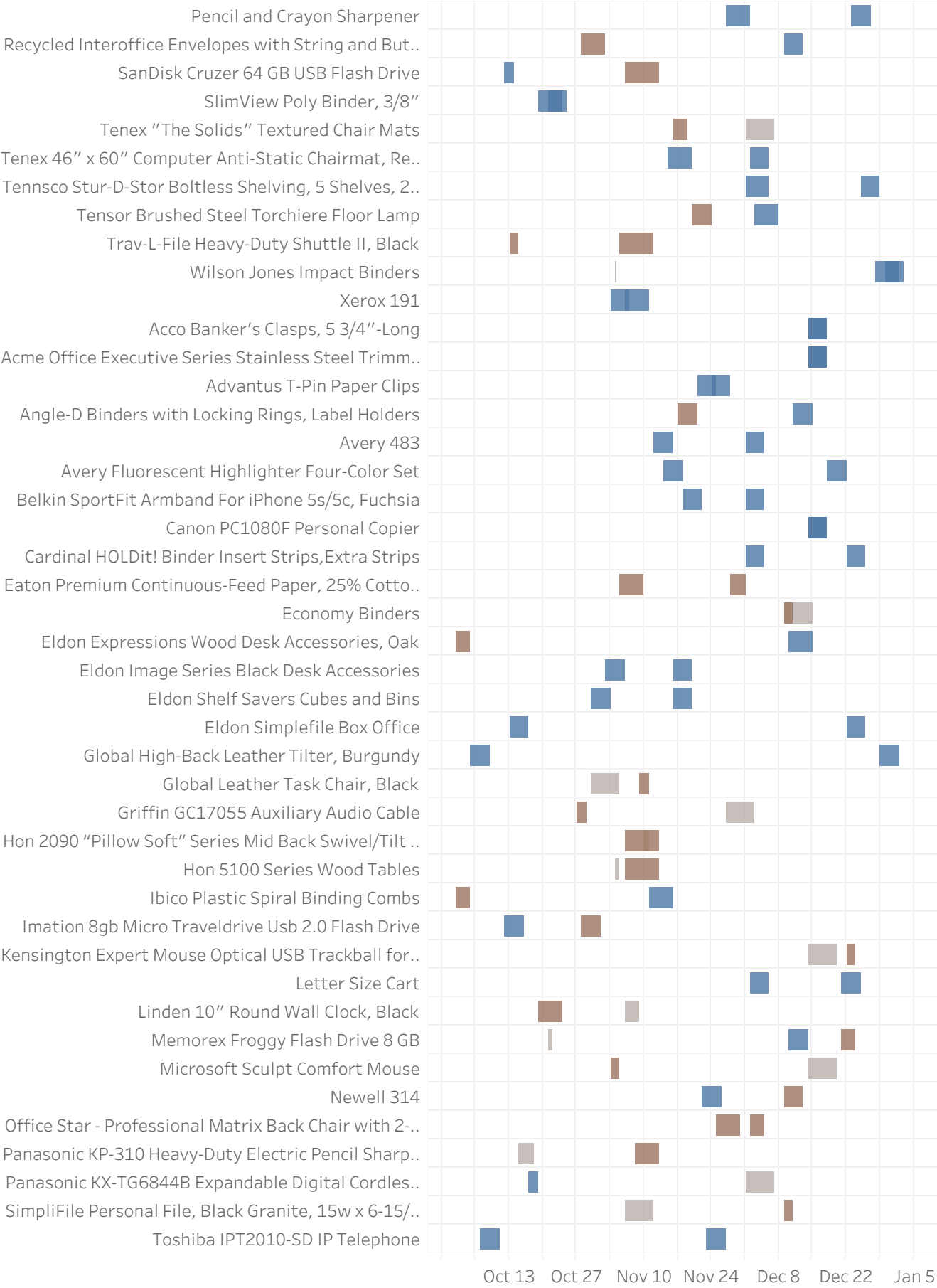
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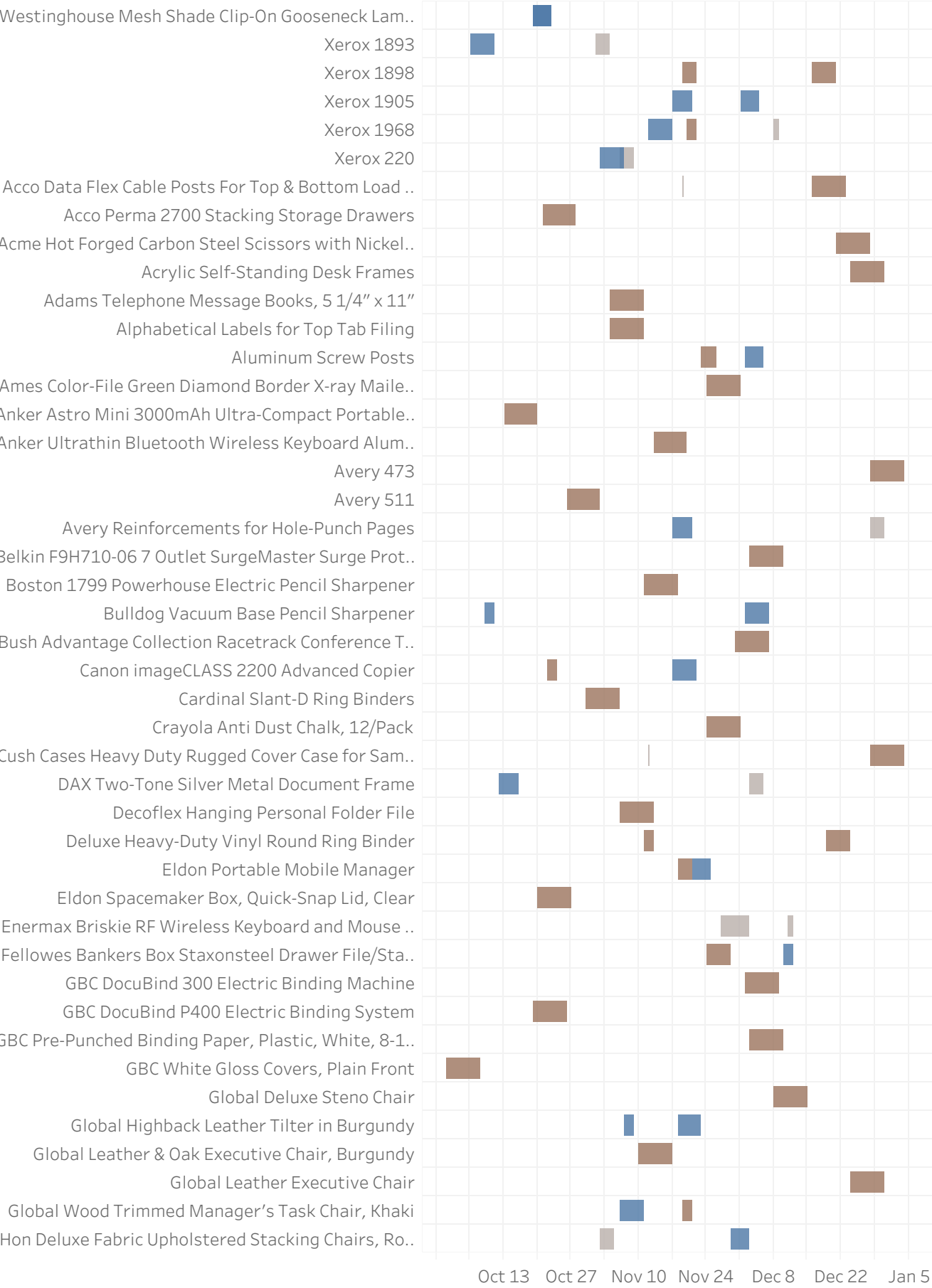
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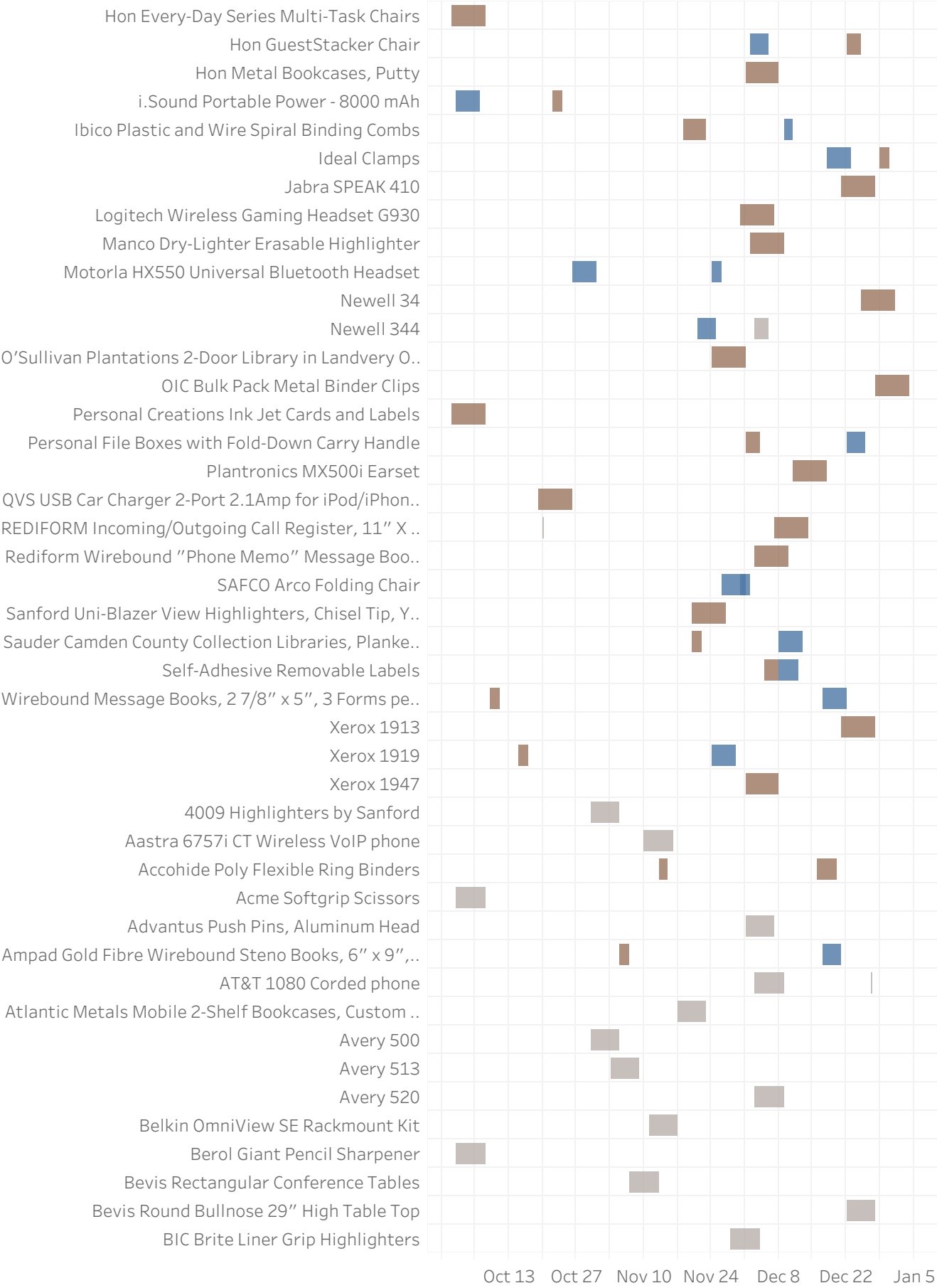
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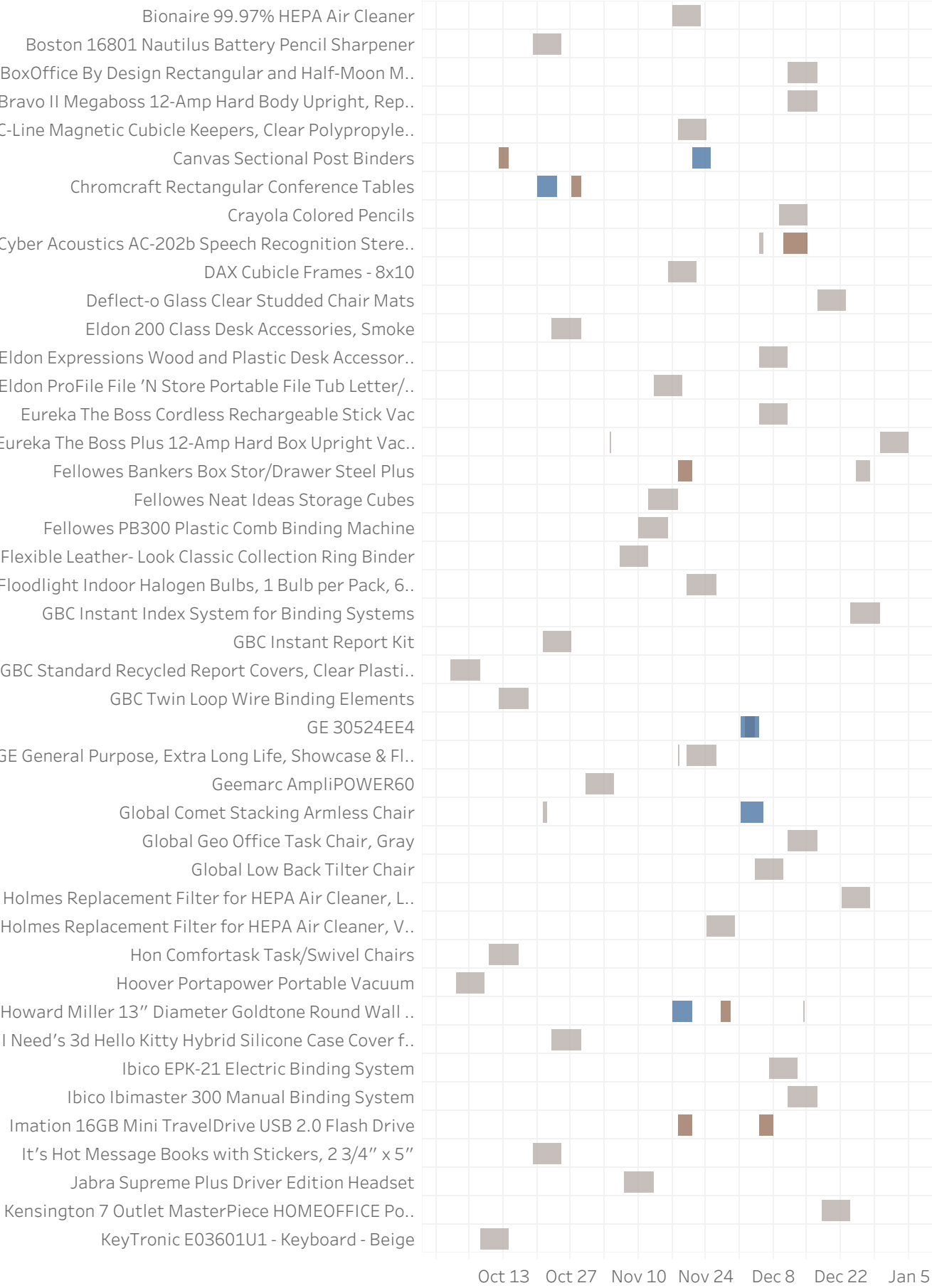
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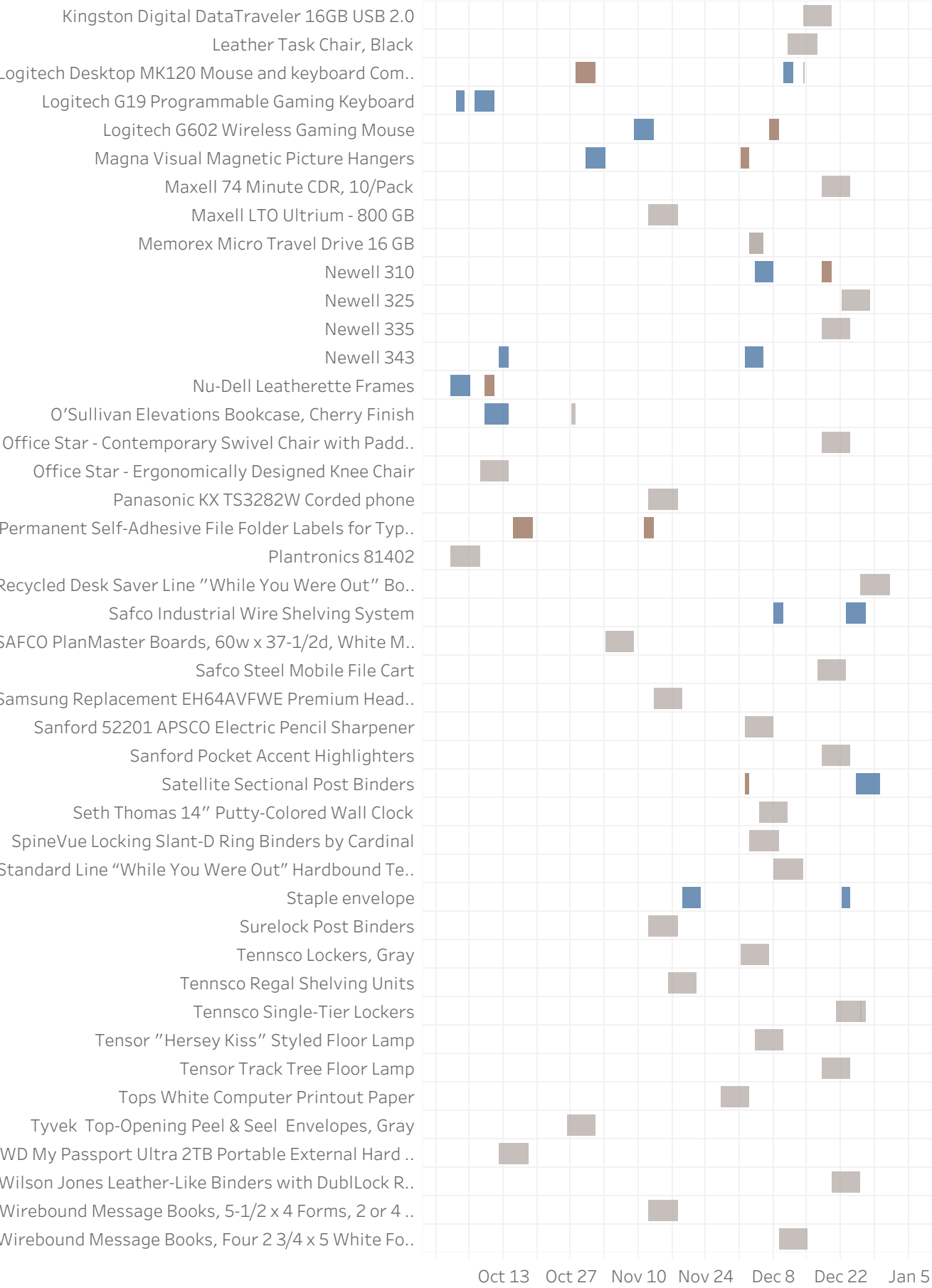


# Days to Ship by Product for Q4 of 2024

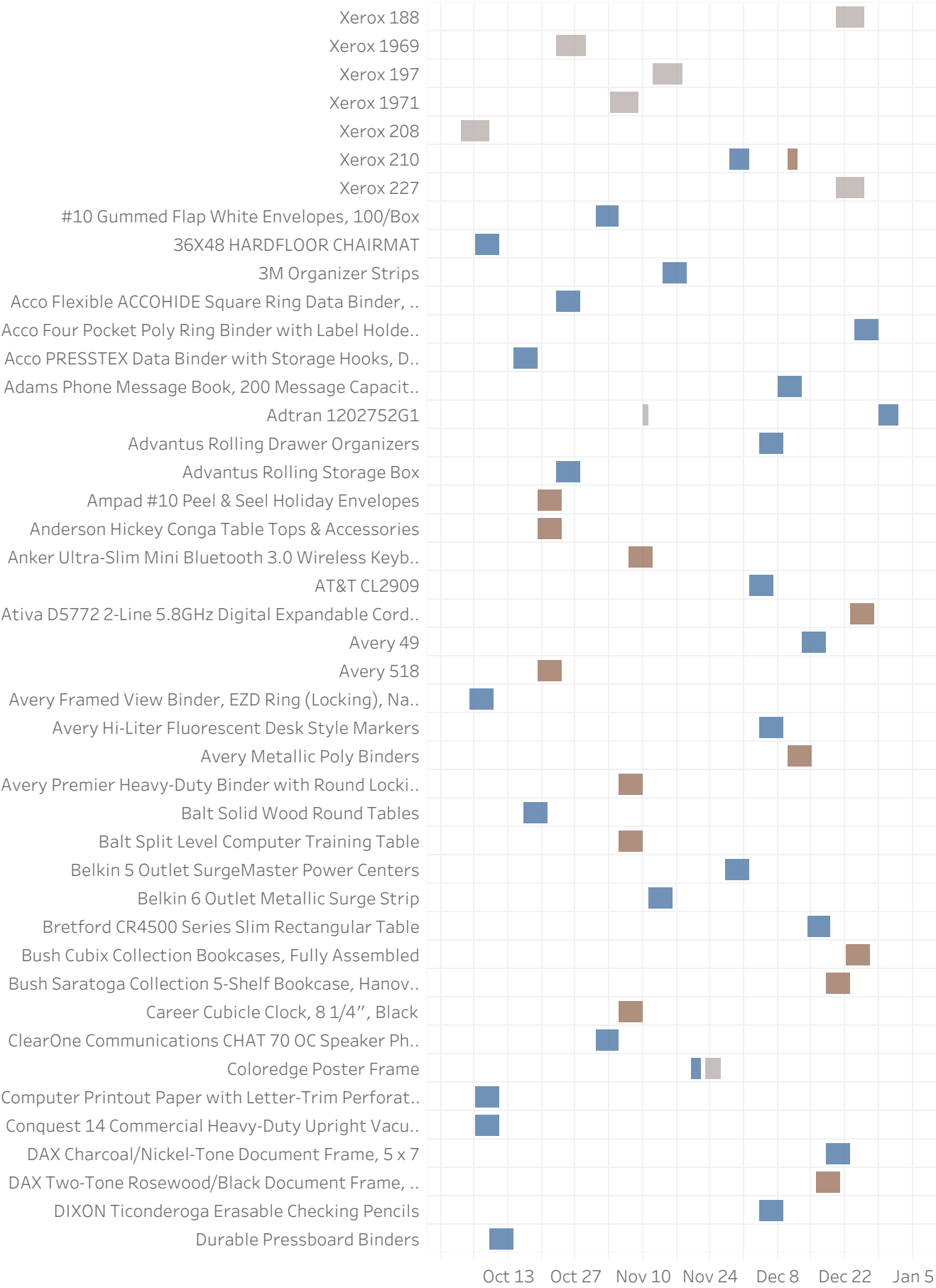




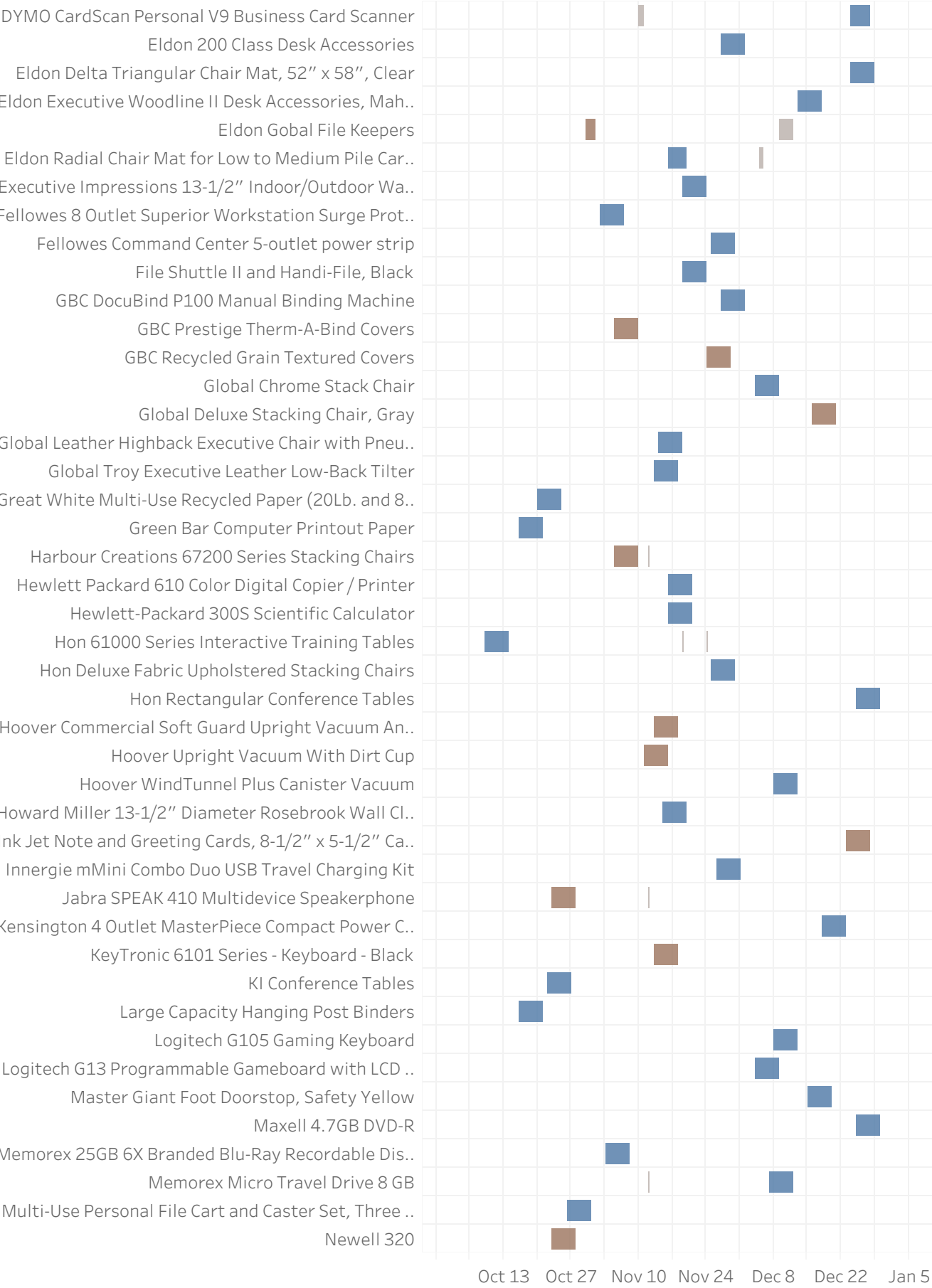
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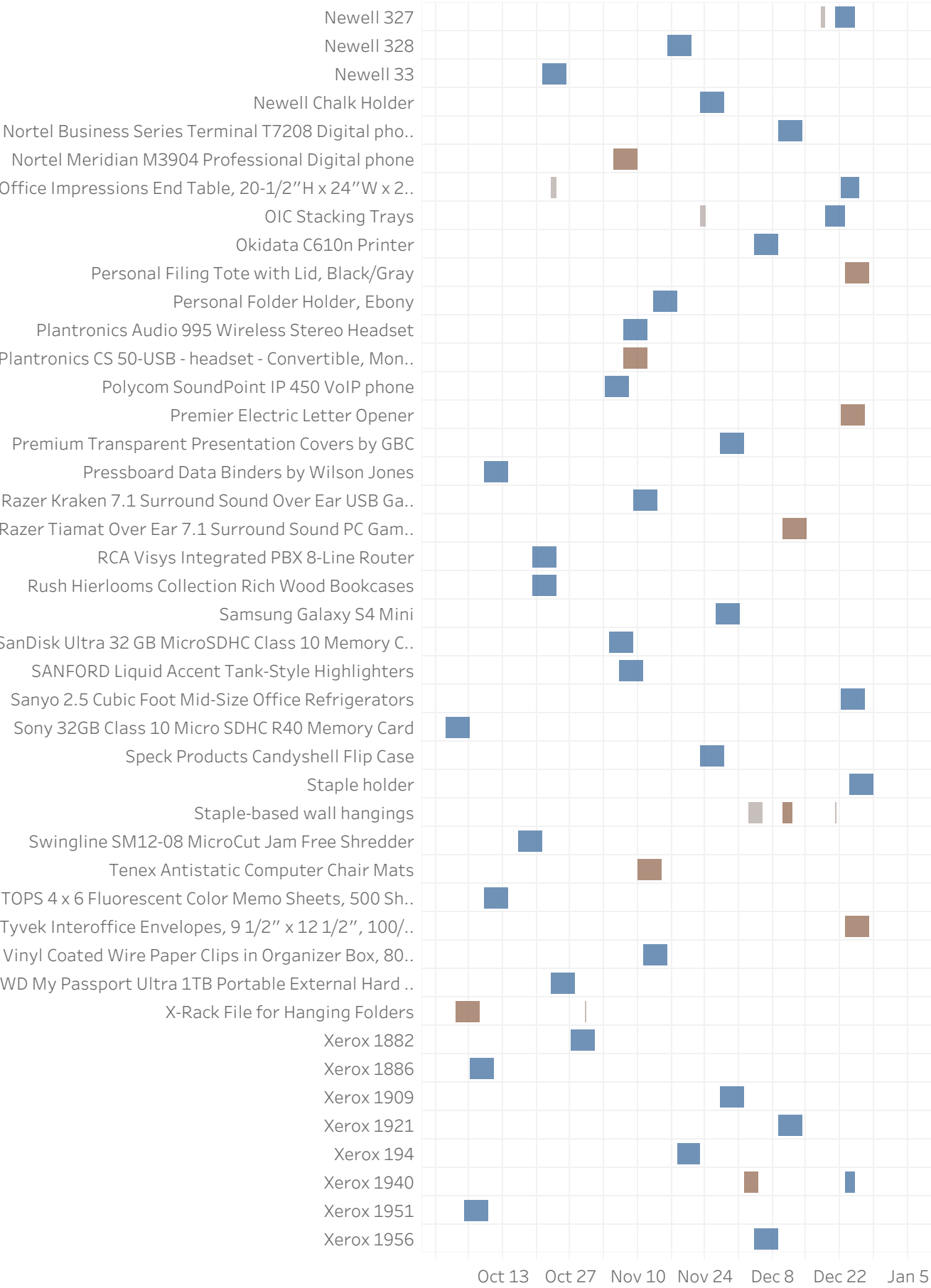
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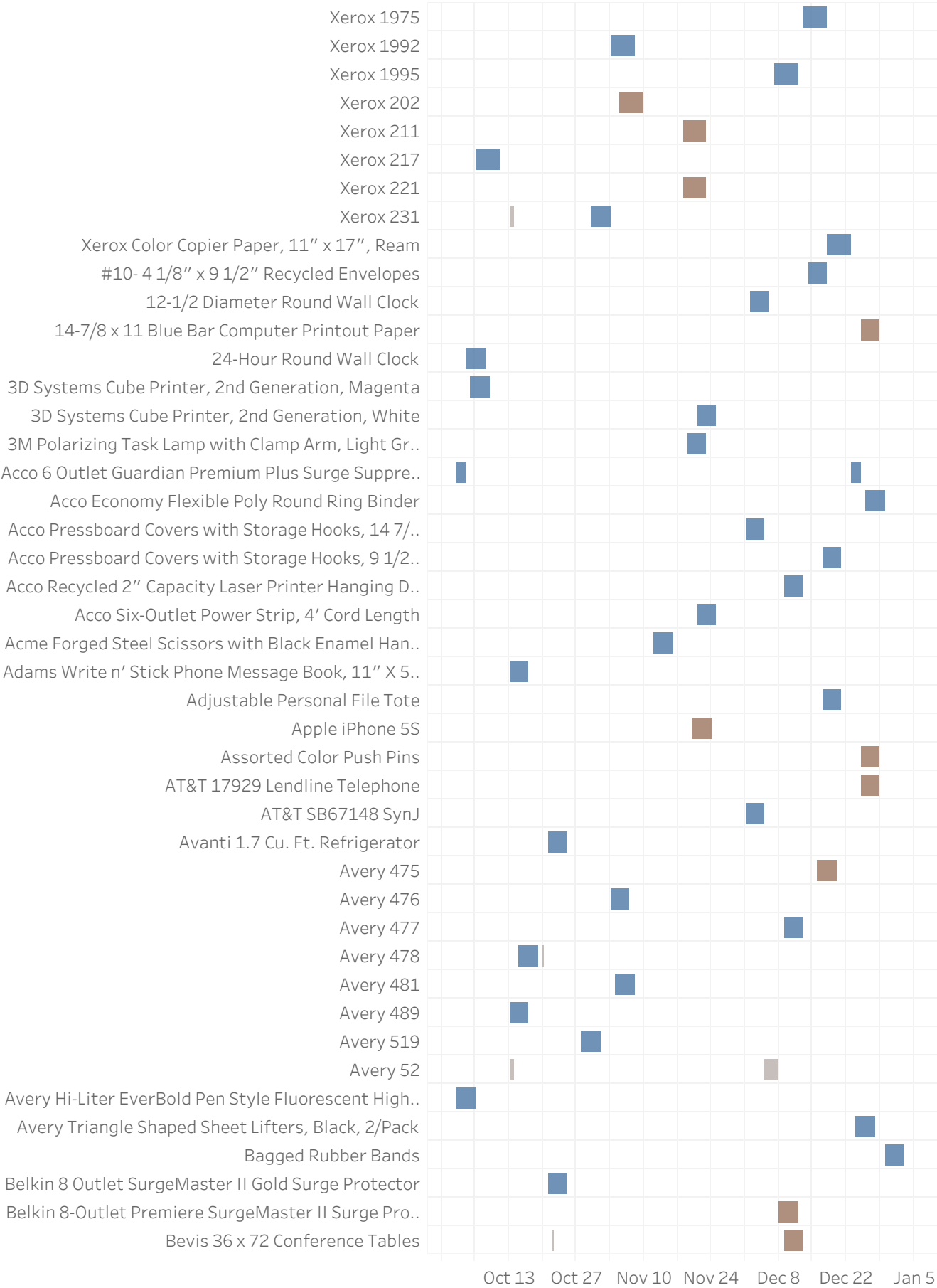
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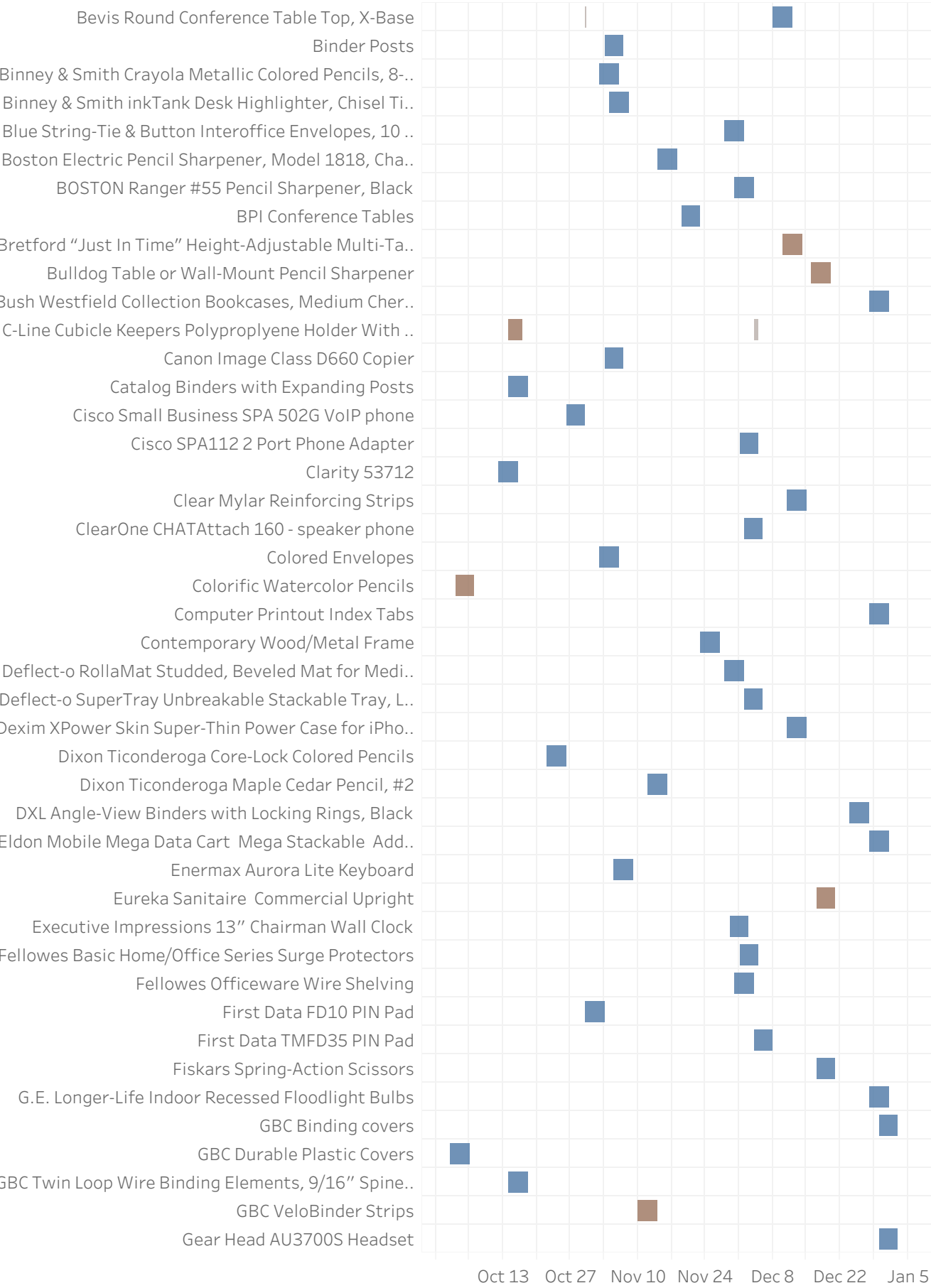
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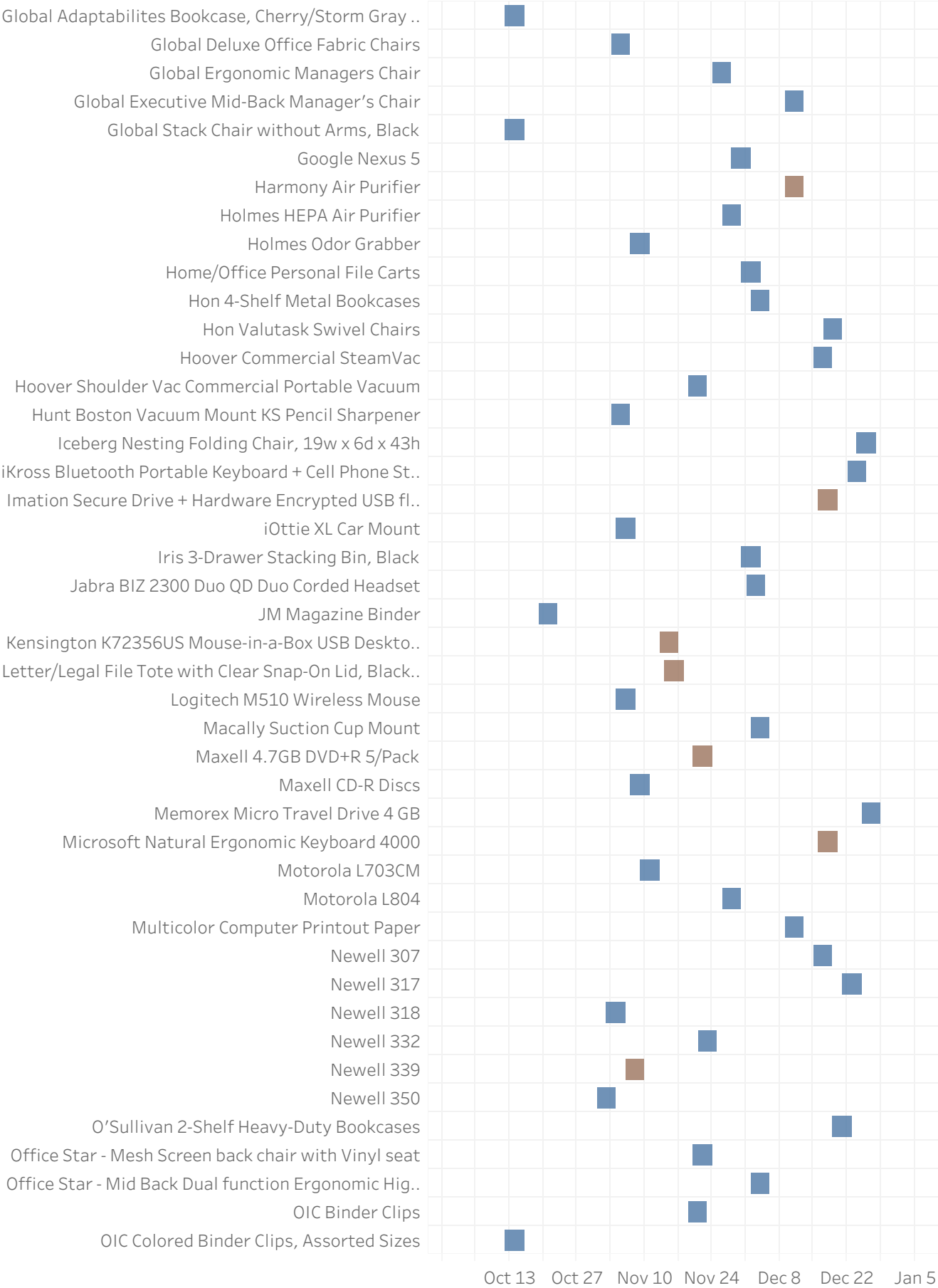
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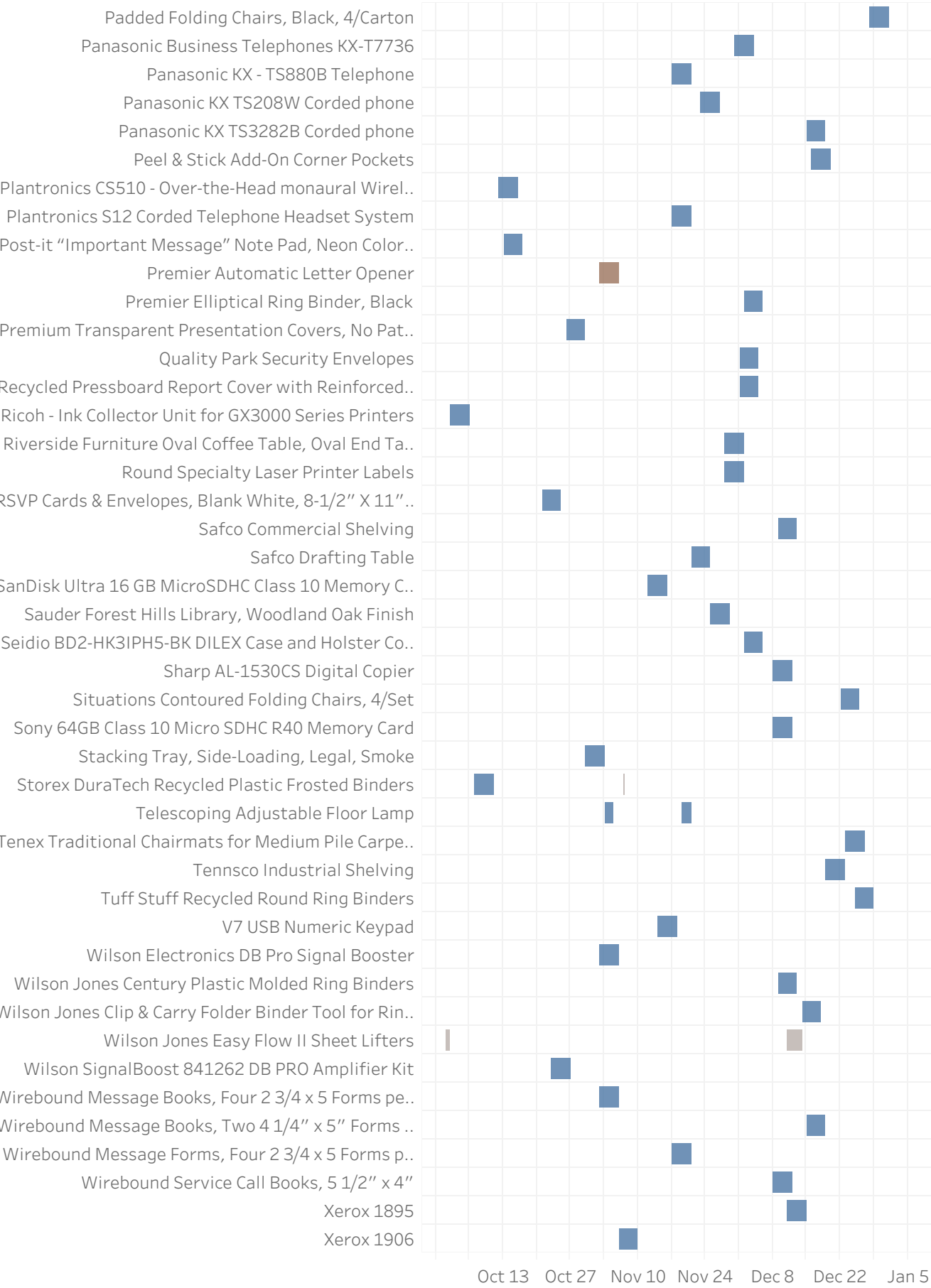
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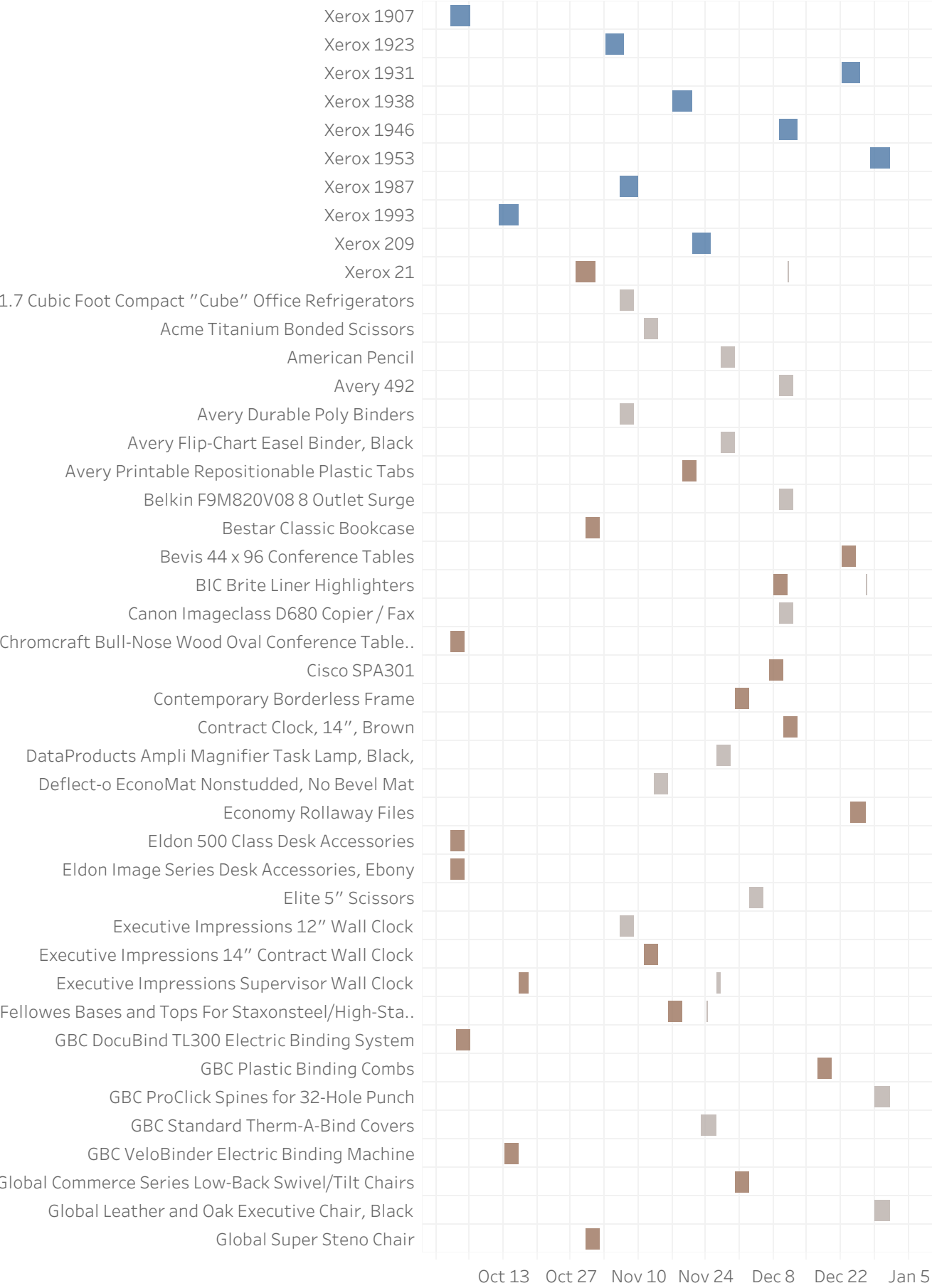


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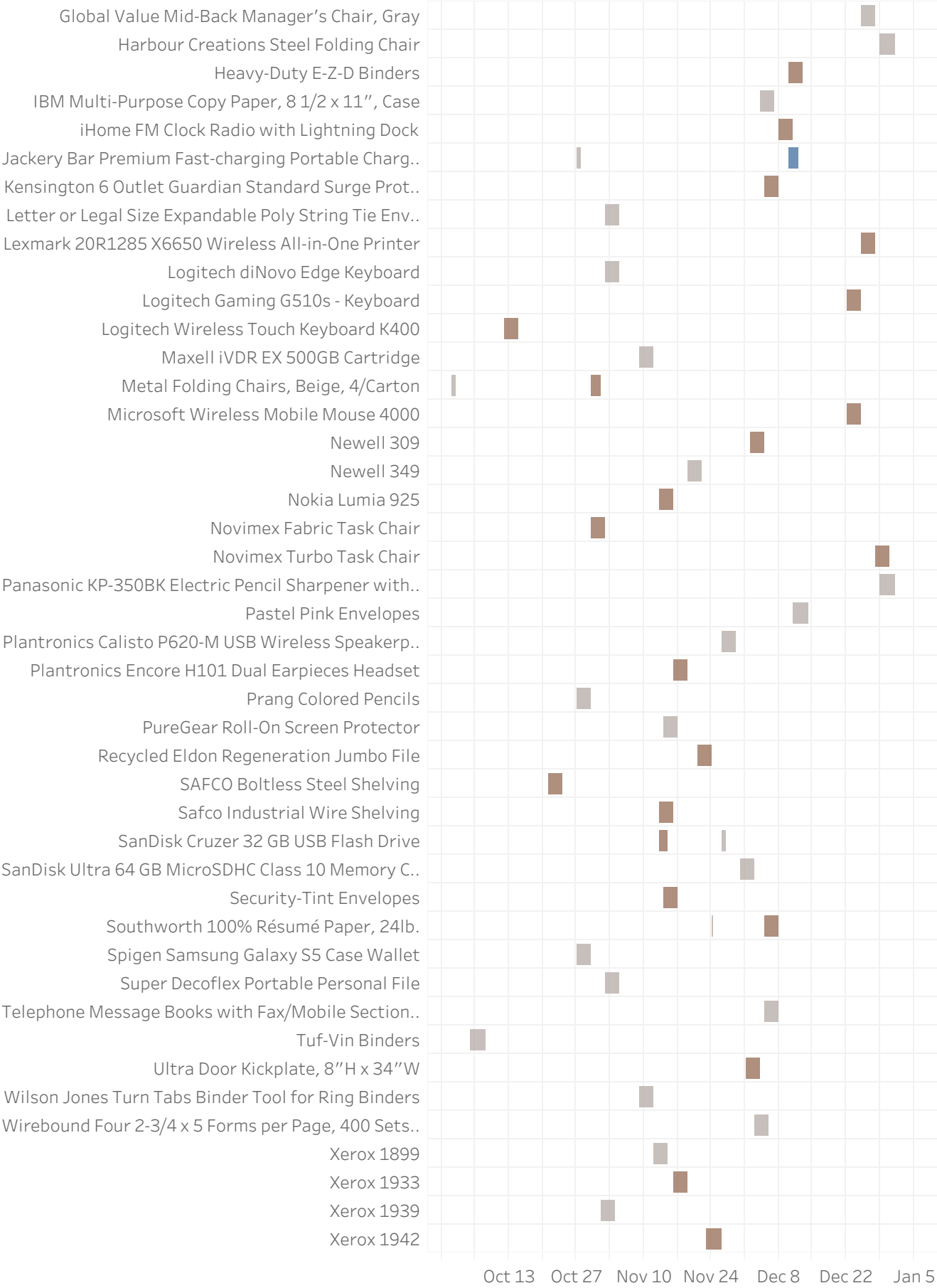




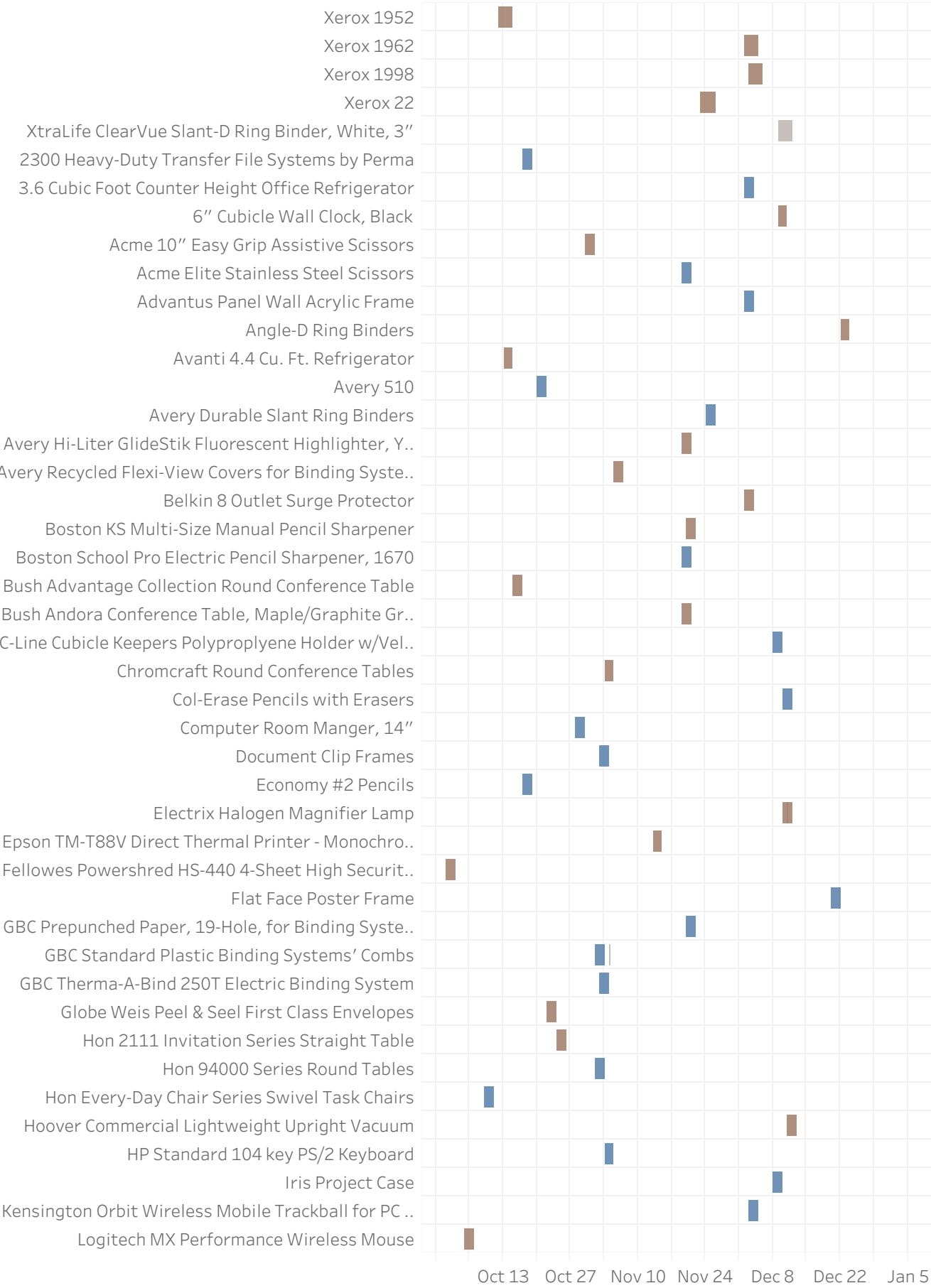
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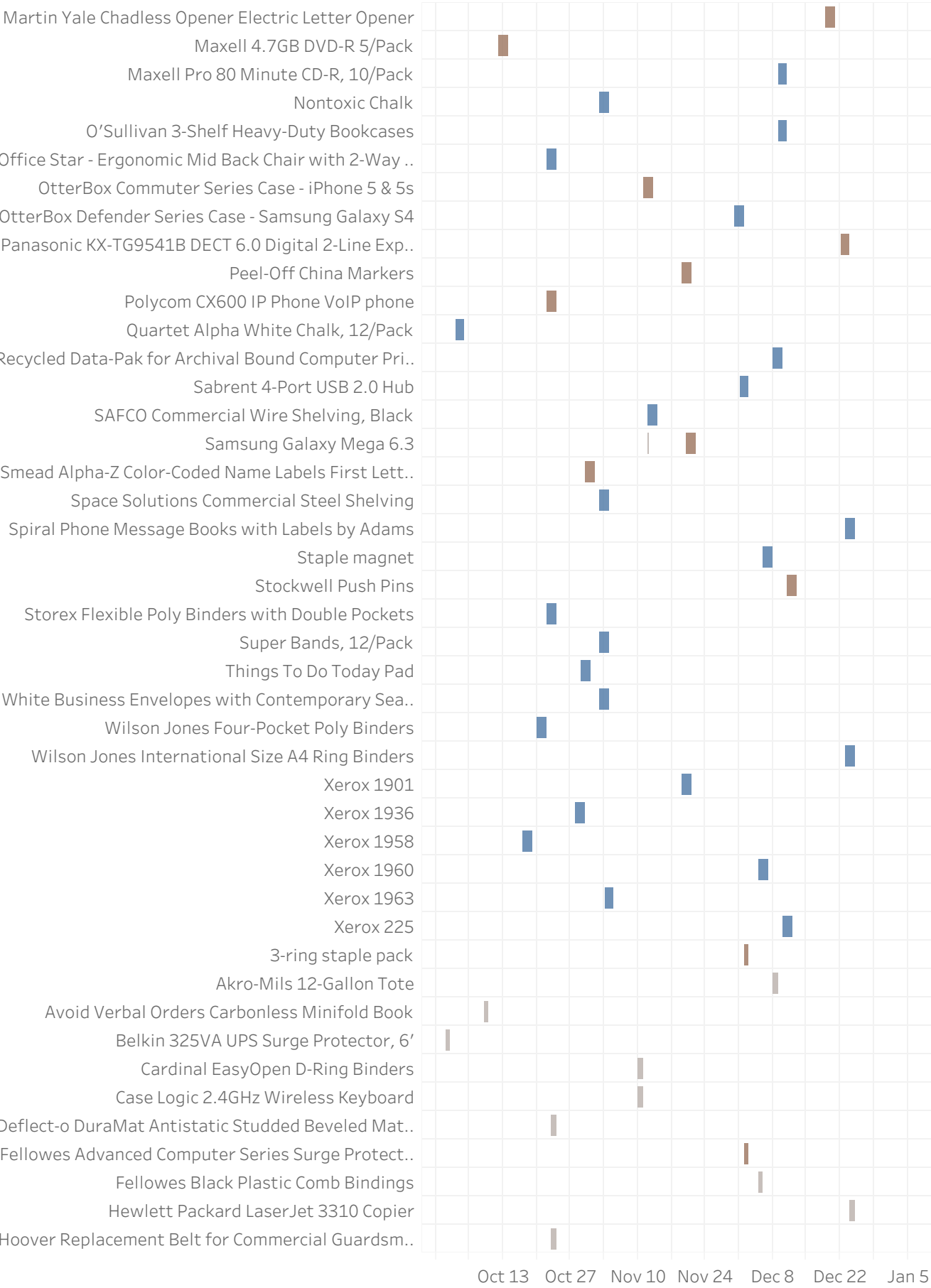
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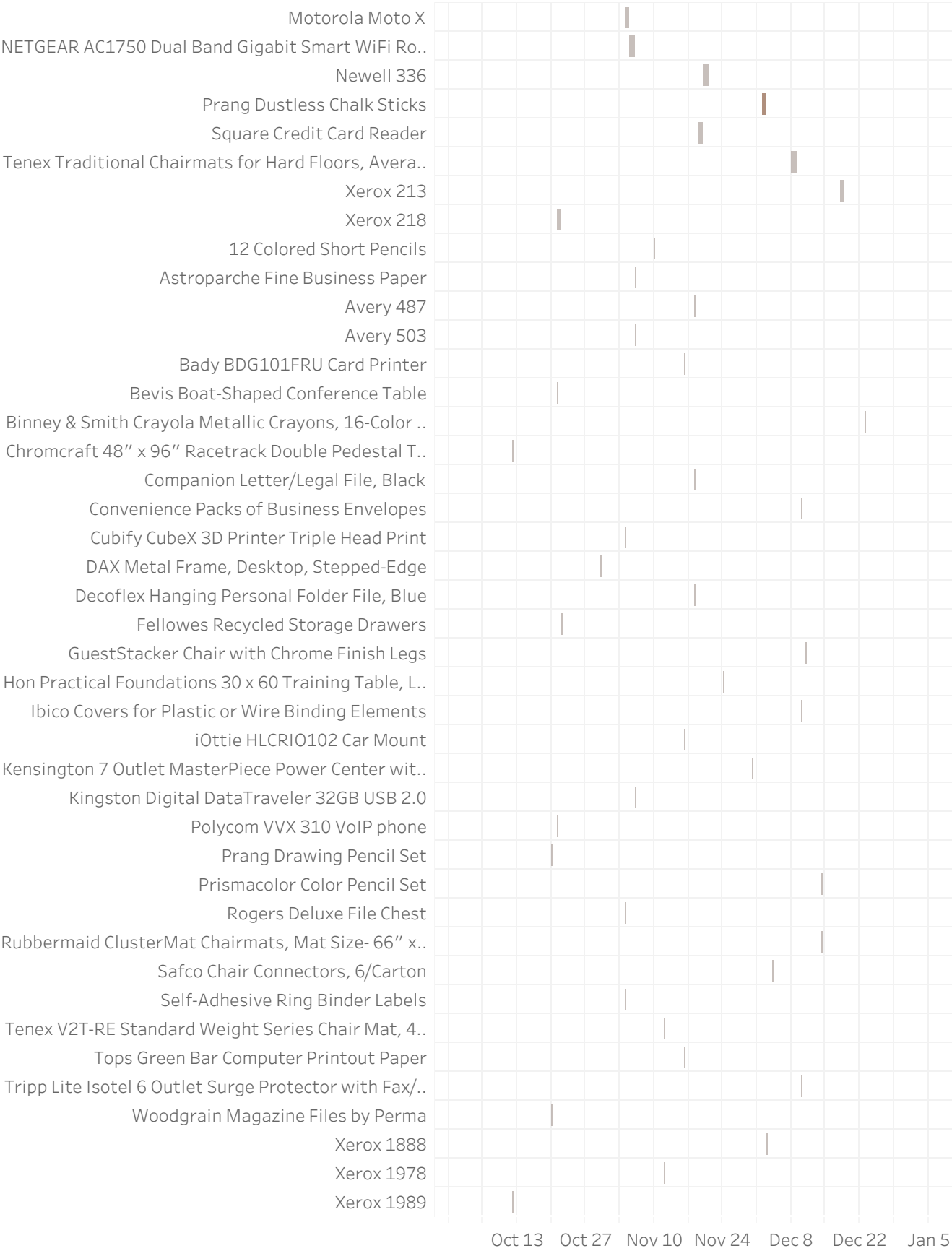
# Days to Ship by Product for Q4 of 2024



# Days to Ship by Product for Q4 of 2024



# Days to Ship by Product for Q4 of 2024



Estimated Compensation:

OTE (Variable)	\$5.82M
Avg. OTE (Variable)	\$142K

# Product Detail Sheet

Order ID	Customer Name	Order Date	Ship Date	Ship Mode	Sales Price	Profit
CA-2024-126634	Alan Barnes	12/20/2024	12/22/2024	Second Class	\$ 20	\$3.32
CA-2024-141531	Bruce Galang	12/29/2024	1/2/2025	Standard Class	\$ 70	\$4.18
CA-2024-143500	Harry Olson	12/30/2024	1/3/2025	Standard Class	\$ 30	\$0.64
CA-2024-146626	James Peterman	12/29/2024	1/5/2025	Standard Class	\$ 80	\$5.67
US-2024-100412	Sharelle Roach	12/22/2024	12/26/2024	Standard Class	\$ 120	\$5.64
US-2024-101322	Jason Gross	12/28/2024	12/31/2024	First Class	\$ 30	\$0.13
US-2024-102099	Emily Phan	12/18/2024	12/19/2024	First Class	\$ 10	\$5.33
US-2024-102197	David Kendrick	12/20/2024	12/26/2024	Standard Class	\$ 310	\$17.11
US-2024-102638	Michael Chen	12/29/2024	12/31/2024	First Class	\$ 30	\$9.12
US-2024-103443	Annie Thurman	12/17/2024	12/23/2024	Standard Class	\$ 320	\$4.11
US-2024-104381	Ross DeVincentis	12/16/2024	12/23/2024	Standard Class	\$ 40	\$1.67
US-2024-104927	Alex Grayson	12/22/2024	12/26/2024	Standard Class	\$ 1120	\$3.11
US-2024-105480	Dean Katz	12/20/2024	12/26/2024	Standard Class	\$ 20	\$0.11
US-2024-105620	Jennifer Halladay	12/25/2024	12/28/2024	First Class	\$ 150	\$1.26
US-2024-105886	Duane Benoit	12/18/2024	12/23/2024	Standard Class	\$ 20	\$5.69
US-2024-106705	Patrick O’Brill	12/26/2024	1/1/2025	Standard Class	\$ 50	\$5.66
US-2024-106782	Liz Preis	12/21/2024	12/27/2024	Standard Class	\$ 30	\$1.66
US-2024-106964	Hallie Redmond	12/17/2024	12/20/2024	First Class	\$ 20	\$5.13
US-2024-107342	Vicky Freymann	12/17/2024	12/22/2024	Standard Class	\$ 40	\$7.69
US-2024-107461	Pete Kriz	12/21/2024	12/26/2024	Second Class	\$ 60	\$7.39
US-2024-108287	Alex Grayson	12/18/2024	12/20/2024	First Class	\$ 90	\$1.12
US-2024-108756	Patrick O’Donnell	12/25/2024	12/29/2024	Standard Class	\$ 30	\$3.64
US-2024-109589	Brian Derr	12/21/2024	12/24/2024	First Class	\$ 40	\$2.13
US-2024-110625	Julia Barnett	12/23/2024	12/30/2024	Standard Class	\$ 20	\$5.67
US-2024-111808	Andrew Roberts	12/16/2024	12/20/2024	Standard Class	\$ 50	\$3.64
US-2024-112487	Tracy Collins	12/26/2024	12/30/2024	Standard Class	\$ 20	\$3.64
US-2024-114055	Mick Hernandez	12/25/2024	12/29/2024	Second Class	\$ 810	\$35.11
US-2024-115427	Erica Bern	12/30/2024	1/3/2025	Standard Class	\$ 40	\$1.18
US-2024-115602	Doug Jacobs	12/18/2024	12/24/2024	Standard Class	\$ 2,300	\$63.22
US-2024-115931	Jim Mitchum	12/22/2024	12/26/2024	Standard Class	\$ 110	\$1.21
US-2024-116701	Logan Currie	12/17/2024	12/21/2024	Second Class	\$ 200	\$3.64
US-2024-116855	Arianne Irving	12/17/2024	12/21/2024	Standard Class	\$ 50	\$5.64
US-2024-116946	Tony Sayre	12/19/2024	12/23/2024	Standard Class	\$ 110	\$11.11
US-2024-117443	Jennifer Braxton	12/23/2024	12/25/2024	Second Class	\$ 180	\$4.64
US-2024-117933	Roy Französisch	12/24/2024	12/29/2024	Standard Class	\$ 30	\$7.69
US-2024-118885	James Galang	12/29/2024	1/2/2025	Standard Class	\$ 670	\$3.18
US-2024-119193	Sally Knutson	12/22/2024	12/24/2024	First Class	\$ 60	\$4.24
US-2024-119578	Jason Gross	12/22/2024	12/27/2024	Second Class	\$ 90	\$1.31
US-2024-120376	Theone Pippenger	12/22/2024	12/25/2024	First Class	\$ 2,100	\$55.41
US-2024-120936	Christine Abelman	12/17/2024	12/21/2024	Standard Class	\$ 40	\$15.18
US-2024-121195	Neola Schneider	12/24/2024	12/27/2024	First Class	\$ 220	\$1.13
US-2024-121216	Michael Moore	12/23/2024	12/25/2024	Second Class	\$ 100	\$1.64
US-2024-121398	Fred Hopkins	12/25/2024	12/29/2024	Standard Class	\$ 40	\$2.18
US-2024-121741	Yoseph Carroll	12/26/2024	12/26/2024	Same Day	\$ 720	\$1.00

# Product Detail Sheet

Order ID	Customer Name	Order Date	Ship Date	Ship Mode	Sales	Profit
US-2024-122798	Susan Vittorini	12/28/2024	1/1/2025	Standard Class	\$1,603	\$9,180
US-2024-123463	Gary Zandusky	12/23/2024	12/23/2024	Same Day	\$1,403	\$4,000
US-2024-124296	Christine Sundaresam	12/24/2024	12/28/2024	Standard Class	\$7,703	\$32,180
US-2024-126221	Chuck Clark	12/30/2024	1/5/2025	Standard Class	\$2,203	\$7,660
US-2024-127516	Erica Hernandez	12/28/2024	1/3/2025	Standard Class	\$1,203	\$0,660
US-2024-127929	Filia McAdams	12/23/2024	12/27/2024	Standard Class	\$1,303	\$1,660
US-2024-128160	Michael Moore	12/19/2024	12/24/2024	Second Class	\$1,203	\$1,330
US-2024-128734	James Lanier	12/24/2024	12/31/2024	Standard Class	\$8,703	\$12,110
US-2024-129805	Harry Marie	12/28/2024	1/2/2025	Standard Class	\$1,203	\$1,660
US-2024-130309	Giulietta Baptist	12/17/2024	12/21/2024	Standard Class	\$5,303	\$19,660
US-2024-130631	Bruce Stewart	12/29/2024	1/2/2025	Standard Class	\$1,703	\$4,180
US-2024-133431	Logan Currie	12/17/2024	12/21/2024	Standard Class	\$1,203	\$9,180
US-2024-134194	Guy Armstrong	12/25/2024	1/1/2025	Standard Class	\$1,284	\$16,330
US-2024-134404	Dan Reichenbach	12/27/2024	12/27/2024	Same Day	\$1,603	\$8,000
US-2024-135111	Christopher Schild	12/28/2024	1/2/2025	Standard Class	\$1,603	\$7,110
US-2024-136238	Karen Bern	12/26/2024	1/1/2025	Standard Class	\$1,203	\$5,660
US-2024-136539	Greg Hansen	12/28/2024	1/1/2025	Standard Class	\$1,423	\$3,180
US-2024-137428	Andy Yotov	12/16/2024	12/21/2024	Second Class	\$2,153	\$4,120
US-2024-137456	Rick Bensley	12/21/2024	12/21/2024	Same Day	\$1,203	\$4,000
US-2024-137463	Kalyca Meade	12/16/2024	12/20/2024	Second Class	\$4,203	\$15,120
US-2024-138380	Yana Sorensen	12/21/2024	12/25/2024	Standard Class	\$1,703	\$9,660
US-2024-140585	Russell Applegate	12/18/2024	12/23/2024	Second Class	\$2,353	\$1,510
US-2024-140627	Darren Koutras	12/23/2024	12/27/2024	Standard Class	\$3,153	\$1,110
US-2024-142909	Alex Grayson	12/22/2024	12/25/2024	Second Class	\$1,263	\$14,330
US-2024-143252	Harold Engle	12/18/2024	12/24/2024	Standard Class	\$1,803	\$3,110
US-2024-143259	Patrick O'Donnell	12/30/2024	1/3/2025	Standard Class	\$4,113	\$14,110
US-2024-144827	Sanjit Engle	12/21/2024	12/27/2024	Standard Class	\$1,203	\$7,660
US-2024-145219	Robert Marley	12/24/2024	12/25/2024	First Class	\$2,903	\$5,220
US-2024-145310	Jeremy Pistek	12/22/2024	12/24/2024	Second Class	\$1,203	\$7,330
US-2024-146164	Charlotte Melton	12/22/2024	12/26/2024	Standard Class	\$6,403	\$15,180
US-2024-146626	Ben Peterman	12/29/2024	1/5/2025	Standard Class	\$1,803	\$7,660
US-2024-146780	Cynthia Voltz	12/25/2024	12/30/2024	Standard Class	\$1,203	\$5,660
US-2024-147669	Susan Vittorini	12/25/2024	12/30/2024	Standard Class	\$4,253	\$22,220
US-2024-147956	Alan Hwang	12/24/2024	12/31/2024	Standard Class	\$1,603	\$1,660
US-2024-148355	Nick Crebassa	12/24/2024	12/28/2024	Standard Class	\$1,803	\$3,180
US-2024-149699	Chad McGuire	12/22/2024	12/24/2024	First Class	\$4,503	\$10,120
US-2024-150910	Jack Lebron	12/22/2024	12/28/2024	Standard Class	\$1,224	\$20,330
US-2024-154935	Andy Reiter	12/24/2024	12/29/2024	Standard Class	\$1,203	\$1,660
US-2024-155362	Dave Poirier	12/17/2024	12/21/2024	Standard Class	\$1,203	\$5,660
US-2024-155376	Sandra Glassco	12/22/2024	12/27/2024	Standard Class	\$8,303	\$25,660
US-2024-156664	Beth Paige	12/18/2024	12/23/2024	Standard Class	\$2,133	\$3,220
US-2024-156720	Jill Matthias	12/30/2024	1/3/2025	Standard Class	\$1,203	\$0,660
US-2024-158526	Katherine Hughes	12/29/2024	1/1/2025	Second Class	\$1,103	\$7,110
US-2024-158673	Ken Brennan	12/29/2024	1/4/2025	Standard Class	\$2,203	\$13,660

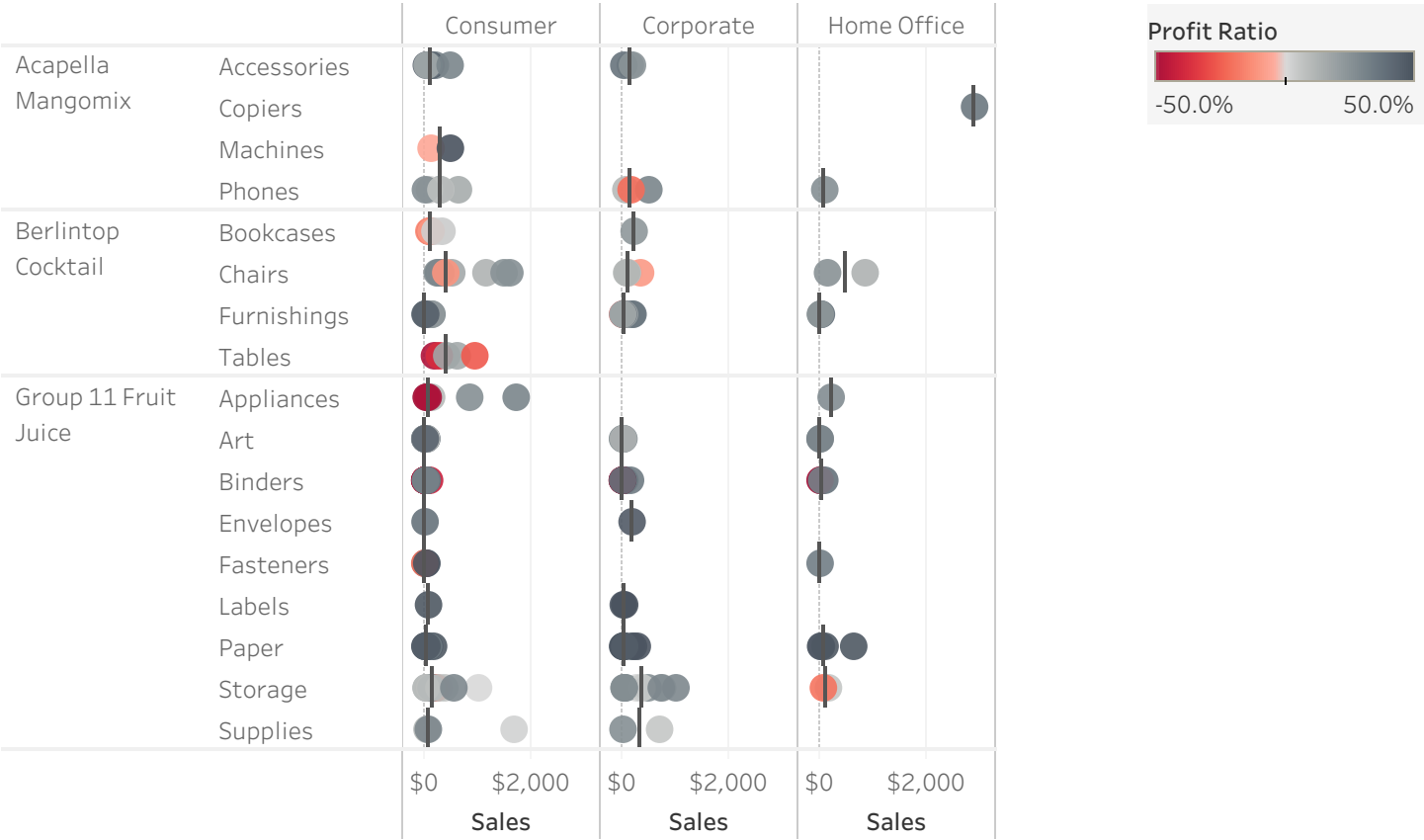


# Product Detail Sheet

Order ID	Customer Name	Order Date	Ship Date	Ship Mode	Sales	Profit
US-2024-158729	Amy Cox	12/19/2024	12/21/2024	First Class	L, 20	\$1.12
US-2024-158736	Tonja Turnell	12/18/2024	12/24/2024	Standard Class	\$ 20	\$9.66
US-2024-161480	Ralph Arnett	12/25/2024	12/29/2024	Standard Class	1 20	\$1.64
US-2024-161578	Rick Bensley	12/16/2024	12/21/2024	Second Class	1 70	\$1.61
US-2024-162068	Pamela Coakley	12/28/2024	12/31/2024	Second Class	\$ 70	\$3.33
US-2024-162670	Monica Federle	12/23/2024	12/28/2024	Second Class	L, 10	24.12
US-2024-162880	Giulietta Dortch	12/25/2024	12/29/2024	Standard Class	\$ 10	\$5.64
US-2024-163405	Bradley Nguyen	12/21/2024	12/25/2024	Standard Class	\$ 50	\$7.18
US-2024-163510	Joni Wasserman	12/25/2024	12/28/2024	Second Class	4 80	\$1.66
US-2024-163671	Dave Poirier	12/24/2024	12/30/2024	Standard Class	\$ 20	\$7.66
US-2024-163860	Lori Olson	12/28/2024	1/1/2025	Standard Class	1 13	\$7.21
US-2024-163979	Kristen Hastings	12/28/2024	1/2/2025	Second Class	7 40	29.39
US-2024-164000	Aaron Hawkins	12/18/2024	12/22/2024	Standard Class	\$ 70	\$2.64
US-2024-164826	Jennifer Ferguson	12/28/2024	1/4/2025	Standard Class	1 20	\$2.22
US-2024-165841	Dean Braden	12/21/2024	12/28/2024	Standard Class	5 10	14.12
US-2024-169411	Ann Chong	12/24/2024	12/29/2024	Standard Class	\$ 10	\$3.69
US-2024-169978	Hunter Glantz	12/24/2024	12/28/2024	Standard Class	2 30	\$3.18

# Sales and Profit by Product Names

Year: All, Month: All, Product Category: All



# Sales by Product Category

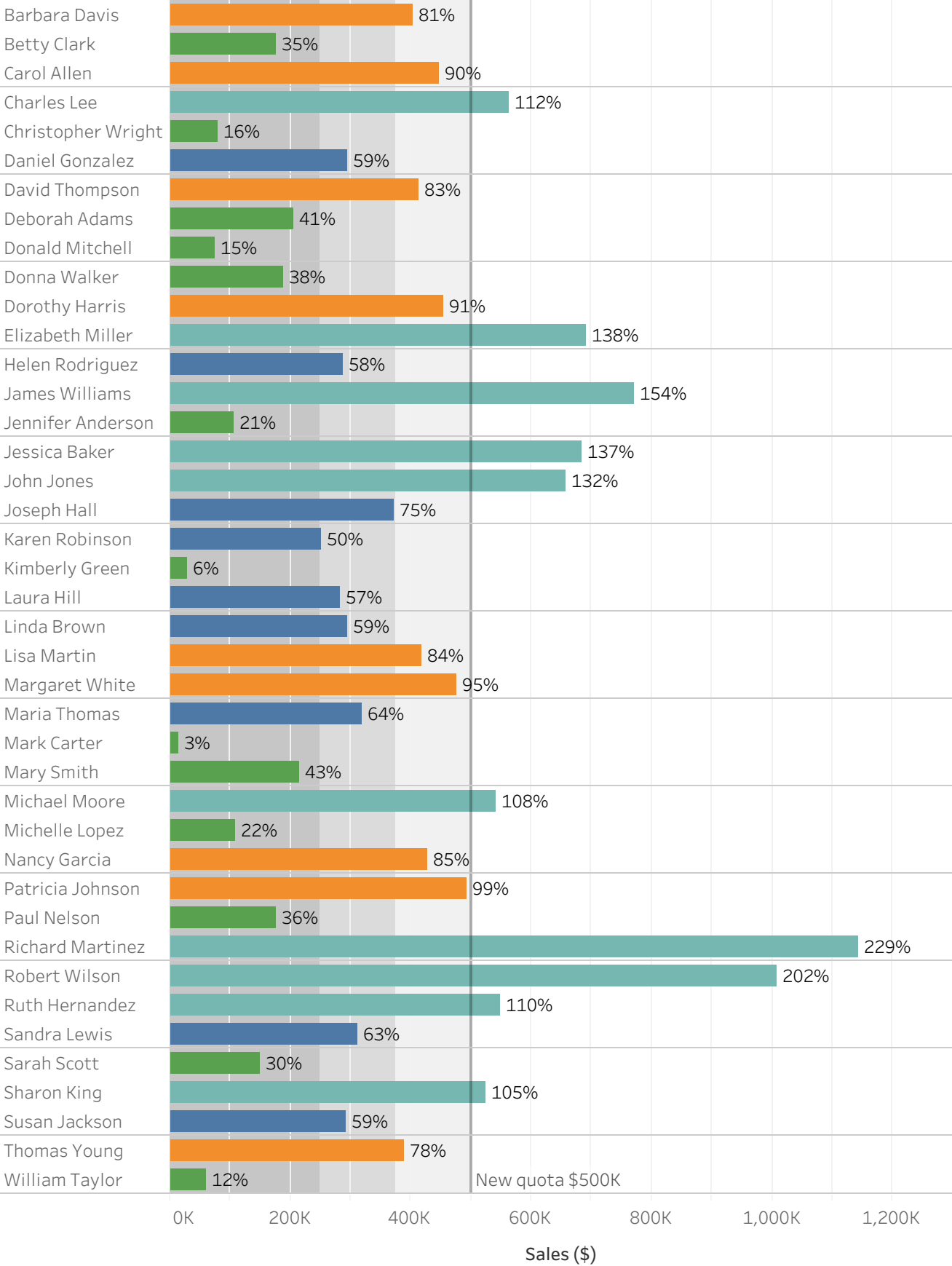
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Acapella Mangomix	2021	\$3,353	\$1,609	\$32,511	\$9,195	\$9,943	\$8,436	\$8,004	\$9,210	\$31,367
	2022	\$4,835	\$3,449	\$10,344	\$11,161	\$11,643	\$6,435	\$10,371	\$15,525	\$19,017
	2023	\$5,830	\$12,259	\$21,568	\$14,891	\$28,833	\$16,372	\$13,269	\$9,672	\$22,883
	2024	\$16,943	\$6,027	\$33,429	\$12,383	\$13,910	\$17,061	\$23,210	\$17,619	\$27,022
Berlintop Cocktail	2021	\$6,308	\$1,840	\$15,817	\$7,945	\$8,505	\$13,206	\$10,821	\$7,320	\$23,816
	2022	\$11,805	\$3,134	\$13,743	\$10,476	\$9,419	\$7,714	\$13,674	\$9,639	\$26,273
	2023	\$7,688	\$3,926	\$14,116	\$13,291	\$15,160	\$13,231	\$13,116	\$12,483	\$27,327
	2024	\$6,029	\$6,866	\$12,369	\$9,323	\$17,483	\$19,009	\$12,476	\$15,442	\$29,097
Group 11 Fruit Juice	2021	\$4,858	\$1,072	\$8,606	\$11,155	\$7,872	\$13,027	\$15,121	\$12,388	\$27,487
	2022	\$1,822	\$5,368	\$15,892	\$12,559	\$9,185	\$10,648	\$4,720	\$11,894	\$19,337
	2023	\$5,313	\$6,794	\$17,347	\$10,647	\$13,050	\$11,334	\$13,915	\$9,561	\$23,311
	2024	\$21,287	\$7,408	\$14,931	\$15,072	\$13,763	\$16,986	\$10,304	\$31,069	\$31,946

# Sales by Product Category

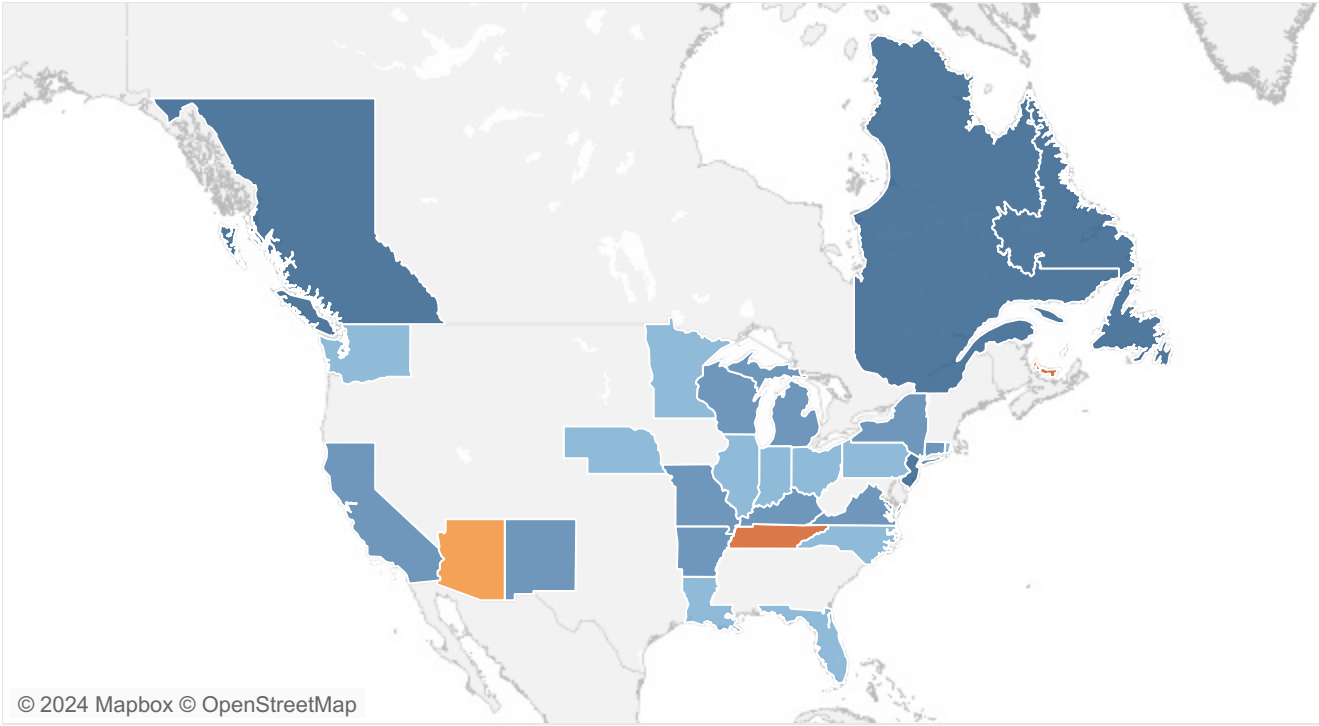
		Oct	Nov	Dec
Acapella Mangomix	2021	\$11,979	\$30,201	\$22,093
	2022	\$10,707	\$23,874	\$35,632
	2023	\$31,540	\$27,141	\$22,323
	2024	\$32,895	\$49,919	\$22,002
Berlintop Cocktail	2021	\$13,136	\$21,763	\$31,648
	2022	\$12,027	\$30,881	\$23,546
	2023	\$11,889	\$31,784	\$36,970
	2024	\$22,246	\$37,057	\$31,917
Group 11 Fruit Juice	2021	\$7,298	\$26,862	\$18,267
	2022	\$8,673	\$21,218	\$16,355
	2023	\$16,403	\$20,487	\$38,210
	2024	\$28,334	\$31,479	\$31,256

Estimated Quota Attainment Results with These Assumptions

Sales Person



Sales by Geography



Estimated Sales:

Sales \$15.36M

% of quota achieved 75%

Monthly Sales by Product Category - States/Provinces: **All**



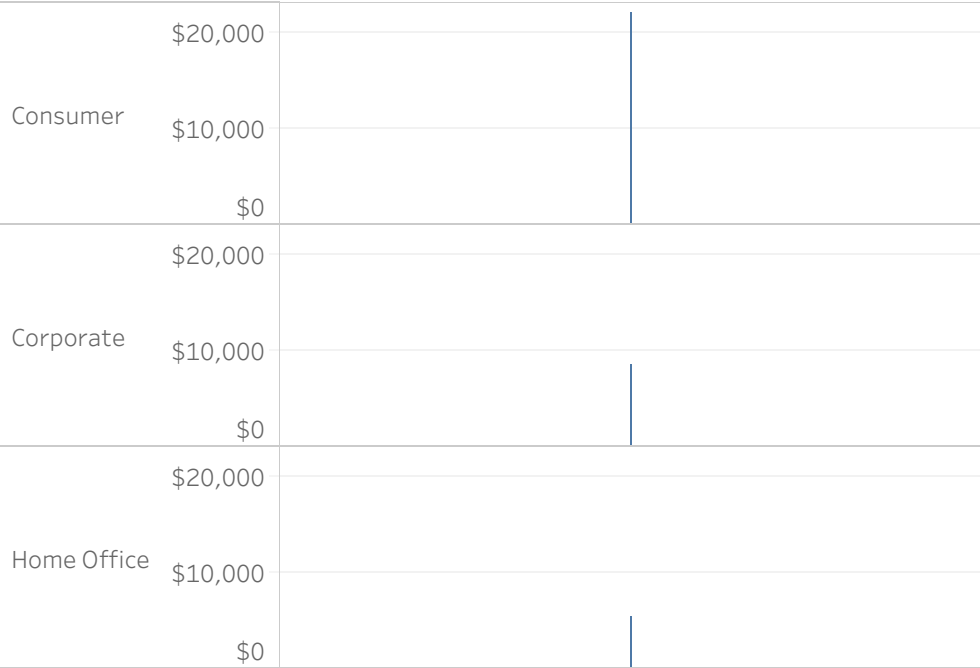
Order Profitable?

Profitable

Unprofitable



Monthly Sales by Segment - States/Provinces: **All**



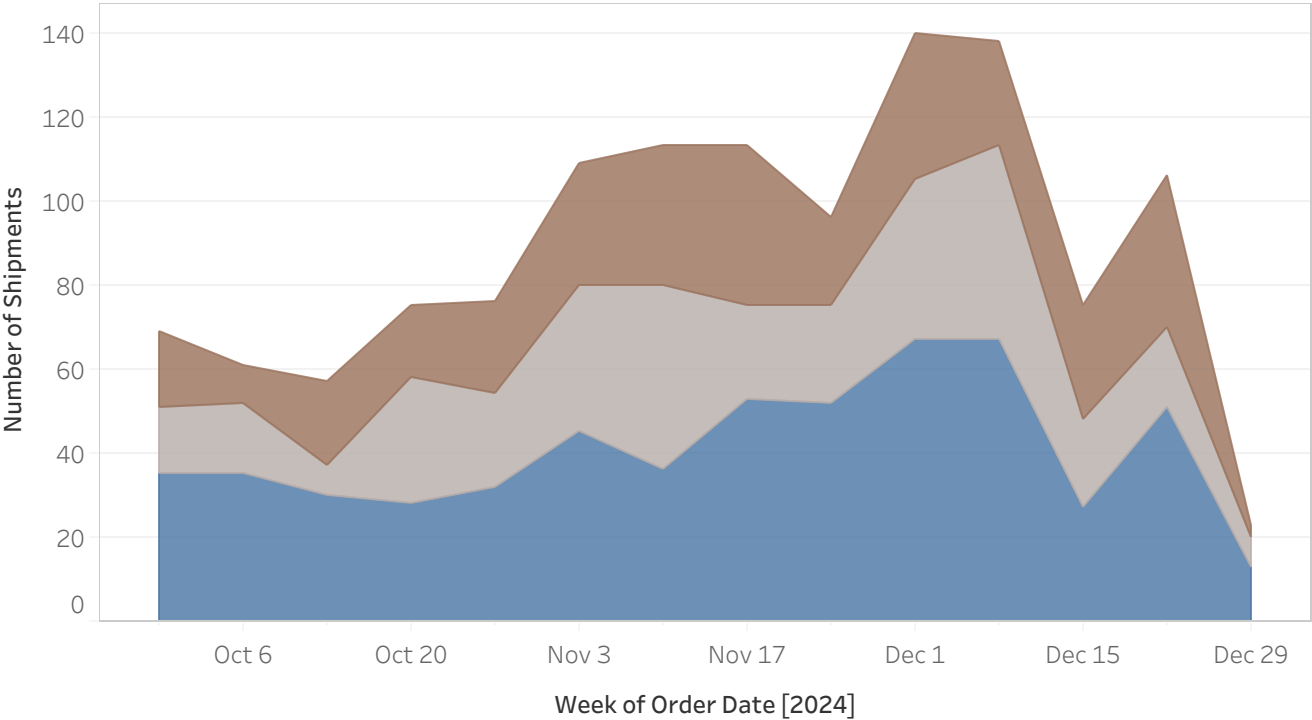
Order Profitable?  
■ Profitable  
■ Unprofitable

# ShipSummary



- Ship Status
- Shipped Late
  - Shipped On Time
  - Shipped Early

Shipments by Mode



# Executive Overview - Profitability (All)

Sales	Profit	Profit Ratio	Profit per Or..	Sales per Cu..	Avg. Discount	Quantity
\$35,724	\$6,175	17.3%	\$58.81	\$372.12	14.20%	709