

# PRODUCT SALES REPORT

PREPARED: MATEUSZ PITUCHA  
WARSAW 22.09.2024

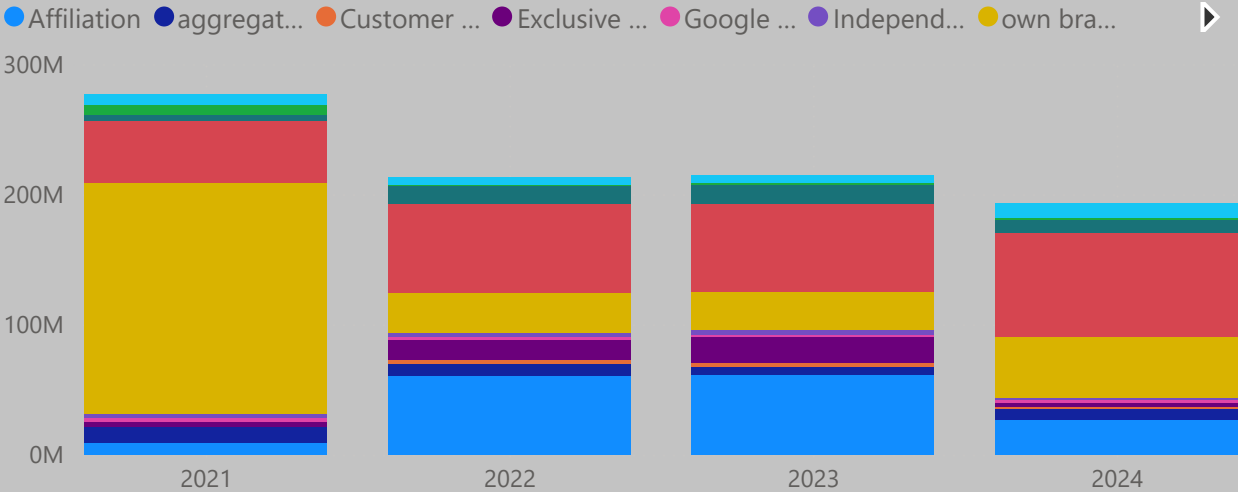
PRODUCT SALES REPORT

SALES CHANNELS

TOTAL SALES

897M

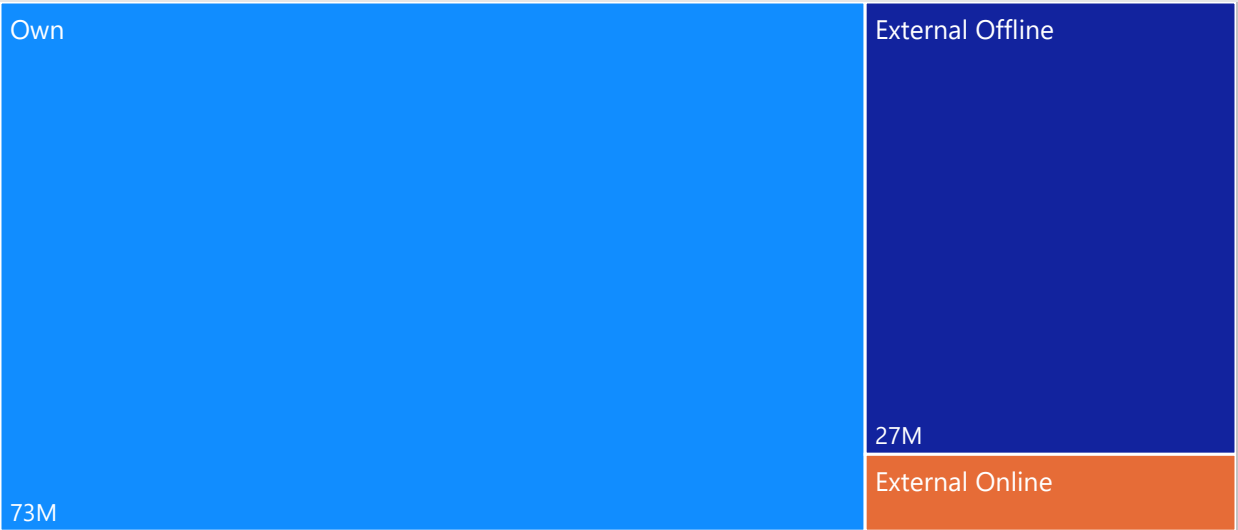
SALES CHANNELS



RANK - SALES CHANNELS



PROFIT- SALES CHANNELS



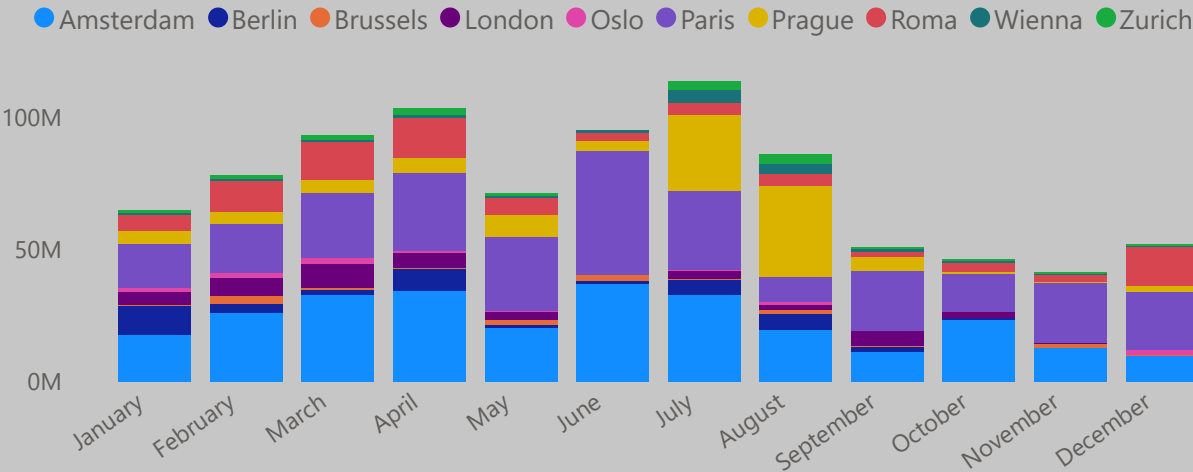
PRODUCT SALES REPORT

BRANCH SALES

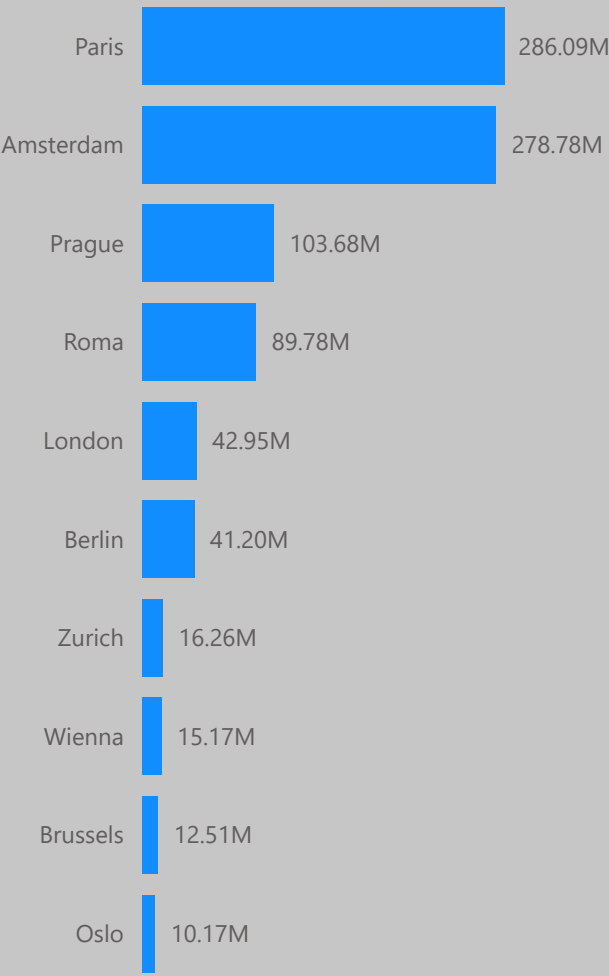
TOTAL SALES

897M

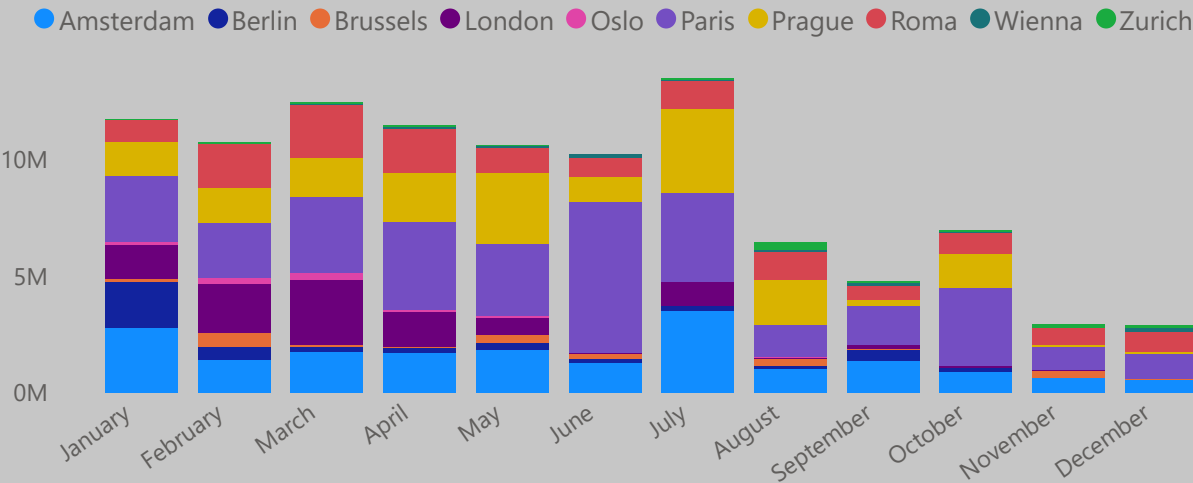
BRANCH SALES



BRANCH SALES RANKING



BRANCHES PROFIT



Branches

All

Sales Channel

All

Year

All

Month

All

2024 Q1 London Paris

2024 Q1 Berlin Rome

Reset



Start Page



0M 200M



PRODUCT SALES REPORT

PROFIT ANALYSIS

Oddzialy

1/1/2021



8/1/2024



Branches

All

Sales Channel

All

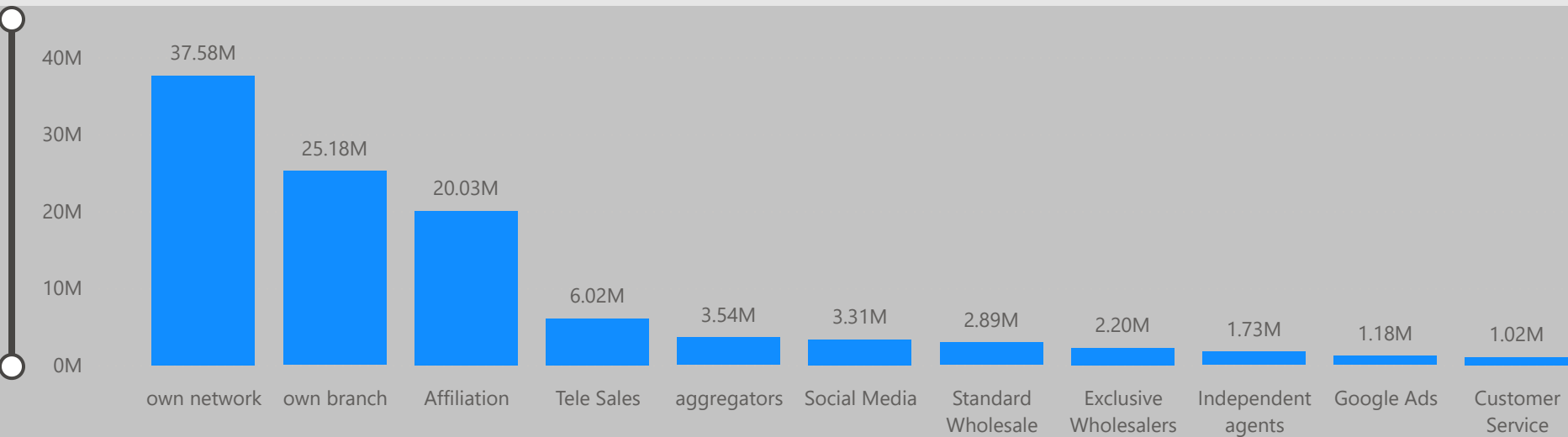
Year

All

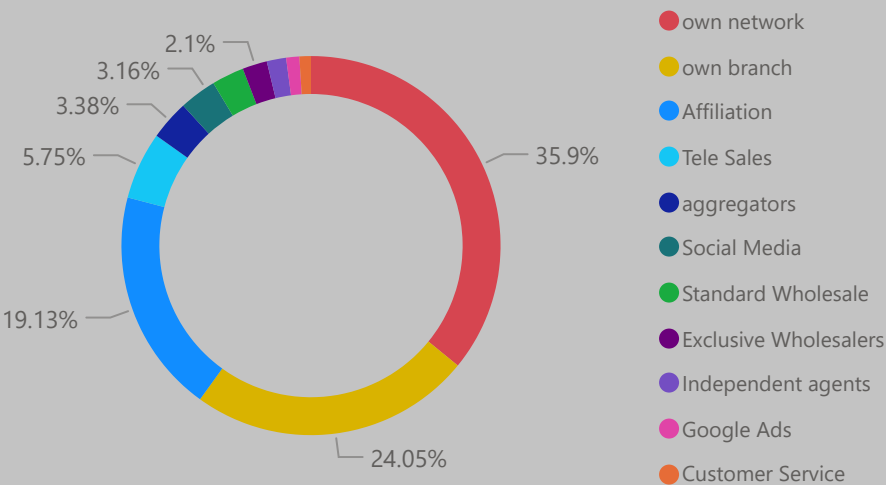
Month

All

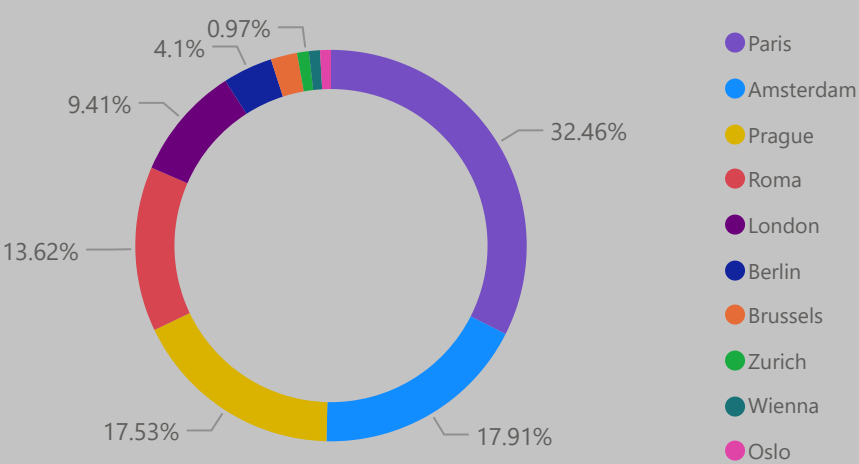
PROFIT - SALES CHANNELS



PROFIT % - SALES CHANNELS



PROFIT % - SALES BRANCHES



PRODUCT SALES REPORT

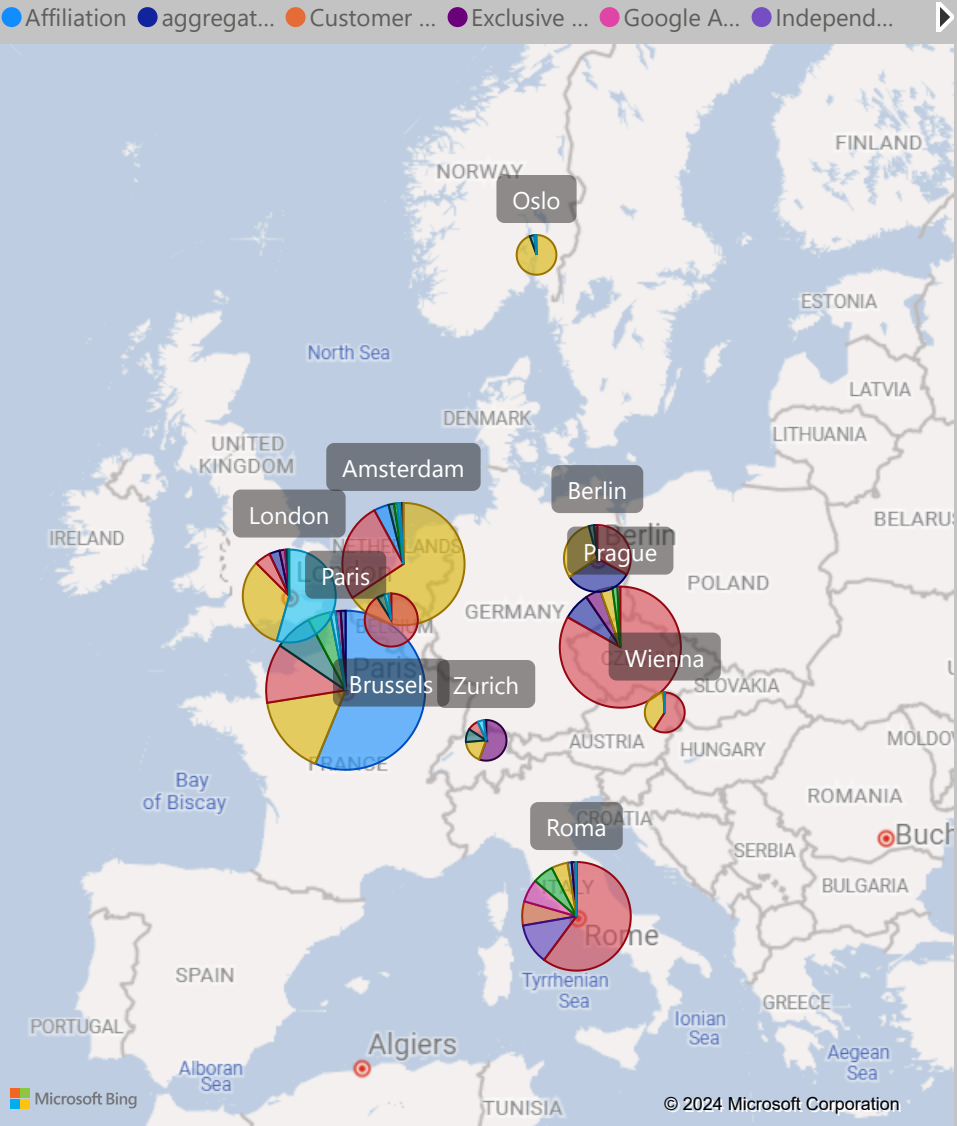
MAP AND BUDGET

Date

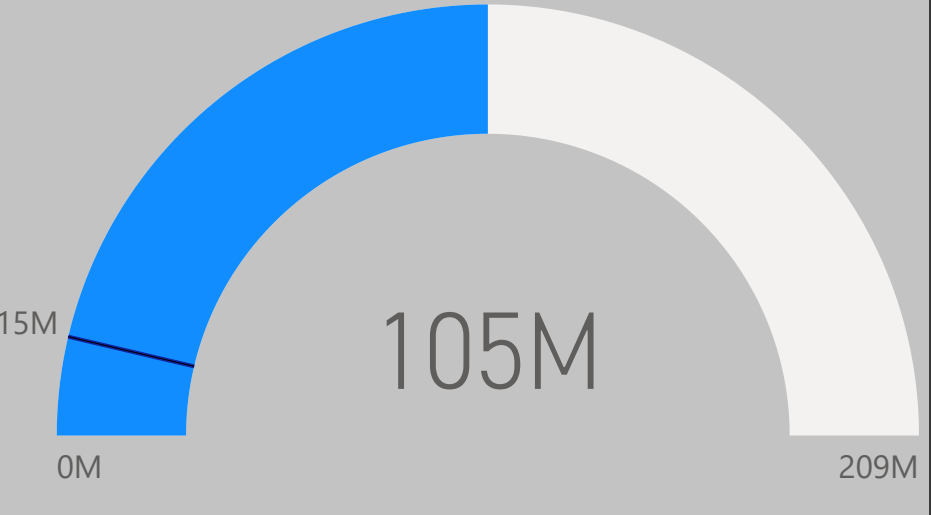
1/1/2021

8/1/2024

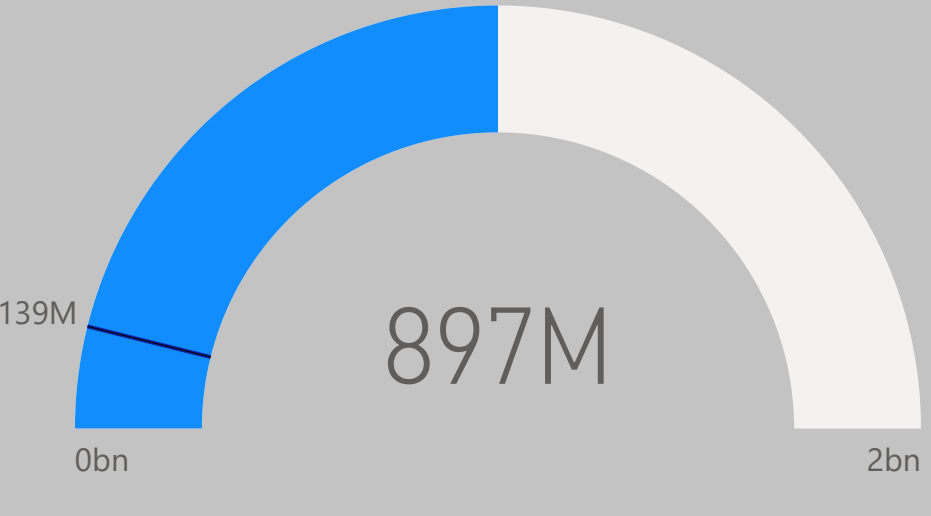
PROFIT - SALES CHANNELS



PROFIT VS BUDGET



SALES VS BUDGET



PRODUCT SALES ANALYSIS

LONDON ANALYSIS

Date

1.20

Branches

All

Sales Channels

All

Year

All

Month

All

7.47M

London Sales 2023 Own

Sales Channel Group	Total Sales	Total Profit	Sales Budget	Budget Profit	Profit %
External Online	52,265,539	5,475,994	47,553,587	5,290,872	10.5%
Customer Service	10,263,618	1,228,484	38,893,933	3,172,425	12.0%
aggregators	42,001,921	4,247,510	8,659,654	2,118,447	10.1%
External Offline	268,620,865	32,213,610	52,651,749	2,731,815	12.0%
Standard Wholesale	13,576,185	3,464,392	2,459,751	737,925	25.5%
Independent agents	14,423,144	2,073,003	42,222,575	1,114,589	14.4%
Exclusive Wholesalers	51,377,046	2,641,698	1,048,833	187,242	5.1%
Affiliation	189,244,490	24,034,517	6,920,591	692,059	12.7%
Own	755,022,082	87,931,282	108,836,031	15,134,048	11.6%
Google Ads	9,911,091	1,413,052	22,233,231	2,674,466	14.3%
Tele Sales	36,250,629	7,228,364	1,867,031	138,028	19.9%
Total	1,075,908,486	125,620,886	209,041,368	23,156,735	11.7%

PROFIT vs SALES

