

EXECUTIVE OVERVIEW

Month

All

Buyer Type

All

Country

All

Total Unit Sold

861K

Highest Selling
Camera 3

Net Sales

\$92M

Top Buyer Type
Institutions

Total Cost

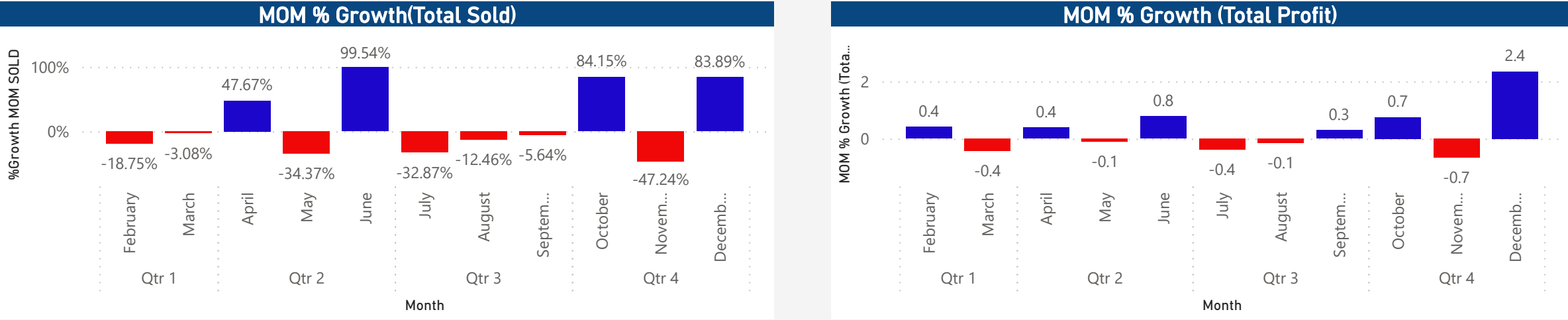
\$79M

Top Product Cost
Camera 3

Total Profit

\$13M

Highest Profit Product
Camera 3



Insight

At 255,992.50, Camera 3 had the highest Sum of Units Sold and was 121.75% higher than Camera 1, which had the lowest Sum of Units Sold at 115442.Camera 3 accounted for 29.73% of Sum of Units Sold. At \$39,418,575, Institutions had the highest Net Sales and was 2,710.59% higher than Resellers, which had the lowest Net Sales at \$1,402,503.Institutions accounted for 42.70% of Net Sales. Quatre 2 made up 21.19% of %Growth Total Annual Sold, Quatre 4 in made up 35.26% of MOM % Growth (Total Profit).

Product Performance Analysis By Months and Country

▲	Month	Total Sold	TOTAL Sold MTD	Total Sold MOM	Total Sold MOM Variance	%Change	Net Sales	Net Sales MTD	Net Sales MOM	Net Sales Variance	%Change Net Sales	Total Profit	Total Profit MTD	PY Profit	Profit Variance	%Change Profit	▲
☐	January	67,836	67,835.50				\$6,607,762	\$6,607,762				\$814,029	\$814,029				
	Camera 1	6,579	6,578.50				\$124,177	\$124,177				\$58,392	\$58,392				
	Camera 2	7,701	7,700.50				\$1,694,718	\$1,694,718				\$293,968	\$293,968				
	Camera 3	23,598	23,598.00				\$3,618,687	\$3,618,687				\$391,609	\$391,609				
	Camera 4	9,972	9,971.50				\$125,616	\$125,616				\$33,366	\$33,366				
	Camera 5	9,968	9,967.50				\$166,575	\$166,575				\$71,855	\$71,855				
	Camera 6	10,020	10,019.50				\$877,987	\$877,987				(\$35,163)	(\$35,163)				
☐	February	55,115	55,115.00	67,835.50	-12,720.50	-19%	\$7,297,531	\$7,297,531	\$6,607,762	689,770	10%	\$1,148,547	\$1,148,547	\$814,029	334,518.71	41%	
	Camera 1	7,503	7,503.00	6,578.50	924.50	14%	\$84,857	\$84,857	\$124,177	-39,320	-32%	\$62,348	\$62,348	\$58,392	3,955.52	7%	
	Camera 2	5,405	5,405.00	7,700.50	-2,295.50	-30%	\$34,246	\$34,246	\$1,694,718	-1,660,473	-98%	\$7,221	\$7,221	\$293,968	-286,747.58	-98%	
	Camera 3	14,629	14,629.00	23,598.00	-8,969.00	-38%	\$237,652	\$237,652	\$3,618,687	-3,381,034	-93%	\$91,362	\$91,362	\$391,609	-300,246.94	-77%	
	Camera 4	7,893	7,893.00	9,971.50	-2,078.50	-21%	\$926,216	\$926,216	\$125,616	800,600	637%	(\$20,944)	(\$20,944)	\$33,366	-54,310.03	-163%	
	Camera 5	11,210	11,210.00	9,967.50	1,242.50	12%	\$3,187,785	\$3,187,785	\$166,575	3,021,210	1814%	\$385,285	\$385,285	\$71,855	313,430.18	436%	
	Camera 6	8,475	8,475.00	10,019.50	-1,544.50	-15%	\$2,826,775	\$2,826,775	\$877,987	1,948,788	222%	\$623,275	\$623,275	(\$35,163)	658,437.55	-1873%	
☐	March	53,420	53,420.00	55,115.00	-1,695.00	-3%	\$5,586,860	\$5,586,860	\$7,297,531	-1,710,672	-23%	\$669,867	\$669,867	\$1,148,547	-478,680.52	-42%	
	Camera 1	6,476	6,476.00	7,503.00	-1,027.00	-14%	\$2,065,287	\$2,065,287	\$84,857	1,980,430	2334%	\$381,527	\$381,527	\$62,348	319,179.08	512%	
	Camera 2	8,280	8,280.00	5,405.00	2,875.00	53%	\$118,468	\$118,468	\$34,246	84,222	246%	\$35,668	\$35,668	\$7,221	28,447.08	394%	
	Camera 3	16,695	16,695.00	14,629.00	2,066.00	14%	\$1,211,426	\$1,211,426	\$237,652	973,774	410%	\$47,876	\$47,876	\$91,362	-43,486.35	-48%	
	Camera 4	6,691	6,691.00	7,893.00	-1,202.00	-15%	\$75,990	\$75,990	\$926,216	-850,226	-92%	\$55,917	\$55,917	(\$20,944)	76,861.11	-367%	
	Camera 5	7,562	7,562.00	11,210.00	-3,648.00	-33%	\$47,510	\$47,510	\$3,187,785	-3,140,275	-99%	\$9,700	\$9,700	\$385,285	-375,585.44	-97%	
	Camera 6	7,716	7,716.00	8,475.00	-759.00	-9%	\$2,068,179	\$2,068,179	\$2,826,775	-758,596	-27%	\$139,179	\$139,179	\$623,275	-484,096.00	-78%	
☐	April	78,887	78,886.50	53,420.00	25,466.50	48%	\$6,964,775	\$6,964,775	\$5,586,860	1,377,915	25%	\$929,985	\$929,985	\$669,867	260,117.70	39%	
	Camera 1	13,591	13,590.50	6,476.00	7,114.50	110%	\$1,087,510	\$1,087,510	\$2,065,287	-977,777	-47%	\$24,140	\$24,140	\$381,527	-357,386.83	-94%	
	Camera 2	10,056	10,055.50	8,280.00	1,775.50	21%	\$2,872,871	\$2,872,871	\$118,468	2,754,403	2325%	\$337,206	\$337,206	\$35,668	301,537.60	845%	
	Camera 3	23,653	23,653.00	16,695.00	6,958.00	42%	\$1,064,108	\$1,064,108	\$1,211,426	-147,318	-12%	\$160,125	\$160,125	\$47,876	112,249.25	234%	
	Camera 4	11,459	11,458.50	6,691.00	4,767.50	71%	\$204,387	\$204,387	\$75,990	128,397	169%	\$89,802	\$89,802	\$55,917	33,884.94	61%	
	Camera 5	9,362	9,362.00	7,562.00	1,800.00	24%	\$1,018,124	\$1,018,124	\$47,510	970,615	2043%	\$252,577	\$252,577	\$9,700	242,877.34	2504%	
	Camera 6	10,767	10,767.00	7,716.00	3,051.00	40%	\$717,775	\$717,775	\$2,068,179	-1,350,404	-65%	\$66,134	\$66,134	\$139,179	-73,044.60	-52%	
☐	May	51,771	51,771.00	78,886.50	-27,115.50	-34%	\$6,210,211	\$6,210,211	\$6,964,775	-754,564	-11%	\$828,640	\$828,640	\$929,985	-101,344.51	-11%	
	Camera 1	4,800	4,800.00	13,590.50	-8,790.50	-65%	\$87,865	\$87,865	\$1,087,510	-999,646	-92%	\$39,865	\$39,865	\$24,140	15,724.42	65%	
	Camera 2	8,300	8,300.00	10,055.50	-1,755.50	-17%	\$1,827,856	\$1,827,856	\$2,872,871	-1,045,014	-36%	\$353,733	\$353,733	\$337,206	16,527.66	5%	
	Camera 3	15,417	15,417.00	23,653.00	-8,236.00	-35%	\$3,132,228	\$3,132,228	\$1,064,108	2,068,120	194%	\$403,173	\$403,173	\$160,125	243,047.54	152%	
	Total	861,132	102,336.00				\$92,311,095					\$13,015,238					▼

▲	Product	% Profit	% Total Sold	% Cost	% Sells	% Gross	% discount	▲
☐	Camera 1	14%	13.41%	13.39%	13.44%	13.47%	13.78%	
	France	3%	3.28%	3.43%	3.38%	3.37%	3.20%	
	German	3%	2.51%	3.18%	3.11%	3.13%	3.32%	
	Greece	3%	2.21%	2.51%	2.57%	2.57%	2.50%	
	Italy	3%	2.88%	2.33%	2.46%	2.46%	2.47%	
	UK	2%	2.54%	1.95%	1.92%	1.95%	2.29%	
☐	Camera 2	13%	13.69%	12.31%	12.37%	12.41%	13.06%	
	France	3%	2.87%	3.08%	3.11%	3.13%	3.41%	
	German	3%	2.24%	2.67%	2.72%	2.71%	2.49%	
	Greece	2%	2.88%	1.16%	1.24%	1.22%	1.02%	
	Italy	2%	2.95%	2.53%	2.48%	2.54%	3.37%	
	UK	2%	2.75%	2.87%	2.82%	2.81%	2.77%	
☐	Camera 3	28%	29.73%	29.51%	29.35%	29.35%	29.31%	
	FGHFJH	0%	0.19%	0.51%	0.50%	0.49%	0.34%	
	France	5%	6.51%	5.15%	5.18%	5.09%	3.94%	
	German	4%	4.35%	4.35%	4.29%	4.21%	3.21%	
	Greece	5%	5.36%	6.58%	6.41%	6.61%	9.24%	
	Italy	7%	6.67%	6.44%	6.50%	6.53%	6.97%	
	UK	7%	6.65%	6.48%	6.49%	6.43%	5.60%	
☐	Camera 4	13%	14.28%	13.08%	13.06%	13.10%	13.68%	
	France	4%	3.30%	2.78%	2.92%	2.89%	2.55%	
	German	4%	2.73%	2.63%	2.82%	2.73%	1.61%	
	Greece	1%	2.35%	1.35%	1.28%	1.33%	1.96%	
	Italy	3%	2.93%	3.26%	3.18%	3.25%	4.16%	
	UK	2%	2.98%	3.06%	2.86%	2.90%	3.41%	
☐	Camera 5	17%	14.77%	16.34%	16.37%	16.24%	14.58%	
	France	3%	2.86%	2.53%	2.65%	2.56%	1.36%	
	German	3%	2.62%	2.65%	2.76%	2.70%	1.90%	
	Greece	3%	2.33%	2.45%	2.50%	2.45%	1.78%	
	Italy	3%	3.56%	3.84%	3.71%	3.66%	3.02%	
	UK	4%	3.40%	4.88%	4.75%	4.88%	6.52%	
	Total	100%	100.00%	100.00%	100.00%	100.00%	100.00%	▼