

Product Brand	Total Transactions	Total Profit	Profit Margin	Return Rate
BBB Best	5,254	19,375	62.10%	0.90%
Best Choice	6,000	25,901	60.60%	0.84%
Better	4,073	13,193	61.14%	1.04%
Big Time	5,797	23,710	60.26%	0.97%
Bravo	3,689	16,322	59.01%	0.85%
Carlson	3,724	15,266	61.09%	1.08%
Carrington	5,622	21,468	59.52%	0.89%
CDR	4,574	18,008	59.03%	1.00%
Cormorant	5,382	22,502	61.52%	0.90%
Denny	5,223	23,050	58.07%	0.91%
Ebony	7,685	29,749	59.82%	0.95%
Fast	<b>6</b> ,188	24,747	61.05%	1.09%
Fort West	<b>6</b> ,175	23,951	59.79%	0.92%
Golden	5,218	19,403	58.71%	0.91%
Hermanos	8,071	33,167	58.54%	1.11%
High Quality	5,323	24,008	60.00%	1.03%
High Top	<b>7,1</b> 53	28,503	60.39%	1.01%
Horatio	<b>6</b> ,121	25,589	58.44%	1.25%
Imagine	5,225	21,742	61.51%	0.98%
Just Right	3,906	14,249	59.54%	0.87%
Landslide	4,951	15,987	58.63%	0.97%
Nationeel	<b>6,</b> 499	27,446	60.47%	1.11%
PigTail	5,180	17,338	60.68%	0.96%
Plato	4,912	18,503	63.55%	1.04%
Pleasant	3,757	14,966	60.19%	0.98%
Red Wing	5,806	23,624	59.37%	1.09%
Sunset	5,856	20,803	60.49%	1.04%
Super	5,120	19,600	60.66%	0.94%
Total	1,67,616	6,61,159	59.93%	0.99%

**Current Month Transaction** 

**18,325** 

Goal: 17339 (+5.69%)

71,682

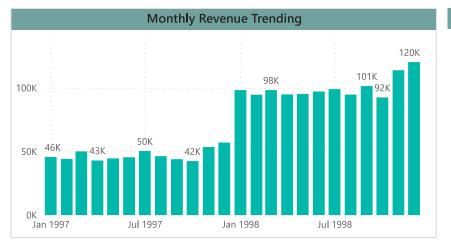
Goal: 67.87K (+5.61%)

Current Month Returns

Goal: 482 (-2.9%)









**Revenue VS Target** 



## **PERFORMANCE NOTES:**

- **Portland** reached **1,000 sales** in December to close out the year
- Sunset product returns 3 times in Mexico (3 to 9), at a return rate of 1.04%
- **Plato** products drove the strongest overall profit margin (**63.55%**)