

2023 Sales analysis

Start Month
2/1/2023 2/1/2024

\$19M

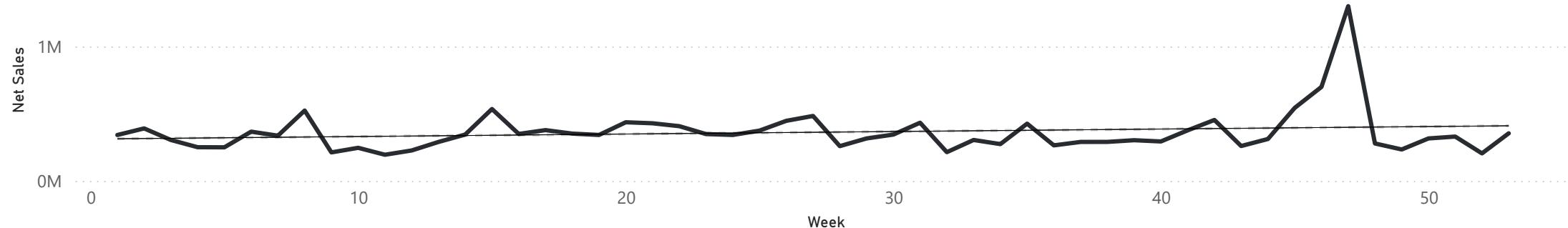
Total Revenue 2023

16K

Total Order 2023

Weekly Revenue 2023

Year ● 2023



Monthly Revenue

\$3,131K

Goal: 3,131K (+0%)



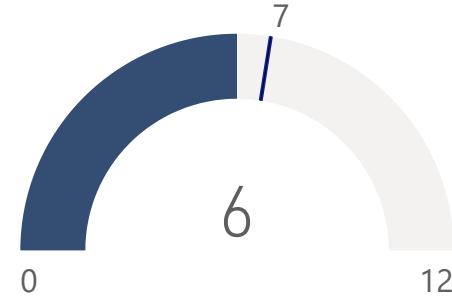
2023 Product Sales Analysis

ITEM CATEGORY

- ACCESSORIES
- BRACELET
- CHAIN
- CHARMS
- CUFF LINK
- CUSTOM
- EARRINGS
- EXCLUDE
- FINDING
- GIFTCARD
- GIFTWARE
- Gold Buy
- GWP
- HANDBAG
- INVENTORY - COMPONENTS
- LOOSE
- MISCELLANEOUS
- MONEY CLIP
- NECKLACE/PENDANT
- PIERCINGS
- PIN
- RING
- SAMPLE
- SERVICE & REPAIRS
- SET
- SILICONE
- TEMP SKU
- VINTAGE WATCH
- WATCH
- WATCHBAND



2023 Monthly Orders vs. Target

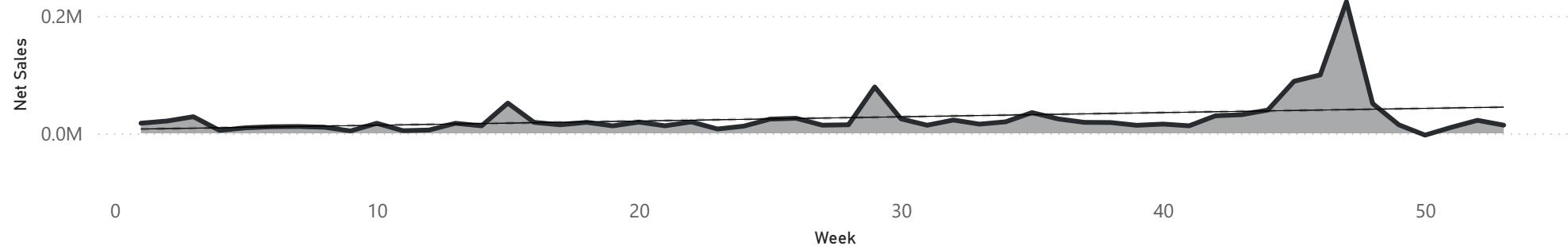


2023 Monthly Revenue vs Target



Weekly Revenue 2023

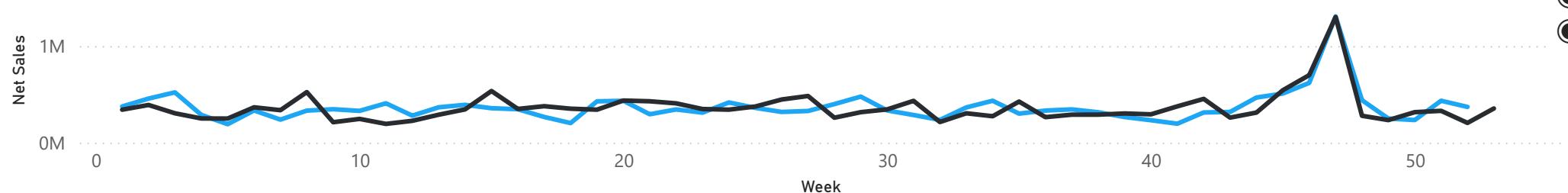
Year ● 2023



Weekly Sales Comparison - 2022 vs 2023

Net Sales by Week and Year

Year ● 2022 ● 2023



Quarter	2023 Net Sales	2022 Net Sales	Blend %	2025	VAR%
Q1	\$3,926,415	\$4,459,948	20.51%	-12%	
Q2	\$5,078,382	\$4,465,110	26.52%	14%	
Q3	\$4,194,636	\$4,412,434	21.91%	-5%	
Q4	\$5,947,566	\$5,684,766	31.06%	5%	
40	\$292,976	\$232,151	1.53%	26%	
41	\$375,698	\$195,942	1.96%	92%	
42	\$452,990	\$312,379	2.37%	45%	
43	\$259,031	\$317,746	1.35%	-18%	
44	\$311,353	\$466,763	1.63%	-33%	
45	\$542,677	\$508,465	2.83%	7%	
46	\$698,807	\$618,440	3.65%	13%	
47	\$1,299,805	\$1,306,687	6.79%	-1%	
48	\$278,048	\$439,348	1.45%	-37%	
49	\$233,374	\$249,515	1.22%	-6%	
50	\$315,513	\$233,865	1.65%	35%	
51	\$329,273	\$433,817	1.72%	-24%	
52	\$204,283	\$369,648	1.07%	-45%	
53	\$353,738		1.85%	Infinity	
Total	\$19,146,998	\$19,022,258	100.00%	1%	

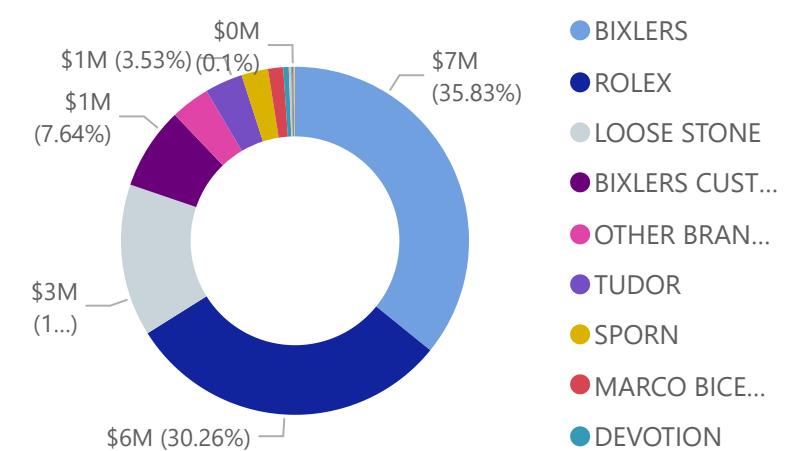
- Location Name
- Deselect all
- Allentown
- Burlington
- Burlington Back...
- Plattsburgh
- Watertown

Sales by Brand - All Stores - 2022 vs 2023

Total Sales - All Stores

VENDOR CATEGORY	2023 Net Sales	2022 Net Sales	Blend % 2025	VAR%
▪ BIXLERS	\$6,860,299	\$6,254,269	35.83%	10%
▪ BIXLERS CUSTOM	\$1,462,415	\$1,556,324	7.64%	-6%
▪ CITIZEN	\$38,905	\$42,202	0.20%	-8%
▪ DAVID YURMAN	\$9,900	\$122,271	0.05%	-92%
▪ DEVOTION	\$98,009	\$140,161	0.51%	-30%
▪ LOOSE STONE	\$2,708,346	\$3,559,007	14.15%	-24%
▪ MARCO BICEGO	\$268,840	\$307,971	1.40%	-13%
▪ MIKIMOTO	\$22,160	\$29,960	0.12%	-26%
▪ OTHER BRANDS	\$696,405	\$676,543	3.64%	3%
▪ PANDORA	\$19,532	\$93,554	0.10%	-79%
▪ ROLEX	\$5,793,454	\$4,719,677	30.26%	23%
▪ SHINOLA	\$18,138	\$30,286	0.09%	-40%
▪ Shinola/Detroit LLC	\$1,400		0.01%	Infinity
▪ SPORN	\$473,921	\$524,469	2.48%	-10%
▪ TUDOR	\$675,272	\$753,670	3.53%	-10%
Total	\$19,146,998	\$18,810,364	100.00%	2%

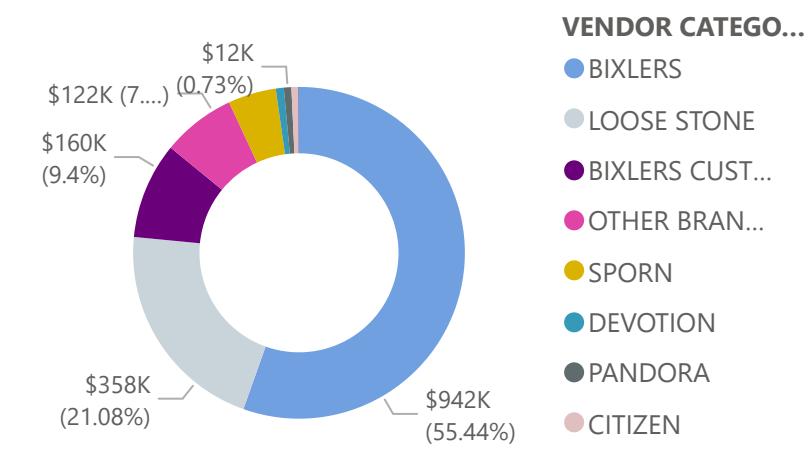
2023 Net Sales by VENDOR CATEGORY



Total Sales - Pittsburgh

VENDOR CATEGORY	2023 Net Sales	2022 Net Sales	Blend % 2025	VAR%
▪ BIXLERS	\$941,839	\$793,749	55.44%	19%
▪ BIXLERS CUSTOM	\$159,609	\$144,436	9.40%	11%
▪ CITIZEN	\$11,766	\$10,122	0.69%	16%
▪ DEVOTION	\$13,322	\$44,639	0.78%	-70%
▪ LOOSE STONE	\$358,134	\$238,809	21.08%	50%
▪ OTHER BRANDS	\$121,510	\$80,060	7.15%	52%
▪ PANDORA	\$12,371	\$41,773	0.73%	-70%
▪ ROLEX	\$700		0.04%	Infinity
▪ SPORN	\$79,471	\$115,963	4.68%	-31%
Total	\$1,698,721	\$1,469,550	100.00%	16%

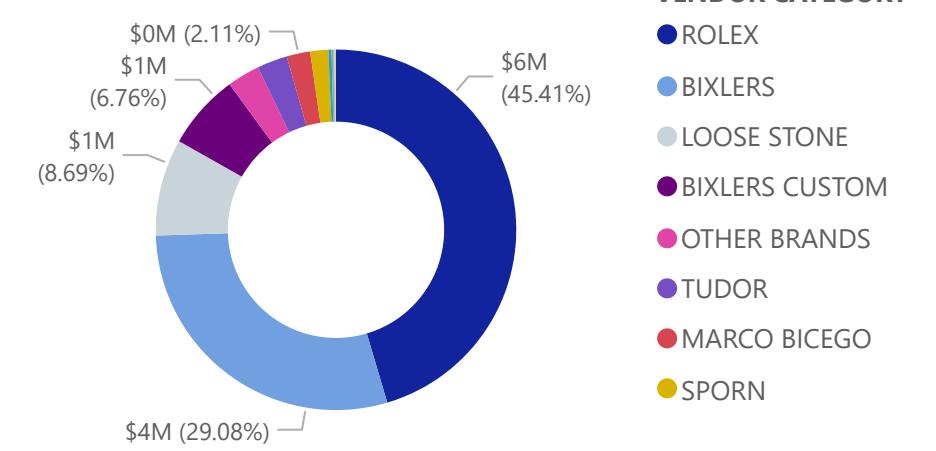
2023 Net Sales by VENDOR CATEGORY



Total Sales - Burlington

VENDOR CATEGORY	2023 Net Sales	2022 Net Sales	Blend % 2025	VAR%
▪ BIXLERS	\$3,709,231	\$3,487,268	29.08%	6%
▪ BIXLERS CUSTOM	\$862,803	\$955,725	6.76%	-10%
▪ CITIZEN	\$9,458	\$14,574	0.07%	-35%
▪ DAVID YURMAN	\$7,500	\$93,105	0.06%	-92%
▪ DEVOTION	\$35,244	\$20,055	0.28%	76%
▪ LOOSE STONE	\$1,108,281	\$1,594,936	8.69%	-31%
▪ MARCO BICEGO	\$268,840	\$307,971	2.11%	-13%
▪ MIKIMOTO	\$21,340	\$29,500	0.17%	-28%
▪ OTHER BRANDS	\$373,297	\$396,028	2.93%	-6%
▪ PANDORA	\$380	\$17,728	0.00%	-98%
▪ ROLEX	\$5,791,611	\$4,718,740	45.41%	23%
▪ SHINOLA	\$10,665	\$21,500	0.08%	-50%
▪ Shinola/Detroit LLC	\$1,400		0.01%	Infinity
▪ SPORN	\$207,566	\$209,473	1.63%	-1%
▪ TUDOR	\$346,954	\$446,626	2.72%	-22%
Total	\$12,754,572	\$12,313,230	100.00%	4%

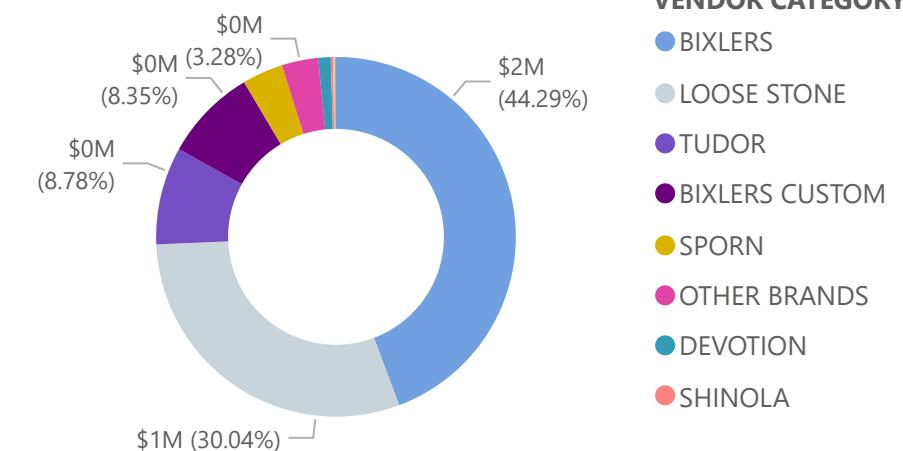
2023 Net Sales by VENDOR CATEGORY



Total Sales - Allentown

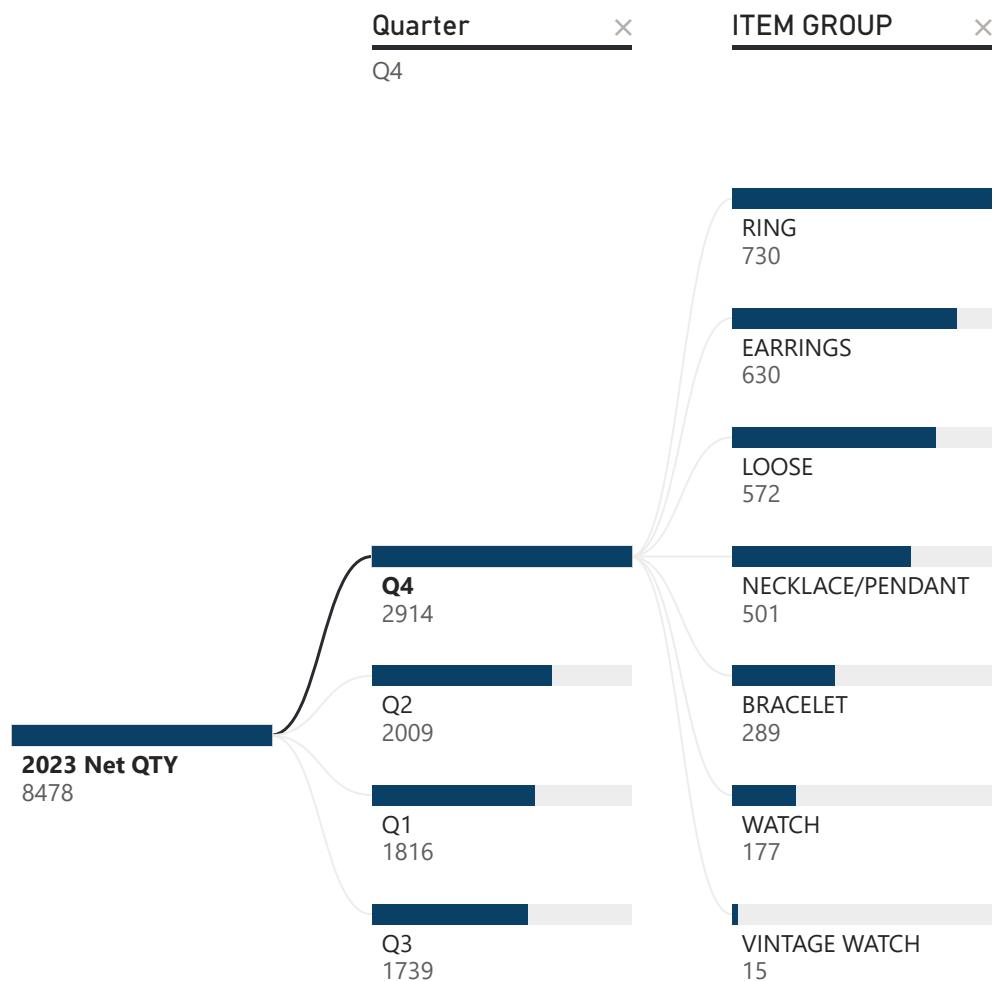
VENDOR CATEGORY	2023 Net Sales	2022 Net Sales	Blend % 2025	VAR%
▪ BIXLERS	\$1,655,930	\$1,508,604	44.29%	10%
▪ BIXLERS CUSTOM	\$312,117	\$366,451	8.35%	-15%
▪ CITIZEN	\$6,013	\$10,234	0.16%	-41%
▪ DAVID YURMAN	\$2,400		0.06%	Infinity
▪ DEVOTION	\$41,875	\$60,832	1.12%	-31%
▪ LOOSE STONE	\$1,123,148	\$1,473,032	30.04%	-24%
▪ MIKIMOTO	\$820	\$0	0.02%	Infinity
▪ OTHER BRANDS	\$122,695	\$135,017	3.28%	-9%
▪ ROLEX	\$783	\$937	0.02%	-16%
▪ SHINOLA	\$7,473	\$8,021	0.20%	-7%
▪ SPORN	\$137,395	\$158,871	3.67%	-14%
▪ TUDOR	\$328,318	\$301,719	8.78%	9%
Total	\$3,738,968	\$4,023,718	100.00%	-7%

2023 Net Sales by VENDOR CATEGORY

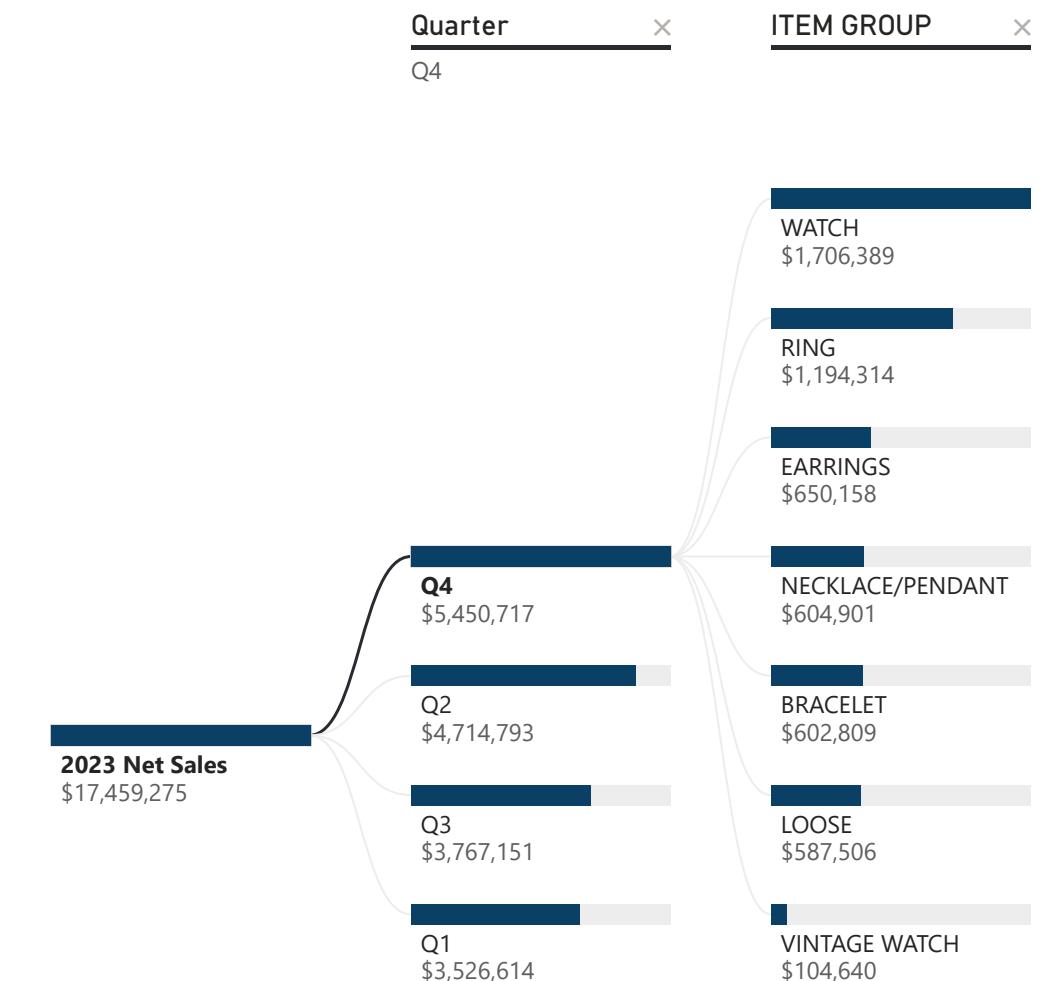


Top Sales Analysis - Quarter 2023

Top QTY Sales - Quarter



Top Sales Amount- Quarter



2023 vs 2022 Sales Amount Analysis - Quarter Comparison

Location Name ▾

All ▾

VENDOR GROUP ▾

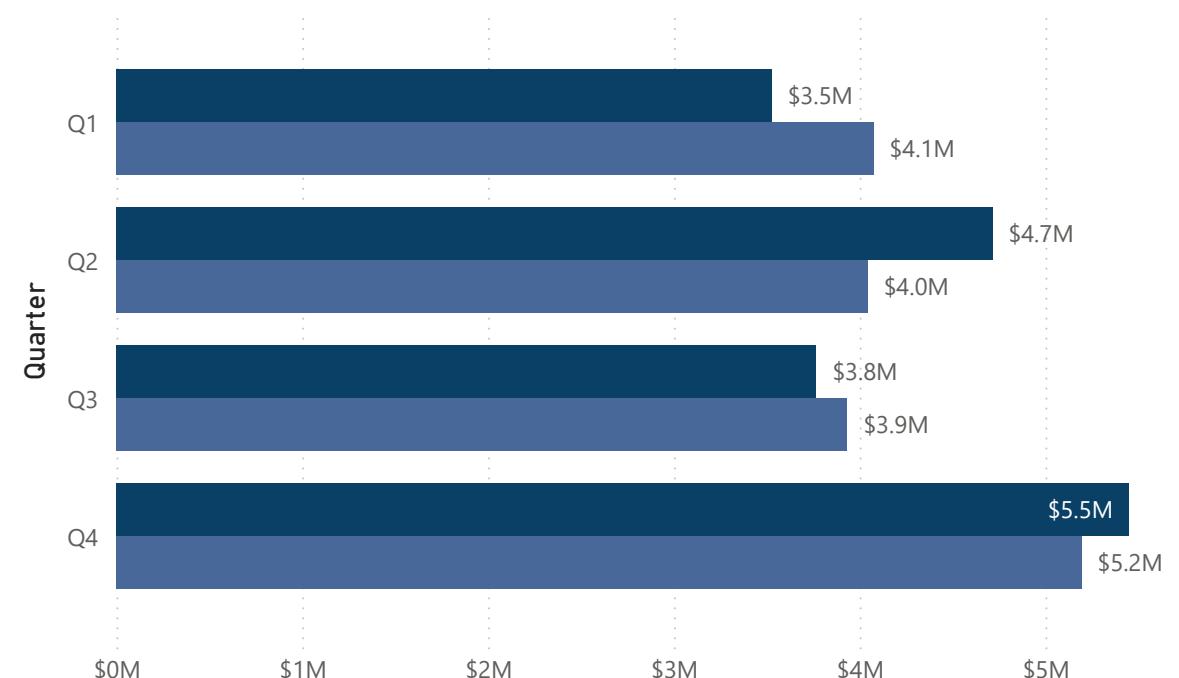
All ▾

- Compared to year 2022, total sales in 2023 have been **decreased** in **Q1, Q3, and Q4**, respectively by 13%, 5% and 1%.
- Q2:** has been **increased** by 17%.
- Q4:** Best-selling quarter of 2023 with **5,130,816 \$**. (1% **decreased** compared to 2022)
- Biggest **increase** : **November** by **33%**.
- Max** sales amount 2023 : **December (2,899,615\$)**
- Min** sales amount 2023: **January (979,450\$)**

Quarter	2023 Net Sales	2022 Net Sales	VAR%	2023 Net QTY	2022 Net QTY	VAR%
Q1	\$3,526,614	\$4,074,778	-13%	1816	2051	-11.5%
February	\$1,156,238	\$1,509,404	-23%	628	746	-15.8%
March	\$1,532,198	\$1,295,214	18%	675	683	-1.2%
April	\$838,178	\$1,270,160	-34%	513	622	-17.5%
Q2	\$4,714,793	\$4,043,343	17%	2009	2140	-6.1%
May	\$1,497,855	\$1,237,848	21%	687	733	-6.3%
June	\$1,822,490	\$1,536,980	19%	770	759	1.4%
July	\$1,394,449	\$1,268,515	10%	552	648	-14.8%
Q3	\$3,767,151	\$3,934,219	-4%	1739	2008	-13.4%
August	\$1,268,259	\$1,389,400	-9%	572	726	-21.2%
September	\$1,476,045	\$1,432,650	3%	651	705	-7.7%
October	\$1,022,847	\$1,112,169	-8%	516	577	-10.6%
Q4	\$5,450,717	\$5,194,452	5%	2914	3416	-14.7%
January	\$1,299,351	\$1,190,566	9%	465	474	-1.9%
November	\$1,251,752	\$938,095	33%	559	667	-16.2%
December	\$2,899,615	\$3,065,791	-5%	1890	2275	-16.9%
Total	\$17,459,275	\$17,246,792	1%	8478	9615	-11.8%

2022 vs 2023 Revenue by Quarter

● 2023 Revenue ● 2022 Revenue



Monthly Analysis

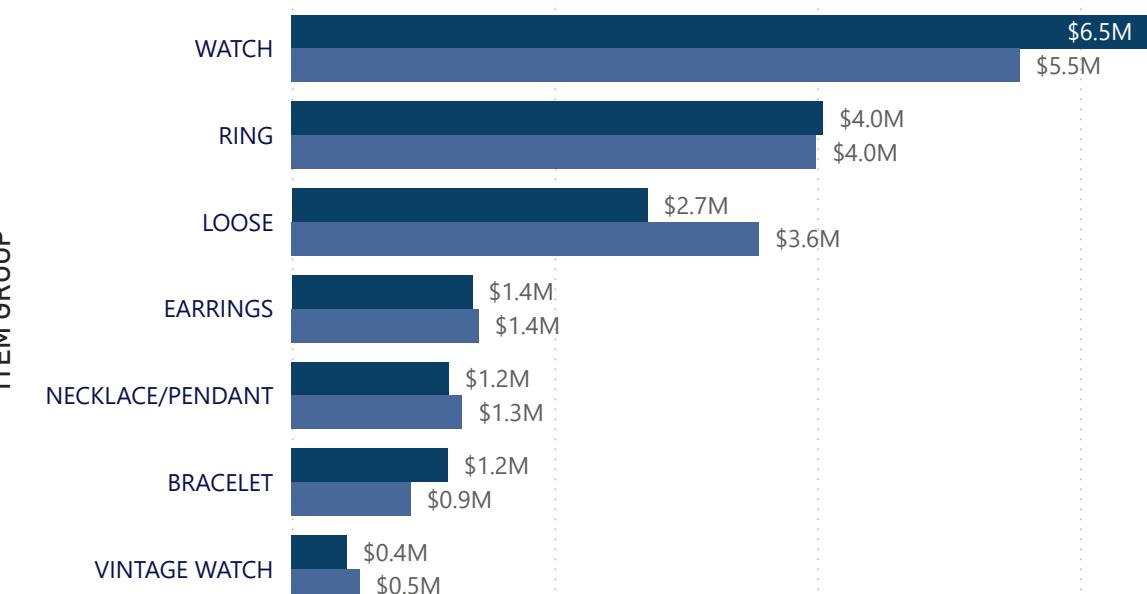
2023 vs 2022 Sales Amount Analysis- Item Category

- Sales amount of Item Categories in 2023, has **decreased** by **1%** compared to the previous year.
- Watch and Ring:** The best-selling Item groups with total sales of **6,280,181 and 4,007,982** respectively . (**increased** compared to the last year)
- Loose Stone :** **decreased** by **24%** compared to the year 2022.

ITEM GROUP	2023 Net Sales	2022 Net Sales	Net Sales VAR 2023
WATCH	\$6,523,002	\$5,542,312	18%
RING	\$4,045,627	\$3,994,255	1%
LOOSE	\$2,708,346	\$3,559,007	-24%
EARRINGS	\$1,376,232	\$1,424,855	-3%
NECKLACE/PENDANT	\$1,196,094	\$1,299,717	-8%
BRACELET	\$1,189,104	\$906,615	31%
VINTAGE WATCH	\$420,871	\$520,031	-19%
Total	\$17,459,275	\$17,246,792	1%

2023 vs 2022 Net Sales by ITEM GROUP

● 2023 Net Sales ● 2022 Net Sales



2023 vs 2022 Sales QTY - Quarter Comparison

- A **decrease** of **11.6%** observed in all quarters comparing to 2022.
- Max sales QTY** : **Q4** with **5,598** pcs (**7.5% decrease** compared to 2022)
- Max QTY increase** : **January** by **2.4%**.
- Best selling month**: **December** (**3075** pcs - **11.6% decrease**)
- Worst selling month**: **January** (**1213** pcs - **2.4% Increase**)

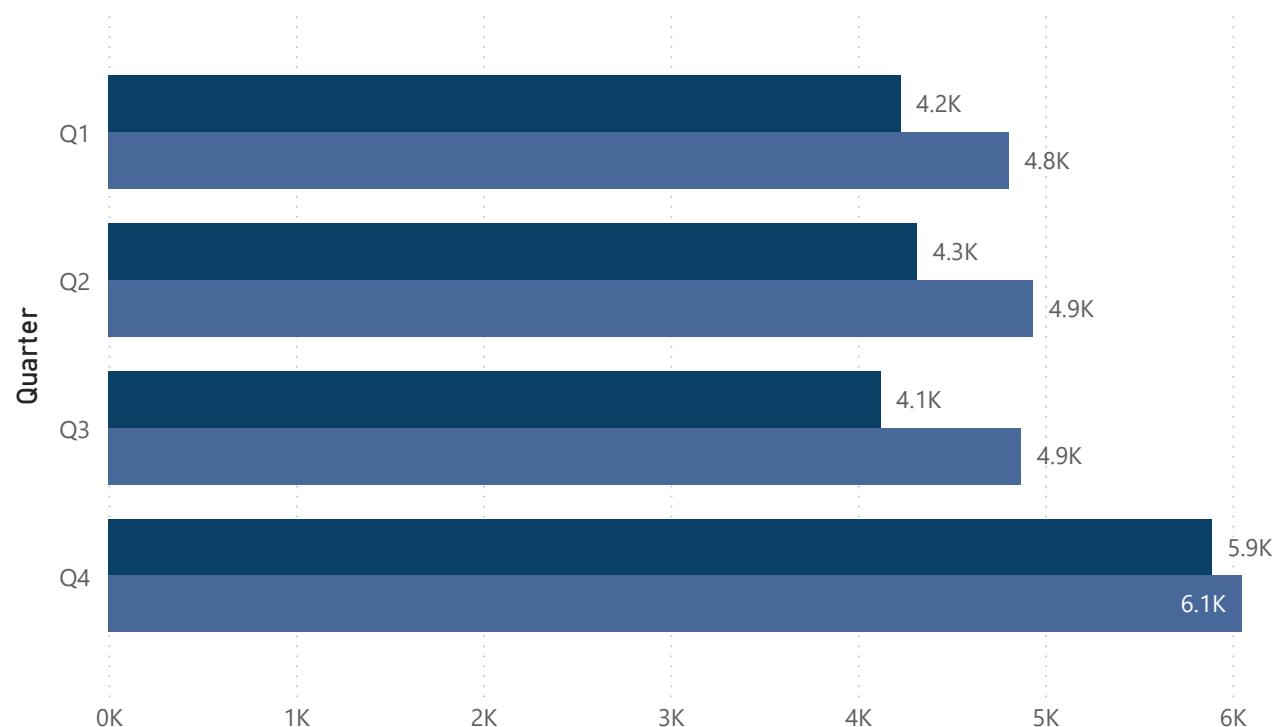
Quarter	2023 Net QTY	2022 Net QTY	VAR%	2023 Net Sales	2022 Net Sales
Q1	4229	4806	-12.0%	\$3,889,701	\$4,370,495
February	1449	1641	-11.7%	\$1,260,747	\$1,606,654
March	1614	1713	-5.8%	\$1,685,894	\$1,408,486
April	1166	1452	-19.7%	\$943,059	\$1,355,355
Q2	4317	4936	-12.5%	\$5,045,503	\$4,352,799
May	1389	1570	-11.5%	\$1,609,184	\$1,322,367
June	1636	1913	-14.5%	\$1,935,557	\$1,659,721
July	1292	1453	-11.1%	\$1,500,762	\$1,370,711
Q3	4122	4873	-15.4%	\$4,157,174	\$4,309,360
August	1316	1598	-17.6%	\$1,380,882	\$1,511,494
September	1554	1801	-13.7%	\$1,621,479	\$1,574,574
October	1252	1474	-15.1%	\$1,154,814	\$1,223,292
Q4	5889	6051	-2.7%	\$5,845,657	\$5,533,394
January	1504	1184	27.0%	\$1,424,962	\$1,277,888
November	1310	1389	-5.7%	\$1,361,124	\$1,043,052
December	3075	3478	-11.6%	\$3,059,571	\$3,212,454
Total	18557	20666	-10.2%	\$18,938,035	\$18,566,049

Location Name

All

2023 vs 2022 Net QTY by Quarter

● 2023 Net QTY ● 2022 Net QTY



Monthly Analysis

2023 vs 2022 Sales QTY Analysis - Item Groups

Location Name ▾
All ▾

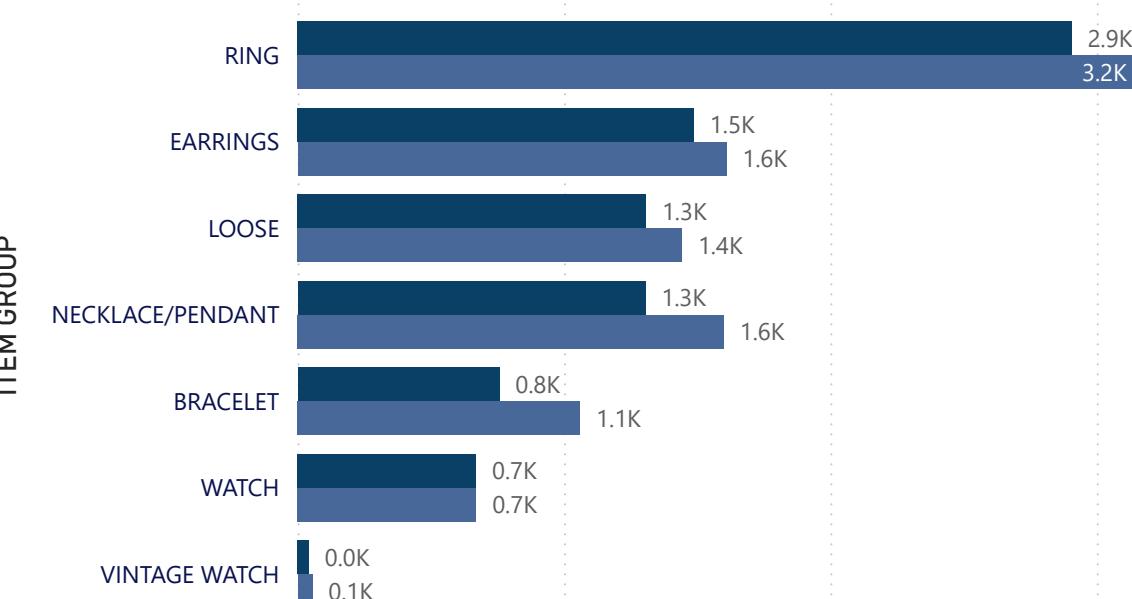
VENDOR GROUP ▾
All ▾

- **Decrease** observed in all item groups.
- **Ring** : Best-selling Item groups with total sales QTY **2879** . (**Decrease** compared to the last year.)
- Significant **decrease** : **Bracelet**, decreased by **29.2%** compared to the year 2022.

ITEM GROUP	2023 Net QTY	2022 Net QTY	VAR%
RING	2906	3174	-8.4%
EARRINGS	1488	1610	-7.6%
LOOSE	1308	1443	-9.4%
NECKLACE/PENDANT	1306	1600	-18.4%
BRACELET	758	1061	-28.6%
WATCH	670	671	-0.1%
VINTAGE WATCH	42	56	-25.0%
Total	8478	9615	-11.8%

2023 vs 2022 Net QTY by ITEM GROUP

● 2023 Net QTY ● 2022 Net QTY



Click for Sales info

Click for INV info



2023 vs 2022 Monthly Amount Analyst

Best Selling Month in this Quarter

Item - Best Selling \$

Item - Best Selling QTY

December		WATCH		SERVICE & REPAIRS	
3326	\$3,130,690	670	\$6,523,002	10079	\$1,478,759
2023 Net QTY - ...	2023 Net Sales	2023 Net QTY	2023 Net Sales	2023 Net QTY	2023 Net Sales

Quarter	2023 Net Sales	2022 Net Sales	Net Sales DIFF 2023	VAR%	2023 Net QTY	2022 Net QTY	Net QTY Diff 2023	VAR%
Q1	\$3,964,310	\$4,459,948	(\$495,638)	-11%	4660	5312	-652	-12.3%
February	\$1,296,878	\$1,638,523	(\$341,644)	-21%	1590	1865	-275	-14.7%
BRACELET	\$59,366	\$66,614	(\$7,248)	-11%	58	82	-24	-29.3%
EARRINGS	\$71,430	\$120,170	(\$48,741)	-41%	107	121	-14	-11.6%
LOOSE	\$157,715	\$278,084	(\$120,369)	-43%	58	91	-33	-36.3%
NECKLACE/PENDANT	\$63,625	\$96,648	(\$33,023)	-34%	101	128	-27	-21.1%
OTHER	\$36,131	\$31,868	\$4,263	13%	141	224	-83	-37.1%
RING	\$282,375	\$329,012	(\$46,636)	-14%	250	273	-23	-8.4%
SERVICE & REPAIRS	\$104,509	\$97,250	\$7,259	7%	821	895	-74	-8.3%
VINTAGE WATCH	\$11,290	\$19,304	(\$8,014)	-42%	1	2	-1	-50.0%
WATCH	\$510,437	\$599,572	(\$89,135)	-15%	53	49	4	8.2%
March	\$1,706,131	\$1,440,009	\$266,122	18%	1767	1854	-87	-4.7%
BRACELET	\$64,783	\$53,933	\$10,850	20%	61	73	-12	-16.4%
EARRINGS	\$46,690	\$91,383	(\$44,693)	-49%	80	91	-11	-12.1%
LOOSE	\$339,412	\$325,046	\$14,366	4%	137	88	49	55.7%
NECKLACE/PENDANT	\$40,841	\$79,584	(\$38,743)	-49%	69	106	-37	-34.9%
OTHER	\$20,236	\$31,522	(\$11,286)	-36%	153	141	12	8.5%
RING	\$330,466	\$372,884	(\$42,418)	-11%	273	266	7	2.6%
SERVICE & REPAIRS	\$153,696	\$113,272	\$40,424	36%	939	1030	-91	-8.8%
VINTAGE WATCH	\$59,170	\$15,925	\$43,245	272%	5	1	4	400.0%
WATCH	\$650,837	\$356,459	\$294,378	83%	50	58	-8	-13.8%
April	\$961,301	\$1,381,417	(\$420,116)	-30%	1303	1593	-290	-18.2%
BRACELET	\$61,337	\$46,466	\$14,870	32%	40	77	-37	-48.1%
EARRINGS	\$44,279	\$72,903	(\$28,624)	-39%	65	91	-26	-28.6%
LOOSE	\$86,660	\$276,479	(\$189,819)	-69%	76	89	-13	-14.6%
NECKLACE/PENDANT	\$56,742	\$54,570	\$2,172	4%	75	72	3	4.2%
OTHER	\$18,242	\$26,062	(\$7,820)	-30%	137	141	-4	-2.8%
RING	\$264,609	\$280,484	(\$15,875)	-6%	208	236	-28	-11.9%
SERVICE & REPAIRS	\$104,881	\$95,105	\$10,686	11%	652	820	-177	-21.2%
Total	\$19,316,260	\$19,030,744	\$285,516	2%	20080	22979	-2899	-12.6%

2023 vs 2022 Sales Analysis - Bracelet QTY

- Total sales \$ of 2023 has been **increased**, while total QTY sold has been **decreased** compared to 2022.
- Insight:** We mostly sold items with higher price.
- C7FY1393** : Is the most popular bracelet in 2023 and 2022 . (Qty sold in 2023 has been decrease compare to 2022)
- JSSBR2283** and **DBMS0651**: Are the other two bracelet with the highest QTY sold.

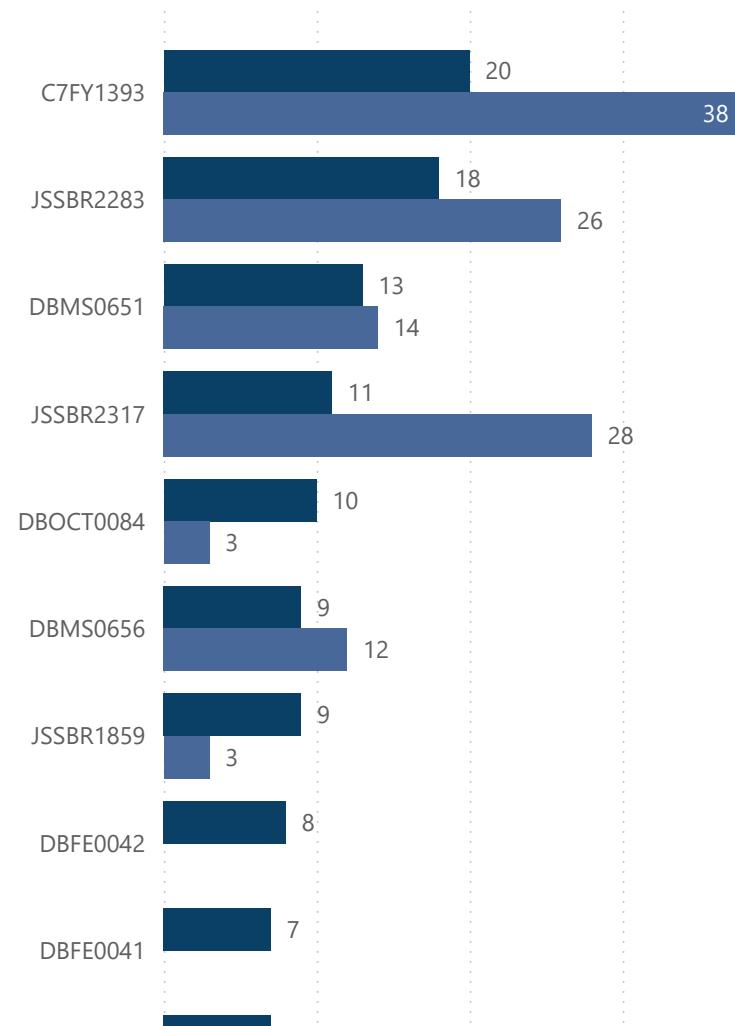
758 2023 Net QTY	1061 2022 Net QTY	\$1,189,104 2023 Net Sales	\$906,615 2022 Net Sales	\$1,569 2023 AVG
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Top 10 QTY Sales 2023

Item No.	2023 Net QTY	2022 Net QTY	Net QTY Diff 2023	Total OH	2023 AVG	2022 AVG	Latest Transaction Date
JSSBR2317	11	28	-17	0	\$97	\$96	12/17/2023
DBFE0041	7		7	5	\$2,541		12/23/2023
DBOCT0078	7	6	1	3	\$3,173	\$3,213	12/23/2023
JSSBR1859	9	3	6	10	\$93	\$199	12/23/2023
JSSBR2283	18	26	-8	22	\$94	\$151	12/23/2023
DBFE0042	8		8	3	\$2,895		12/26/2023

2023 Net QTY and 2022 Net QTY by Item No.

● 2023 Net QTY ● 2022 Net QTY



2023 vs 2022 Sales and Inventory Analysis - Bracelet

The current on-hand (OH) inventory for most of the top-selling SKUs in 2022 and 2023 is '0' in the stores with high sales.

Insight: The unavailability of popular bracelet may have contributed to the decrease in the number of bracelet sold in 2023.

Top Sales Item	
C7FY1393	BIXLERS
20	\$6,234
2023 Net QTY	2023 Net Sales
38	\$11,387
2022 Net QTY	2022 Net Sales

Sales 2023 & Current INV

Item No.	2023 Net QTY	2022 Net QTY	Net QTY Diff 2023	2023 AVG	2023 QTY - 2	INV 2	2023 QTY - 12	INV 12	2023 QTY - 24	INV 24	2023 QTY - 25	INV 25	Total OH	Latest Transaction
C7FY1393	20	38	-18	\$312		0		0		20	0		0	2/2/2024
DBMS0651	13	14	-1	\$467		3	1		4	7	2		3	1/27/2024
DBOCT0084	10	3	7	\$3,227		4	0		0	5	1		1	1/22/2024
DBMS0656	9	12	-3	\$474		2	0		4	4	2		3	12/27/2023
DBFE0042	8			\$2,895			1		2	0		5	0	12/26/2023

Sales 2022 & Current

Item No.	2023 Net QTY	2022 Net QTY	Net QTY Diff 2023	2023 QTY - 2	INV 2	2023 QTY - 12	INV 12	2023 QTY - 24	2022 QTY 24	INV 24	2023 QTY - 25	2022 QTY 25	INV 25	Total OH	Latest Transaction
C7FY1393	20	38	-18		0		0		20	37	0		0	2/2/2024	
JSSBR2317	11	28	-17		0		0		11	9	0		0	12/17/2023	
JSSBR2283	18	26	-8		2	5		1	16	9	10	0		6	12/23/2023
C7FY1392	5	17	-12		0		0		5	17	0		0	6/16/2023	
JSSBR2287		15	-15		1		0		6	0		0		1	1/21/2023
DBMS0651	13	14	-1		3	1		4	7	8	2		3	1/27/2024	
JSSBR1361	4	13	-9		2	0		0	1	11	0		1	1/6/2024	
DBMS0656	9	12	-3		2	0		4	4	4	2		3	12/27/2023	
JSSBR1894		10	-10		0		0		9	0		0		0	1/28/2023
JSSBR2291	2	10	-8		1	0		1	21		5	1		0	7/1/2023
JSSBR1364	6	9	-3		2	2		1	0	1	8	1		2	8/5/2023
JSSBR1895		9	-9		0		0		8	0		0		0	12/21/2022