



SALES PERFORMOMANCE OVERVIEW

TOTAL SALES

187M

TOTAL UNITS SOLD

5M

TOTAL GROSS PROFIT

-7,12M

DATE

2014/01/01



2016/12/11



PROMO FLAG

☐ NORMAL PRICE

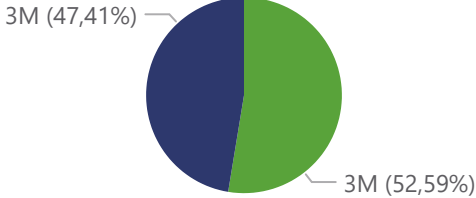
☐ PROMOTION

Detailed Daily Sales and Profitability Metrics

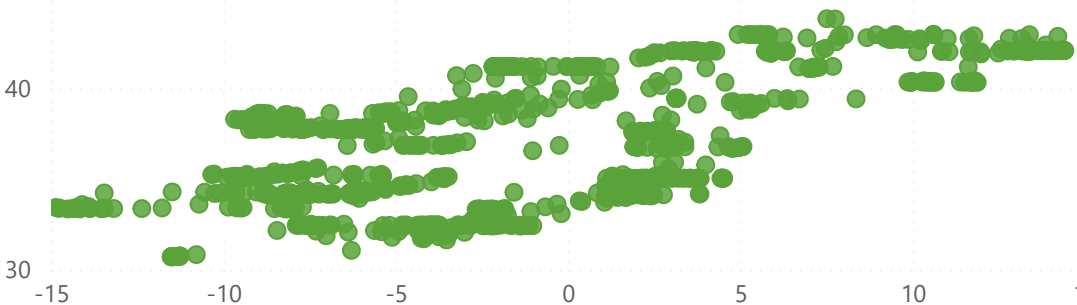
Year	Month	Day	SALES	GROSS_PROFIT_VALUE	DAILY_GROSS_PROFIT_PERCENT	QUANTITY_SOLD
2016	December	5	27 210,41	3 640,25	13,38	647
2016	July	8	30 066,13	4 193,64	13,95	715
2016	September	8	30 831,69	4 254,62	13,80	733
2016	December	10	31 023,36	3 205,72	10,33	768
2016	November	5	35 014,40	4 620,66	13,20	832
2016	December	7	36 851,76	5 277,44	14,32	876
Total			186 909 828,26	-7 116 281,19	-921,35	5279872

Sales Volume Distribution by Product Demand Category

● HIGH DEMAND DAY ● NORMAL DEMAND



Correlation of Unit Price and Gross Profit Margin Percentage



Annual Sales Revenue by Pricing Strategy

● NORMAL PRICE ● PROMOTION

