



Year

All

Top 30 brands with highest transactions

product_brand	Total Transactions	Total Profit	Profit Margin	Return rate
Hermanos	8,071	\$33,167	58.54%	1.11%
Tell Tale	7,694	\$29,926	58.04%	1.00%
Ebony	7,685	\$29,749	59.82%	0.95%
Tri-State	7,438	\$29,065	58.90%	1.02%
High Top	7,153	\$28,503	60.39%	1.01%
Nationeel	6,499	\$27,446	60.47%	1.11%
Best Choice	6,000	\$25,901	60.60%	0.84%
Horatio	6,121	\$25,589	58.44%	1.25%
Fast	6,188	\$24,747	61.05%	1.09%
High Quality	5,323	\$24,008	60.00%	1.03%
Fort West	6,175	\$23,951	59.79%	0.92%
Big Time	5,797	\$23,710	60.26%	0.97%
Red Wing	5,806	\$23,624	59.37%	1.09%
Denny	5,223	\$23,050	58.07%	0.91%
Cormorant	5,382	\$22,502	61.52%	0.90%
Imagine	5,225	\$21,742	61.51%	0.98%
Carrington	5,622	\$21,468	59.52%	0.89%
Sunset	5,856	\$20,803	60.49%	1.04%
Total	1,67,616	\$6,61,159	59.93%	0.99%

Current month Transactions



Current month Returns



Current month Profit

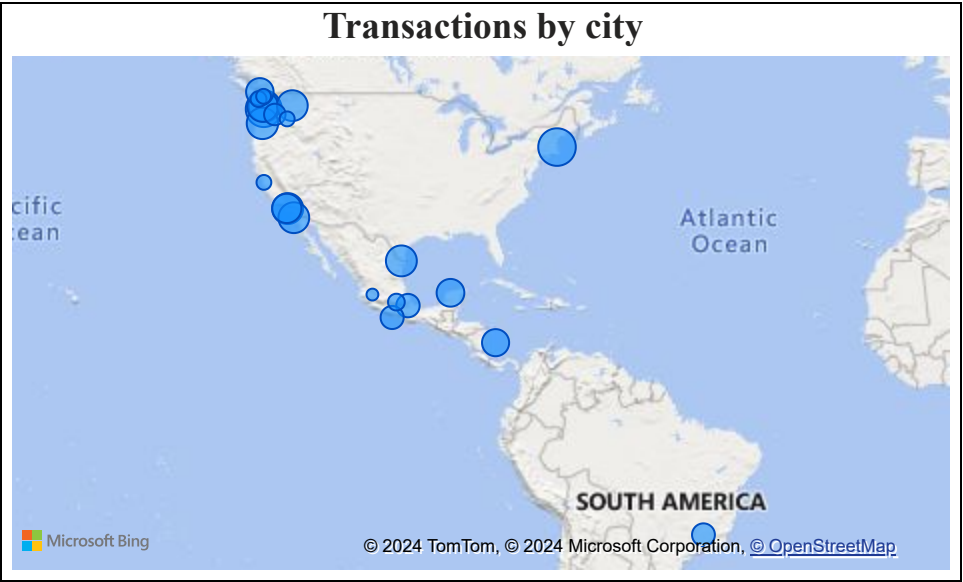


Select all

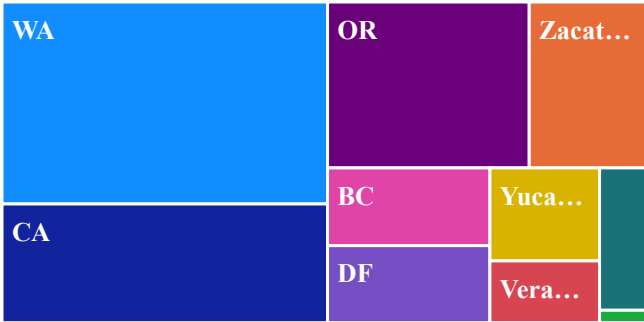
Canada

Mexico

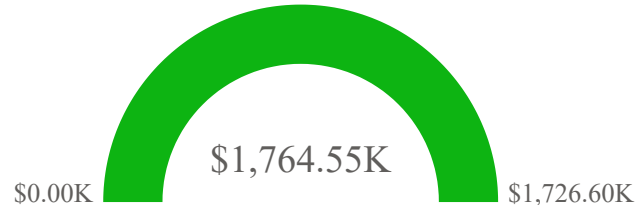
USA



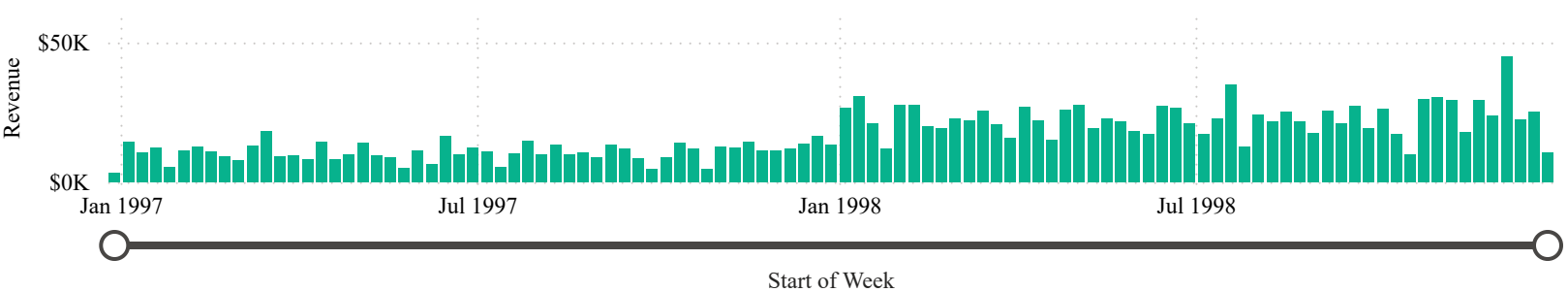
Profit by Location



Revenue Vs Target



Revenue by Start of Week



## Some Conclusions:



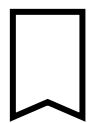
In 1998, **Plato** brand made the highest profit margin of **63.55%** .



In Guerrero of Mexico, the brand **Carlson** has the highest return rate with **2.70%** and has the returns doubled (**14** to **28**)



In 1997, **Hermanos** brand has highest orders (**2729** )



**Highest revenue** of **\$44,860** is recorded in first week of **December 1998** in which the **Tri-state** brand has produced **highest profit** of **\$821**.