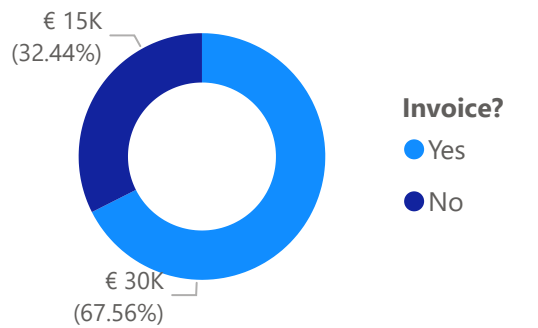
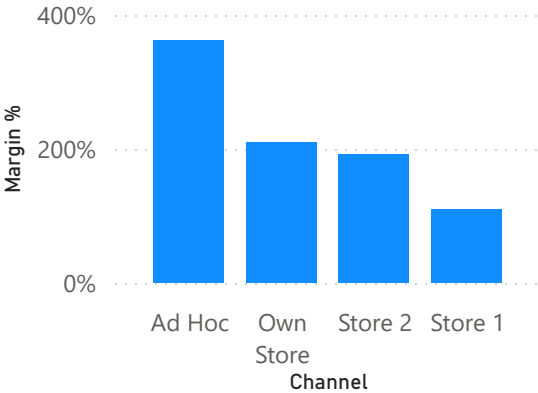


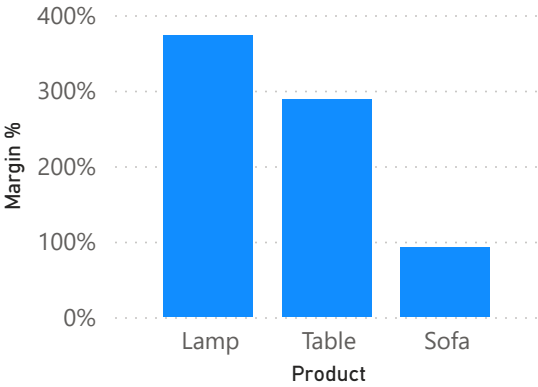
Revenue With & Without Invoice



Margin % by Channel



Margin % by Product



€ 45K

Total Revenue

€ 30K

Total Profit

200.2%

Margin %

26

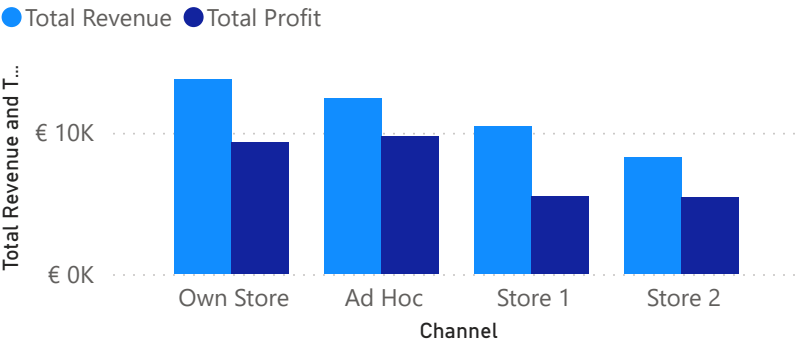
Total Units Sold

2.24K

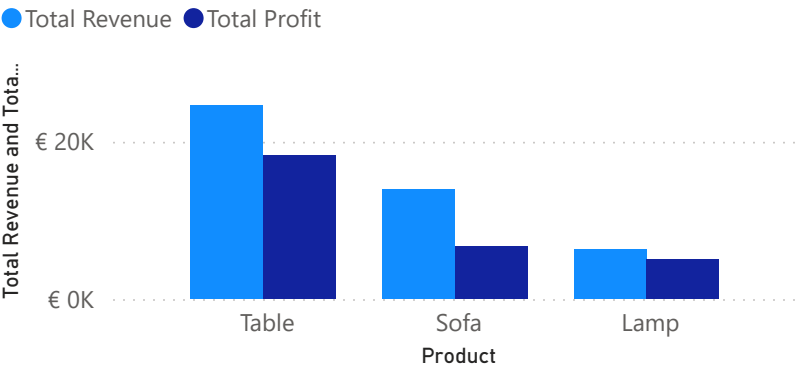
Average Sale

Year	Units Sold	Total Revenue	Profit	Margin %
2024	4	€ 6,990	€ 5,073	264.6%
2025	22	€ 37,890	€ 24,858	190.7%
January	5	€ 7,100	€ 5,422	323.1%
February	3	€ 3,860	€ 2,518	187.6%
March	6	€ 10,760	€ 5,970	124.6%
April	3	€ 6,100	€ 4,758	354.5%
May	5	€ 10,070	€ 6,190	159.5%
Total	26	€ 44,880	€ 29,931	200.2%

Total Revenue and Total Profit by Channel



Total Revenue and Total Profit by Product



Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

No

Yes

Choose Date

All

Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

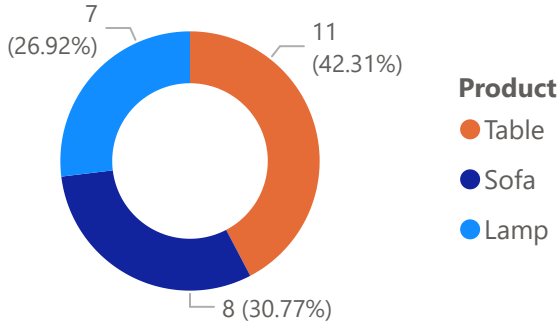
No

Yes

Choose Date

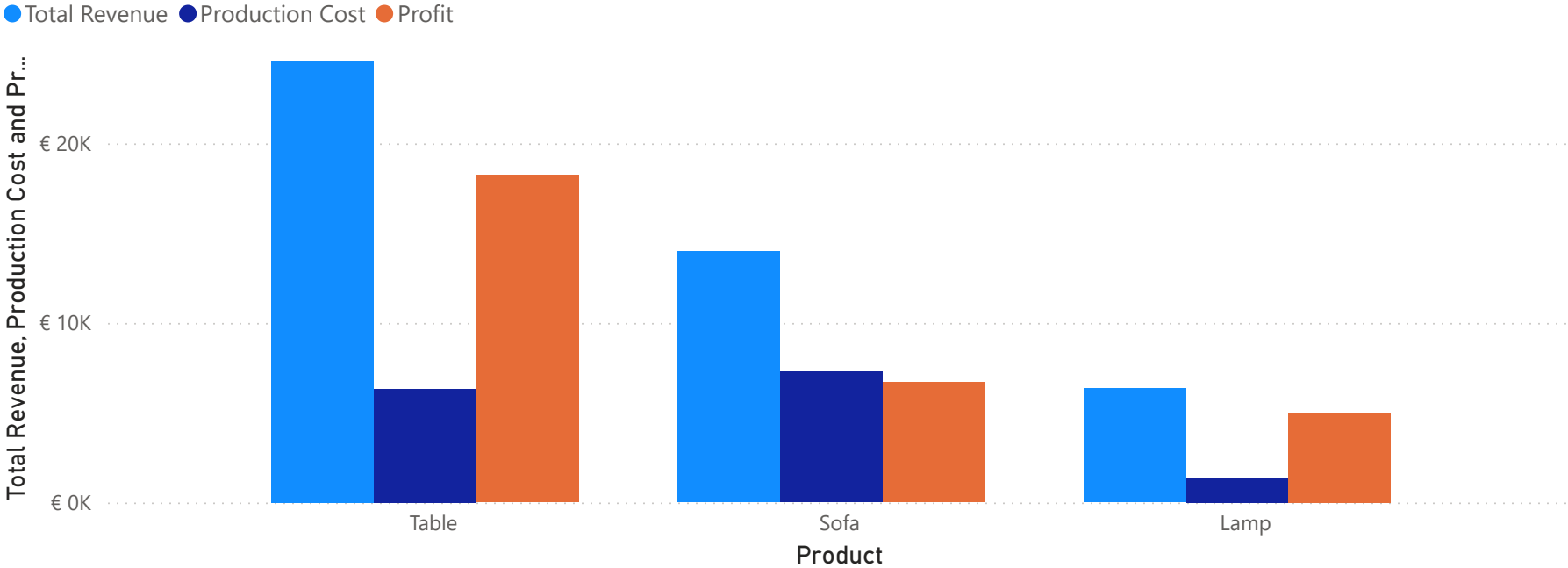
All

Total Units Sold by Product



Product	Total Revenue	Production Cost	Profit	Margin %
Lamp	€ 6,350	€ 1,344	€ 5,006	372.5%
Sofa	€ 13,970	€ 7,280	€ 6,690	91.9%
Table	€ 24,560	€ 6,325	€ 18,235	288.3%
Total	€ 44,880	€ 14,949	€ 29,931	200.2%

Total Revenue, Production Cost and Profit by Product



Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

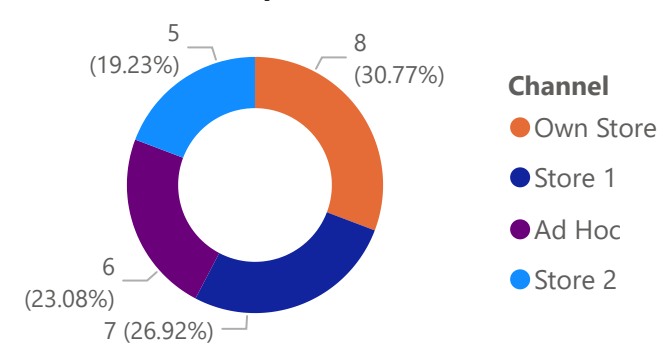
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Choose Date

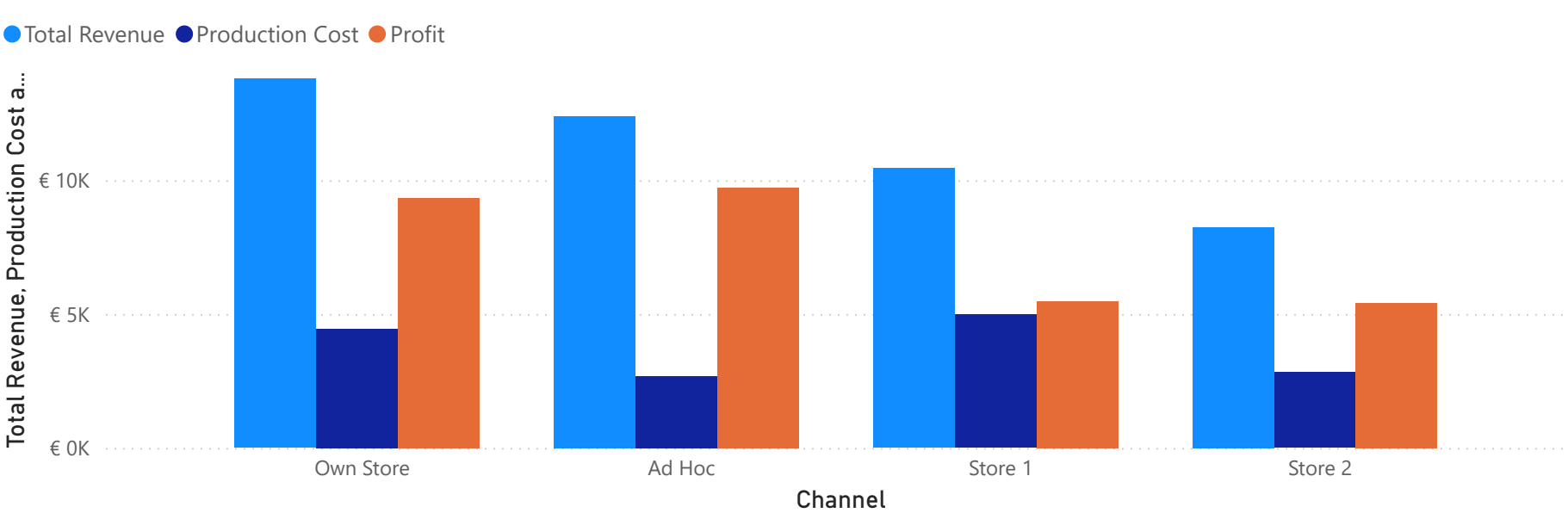
All

Total Units Sold by Channel



Channel	Total Revenue	Production Cost	Profit	Margin %
Ad Hoc	€ 12,400	€ 2,684	€ 9,716	362.0%
Own Store	€ 13,790	€ 4,456	€ 9,334	209.5%
Store 1	€ 10,450	€ 4,982	€ 5,468	109.8%
Store 2	€ 8,240	€ 2,827	€ 5,413	191.5%
Total	€ 44,880	€ 14,949	€ 29,931	200.2%

Total Revenue, Production Cost and Profit by Channel



Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

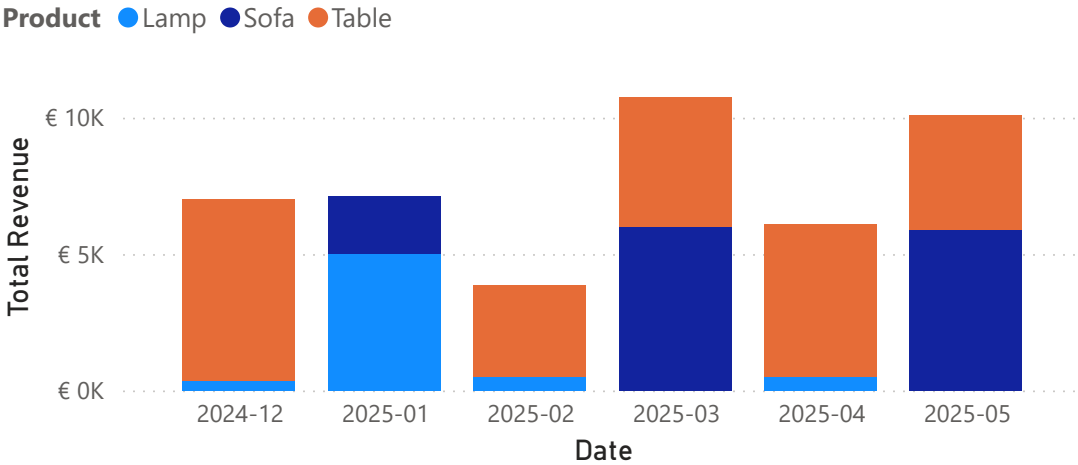
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Choose Date

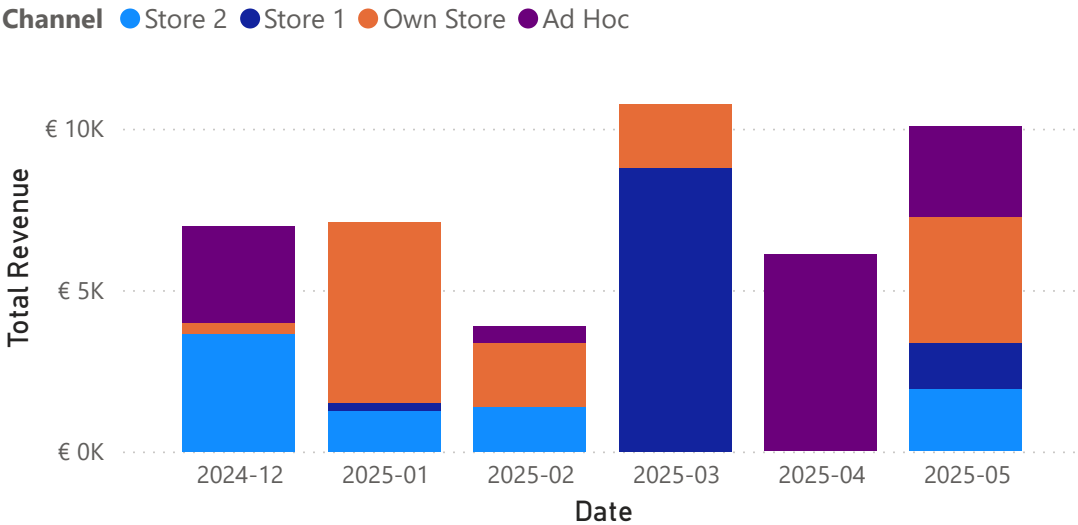
All

Total Revenue by Date and Product



Date	Lamp	Sofa	Table	Total
2024-12	€ 350		€ 6,640	€ 6,990
2025-01	€ 5,000	€ 2,100		€ 7,100
2025-02	€ 500		€ 3,360	€ 3,860
2025-03		€ 6,000	€ 4,760	€ 10,760
2025-04	€ 500		€ 5,600	€ 6,100
2025-05		€ 5,870	€ 4,200	€ 10,070
Total	€ 6,350	€ 13,970	€ 24,560	€ 44,880

Total Revenue by Date and Channel



Date	Ad Hoc	Own Store	Store 1	Store 2	Total
2024-12	€ 3,000	€ 350		€ 3,640	€ 6,990
2025-01		€ 5,600	€ 250	€ 1,250	€ 7,100
2025-02	€ 500	€ 1,960		€ 1,400	€ 3,860
2025-03		€ 1,960	€ 8,800		€ 10,760
2025-04	€ 6,100				€ 6,100
2025-05	€ 2,800	€ 3,920	€ 1,400	€ 1,950	€ 10,070
Total	€ 12,400	€ 13,790	€ 10,450	€ 8,240	€ 44,880

Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

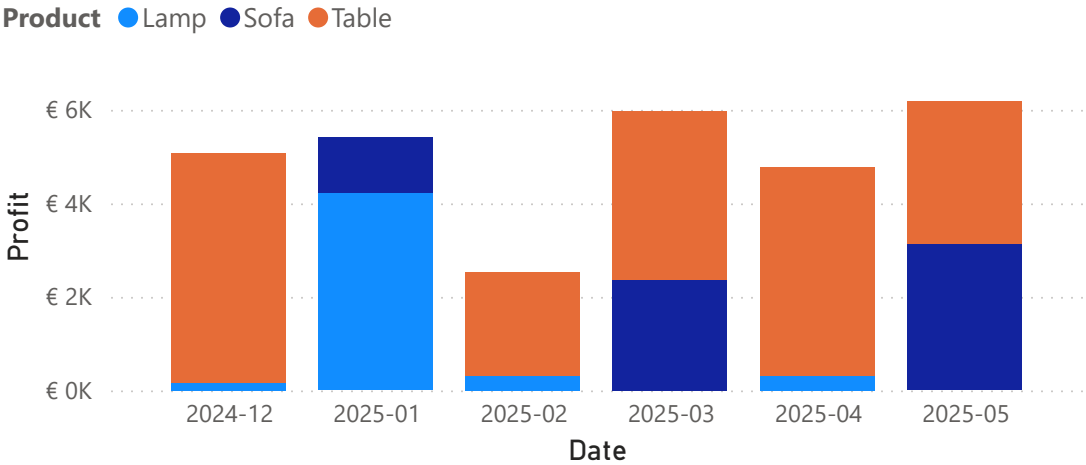
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Choose Date

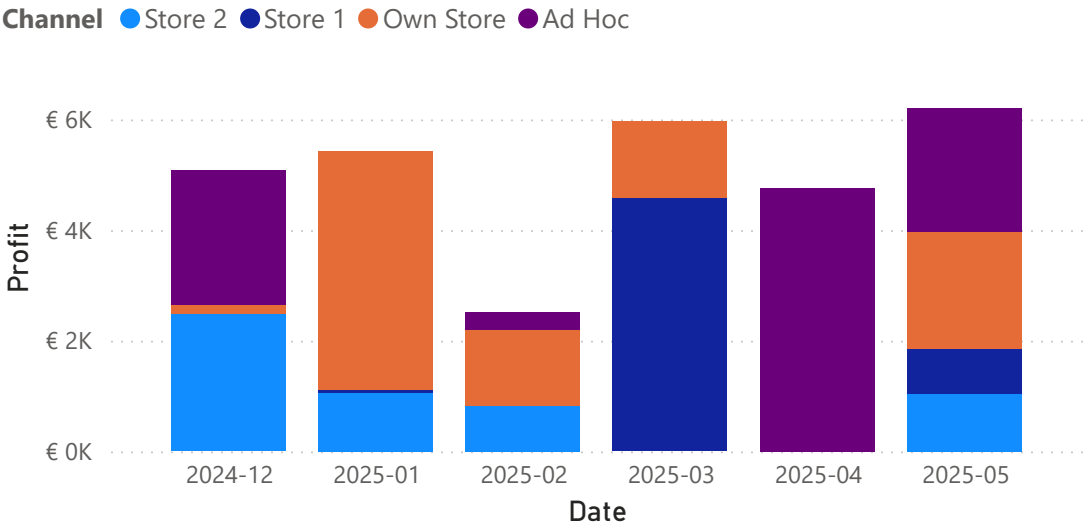
All

Profit by Date and Product



Date	Lamp	Sofa	Table	Total
2024-12	€ 158		€ 4,915	€ 5,073
2025-01	€ 4,232	€ 1,190		€ 5,422
2025-02	€ 308		€ 2,210	€ 2,518
2025-03		€ 2,360	€ 3,610	€ 5,970
2025-04	€ 308		€ 4,450	€ 4,758
2025-05		€ 3,140	€ 3,050	€ 6,190
Total	€ 5,006	€ 6,690	€ 18,235	€ 29,931

Profit by Date and Channel



Date	Ad Hoc	Own Store	Store 1	Store 2	Total
2024-12	€ 2,425	€ 158		€ 2,490	€ 5,073
2025-01		€ 4,306	€ 58	€ 1,058	€ 5,422
2025-02	€ 308	€ 1,385		€ 825	€ 2,518
2025-03		€ 1,385	€ 4,585		€ 5,970
2025-04	€ 4,758				€ 4,758
2025-05	€ 2,225	€ 2,100	€ 825	€ 1,040	€ 6,190
Total	€ 9,716	€ 9,334	€ 5,468	€ 5,413	€ 29,931

Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

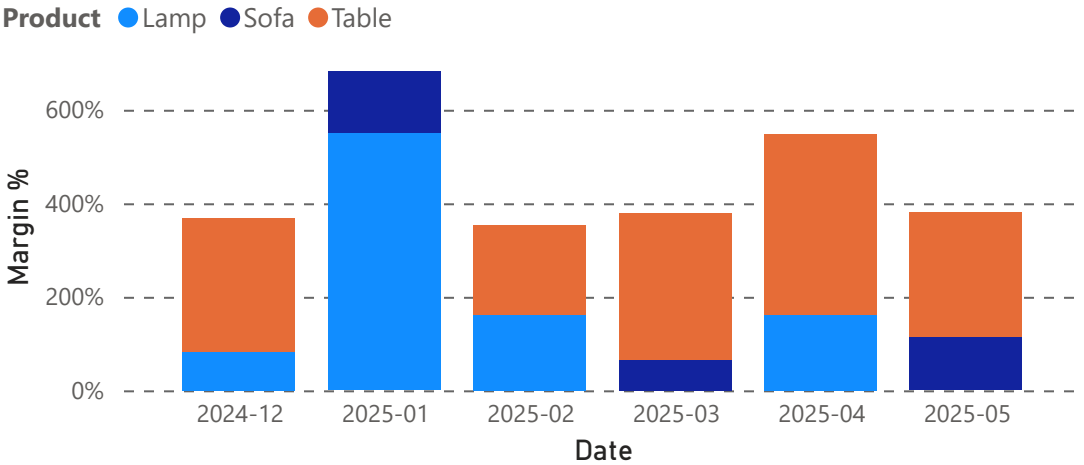
No

Yes

Choose Date

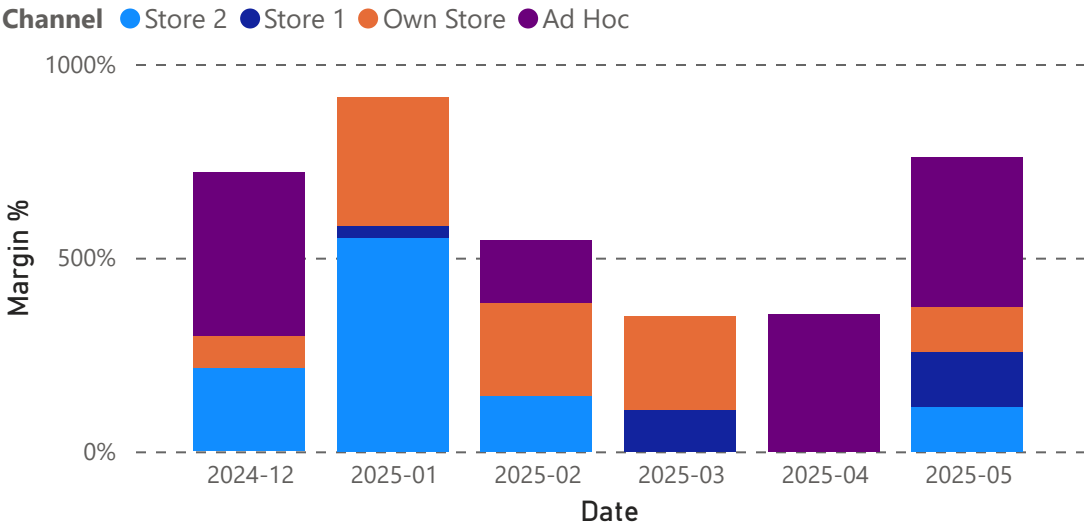
All

Margin % by Date and Product



Date	Lamp	Sofa	Table	Total
2024-12	82.3%		284.9%	264.6%
2025-01	551.0%	130.8%		323.1%
2025-02	160.4%		192.2%	187.6%
2025-03		64.8%	313.9%	124.6%
2025-04	160.4%		387.0%	354.5%
2025-05		115.0%	265.2%	159.5%
Total	372.5%	91.9%	288.3%	200.2%

Margin % by Date and Channel



Date	Ad Hoc	Own Store	Store 1	Store 2	Total
2024-12	421.7%	82.3%		216.5%	264.6%
2025-01		332.8%	30.2%	551.0%	323.1%
2025-02	160.4%	240.9%		143.5%	187.6%
2025-03		240.9%	108.8%		124.6%
2025-04	354.5%				354.5%
2025-05	387.0%	115.4%	143.5%	114.3%	159.5%
Total	362.0%	209.5%	109.8%	191.5%	200.2%