



Select Date

1/1/1997



12/31/1998



Total Transactions

270K

Total Profit

\$1.05M

Total Returns

7082

Top 30 Product Brands by Total Transactions

product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	8,071	\$33,167.27	58.54%	1.11%
Tell Tale	7,694	\$29,925.59	58.04%	1.00%
Ebony	7,685	\$29,749.45	59.82%	0.95%
Tri-State	7,438	\$29,064.76	58.90%	1.02%
High Top	7,153	\$28,502.83	60.39%	1.01%
Nationeel	6,499	\$27,446.16	60.47%	1.11%
Fast	6,188	\$24,746.78	61.05%	1.09%
Fort West	6,175	\$23,951.11	59.79%	0.92%
Horatio	6,121	\$25,589.28	58.44%	1.25%
Best Choice	6,000	\$25,901.32	60.60%	0.84%
Sunset	5,856	\$20,802.99	60.49%	1.04%
Red Wing	5,805	\$23,620.6	59.37%	1.09%
Big Time	5,797	\$23,710.27	60.26%	0.97%
Carrington	5,622	\$21,467.59	59.52%	0.89%
Cormorant	5,381	\$22,500.87	61.52%	0.90%
High Quality	5,323	\$24,007.67	60.00%	1.03%
BBB Best	5,254	\$19,374.93	62.10%	0.90%
Imagine	5,225	\$21,741.7	61.51%	0.98%
Denny	5,223	\$23,049.58	58.07%	0.91%
Golden	5,218	\$19,403.25	58.71%	0.91%
PigTail	5,180	\$17,338.44	60.68%	0.96%
Super	5,119	\$19,596.99	60.66%	0.94%
Landslide	4,951	\$15,986.58	58.63%	0.97%
Plato	4,912	\$18,502.64	63.55%	1.04%
CDR	4,574	\$18,007.91	59.03%	1.00%
Better	4,072	\$12,102.66	61.14%	1.04%
Summary	167,611	\$661,142.12	59.93%	0.99%

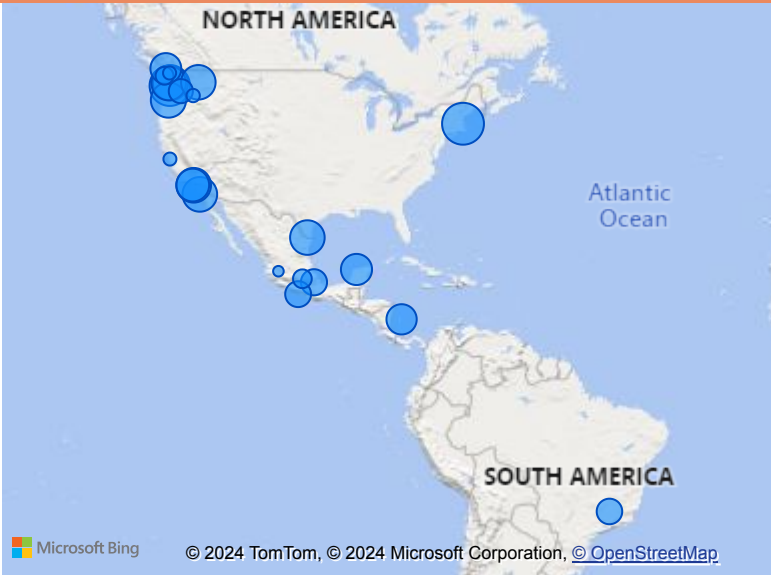
Select all

CAN

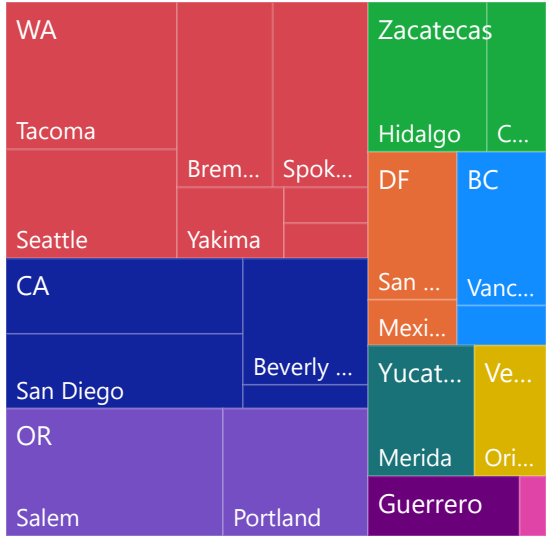
MEX

USA

Total Profit by Store City



Total Transactions by store_state and store_city



Total Revenue by Year, Quarter and Month



Total Revenue and Revenue Target

