

\$172.3M

Total Revenue (excl tax)

\$85.7M

Net Profit

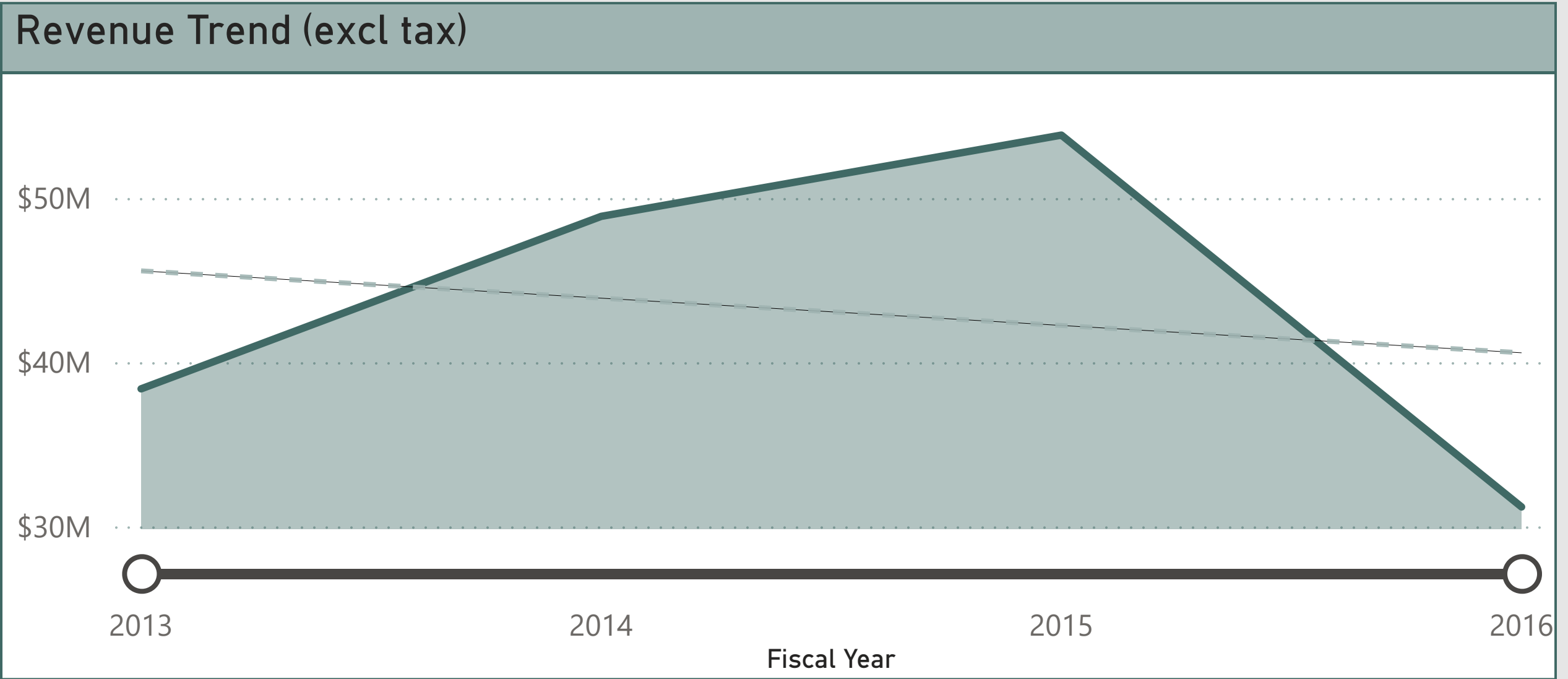
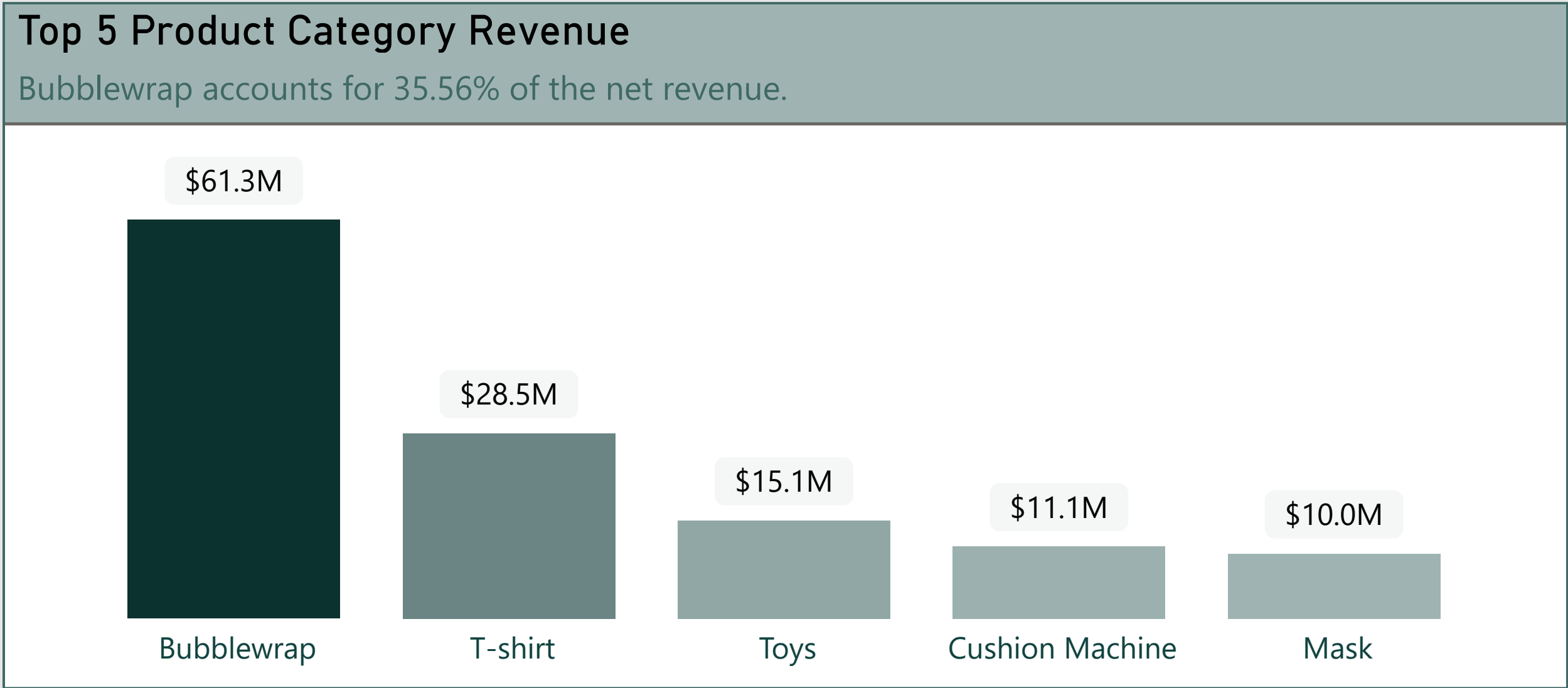
8.95M

Total Sales

Archer Lamble

Top Salesperson

Fiscal Year	Annual Rev Growth
2014	27.38%
2015	10.12%
2016	0.38%



0.03

% of faulty items

277243

Total Faulty Item Sales

0.37%

% of Profit Loss

(\$320,493.55)

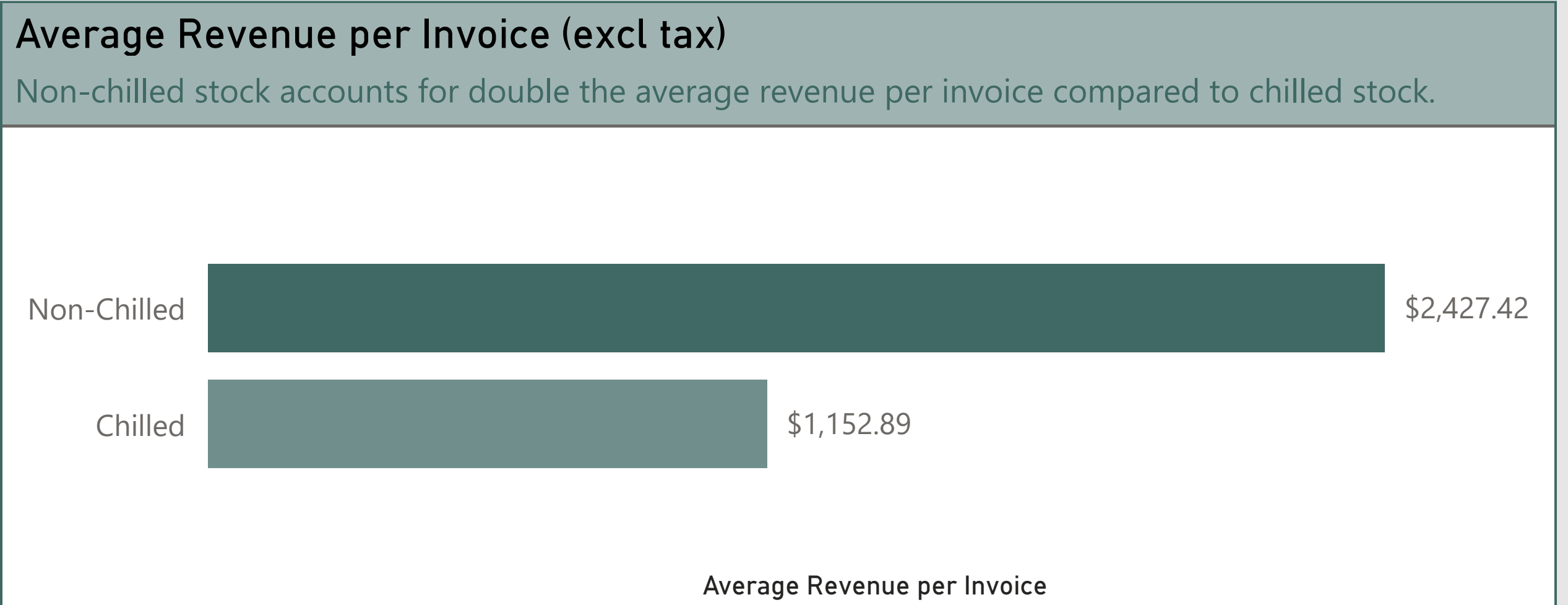
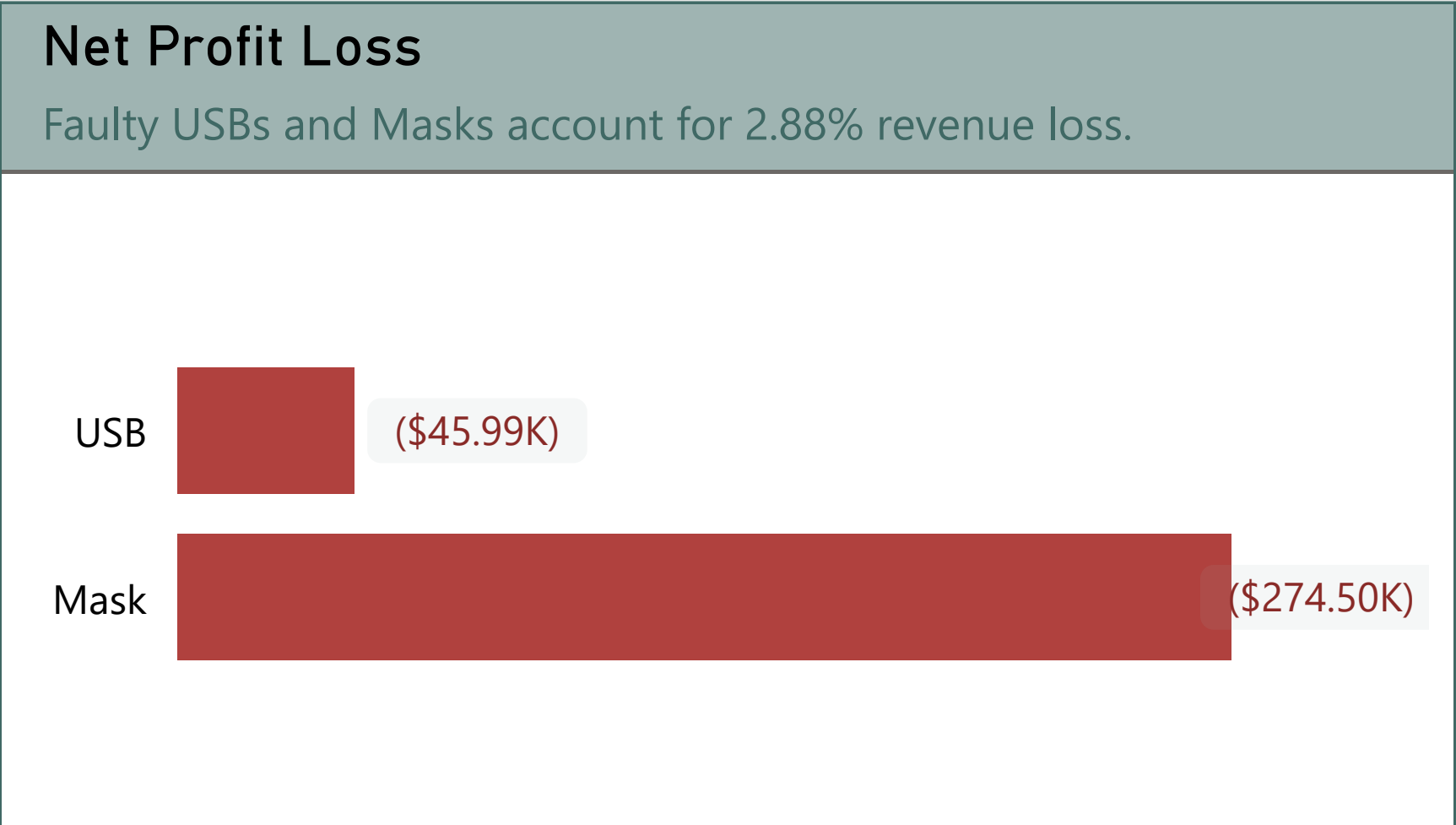
Net profit Loss

2.88%

% of Revenue Loss

(\$4,962,959.45)

Revenue Loss



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Non-chilled product summary

\$171,118,826.00

Non-chilled Revenue (excl tax)

8,823,272

Total Sales (Non-chilled)

Chilled product summary

\$1,142,515.20

Chilled Revenue (excl tax)

127,356

Total Sales (Chilled)

Potential Revenue based on Recommended Retail Price

\$172,261,341.20

Current Total Revenue excl Tax

\$219,130,061.9615

Potential Revenue (excl tax)

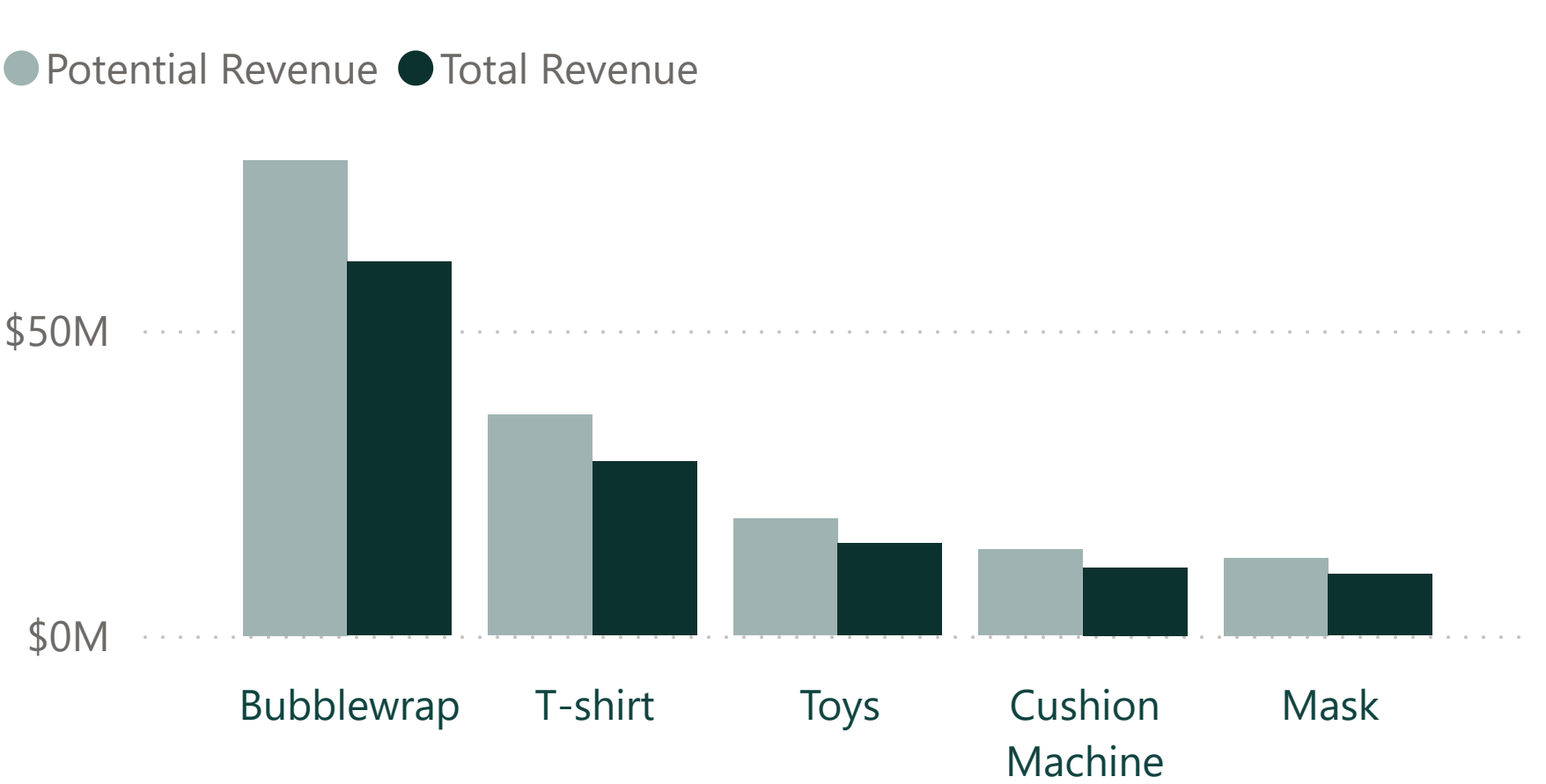
21.39%

% Increase of Potential Revenue

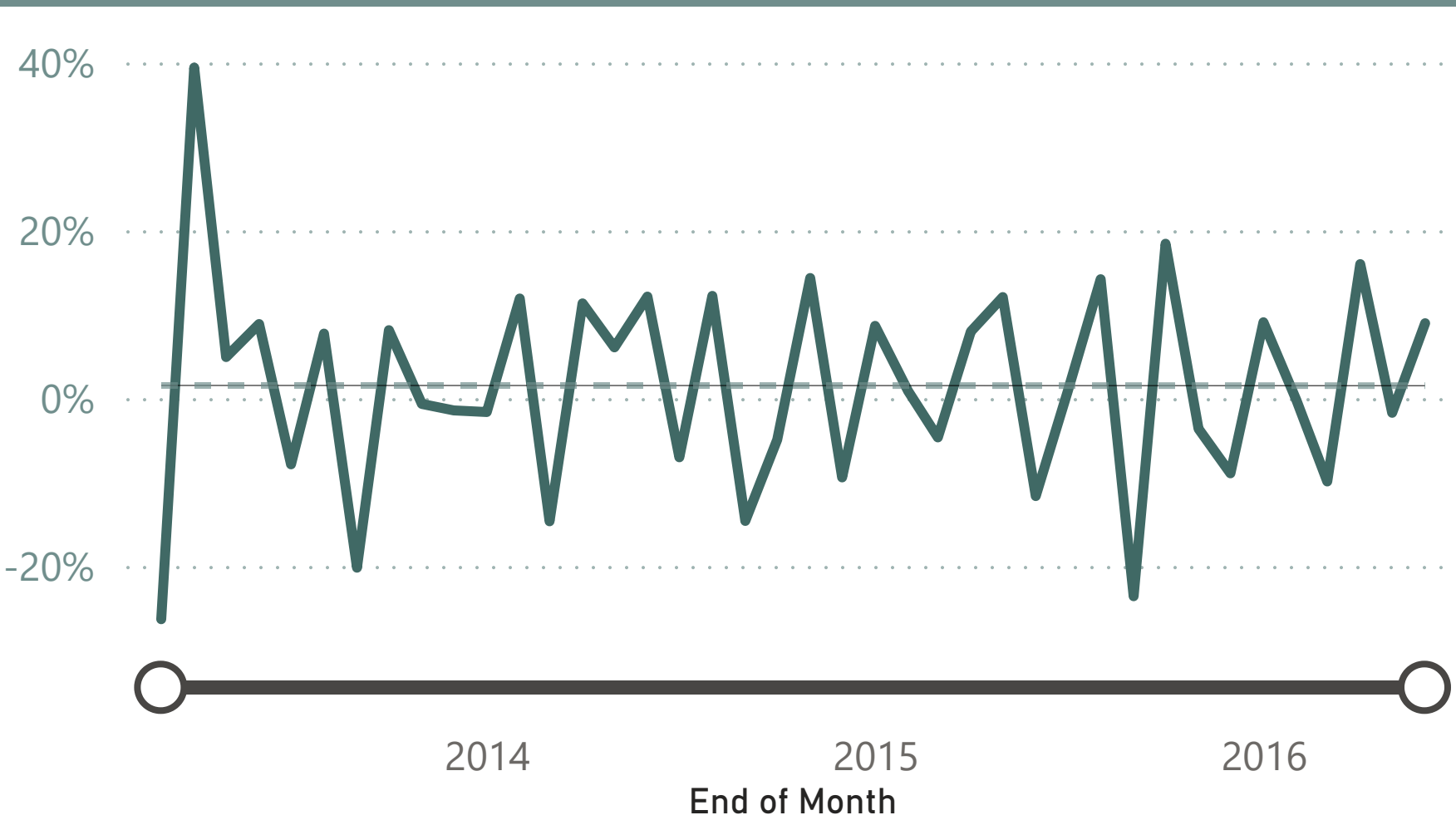
Stock Type	Profit Percentage	Net Profit
Chilled	0.59%	\$501,526.2
Non-Chilled	99.41%	\$85,227,654.7

Top 5 Potential and Current Total Revenue (excl tax)

Potential Revenue is 21.39% greater than the current revenue.



% Growth (Prev Month Comparison) by End of Month

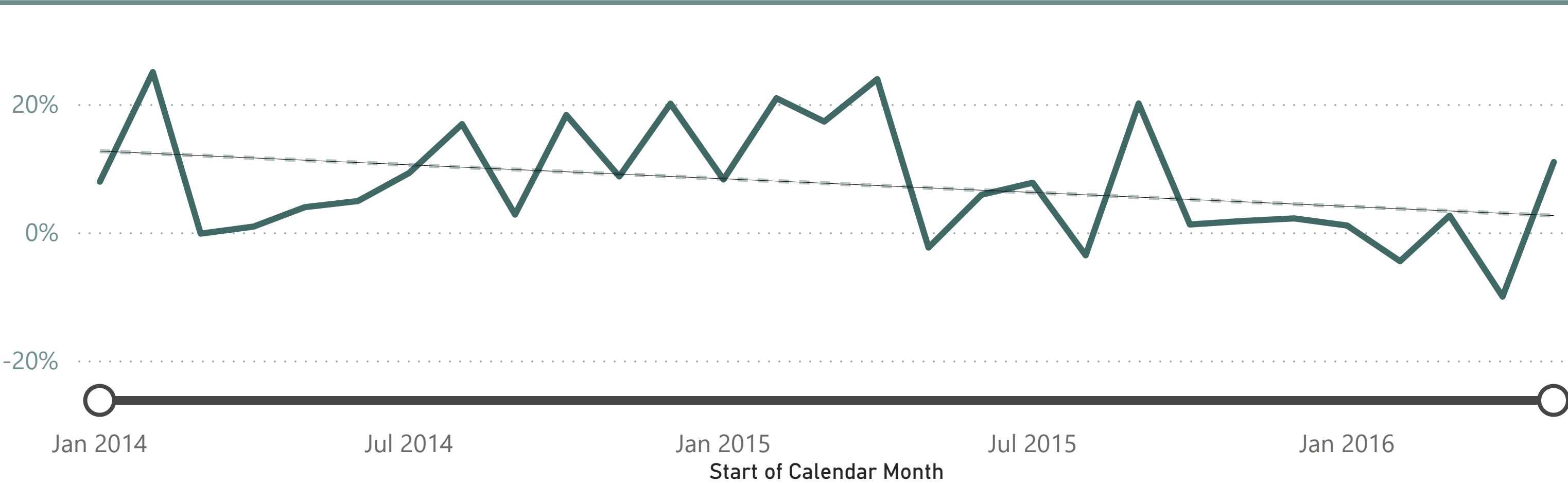


End of Month	Prev Month Revenue (excl tax)	Current Revenue	% Growth
1/31/2013		\$3,770,410.85	
2/28/2013	\$3,770,410.85	\$2,776,786.20	-26.35%
3/31/2013	\$2,776,786.20	\$3,870,505.30	39.39%
4/30/2013	\$3,870,505.30	\$4,059,606.85	4.89%

Day	Total Sales	Average Rev	Total Revenue (excl tax)
Saturday	780,512	\$758.36	\$15,157,402.40
Friday	1,603,767	\$753.45	\$31,020,985.30
Thursday	1,623,846	\$751.67	\$31,131,790.80
Monday	1,628,492	\$764.23	\$31,481,015.95
Wednesday	1,646,134	\$752.99	\$31,548,842.30
Tuesday	1,667,877	\$749.36	\$31,921,304.45

End of Month	Annual Rev Growth	Current Revenue (excl tax)	Last year Rev
11/30/2013	100.00%	\$3,697,461.90	
12/31/2013	100.00%	\$3,636,007.40	
1/31/2014	7.88%	\$4,067,538.00	\$3,770,410.85
2/28/2014	24.97%	\$3,470,209.20	\$2,776,786.20
3/31/2014	-0.22%	\$3,861,928.75	\$3,870,505.30
4/30/2014	0.88%	\$4,095,234.65	\$4,059,606.85
5/31/2014	3.91%	\$4,590,639.10	\$4,417,965.55
6/30/2014	4.86%	\$4,266,644.10	\$4,069,036.20
7/31/2014	9.23%	\$4,786,301.05	\$4,381,767.45

Annual Revenue Growth by Start of Calendar Month



Non-chilled product summary

\$171,118,826.00

Revenue (excl tax)

8,823,272

Total Sales

\$85,227,654.70

Net Profit

Chilled product summary

\$1,142,515.20

Revenue (excl tax)

127,356

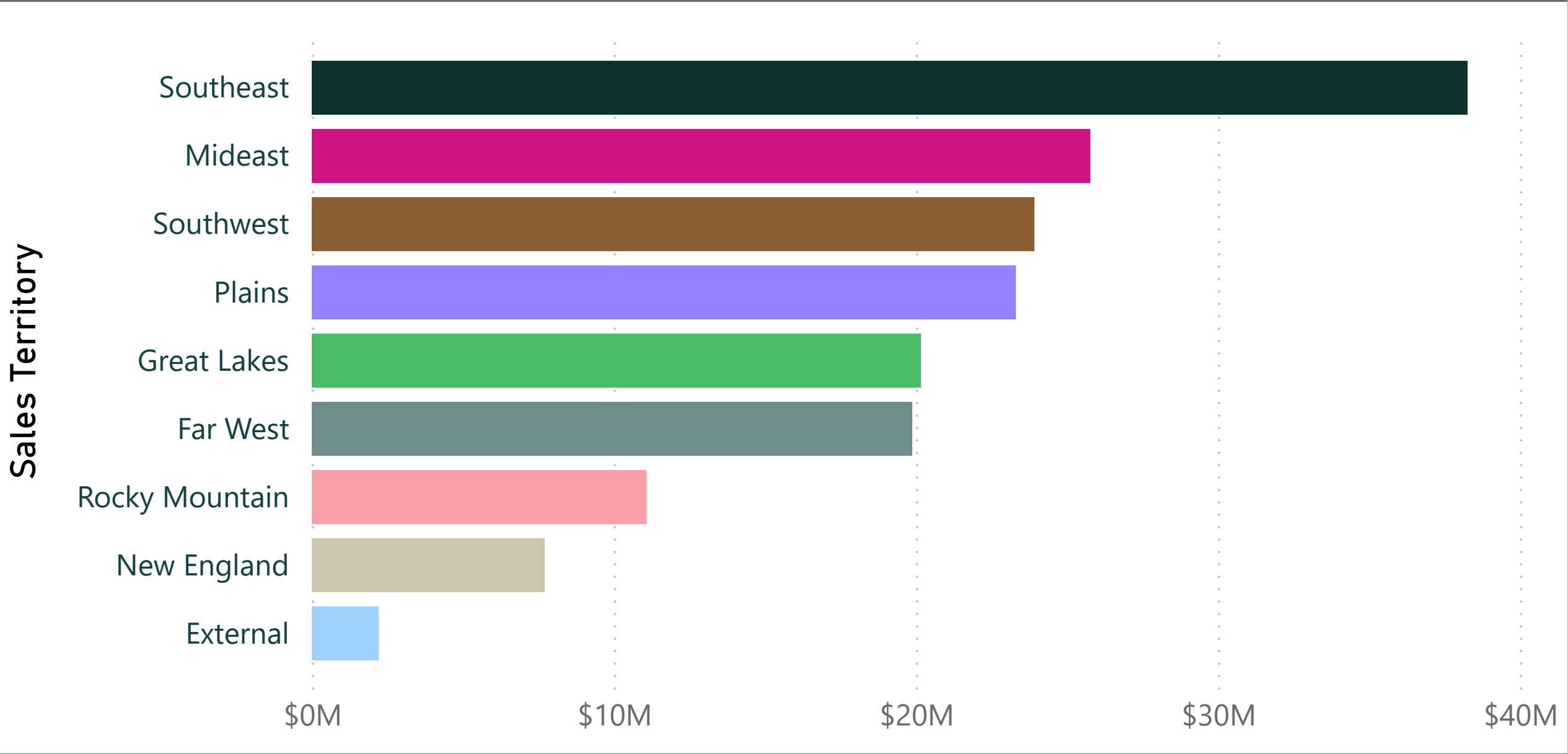
Total Sales

\$501,526.20

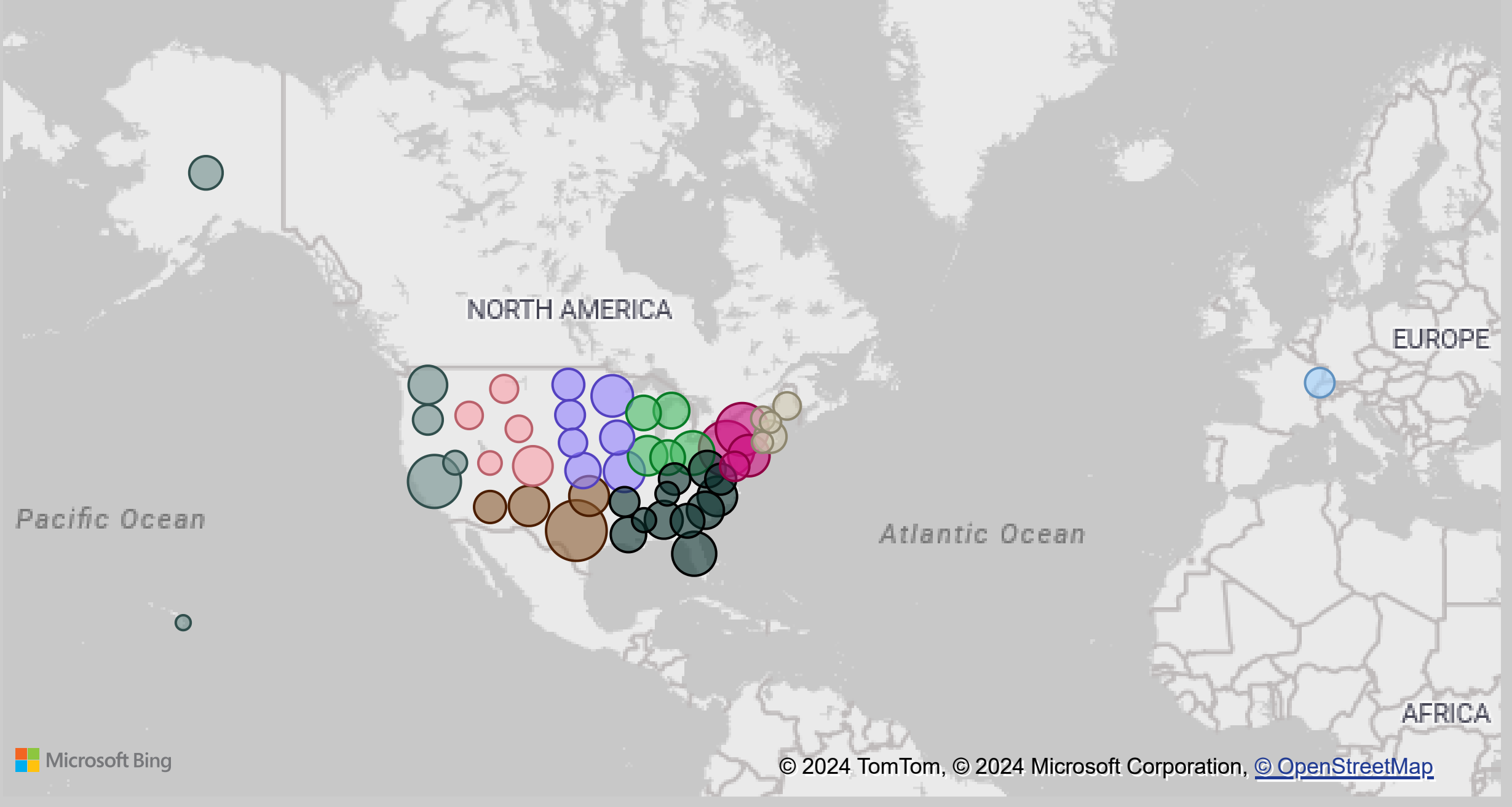
Net Profit

Total Revenue excl Tax

by Sales Territory



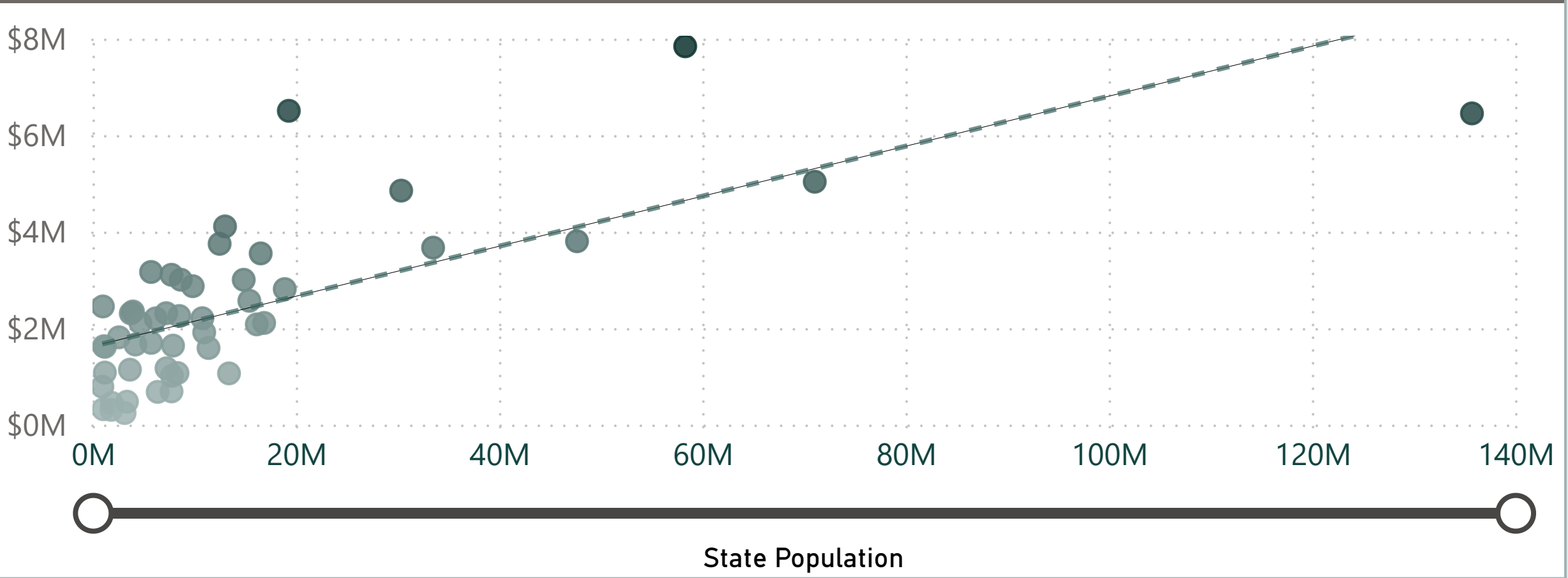
Total Revenue (excl tax) by State and Territory



Sales Territory	Total Revenue (excl tax)	Latest Recorded Population	Revenue to Polutation ratio
<div>+ Southeast</div>	\$38,265,165.75	138,183,669	0.28
<div>+ Mideast</div>	\$25,758,309.30	111,800,019	0.23
<div>+ Southwest</div>	\$23,924,720.30	88,776,603	0.27
<div>+ Plains</div>	\$23,307,175.85	44,013,665	0.53
<div>+ Great Lakes</div>	\$20,153,233.85	99,769,643	0.20
<div>+ Far West</div>	\$19,879,592.80	171,698,109	0.12
<div>+ Rocky Mountain</div>	\$11,076,949.95	30,781,016	0.36
<div>+ New England</div>	\$7,696,054.80	25,848,393	0.30
<div>+ External</div>	\$2,200,138.60	6,220,545	0.35
<div>Total</div>	\$172,261,341.20	717,091,662	0.24

Total Revenue excl Tax by State Population

An upward trend suggests the higher the population, the greater the revenue.



Non-chilled product summary

\$171,118,826.00

Revenue (excl tax)

8,823,272

Total Sales

\$85,227,654.70

Net Profit

Chilled product summary

\$1,142,515.20

Revenue (excl tax)

127,356

Total Sales

\$501,526.20

Net Profit

Top Buying Group

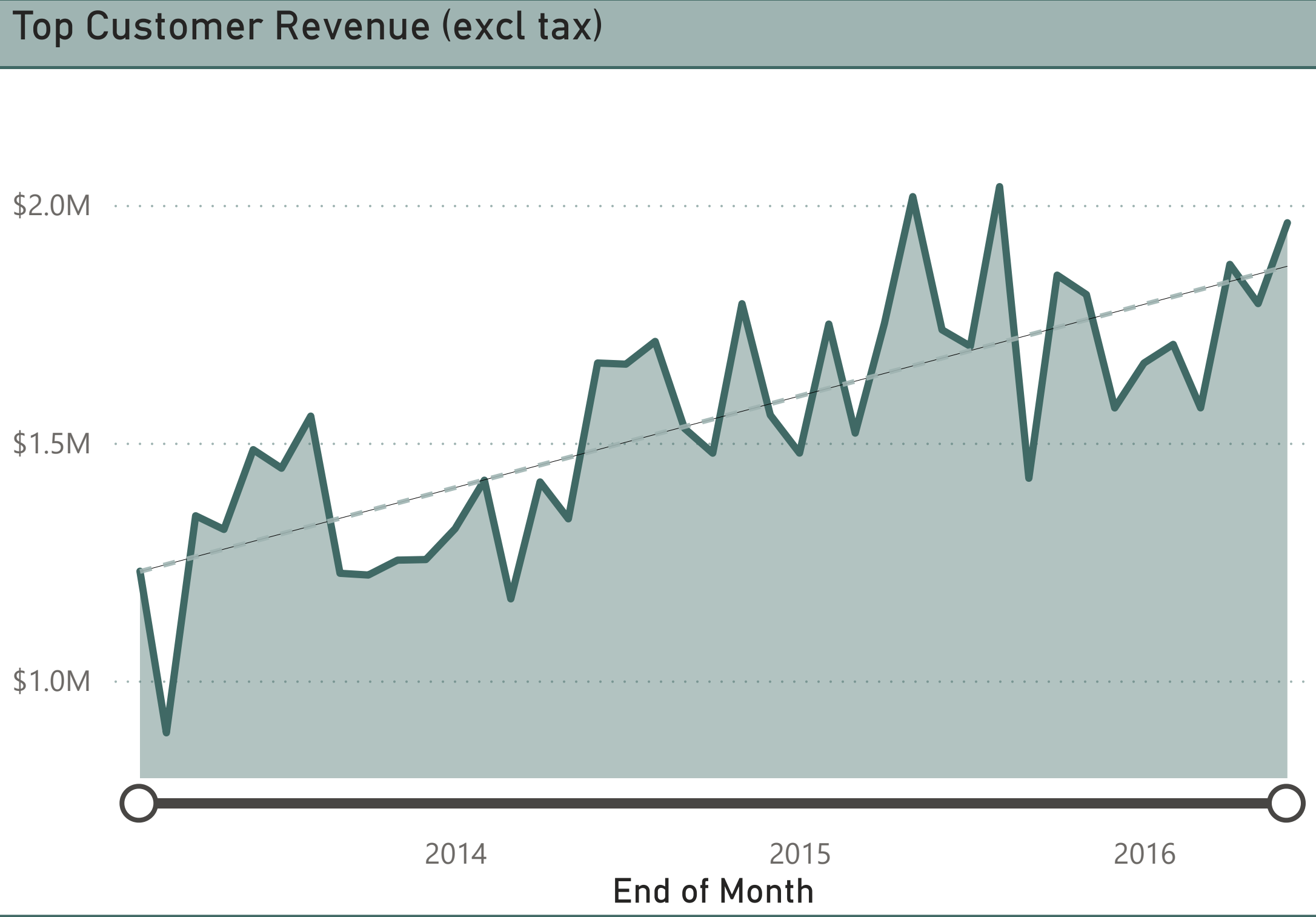
Product Transactions

Product Category	Total Revenue excl Tax
<div>+ Bubblewrap</div>	\$22,638,730.00
<div>+ T-shirt</div>	\$10,486,584.00
<div>+ Toys</div>	\$5,552,902.00
<div>+ Cushion Machine</div>	\$4,356,306.00
<div>+ Mask</div>	\$3,568,536.00
<div>+ Tape</div>	\$2,757,892.60
<div>+ Bag</div>	\$2,503,875.00
<div>+ USB</div>	\$1,841,313.00
<div>+ Tape Dispenser</div>	\$1,663,360.00
Total	\$63,528,695.70

Top Buying Group Transactions

by Location

Sales Territory	Total Revenue excl Tax
<div>[-] Southeast</div>	\$16,222,081.70
<div>+ North Carolina</div>	\$2,608,336.80
<div>+ Florida</div>	\$2,235,478.65
<div>+ West Virginia</div>	\$1,853,536.90
<div>+ Arkansas</div>	\$1,588,656.40
<div>+ Louisiana</div>	\$1,502,350.95
<div>+ South Carolina</div>	\$1,380,219.05
<div>+ Kentucky</div>	\$1,348,905.20
<div>+ Virginia</div>	\$1,112,146.95
<div>+ Georgia</div>	\$1,105,621.70
Total	\$63,528,695.70



Unknown Group

Top Buying Group

Unknown

Top Customer

3,283,017

Top Customer - Total Transactions

\$2,440.69

Average Rev per Invoice (excl tax)

46,752

Total Sales (Chilled)

3,236,265

Total Sales (Non-chilled)

\$63,528,695.70

Top Customer - Revenue (excl tax)

\$31,660,852.75

Net Profit

\$419,293.20

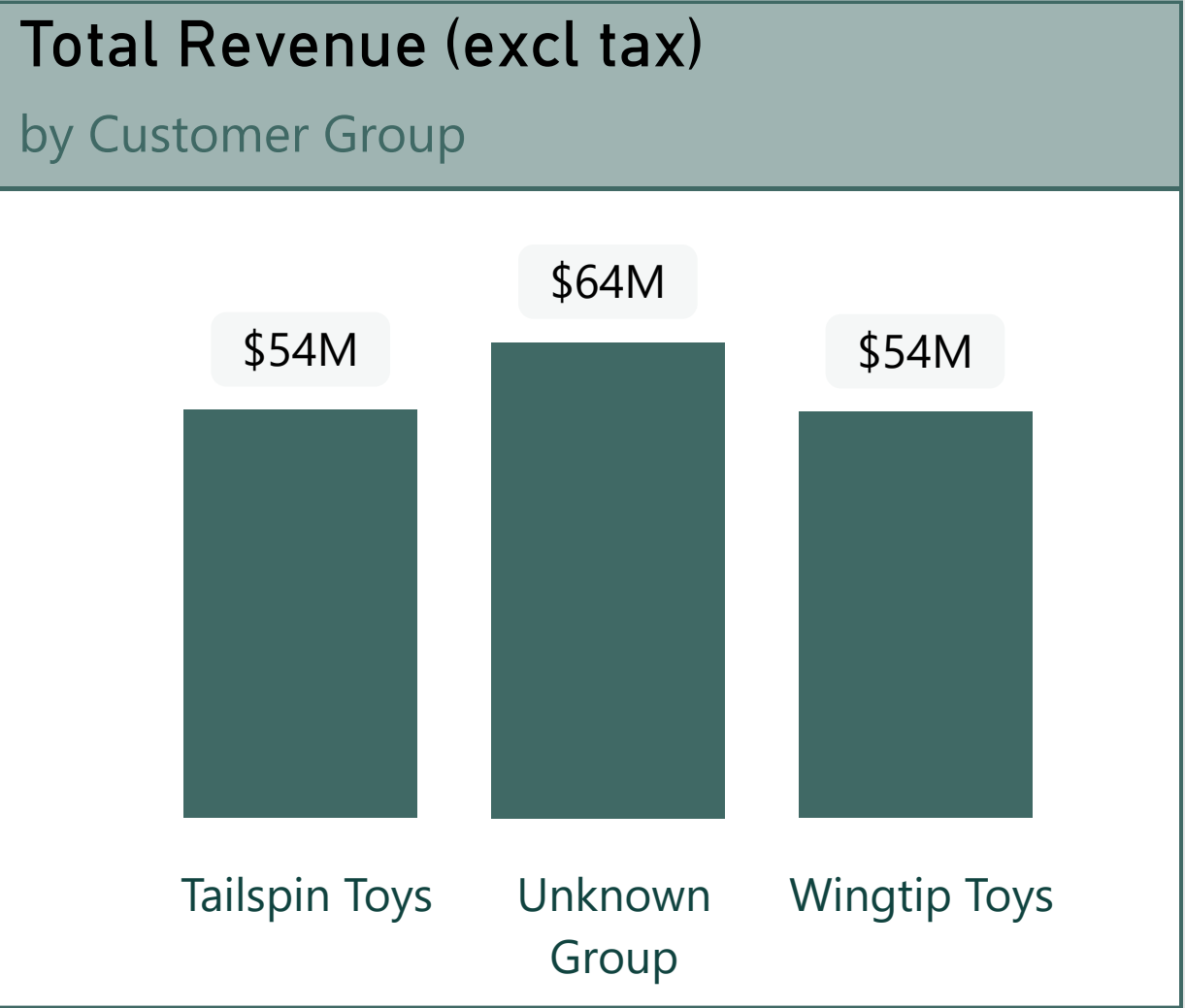
Chilled Items Revenue

\$63,109,402.50

Non-chilled Items Revenue

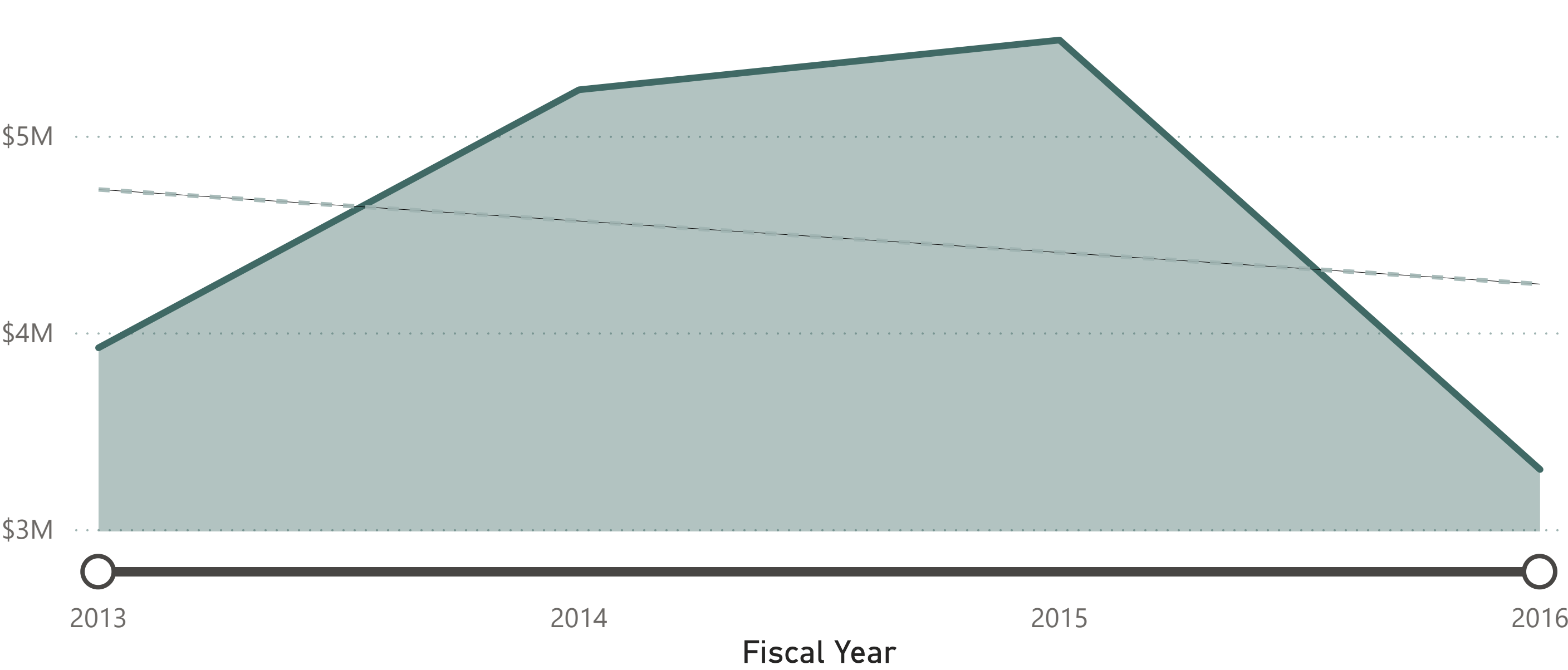
1/1/2013

12/31/2016



Customer	Total Revenue (excl tax)	Total Sales	Average Rev per Invoice (excl tax)
Unknown	\$63,528,695.70	3,283,017	\$2,440.69
Tailspin Toys (Inguadona, MN)	\$381,585.35	16,352	\$3,028.46
Tailspin Toys (Minidoka, ID)	\$371,822.30	15,857	\$2,974.58
Wingtip Toys (Sarversville, PA)	\$365,427.00	16,413	\$2,686.96
Tailspin Toys (Long Meadow, MD)	\$360,901.50	15,635	\$3,084.63
Wingtip Toys (San Jacinto, CA)	\$355,293.35	14,870	\$2,842.35
Wingtip Toys (Cuyamungue, NM)	\$353,046.95	14,950	\$2,824.38
Wingtip Toys (Morrison Bluff, AR)	\$352,287.20	14,924	\$3,117.59
Wingtip Toys (Grabill, IN)	\$351,138.65	17,148	\$2,926.16
Wingtip Toys (West Frostproof, FL)	\$346,621.45	18,564	\$2,645.97
Total	\$172,261,341.20	8,950,628	\$2,443.08

Top Salesperson Revenue (excl tax)



Archer Lamble

Top Salesperson

905.75K

Total Sales

\$17,944,098.45

Revenue (excl tax)

\$8,954,101.55

Net Profit

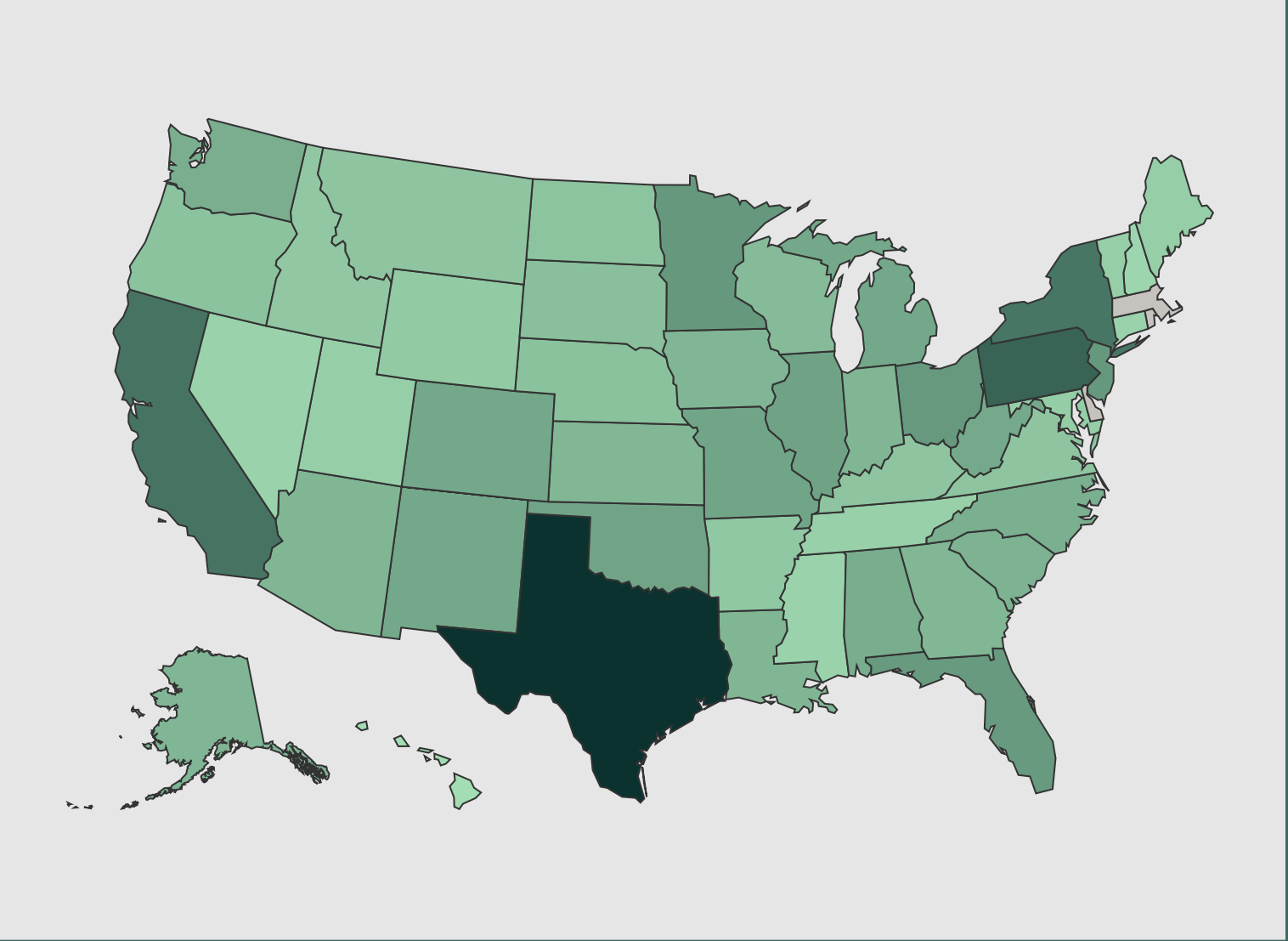
1/1/2013



12/31/2016



Top Salesperson Revenue by State



Top Salesperson Revenue by State

State Province	Total Revenue excl Tax
Texas	\$1,392,066.00
Pennsylvania	\$1,000,241.90
California	\$864,024.30
New York	\$850,352.80
New Jersey	\$584,266.30
Minnesota	\$583,754.05
Ohio	\$570,061.85
Florida	\$566,883.90
Illinois	\$496,386.15
Total	\$17,944,098.45

Employee	Total Revenue excl Tax	Total Sales	Average Revenue per Invoice excl Tax
Archer Lamble	\$17,944,098.45	905,748	\$2,497.79
Kayla Woodcock	\$17,566,878.40	908,080	\$2,453.47
Hudson Onslow	\$17,315,102.70	886,272	\$2,477.83
Taj Shand	\$17,294,616.50	907,094	\$2,444.81
Sophia Hinton	\$17,280,089.45	884,715	\$2,443.11
Hudson Hollinworth	\$17,134,048.65	907,549	\$2,420.41
Lily Code	\$17,092,680.90	899,735	\$2,449.51
Jack Potter	\$17,072,518.40	887,027	\$2,417.86
Amy Trefl	\$16,781,811.25	871,525	\$2,411.53
Anthony Grosso	\$16,770,406.50	883,883	\$2,412.82
Total	\$172,261,341.20	8,950,628	\$2,443.08

Top Salesperson - Non-chilled product summary

\$17,825,856.45

Revenue (excl tax)

892,620

Total Sales

\$8,902,249.55

Net Profit

Top Salesperson - Chilled product summary

\$126,013.20

Revenue (excl tax)

13,920

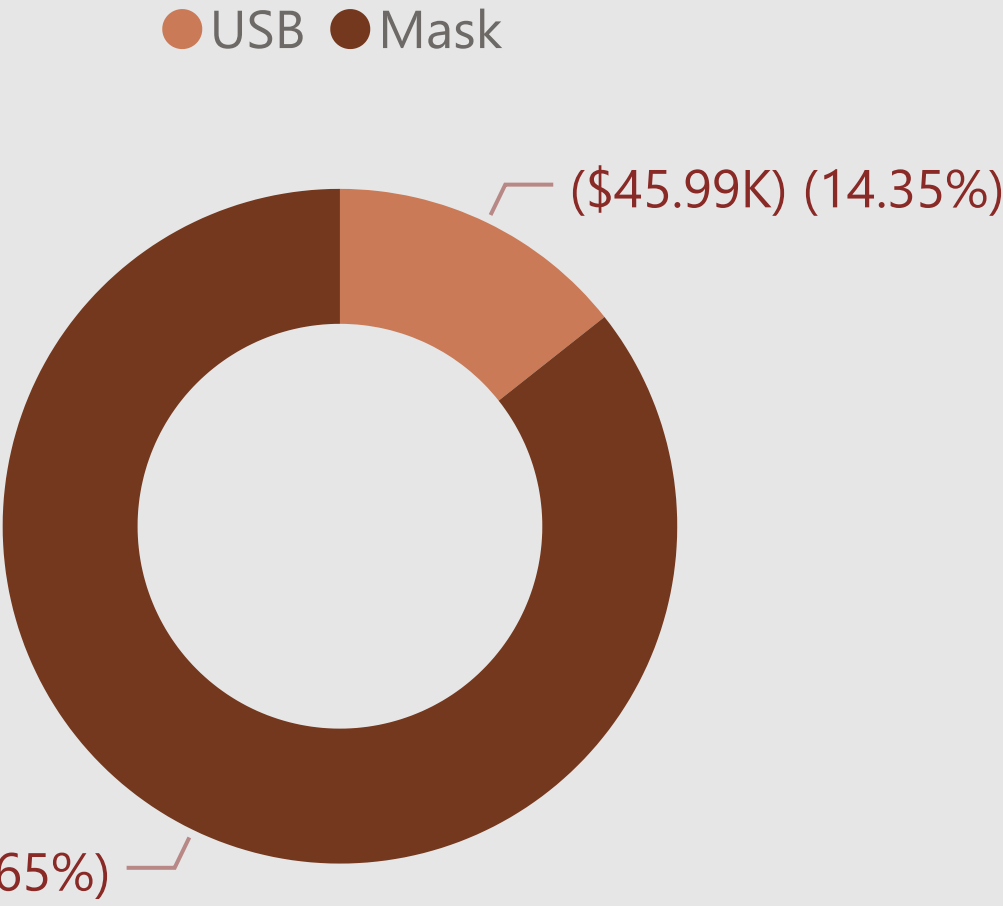
Total Sales

\$55,189.20

Net Profit

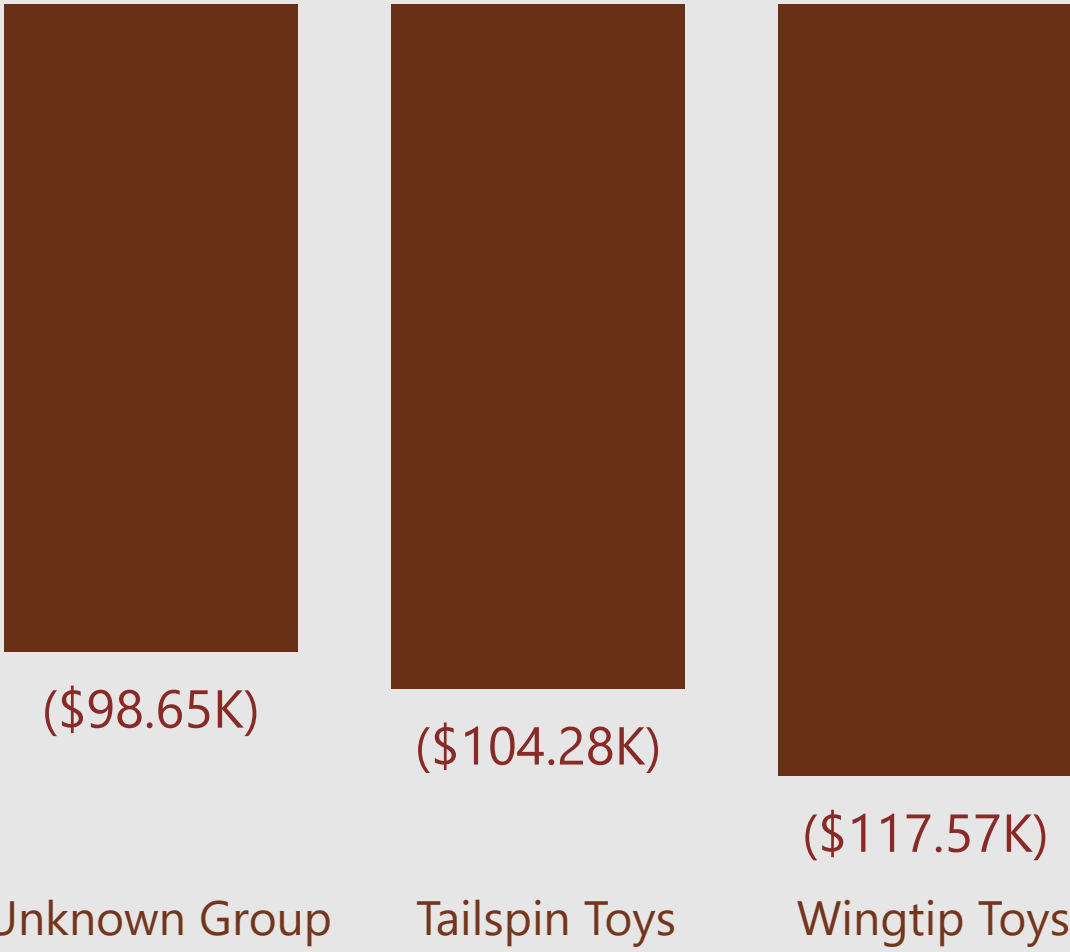
Net Profit Loss

by Product Category



Net Profit Loss

by Buying Group



Halloween zombie mask (Light Brown) XL

Most Returned

72.37K

Most Returned Item Quantity

(\$72,372.00)

Total Profit Loss

(\$1,302,696.00)

Revenue Loss (excl tax)

1/1/2013



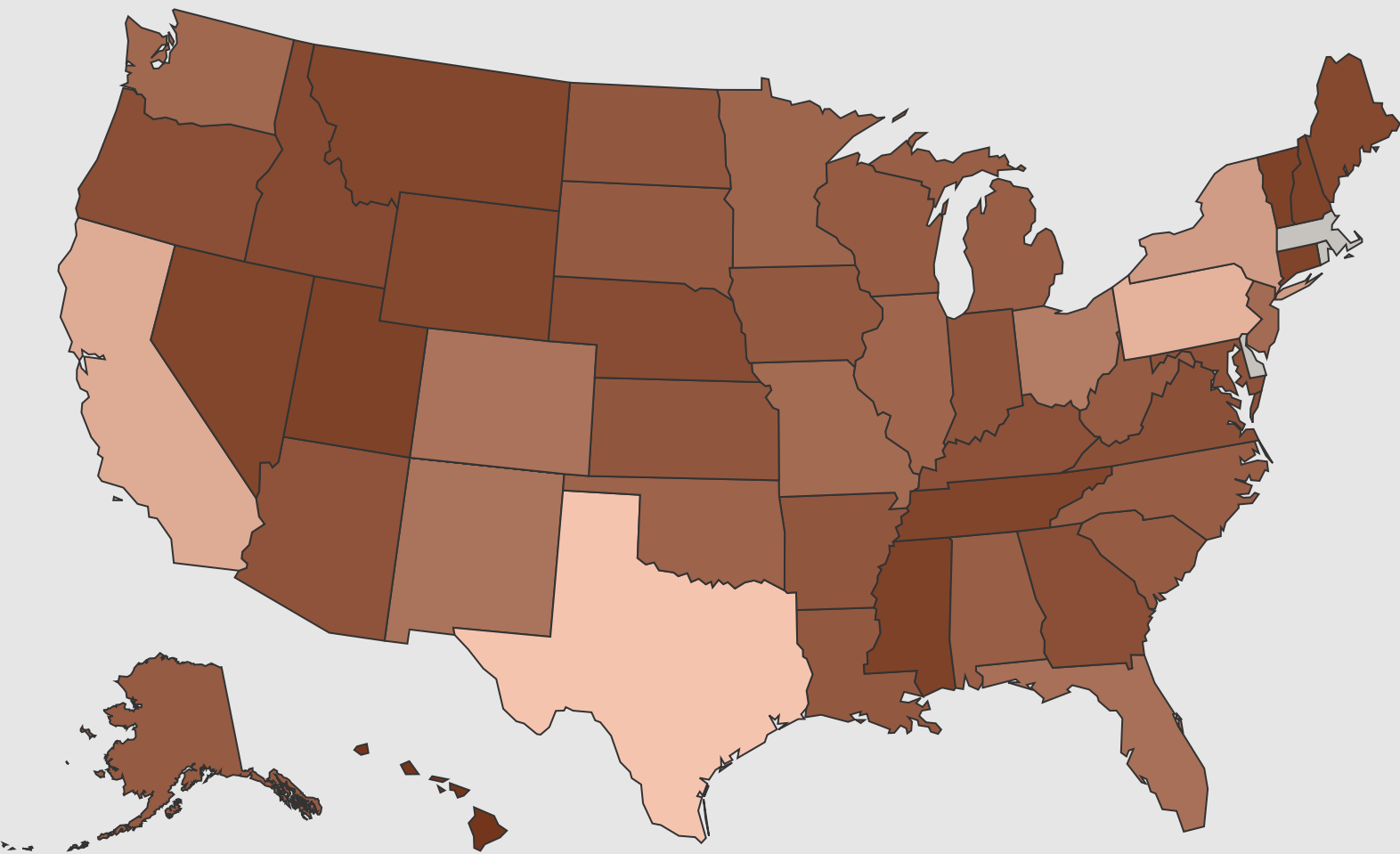
12/31/2016



Stock Item	Profit Loss	Revenue Loss
Halloween zombie mask (Light Brown) XL	(\$72,372.00)	(\$1,302,696.00)
Halloween zombie mask (Light Brown) S	(\$71,016.00)	(\$1,278,288.00)
Halloween zombie mask (Light Brown) M	(\$67,008.00)	(\$1,206,144.00)
Halloween zombie mask (Light Brown) L	(\$64,104.00)	(\$1,153,872.00)
USB food flash drive - dessert 10 drive variety pack	(\$15,163.50)	(\$7,404.00)
USB food flash drive - dim sum 10 drive variety pack	(\$13,053.00)	(\$6,240.00)
USB food flash drive - shrimp cocktail	(\$2,019.20)	(\$956.80)
USB food flash drive - sushi roll	(\$1,732.80)	(\$811.20)
USB food flash drive - chocolate bar	(\$1,676.80)	(\$771.20)
USB food flash drive - donut	(\$1,652.80)	(\$699.20)
USB food flash drive - hot dog	(\$1,615.20)	(\$796.80)
USB food flash drive - banana	(\$1,589.60)	(\$678.40)
USB missile launcher (Green)	(\$1,554.00)	(\$792.50)
USB rocket launcher (Grav)	(\$1,390.25)	(\$623.75)
Total	(\$320,493.55)	(\$4,962,959.45)

Sales Territory	Fault Costs	Return Quantity
⊕ Southeast	(\$64,467.25)	57424
⊕ Mideast	(\$50,216.95)	41884
⊕ Southwest	(\$45,401.70)	40633
⊕ Plains	(\$43,137.90)	36364
⊕ Far West	(\$40,502.15)	33491
⊕ Great Lakes	(\$37,358.85)	31514
⊕ Rocky Mountain	(\$21,586.60)	19632
⊕ New England	(\$14,249.95)	13002
⊕ External	(\$3,572.20)	3299
Total	(\$320,493.55)	277243

Fault Costs by State



277243

Total Returns

0.03

% of Returned Items

(\$320,493.55)

Net Profit Loss

0.37%

% of Profit Loss

(\$4,962,959.45)

Net Revenue Loss

2.88%

% of Revenue Loss