



Revenue

\$1.8M



Transactions

269.7K



Profit

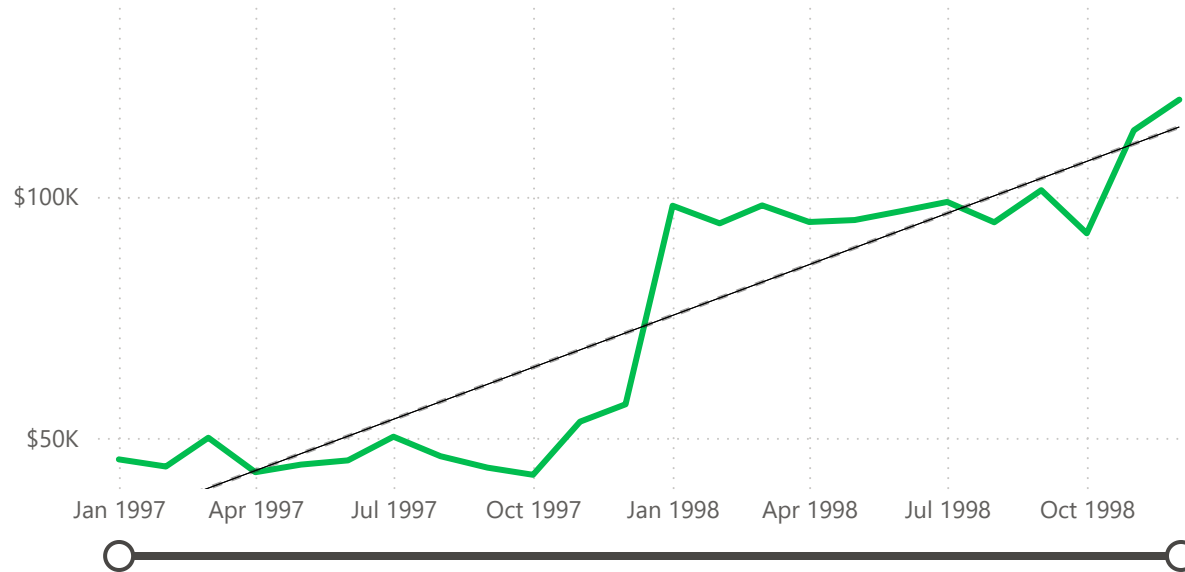
\$1.1M



Return Rate

0.99%

Revenue Trending



Monthly Revenue

\$120,161✓

Prev Month: \$113,788 (+5.6%)

Monthly Returns

496✓

Prev Month: 482 (+2.9%)

Monthly Transactions

18,325✓

Prev Month: 17,339 (+5.69%)

Top 20 Product Brand	Quantity Sold	Revenue	Transactions	Profit	Returns
Hermanos	24,682	\$56,659	8,071	\$33,167	236
Tell Tale	23,801	\$51,561	7,694	\$29,926	200
Ebony	23,492	\$49,727	7,685	\$29,749	189
Tri-State	23,400	\$49,348	7,438	\$29,065	198
High Top	22,040	\$47,201	7,153	\$28,503	190
Nationeel	19,959	\$45,385	6,499	\$27,446	188
Horatio	19,205	\$43,788	6,121	\$25,589	209
Fast	19,118	\$40,533	6,188	\$24,747	177
Fort West	18,869	\$40,061	6,175	\$23,951	155
Best Choice	18,553	\$42,738	6,000	\$25,901	137
Big Time	17,959	\$39,344	5,797	\$23,710	147
Sunset	17,957	\$34,393	5,856	\$20,803	157
Red Wing	17,816	\$39,793	5,806	\$23,624	169
Carrington	17,126	\$36,066	5,622	\$21,468	129
High Quality	16,658	\$40,015	5,323	\$24,008	141
Cormorant	16,483	\$36,580	5,382	\$22,502	132
Imagine	16,277	\$35,344	5,225	\$21,742	131
Denny	16,254	\$39,696	5,223	\$23,050	132
Golden	16,128	\$33,049	5,218	\$19,403	127
Super	15,748	\$32,313	5,120	\$19,600	126

Most Ordered Product

Tell Tale Fresh Lima Beans

Most Returned Product

Dollar Monthly Sports Magazine

Canada

Mexico

USA



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Selected Product

ADJ Rosy Sunglasses

Unique Products

1,560

Revenue per Product

\$1,132

Price Adjustment (%)

0.00

Product Metric Selection

Quantity Sold	Profit
Revenue	Transactions
Returns	Return Rate %

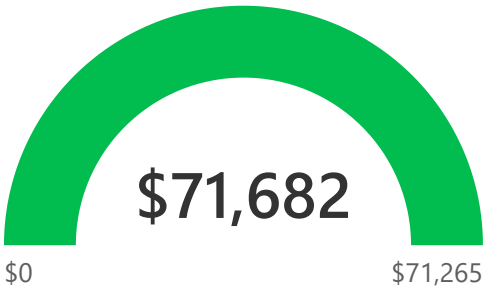
Monthly Transactions vs Transaction Target



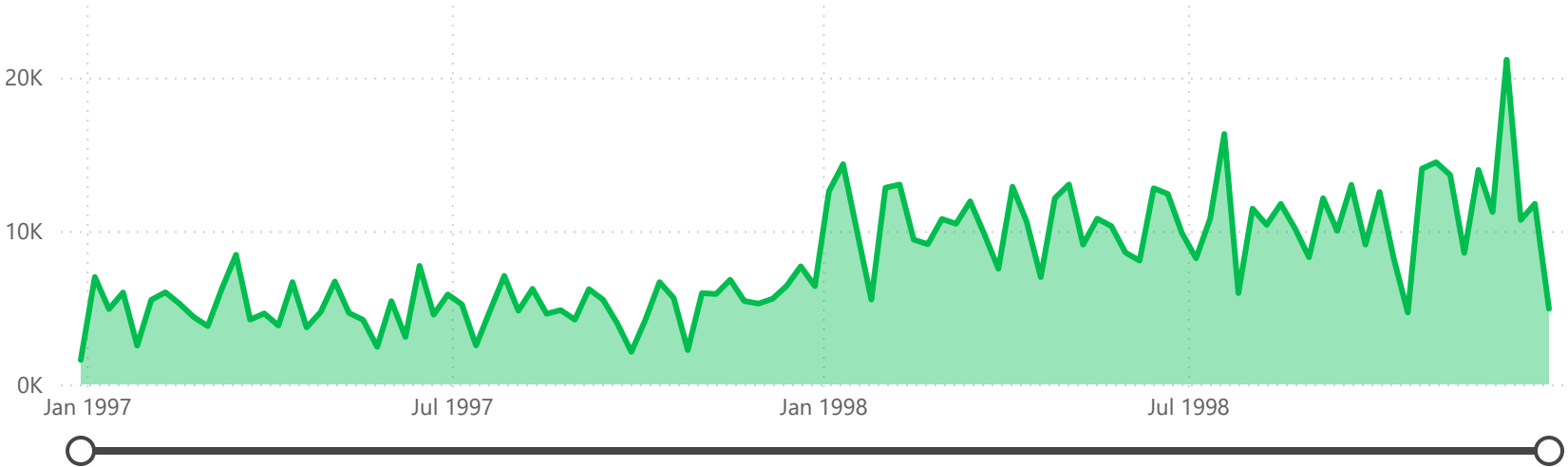
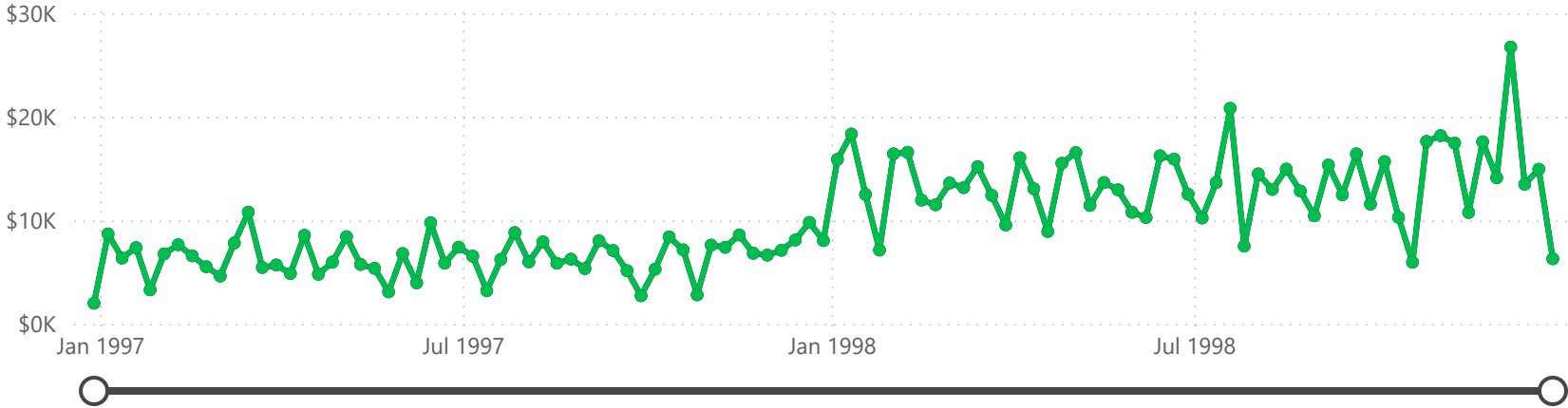
Monthly Revenue vs Revenue Target



Monthly Profit vs Profit Target



● Adjusted Profit ● Profit





Year



1997

1998



Top Revenue per Customer

Ida Rodriguez

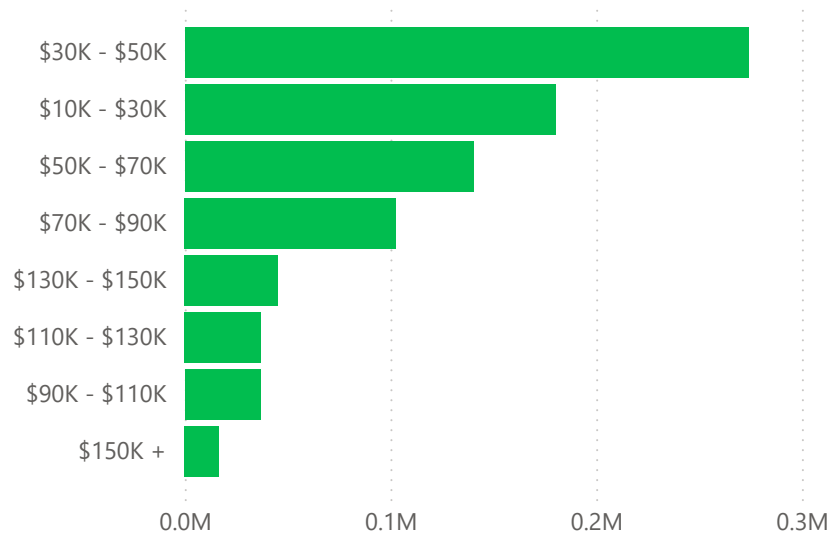
Orders per Customer

1,021

Revenue per Customer

\$2,235

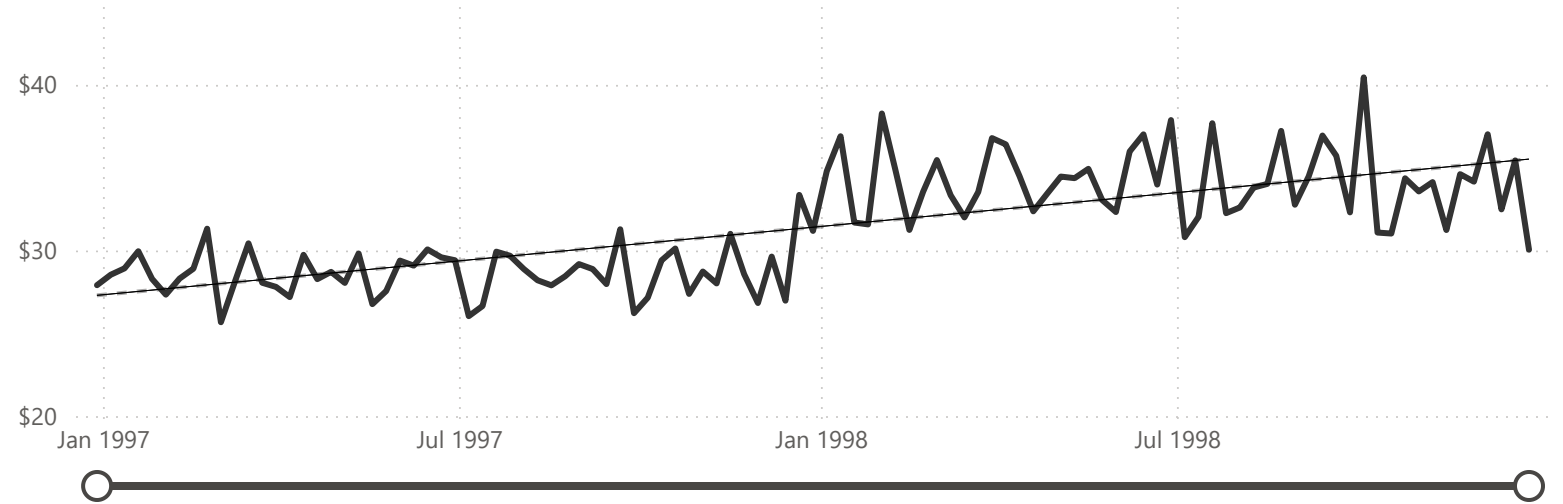
Quantity Sold by Yearly Income



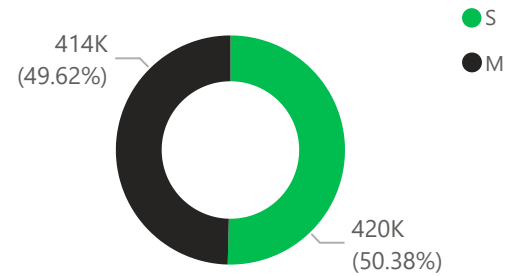
Revenue per Customers

Customers

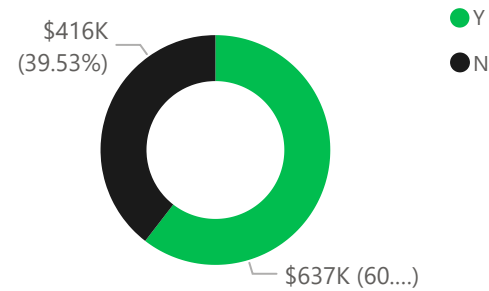
Revenue per Customers



Quantity Sold by Marital Status



Profit by Homeowners



Top 100 Customer	Fullname	Revenue	Profit	Transactions
5295	Ida Rodriguez	\$2,235	\$1,341	290
4727	James Horvat	\$2,121	\$1,263	297
4676	Dawn Laner	\$1,995	\$1,199	301
4021	Mary Francis Benigar	\$1,974	\$1,178	275
8452	Wildon Cameron	\$1,955	\$1,167	233
1720	Aaron McDonnell	\$1,908	\$1,135	260
1297	Joann Mramor	\$1,826	\$1,087	251
4391	Eric Winters	\$1,776	\$1,051	257
1787	Merridee Archuleta	\$1,764	\$1,046	279
5174	Lucy Flowers	\$1,750	\$1,050	267
4094	Kristin Miller	\$1,739	\$1,047	239
5466	Scott Littleford	\$1,716	\$1,011	224
5542	Bernadette Marschang	\$1,714	\$1,027	265
4397	George Todero	\$1,664	\$993	262
7862	Emily Barela	\$1,630	\$975	205
4767	Frank Darrell	\$1,628	\$990	221
1770	Isaiah Heymsfield	\$1,599	\$956	197
Total		\$143,206	\$85,461	21,360