

Missed Q4 Target by \$-3.5M or -2.1% | Sales of \$76.2M are Under Prior Year by \$-13.3M or -14.8%

Target  
\$827.7M

**\$798.0M**

Sales

\$900.0M

	Q1	Q2	Q3	Q4
East	-6%	-8%	6%	-2%
North	8%	3%	-16%	-7%
South	9%	3%	7%	-11%
West	-2%	-12%	-9%	-5%

Bar chart showing Total Yearly Spend (TY\$) and Prior Year Spend (PY\$) for four quarters (O1, O2, O3, O4). The Y-axis represents spend in millions of dollars, ranging from -\$100M to \$300M. The legend indicates TY\$ (blue bars), PY\$ (green bars), and PY\$ (grey line).

Quarter	TY\$ (Millions)	PY\$ (Millions)
O1	100	15
O2	140	10
O3	270	40
O4	290	0

## Largest Laggards

▲ Region	▲ Type	▲ Lead Source Standardized	▲ PYV\$	▲ PYV%	▲ Leaders and Laggards
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