



Sales Dashboard

18K

No.Customers

295

No.Products

10K

Units Sold

\$8.93M

COGs

\$14.43M

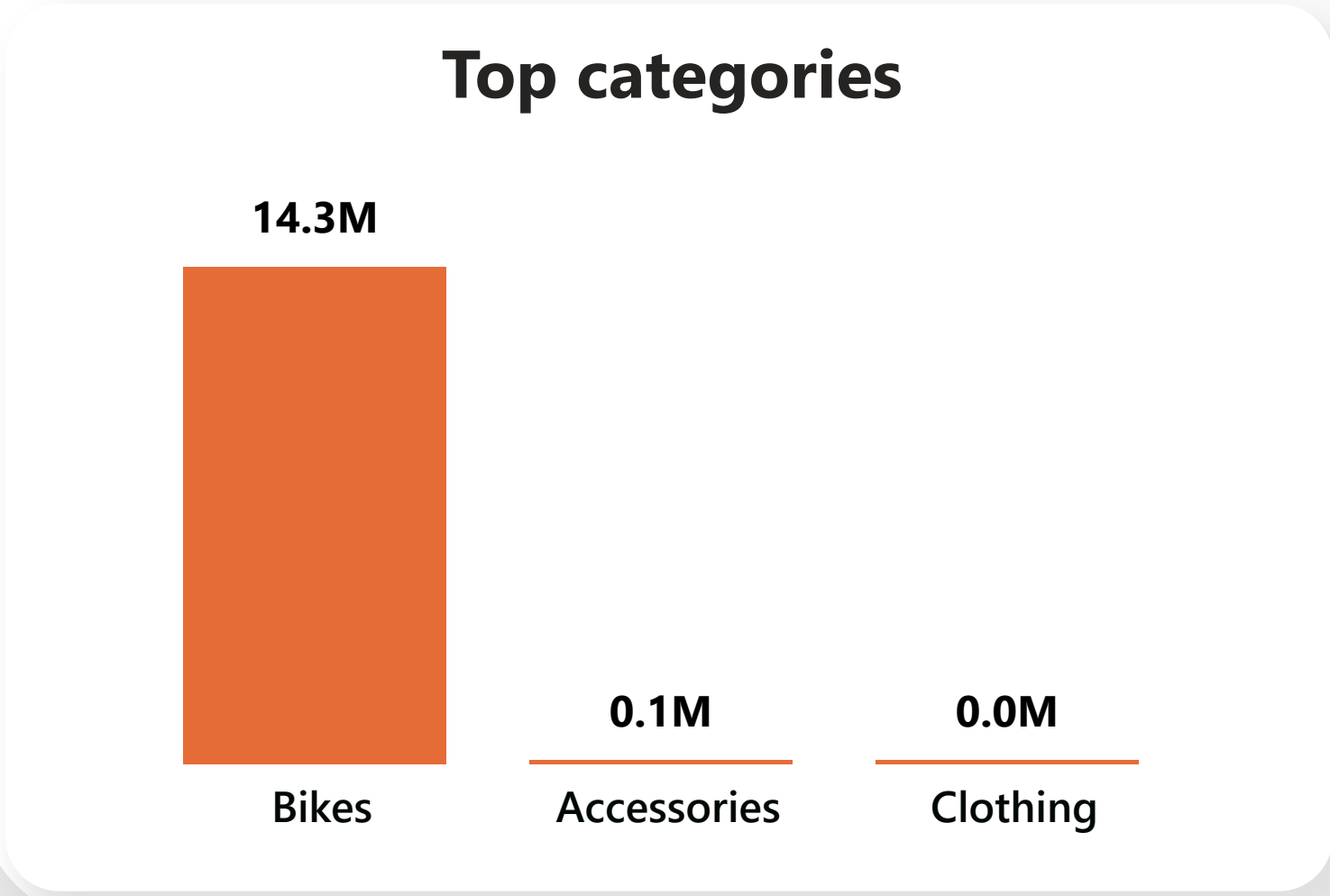
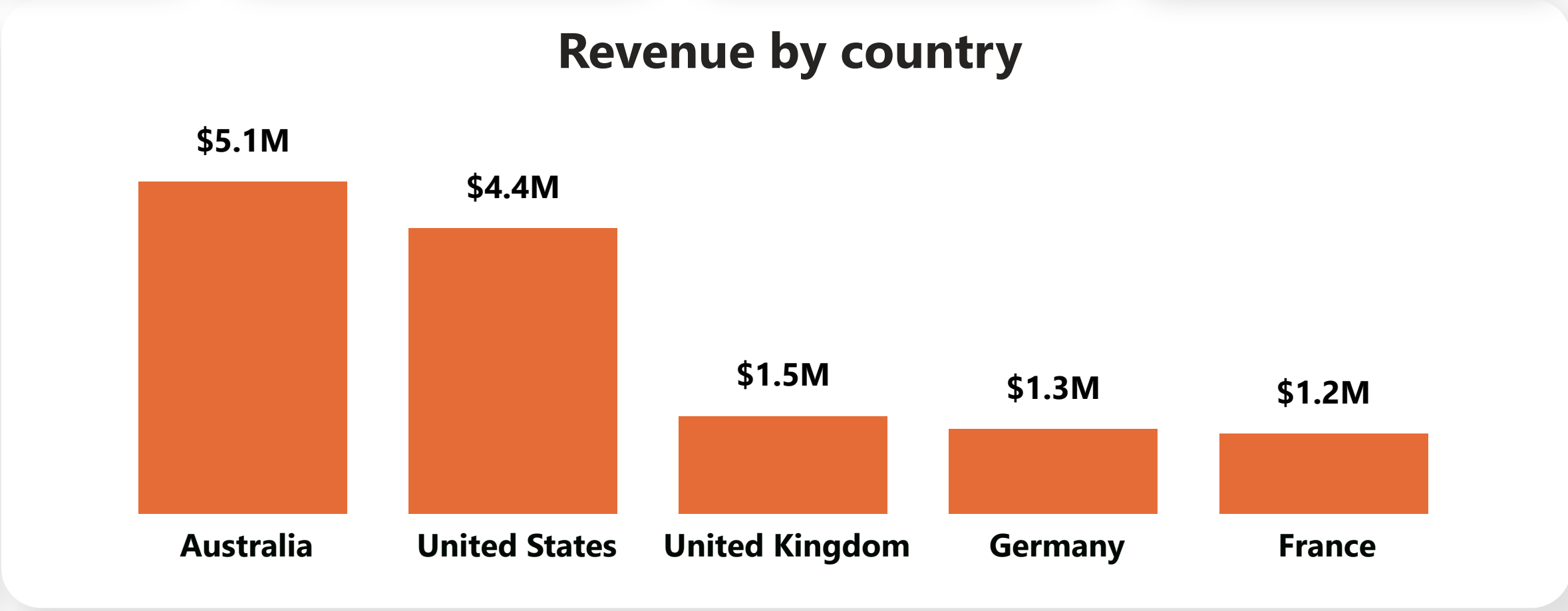
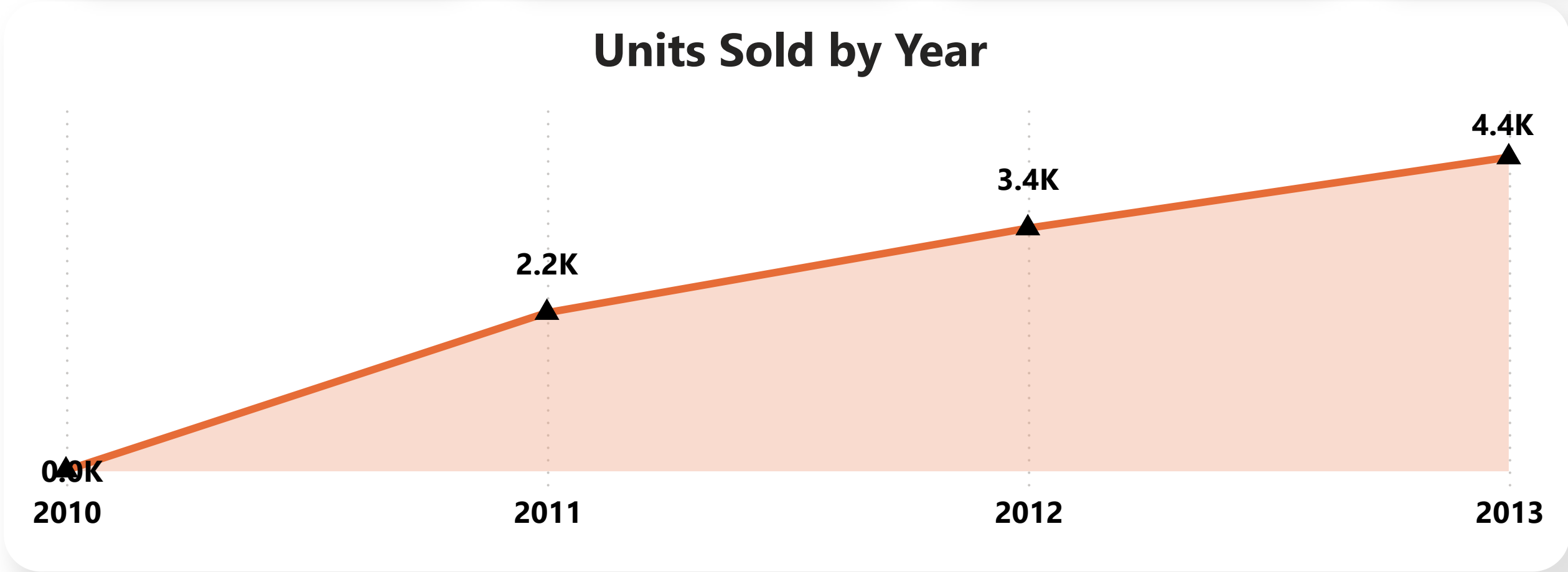
Revenue

\$5.5M

Gross Profit

38.13%

Gross Profit Margin











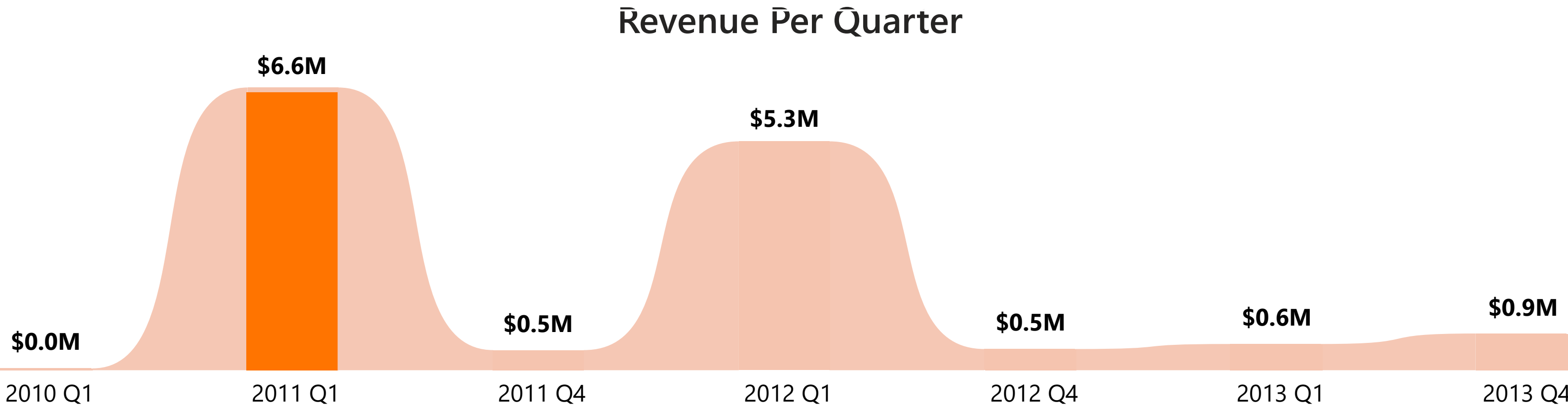
Top 5 Products

Product Name	Revenue
Road-150 Red- 48	\$1,205,786
Road-150 Red- 62	\$1,202,208
Road-150 Red- 52	\$1,080,556
Road-150 Red- 56	\$1,055,510
Road-150 Red- 44	\$1,005,418

Top 5 Customers

Customer Name	Revenue
Kaitlyn Henderson	\$8,601
Brandi Gill	\$8,457
Randall Dominguez	\$8,441
Janet Munoz	\$6,947
Maurice Shan	\$6,939

Year	Revenue
 2010	 \$43,419
 2011	 \$7,075,088
 2012	 \$5,842,231
 2013	 \$1,470,585



\$14.43M

Revenue

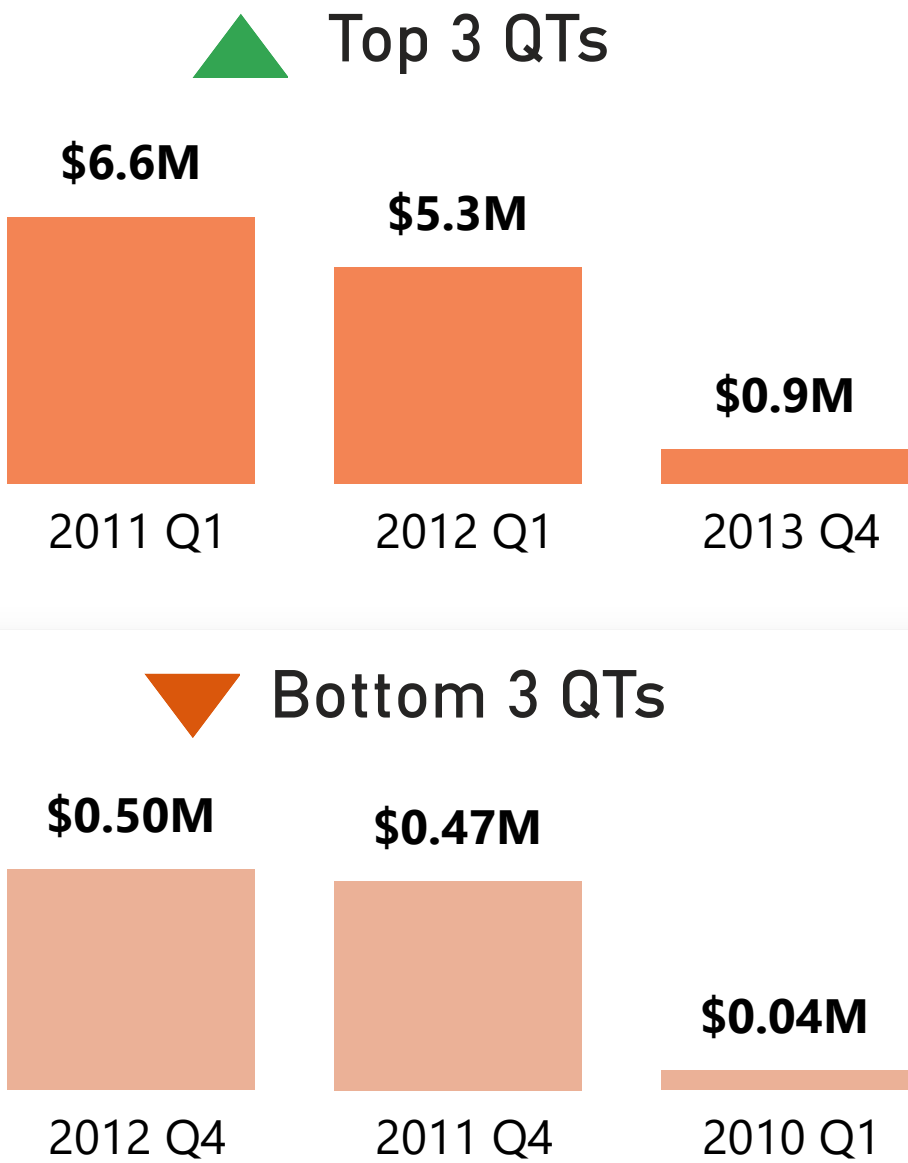
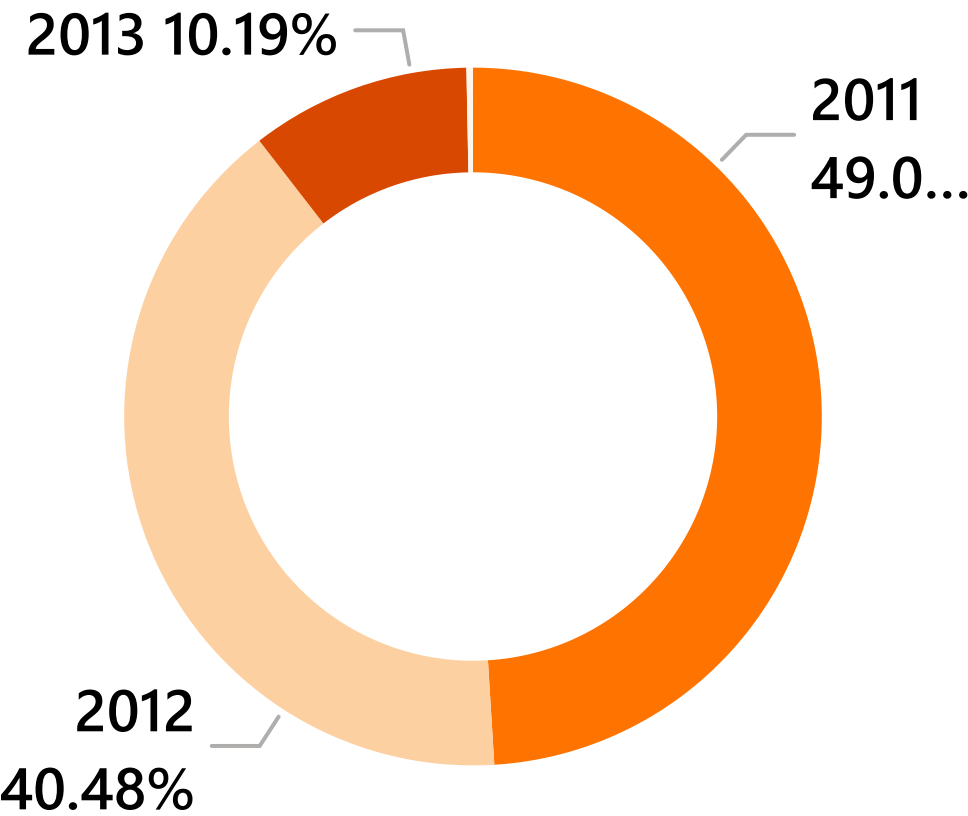
2.06M




Average Revenue per Quarter

3.79%

% to Goal Revenue

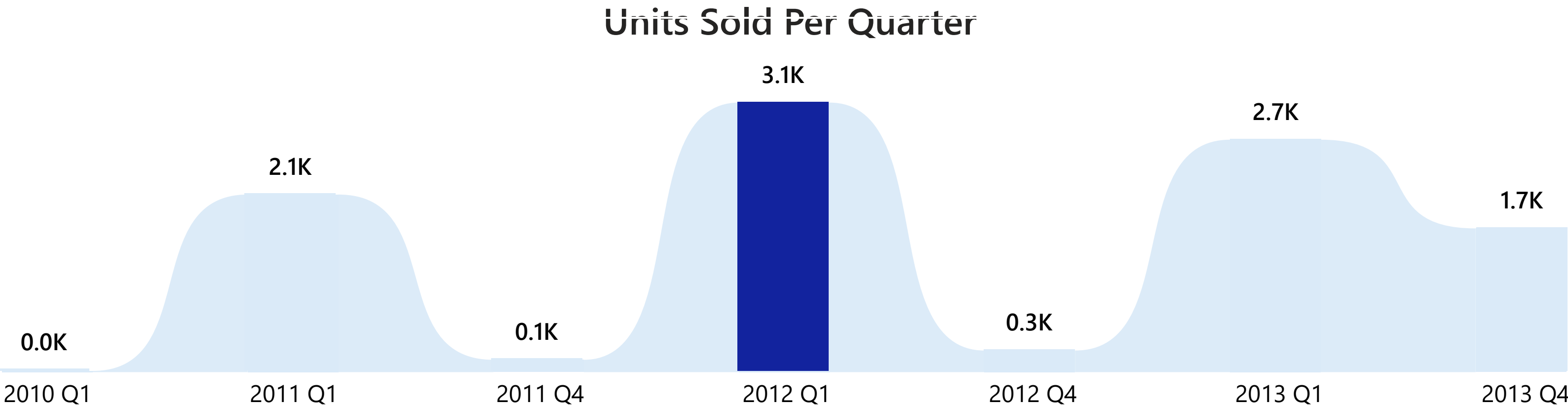
Revenue by Year



Year	Quarter	Month Name	Revenue
 2010	2010 Q1	December	 \$43,419
 2011	2011 Q1	April	 \$502,042
 2011	2011 Q1	August	 \$614,516
 2011	2011 Q1	December	 \$669,395
 2011	2011 Q1	February	 \$466,307
 2011	2011 Q1	July	 \$596,710
 2011	2011 Q1	June	 \$737,793
 2011	2011 Q1	March	 \$485,165
 2011	2011 Q1	May	 \$561,647
 2011	2011 Q1	November	 \$660,507
Total			\$14,431,323



Year	Units Sold
 2010	14
 2011	2,216
 2012	3,397
 2013	4,389



10K

Units Sold

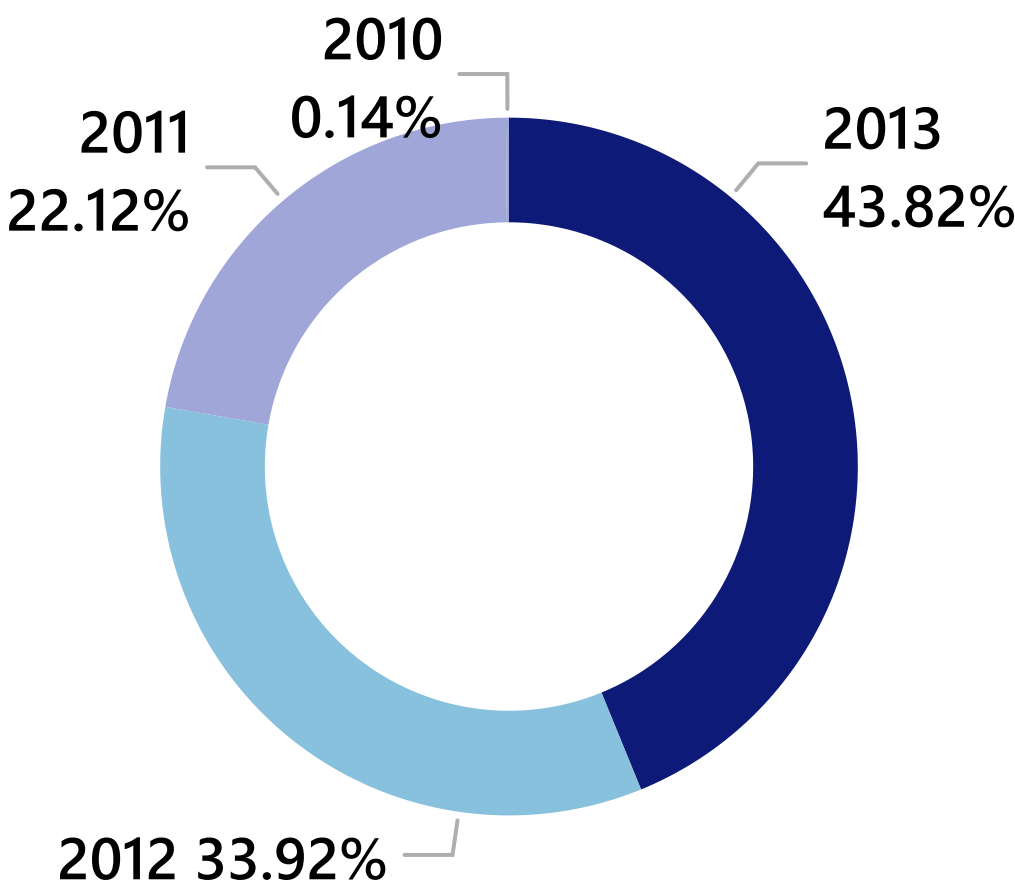
1431

Average Units Sold per Quarter

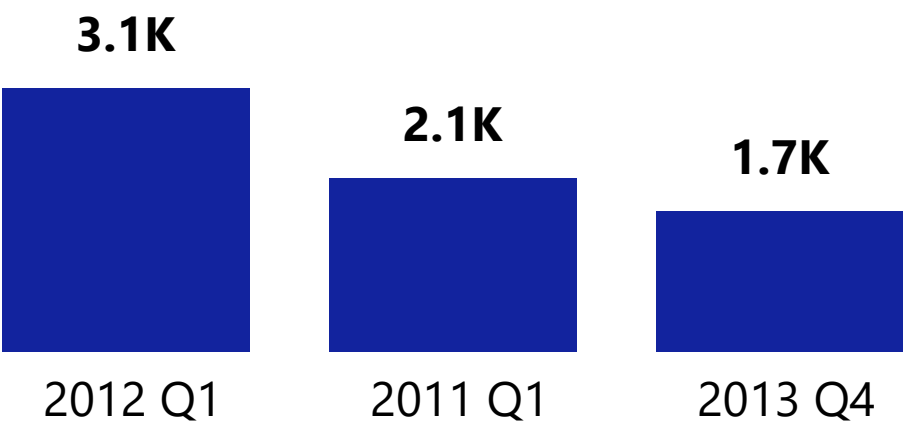
16.53%

% to Goal Units Sold

Units Sold by Year











Top 3 QTs



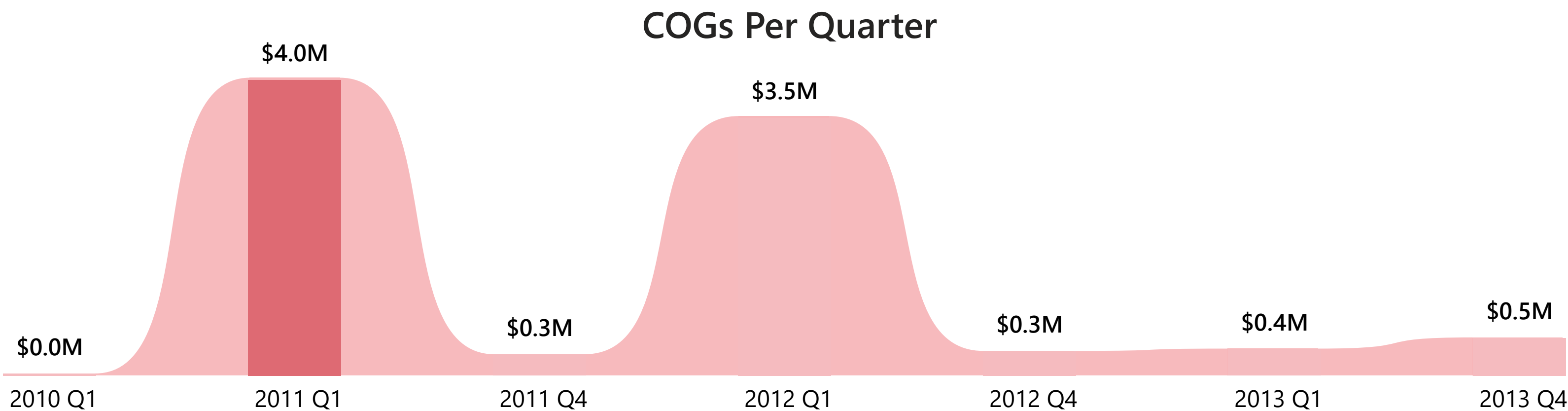
Bottom 3 QTs



Year	Quarter	Month Name	Units Sold
 2010	2010 Q1	December	 14
 2011	2011 Q1	April	 157
 2011	2011 Q1	August	 193
 2011	2011 Q1	December	 222
 2011	2011 Q1	February	 144
 2011	2011 Q1	July	 188
 2011	2011 Q1	June	 230
 2011	2011 Q1	March	 150
 2011	2011 Q1	May	 174
 2011	2011 Q1	November	 208
Total			10,016



Year	COGs
 2010	\$25,717
 2011	\$4,252,853
 2012	\$3,785,946
 2013	\$863,518



\$8.93M

COGs

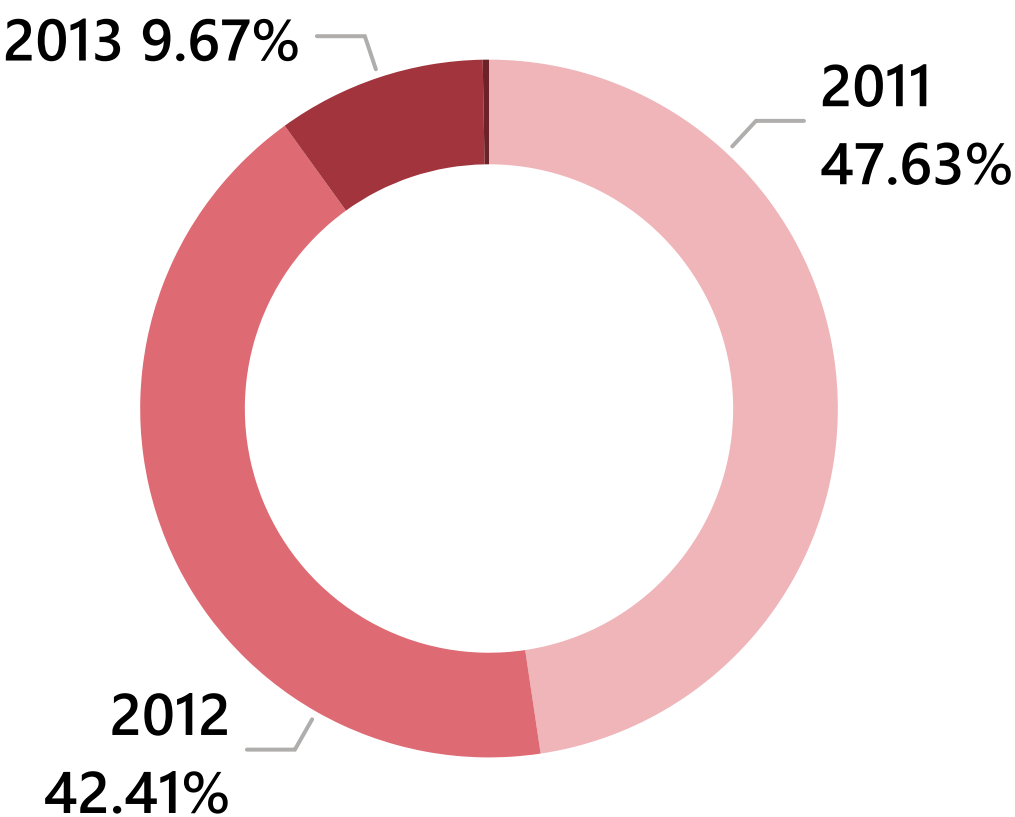
1.28M

Average COGs per Quarter

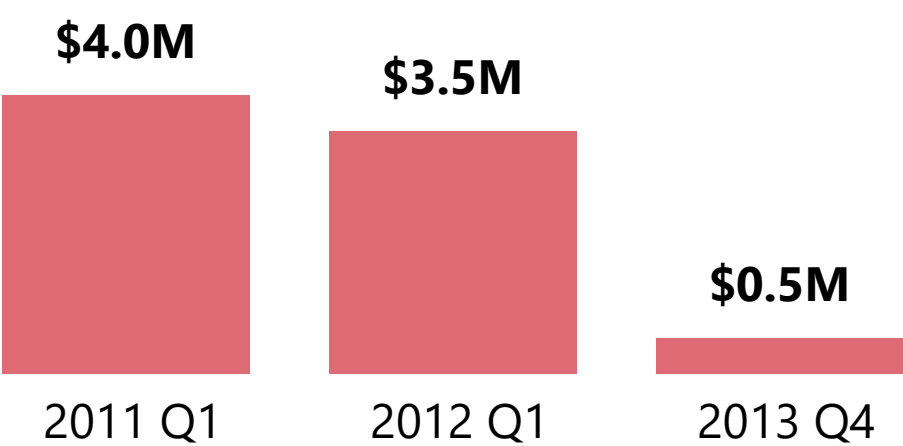
-0.12

% to Goal COGs

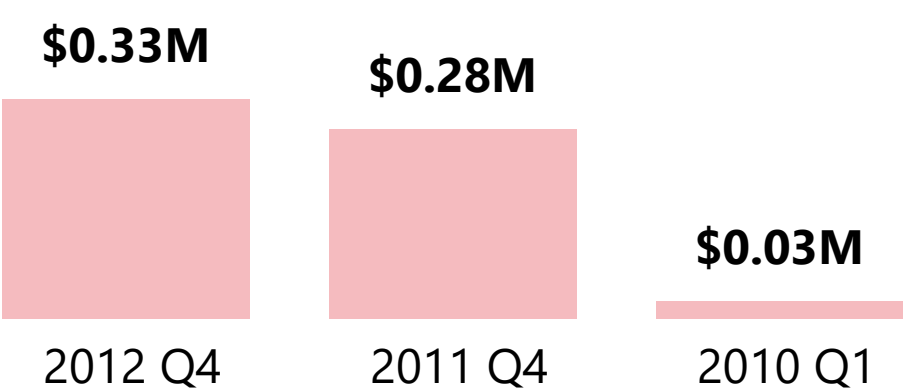
COGs by Year























Top 3 QTs







Bottom 3 QTs

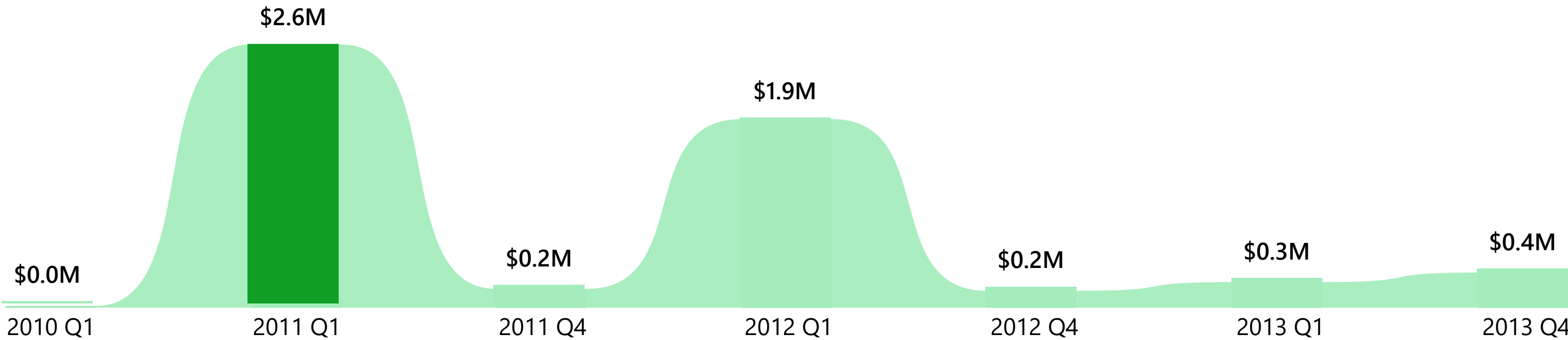


Year	Quarter	Month Name	COGs
 2010	2010 Q1	December	 \$25,717
 2011	2011 Q1	April	 \$301,907
 2011	2011 Q1	August	 \$371,282
 2011	2011 Q1	December	 \$403,977
 2011	2011 Q1	February	 \$279,370
 2011	2011 Q1	July	 \$358,156
 2011	2011 Q1	June	 \$443,656
 2011	2011 Q1	March	 \$293,340
 2011	2011 Q1	May	 \$337,015
 2011	2011 Q1	November	 \$395,492
Total			\$8,928,034



Year	Gross Profit
 2010	\$17,702
 2011	\$2,822,235
 2012	\$2,056,285
 2013	\$607,067

Gross Profit Per Quarter



\$5.5M

Gross Profit

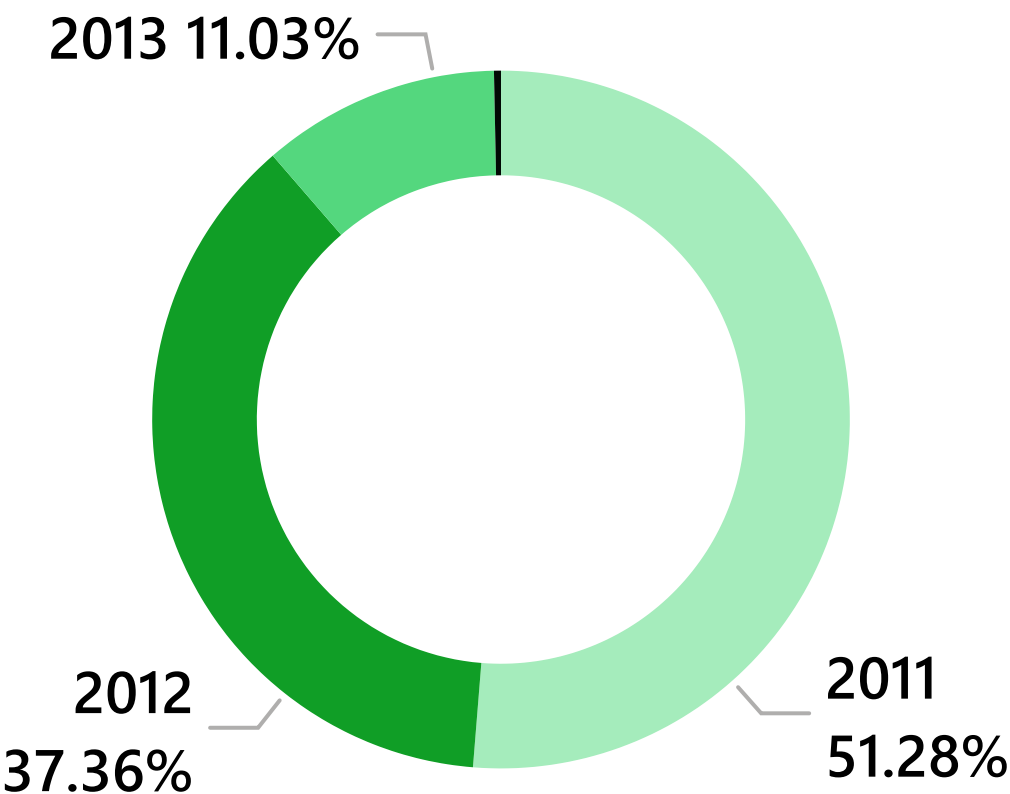
0.79M

Average Gross Profit per Quarter

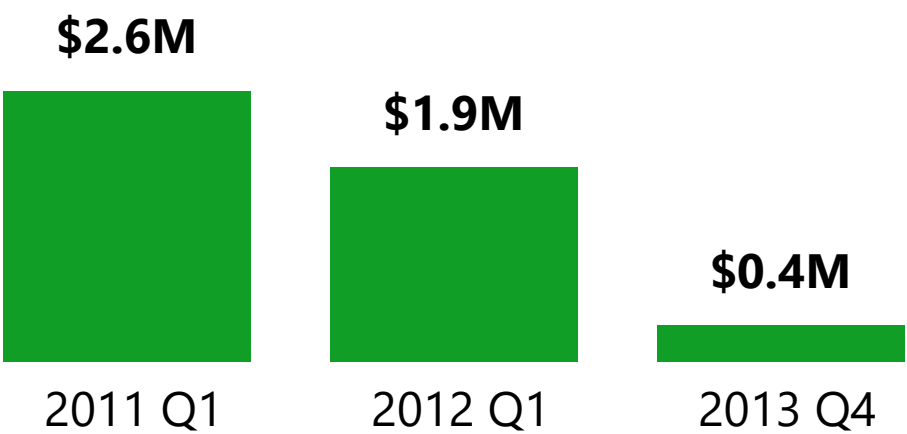
8.28%

% to Goal Gross Profit

Gross Profit by Year







Top 3 QTs



Bottom 3 QTs



Year	Quarter	Month Name	Gross Profit
 2010	2010 Q1	December	 \$17,702
 2011	2011 Q1	April	 \$200,135
 2011	2011 Q1	August	 \$243,234
 2011	2011 Q1	December	 \$265,418
 2011	2011 Q1	February	 \$186,937
 2011	2011 Q1	July	 \$238,554
 2011	2011 O1	June	 \$294.1
Total			\$5,503,289