



Current Month Transaction

18,325✓

Goal: 17339 (+5.69%)  
December-01-98

Current Month Profit

71,682✓

Goal: \$67,872 (+5.61%)  
December-01-98

Current Month Returns

496!

Goal: 482 (-2.9%)  
December-01-98

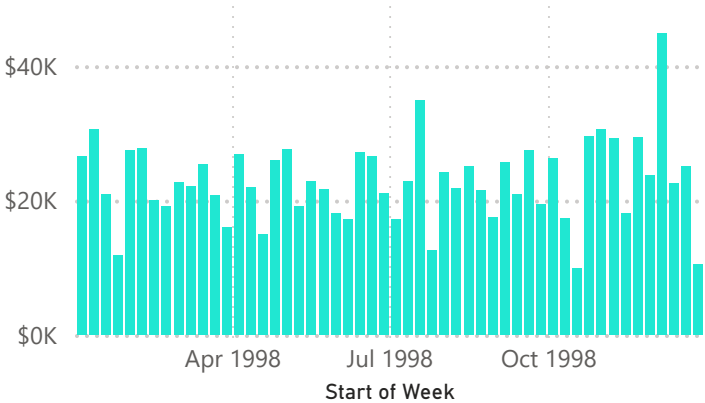
product_brand	Total Transaction	Total Profit	Profit Margin	Return Rate
BBB Best	3,514	12,991	62.12%	0.80%
Best Choice	4,218	18,355	60.64%	0.81%
Better	2,823	9,179	61.15%	1.07%
Big Time	3,816	15,560	60.20%	1.05%
Bravo	2,484	11,027	59.15%	0.82%
Carlson	2,564	10,534	61.20%	0.97%
Carrington	3,891	14,883	59.52%	0.78%
CDR	3,078	12,062	58.98%	1.11%
Cormorant	3,744	15,749	61.60%	0.87%
Denny	3,584	16,015	58.02%	0.99%
Ebony	5,238	20,354	59.81%	0.96%
Fast	4,097	16,469	61.03%	1.07%
Fort West	4,108	15,834	59.80%	0.97%
Golden	3,550	13,256	58.72%	0.88%
Hermanos	5,342	21,753	58.64%	0.95%
High Quality	3,577	16,139	59.98%	1.13%
High Top	4,940	19,810	60.42%	1.01%
Horatio	4,195	17,737	58.42%	1.26%
Imagine	3,634	15,102	61.40%	1.06%
Just Right	2,558	9,283	59.54%	0.83%
Landslide	3,270	10,647	58.65%	0.98%
Total	113,668	449,627	59.94%	1.00%

Country...

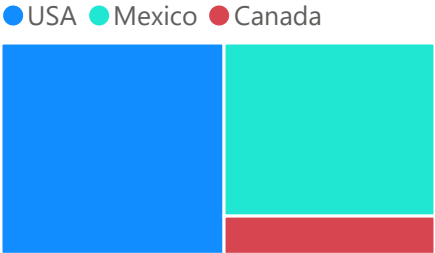
- Select all
- Canada
- Mexico



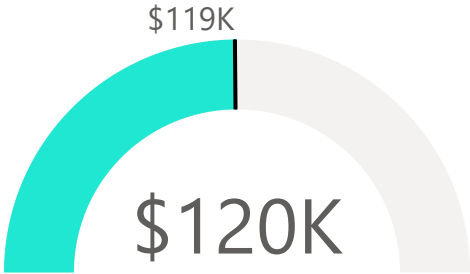
Weekly Revenue Trending



Total Transaction by Country/Region



Revenue vs Target



## Performance Notes :



*Mexico City reached 330 sales in December to close out the year*



*Seattle experienced a significant drop in sales in December*



*Tell Tale achieved a profit margin of 58.01% with 294 transactions, including 6 returns, in the US in December*



Country/Region	Total Revenue	Total Transaction	Total Returns	Total Profit
Canada	\$107,674	16,091	467	64,341
Mexico	\$478,916	72,806	1975	285,687
USA	\$1,177,956	180,823	4645	702,790
<b>Total</b>	<b>\$1,764,546</b>	<b>269,720</b>	<b>7087</b>	<b>1,052,819</b>