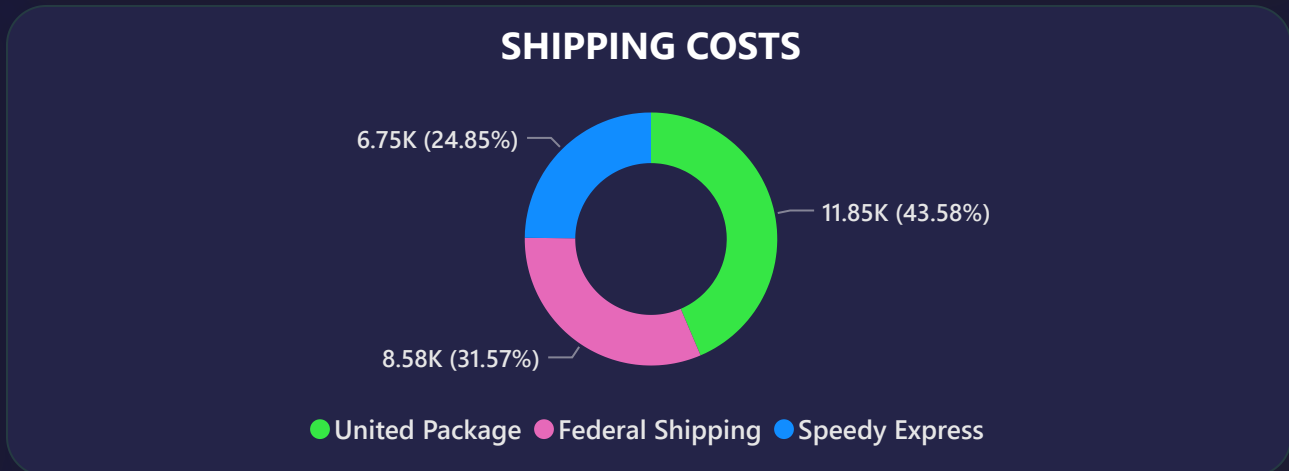
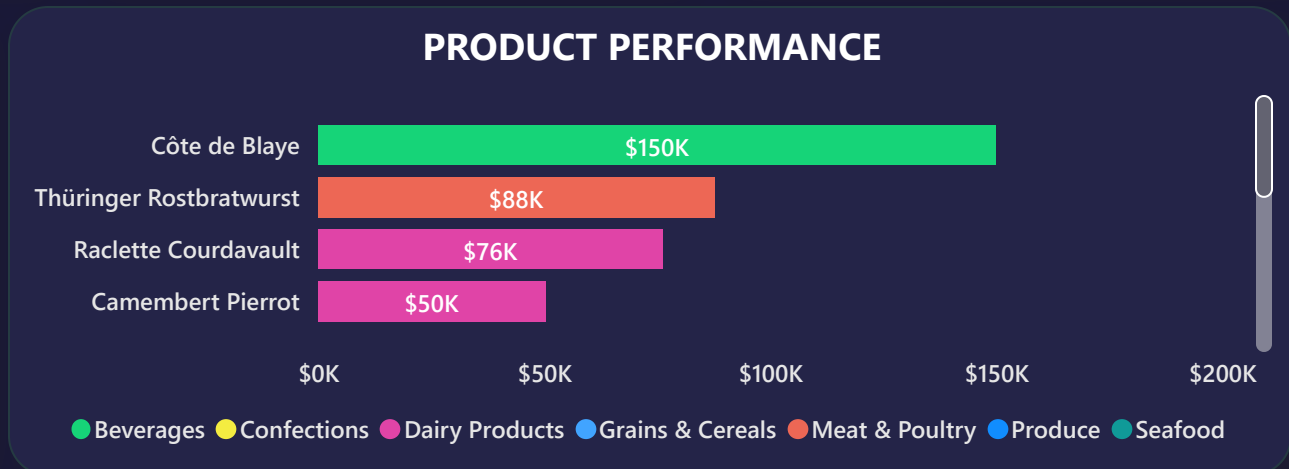


8%
SALES GROWTH


84%
RETENTION RATE

\$78.24
AVG SHIP COST

\$75.51
CAC



NORTHWIND TRADERS



Coy Name

All

Country

All

Category

All

Year

All

8%

SALES GROWTH

84%

RETENTION RATE

\$78.24

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CAC

SALES COMPARISON

Sales

Current Month Sales

\$0.2M

\$0.1M

\$0.0M

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

\$0.0M

\$0.1M

\$0.2M

SALES BY COMPANY

\$158.88K (28.64%)

\$215.65K (38.87%)

\$180.28K (32.49%)

United Package

Speedy Express

Federal Shipping

COUNTRY	PRODUCT	SALES	LAST YR SALES	PROFIT MARGIN
Argentina	Gorgonzola Telino	\$12.50	\$12.50	76.00%
Belgium	Filo Mix	\$14.00	\$14.00	71.43%
Denmark	Geitost	\$16.00		-50.00%
USA	Louisiana Hot Spiced Okra	\$17.00	\$17.00	88.24%
Norway	Teatime Chocolate Biscuits	\$18.40	\$18.40	78.26%
Denmark	Spegesild	\$19.20		68.75%
Mexico	Gravad lax	\$20.80		85.58%
Finland	Tourtière	\$22.35	\$22.35	59.73%
Poland	Tourtière	\$22.35	\$22.35	59.73%
Argentina	Geitost	\$25.00	\$25.00	60.00%
Sweden	Gorgonzola Telino	\$25.00	\$25.00	92.00%
USA	Grandma's Boysenberry Spread	\$25.00	\$25.00	92.00%
Mexico	Gudbrandsdalsost	\$28.80		89.58%
Spain	Tourtière	\$29.50		49.15%
Argentina	Konbu	\$30.00	\$30.00	66.67%
Total		\$1,354,458.59	\$867,757.10	92.46%

NORTHWIND TRADERS

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PRODUCT PERFORMANCE

Côte de Blaye

\$150K

Thüringer Rostbratwurst

\$88K

Raclette Courdavault

\$76K

Camembert Pierrot

\$50K

\$0K

\$50K

\$100K

\$150K

\$200K

Beverages

Confections

Dairy Products

Grains & Cereals

Meat & Poultry

Produce

Seafood

PRODUCT PERFORMANCE BY COUNTRY

Alice Mut...

Camemb...

Carnarv...

Côte de ...

Gnocchi ...

Manjim...

Raclette ...

COUNTRY	PRODUCT	SALES	LAST YR SALES	PROFIT MARGIN
Austria	Alice Mutton	\$7,098.00	\$5,694.00	95.32%
Belgium	Alice Mutton	\$1,248.00		93.59%
Brazil	Alice Mutton	\$1,053.00	\$1,053.00	93.45%
Canada	Alice Mutton	\$3,978.00	\$234.00	93.51%
France	Alice Mutton	\$2,379.00	\$1,443.00	96.26%
Germany	Alice Mutton	\$468.00		93.59%
Italy	Alice Mutton	\$780.00	\$780.00	97.44%
Mexico	Alice Mutton	\$1,341.60	\$1,092.00	92.70%
Spain	Alice Mutton	\$2,340.00	\$2,340.00	95.04%
Sweden	Alice Mutton	\$312.00		90.38%
UK	Alice Mutton	\$975.00	\$975.00	94.87%
USA	Alice Mutton	\$13,509.60	\$11,232.00	95.14%
Austria	Aniseed Syrup	\$450.00	\$450.00	75.56%
Canada	Aniseed Syrup	\$200.00	\$200.00	70.00%
Denmark	Aniseed Syrup	\$140.00	\$140.00	90.00%
Germany	Aniseed Syrup	\$1,150.00	\$1,150.00	75.30%
Sweden	Aniseed Syrup	\$300.00	\$300.00	80.00%
UK	Aniseed Syrup	\$240.00		62.50%
Total		\$1,354,458.59	\$867,757.10	92.46%

Year

All

\$75.51

CAC

Item	Count	Category
Camembert Pierrot	32	Dairy Products
Raclette Courdavault	30	Dairy Products
Tarte au sucre	29	Confections
Gnocchi di nonna Alice	25	Grains & Cereals

● Alice Mut... ● Camemb... ● Carnarv... ● Côte de ... ● Gnocchi ... ● Manjim... ● Raclette ...

COUNTRY	COMPANY NAME	CUSTOMER TITLE	SALES	LAST YEAR
Austria	Ernst Handel	Sales Manager	\$4,368.00	\$2,730.00
Austria	Piccolo und mehr	Sales Manager	\$2,730.00	\$2,730.00
Belgium	Suprêmes délices	Accounting Manager	\$1,248.00	\$1,248.00
Brazil	Hanari Carnes	Accounting Manager	\$585.00	\$585.00
Brazil	Ricardo Adocicados	Assistant Sales Agent	\$468.00	\$468.00
Canada	Bottom-Dollar Markets	Accounting Manager	\$1,794.00	\$1,794.00
Canada	Mère Paillarde	Marketing Assistant	\$2,184.00	\$2,184.00
France	BlondesddsI père et fils	Marketing Manager	\$936.00	\$936.00
France	Bon app'	Owner	\$624.00	\$624.00
France	Du monde entier	Owner	\$585.00	\$585.00
France	La corne d'abondance	Sales Representative	\$234.00	\$234.00
Germany	Lehmanns Marktstand	Sales Representative	\$468.00	\$468.00
Italy	Reggiani Caseifici	Sales Associate	\$780.00	\$780.00
Mexico	Antonio Moreno Taquería	Owner	\$702.00	\$702.00
Mexico	Tortuga Restaurante	Owner	\$639.60	\$639.60
Spain	Bólido Comidas preparadas	Owner	\$1,560.00	\$1,560.00
Spain	Godos Cocina Típica	Sales Manager	\$780.00	\$780.00
Total			\$1,354,458.59	\$867,744.00

NORTHWIND TRADERS

Coy Name

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Year

All

8%

SALES GROWTH

84%

RETENTION RATE

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AVG SHIP COST

\$75.51

CAC

SHIPPING COSTS

6.75K (24.85%)

11.85K (43.58%)

8.58K (31.57%)

United Package

Federal Shipping

Speedy Express

SHIP COST BY 10 CITY

Shipping cost

5K

0K

Boise

Graz

Cunewalde

Cork

Sao Paulo

London

Albuquerque

Rio de Janeiro

Bräcke

Luleå

Federal Shipping

Speedy Express

United Package

COUNTRY	PRODUCT	SHIP COST	SHIP COST PER CUSTOMER	SHIP COST % REV
Argentina	Alice Mutton	598.58	199.53	100.00%
Austria	Alice Mutton	7,391.50	2,463.83	100.00%
Belgium	Alice Mutton	1,280.14	426.71	100.00%
Brazil	Alice Mutton	4,880.19	1,626.73	100.00%
Canada	Alice Mutton	2,198.09	732.70	100.00%
Denmark	Alice Mutton	1,396.19	465.40	100.00%
Finland	Alice Mutton	910.89	303.63	100.00%
France	Alice Mutton	4,237.84	1,412.61	100.00%
Germany	Alice Mutton	11,283.28	3,761.09	100.00%
Ireland	Alice Mutton	2,755.24	918.41	100.00%
Italy	Alice Mutton	864.44	288.15	100.00%
Mexico	Alice Mutton	1,122.78	374.26	100.00%
Norway	Alice Mutton	275.50	91.83	100.00%
Poland	Alice Mutton	175.74	58.58	100.00%
Portugal	Alice Mutton	643.53	214.51	100.00%
Spain	Alice Mutton	861.89	287.30	100.00%
Sweden	Alice Mutton	3,237.60	1,079.20	100.00%
Total		64,942.69	21,647.56	100.00%