



Products Sales Analysis 2014-2017

2016 Dropdown

Total Revenue

\$126M

Total Cost

\$39M

Gross Profit

\$87M

Revenue QoQ Growth %

8.5%

Gross Profit MoM %

2.6%

Avg Sales per Day

\$111K

Total Quantities Sold

4M

Quarter

Q1

Q3

Q2

Q4

Year

2014

2016

2015

2017

Town

Berlin

Frankfurt

Brno

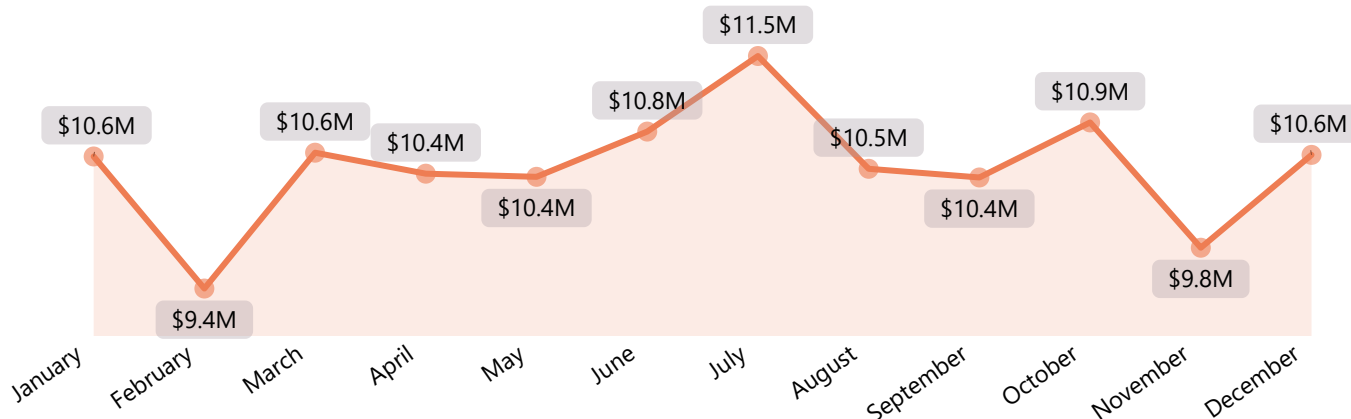
Ostrava

Copenhagen

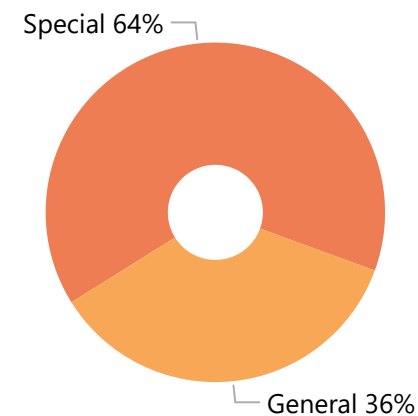
Prague

Dresden

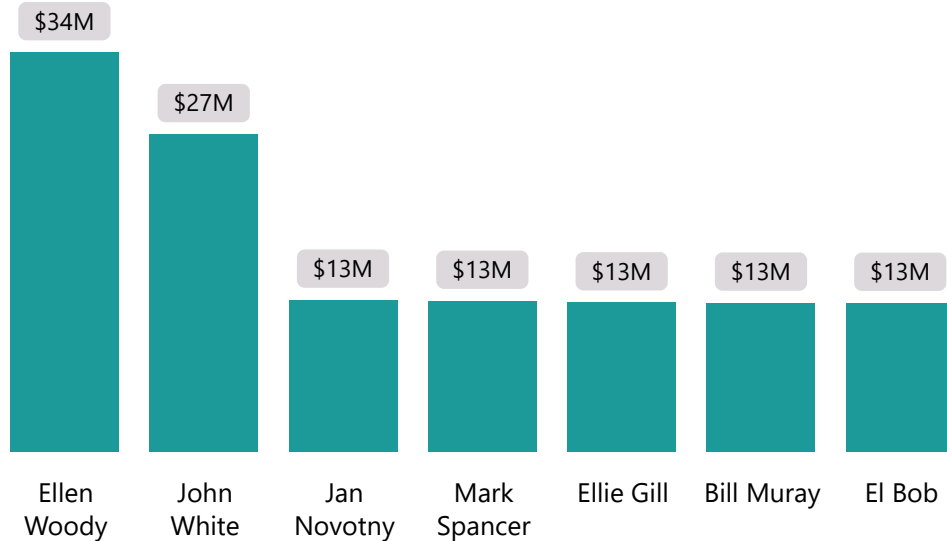
Total Revenue by Month



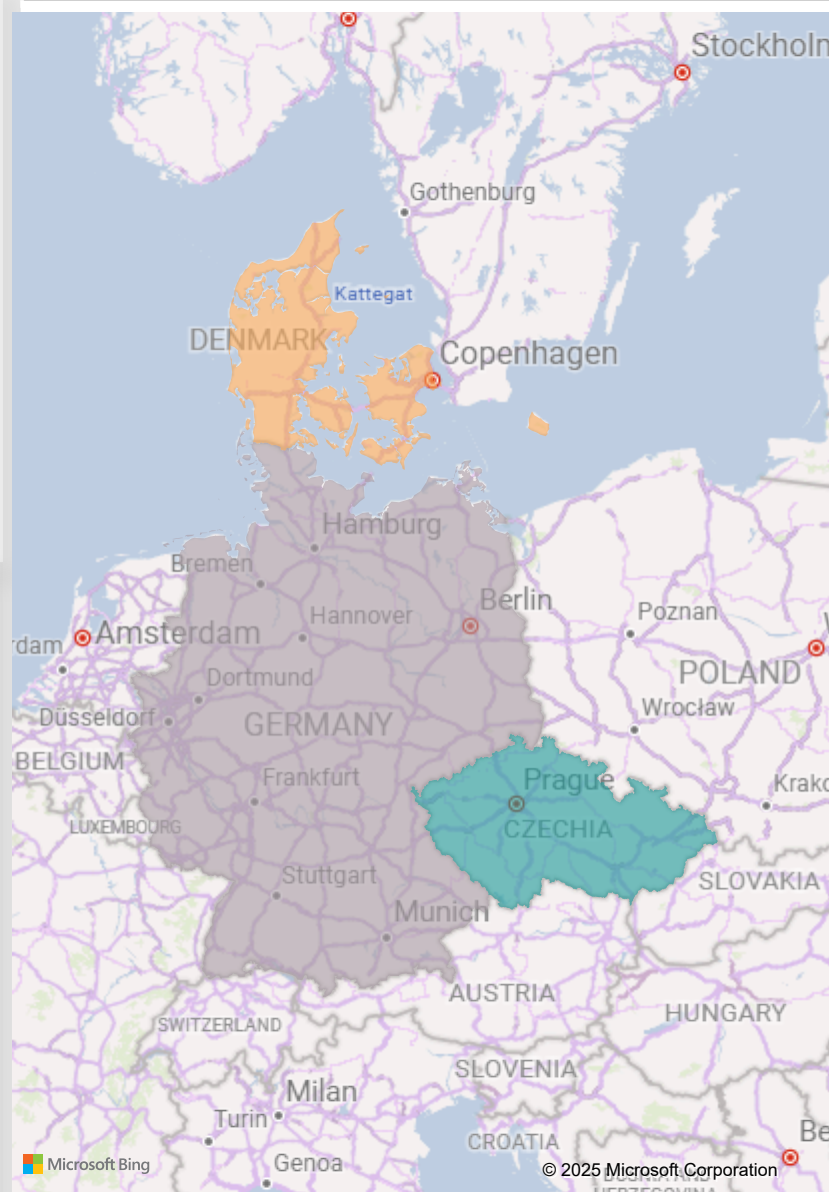
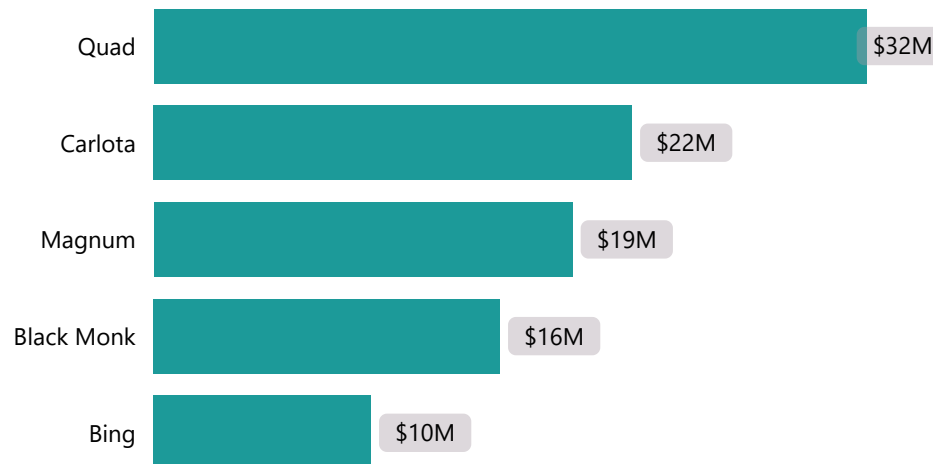
Total Revenue by Category



Total Revenue by Sales Rep



Top 5 Products by Revenue





Products Sales Analysis 2014-2017

Subcategory

All



Total Revenue

\$29M

Total Cost

\$9M

Gross Profit

\$20M

Revenue QoQ Growth %

-1.6%

Gross Profit MoM %

-0.7%

Avg Sales per Day

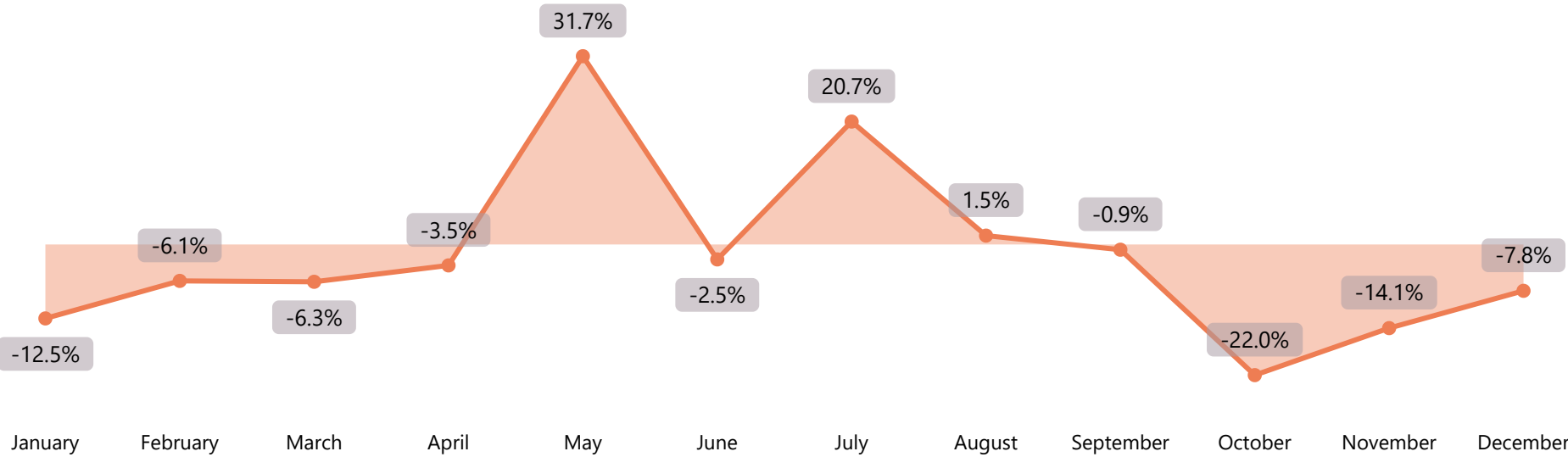
\$112K

Total Quantities Sold

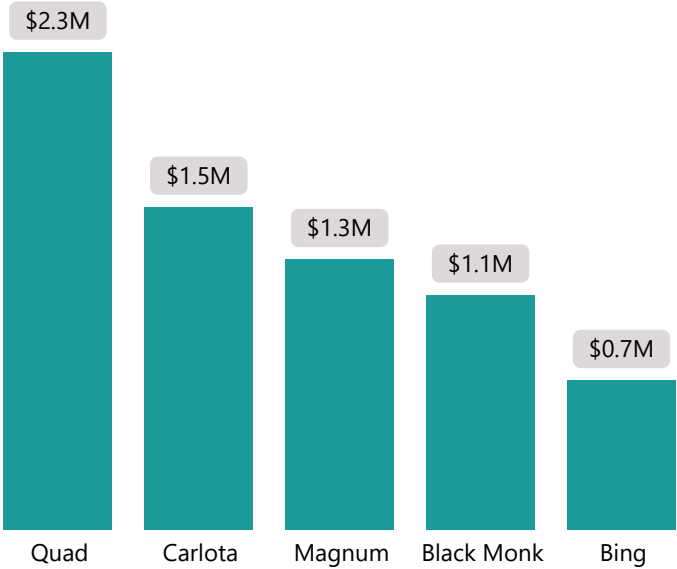
916K

ProductName	Total Revenue	Gross Profit	Gross Profit MoM %	Revenue QoQ Growth %	Total Quantities Sold
VanHelen	\$2,163,196	\$1,500,993	-3.9%	-5.7%	80267
Magnum	\$4,156,919	\$2,866,557	-0.7%	-4.6%	163338
Black Monk	\$3,581,485	\$2,460,998	-1.9%	-3.4%	81490
Alder	\$1,998,436	\$1,368,449	0.2%	-2.0%	83442
Quad	\$7,288,624	\$5,008,338	0.0%	-1.1%	165839
Carlota	\$5,041,184	\$3,501,056	-0.4%	-0.7%	168320
Bing	\$2,328,642	\$1,615,792	-0.3%	2.8%	86406
Linder	\$2,081,830	\$1,425,554	0.3%	4.2%	86924
Total	\$28,640,316	\$19,747,736	-0.7%	-1.6%	916026

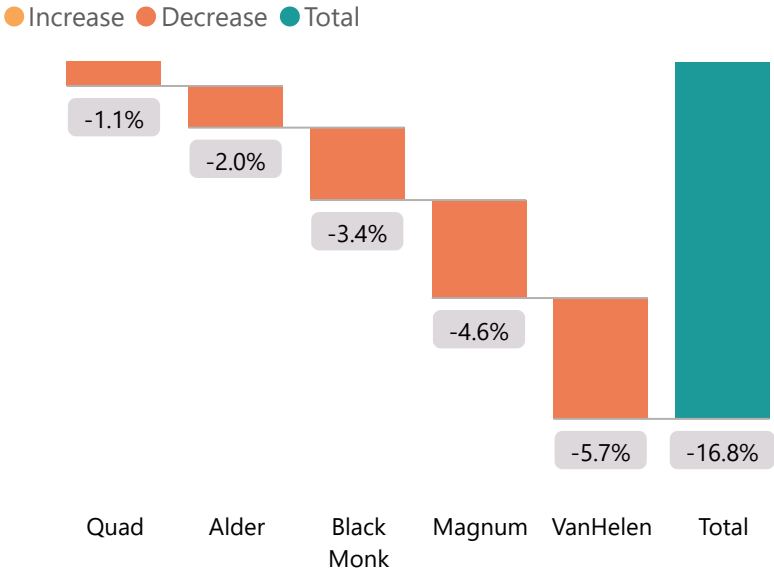
Monthly Revenue QoQ



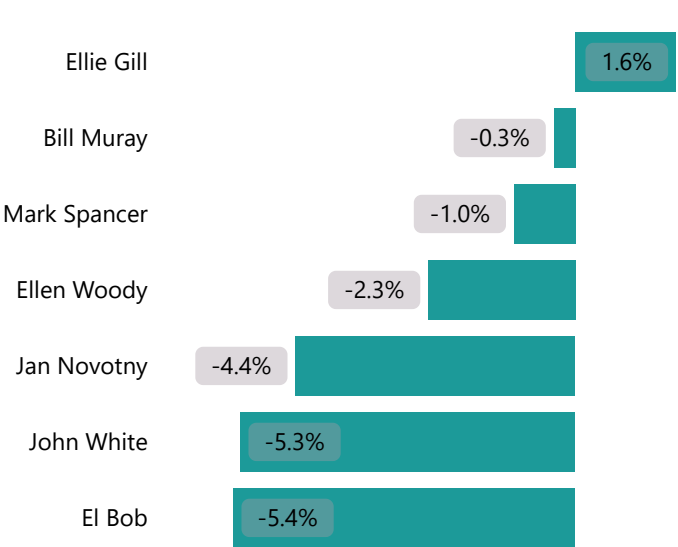
Top 5 Products by Total Cost



Bottom 5 Products by Revenue QoQ



Bottom 5 Sales Repo by Revenue QoQ



Revenue QoQ Growth % by Country





Products Sales Analysis 2014-2017

Overview

Total Revenue

\$29M

Total Cost

\$9M

Gross Profit

\$20M

Revenue QoQ Growth %

-1.6%

Gross Profit MoM %

-0.7%

Avg Sales per Day

\$112K

Total Quantities Sold

916K

2014

2015

2016

2017

Quarter

Q3

Category

Special

SubCategory

Micro

ProductName

Gross Profit Mo...
-0.7%

Q2
-0.3%

Q4
-0.4%

Q3
-0.5%

Q1
-1.6%

Special
-0.3%

General
-0.9%

Extra
2.3%

Micro
-8.6%

Alder
-3.7%

VanHelen
-12.8%

Quarter

Q4

Category

Special

SubCategory

Micro

Product

Revenue QoQ Gro...
-1.6%

Q2
8.8%

Q3
3.9%

Q4
-8.9%

Q1
-9.1%

General
3.0%

Special
-15.0%

Micro
-11.1%

Extra
-16.1%

VanHelen
-10.0%

Alder
-12.3%