



Products Sales Analysis 2014-2017

2016 Dropdown

Total Revenue
\$29M

Total Cost
\$9M

Gross Profit
\$20M

Revenue QoQ Growth %
- 1.6%

Gross Profit Month %
-0.7%

Avg Sales per Day
\$112K

Total Quantities Sold
916K

Quarter

Q1	Q3
Q2	Q4

Year

2014	2016
2015	2017

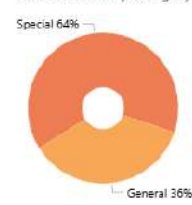
Town

Berlin	Frankfurt
Bonn	Oshtaus
Copenhagen	Prague
Dresden	

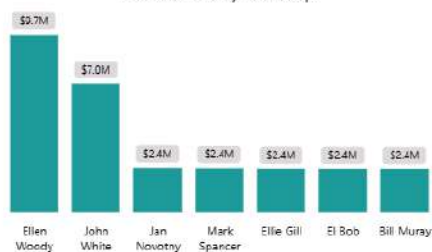
Total Revenue by Month



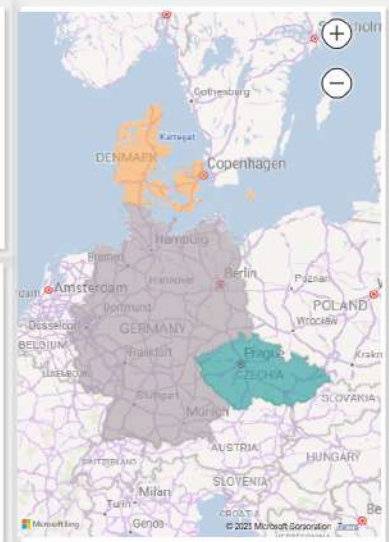
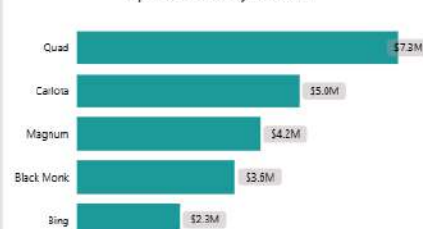
Total Revenue by Category



Total Revenue by Sales Rep



Top 5 Products by Revenue





Products Sales Analysis 2014-2017

Subcategory

All



Total Revenue

\$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

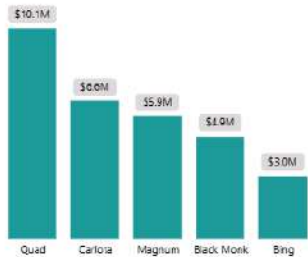
4M

ProductName	Total Revenue	Gross Profit	Gross Profit MoM %	Revenue QoQ Growth %	Total Quantities Sold
Ring	\$9,874,723	\$6,851,848	2.2%	7.3%	366409
Magnum	\$19,043,340	\$13,132,528	2.3%	7.9%	748020
Black Monk	\$15,740,517	\$10,816,009	2.9%	8.2%	358146
Alder	\$8,526,296	\$5,838,466	2.7%	8.8%	356004
Quad	\$32,398,270	\$22,262,292	2.6%	8.9%	737162
VanHalen	\$9,836,319	\$6,825,201	2.7%	9.0%	364984
Carlota	\$21,744,089	\$15,101,070	2.3%	9.0%	726013
Linder	\$8,850,459	\$6,060,440	2.8%	9.0%	369539
Total	\$126,014,012	\$86,887,854	2.6%	8.5%	4026277

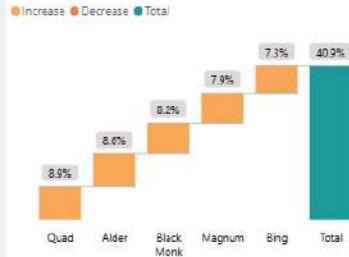
Monthly Revenue QoQ



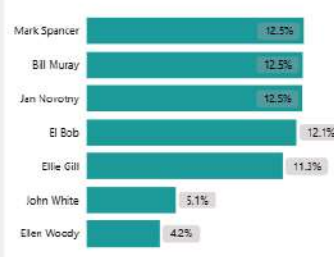
Top 5 Products by Total Cost



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

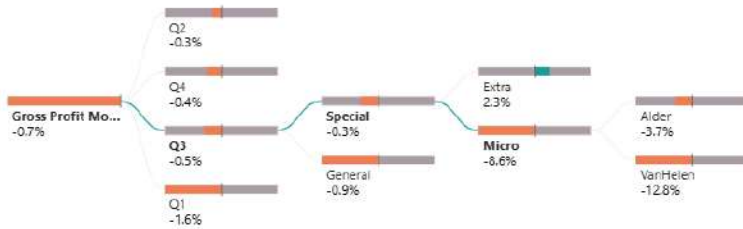
2015

2016

2017

Quarter
Q3Category
SpecialSubCategory
Micro

ProductName

Quarter
Q4Category
SpecialSubCategory
Micro

Product

