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Products Sales Analysis 2014-2017

2016 Dropdown

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

Quarter

Q1

Q3

Q2

Q4

Year

2014

2016

2015

2017

Town

Berlin

Frankfurt

Brno

Ostrava

Copenhagen

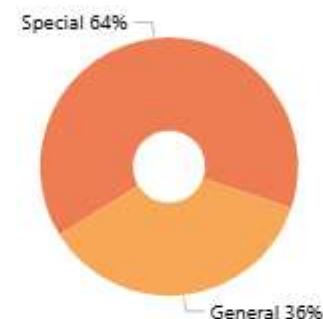
Prague

Dresden

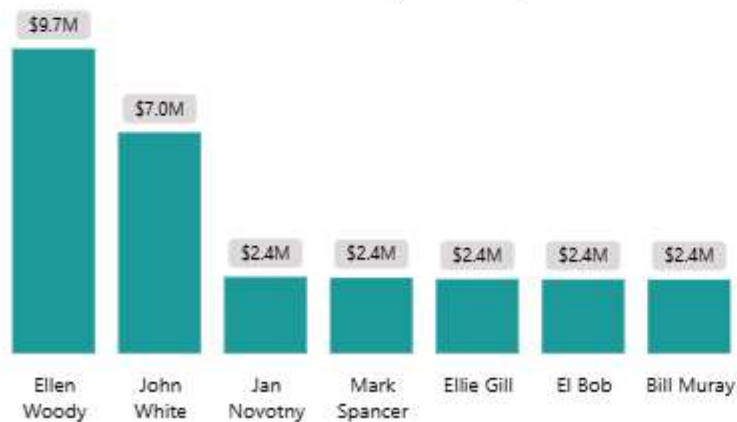
Total Revenue by Month



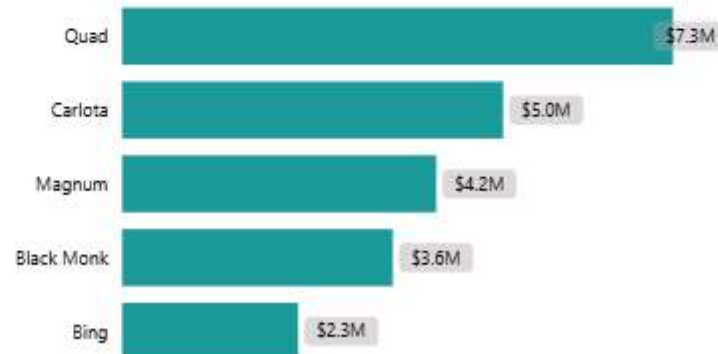
Total Revenue by Category



Total Revenue by Sales Rep



Top 5 Products by Revenue



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

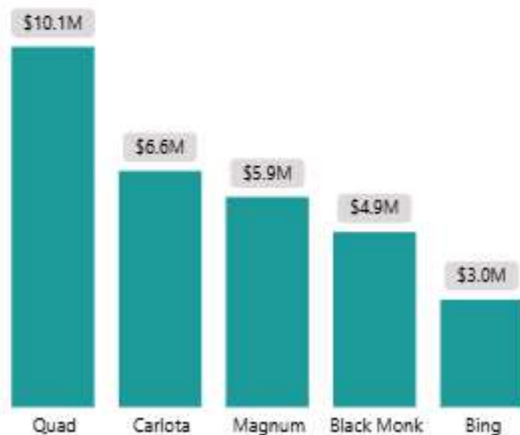
4M

ProductName	Total Revenue	Gross Profit	Gross Profit MoM %	Revenue QoQ Growth %	Total Quantities Sold
Bing	\$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%	8.6%	356004
Quad	\$32,398,270	\$22,262,292	2.6%	8.9%	737162
VanHelen	\$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

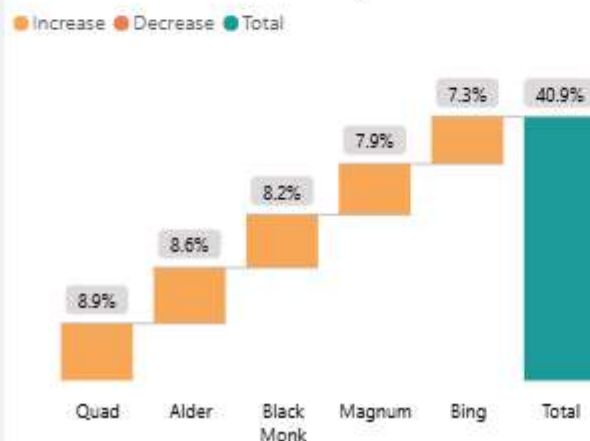
Monthly Revenue QoQ



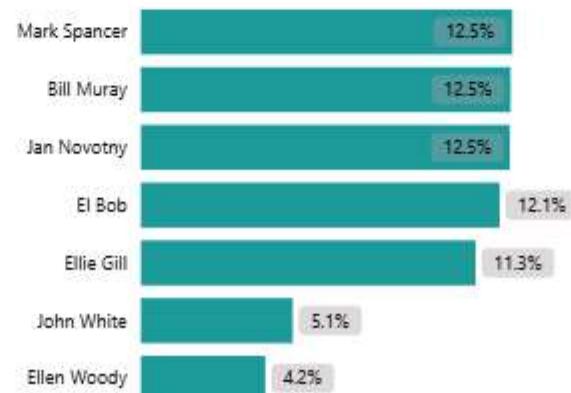
Top 5 Products by Total Cost



Bottom 5 Products by Revenue QoQ



Bottom 5 Sales Repo by Revenue QoQ



Revenue QoQ Growth % by Country



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

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2016

2017

Quarter

Q3

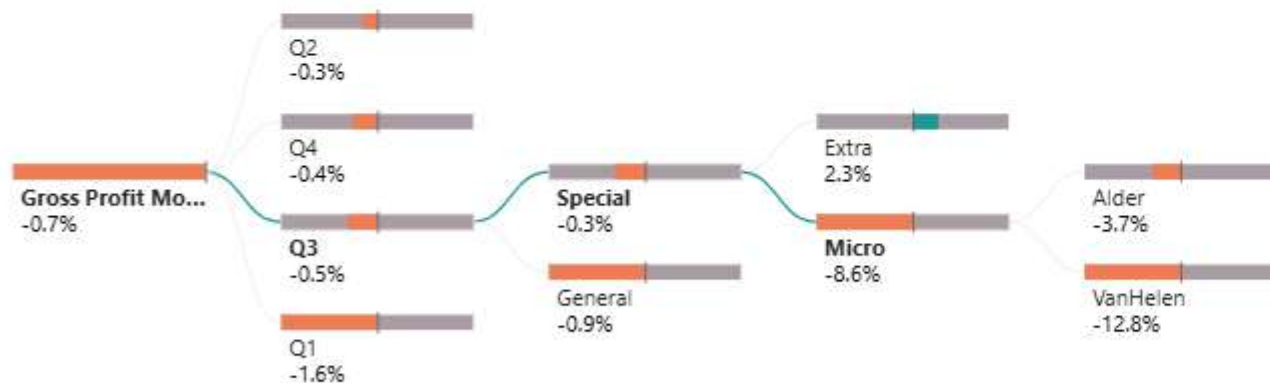
Category

Special

SubCategory

Micro

ProductName



Quarter

Q4

Category

Special

SubCategory

Micro

Product

