

KPI Summary Report

Sales & Revenue Overview — Generated February 22, 2026

Key Performance Indicators

| Metric | Value |
|---------------------|-----------------|
| ■ Total Revenue | \$10,032,628.85 |
| ■ Total Profit | \$4,514,682.98 |
| ■ Profit Margin | 45.0% |
| ■ Cust. Acq. Cost | \$543.48 |
| ■ Active Customers | 32 |
| ■ Churned Customers | 52 |
| ■ Retention Rate | 38.1% |

Revenue by Product

| Product | Revenue | Profit |
|------------------|----------------|----------------|
| Classic Cars | \$3,919,615.66 | \$1,763,827.05 |
| Vintage Cars | \$1,903,150.84 | \$856,417.88 |
| Motorcycles | \$1,166,388.34 | \$524,874.75 |
| Trucks and Buses | \$1,127,789.84 | \$507,505.43 |
| Planes | \$975,003.57 | \$438,751.61 |
| Ships | \$714,437.13 | \$321,496.71 |
| Trains | \$226,243.47 | \$101,809.56 |

Top Salespeople

| Salesperson | Revenue | Total Sales |
|------------------------------|--------------|-------------|
| Euro Shopping Channel | \$912,294.11 | 259 |
| Mini Gifts Distributors Ltd. | \$654,858.06 | 180 |
| Australian Collectors, Co. | \$200,995.41 | 55 |
| Muscle Machine Inc | \$197,736.94 | 48 |
| La Rochelle Gifts | \$180,124.90 | 53 |
| Dragon Souvenirs, Ltd. | \$172,989.68 | 43 |
| Land of Toys Inc. | \$164,069.44 | 49 |
| The Sharp Gifts Warehouse | \$160,010.27 | 40 |
| AV Stores, Co. | \$157,807.81 | 51 |
| Anna's Decorations, Ltd | \$153,996.13 | 46 |

Monthly Revenue Trend

| Month | Revenue | Profit |
|---------|----------------|--------------|
| 2003-01 | \$129,753.60 | \$58,389.12 |
| 2003-02 | \$140,836.19 | \$63,376.29 |
| 2003-03 | \$174,504.90 | \$78,527.21 |
| 2003-04 | \$201,609.55 | \$90,724.30 |
| 2003-05 | \$192,673.11 | \$86,702.90 |
| 2003-06 | \$168,082.56 | \$75,637.15 |
| 2003-07 | \$187,731.88 | \$84,479.35 |
| 2003-08 | \$197,809.30 | \$89,014.19 |
| 2003-09 | \$263,973.36 | \$118,788.01 |
| 2003-10 | \$568,290.97 | \$255,730.94 |
| 2003-11 | \$1,029,837.66 | \$463,426.95 |
| 2003-12 | \$261,876.46 | \$117,844.41 |
| 2004-01 | \$316,577.42 | \$142,459.84 |
| 2004-02 | \$311,419.53 | \$140,138.79 |
| 2004-03 | \$205,733.73 | \$92,580.18 |
| 2004-04 | \$206,148.12 | \$92,766.65 |
| 2004-05 | \$273,438.39 | \$123,047.28 |
| 2004-06 | \$286,674.22 | \$129,003.40 |
| 2004-07 | \$327,144.09 | \$147,214.84 |
| 2004-08 | \$461,501.27 | \$207,675.57 |
| 2004-09 | \$320,750.91 | \$144,337.91 |
| 2004-10 | \$552,924.25 | \$248,815.91 |
| 2004-11 | \$1,089,048.01 | \$490,071.60 |
| 2004-12 | \$372,802.66 | \$167,761.20 |
| 2005-01 | \$339,543.42 | \$152,794.54 |
| 2005-02 | \$358,186.18 | \$161,183.78 |
| 2005-03 | \$374,262.76 | \$168,418.24 |
| 2005-04 | \$261,633.29 | \$117,734.98 |
| 2005-05 | \$457,861.06 | \$206,037.48 |