

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 Souveniers, 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