



Current Month Transaction

18,325✓

Goal: 17,339 (+5.69%)

Current Month Profit

\$71,682✓

Goal: \$67,872 (+5.61%)

Current Month Returns

496!

Goal: 482 (-2.9%)

| Product_Brand | Total Transaction | Total Profit        | Profit Margin | Return Rate  |
|---------------|-------------------|---------------------|---------------|--------------|
| Hermanos      | 5,342             | \$21,753.14         | 58.64%        | 0.95%        |
| Ebony         | 5,238             | \$20,353.79         | 59.81%        | 0.96%        |
| Tell Tale     | 5,112             | \$19,982.03         | 58.05%        | 0.99%        |
| Tri-State     | 5,099             | \$19,979.82         | 58.91%        | 1.10%        |
| High Top      | 4,940             | \$19,810.42         | 60.42%        | 1.01%        |
| Nationeel     | 4,408             | \$18,616.82         | 60.44%        | 1.18%        |
| Best Choice   | 4,218             | \$18,354.53         | 60.64%        | 0.81%        |
| Horatio       | 4,195             | \$17,736.81         | 58.42%        | 1.26%        |
| Fort West     | 4,108             | \$15,834.21         | 59.80%        | 0.97%        |
| Fast          | 4,097             | \$16,468.76         | 61.03%        | 1.07%        |
| Sunset        | 3,953             | \$14,018.03         | 60.45%        | 1.03%        |
| Carrington    | 3,891             | \$14,882.97         | 59.52%        | 0.78%        |
| Red Wing      | 3,870             | \$15,869.53         | 59.36%        | 1.06%        |
| Big Time      | 3,816             | \$15,560.09         | 60.20%        | 1.05%        |
| Cormorant     | 3,744             | \$15,749.36         | 61.60%        | 0.87%        |
| Imagine       | 3,634             | \$15,102.46         | 61.40%        | 1.06%        |
| Super         | 3,618             | \$13,868.07         | 60.59%        | 0.96%        |
| Denny         | 3,584             | \$16,015.19         | 58.02%        | 0.99%        |
| High Quality  | 3,577             | \$16,138.93         | 59.98%        | 1.13%        |
| Golden        | 3,550             | \$13,255.62         | 58.72%        | 0.88%        |
| BBB Best      | 3,514             | \$12,991.34         | 62.12%        | 0.80%        |
| PigTail       | 3,467             | \$11,617.25         | 60.68%        | 1.04%        |
| Plato         | 3,352             | \$12,748.37         | 63.55%        | 1.06%        |
| Landslide     | 3,270             | \$10,646.93         | 58.65%        | 0.98%        |
| CDR           | 3,078             | \$12,062.13         | 58.98%        | 1.11%        |
| Better        | 2,823             | \$9,179.37          | 61.15%        | 1.07%        |
| <b>Total</b>  | <b>113,668</b>    | <b>\$449,626.65</b> | <b>59.94%</b> | <b>1.00%</b> |

Select all

Canada

Mexico

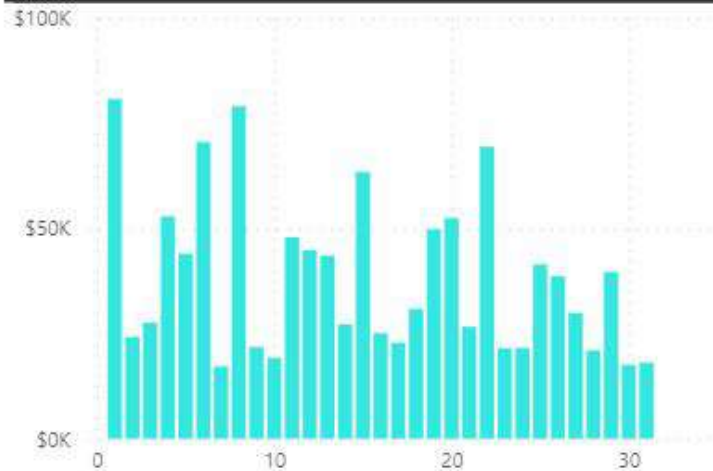
USA



USA

Mexico

Total Revenue by Day



Revenue vs Target



## Performance Notes:

- .Portland reached 1000 sales to close the year*
- .High Top product returns doubled in Mexico (4 to 8), at a return rate of 1.2%*
- .Plato products drove the strongest overall profit margin (63.55%) in 1998*