









250 88	57 13	5/27/2015 5/28/2015	2015 2015	5		1820	251.00 133.00	Small Market Small Market	West	70.00 29.00	Leaves	Tea Tea	Earl Grey Earl Grey	157.00 73.00	501.00 221.00	31.34	Nevada Oregon	180.00	180.00	100.00	360.00 160.00	139.17	57.00 13.00	94.00	
294	-88	5/29/2015	2015	5		1252	-294.00	Small Market	West	111.00	Leaves	Tea	Green Tea	-408.00	31.00	-1,316.13	Nevada	210.00	-210.00	-320.00	0.00	0.00	-88.00	145.00	
134	21	5/30/2015	2015	5		690	186.00	Small Market	West	41.00	Leaves	Tea	Green Tea	121.00	320.00	37.81	Oregon	90.00	140.00	100.00	230.00	139.13	21.00	65.00	
20	-15	5/31/2015	2015	5		218	25.00	Small Market	West	7.00	Leaves	Tea	Green Tea	-15.00	45.00	-33.33	Utah	10.00	20.00	0.00	30.00	150.00	-15.00	40.00	
154	-74 94	6/1/2015	2015	6		1654	-24.00 341.00	Major Market Major Market	West	50.00 84.00	Beans	Coffee Espresso	Decaf Irish Cream Decaf Espresso	-174.00 334.00	139.00	-125.18 52.43	California	220.00	-30.00 320.00	-100.00 240.00	190.00	73.16	-74.00 94.00	93.00	
122	-50	63/2015	2015	6		1555	-13.00	Major Market	West	39.00	Beans	Coffee	Amaretto	-110.00	116.00	-94.83	California	170.00	-20.00	-60.00	150.00	77.33	-50.00	61.00	
200	-103	64(2015	2015	6	2	548	390.00	Major Market	West	91.00	Beans	Coffee	Colombian	367.00	693.00	52.96	California	380.00	580.00	470.00	950.00	72.19	-103.00	143.00	
239	61	65/2015	2015	6		755	239.00	Major Market	West	00.00	Beans	Espresso	Caffe Latte	221.00	509.00	43.42	California	210.00	220.00	160.00	430.00	118.37	61.00	90.00	
125	-10	6/6/2015	2015	6		898	173.00	Major Market	West	113.00	Bears	Espresso	Caffe Mocha	40.00	318.00	12.58	California	110.00	160.00	50.00	270.00	117.78	-10.00	146.00	
108	51	6/7/2015	2015	6		971	157.00	Major Market	West	30.00	Leaves	Herbal Tea	Chamorsile	171.00	282.00	60.64	California	80.00	130.00	120.00	210.00	134.29	51.00	42.00	
239 123	106	68/2015 69/2015	2015 2015	6		1246	281.00 179.00	Major Market Major Market	West	74.00 34.00	Leaves	Herbal Tea Tea	Lemon Darjeeling	276.00 199.00	554.00 322.00	49.82 61.80	California	190.00	220.00 90.00	170.00	410.00 140.00	135.12 230.00	106.00	95.00 45.00	
43	-37	6/10/2015	2015	6		419	64.00	Small Market	West	13.00	Bearra	Coffee	Decaf Irish Cream	43.00	114.00	37.72	Oregon	50.00	100.00	80.00	150.00	76.00	-37.00	35.00	
79	-70	6/11/2015	2015	6		593	98.00	Small Market	West	30.00	Beans	Coffee	Decaf Irish Cream	50.00	189.00	26.46	Utah	100.00	160.00	120.00	250.00	72.59	-70.00	64.00	
95	-75	6/12/2015	2015	6		683	134.00	Small Market	West	87.00	Beans	Coffee	Decaf Irish Cream	25.00	245.00	10.20	Washington	140.00	190.00	100.00	330.00	74.24	-75.00	117.00	
161	25	6/13/2015	2015	6		1267	161.00	Small Market	West	45.00	Beans	Espresso	Decaf Expresso	135.00	343.00	39.36	Oregon	140.00	150.00	110.00	290.00	118.28	25.00	70.00	
80	-9	6/14/2015	2015	6		1055	94.00	Small Market	West	24.00	Beans	Espresso	Decaf Expresso	71.00	185.00	38.38	Washington	60.00	90.00	80.00	150.00	123.33	-9.00	46.00	
51 65	-57	6/15/2015	2015	6		503 1053	71.00 77.00	Small Market Small Market	West	46.00 20.00	Beans	Coffee	Amaretto Amaretto	-7.00 53.00	130.00	-5.38 35.10	Oregon	70.00	100.00	50.00	170.00	76.47 75.50	-57.00 -37.00	76.00 41.00	
60	-59	6/17/2015	2015	6		463	84.00	Small Market	West	19.00	Bears	Coffee	Colombian	31.00	153.00	20.26	Oregon	80.00	130.00	90.00	210.00	72.86	-57.00	63.00	
47	-47	6/18/2015	2015	6		375	64.00	Small Market	West	15.00	Bearra	Coffee	Colombian	33.00	118.00	27.97	Utah	50.00	100.00	80.00	150.00	78.67	47.00	42.00	
68	-27	6/19/2015	2015	6	4	438	99.00	Small Market	West	21.00	Beans	Coffee	Colombian	83.00	178.00	46.63	Washington	90.00	140.00	110.00	230.00	77.39	-27.00	43.00	
22	-5	6/20/2015	2015	6		573	29.00	Small Market	West	7.00	Beans	Espresso	Caffe Latte	15.00	54.00	27.78	Washington	10.00	20.00	20.00	30.00	180.00	-5.00	19.00	
21	1	6/21/2015	2015	6		846	31.00	Small Market	West	5.00	Beans	Espresso	Caffe Mocha	21.00	55.00	38.18	Nevada	10.00	20.00	20.00	30.00	183.33	1.00	17.00	
103	19	6/23/2015	2015 2015	6		564 898	133.00	Small Market Small Market	West	33.00 113.00	Bears	Espresso Herbal Tea	Caffe Mocha Chamomile	129.00	251.00 318.00	51.39 12.26	Utah Nevada	80.00	130.00	110.00	210.00 240.00	119.52	19.00	46.00 147.00	
125	-21 41	6/23/2015	2015	6		1119	173.00	Small Market Small Market	West	113.00 41.00	Leaves	Herbal Tea Herbal Tea	Chamomile	39.00 171.00	318.00	12.26 51.20	Nevada Washington	90.00	150.00	130.00	240.00 250.00	132.50	-21.00 41.00	147.00 73.00	
154	58	6/25/2015	2015	6		132	213.00	Small Market	West	50.00	Leaves	Herbal Tea	Lemon	171.00	391.00	45.52	Nevada	120.00	170.00	120.00	290.00	134.83	58.00	93.00	
90	18	626/2015	2015	6		572	115.00	Small Market	West	29.00	Leaves	Herbal Tea	Lemon	108.00	218.00	49.54	Oregon	60.00	100.00	90.00	160.00	136.25	18.00	42.00	
122	39	6/27/2015	2015	6		789	176.00	Small Market	West	39.00	Leaves	Herbal Tea	Mint	169.00	318.00	53.14	Nevada	90.00	150.00	130.00	240.00	132.50	39.00	62.00	
85	-40	6/28/2015	2015	6		1698	23.00	Small Market	West	26.00	Leaves	Herbal Tea	Mint	-40.00	116.00	-34.48	Utah	60.00	20.00	0.00	80.00	145.00	40.00	50.00	
257	202	6/29/2015	2015	6		1662	341.00	Small Market Small Market	West	84.00	Leaves	Tea	Darjeeling	332.00	637.00	52.12	Nevada	110.00	180.00	130.00	290.00	219.66 280.00	202.00	117.00	
21 239	141	6/30/2015 7/1/2015	2015 2015	- 6		480 1755	32.00 239.00	Small Market Small Market	West	5.00	Leaves	Tea Tea	Darjeeling Earl Grey	24.00 221.00	56.00 509.00	42.86 43.42	Oregon Nevada	110.00	20.00 120.00	20.00	20.00	280.00 221.30	4.00 141.00	16.00	
255	-369	7/2/2015	2015	7		1058	-255.00	Small Market	West	96.00	Leaves	Tea	Green Tea	-539.00	22.00	-2.450.00	Nevada	110.00	-110.00	-170.00	0.00	0.00	-369.00	129.00	
25	-28	7/3/2015	2015	7	- 2	209	31.00	Small Market	West	9.00	Leaves	Tea	Green Tea	-18.00	60.00	-30.00	Utah	0.00	20.00	10.00	20.00	300.00	-28.00	43.00	
173	-58	7/4/2015	2015	7		1909	-27.00	Major Market	West	57.00	Beans	Coffee	Decaf Irish Cream	-188.00	156.00	-120.51	California	200.00	-30.00	-130.00	170.00	91.76	-58.00	100.00	
228	102	7/5/2015	2015	7		1691	304.00	Major Market	West	75.00	Beans	Espresso	Decaf Expresso	292.00	567.00	51.50	California	220.00	290.00	190.00	510.00	111.18	102.00	107.00	
113	-33	7/6/2015	2015	7		758	3.00	Major Market	West	36.00	Beans	Coffee	Amaretto	-83.00	124.00	-66.94	California	130.00	0.00	-50.00	130.00	95.38	-33.00	59.00	
249	39 51	7/7/2015 7/8/2015	2015	7		1778	374.00 212.00	Major Market Major Market	West	87.00 59.00	Beans	Coffee	Colombian Caffe Latte	349.00 191.00	664.00 451.00	52.56 42.35	California	290.00	450.00 210.00	310.00 140.00	740.00 410.00	89.73 110.00	39.00 51.00	139.00	
121	-1	7/9/2015	2015	7		912	168.00	Major Market	West	109.00	Bears	Espresso	Carle Mocha	39.00	308.00	12.66	California	110.00	170.00	40.00	280.00	110.00	-1.00	142.00	
81	45	7/10/2015	2015	7		984	117.00	Major Market	West	22.00	Leaves	Herbal Tea	Chamomile	125.00	211.00	59.24	California	70.00	110.00	80.00	180.00	117.22	45.00	33.00	
225	98	7/11/2015	2015	7	1	1272	265.00	Major Market	West	69.00	Leaves	Herbal Tea	Lemon	258.00	522.00	49.43	California	210.00	240.00	160.00	450.00	116.00	98.00	91.00	
118	80	7/12/2015	2015	7		930	172.00	Major Market	West	33.00	Leaves	Tea	Darjeeling	190.00	309.00	61.49	California	80.00	130.00	110.00	210.00	147.14	80.00	44.00	
82	-4	7/13/2015 7/14/2015	2015	7		601	102.00	Small Market Small Market	West	31.00 85.00	Bears	Coffee	Decaf Irish Cream	56.00 24.00	195.00	28.57	Utah	90.00	120.00	60.00	210.00	93.33	-4.00 -16.00	54.00 114.00	
181	-16 40	7/14/2015	2015	7		1283	182.00	Small Market Small Market	West	50.00	Beans	Espresso	Decaf Irish Cream Decaf Espresso	24.00 160.00	239.00	10.04	Washington Oregon	110.00	180.00	120.00	260.00 350.00	91.92	-16.00 40.00	74.00	
69	8	7/16/2015	2015	7	1	1060	81.00	Small Market	West	21.00	Bears	Coffee	Amaretto	58.00	160.00	36.25	Utah	80.00	90.00	50.00	170.00	94.12	8.00	42.00	
53	-19	7/17/2015	2015	7		470	75.00	Small Market	West	17.00	Beans	Coffee	Colombian	21.00	135.00	15.44	Oregon	60.00	90.00	40.00	150.00	90.67	-19.00	61.00	
63	4	7/18/2015	2015	7		445	93.00	Small Market	West	20.00	Beans	Coffee	Colombian	74.00	165.00	44.58	Washington	70.00	110.00	70.00	180.00	92.22	4.00	43.00	
15	3	7/19/2015	2015	7		848	24.00	Small Market	West	4.00	Beans	Espresso	Caffe Mocha	13.00	42.00	30.95	Nevada	10.00	20.00	10.00	30.00	140.00	3.00	15.00	
101	38 19	7/20/2015 7/21/2015	2015 2015	7		552 912	130.00	Small Market Small Market	West	33.00 109.00	Beans	Espresso Herbal Tea	Caffe Mocha Chamomile	126.00	245.00	51.22 12.66	Utah Nevada	90.00 110.00	130.00	90.00	220.00 260.00	111.82	36.00 19.00	45.00 142.00	
121	19	7/21/2015	2015	7		912 1134	195.00	Small Market Small Market	West	109.00 42.00	Leaves	Herbal Tea	Chamorsie	181.00	308.00 346.00	12.66	Nevada Washington	110.00	180.00	120.00	300.00	115.46	19.00 61.00	73.00	
173	75	7/23/2015	2015	7	1	150	239.00	Small Market	West	57.00	Leaves	Herbal Tea	Lemon	205.00	439.00	46.70	Nevada	160.00	220.00	130.00	380.00	115.53	75.00	101.00	
88	34	7/24/2015	2015	7		561	112.00	Small Market	West	29.00	Leaves	Herbal Tea	Lemon	104.00	213.00	48.83	Oregon	80.00	100.00	70.00	180.00	118.33	34.00	42.00	
113	59	7/25/2015	2015	7		803	165.00	Small Market	West	36.00	Leaves	Herbal Tea	Mint	159.00	295.00	53.72	Nevada	100.00	150.00	100.00	250.00	118.40	59.00	58.00	
228	151	7/26/2015	2015	7		1691	304.00	Small Market	West	75.00	Leaves	Tea	Darjeeling	291.00	567.00	51.32	Nevada	160.00	220.00	140.00	380.00	149.21	151.00	108.00	
211	110	7/27/2015	2015	7		778	212.00	Small Market	West	59.00	Leaves	Tea	Earl Grey	190.00	451.00	42.13	Nevada	150.00	150.00	80.00	300.00	150.33	110.00	84.00	
78 245	42 -225	7/28/2015 7/29/2015	2015 2015	7		798 1653	119.00	Small Market Small Market	West	25.00 93.00	Leaves	Tea	Earl Grey Green Tea	92.00	210.00 34.00	43.81 -1.485.29	Oregon Nevada	50.00 180.00	90.00	50.00 -280.00	140.00	150.00	42.00 -225.00	57.00 127.00	
102	-225 62	7/29/2015	2015	7		663	-245.00 143.00	Small Market Small Market	West	93.00 31.00	Leaves	Tea	Green Tea	-505.00 132.00	34.00 261.00	-1,485.29 50.57	Nevada Oregon	70.00	-180.00 100.00	-280.00 70.00	170.00	153.53	-225.00 62.00	127.00	
224	-71	7/31/2015	2015	7		1216	-32.00	Major Market	West	73.00	Bears	Coffee	Decaf Irish Cream	-221.00	205.00	-107.80	California	260.00	-40.00	-150.00	220.00	93.18	-71.00	117.00	
247	111	8/1/2015	2015	8	1	744	329.00	Major Market	West	81.00	Beans	Espresso	Decaf Espresso	321.00	614.00	52.28	California	240.00	310.00	210.00	550.00	111.64	111.00	113.00	
127	-41	8/2/2015	2015	8		1947	-25.00	Major Market	West	40.00	Beans	Coffee	Amaretto	-131.00	109.00	-120.18	California	150.00	-30.00	-90.00	120.00	90.83	-41.00	63.00	
279	52	8/3/2015	2015	8		1642	420.00	Major Market	West	97.00	Beans	Coffee	Colombian	402.00	745.00	53.96	California	330.00	500.00	350.00	830.00	89.76	52.00	149.00	
250 135	73	84/2015	2015	8		1820	251.00	Major Market Major Market	West	70.00	Beans Beans	Espresso	Caffe Latte	233.00	534.00	43.63	California	240.00	240.00	160.00	480.00	111.25	73.00	94.00	
135	52	86/2015	2015	8		940	187.00	Major Market Major Market	West	122.00 24.00	Leaves	Herbal Tea	Catte Mocha Chamomile	46.00 132.00	343.00 224.00	13.41	California	130.00	180.00	80.00	190.00	110.65	52.00	156.00 35.00	
241	109	8/7/2015	2015	8		1321	284.00	Major Market	West	74.00	Leaves	Herbal Tea	Lemon	279.00	559.00	49.91	California	220.00	260.00	170.00	480.00	115.46	109.00	96.00	
123	89	8/8/2015	2015	8	5	959	179.00	Major Market	West	34.00	Leaves	Tea	Darjeeling	199.00	322.00	61.80	California	90.00	130.00	110.00	220.00	146.36	89.00	45.00	
68	-11	8/9/2015	2015	8		619	85.00	Small Market	West	25.00	Beans	Coffee	Decaf Irish Cream	39.00	163.00	23.93	Utah	80.00	100.00	50.00	180.00	90.56	-11.00	59.00	
105	-20	8/10/2015	2015	8		716	145.00	Small Market Small Market	West	95.00	Beans	Coffee	Decaf Irish Cream	30.00	265.00	11.28	Washington	120.00	170.00	50.00	290.00	91.72	-20.00 49.00	125.00	
153	49	8/12/2015	2015 2015	8		1319	153.00	Small Market Small Market	West	42.00 24.00	Beans Beans	Espresso	Decal Espresso	129.00 76.00	326.00 188.00	39.57 40.43	Oregon	150.00 70.00	140.00	80.00	290.00 170.00	112.41	49.00 16.00	66.00 45.00	
63	16	8/12/2015	2015	8		1079	96.00 76.00	Small Market Small Market	West	19.00	Bears	Espresso	Decel Espresso Amereto	76.00 53.00	188.00	40.43 35.81	Washington	70.00 70.00	100.00	50.00	170.00	110.59 92.50	16.00	45.00	
72	6	8/14/2015	2015	8		461	104.00	Small Market	West	23.00	Beans	Coffee	Colombian	86.00	188.00	45.74	Washington	80.00	120.00	80.00	200.00	94.00	6.00	46.00	
16	5	8/15/2015	2015	8		851	25.00	Small Market	West	4.00	Beans	Espresso	Caffe Mocha	15.00	44.00	34.09	Nevada	10.00	20.00	10.00	30.00	146.67	5.00	15.00	
94	44	8/16/2015	2015	8		540	120.00	Small Market	West	31.00	Beans	Espresso	Caffe Mocha	114.00	228.00	50.00	Utah	90.00	110.00	70.00	200.00	114.00	44.00	43.00	
135	17	8/17/2015	2015	8		940	187.00	Small Market	West	122.00	Leaves	Herbal Tea	Chamorsile	47.00	343.00	13.70	Nevada	120.00	170.00	30.00	290.00	118.28	17.00	155.00	
115	46	8/18/2015	2015	8		166	174.00	Small Market	West	37.00	Leaves	Herbal Tea	Chamorsile	156.00	308.00	50.65	Washington	100.00	160.00	110.00	260.00	118.46	46.00	69.00	
224	118	8/19/2015	2015	8		191	310.00	Small Market	West	73.00	Leaves	Herbal Tea	Lemon	288.00	569.00	50.62	Nevada	210.00	280.00	170.00	490.00	116.12	118.00	116.00	
81 127	28 61	8/20/2015 8/21/2015	2015 2015	8		551 630	104.00	Small Market Small Market	West	26.00 40.00	Leaves	Herbal Tea Herbal Tea	Lemon	98.00	197.00	49.75 54.52	Oregon Nevada	70.00 120.00	100.00	70.00 120.00	170.00	115.88	28.00 61.00	38.00 63.00	
247	169	8/21/2015	2015	8		1744	185.00	Small Market Small Market	West	40.00 81.00	Leaves	Herbal Tea Tea	Mint Dariesling	319.00	532.00 614.00	54.52 51.95	Nevada Nevada	120.00	170.00 240.00	120.00	420.00	114.48	169.00	114.00	
250	133	8/23/2015	2015	8		1820	251.00	Small Market	West	70.00	Leaves	Tea	Earl Grey	233.00	534.00	43.63	Nevada	180.00	180.00	100.00	360.00	148.33	133.00	94.00	
88	45	8/24/2015	2015	8		817	133.00	Small Market	West	29.00	Leaves	Tea	Earl Grey	108.00	236.00	45.76	Oregon	60.00	100.00	60.00	160.00	147.50	48.00	60.00	
294	-285	8/25/2015	2015	8		1252	-294.00	Small Market	West	111.00	Leaves	Tea	Green Tea	-605.00	33.00	-1,833.33	Nevada	210.00	-210.00	-320.00	0.00	0.00	-285.00	145.00	
134	80	8/26/2015	2015	8		690	186.00	Small Market	West	41.00	Leaves	Tea	Green Tea	180.00	341.00	52.79	Oregon	90.00	140.00	100.00	230.00	148.26	80.00	65.00	
20	-22	8/27/2015	2015	8	2	218	25.00	Small Market	West	7.00	Leaves	Tea	Green Tea	-22.00	48.00	-45.83	Utah	10.00	20.00	0.00	30.00	160.00	-22.00	40.00	

YEAR	MONTH	S	UM of Sales	SUM of Profit	AVERAGE of Prc	SUM of Marketin S	SUM of Target_s	SUM of Target_p (COUNTA of Mark
	2015	8	8,556.00	3,006.00	-35.97	1,442.00	7,400.00	2,070.00	27
		7	8,805.00	2,036.00	-104.11	1,608.00	7,480.00	1,600.00	31
		6	8,124.00	2,987.00	25.99	1,333.00	7,290.00	2,870.00	30
		5	8,694.00	1,687.00	-57.09	1,664.00	7,930.00	1,760.00	31
		4	8,356.00	1,923.00	-38.93	1,501.00	7,340.00	2,060.00	30
		3	8,477.00	2,512.00	19.69	1,446.00	8,170.00	3,120.00	31
		2	8,695.00	4,133.00	45.16	1,167.00	8,190.00	3,090.00	28
		1	8,447.00	3,670.00	37.15	1,204.00	7,630.00	2,900.00	31
	2014	12	8,692.00	3,621.00	35.64	1,200.00	8,540.00	3,660.00	31
		11	8,124.00	2,780.00	32.04	1,143.00	8,010.00	3,020.00	30
		10	8,806.00	2,882.00	28.73	1,266.00	8,890.00	3,800.00	31
		9	10,381.00	4,053.00	-1.38	1,664.00	9,370.00	3,340.00	30
		8	10,377.00	4,242.00	8.71	1,622.00	8,740.00	3,460.00	31
		7	9,543.00	3,047.00	5.81	1,567.00	8,320.00	3,220.00	31
		6	7,258.00	2,929.00	34.84	1,159.00	6,360.00	2,320.00	30
		5	6,368.00	2,268.00	30.34	953.00	6,210.00	2,420.00	31
		4	5,246.00	1,588.00	27.75	842.00	5,430.00	2,080.00	30
		3	4,589.00	1,488.00	30.35	649.00	4,020.00	1,590.00	31
		2	3,341.00	937.00	26.86	458.00	2,730.00	1,140.00	28
		1	2,257.00	545.00	26.51	267.00	1,400.00	640.00	31
	2013	12	2,027.00	331.00	17.20	251.00	1,410.00	550.00	31
		11	3,893.00	1,075.00	27.32	647.00	3,140.00	960.00	30
		10	4,067.00	1,013.00	24.24	694.00	3,470.00	1,280.00	31
		9	3,902.00	749.00	18.82	738.00	3,280.00	1,120.00	30
		8	2,600.00	640.00	30.84	343.00	2,040.00	560.00	31
		7	2,680.00	600.00	27.11	412.00	1,990.00	780.00	31
		6	2,542.00	314.00	17.01	460.00	1,980.00	630.00	30
		5	3,185.00	862.00	30.77	524.00	2,570.00	720.00	31
		4	3,290.00	1,014.00	31.87	501.00	2,360.00	970.00	30
		3	3,255.00	686.00	22.57	550.00	2,590.00	830.00	31
		2	3,510.00	886.00	25.73	576.00	2,690.00	890.00	28
		1	3,947.00	1,314.00	33.33	603.00	3,080.00	970.00	31
	2012	12	3,717.00	814.00	23.61	712.00	2,940.00	1,150.00	31
		11	3,380.00	806.00	24.60	524.00	2,990.00	970.00	30
		10	3,764.00	873.00	23.51	630.00	2,960.00	1,360.00	32

Year	Month	Month_Name	Total_Sales	Total_Profit	Avg_Profit_Margin_Pct	Total_Target_Sales	Total_Target_Profit	Total Marketting	Profit_Gap
	8	Aug	8,556.00	3,006.00	-35.97	7,400.00	2,070.00	1,442.00	-936
	7	Jul	8,805.00	2,036.00	-104.11	7,480.00	1,600.00	1,608.00	-436
	6	Jun	8,124.00	2,987.00	25.99	7,290.00	2,870.00	1,333.00	-117
	5	May	8,694.00	1,687.00	-57.09	7,930.00	1,760.00	1,664.00	73
	4	Apr	8,356.00	1,923.00	-38.93	7,340.00	2,060.00	1,501.00	137
	3	Mar	8,477.00	2,512.00	19.69	8,170.00	3,120.00	1,446.00	608
	2	Feb	8,695.00	4,133.00	45.16	8,190.00	3,090.00	1,167.00	-1043
2015	1	Jan	8,447.00	3,670.00	37.15	7,630.00	2,900.00	1,204.00	-770
	12	Dec	8,692.00	3,621.00	35.64	8,540.00	3,660.00	1,200.00	39
	11	Nov	8,124.00	2,780.00	32.04	8,010.00	3,020.00	1,143.00	240
	10	Oct	8,806.00	2,882.00	28.73	8,890.00	3,800.00	1,266.00	918
	9	Sep	10,381.00	4,053.00	-1.38	9,370.00	3,340.00	1,664.00	-713
	8	Aug	10,377.00	4,242.00	8.71	8,740.00	3,460.00	1,622.00	-782
	7	Jul	9,543.00	3,047.00	5.81	8,320.00	3,220.00	1,567.00	173
	6	Jun	7,258.00	2,929.00	34.84	6,360.00	2,320.00	1,159.00	-609
	5	May	6,368.00	2,268.00	30.34	6,210.00	2,420.00	953.00	152
	4	Apr	5,246.00	1,588.00	27.75	5,430.00	2,080.00	842.00	492
	3	Mar	4,589.00	1,488.00	30.35	4,020.00	1,590.00	649.00	102
	2	Feb	3,341.00	937.00	26.86	2,730.00	1,140.00	458.00	203
2014	1	Jan	2,257.00	545.00	26.51	1,400.00	640.00	267.00	95
	12	Dec	2,027.00	331.00	17.20	1,410.00	550.00	251.00	219
	11	Nov	3,893.00	1,075.00	27.32	3,140.00	960.00	647.00	-115
	10	Oct	4,067.00	1,013.00	24.24	3,470.00	1,280.00	694.00	267
	9	Sep	3,902.00	749.00	18.82	3,280.00	1,120.00	738.00	371
	8	Aug	2,600.00	640.00	30.84	2,040.00	560.00	343.00	-80
	7	Jul	2,680.00	600.00	27.11	1,990.00	780.00	412.00	180
	6	Jun	2,542.00	314.00	17.01	1,980.00	630.00	460.00	316
	5	May	3,185.00	862.00	30.77	2,570.00	720.00	524.00	-142
	4	Apr	3,290.00	1,014.00	31.87	2,360.00	970.00	501.00	-44
	3	Mar	3,255.00	686.00	22.57	2,590.00	830.00	550.00	144
	2	Feb	3,510.00	886.00	25.73	2,690.00	890.00	576.00	4
2013	1	Jan	3,947.00	1,314.00	33.33	3,080.00	970.00	603.00	-344
	12	Dec	3,717.00	814.00	23.61	2,940.00	1,150.00	712.00	336
	11	Nov	3,380.00	806.00	24.60	2,990.00	970.00	524.00	164
2012	10	Oct	3,764.00	873.00	23.51	2,960.00	1,360.00	630.00	487

Date	Year	Month	Month Name	Total_Sales	Total_Profit	Average_Profit_Margin_Pct	Total_Target_Sales	Total_Target_Profit	Total Marketting	Profit Gap	Market	Product	Product_Line
8/1/2015	2015	8	Aug	8,556.00	3,006.00	-35.97	7,400.00	2,070.00	1,442.00	-936			
7/1/2015	2015	7	Jul	8,805.00	2,036.00	-104.11	7,480.00	1,600.00	1,608.00	-436			
6/1/2015	2015	6	Jun	8,124.00	2,987.00	25.99	7,290.00	2,870.00	1,333.00	-117			
5/1/2015	2015	5	May	8,694.00	1,687.00	-57.09	7,930.00	1,760.00	1,664.00	73			
4/1/2015	2015	4	Apr	8,356.00	1,923.00	-38.93	7,340.00	2,060.00	1,501.00	137			
3/1/2015	2015	3	Mar	8,477.00	2,512.00	19.69	8,170.00	3,120.00	1,446.00	608			
2/1/2015	2015	2	Feb	8,695.00	4,133.00	45.16	8,190.00	3,090.00	1,167.00	-1043			
1/1/2015	2015	1	Jan	8,447.00	3,670.00	37.15	7,630.00	2,900.00	1,204.00	-770			
12/1/2014	2014	12	Dec	8,692.00	3,621.00	35.64	8,540.00	3,660.00	1,200.00	39			
11/1/2014	2014	11	Nov	8,124.00	2,780.00	32.04	8,010.00	3,020.00	1,143.00	240			
10/1/2014	2014	10	Oct	8,806.00	2,882.00	28.73	8,890.00	3,800.00	1,266.00	918			
9/1/2014	2014	9	Sep	10,381.00	4,053.00	-1.38	9,370.00	3,340.00	1,664.00	-713			
8/1/2014	2014	8	Aug	10,377.00	4,242.00	8.71	8,740.00	3,460.00	1,622.00	-782			
7/1/2014	2014	7	Jul	9,543.00	3,047.00	5.81	8,320.00	3,220.00	1,567.00	173			
6/1/2014	2014	6	Jun	7,258.00	2,929.00	34.84	6,360.00	2,320.00	1,159.00	-609			
5/1/2014	2014	5	May	6,368.00	2,268.00	30.34	6,210.00	2,420.00	953.00	152			
4/1/2014	2014	4	Apr	5,246.00	1,588.00	27.75	5,430.00	2,080.00	842.00	492			
3/1/2014	2014	3	Mar	4,589.00	1,488.00	30.35	4,020.00	1,590.00	649.00	102			
2/1/2014	2014	2	Feb	3,341.00	937.00	26.86	2,730.00	1,140.00	458.00	203			
1/1/2014	2014	1	Jan	2,257.00	545.00	26.51	1,400.00	640.00	267.00	95			
12/1/2013	2013	12	Dec	2,027.00	331.00	17.20	1,410.00	550.00	251.00	219			
11/1/2013	2013	11	Nov	3,893.00	1,075.00	27.32	3,140.00	960.00	647.00	-115			
10/1/2013	2013	10	Oct	4,067.00	1,013.00	24.24	3,470.00	1,280.00	694.00	267			
9/1/2013	2013	9	Sep	3,902.00	749.00	18.82	3,280.00	1,120.00	738.00	371			
8/1/2013	2013	8	Aug	2,600.00	640.00	30.84	2,040.00	560.00	343.00	-80			
7/1/2013	2013	7	Jul	2,680.00	600.00	27.11	1,990.00	780.00	412.00	180			
6/1/2013	2013	6	Jun	2,542.00	314.00	17.01	1,980.00	630.00	460.00	316			
5/1/2013	2013	5	May	3,185.00	862.00	30.77	2,570.00	720.00	524.00	-142			
4/1/2013	2013	4	Apr	3,290.00	1,014.00	31.87	2,360.00	970.00	501.00	-44			
3/1/2013	2013	3	Mar	3,255.00	686.00	22.57	2,590.00	830.00	550.00	144			
2/1/2013	2013	2	Feb	3,510.00	886.00	25.73	2,690.00	890.00	576.00	4			
1/1/2013	2013	1	Jan	3,947.00	1,314.00	33.33	3,080.00	970.00	603.00	-344			
12/1/2012	2012	12	Dec	3,717.00	814.00	23.61	2,940.00	1,150.00	712.00	336			
11/1/2012	2012	11	Nov	3,380.00	806.00	24.60	2,990.00	970.00	524.00	164			
10/1/2012	2012	10	Oct	3,764.00	873.00	23.51	2,960.00	1,360.00	630.00	487			