

Gross Metrics Overview

Boosting Profitability



Gross Sales

\$81.47M

Gross Margin

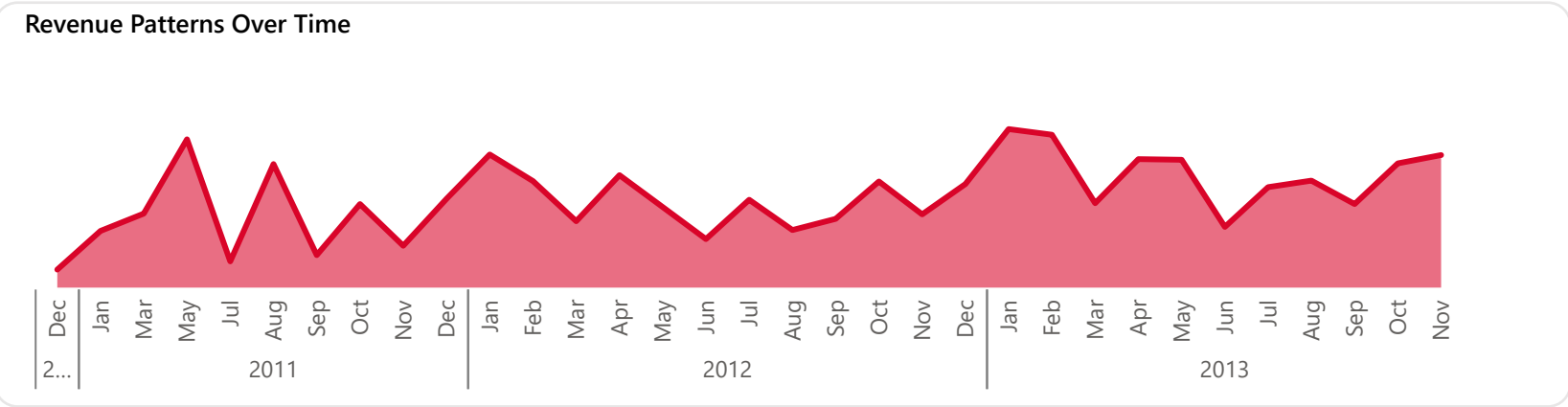
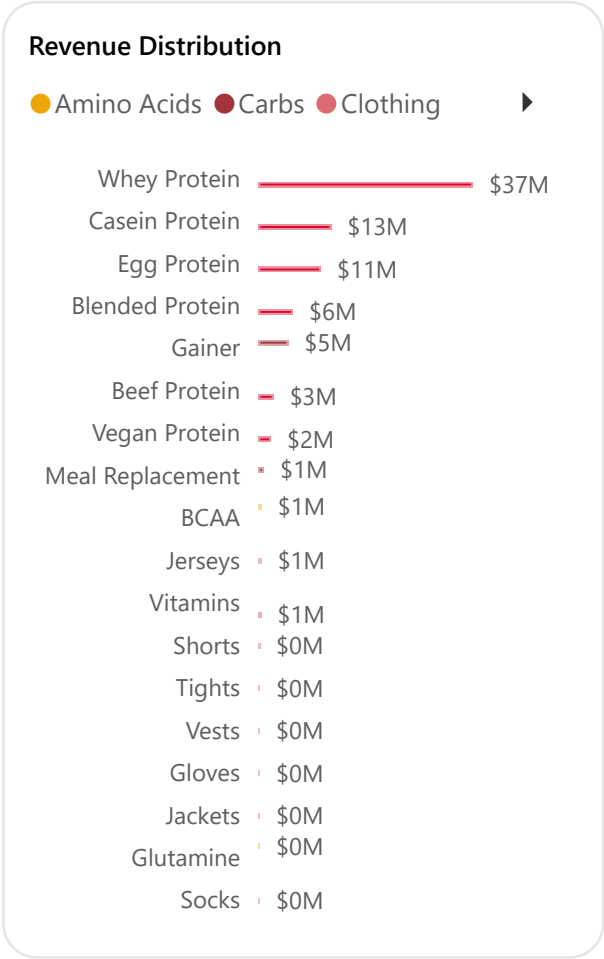
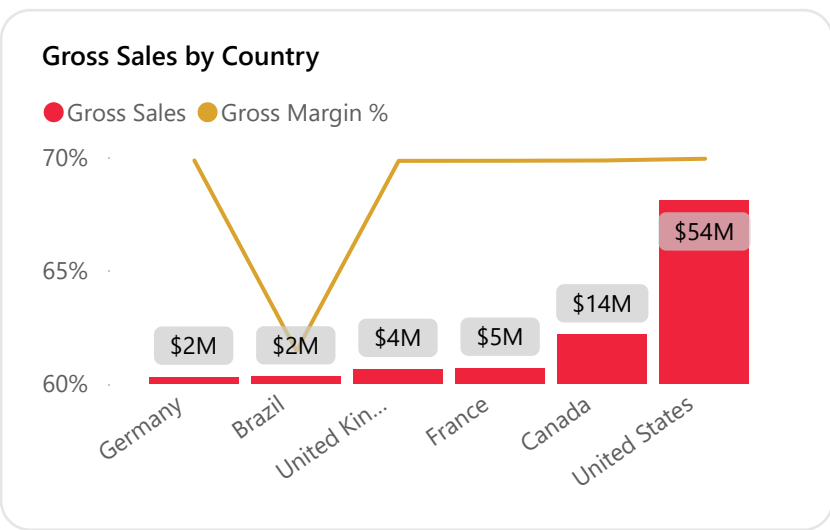
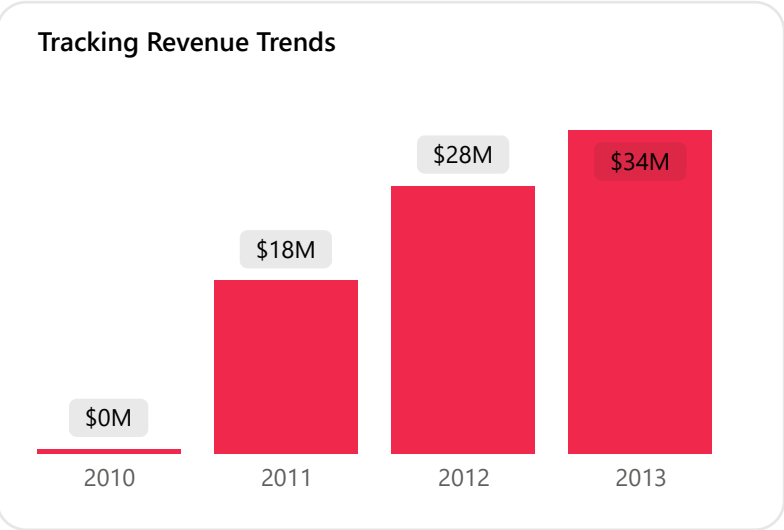
\$56.77M

Gross Margin %

69.68%

Discounts

3M





Net Margin Overview

Spotlight on Products with Significant Margin

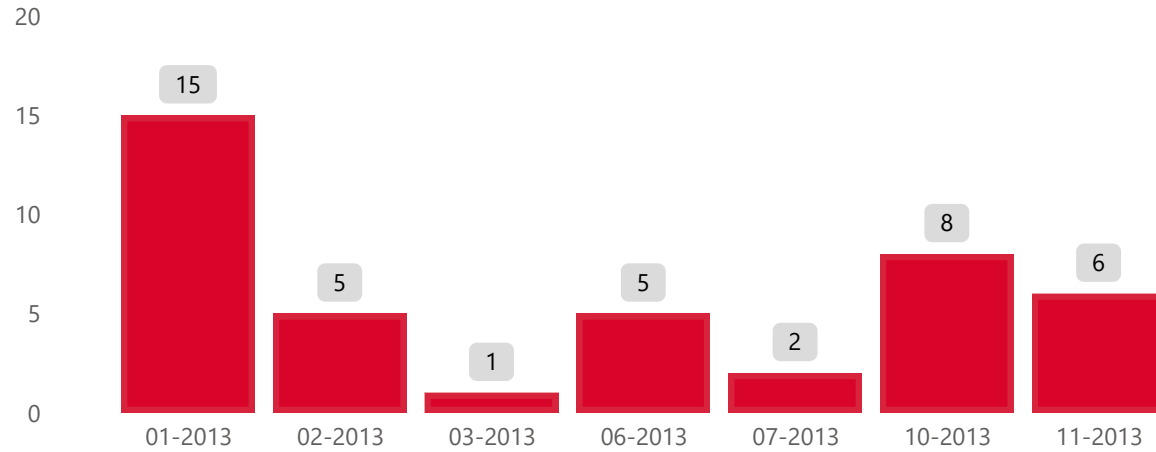
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2

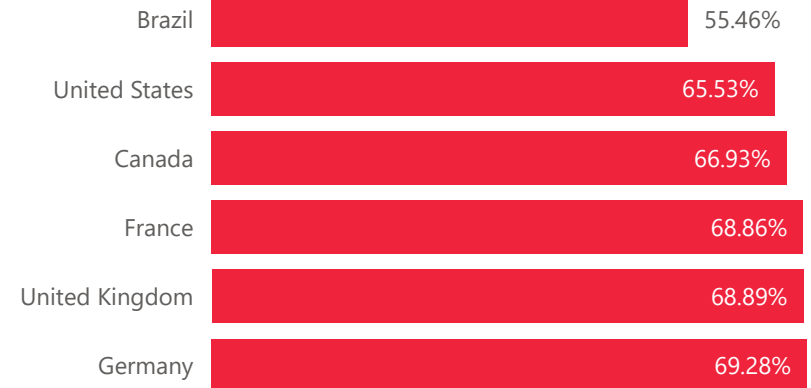
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HPN / HEAVY
POWER
NUTRITION

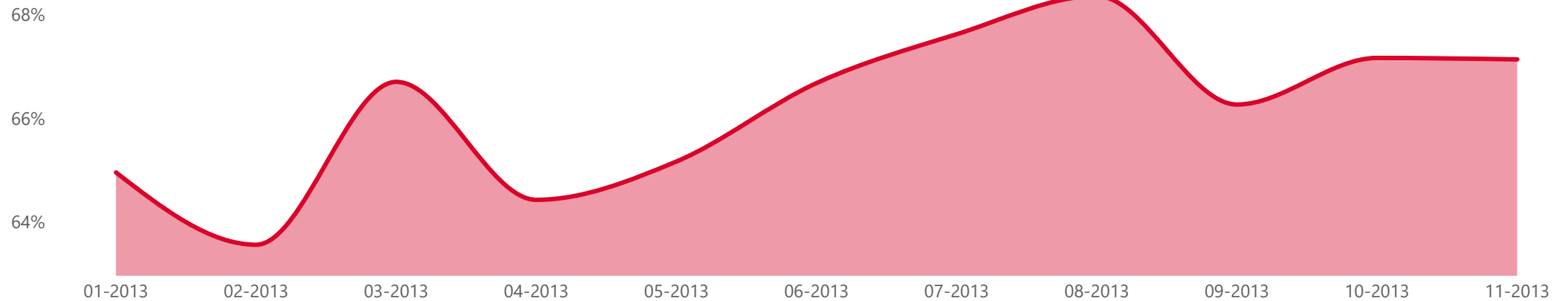
Recent Margin Fluctuations



Profitability Across Different Regions



Margin Analysis Over Time



Year-over-Year Sales Comparison

Analyzing Revenue Growth Trends Over Consecutive Years

Year

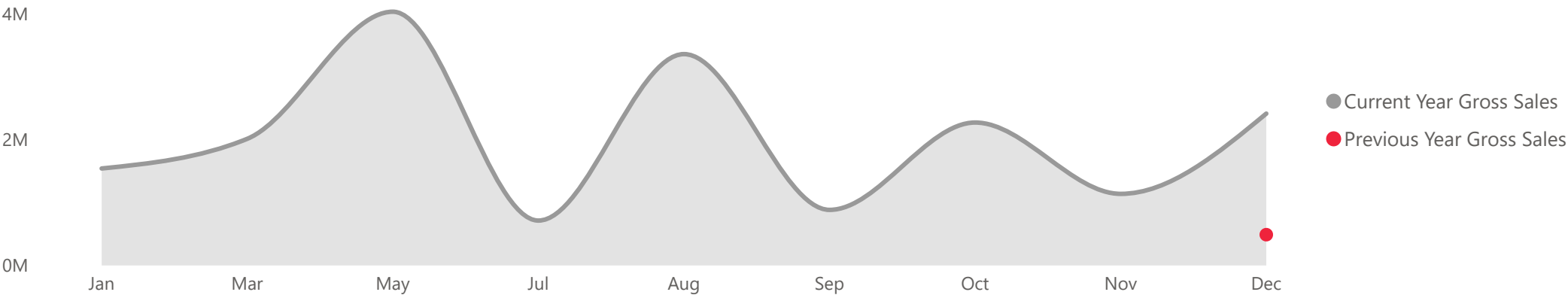
2011

Region

All

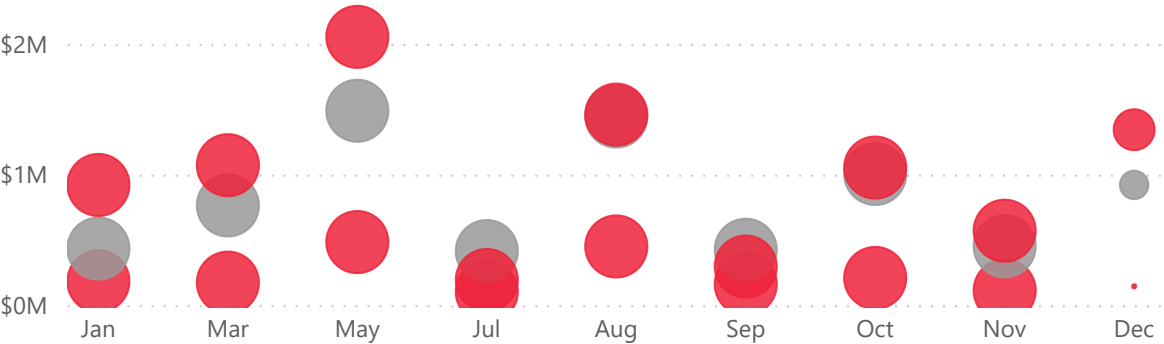


Monthly Comparison: Current vs. Previous Year



Business Type Analysis

BusinessType ● Gym ● Supplement Store ● Warehouse



Month/Year	YoY% Gross Sales	MoM % Gross Sales
01-2011	100.00%	68.23%
03-2011	100.00%	100.00%
05-2011	100.00%	100.00%
07-2011	100.00%	100.00%
08-2011	100.00%	78.75%
09-2011	100.00%	-280.07%
10-2011	100.00%	61.10%
11-2011	100.00%	-99.58%
12-2011	79.71%	52.84%

Returns Overview and Distribution

Analyzing Return Patterns and Distribution

Year

2013

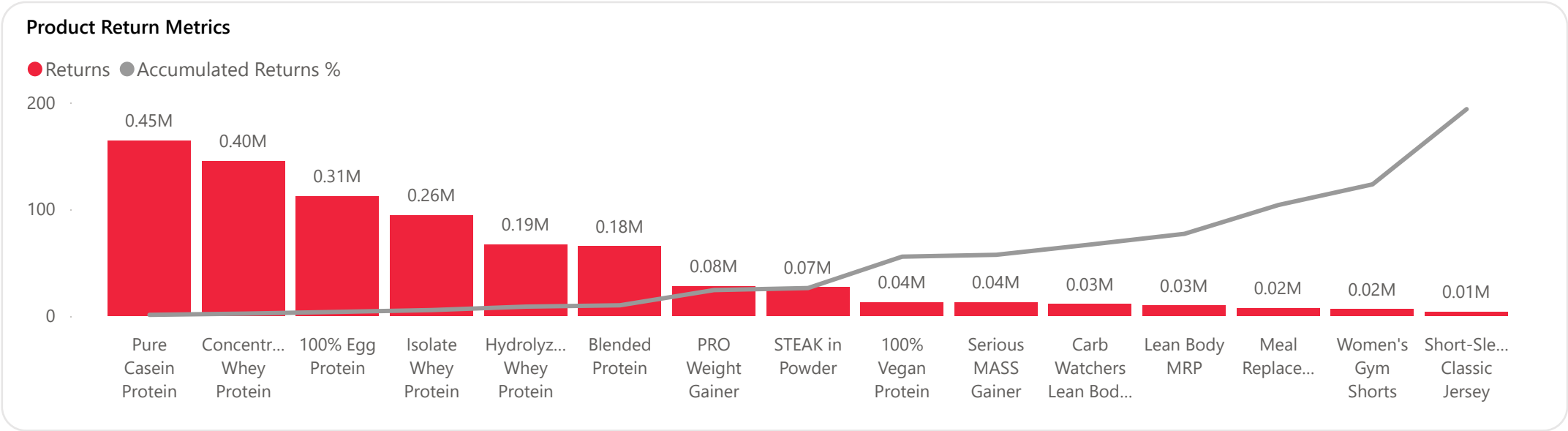
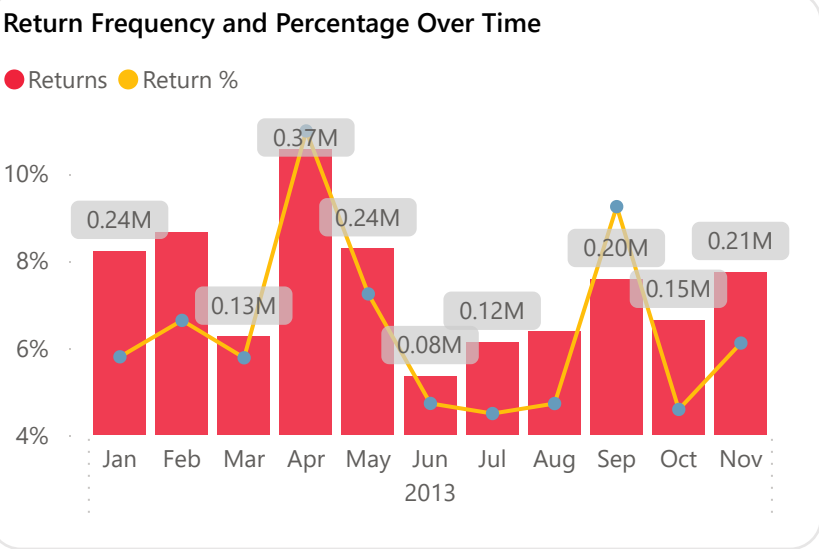
Region

All



Selected a Month/Year to Drill Through

CountryName	Gross Sales	Net Sales	Returns	Return %
United States				
Washington	\$29,89,872.37	\$22,82,546.32	6,19,556.51	20.72%
Oregon	\$9,54,635.20	\$7,14,475.95	2,12,459.84	22.26%
California	\$32,64,506.30	\$29,72,625.06	1,93,722.91	5.93%
Texas	\$22,64,991.14	\$20,59,061.34	1,40,874.34	6.22%
Utah	\$7,54,555.97	\$6,01,215.05	1,29,589.74	17.17%
Nevada	\$3,37,876.28	\$2,39,369.97	89,071.57	26.36%
Florida	\$7,55,370.30	\$6,67,001.84	66,331.50	8.78%
Missouri	\$8,24,945.96	\$7,37,428.43	62,293.73	7.55%



Product Classification Matrix Analysis

Assessing Quantity vs. Unit Gross Margin

Year

All

Region

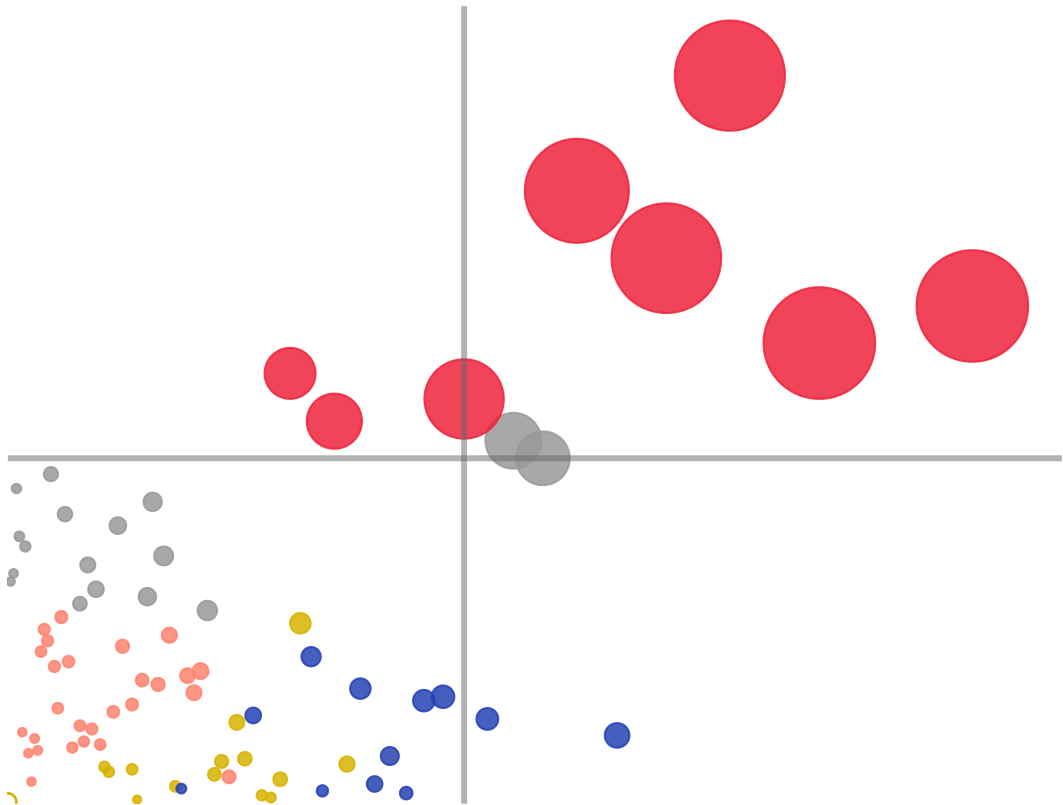
All



INCREASE SALES

KEEP

Amino Acids Carbs Clothing Protein Vitamins



EVALUATE PRODUCTS

INCREASE MARGIN

Quantifying Product Count in Each Quadrant

Evaluate pro...

71

Keep

5

Increase mar...

4

Increase sales

3

ProductName	Unit Gross Margin	Quantity
Hydrolyzed Whey Protein	\$662	13,173
100% Egg Protein	\$652	11,439
Isolate Whey Protein	\$641	12,976
Concentrate Whey Protein	\$596	15,104
Pure Casein Protein	\$583	15,100
100% Vegan Protein	\$554	2,822
Blended Protein	\$553	7,223
STEAK in Powder	\$538	3,483
PRO Weight Gainer	\$202	9,245
Serious MASS Gainer	\$174	10,179
TrueFit Grass-Fed Protein	\$125	304
MRE Meal Replacement Powder	\$125	26



Subcategory Product Share Analysis

Examining Product Distribution within Subcategories

Year

2013

Region

All



SubCategoryName	Gross Sales	Product Average Sales on Subcategory	% Product Share on Subcategory
Blended Protein			
+ 580	\$11,33,109.96	\$8,37,564	135.29%
+ 581	\$6,49,299.35	\$8,37,564	77.52%
+ 582	\$3,03,115.23	\$8,37,564	36.19%
+ 583	\$12,64,732.46	\$8,37,564	151.00%
Casein Protein			
+ 355	\$9,47,225.97	\$5,27,485	179.57%
+ 357	\$9,15,651.05	\$5,27,485	173.59%
+ 376	\$7,35,937.02	\$5,27,485	139.52%
+ 573	\$11,41,419.90	\$5,27,485	216.39%
+ 574	\$7,13,646.60	\$5,27,485	135.29%
+ 575	\$3,86,552.66	\$5,27,485	73.28%
+ 576	\$13,72,030.84	\$5,27,485	
+ 591	\$1,10,397.96	\$5,27,485	20.93%
+ 592	\$1,08,251.09	\$5,27,485	20.52%
+ 593	\$94,917.39	\$5,27,485	17.99%
+ 594	\$1,10,398.03	\$5,27,485	20.93%
+ 595	\$1,25,012.28	\$5,27,485	23.70%
+ 605	\$3,46,048.25	\$5,27,485	65.60%
+ 606	\$2,77,303.03	\$5,27,485	52.57%
Egg Protein			

WhatIfShareMoreThan

0%

WhatIfShareLessThan

250%

Product Performance Comparison

Benchmarking Gross Sales against Average Performance

Year

2010

Region

All



CategoryName	SubCategory Name	ProductKey	ProductName	Av. by Product in Total	Gross Sales for "Bad" Products	Gross Sales for "Bad Products" difference
Protein	Whey Protein	345	Hydrolyzed Whey Protein	10,637.57	10,199.95	-4%
		316	Hydrolyzed Whey Protein	10,637.57	9,622.69	-10%
		310	Hydrolyzed Whey Protein	10,637.57	6,440.88	-39%
		311	Hydrolyzed Whey Protein	10,637.57		-100%
		312	Hydrolyzed Whey Protein	10,637.57		-100%
		313	Hydrolyzed Whey Protein	10,637.57		-100%
		314	Hydrolyzed Whey Protein	10,637.57		-100%
		315	Hydrolyzed Whey Protein	10,637.57		-100%
		317	Hydrolyzed Whey Protein	10,637.57		-100%
		318	Hydrolyzed Whey Protein	10,637.57		-100%
		319	Hydrolyzed Whey Protein	10,637.57		-100%
		323	Concentrate Whey Protein	10,637.57		-100%
		325	Concentrate Whey Protein	10,637.57		-100%
		329	Concentrate Whey Protein	10,637.57		-100%
		333	Concentrate Whey	10,637.57		-100%



Products Sales Activity

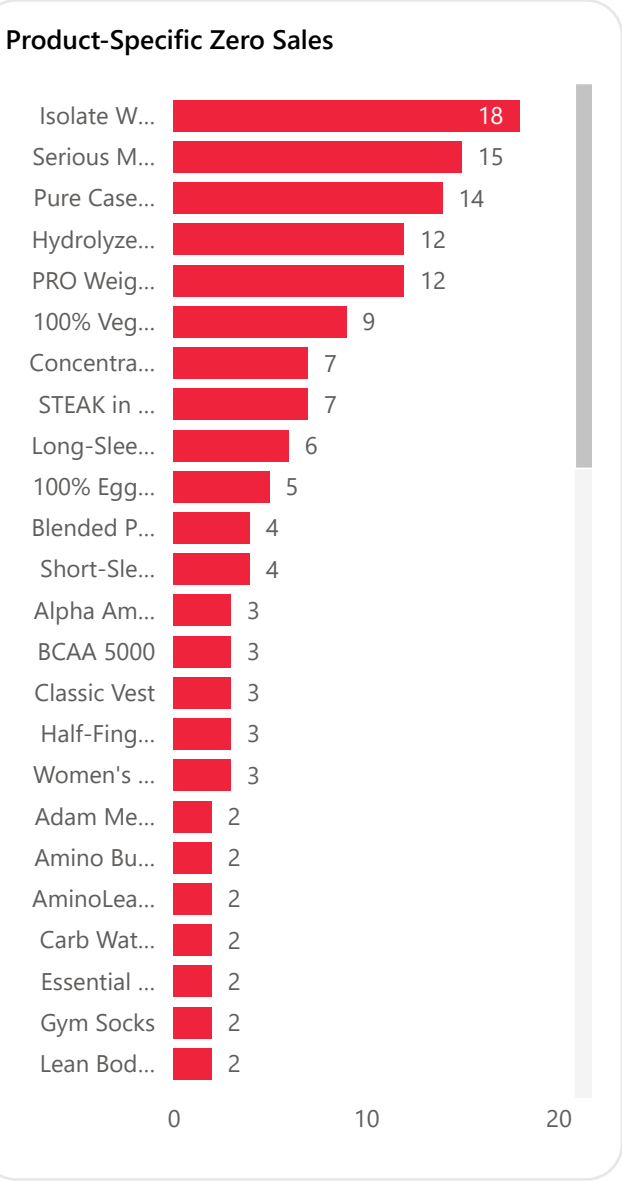
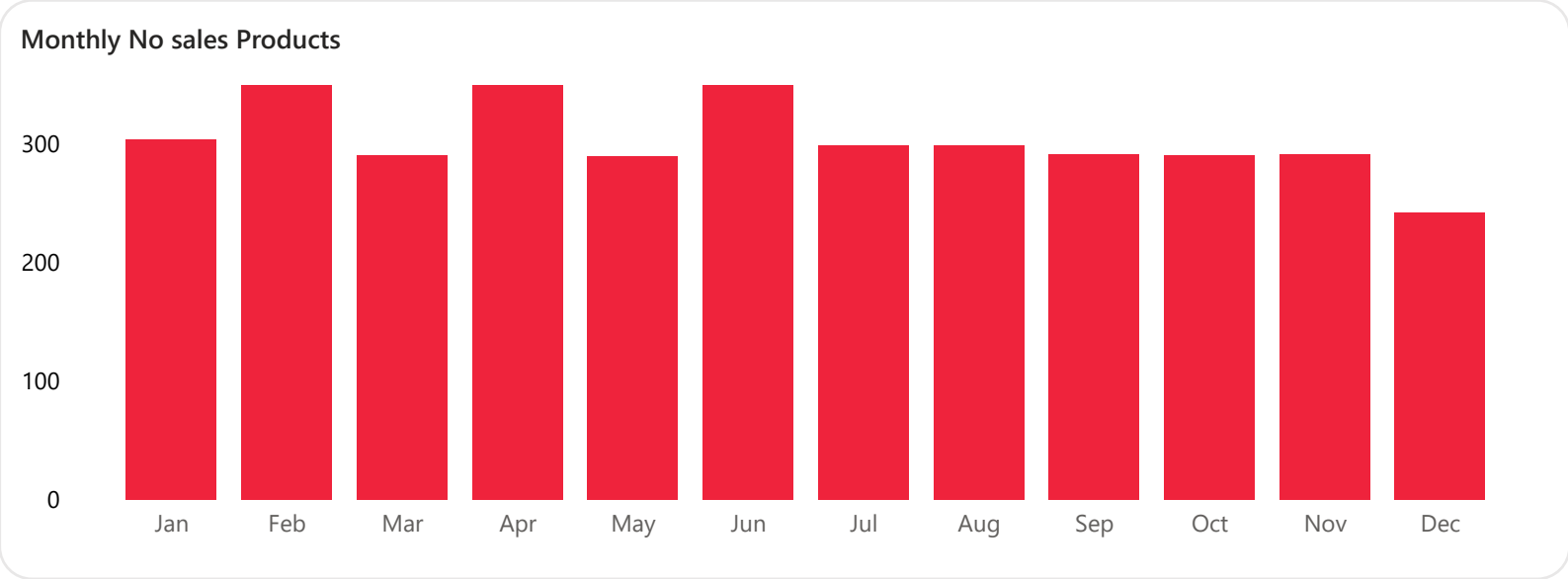
Identifying Products with No Sales Activity

Year

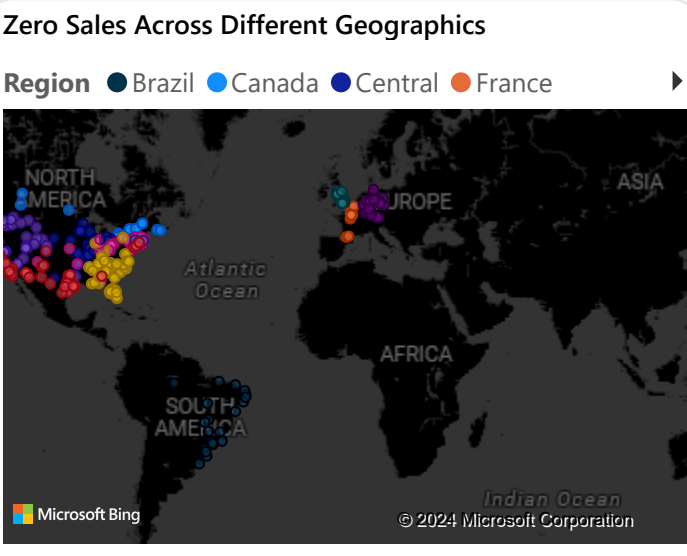
2011

Region

All



ProductName	Products never sales
100% Vegan Protein	3
Long-Sleeve Logo Jersey	3
Adam Men's Multivitamin	1
Anavite	1
Men's Sports Shorts	1
Multi Sport Men's Formula	1
Opti-Men Multivitamin for Men	1
Platinum Multivitamin	1
Short-Sleeve Classic Jersey	1





Customer Classification Matrix: RFM Analysis

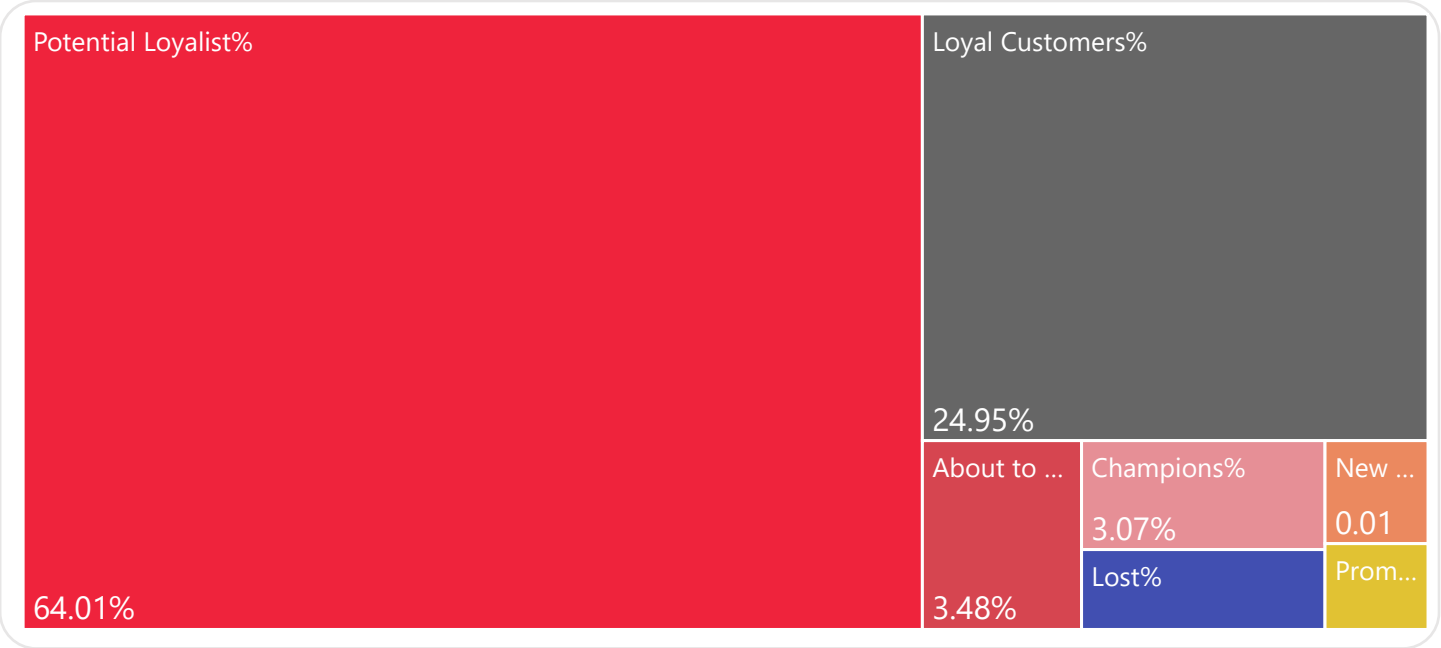
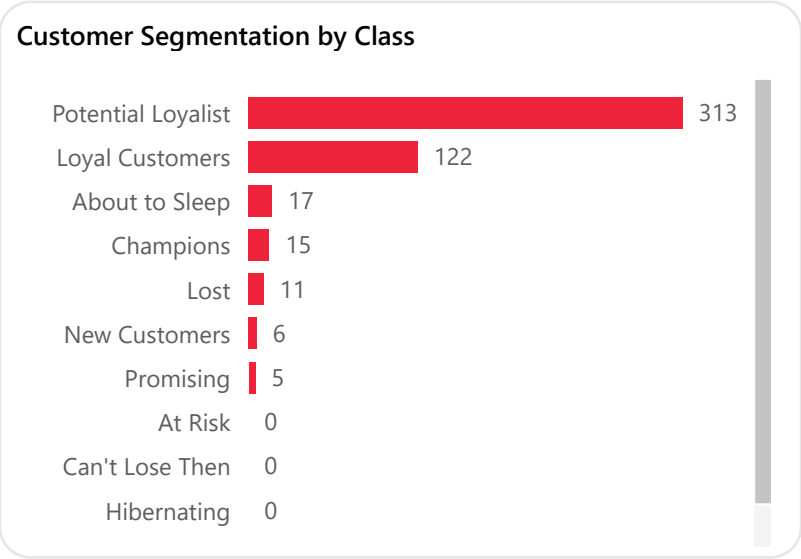
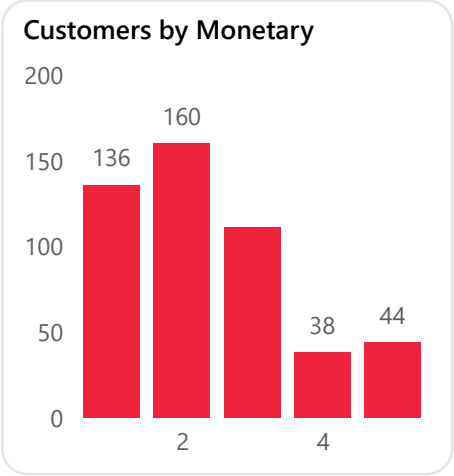
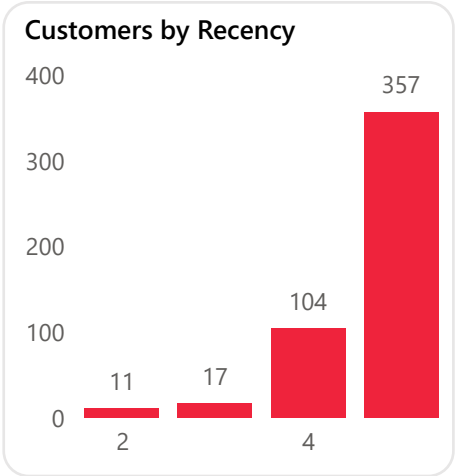
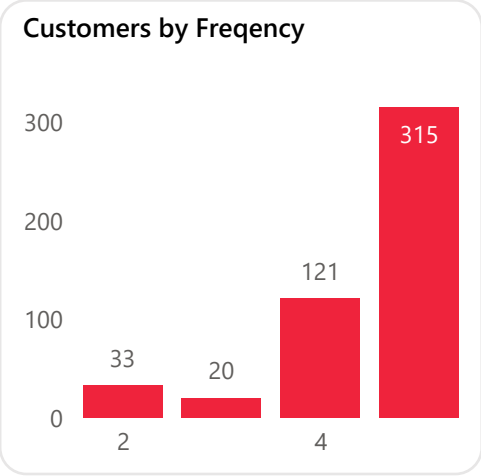
Segmenting Customers Based on Recency, Frequency, and Monetary Value

Year

2013

Region

All





Customer Distribution by Country

Analyzing Customer Share Across Different Countries

Year

All

Region

All



CountryName	Gross Sales	% Customers Share on Country
[-] Brazil		
[+] 15	\$1,76,934.26	284.23%
[+] 33	\$4,688.62	7.53%
[+] 51	\$6,678.10	10.73%
[+] 69	\$9,318.66	14.97%
[+] 87	\$1,54,664.79	248.45%
[+] 123	\$31,477.47	50.57%
[+] 141	\$11,847.74	19.03%
[+] 159	\$11,676.32	18.76%
[+] 177	\$39,462.61	63.39%
[+] 195	\$10,748.97	17.27%
[+] 213	\$1,00,280.26	161.09%
[+] 231	\$2,19,087.36	351.94%
[+] 249	\$1,08,579.90	174.42%
[+] 267	\$1,93,080.59	310.16%
[+] 285	\$3,009.55	4.83%
[+] 303	\$9,413.36	15.12%
[+] 321	\$3,288.92	5.28%
[+] 339	\$200.05	0.32%
[+] 357	\$5,154.90	8.28%
[+] 393	\$1,48,979.84	239.32%
[+] 411	\$2,130.75	3.42%

WhatIfShareLessThan

375%

WhatIfShareMoreThan

0%



Customer Performance Comparison

Assessing Customer Performance Relative to Average Sales

Year

All

Region

All



CountryName	Av. by Customer in Total	Gross Sales for "Bad" Customers	Gross Sales for "Bad" Customers difference
<input type="checkbox"/> Brazil			
#13MEMO Gym	1,28,301.40	10,748.97	-91.62%
100% Puro Suplementos	1,28,301.40	7,337.59	-94.28%
Ability Sports	1,28,301.40		-100.00%
Academia BIRL	1,28,301.40	39,462.61	-69.24%
Academia Mutante	1,28,301.40		-100.00%
Arnold is King	1,28,301.40	7,886.09	-93.85%
BodyWorks	1,28,301.40	3,033.13	-97.64%
Boladão Suplementos	1,28,301.40	9,413.36	-92.66%
Bolado's Academia	1,28,301.40	11,676.32	-90.90%
Brute Warehouse	1,28,301.40		-100.00%
Bulk Sports	1,28,301.40	200.05	-99.84%
Coleman Loja de Suplementos	1,28,301.40		-100.00%
Departaro	1,28,301.40	9,318.66	-92.74%
Detox Warehouse	1,28,301.40	4,688.62	-96.35%
Drill Department	1,28,301.40	8,978.65	-93.00%
Enhance Store	1,28,301.40		-100.00%
Expert Warehouse	1,28,301.40		-100.00%
Fitness Together	1,28,301.40		-100.00%
Gold Nutrition	1,28,301.40		-100.00%
Gym Hero	1,28,301.40	98,789.81	-23.00%
Insight Sports	1,28,301.40	5,154.90	-95.98%



Sales Forecast

Analyzing Changes and Trends in Sales Performance Over Two Years

Year

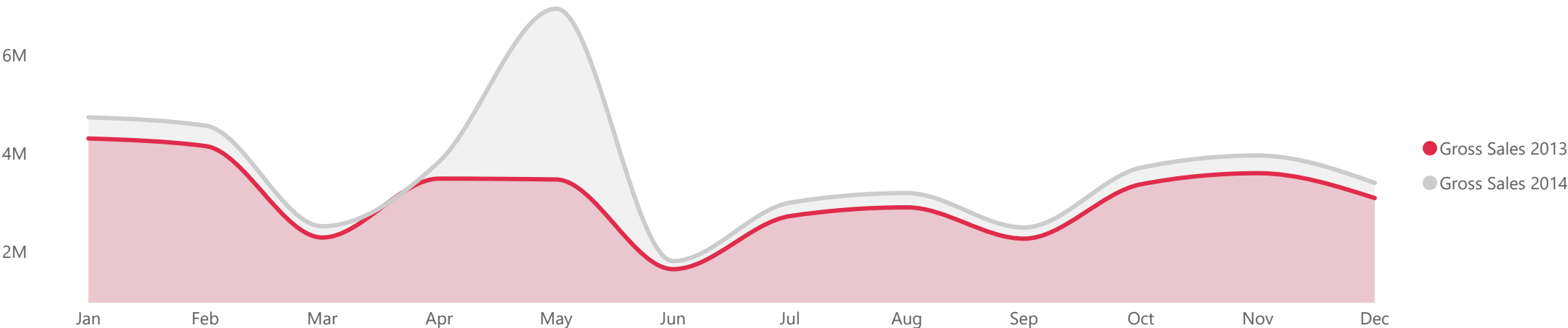
All

Region

All



Year-on-Year Performance



MonthName	Gross Sales 2013	Gross Sales 2014	YoY% Gross Sales 2014
January	43,06,545.99	47,37,200.59	9.09%
February	41,53,396.69	45,68,736.36	9.09%
November	36,00,982.53	39,61,080.78	9.09%
April	34,90,435.92	38,39,479.51	9.09%
May	34,73,089.23	69,46,178.46	50.00%
October	33,75,308.91	37,12,839.80	9.09%
December	30,95,232.20	34,04,755.41	9.09%
August	29,06,505.26	31,97,155.79	9.09%
July	27,29,473.73	30,02,421.10	9.09%
March	22,93,198.59	25,22,518.45	9.09%

Gross Sales Performance(2014)

