



Current Month Transactions

18,325✓

Goal: 17,339 (+5.69%)

Current Month Profit

\$71,682✓

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

Current Month Transactions

496!

Goal: 482 (-2.9%)

product_brand	Total Transactions	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%
GRB	3,078	\$12,062.12	58.88%	1.11%
Total	1,13,668	\$4,49,626.65	59.94%	1.00%

Select all

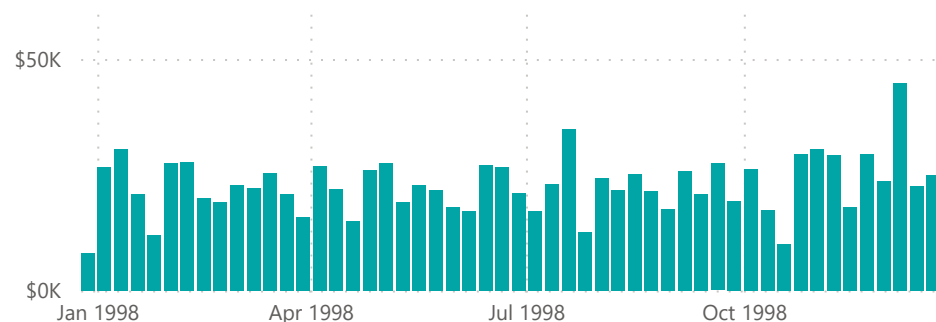
Canada

Mexico

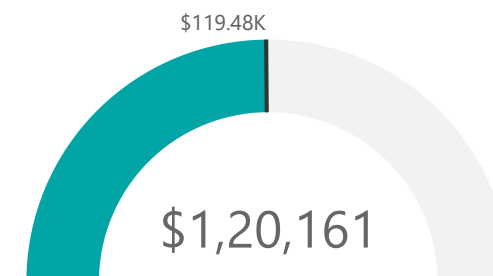
USA



Weekly Revenue Trending



Revenue vs Target



Performance Notes:



Portland hits 1000 sales in December



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