

Sales Report

Country

All

Year

2016

Month Name

JanFebMarAprMayJunJulAugSepOctNovDec

Gross Profit by ProductName

Quad▲5008337.80

28.64M

Total Revenue

19.75M

Gross Profit

916K

Units

Total Revenue by Category

Category	Revenue	Percentage
Special	18.36M	64.1%
General	10.28M	35.9%

Category ● Special ● General

Total 5 Sales Rep

Ellen Woody

Ellie Gill

Jan Novotny

John White

Mark Spancer

Total Revenue by ProductName and SubCategory Name

Product Name	SubCategory	Revenue
Quad	Extra	3.6M
	Micro	3.6M
	Regular	0M
	Super	0M
Carlota	Extra	2.4M
	Micro	2.6M
	Regular	0M
	Super	0M
Magnum	Extra	2.2M
	Micro	2.0M
	Regular	0M
	Super	0M
Black Monk	Extra	3.6M
	Micro	0M
	Regular	0M
	Super	0M
Bing	Extra	2.3M
	Micro	0M
	Regular	0M
	Super	0M
VanHelen	Extra	0M
	Micro	2.2M
	Regular	0M
	Super	0M
Linder	Extra	0M
	Micro	0M
	Regular	2.1M
	Super	0M
Alder	Extra	0M
	Micro	0M
	Regular	0M
	Super	2.0M

SubCategory Name ● Extra ● Micro ● Regular ● Super

Total Revenue by Year and ProductName

Year	Product Name	Revenue Change
2014	Quad	28.7M
	VanHelen	0.4M
	Black Monk	0.4M
	Carlota	0.2M
	Other	0.2M
2015	Bing	-0.2M
	Bing	29.7M
	Other	0.1M
	Black Monk	0.1M
	VanHelen	-0.2M
2016	Magnum	-0.3M
	Quad	-0.4M
	Quad	-0.4M
	Quad	28.6M
	Other	2.9M
2017	Carlota	1.9M
	Magnum	1.7M
	Black Monk	1.7M
	VanHelen	1.3M
	VanHelen	0.9M
2017	2017	39.0M

● Increase ● Decrease ● Total ● Other

Total Revenue and QoQ Growth by Qtr

Qtr	Total Revenue
1	6.74M
2	7.33M
3	7.62M
4	6.94M

Gross Profit and MoM growth by Month Name

Month Name	Gross Profit
Jan	1.61M
Feb	1.32M
Mar	1.72M
Apr	1.57M
May	1.78M
Jun	1.71M
Jul	1.81M
Aug	1.76M
Sep	1.68M
Oct	1.58M
Nov	1.54M
Dec	1.66M

Year	Qtr	Total Revenue	Prev Qtr	QoQ Growth
2014	1	71,11,215.30		Infinity
2014	2	75,47,612.20	71,11,215.30	6.14%
2014	3	70,12,245.75	75,47,612.20	-7.09%
2014	4	70,29,059.30	70,12,245.75	0.24%
2015	1	72,91,740.65	70,29,059.30	3.74%
2015	2	70,81,957.65	72,91,740.65	-2.88%
2015	3	79,15,738.55	70,81,957.65	11.77%
2015	4	74,15,636.90	79,15,738.55	-6.32%
2016	1	67,41,970.15	74,15,636.90	-9.08%
2016	2	73,34,374.65	67,41,970.15	8.79%
2016	3	76,19,455.60	73,34,374.65	3.89%
2016	4	69,44,515.30	76,19,455.60	-8.86%
2017	1	94,90,990.40	69,44,515.30	36.67%
2017	2	97,17,648.65	94,90,990.40	2.39%
2017	3	98,55,950.75	97,17,648.65	1.42%
2017	4	99,03,900.35	98,55,950.75	0.49%
Total		12,60,14,012.15		Infinity

Year	Month Name	Gross Profit	Prev Month Profit	MoM growth
2014	Jan	1655209.60		Infinity
2014	Feb	1418857.10	16,55,209.60	-14.28%
2014	Mar	1829450.30	14,18,857.10	28.94%
2014	Apr	1881467.60	18,29,450.30	2.84%
2014	May	1626603.10	18,81,467.60	-13.55%
2014	Jun	1697036.00	16,26,603.10	4.33%
2014	Jul	1896424.50	16,97,036.00	11.75%
2014	Aug	1483707.70	18,96,424.50	-21.76%
2014	Sep	1454128.20	14,83,707.70	-1.99%
2014	Oct	1753017.60	14,54,128.20	20.55%
2014	Nov	1403476.90	17,53,017.60	-19.94%
2014	Dec	1690493.80	14,03,476.90	20.45%
2015	Jan	1765150.40	16,90,493.80	4.42%
2015	Feb	1639391.80	17,65,150.40	-7.12%
2015	Mar	1623552.80	16,39,391.80	-0.97%
2015	Apr	1548668.40	16,23,552.80	-4.61%
2015	May	1599531.70	15,48,668.40	3.28%
2015	Jun	1734819.50	15,99,531.70	8.46%
2015	Jul	2047150.00	17,34,819.50	18.00%
2015	Aug	1633850.30	20,47,150.00	-20.19%
2015	Sep	1776826.30	16,33,850.30	8.75%
2015	Oct	1867258.10	17,76,826.30	5.09%
2015	Nov	1446110.40	18,67,258.10	-22.55%
2015	Dec	1800167.20	14,46,110.40	24.48%
Total		86887854.40		Infinity