

Product brand

ADJ

Akron

Amigo

American

Applause

BBB Best

Best Choice

Atomic

Best

Better

Big City

Big Time

Bird Call

Total

ARKET A multi-national grocery chain

Total Transactions Total Profit Profit margin Return Rate

\$1,178.00

\$1,239.04

\$9,818.70

\$1,622,41

\$1,520.26

\$4,625.09

\$3,207.16

\$25,901.32

\$13,192.66

\$23,710.27

\$11,343.25

\$1.052.81

Weekly Revenue Trending

8.78

\$643.37

5254 \$19,374.93

198

356

326

355

1345

714

6000

4073

355

5797

3224

269720

2384

68.84%

63.77%

60.02%

55.95%

53.11%

56.71%

62.10%

61.92%

60.60%

61.14%

58.46%

60.26%

59.26%

59.67%

1.29%

1.17%

0.92%

1.28%

1.17%

1.02%

0.90%

1.06%

0.84%

1.04%

0.71%

0.97%

0.84%

0.99%

Current Month Transactions

Goal: 17339 (+5.69%)

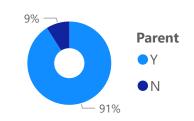
Current Month Profit

Goal: 67.87K (+5.61%)

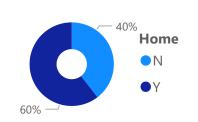
Goal: 482 (-2.9%)

Current Month Returns

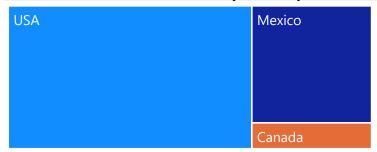
Revenue Breakdown Parents vs Non-Parents



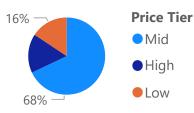
Revenue Breakdown Homeowners



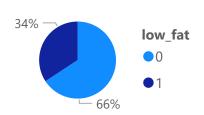
Total Transactions by country



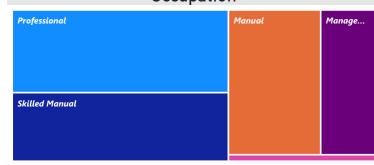
Returns Breakdown by **Price Tier**



Returns Breakdown by Fat % in Products



Revenue Breakdown by Customer's Occupation



\$40K \$20K Jan 1997 Jul 1997 Jan 1998 Jul 1998

Revenue vs Target



Transactions by Day

