



product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	5342	\$21,753	58.64%	0.95%
Ebony	5238	\$20,354	59.81%	0.96%
Tell Tale	5112	\$19,982	58.05%	0.99%
Tri-State	5099	\$19,980	58.91%	1.10%
High Top	4940	\$19,810	60.42%	1.01%
Nationeel	4408	\$18,617	60.44%	1.18%
Best Choice	4218	\$18,355	60.64%	0.81%
Horatio	4195	\$17,737	58.42%	1.26%
Fort West	4108	\$15,834	59.80%	0.97%
Fast	4097	\$16,469	61.03%	1.07%
Sunset	3953	\$14,018	60.45%	1.03%
Carrington	3891	\$14,883	59.52%	0.78%
Red Wing	3870	\$15,870	59.36%	1.06%
Big Time	3816	\$15,560	60.20%	1.05%
Cormorant	3744	\$15,749	61.60%	0.87%
Imagine	3634	\$15,102	61.40%	1.06%
Super	3618	\$13,868	60.59%	0.96%
Denny	3584	\$16,015	58.02%	0.99%
High Quality	3577	\$16,139	59.98%	1.13%
Golden	3550	\$13,256	58.72%	0.88%
BBB Best	3514	\$12,991	62.12%	0.80%
PigTail	3467	\$11,617	60.68%	1.04%
Plato	3352	\$12,748	63.55%	1.06%
Landslide	3270	\$10,647	58.65%	0.98%
CDR	3078	\$12,062	58.98%	1.11%
Better	2822	\$9,179	61.15%	1.07%
Total	113668	\$4,49,627	59.94%	1.00%

Current Month Transactions

18325✓

Last month: 17339 (+5.69%)

Current Month Profits

\$71,682✓

Last Month: \$67,872 (+5.61%)

Current Month Returns

496!

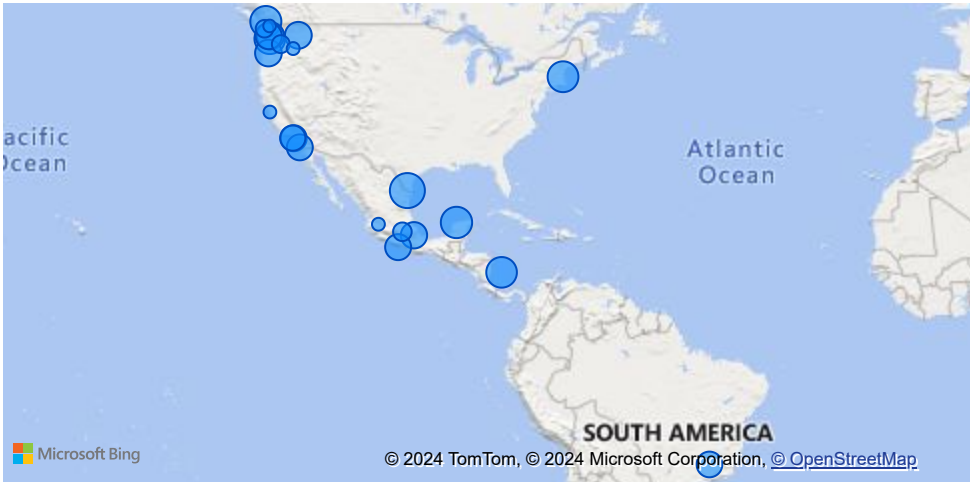
Last Month: 482 (-2.9%)

Select all

Canada

Mexico

USA

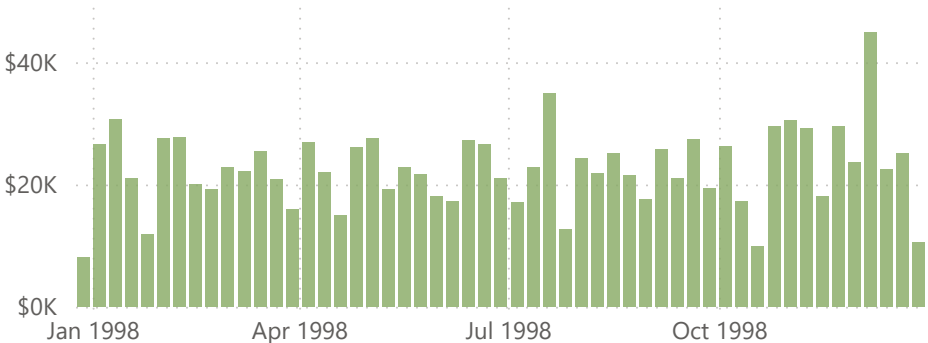


USA

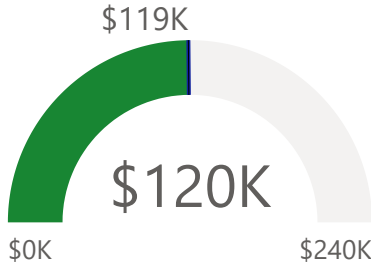
Mexico

Canada

Weekly Revenue Trending



Revenue vs. Target



Most Transacted Product

Moms Roasted Chicken

PERFORMANCE NOTES:



Hidalgo reached **1607** sales in December to close out the year.



Plato products drove the strongest overall profit margin (63.55%) in 1998.



Fast product returns in Mexico (3 to 5), at a return rate of 1.2%.