

Profit & Sales Performance

2014

2015

2016

2017

Sales (CY vs LY)

4.8M!

Sales LY: 5.6M (-14.15%)

Profit (CY vs LY)

1.8M!

Goal: 2.1M (-12.63%)

Profit Margin (CY vs LY)

37.5%✓

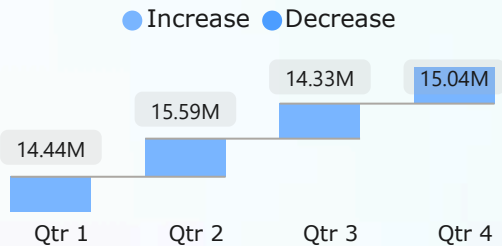
Goal: 36.8% (+1.78%)

QTY Sold (CY vs LY)

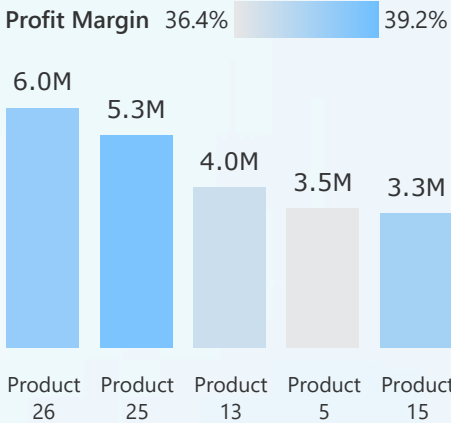
2170!

Goal: 2476 (-12.36%)

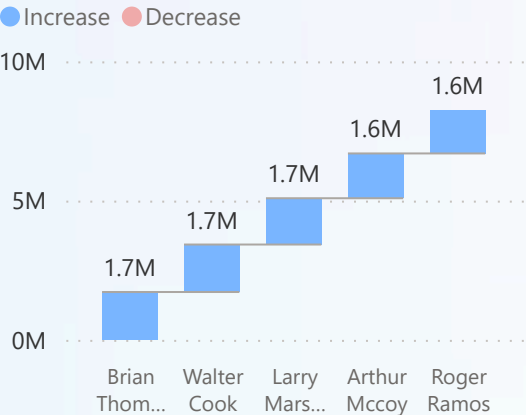
Total Sales (CY Vs LY)



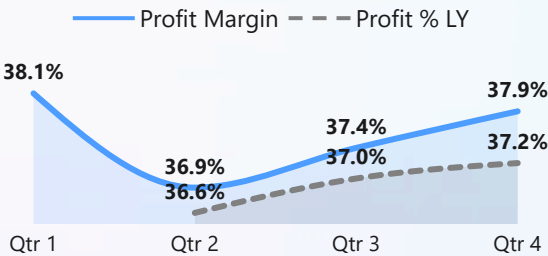
Top 5 Product



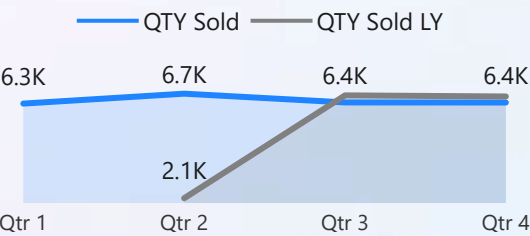
Top 5 Sales Person



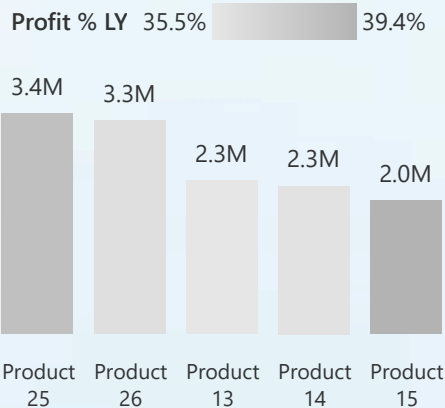
Profit Margin (CY Vs LY)



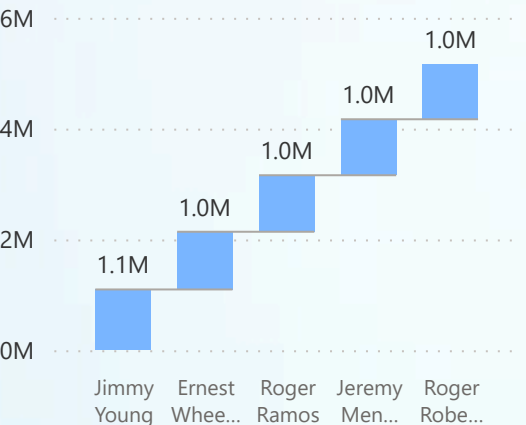
QTY Sold (CY Vs LY)



Top 5 Product Last Year



Top 5 Sales Persons Last Year



Product Name	Total Sales	Sales LY	Sales YoY %
Product 25	52,87,613.20	33,61,597.70	36.43%
Product 26	59,74,537.40	32,59,744.30	45.44%
Product 13	39,92,429.50	23,42,333.40	41.33%
Product 14	32,98,302.80	22,57,337.20	31.56%
Product 15	33,40,271.60	20,41,007.60	38.90%
Product 2	25,28,064.10	17,77,744.50	29.68%
Product 4	24,77,177.60	17,25,893.20	30.33%
Product 5	34,80,529.40	15,53,488.80	55.37%
Product 18	21,31,357.10	14,53,873.20	31.79%
Product 3	25,20,841.50	13,72,019.30	45.57%
Product 6	23,54,688.20	13,62,485.20	42.14%
Product 17	16,49,700.80	12,94,024.60	21.56%
Product 1	27,02,384.70	11,71,079.60	56.66%
Product 19	17,74,897.00	11,16,903.40	37.07%
Product 20	21,00,965.90	9,28,117.50	55.82%
Product 11	7,88,891.50	8,11,979.70	-2.93%
Product 10	7,18,615.20	7,20,437.60	-0.25%
Product 16	18,14,018.30	7,02,407.90	61.28%
Product 28	9,52,987.90	6,44,787.90	32.34%
Product 29	8,63,080.60	6,32,587.20	26.71%
Product 7	6,55,333.70	6,20,848.80	5.26%
Product 21	9,38,542.70	5,67,858.50	39.50%
Product 8	7,78,774.50	5,35,249.60	31.27%
Product 27	9,35,983.30	4,74,105.40	49.35%
Product 9	6,89,584.10	4,19,547.30	39.16%
Product 30	8,15,591.00	4,15,540.70	49.05%
Product 23	7,97,554.60	4,14,736.70	48.00%
Product 12	11,64,185.30	4,06,884.30	65.05%
Product 22	10,24,577.40	3,95,949.90	61.35%
Product 24	8,42,860.00	2,60,328.50	69.11%