



| product_brand | Total Transactions | Total Profit | Profit Margin | Return Rate (%) |
|---------------|--------------------|--------------|---------------|-----------------|
| Hermanos      | 5,342              | \$21,753     | 58.64%        | 0.95%           |
| Ebony         | 5,238              | \$20,354     | 59.81%        | 0.96%           |
| Tell Tale     | 5,112              | \$19,982     | 58.05%        | 0.99%           |
| Tri-State     | 5,099              | \$19,980     | 58.91%        | 1.10%           |
| High Top      | 4,940              | \$19,810     | 60.42%        | 1.01%           |
| Nationeel     | 4,408              | \$18,617     | 60.44%        | 1.18%           |
| Best Choice   | 4,218              | \$18,355     | 60.64%        | 0.81%           |
| Horatio       | 4,195              | \$17,737     | 58.42%        | 1.26%           |
| Fort West     | 4,108              | \$15,834     | 59.80%        | 0.97%           |
| Fast          | 4,097              | \$16,469     | 61.03%        | 1.07%           |
| Sunset        | 3,953              | \$14,018     | 60.45%        | 1.03%           |
| Carrington    | 3,891              | \$14,883     | 59.52%        | 0.78%           |
| Red Wing      | 3,870              | \$15,870     | 59.36%        | 1.06%           |
| Big Time      | 3,816              | \$15,560     | 60.20%        | 1.05%           |
| Cormorant     | 3,744              | \$15,749     | 61.60%        | 0.87%           |
| Imagine       | 3,634              | \$15,102     | 61.40%        | 1.06%           |
| Super         | 3,618              | \$13,868     | 60.59%        | 0.96%           |
| Denny         | 3,584              | \$16,015     | 58.02%        | 0.99%           |
| High Quality  | 3,577              | \$16,139     | 59.98%        | 1.13%           |
| Golden        | 3,550              | \$13,256     | 58.72%        | 0.88%           |
| BBB Best      | 3,514              | \$12,991     | 62.12%        | 0.80%           |
| PigTail       | 3,467              | \$11,617     | 60.68%        | 1.04%           |
| Plato         | 3,352              | \$12,748     | 63.55%        | 1.06%           |
| Landslide     | 3,270              | \$10,647     | 58.65%        | 0.98%           |
| CDR           | 3,078              | \$12,062     | 58.98%        | 1.11%           |
| Better        | 2,823              | \$9,179      | 61.15%        | 1.07%           |
| Carlson       | 2,564              | \$10,534     | 61.20%        | 0.97%           |
| Pleasant      | 2,564              | \$10,187     | 60.18%        | 0.92%           |
| Just Right    | 2,558              | \$9,283      | 59.54%        | 0.83%           |
| Bravo         | 2,484              | \$11,027     | 59.15%        | 0.82%           |
| Total         | 113,668            | \$449,627    | 59.94%        | 1.00%           |

Current Month Transactions

18,325✓

Goal: 17339 (+5.69%)

Current Month Profit

\$71,682✓

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

Current Month Returns

496!

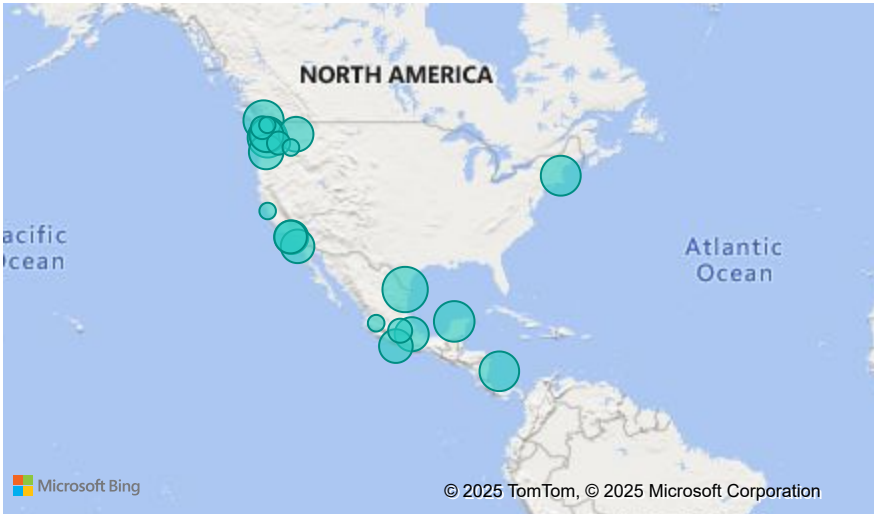
Goal: 482 (-2.9%)

Select all

Canada

Mexico

USA

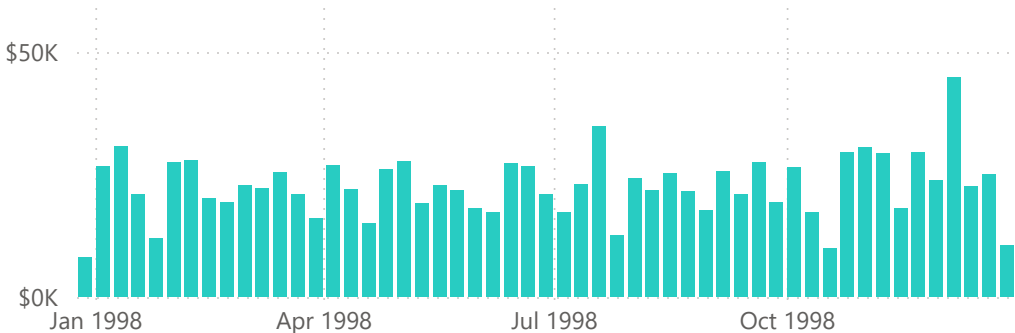


USA

Mexico

Canada

Weekly Revenue Trend



Revenue .vs Target



## Performance Notes:

- ❏ Portland hits 1000 sales in December to close out the year
- ❏ Mexico the only country that achieved almost its Overall Target in December, except it's Returns Target that increasing at alarming rate by 27.
- ❏ *Plato products drove the strongest overall profit margin (63.55%) in 1998*