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From: Bryce Forseth  
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Subject: Best Reseller Award Recommendations

**Executive Summary**

After analyzing the performance of AdventureWorks resellers using key metrics, I recommend the following resellers for the 2024 Best Reseller Awards:

1. **US-Based Reseller**: Top Sports Supply
2. **Non-US-Based Reseller**: Closeout Boutique

These recommendations are based on a multi-criteria evaluation focused on key performance indicators that align with AdventureWorks' strategic goals.

**Criteria and Methodology**

To determine the best resellers, I evaluated performance across the following five metrics:

1. **Total Revenue**: Recognizes resellers generating the highest sales volume.
2. **Total Line Items**: Measures the net profit contribution after costs.
3. **Total Number of Models of Bicycles Sold**: Assesses diversity in products offered.
4. **Average Number of Line Items per Invoice**: Calculates the average number of items for each invoice.
5. **Profitability Analysis**: Measures the net profit after costs of goods sold.

These metrics were filtered down by the Profit Margin, showing the most profitable companies at the top.

**Findings**

**US-Based Reseller:** Top Sports Supply demonstrated exceptional performance, leading in profitability for companies who had over $250,000 in total revenue. For a warehouse business who offers 130 different products, and 28 items per invoice, Top Sports Supply is an industry leader. Top Sports Supply had 441 line items for the year, with $602,559.89 in total revenue, and a profit margin of 10.7%, they had the most impressive sales figures for US resellers.

**Non-US-Based Reseller:** Closeout Boutique excelled in their yearly sales to be recognized as the top international retailer. Closeout Boutique is a warehouse that sells 116 different products, and averaged 24 line times per invoice. Although they did have the highest Profit Margin for businesses exceeding $250,000 in sales, Closeout Boutique was third in terms of profit margin for international businesses, and cleared the other two competitors by almost $250,000 in total revenue. Selling 166 models of product, that acquitted to $536,546.12 in total revenue with a 10.5% profit margin.

Key metrics are summarized below:

|  |  |  |
| --- | --- | --- |
| **Metric** | **US Reseller Value** | **Non-US Reseller Value** |
| Total Revenue | $602,559.89 | $536,546.12 |
| Total Line Items | 441 | 375 |
| Total Number of Models Sold | 130 | 116 |
| Average Number of Line Items | 24 | 24 |
| Profit Margin | 10.7% | 10.5% |

**Conclusion**

Top Sports Supply and Closeout Boutique have demonstrated outstanding performance across multiple metrics, making them the clear choices for the 2024 Best Reseller Awards.