

Sales and Marketing Sample PBIX

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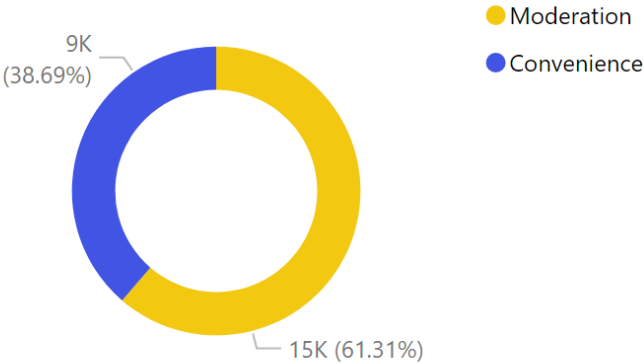
50K

Total Category Volume

33%

% Units Market Share

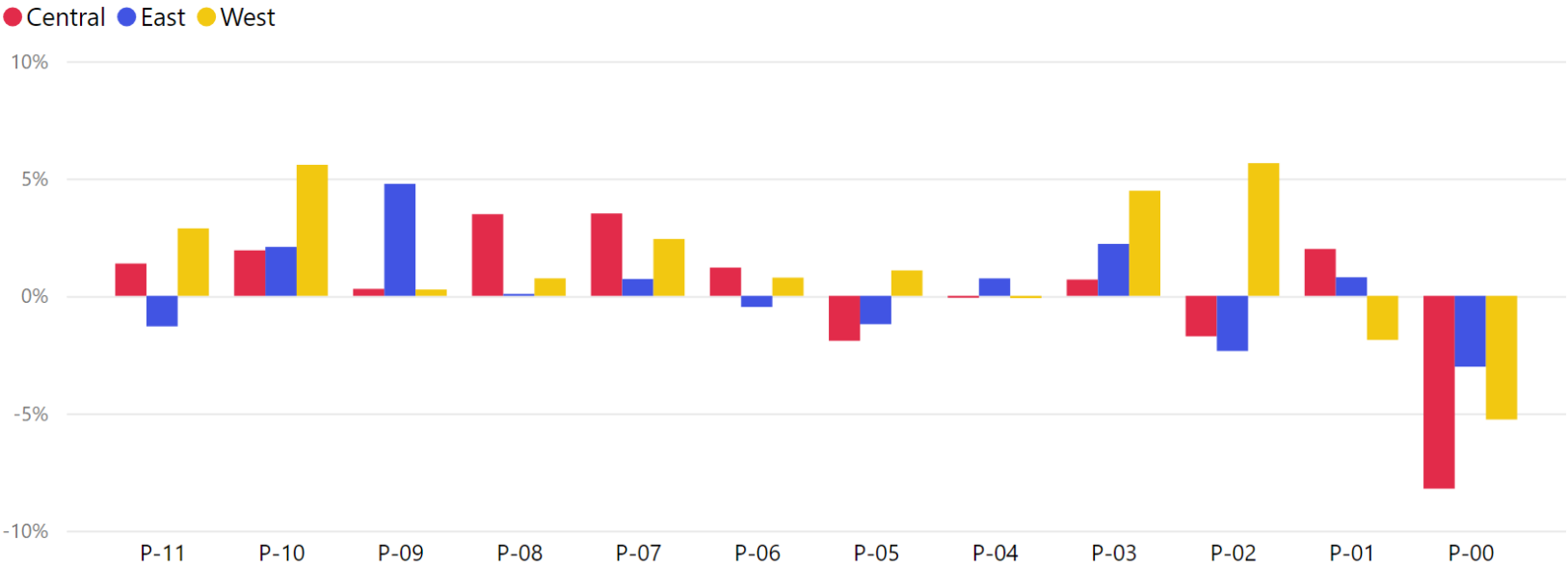
Total Category Volume by Segment



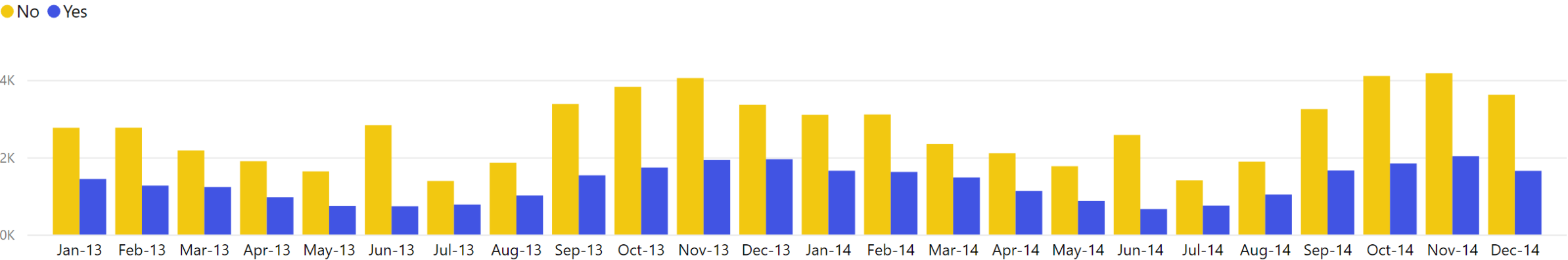
% Units Market Share YOY Change

% Units Market Share R12M

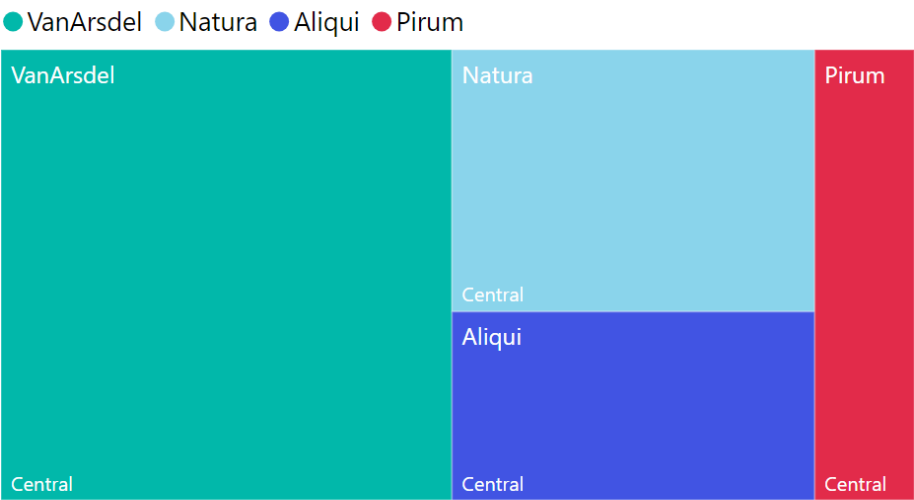
% Unit Market Share YOY Change by Rolling Period and Region



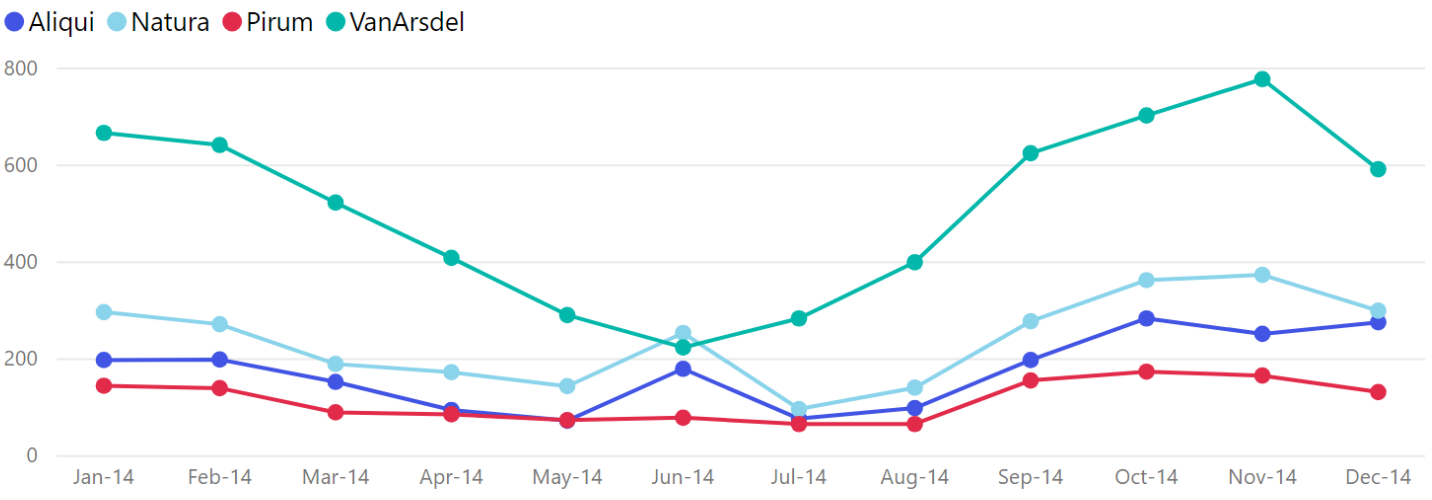
Total Units by Month and isVanArsdel



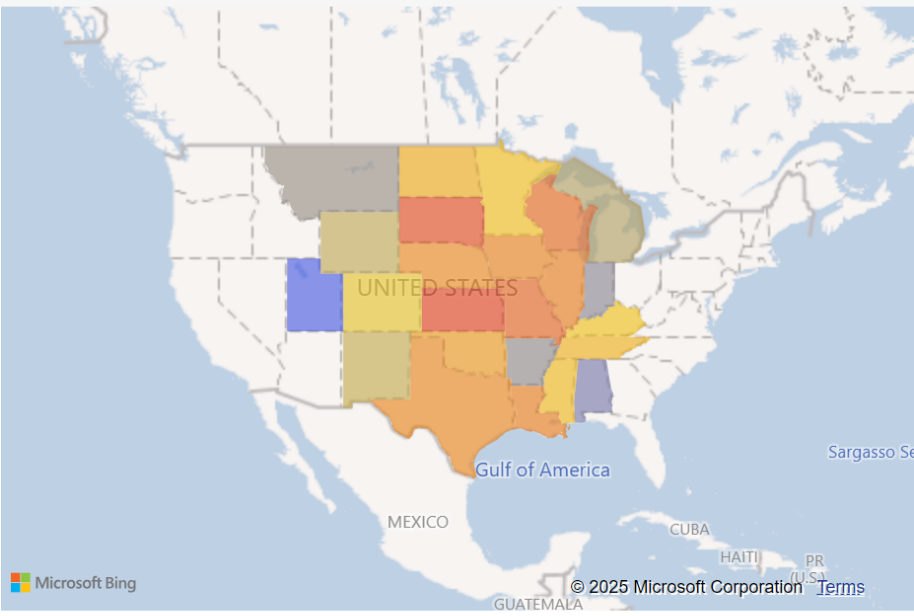
Total Units YTD by Manufacturer and Region



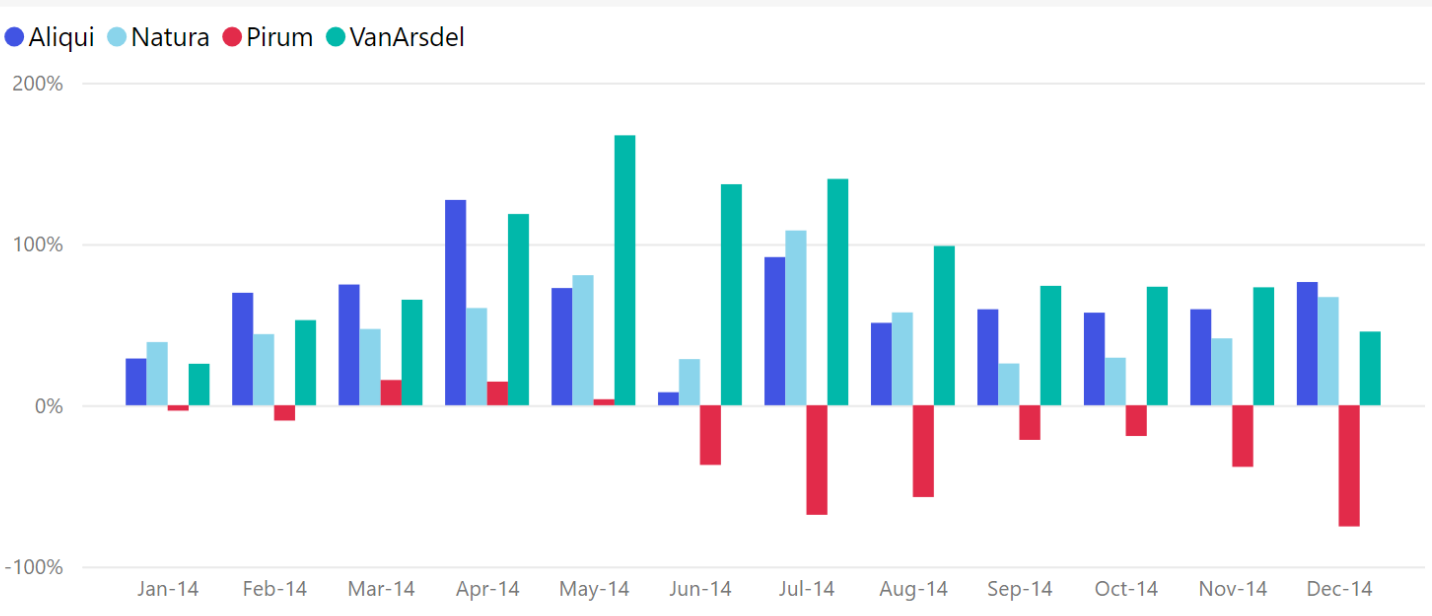
Total Units by Month and Manufacturer



% Units Market Share by State



Total Units YTD Var % by Month and Manufacturer





68

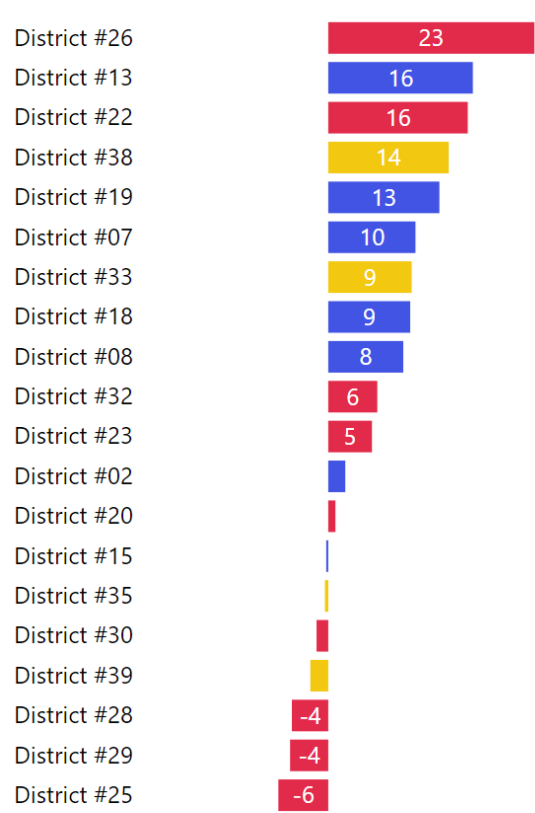
Sentiment

4

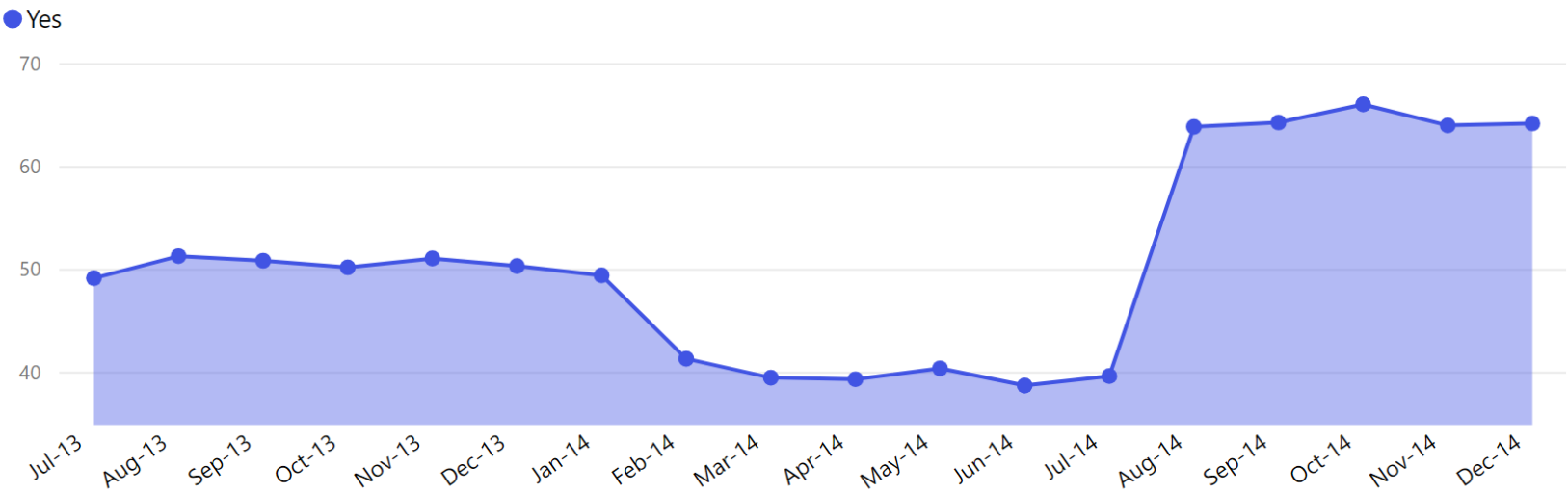
Sentiment Gap

Sentiment Gap by District and Region

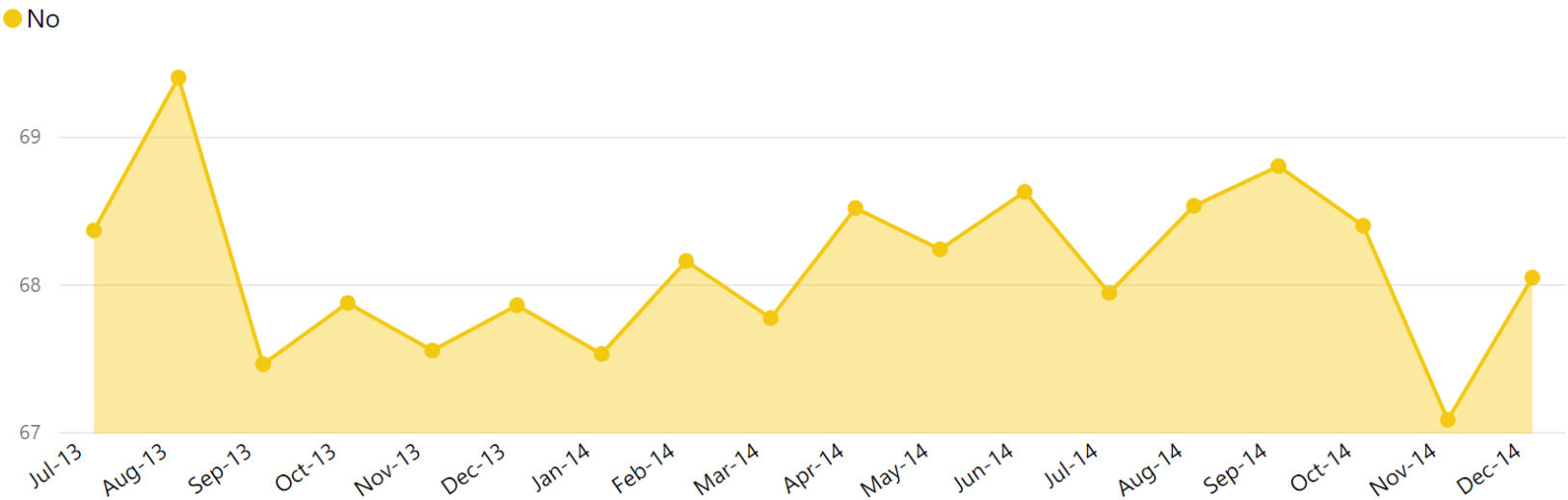
Central East West



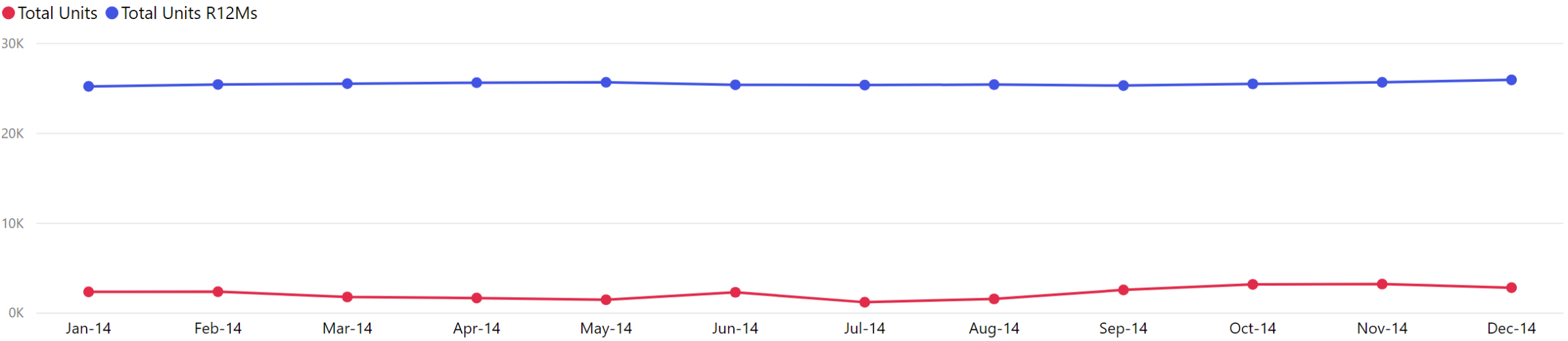
VanArsdel - Sentiment by Month



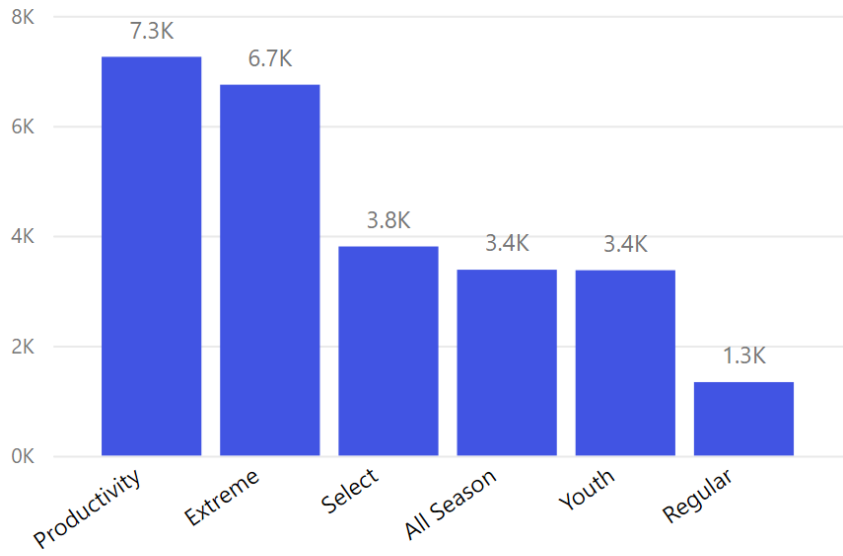
Industry Sentiment by Month



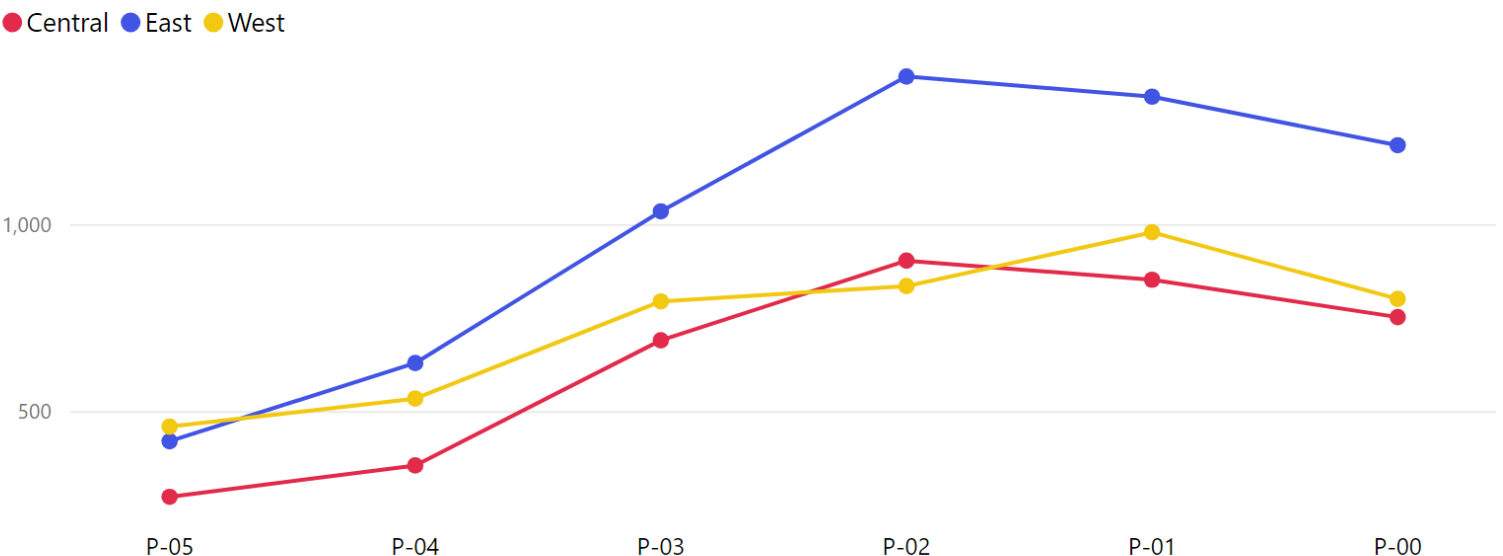
Total Units and Total Units R12Ms by Month



Total Units by Segment



Total Units by Rolling Period and Region



Region	Manufacturer	Product	Total Category Volume	Total Units YTD Var %	Sales \$
<div><div></div>East</div>	<div><div></div>Natura</div>		81,620	-4.97%	\$304,164,793
	<div><div></div>Aliqui</div>		76,706	-4.35%	\$287,049,229
	<div><div></div>VanArsdel</div>		51,118	-14.52%	\$515,648,481
	<div><div></div>Currus</div>		40,551	-2.99%	\$214,489,881
	<div><div></div>Pirum</div>		32,981	-6.38%	\$115,063,583
	<div><div></div>Quibus</div>		9,909	-8.71%	\$37,192,473
	<div><div></div>Pomum</div>		3,630	-11.38%	\$11,561,468
	<div><div></div>Victoria</div>		3,592	-12.75%	\$21,624,707
	<div><div></div>Abbas</div>		3,141	-18.40%	\$30,432,711
	<div><div></div>Leo</div>		2,471	-14.57%	\$27,767,257
	<div><div></div>Barba</div>		1,560	-27.44%	\$23,536,283
	<div><div></div>Salvus</div>		1,445	-19.79%	\$2,269,484
	<div><div></div>Fama</div>	Fama UE-83	176	-15.91%	\$1,551,766
		Fama UR-08	120	-28.33%	\$772,632
		Fama UR-48	104	-26.92%	\$596,975
		Fama UC-02	84	-25.00%	\$1,069,790
		Fama UR-24	75	-16.00%	\$566,764
		Fama UE-16	72	-18.06%	\$906,973
		Fama UC-03	65	-36.92%	\$722,909
		Fama UE-03	47	-4.26%	\$594,068
		Fama UE-13	43	-23.26%	\$355,248
		Fama UE-53	43	-4.65%	\$498,195
		Fama UE-57	42	-4.76%	\$476,148
		Fama UE-93	38	-42.11%	\$454,740

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