



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✓

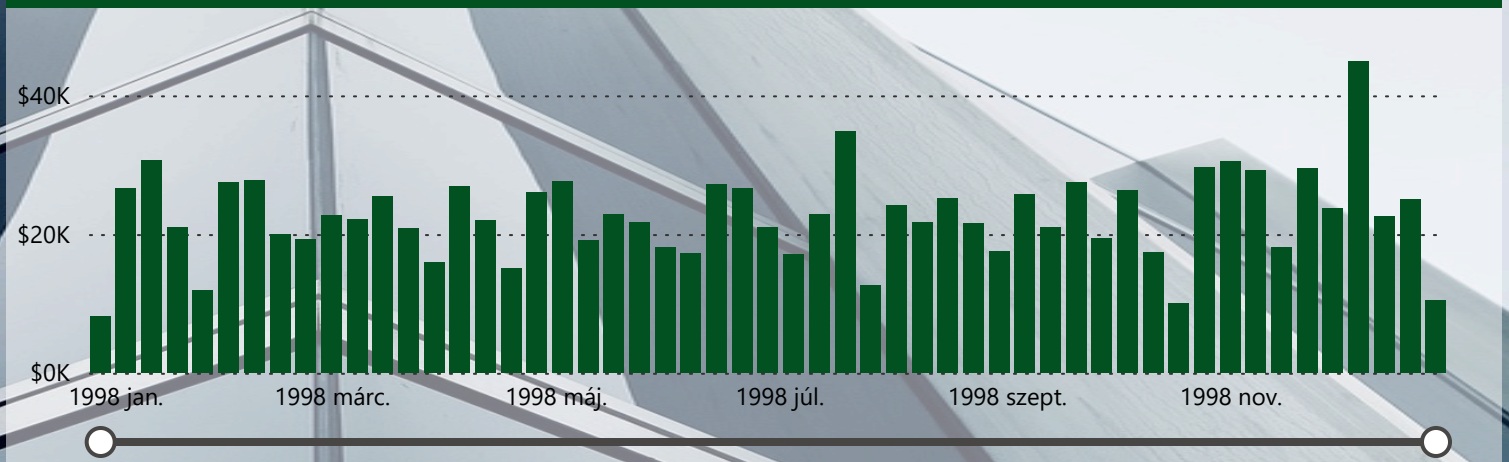
Goal: \$67 872 (+5.61%)

Current Month Returns

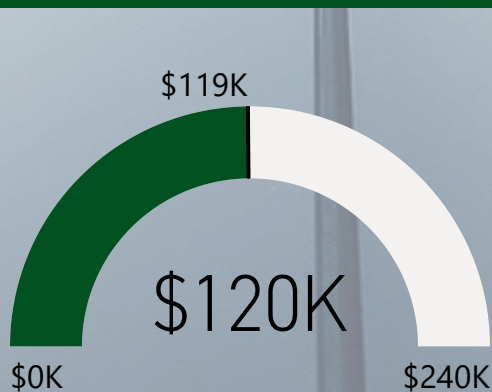
496!

Goal: 482 (-2.9%)

Weekly Revenue Trend

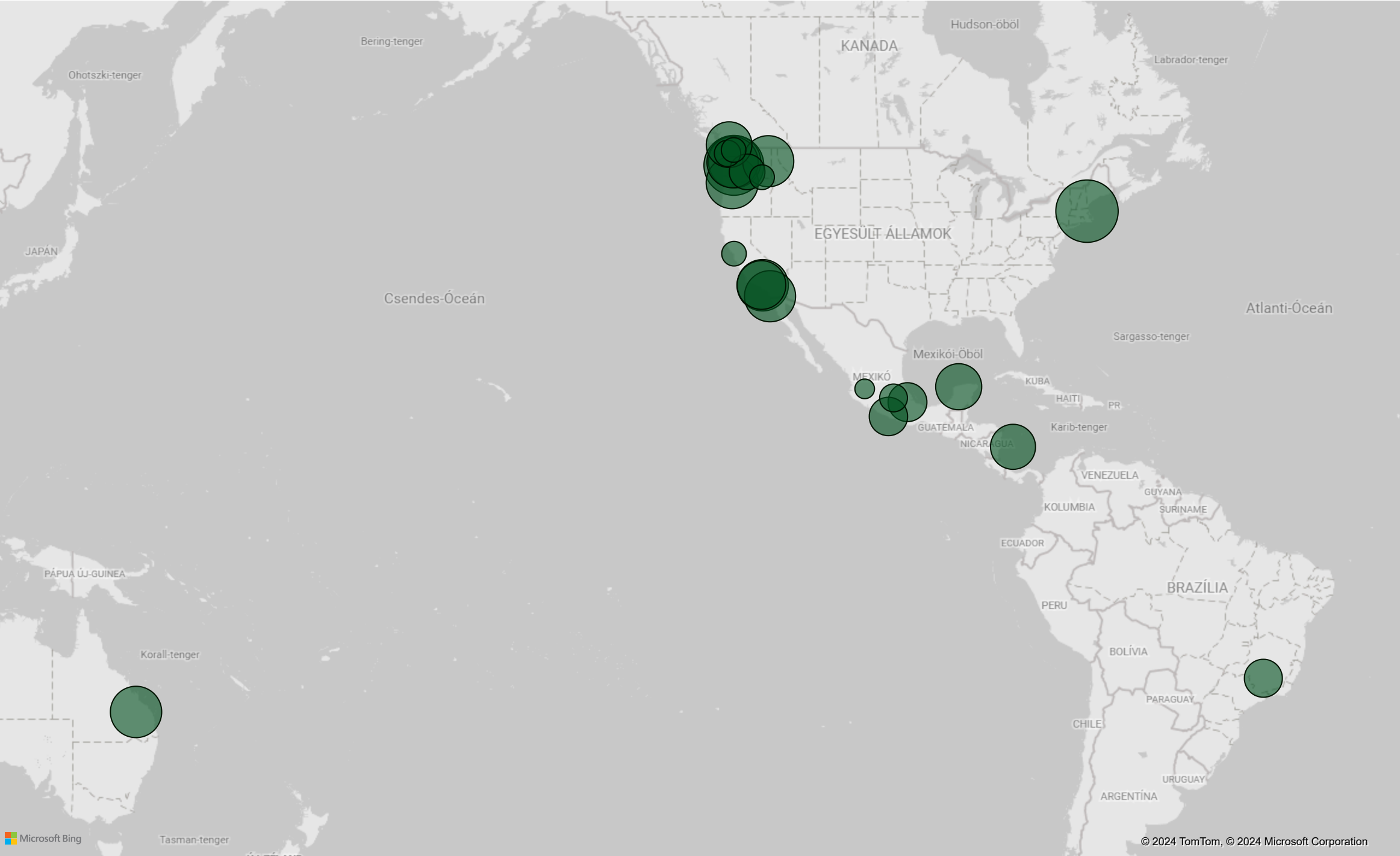


Revenue vs. Target



Transactions by Region





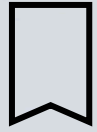
Select all

Canada

Mexico

USA

Navigation icons: Bar chart, Globe, Information, Mobile device.



Weekly revenue can be considered **constant** in the investigation period in the USA and in Mexico. This value is quite **rhapsodic in Canada** with wide amplitudes



Return rate is **extremly high** in Canada (11,14%) despite few transactions and number of stores



The **USA and Canada** did not reach the **revenue target** in the investigation period (nearly **10%** below the target)



Significant increase compared to previous month in **Guadalajara (MEX)** - December 1998

transactions **+63,81 %**

profit **+65,04 %**

