



# October 2017

## Metrics for October 2017

Monthly Expense	Monthly Income	% of Monthly Income
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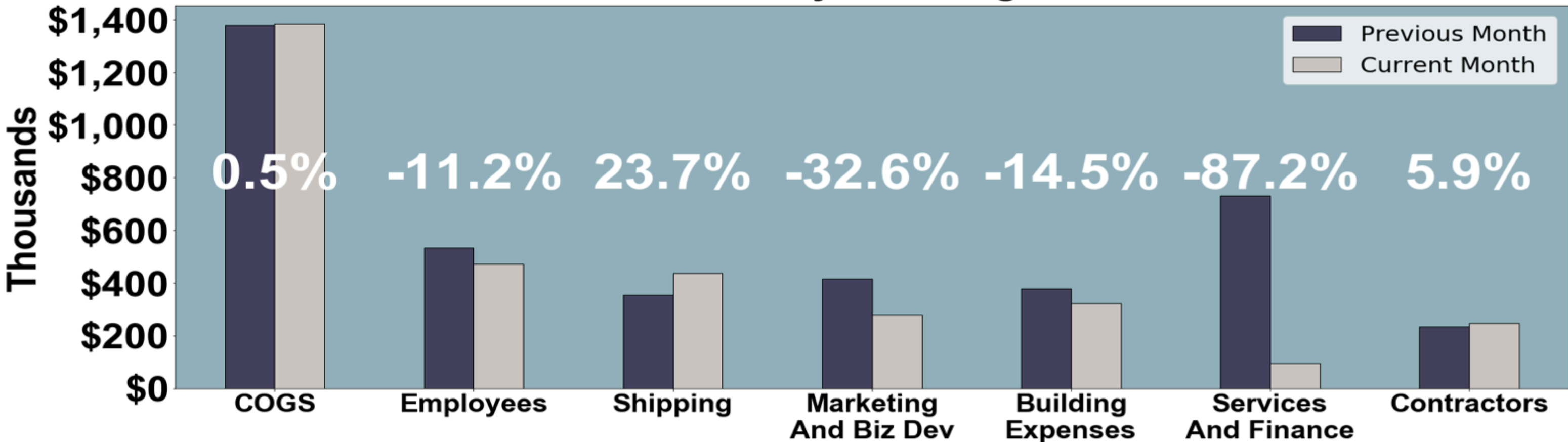
**\$3,283,435**     **\$3,824,079**     **85.86%**

## Metrics for YTD

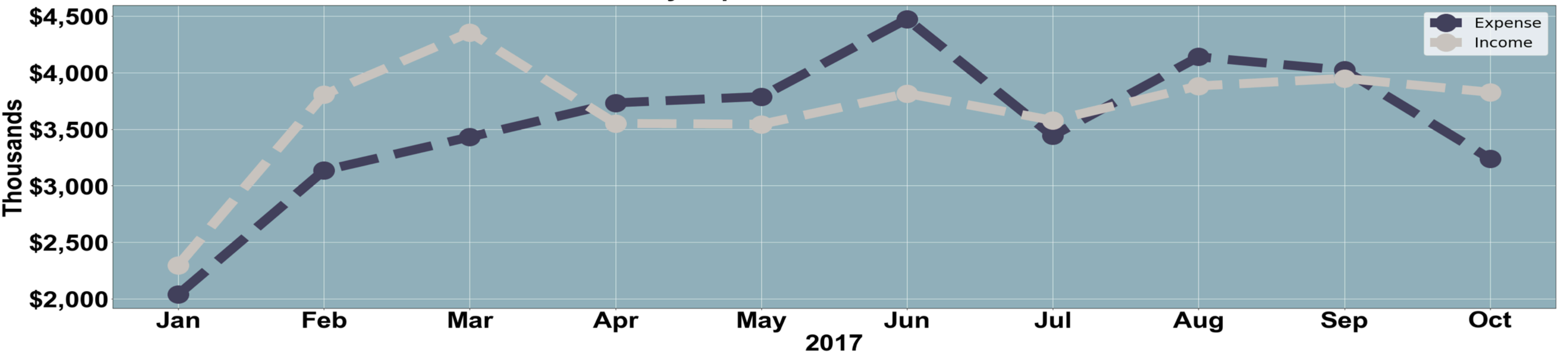
YTD Expense	YTD Income	% of YTD Income
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**\$35,440,326**     **\$36,606,444**     **96.81%**

## Monthly % Changes



## Monthly Expense and Income Over Time





# COGS

## Metrics for October 2017

Total Expense

**\$1,383,651**

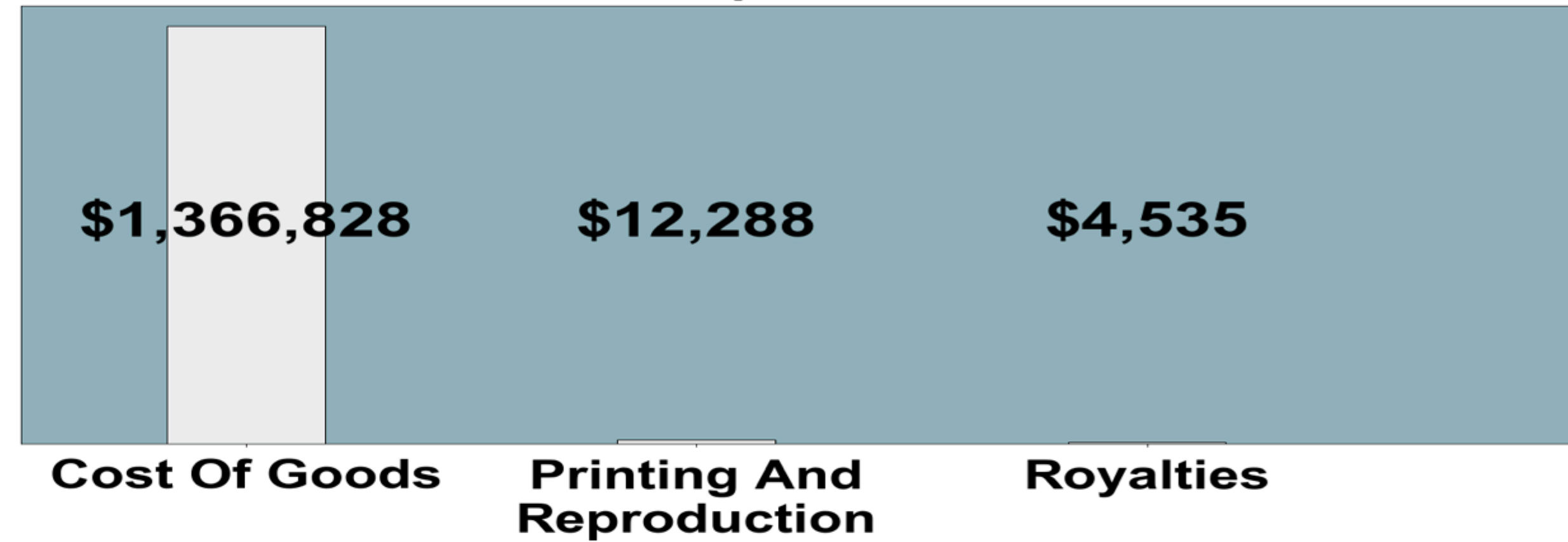
% Change

**0.48%**

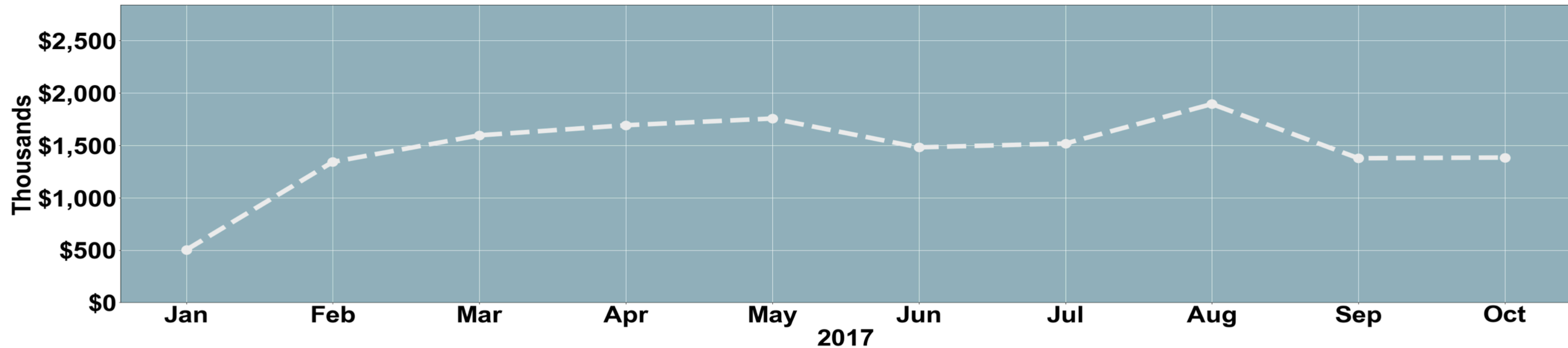
% of All  
Expenses

**42.14%**

## Breakdown of COGS for October 2017 Top Three



## COGS over time





# Employees

## Metrics for October 2017

Total Expense

**\$472,468**

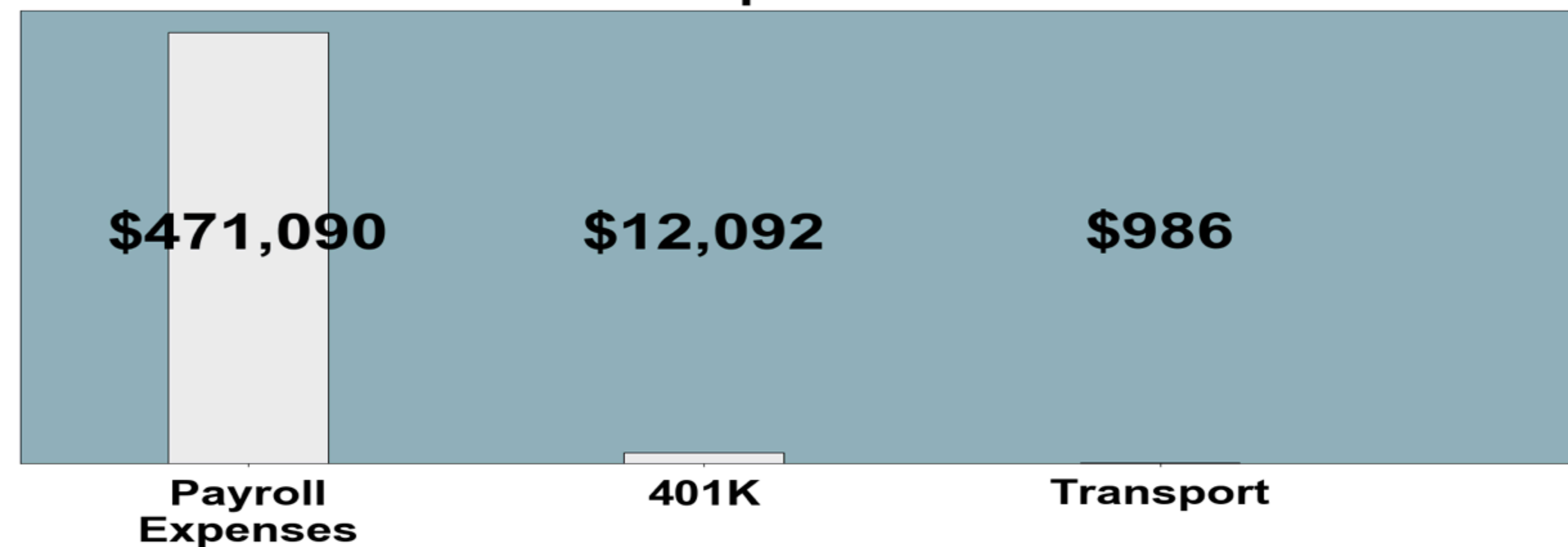
% Change

**-11.24%**

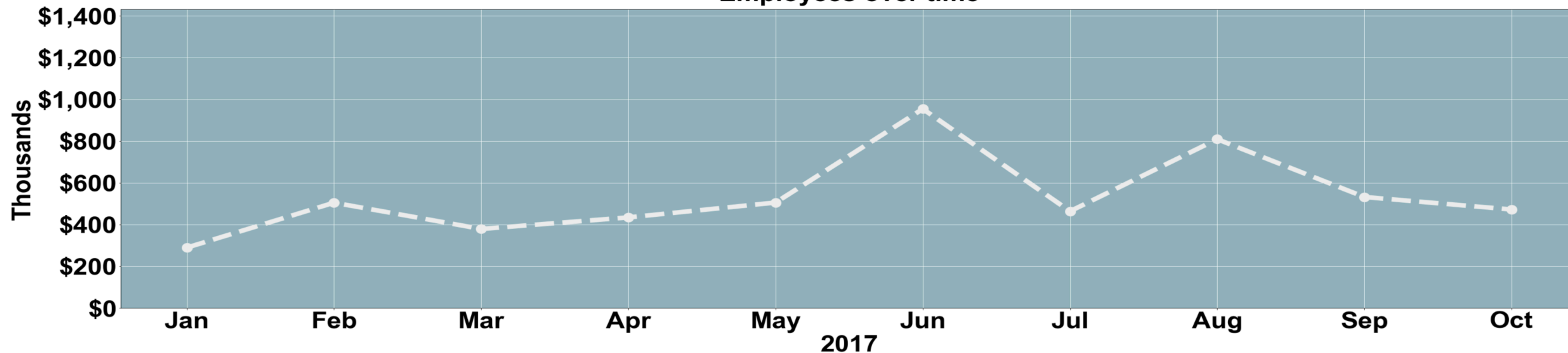
% of All  
Expenses

**14.39%**

## Breakdown of Employees for October 2017 Top Three



## Employees over time



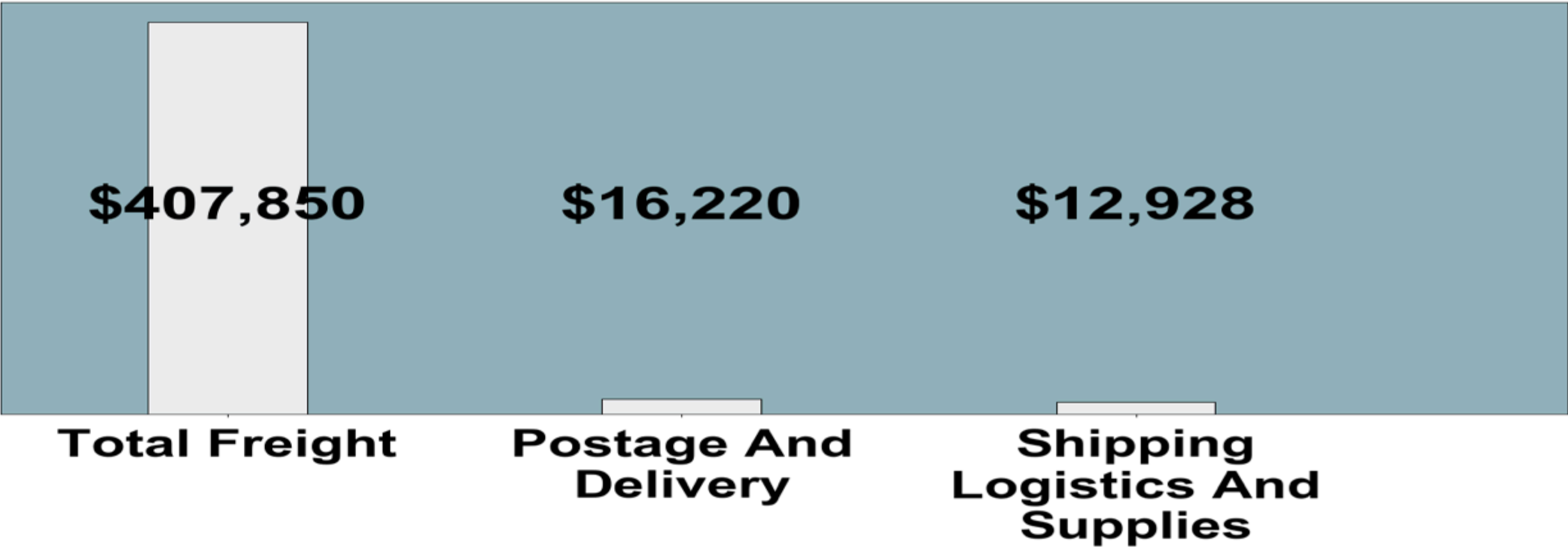


# Shipping

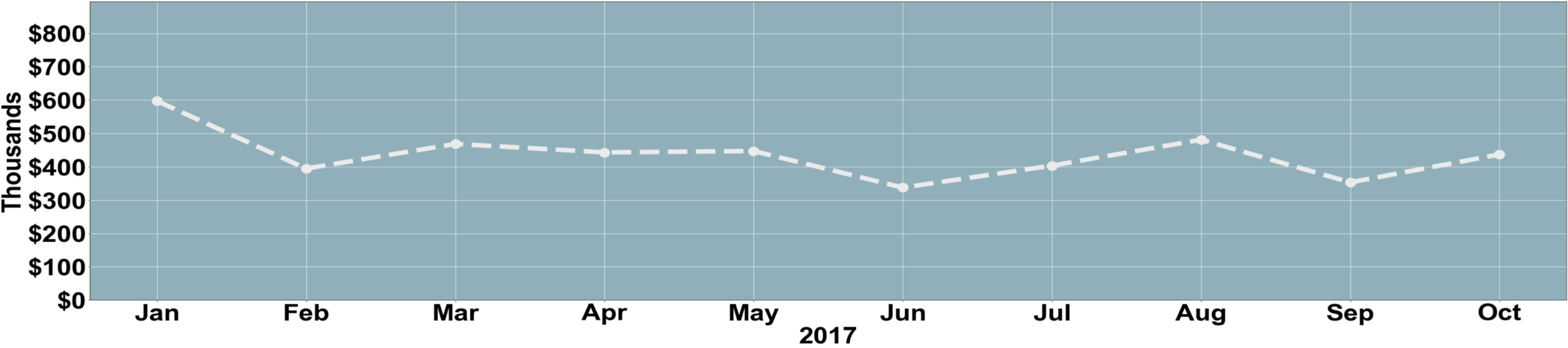
## Metrics for October 2017

Total Expense	% Change	% of All Expenses
\$436,999	23.72%	13.31%

## Breakdown of Shipping for October 2017 Top Three



## Shipping over time







# Marketing And Biz Dev

## Metrics for October 2017

Total Expense

**\$279,383**

% Change

**-32.62%**

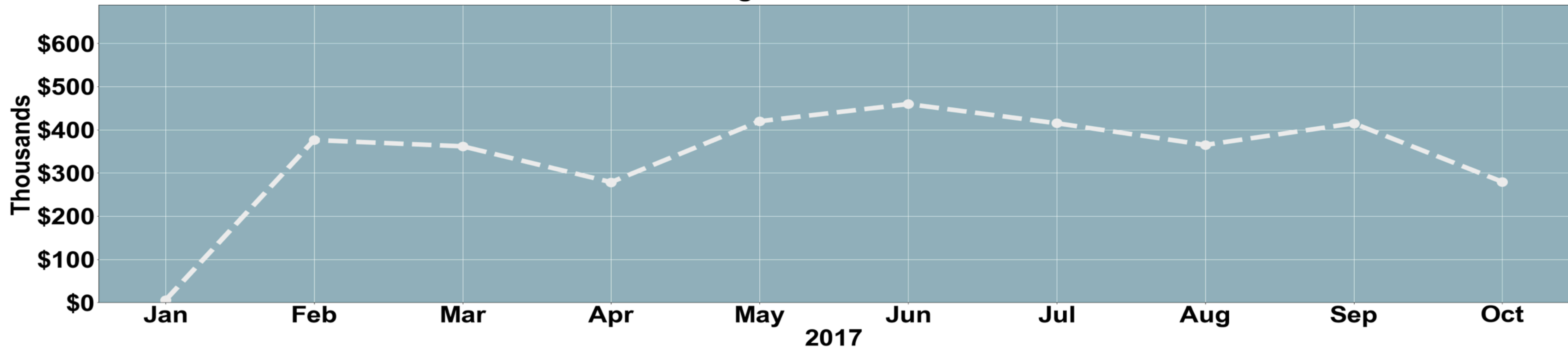
% of All  
Expenses

**8.51%**

## Breakdown of Marketing And Biz Dev for October 2017 Top Three



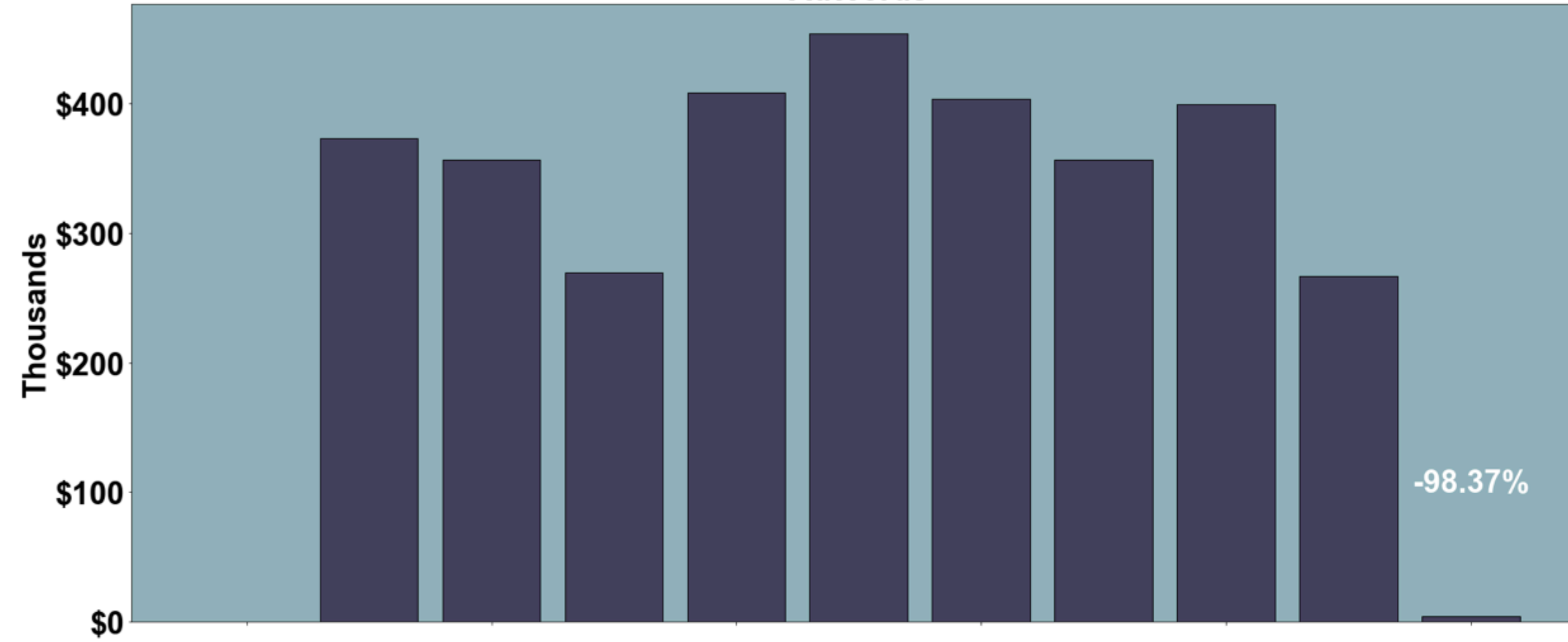
## Marketing And Biz Dev over time



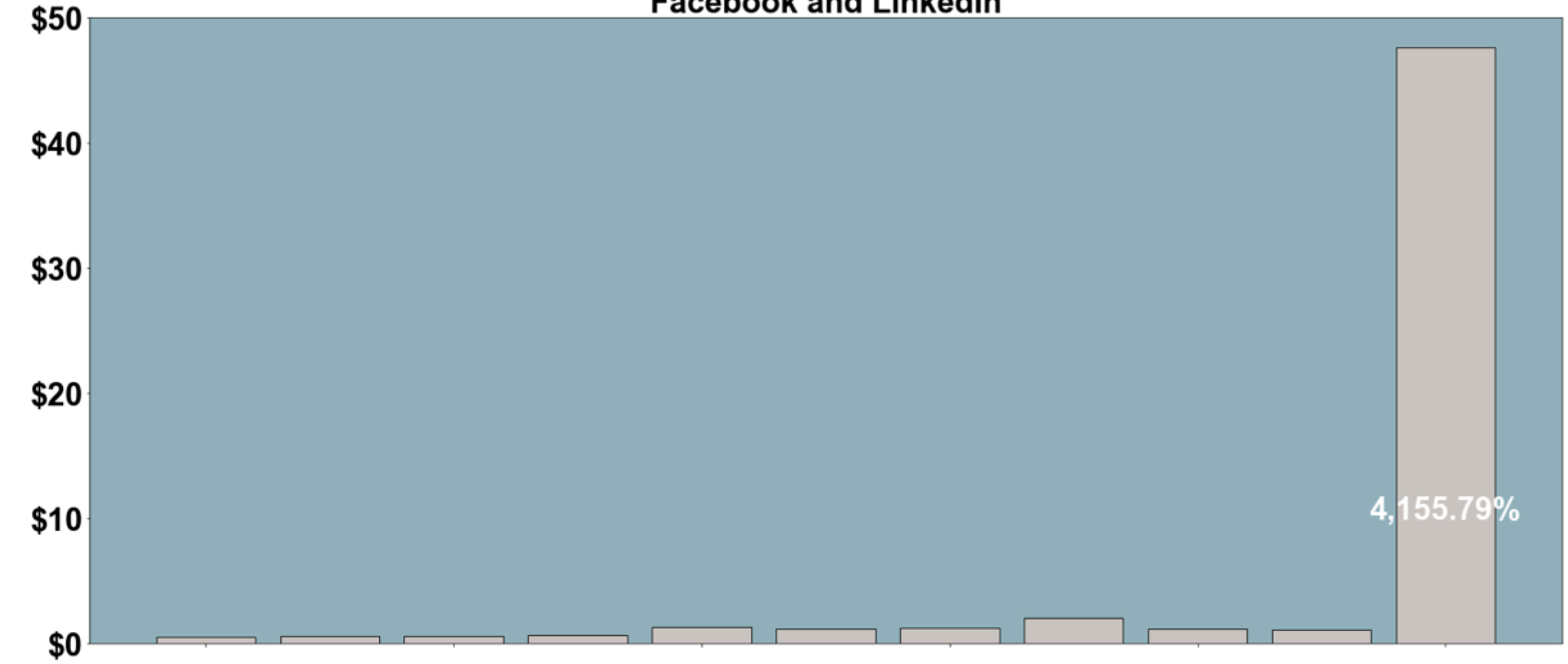


# Marketing and Biz Dev for Nov 2017

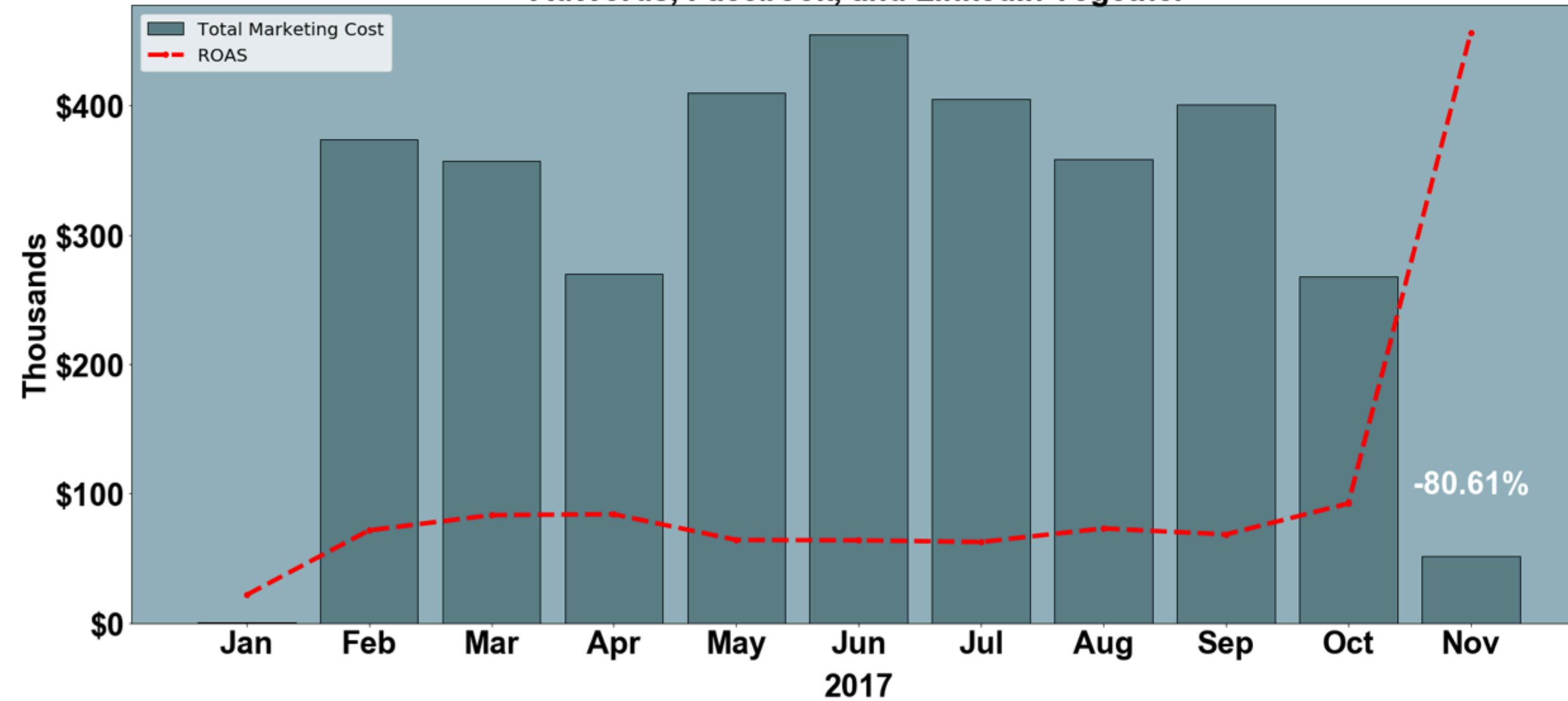
## AdWords



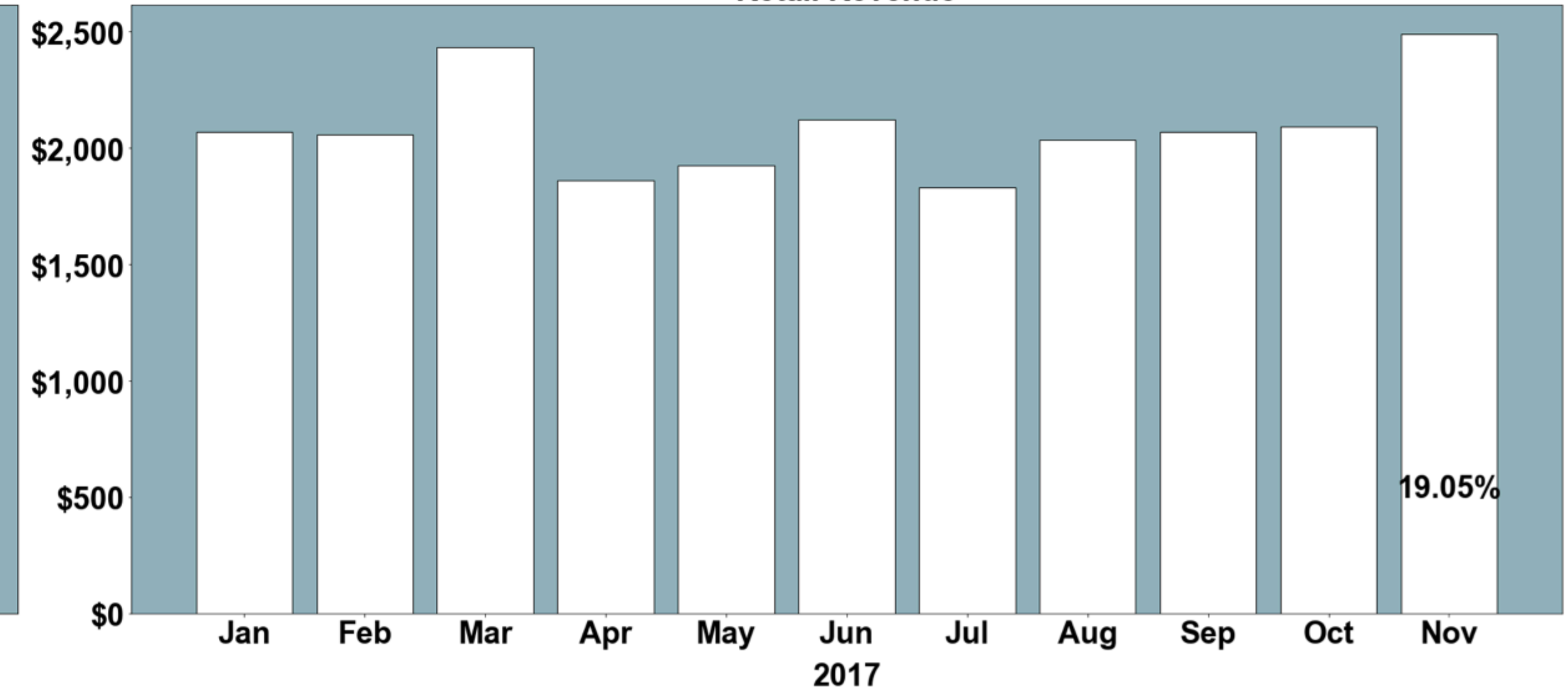
## Facebook and LinkedIn



## AdWords, Facebook, and LinkedIn Together



## Retail Revenue





# Building Expenses

## Metrics for October 2017

Total Expense

**\$323,260**

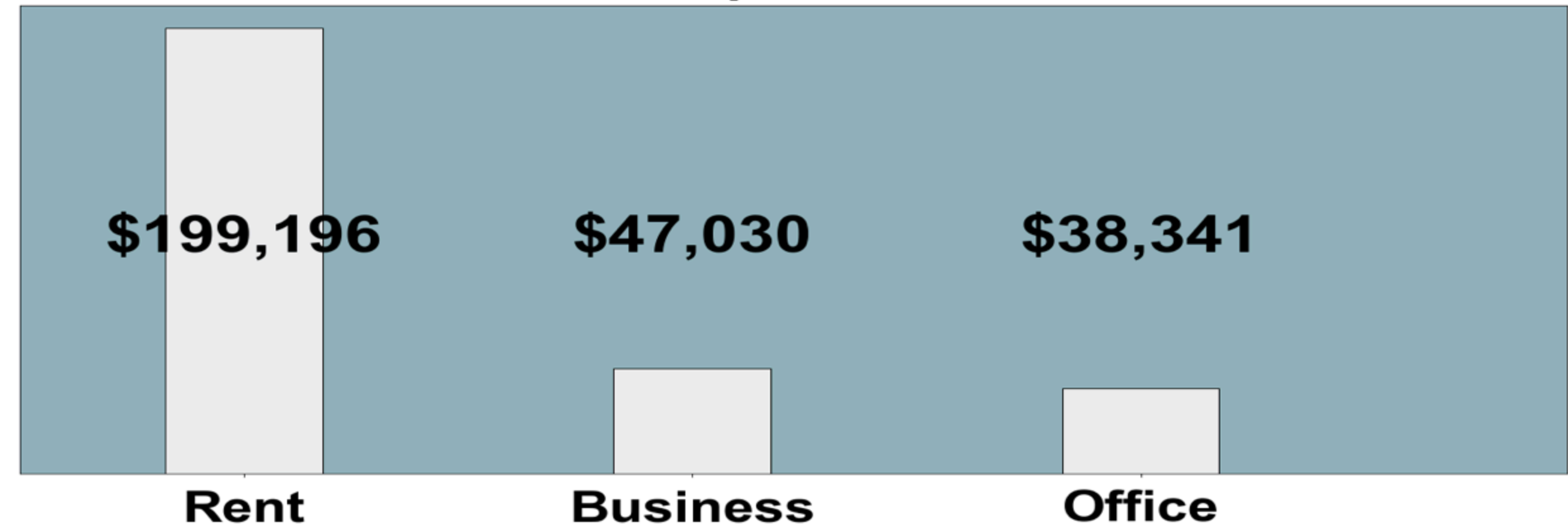
% Change

**-14.46%**

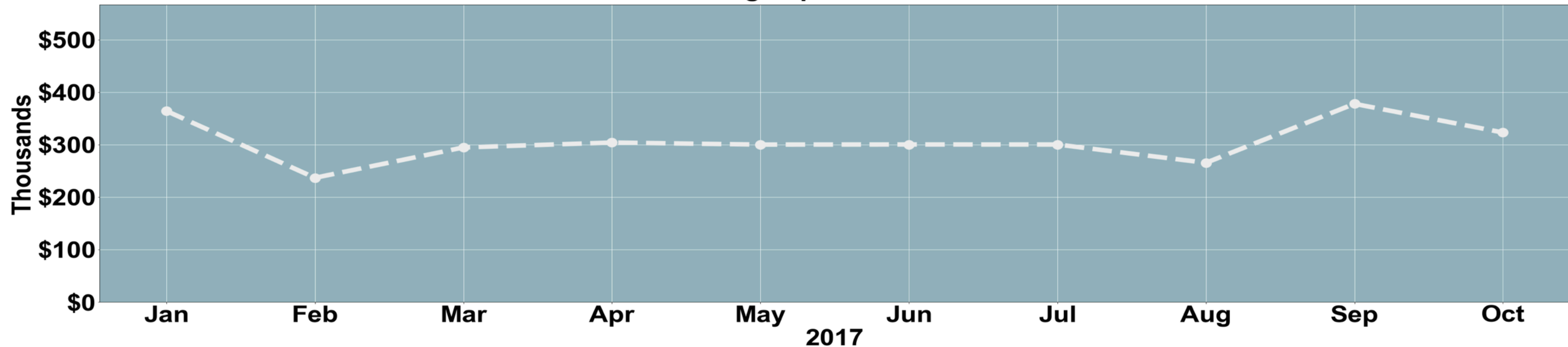
% of All  
Expenses

**9.85%**

## Breakdown of Building Expenses for October 2017 Top Three



## Building Expenses over time





# Services And Finance

## Metrics for October 2017

Total Expense

**\$93,863**

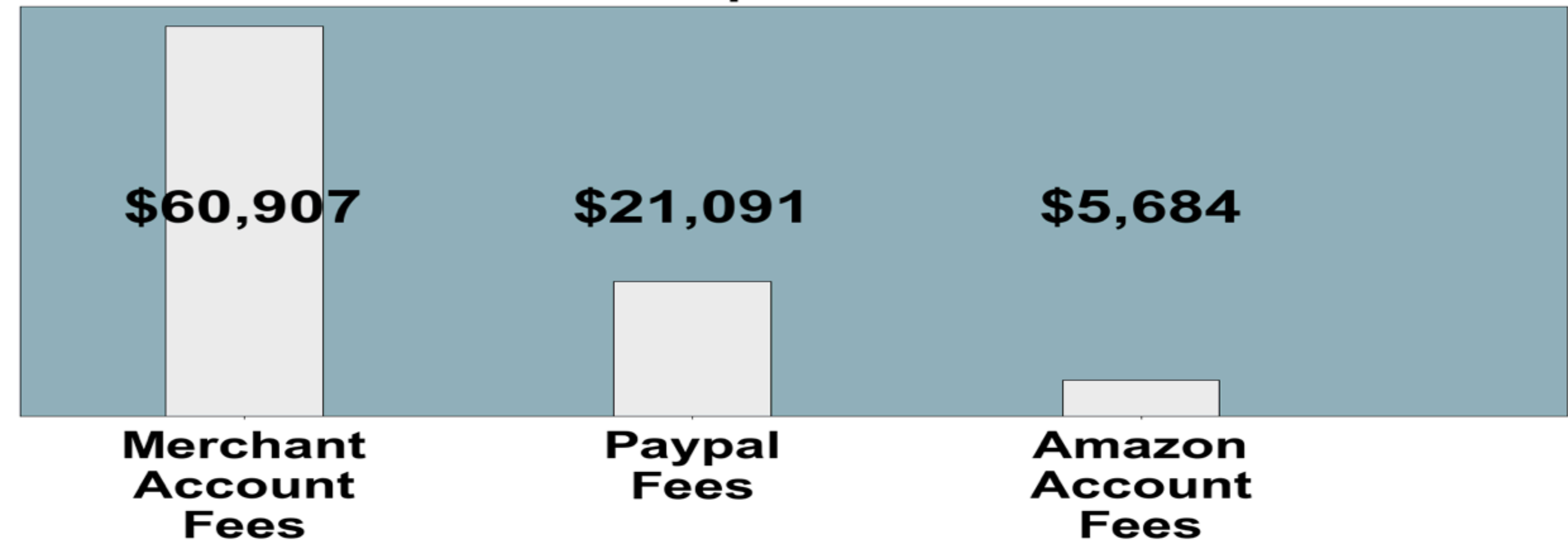
% Change

**-87.18%**

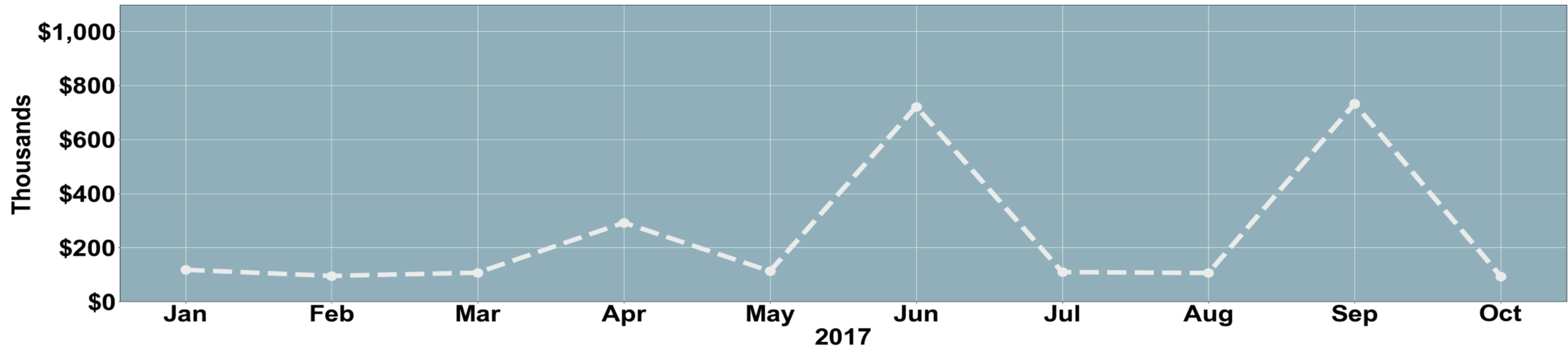
% of All  
Expenses

**2.86%**

## Breakdown of Services And Finance for October 2017 Top Three



## Services And Finance over time







# Contractors

## Metrics for October 2017

Total Expense

**\$248,460**

% Change

**5.88%**

% of All  
Expenses

**7.57%**

## Breakdown of Contractors for October 2017 Top Three



Contractors

## Contractors over time

