

# SALES PERFORMANCE INSIGHT

2015

2016

2017

2018

Quarter

All



71M

Total Sales

48M

Total Cost

23M

Total Profits

32%

Profit Margin %age

58K

Total Unit Sold

101

Total Products

Product Name	Total Sales	Profit Margin %age
Product 47	1532760	37%
Product 28	1500697	41%
Product 66	1456768	18%
Product 63	1453760	28%
Product 59	1408368	32%
Product 29	1385781	35%
Product 90	1348872	39%
Product 81	1348269	24%
Product 1	1281852	39%
Product 34	1245922	45%
Product 56	1230035	24%
Product 21	1227060	39%
Product 84	1222511	17%
Product 33	1162497	29%
Product 67	1158414	29%
Product 73	1149183	27%
Product 31	1122309	45%
Product 86	1119062	37%
Product 79	1116558	46%
<b>70949267</b>		32%

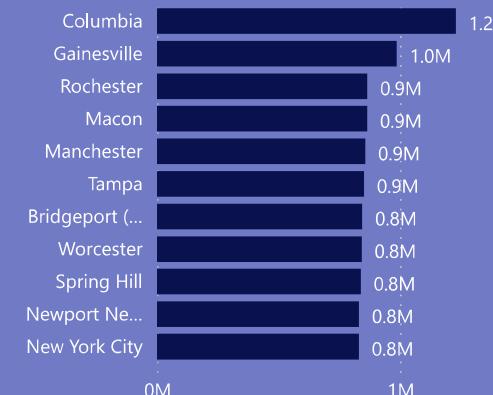
Profit Margin %age by Location



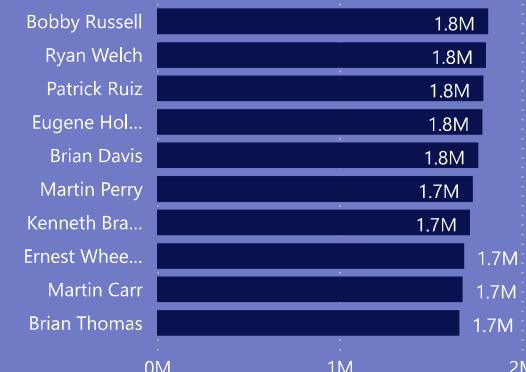
Total Sales by Date



Total Sales by Locations



Total Sales by Salesperson



Year	2016		2017		2018		
	Product Name	Product Group	YoY Sales Growth	Product Group	YoY Sales Growth	Product Group	YoY Sales Growth
Product 1	Weak		-16.7%	Strong	97.3%	Strong	75.0%
Product 10	Weak		-9.7%	Strong	96.4%	Strong	44.8%
Product 100	Weak		-3.6%	Strong	48.1%	Strong	55.0%
Product 101	Strong		71.9%	Strong	56.4%	Average	12.8%
Product 11	Weak		-4.4%	Strong	62.8%	Average	35.0%
Product 12	Weak		-37.6%	Strong	75.6%	Strong	75.2%
Product 13	Weak		-6.2%	Strong	62.6%	Strong	46.6%
Product 14	Strong		85.7%	Strong	42.7%	Average	17.4%
Product 15	Average		22.4%	Strong	120.7%	Average	7.7%
Product 16	Weak		-21.4%	Strong	153.2%	Average	4.6%
Product 17	Weak		-9.8%	Strong	92.4%	Strong	53.1%
Product 18	Weak		-19.5%	Strong	83.2%	Strong	41.4%
Product 19	Weak		-8.2%	Strong	55.6%	Strong	62.1%
Product 2	Weak		-9.6%	Strong	137.6%	Average	4.5%
Product 20	Strong		45.0%	Average	19.8%	Strong	79.1%
Product 21	Average		11.0%	Strong	128.6%	Average	11.1%
Product 22	Weak		-21.2%	Strong	61.3%	Strong	79.3%
Product 23	Average		4.4%	Average	23.5%	Strong	58.5%
Product 24	Average		33.0%	Average	6.5%	Strong	41.7%
Product 25	Average		7.4%	Strong	57.4%	Strong	71.7%
Product 26	Average		23.4%	Strong	101.1%	Average	22.0%
Product 27	Average		2.0%	Average	25.0%	Strong	83.8%
Product 28	Weak		-2.7%	Strong	40.9%	Strong	43.9%
Product 29	Weak		-14.8%	Strong	113.0%	Average	7.7%
Product 3	Weak		-7.3%	Strong	95.5%	Strong	83.3%
Product 30	Average		10.0%	Strong	101.1%	Average	11.3%
Product 31	Average		16.0%	Average	29.3%	Strong	50.0%
Product 32	Weak		-42.9%	Strong	151.4%	Strong	49.7%
Product 33	Average		28.3%	Average	15.7%	Strong	48.3%
Product 34	Average		8.0%	Strong	108.6%	Strong	45.6%

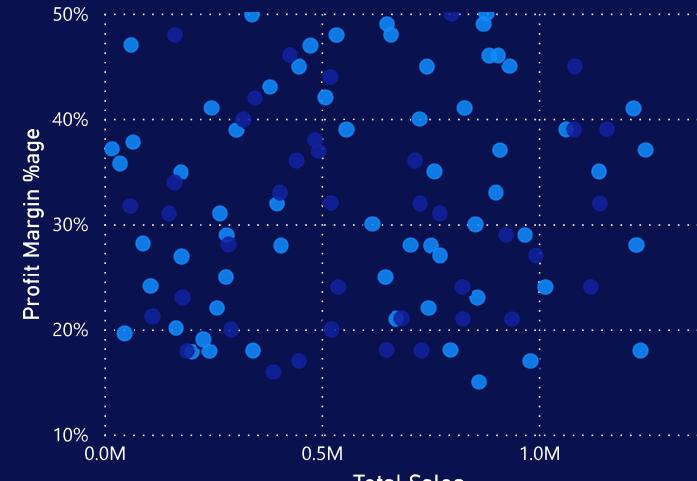


2016 2017 2018

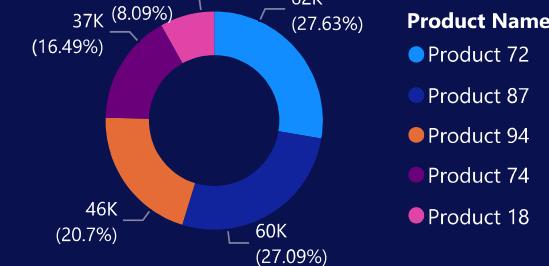
Qtr 1 Qtr 2 Qtr 3 Qtr 4

## Product as per Profit Margin %age and Total Sales

Growth Group ● Average ● Strong ● Weak



## Top 5 Products by Product Name

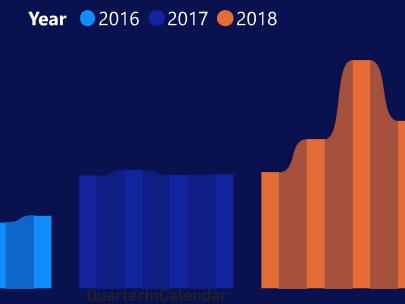


# PRODUCT INSIGHT

## YoY Sales Growth by Year



## Total Sales by Quarter

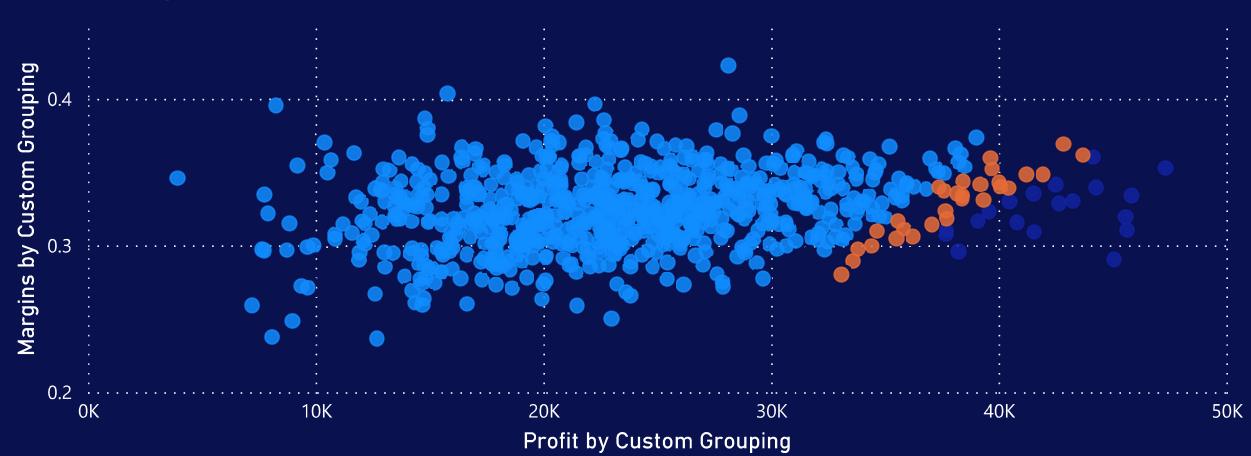


# CUSTOMER INSIGHT

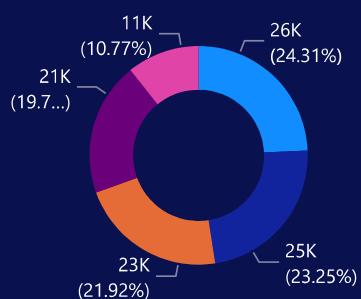
2016 2017 2018 Qtr 1 Qtr 2 Qtr 3 Qtr 4

Custom Grouping

Customer Group ● Others ● Rank 1-20 ● Rank 21-50



Top 5 Customers by Customer Name

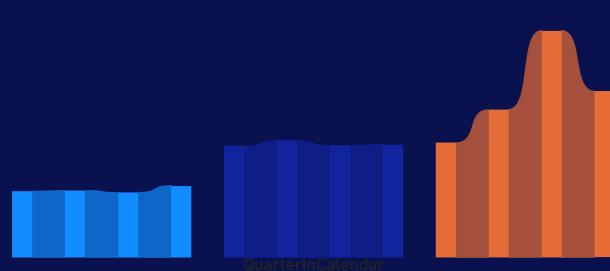


Customer Na...

- Ryan Taylor
- Gary Pierce
- Gregory Ch...
- Gregory Jac...
- Jack Lewis

Total Sales by Quarter

Year ● 2016 ● 2017 ● 2018



Customer Name	Sales Growth YoY	Profit Growth YoY	Profit Margin Growth YoY
Aaron Carr	23378	7245	-0.01
Aaron Cruz	28667	11367	0.02
Aaron Day	17802	4934	-0.01
Aaron Johnson	6821	1584	-0.02
Aaron Miller	27137	9030	0.00
Aaron Mills	23152	8772	0.02
Aaron Moreno	36094	11175	-0.02
Aaron Tucker	43518	16466	0.03
Adam Alexander	11445	8412	0.08
Adam Bailey	23484	8210	0.01
Adam Duncan	33178	12389	0.02
Adam Hernandez	7860	770	-0.03
Adam Hunter	8889	2900	0.00
Adam Jenkins	33952	11715	-0.01
Adam Mccoy	7847	2371	0.00
Adam McDonald	15186	6582	0.04
Adam Myers	24607	10381	0.05
Adam Riley	-9356	-1130	0.02
Adam Thompson	-7228	-2857	-0.01
Adam Wheeler	5267	517	-0.03
Adam White	7914	1497	-0.02
Alan Gomez	14557	3569	-0.03
Alan Green	20152	7379	0.01
Alan Miller	33158	11036	0.02
Alan Parker	22723	7176	-0.01
Alan Perry	33684	14670	0.05
<b>Total</b>	<b>16491847</b>	<b>5345621</b>	<b>0.00</b>

# SALES SUMMARY

**59M**

Total Sales

**19M**

Total Profits

**40M**

Total Cost

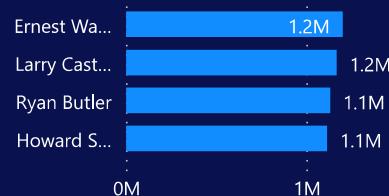
**32%**

Profit Margin ...

**2.85K**

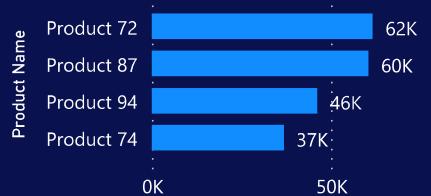
Average Order

## Top 5 Sales Persons



Top 5 Sales Persons

## Top 5 Products



## Top 5 Customers



Top 5 Customers

## Total Profits by Latitude and Longitude



	2016	2017	2018	Qtr 1	Qtr 2	Qtr 3	Qtr 4
--	------	------	------	-------	-------	-------	-------

Customer Name	Sales Growth YoY	Profit Growth YoY	Profit Margin Growth YoY
Willie Mason	27576	8431	0.00
Willie Hicks	33054	11688	0.01
Willie Harrison	27992	9000	-0.01
Willie Day	30539	9144	-0.01
Willie Daniels	24364	8806	0.00
William Schmidt	18389	5873	0.00
William Montgomery	15318	7153	0.02
William Medina	17996	5762	0.00
William James	31027	6473	-0.05
William Hawkins	30910	8122	-0.02
William Franklin	22015	7563	0.00
<b>Total</b>	<b>16491847</b>	<b>5345621</b>	<b>0.00</b>

Year	2016	2017	2018			
Product Name	Product Group	YoY Sales Growth	Product Group	YoY Sales Growth	Product Group	YoY Sales Growth
Product 1	Weak	-16.7%	Strong	97.3%	Strong	75.0%
Product 10	Weak	-9.7%	Strong	96.4%	Strong	44.8%
Product 100	Weak	-3.6%	Strong	48.1%	Strong	55.0%
Product 101	Strong	71.9%	Strong	56.4%	Average	12.8%
Product 11	Weak	-4.4%	Strong	62.8%	Average	35.0%
Product 12	Weak	-37.6%	Strong	75.6%	Strong	75.2%
Product 13	Weak	-6.2%	Strong	62.6%	Strong	46.6%
Product 14	Strong	85.7%	Strong	42.7%	Average	17.4%
Product 15	Average	22.4%	Strong	120.7%	Average	7.7%
Product 16	Weak	-21.4%	Strong	153.2%	Average	4.6%
Product 17	Weak	-9.8%	Strong	92.4%	Strong	53.1%
Product 18	Weak	-19.5%	Strong	83.2%	Strong	41.4%
Product 19	Weak	-8.2%	Strong	65.6%	Strong	62.1%

# SALES BUDGET 2019

**40.86M**

Sales Budget



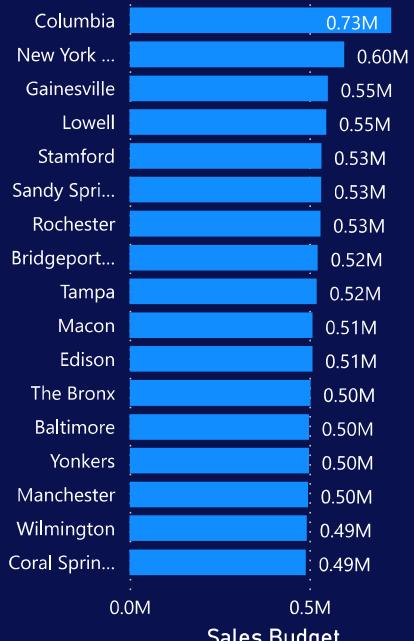
Sales Budget by Product



Sales Budget by Sales Persons



Sales Budget by Location



Sales Budget by Date

