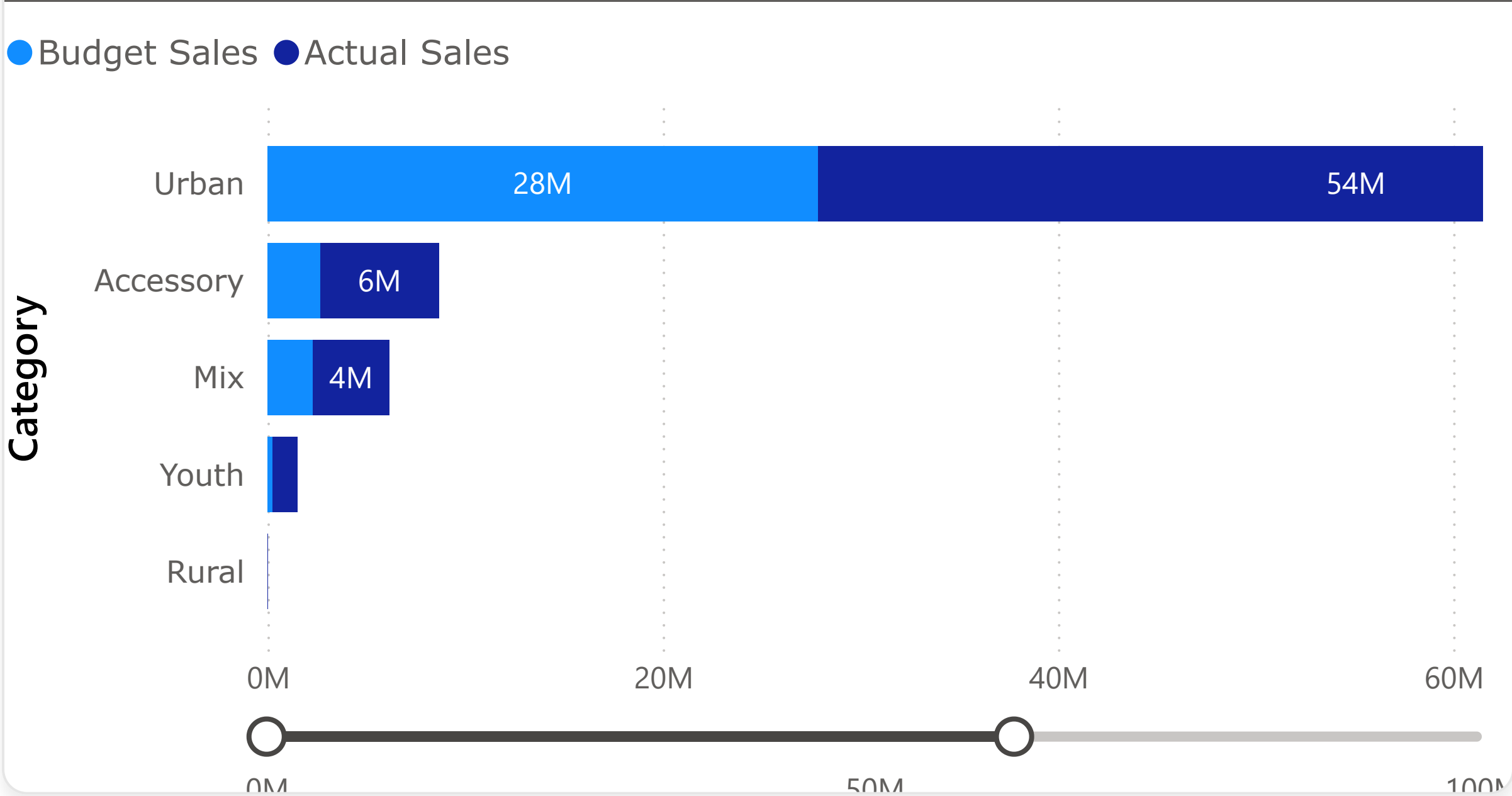
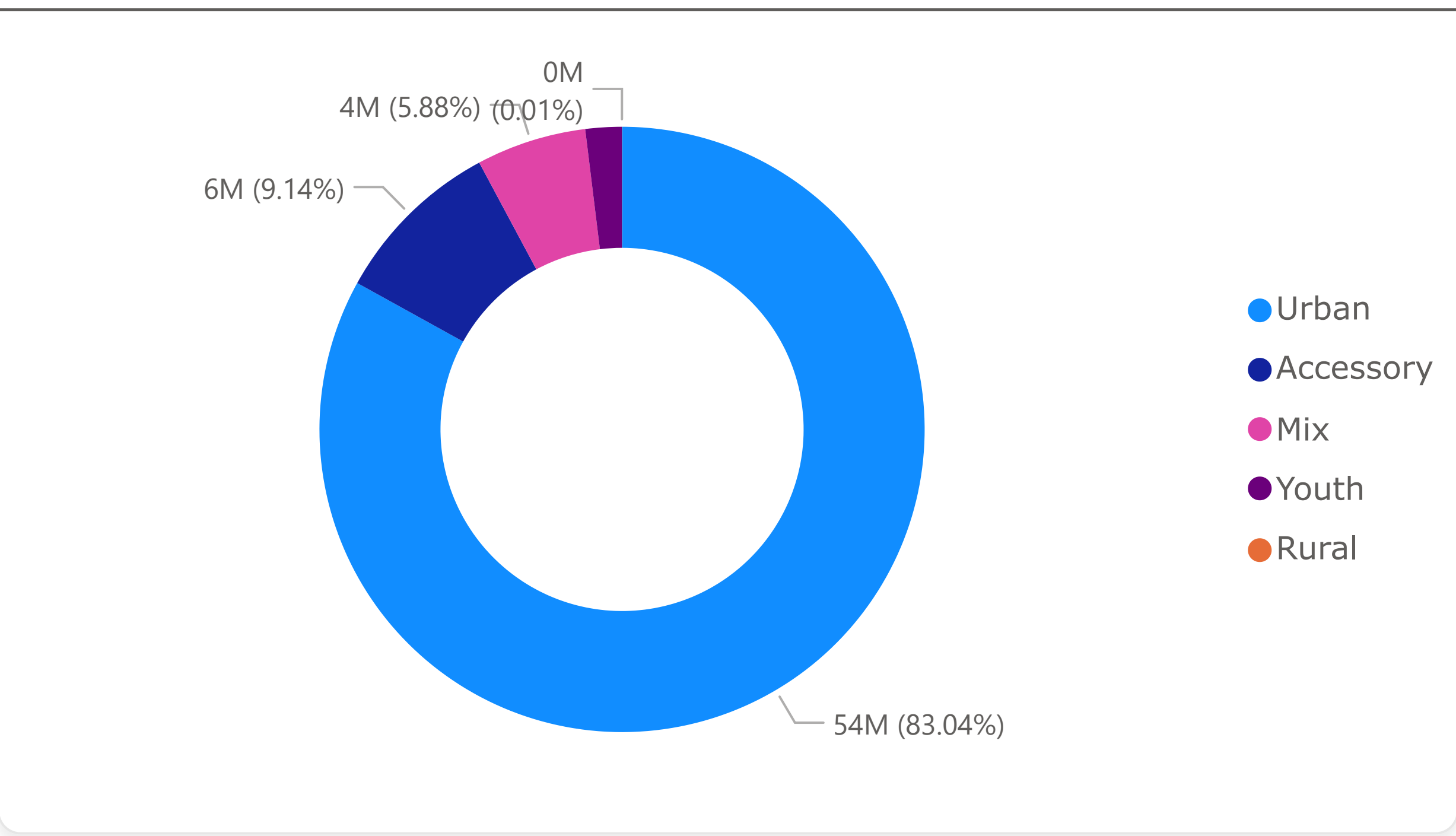


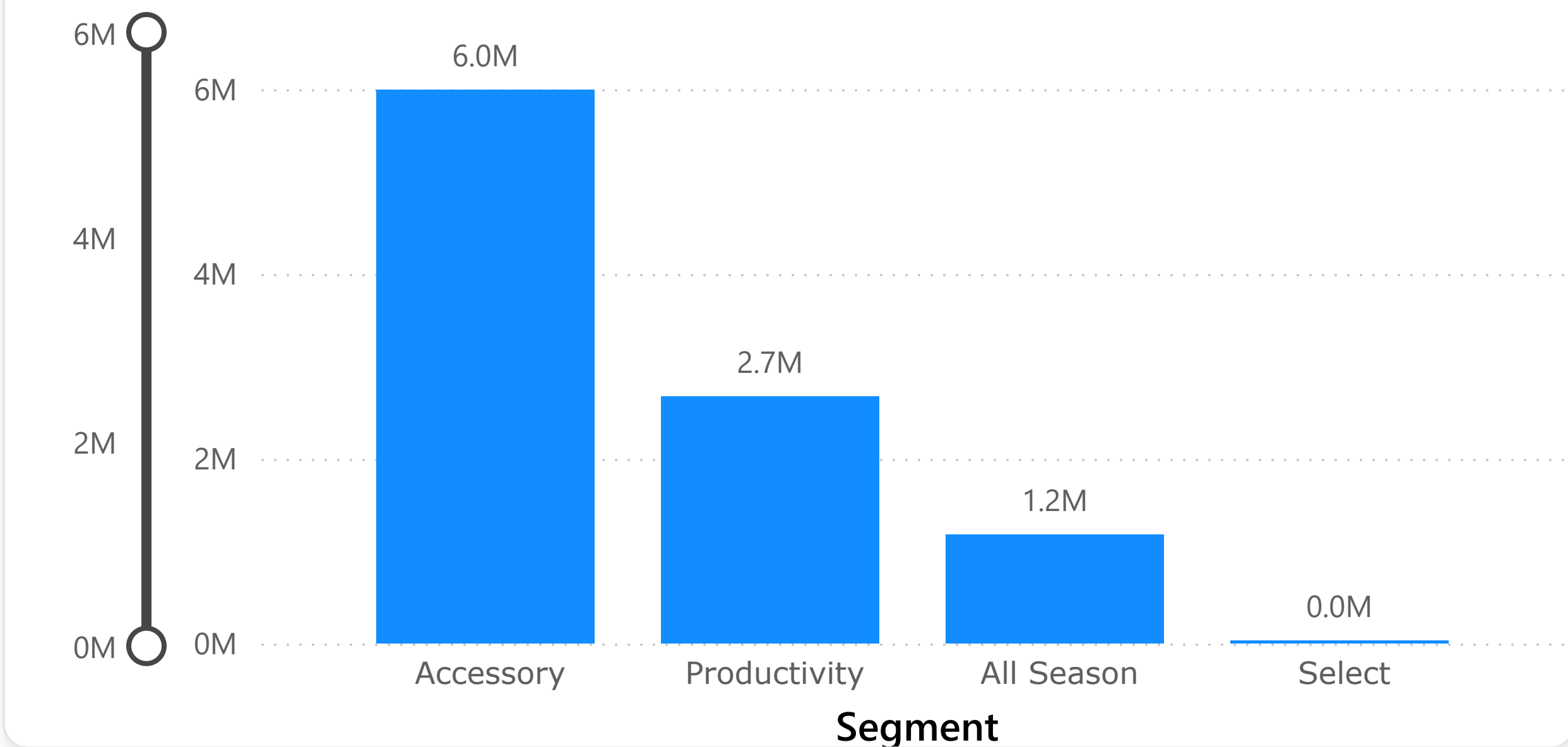
Category Performance: Planned vs Achieved Sales



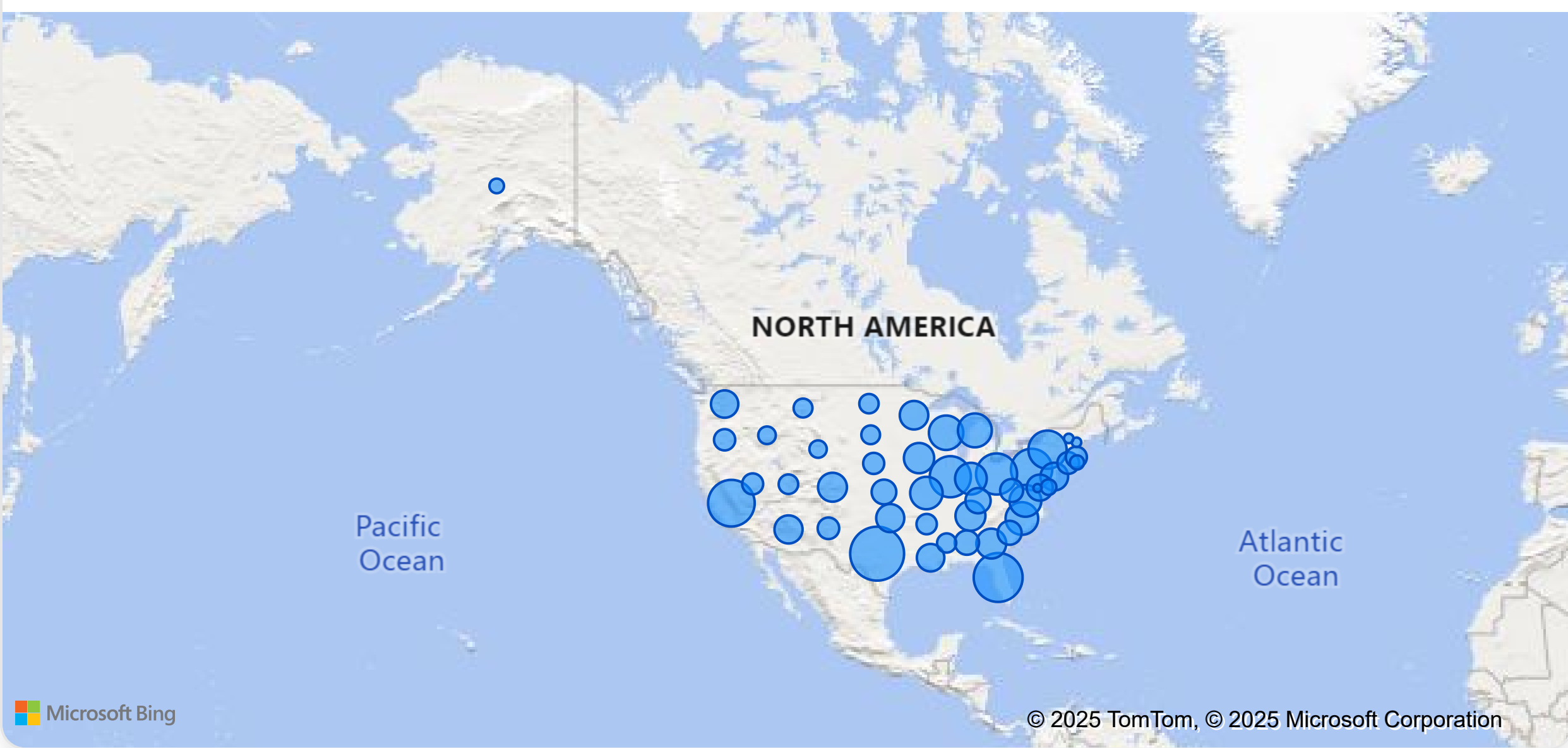
Total sales by Category



Total sales by Segment



Sales Distribution by Region



Variance by Month and Category

Category	January	February	March	April	May	June
Accessory	164,849.75	234,467.36	401,431.92	438,918.15	442,513.92	464,7
Mix	78,027.54	127,275.41	193,459.90	209,987.69	223,979.85	220,9
Rural	-334.68	-152.57	-191.55	4.92	-516.78	-1
Total	242,542.60	361,590.20	594,700.28	648,910.76	665,976.99	685,56

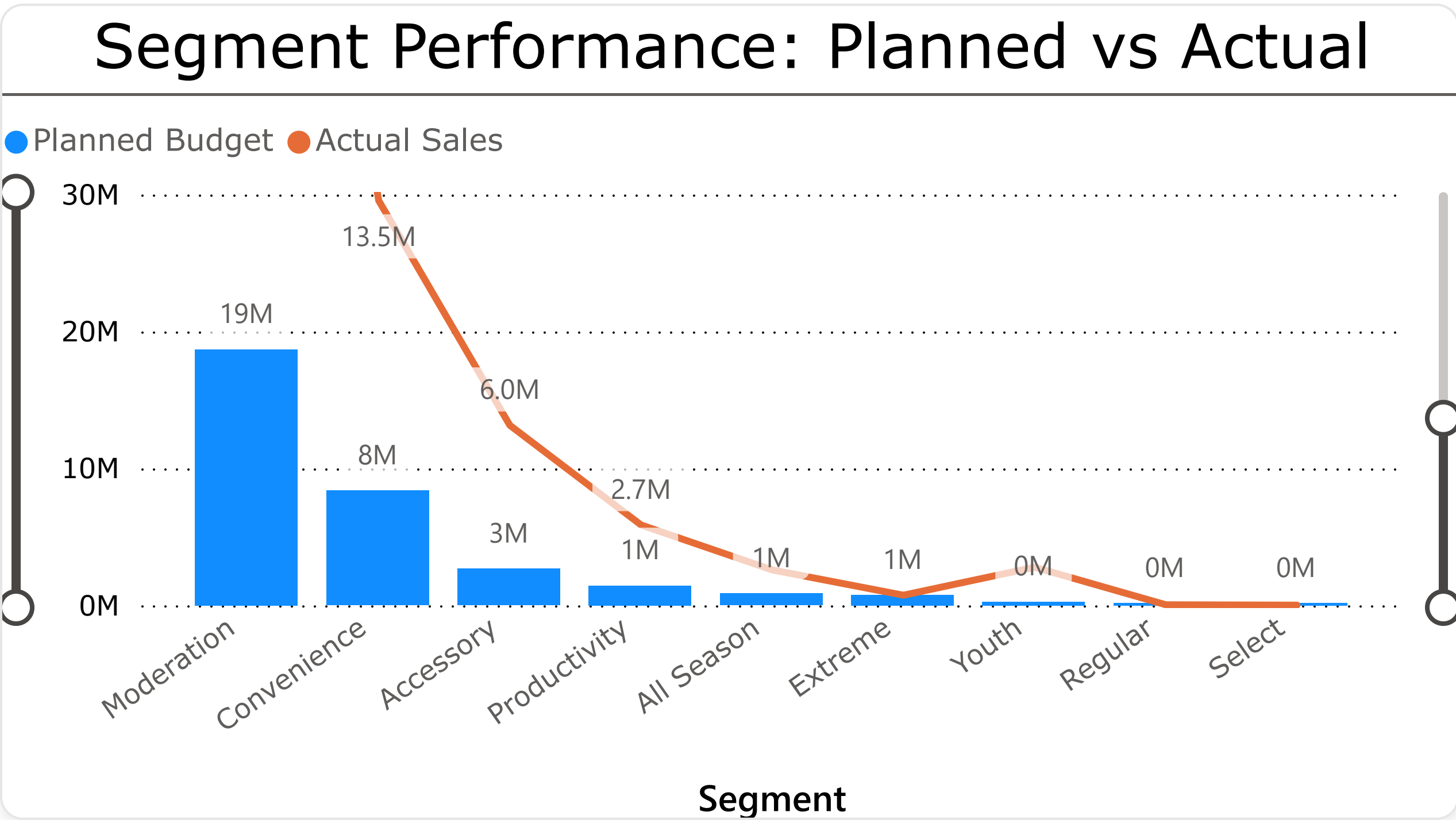
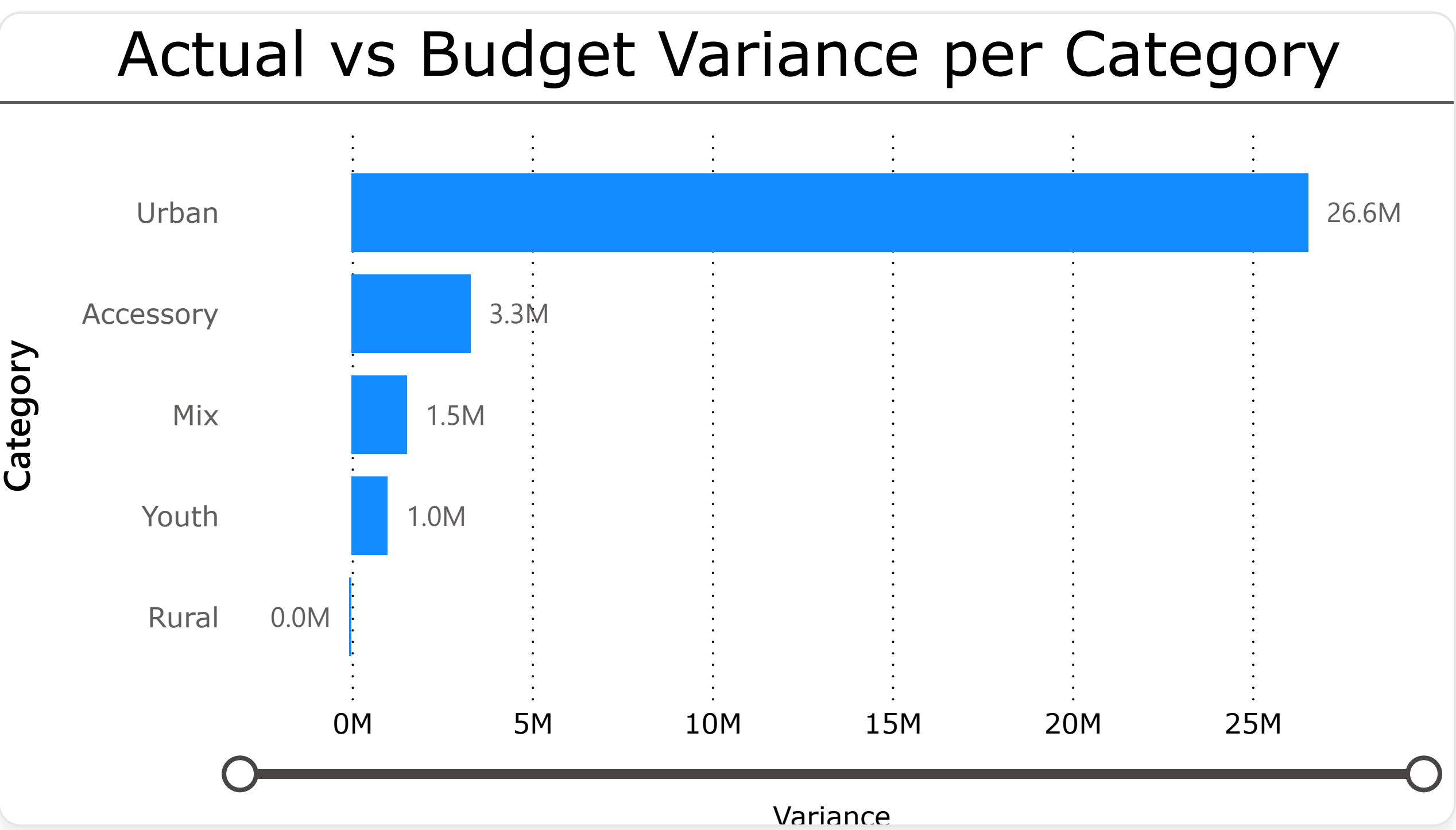
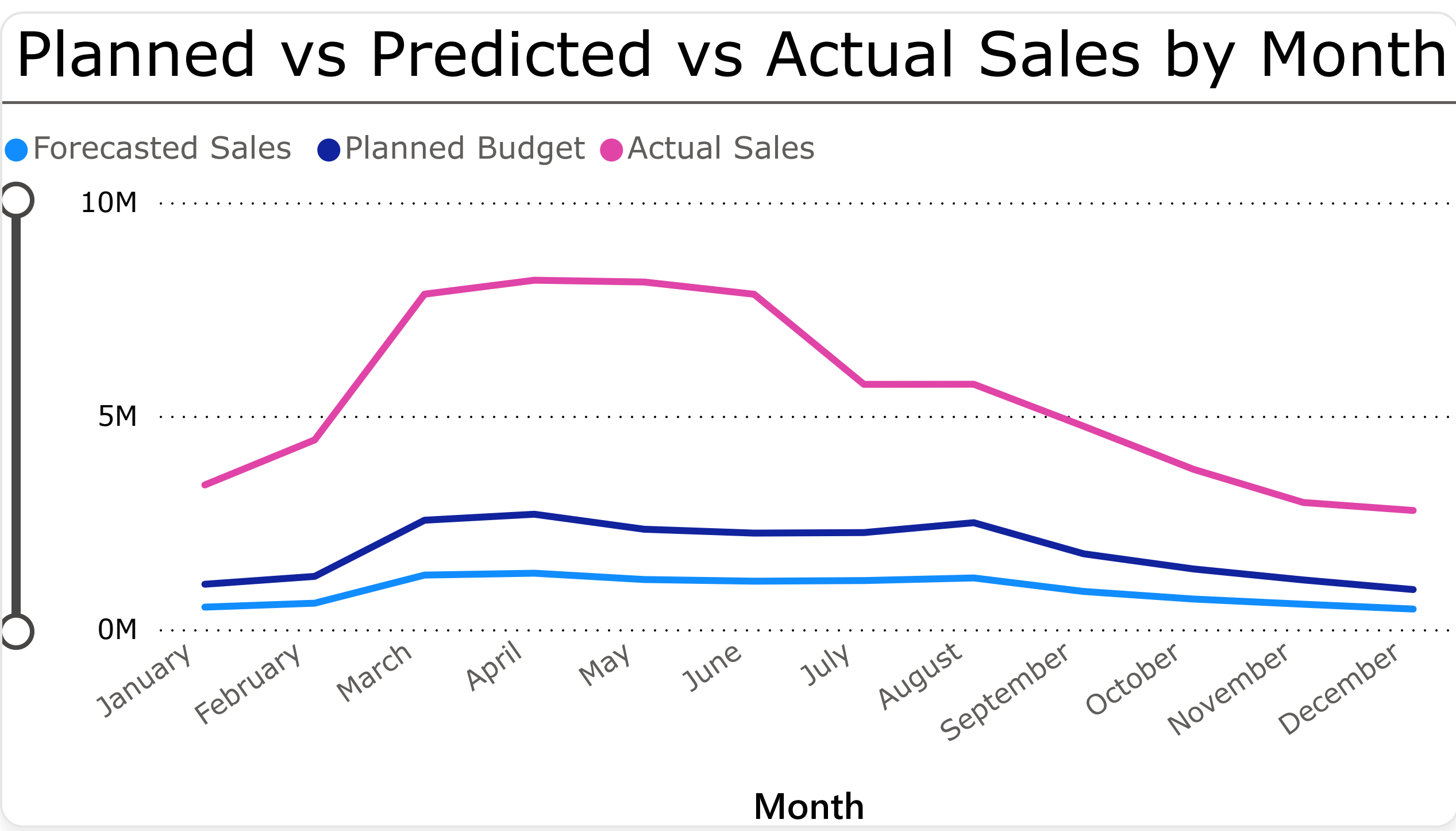
Category

- ☐ Select all
- ☒ Accessory
- ☒ Mix
- ☒ Rural
- ☐ Urban
- ☐ Youth

Date

State

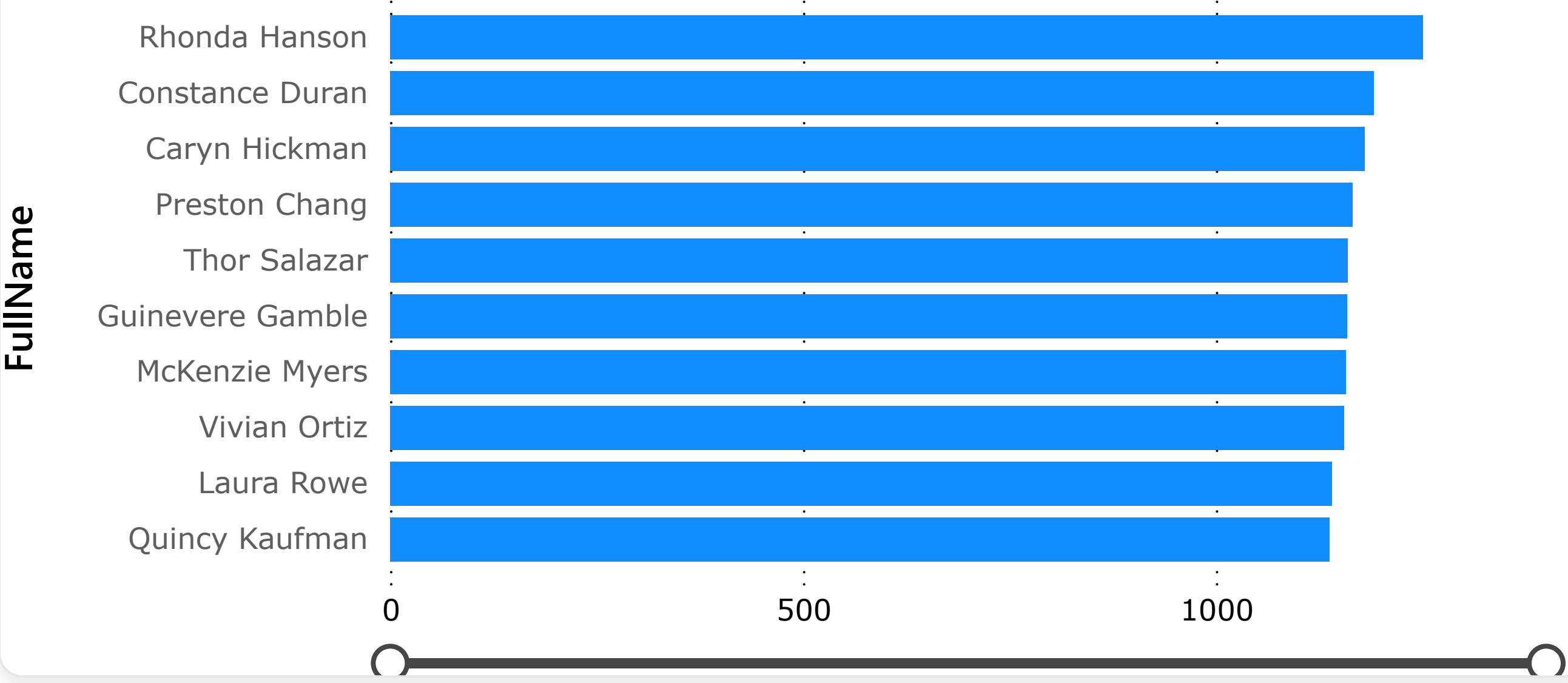
- ☒ Select all
- ☒ AK
- ☒ AL
- ☒ AR
- ☒ AZ
- ☒ CA
- ☒ CO
- ☒ CT
- ☒ DC
- ☒ DE
- ☒ FL
- ☒ GA



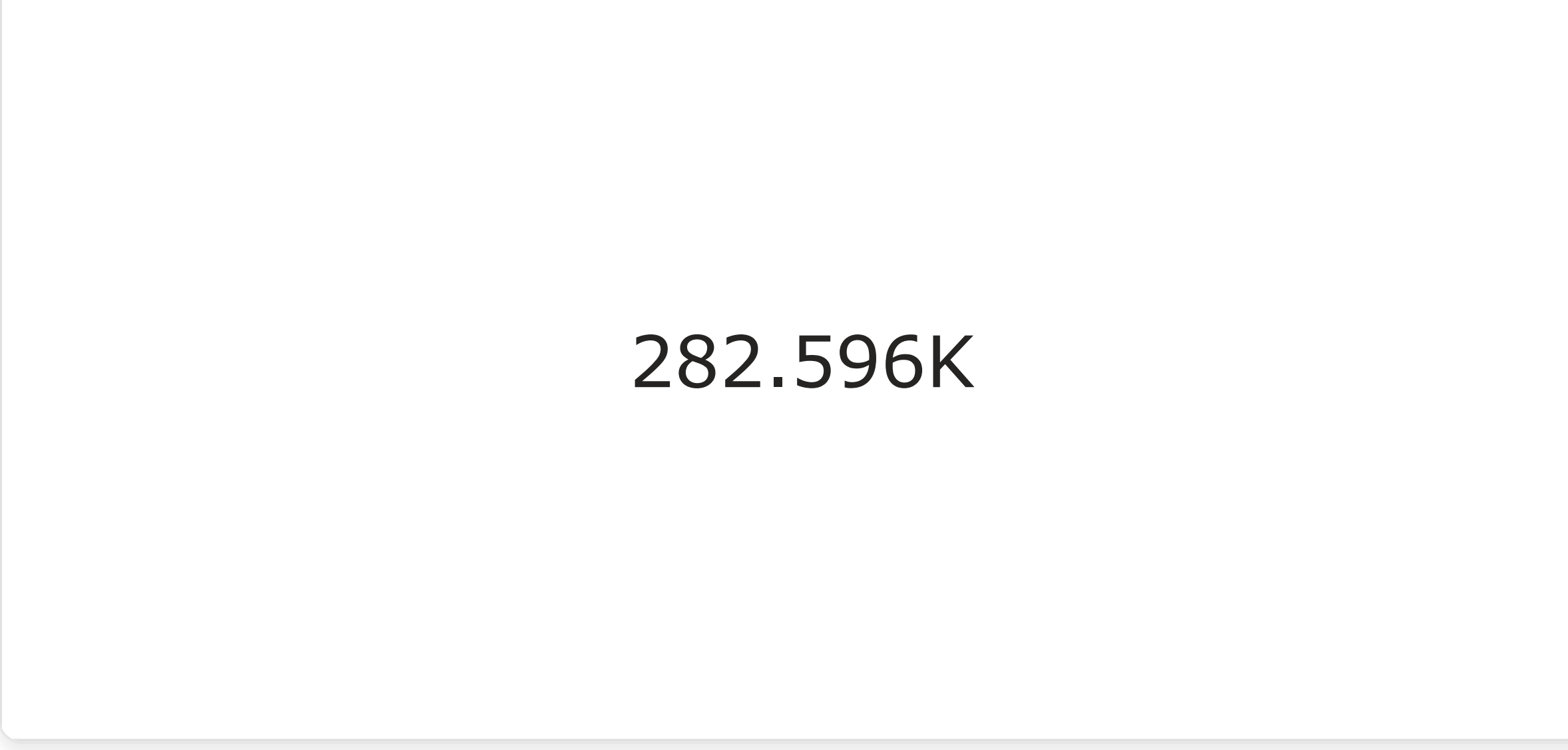
Monthly Performance by Category: Planned v...

Month	January		February		March	
Category	Budget Sales	Actual Sales	Budget Sales	Actual Sales	Budget Sales	Actual Sa
Accessory	104,538.53	321160	118,786.26	412047	189,869.53	6848
Mix	62,423.07	170631	71,451.60	234890	191,742.57	4758
Rural	652.95	656	324.83	328	944.97	12
Urban	881,091.89	2825437	1,038,575.02	3699603	2,152,651.61	65368
Youth	5,255.33	61316	8,927.22	87923	18,527.10	1501
Total	1,053,961.77	3379200	1,238,064.94	4434791	2,553,735.77	78488

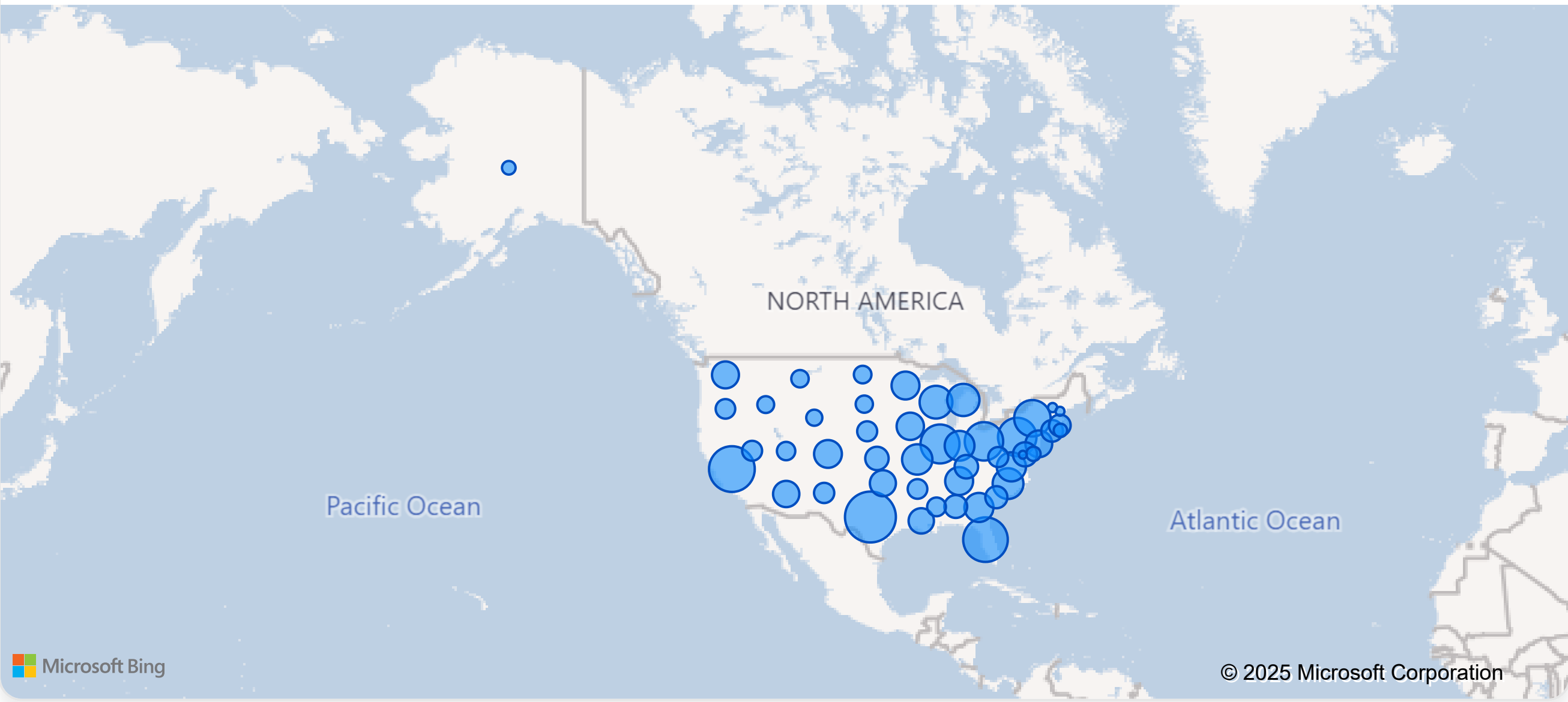
Top 10 Customers By Sales



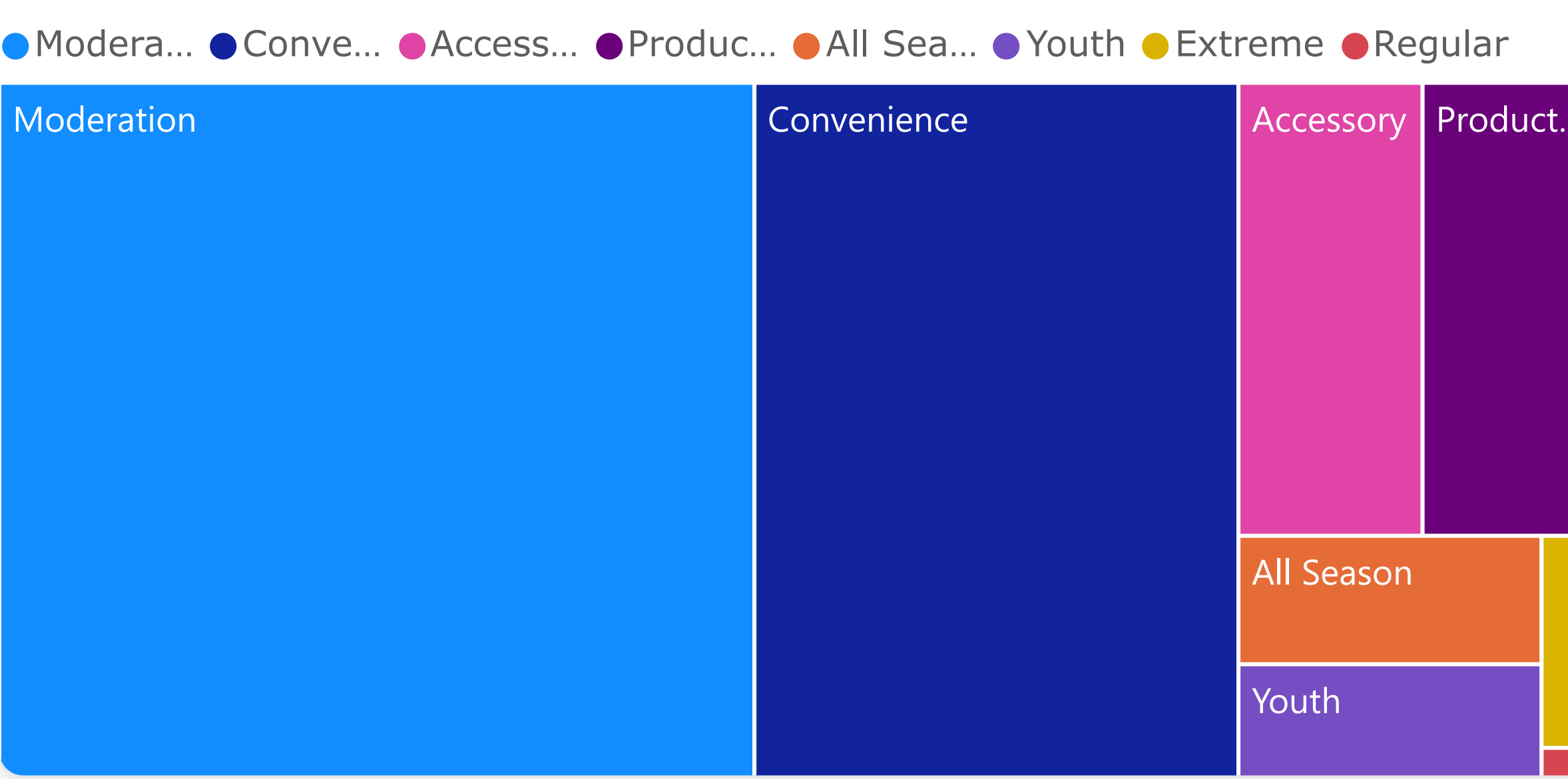
Number of Costumers



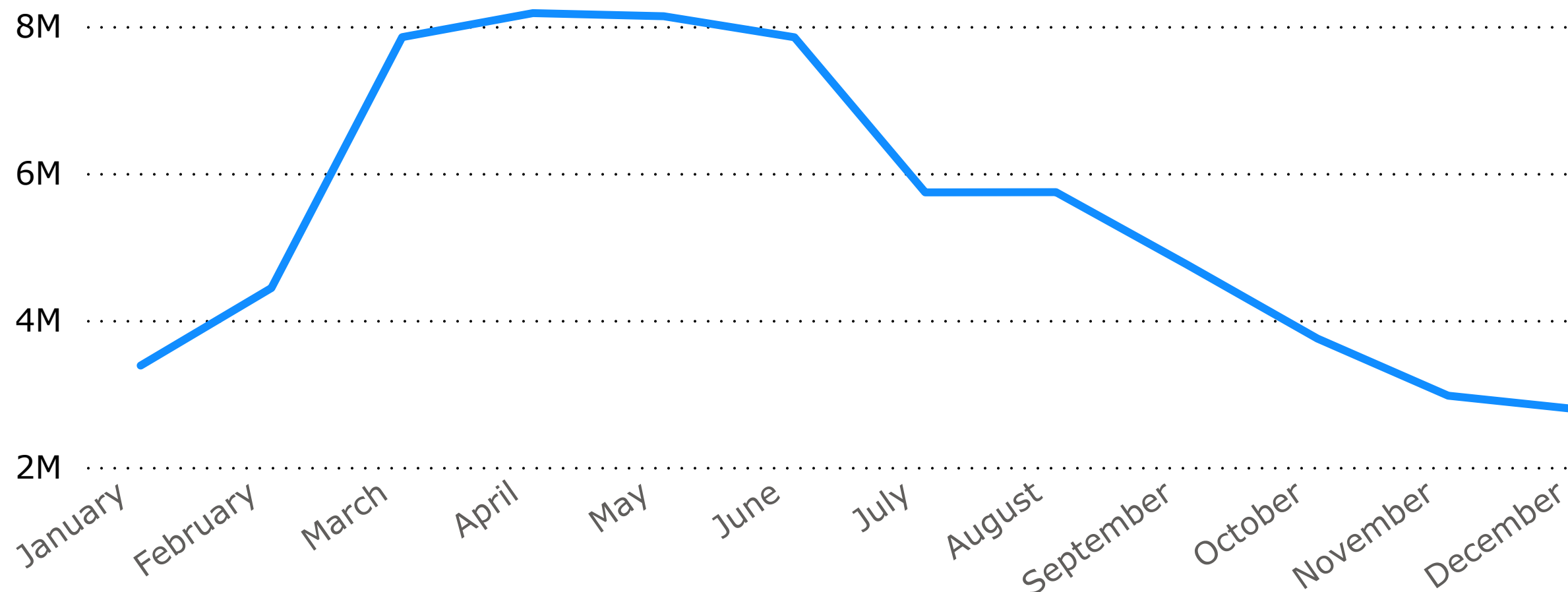
Customer Distribution by Region



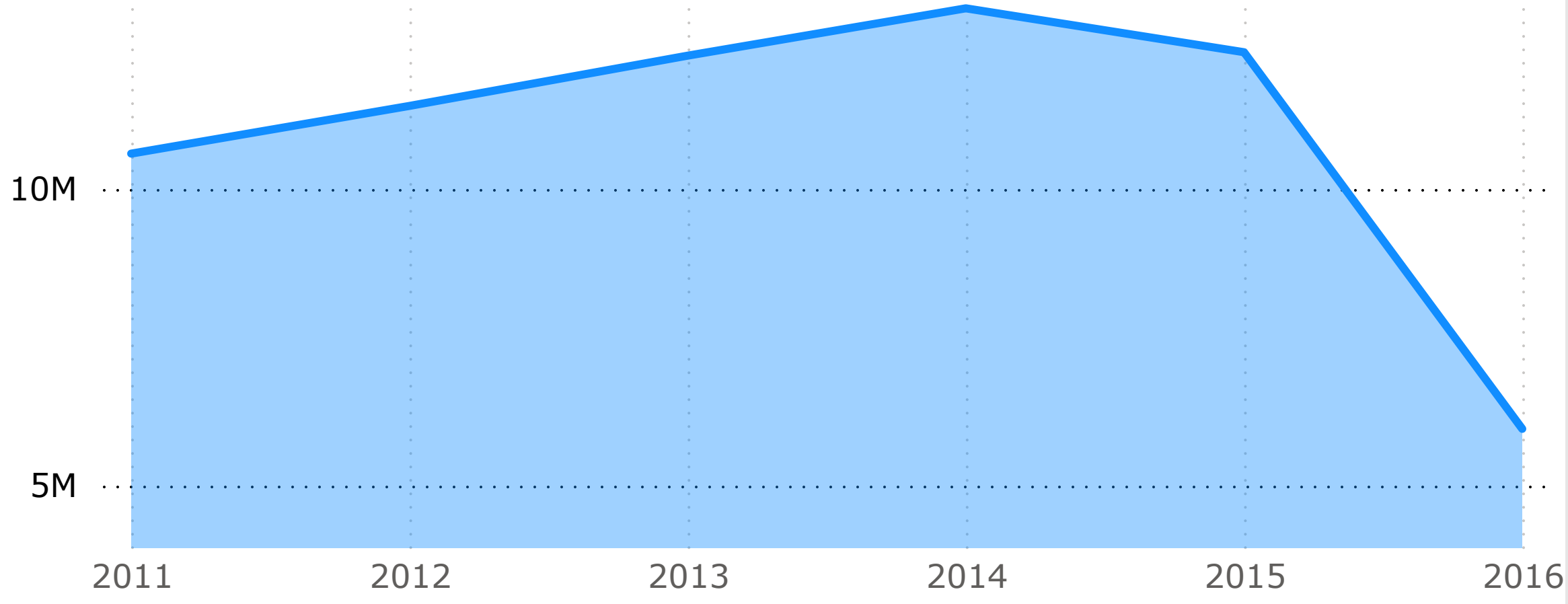
Customer Distribution by Segment



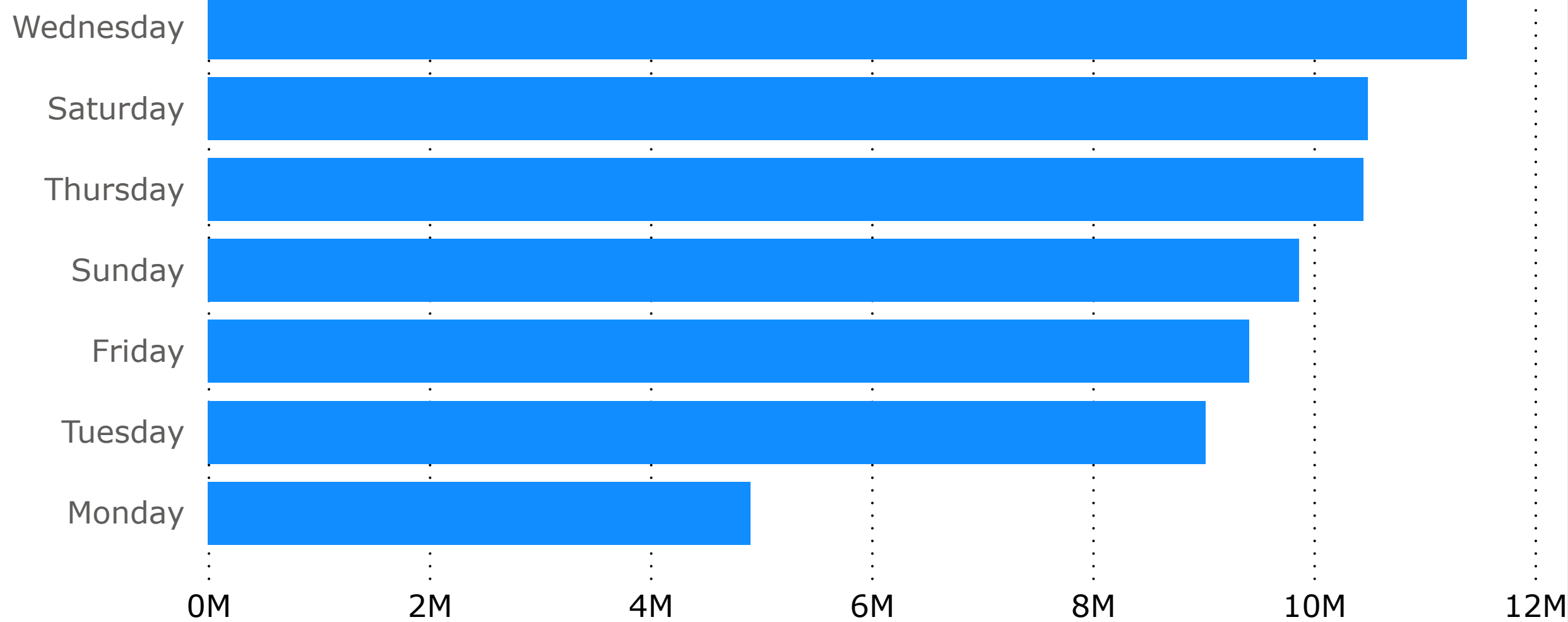
Sales Over Time by Month



Annual Sales Trend (2011–2016)



Customer Purchase Patterns by Weekday



Month	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday	To
January	520587	244678	561619	470886	583328	444638	553464	3
February	685327	318797	763634	636966	778865	556941	694262	4
March	1025032	425850	1311693	1335386	1344336	1073291	1333311	7
April	1071596	544014	1380173	1177369	1216031	1267522	1519103	8
May	1260415	479246	1311396	1329543	1340882	988444	1423514	8
June	1014700	520307	1300790	1299916	1223349	1137958	1350068	7
July	823954	556347	744942	837066	926209	838646	1008924	5
August	903694	535058	888942	766843	861058	743246	1040267	5
September	714583	422302	695945	755826	696285	666237	804214	4
October	599348	306117	555912	454831	629719	509334	691092	3
November	425967	264653	529983	413204	434692	379916	520538	2
December	372950	289609	446928	387639	417403	417870	449596	2
Total	9418153	4906976	10491959	9865474	10452156	9024043	11388353	65

Total Profit

17.70M

Profit Margin

27.00%

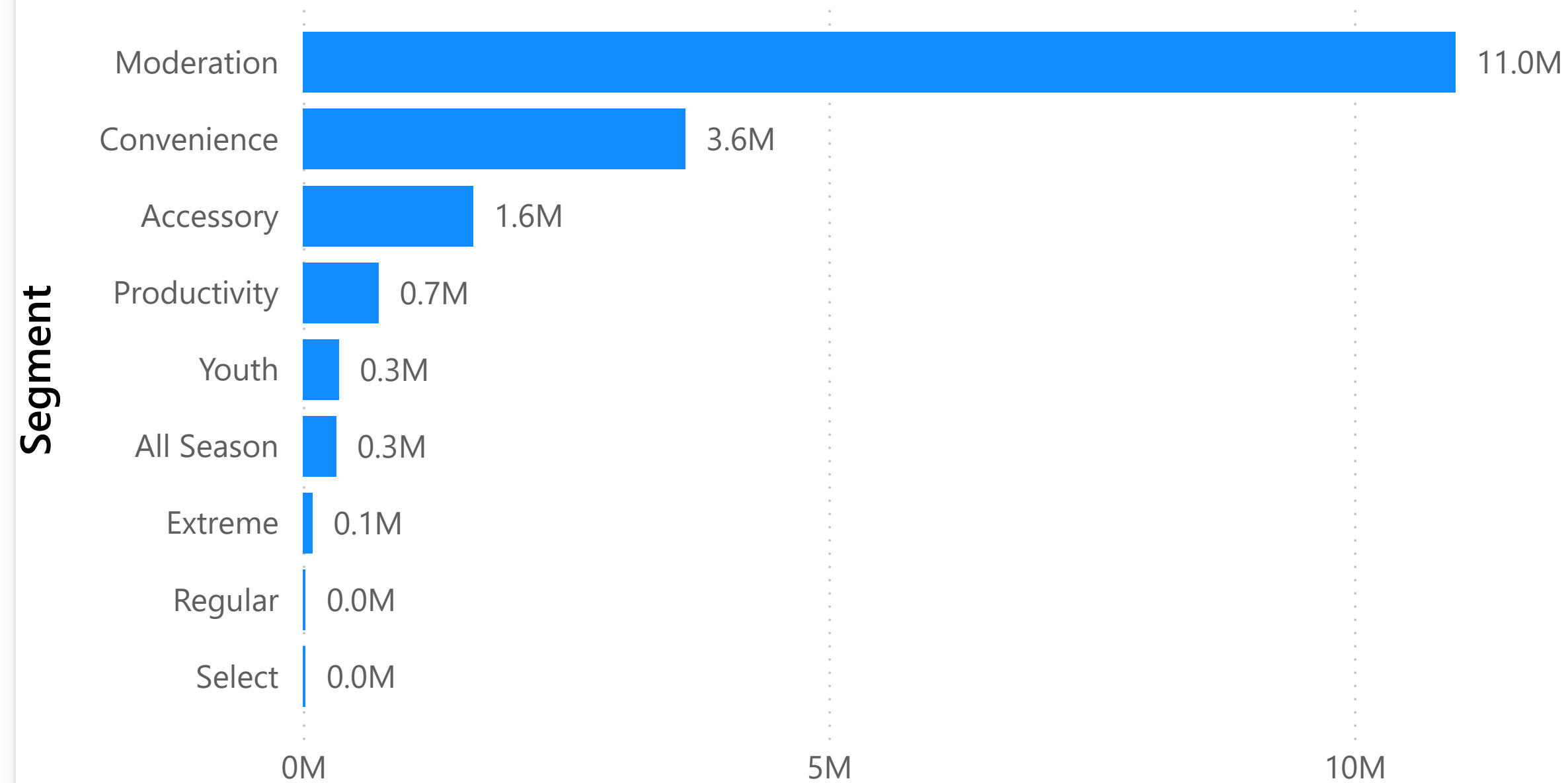
Highest Margin Product

Maximus UM-05

Lowest Margin Segment

Moderation

Segment-wise Profit Comparison"



Monthly Profit Trend

