

SALES PERFORMANCE ANALYSIS

2015

2016

2017

Qtr 1

Qtr 2

Qtr 3

Qtr 4

\$25.7M

Total Sales

\$17.3M

Total Cost

\$8.3M

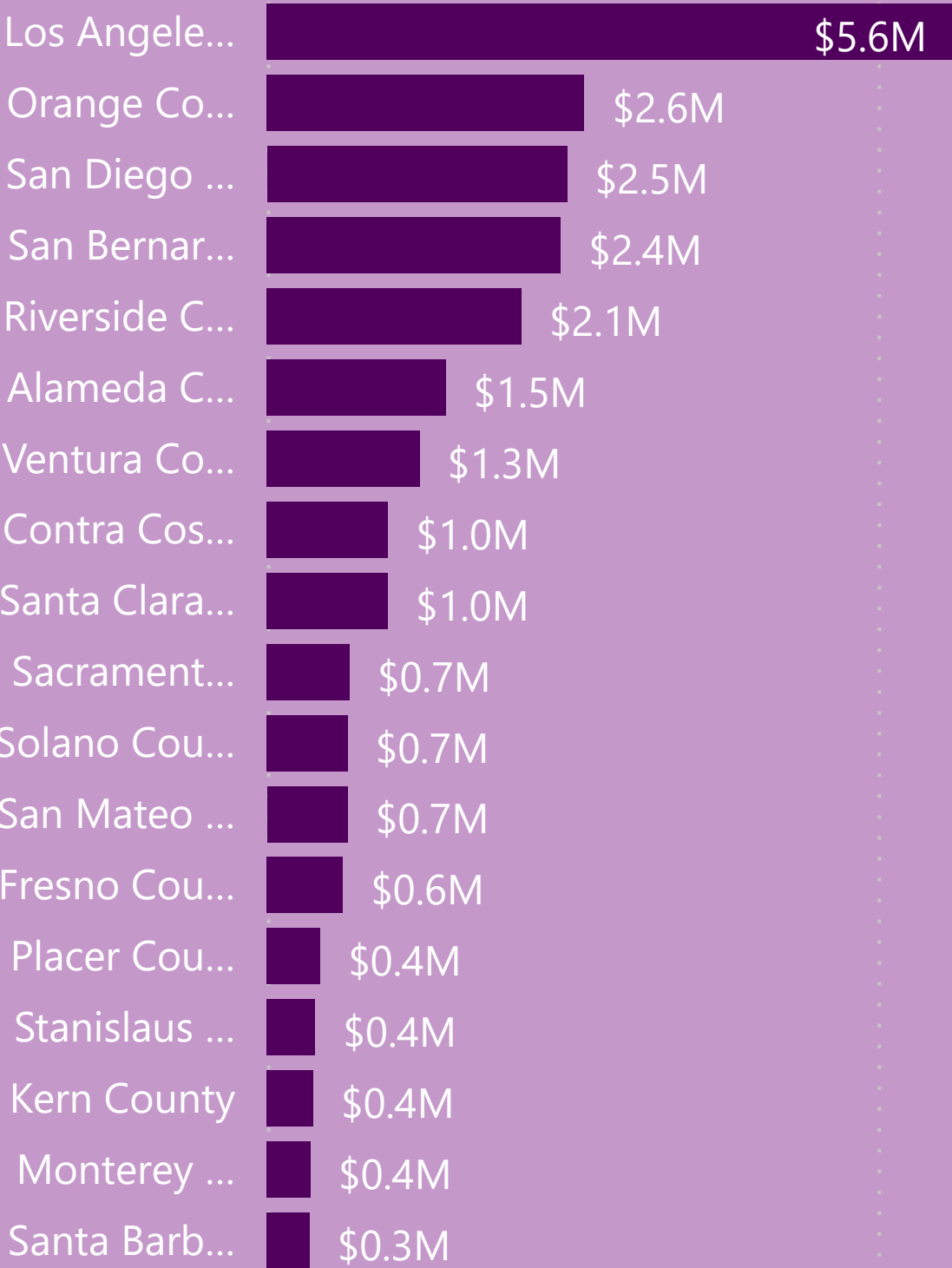
Total Profit

33%

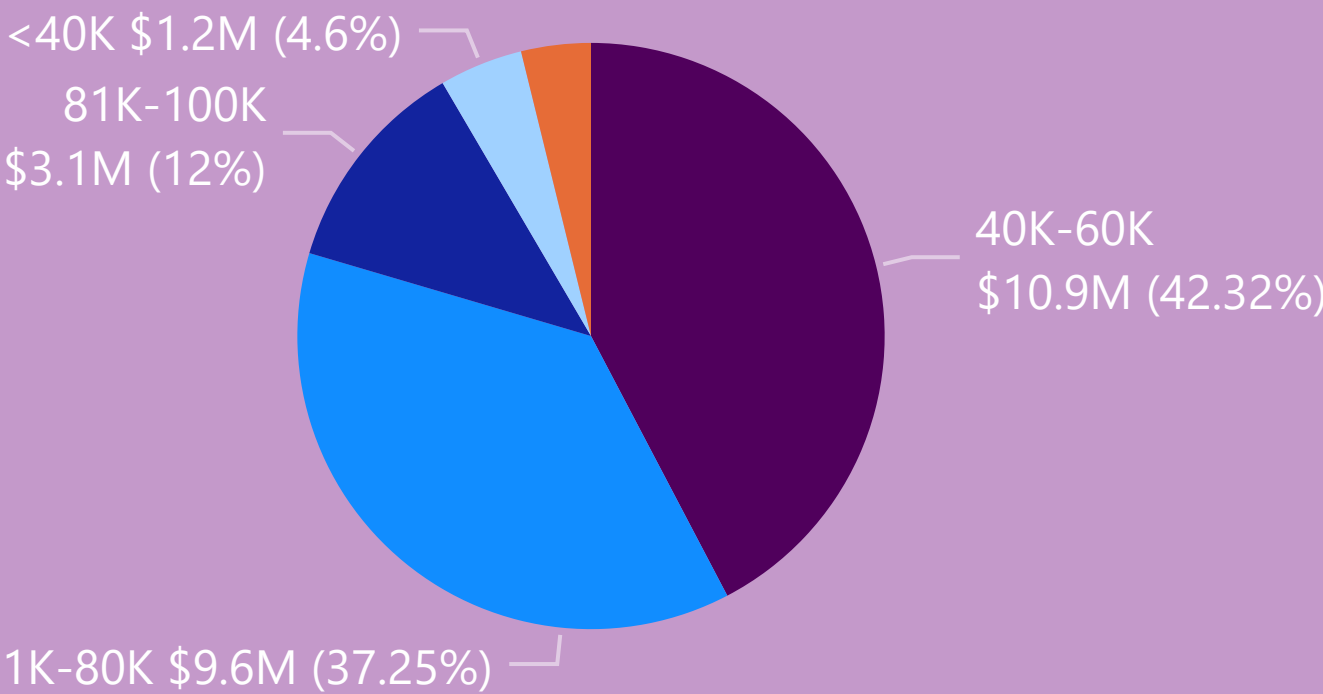
Profit Margin

| Product Name | Total Sales | Profit Margin |
|--------------|----------------|---------------|
| Product 63 | \$628,320.0 | 28% |
| Product 28 | \$604,274.0 | 41% |
| Product 47 | \$556,710.0 | 37% |
| Product 29 | \$534,222.0 | 35% |
| Product 84 | \$528,827.0 | 17% |
| Product 59 | \$523,624.0 | 32% |
| Product 56 | \$484,030.0 | 24% |
| Product 66 | \$474,408.0 | 18% |
| Product 33 | \$468,146.0 | 29% |
| Product 81 | \$465,894.0 | 24% |
| Product 79 | \$454,894.0 | 46% |
| Product 90 | \$454,212.0 | 39% |
| Product 67 | \$439,110.0 | 29% |
| Product 31 | \$436,770.0 | 45% |
| Product 1 | \$432,513.0 | 39% |
| Product 41 | \$428,803.0 | 50% |
| Product 51 | \$427,989.0 | 46% |
| Product 4 | \$417,222.0 | 15% |
| Total | \$25,661,209.0 | 33% |

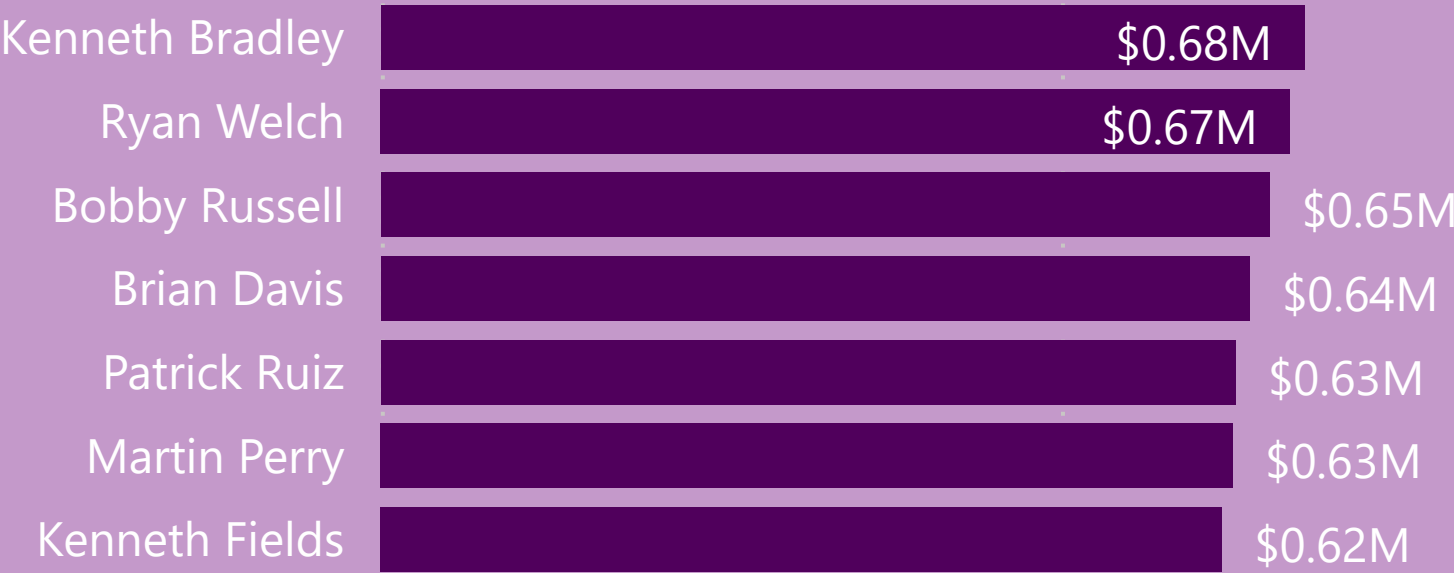
Total Sales by County



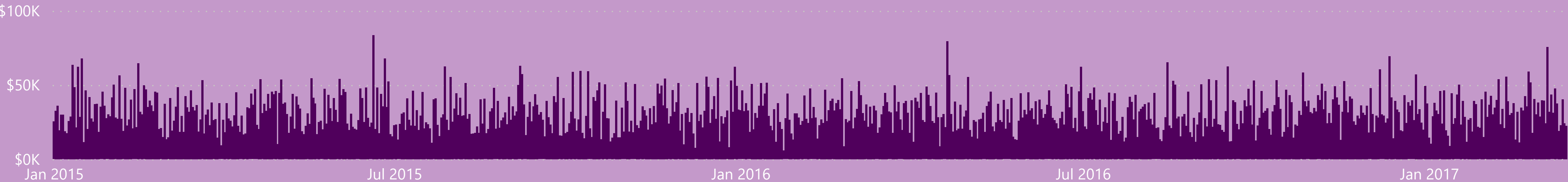
Total Sales by Income Group



Total Sales by Salesperson



Total Sales by Date



PRODUCT INSIGHT

2015

2016

2017

Qtr 1

Qtr 2

Qtr 3

Qtr 4

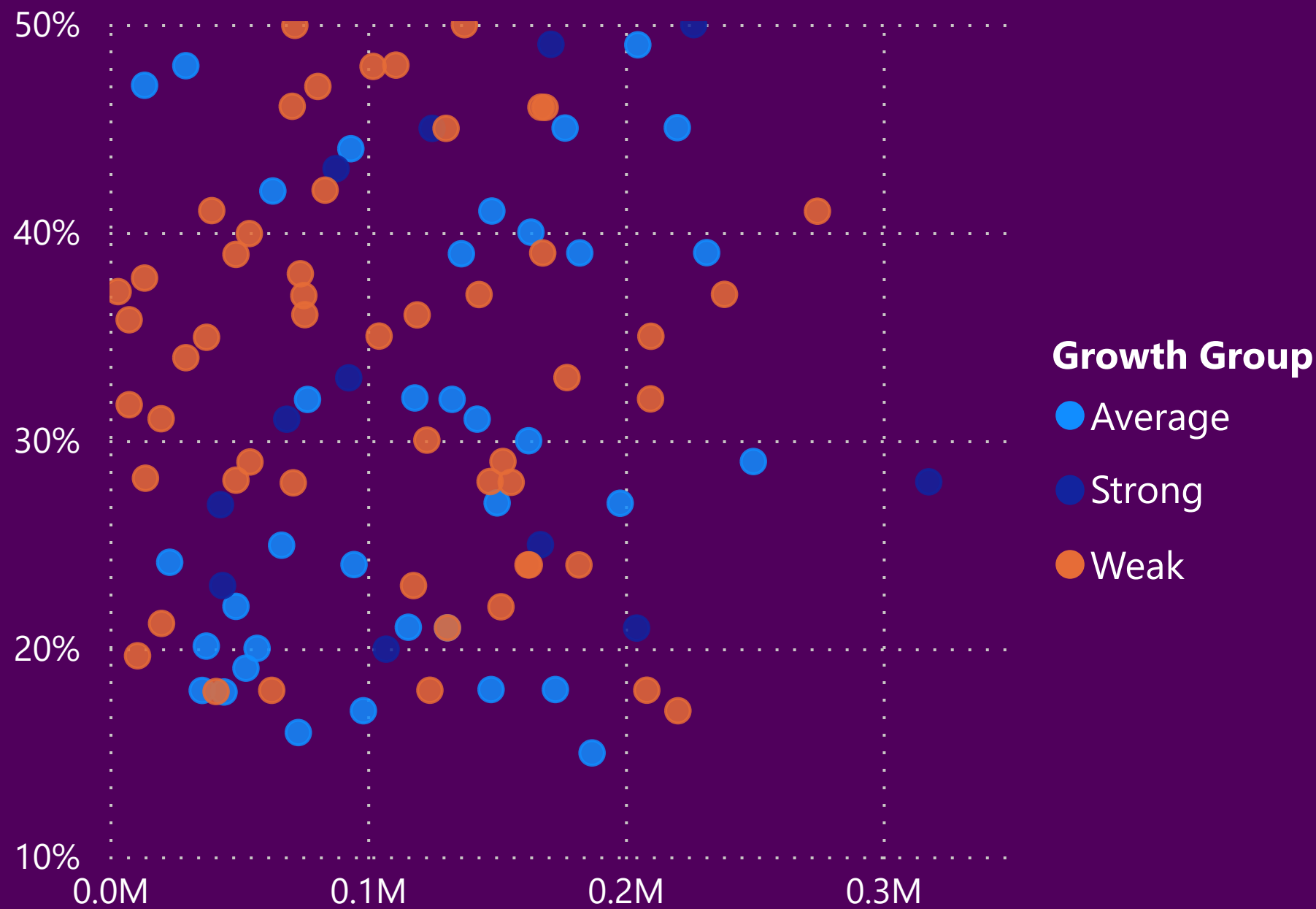
Growth Group

All

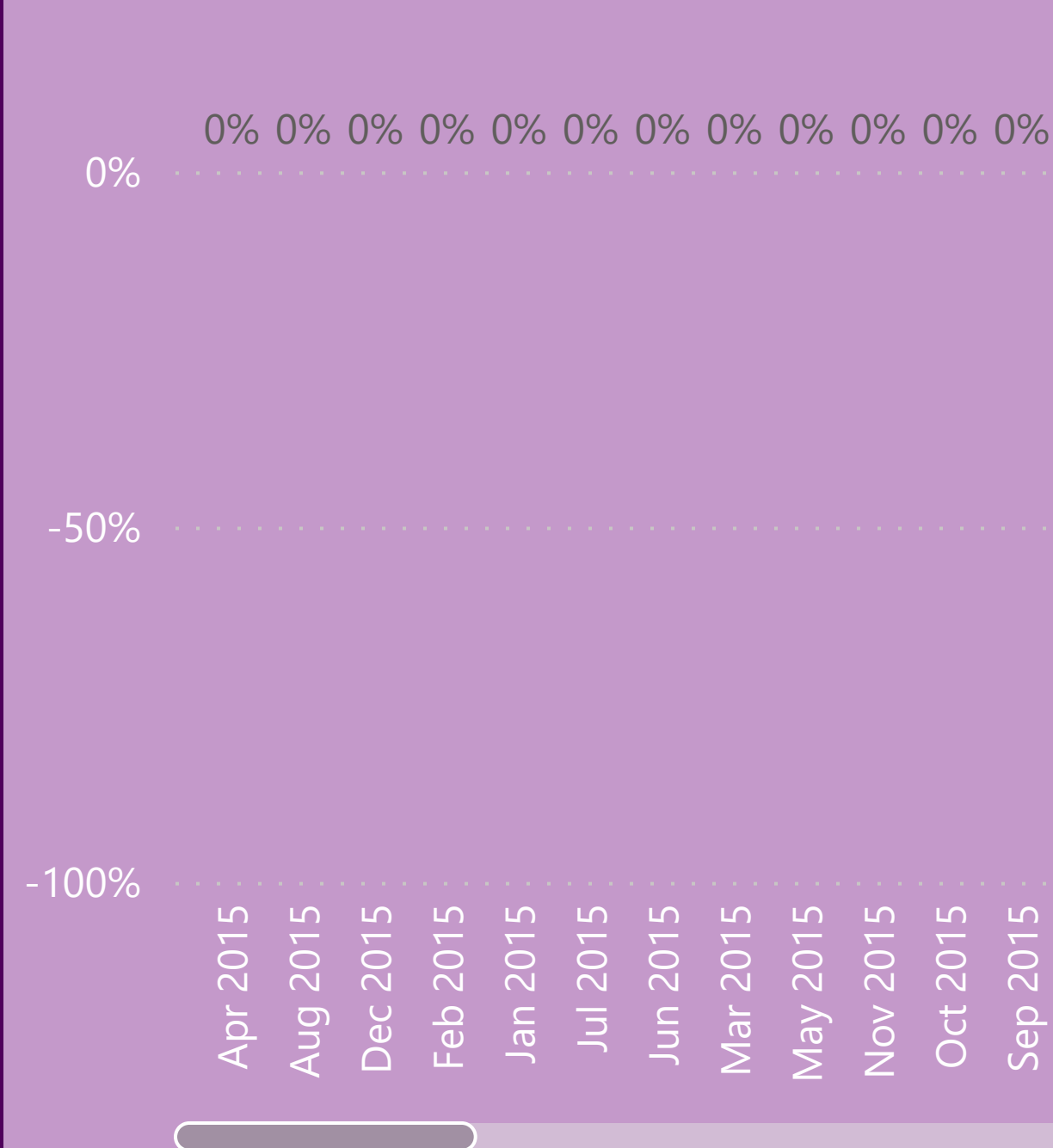
5

| Year | 2015 | 2016 | 2017 |
|--------------|------------------|---------------|------------------|
| Product Name | YoY Sales Growth | Product Group | YoY Sales Growth |
| Product 1 | 0% | Weak | -17% |
| Product 10 | 0% | Weak | -10% |
| Product 100 | 0% | Weak | -4% |
| Product 101 | 0% | Weak | 72% |
| Product 11 | 0% | Weak | -4% |
| Product 12 | 0% | Weak | -38% |
| Product 13 | 0% | Weak | -6% |
| Product 14 | 0% | Weak | 86% |
| Product 15 | 0% | Weak | 22% |
| Product 16 | 0% | Weak | -21% |
| Product 17 | 0% | Weak | -10% |
| Product 18 | 0% | Weak | -19% |
| Product 19 | 0% | Weak | -8% |
| Product 2 | 0% | Weak | -10% |
| Product 20 | 0% | Weak | 45% |
| Product 21 | 0% | Weak | 11% |
| Product 22 | 0% | Weak | -21% |
| Product 23 | 0% | Weak | 4% |
| Product 24 | 0% | Weak | 33% |
| Product 25 | 0% | Weak | 7% |
| Product 26 | 0% | Weak | 23% |
| Product 27 | 0% | Weak | 2% |
| Product 28 | 0% | Weak | -3% |
| Product 29 | 0% | Weak | -15% |
| Product 3 | 0% | Weak | -7% |
| Product 30 | 0% | Weak | 10% |

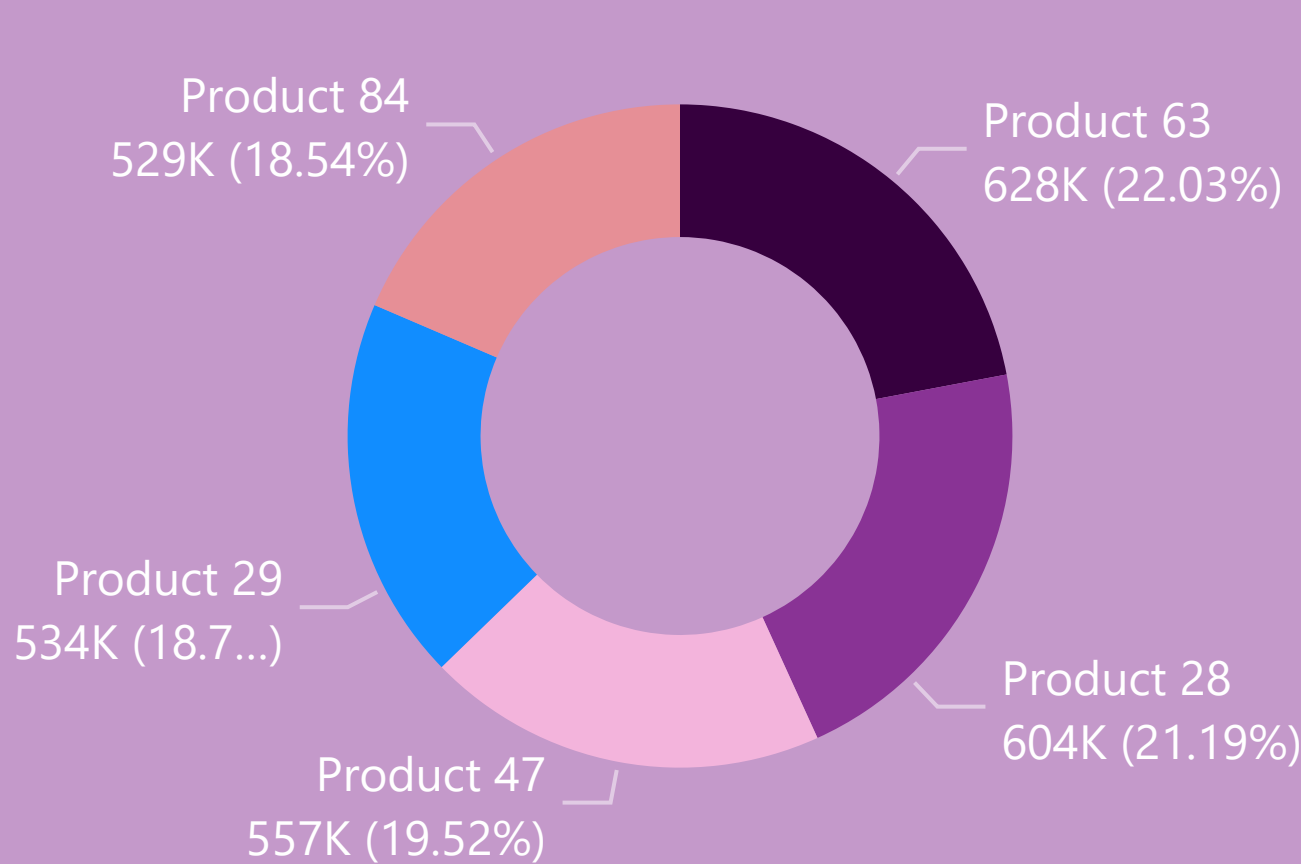
Product Group (sales) and Profit Margin Clusters



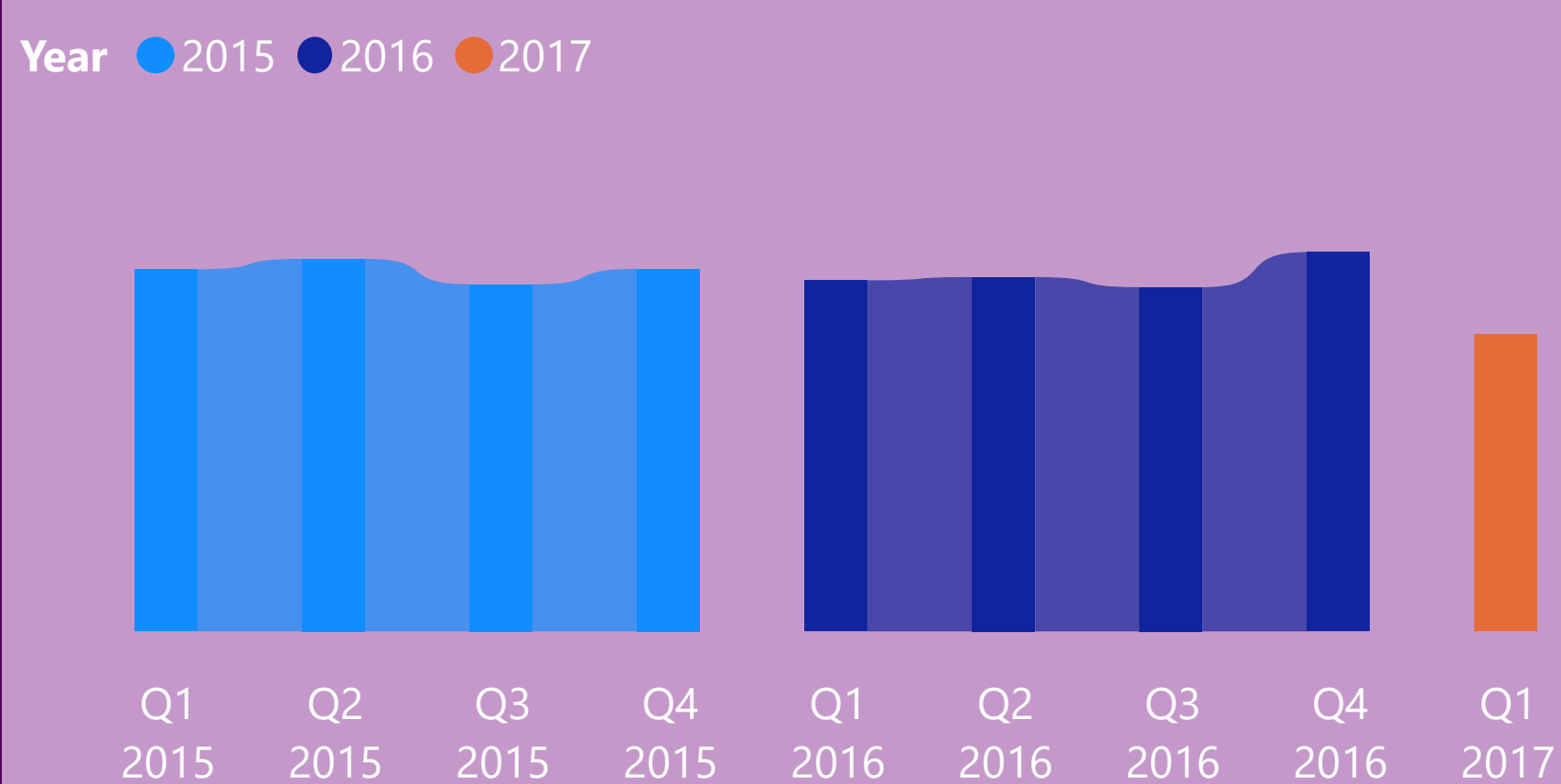
YoY Sales Growth by MonthInCalendar



TopN Products by Total Sales



Total Sales by Quarter



CUSTOMER INSIGHT

2015

2016

2017

Qtr 1

Qtr 2

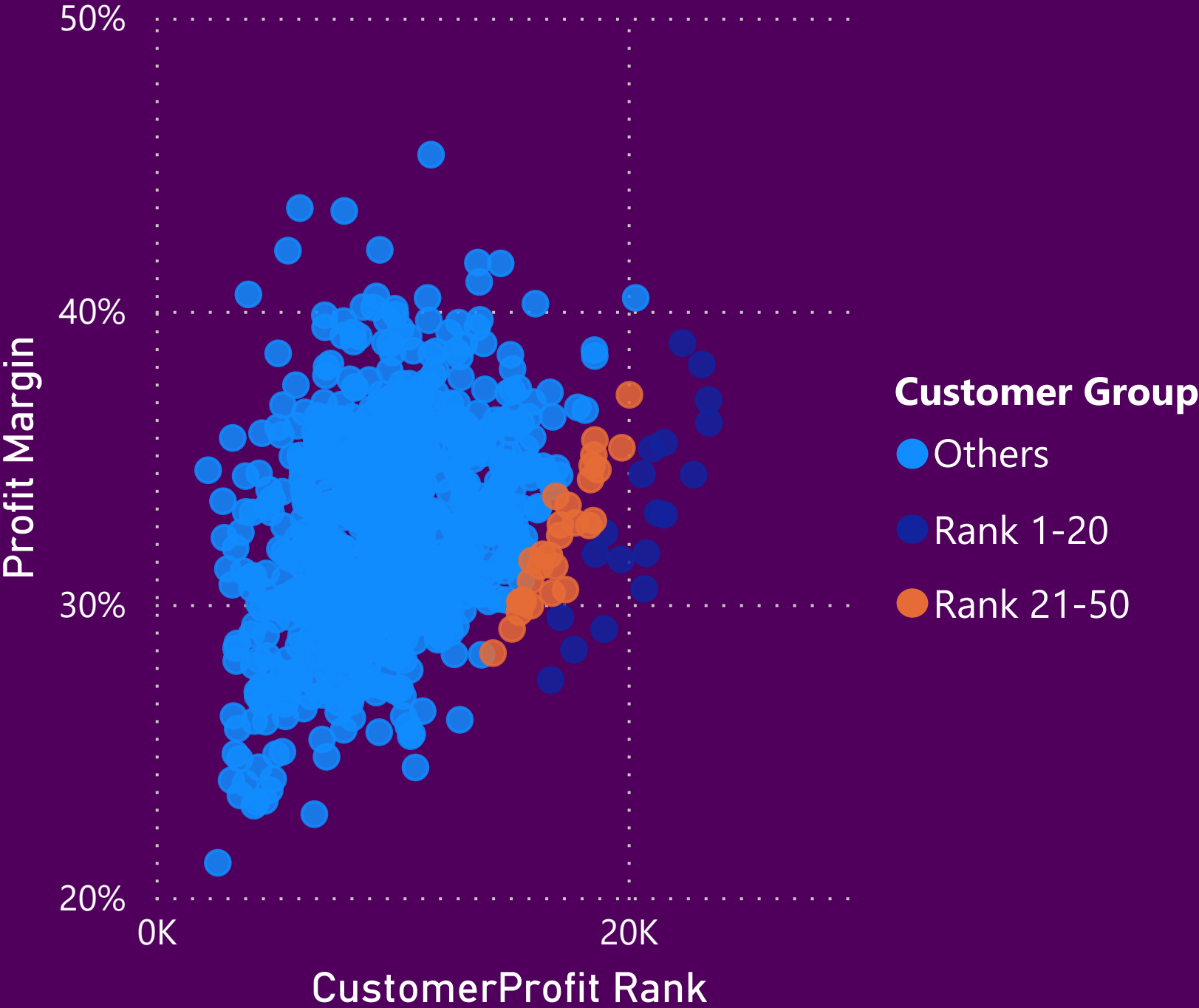
Qtr 3

Qtr 4

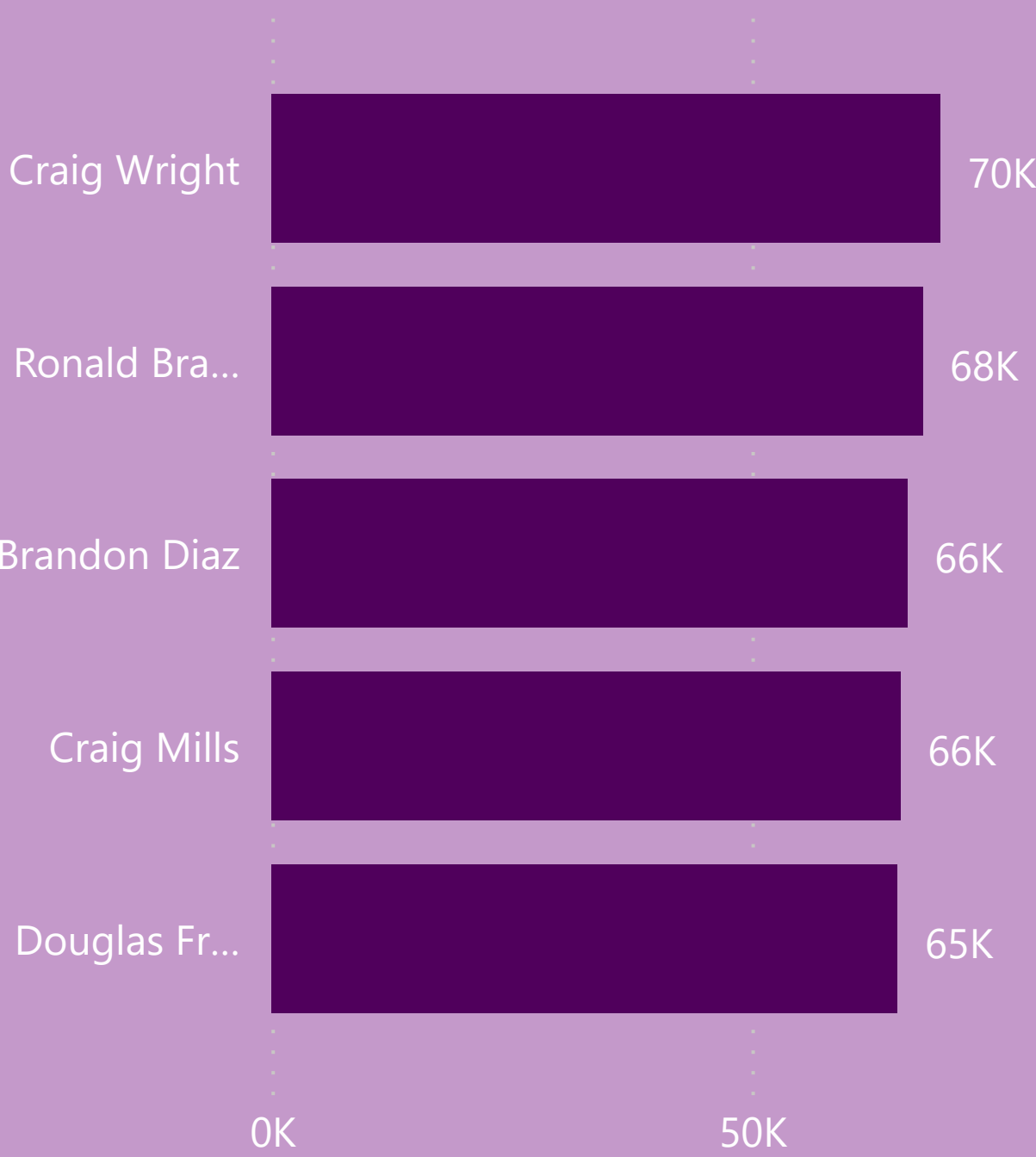
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Profit Margin by Customer Group



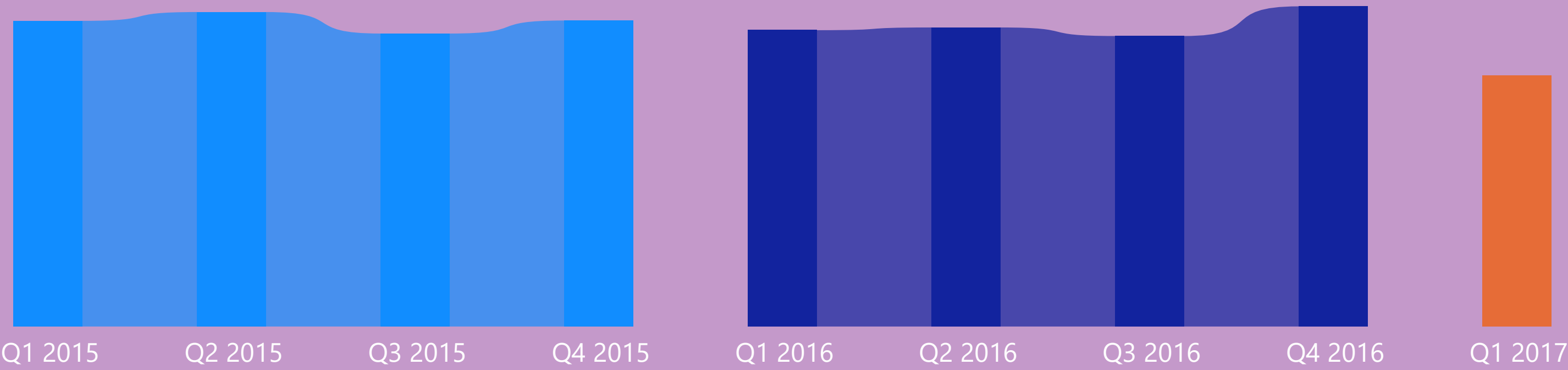
TopN Customers by Total Sales



| Customer Name | Sales TY vs LY | Profit TY vs LY | Profit Margin TY vs LY |
|----------------|----------------|-----------------|------------------------|
| Aaron Carr | 0 | 0 | 0.00 |
| Aaron Cruz | 0 | 0 | 0.00 |
| Aaron Day | 0 | 0 | 0.00 |
| Aaron Johnson | 315 | 107 | 0.00 |
| Aaron Miller | 871 | 331 | 0.00 |
| Aaron Mills | 4837 | 1040 | -0.01 |
| Aaron Moreno | 7028 | 2490 | 0.01 |
| Aaron Tucker | 2622 | 647 | 0.00 |
| Adam Alexander | 0 | 0 | 0.00 |
| Adam Bailey | 0 | 0 | 0.00 |
| Adam Duncan | 380 | 136 | 0.00 |
| Adam Hernandez | 1526 | 275 | -0.02 |
| Adam Hunter | 8737 | 3284 | 0.05 |
| Adam Jenkins | 4980 | 1861 | 0.00 |
| Adam Mccoy | 0 | 0 | 0.00 |
| Adam Mcdonald | 847 | 313 | 0.00 |
| Adam Myers | 7548 | 2036 | 0.00 |
| Adam Riley | 0 | 0 | 0.00 |
| Adam Thompson | 2154 | 690 | 0.00 |
| Adam Wheeler | 1889 | 944 | 0.01 |
| Adam White | 2224 | 644 | -0.01 |
| Alan Gomez | 0 | 0 | 0.00 |
| Alan Green | 6078 | 2481 | 0.01 |
| Alan Miller | 10230 | 2628 | -0.01 |
| Alan Parker | 5184 | 2149 | 0.01 |
| Alan Perry | 0 | 0 | 0.00 |
| Alan Scott | 4212 | 1933 | 0.01 |
| Alan Sims | 4261 | 1718 | 0.01 |
| Alan Thomas | 7623 | 2723 | 0.01 |
| Total | 2404901 | 781808 | 0.00 |

Total Sales by Quarter

Year 2015 2016 2017



SALES SUMMARY



| 2015 | 2016 | 2017 | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 |
|------|------|------|-------|-------|-------|-------|
|------|------|------|-------|-------|-------|-------|

21K

Total Quantity

\$25.7M

Total Sales

\$8.3M

Total Profit

33%

Profit Margin

1.94

Average Order

TopN SalesPersons by Sales

| | |
|--------------|-------|
| Kenneth ... | 0.68M |
| Ryan Wel... | 0.67M |
| Bobby Ru... | 0.65M |
| Brian Davis | 0.64M |
| Patrick R... | 0.63M |

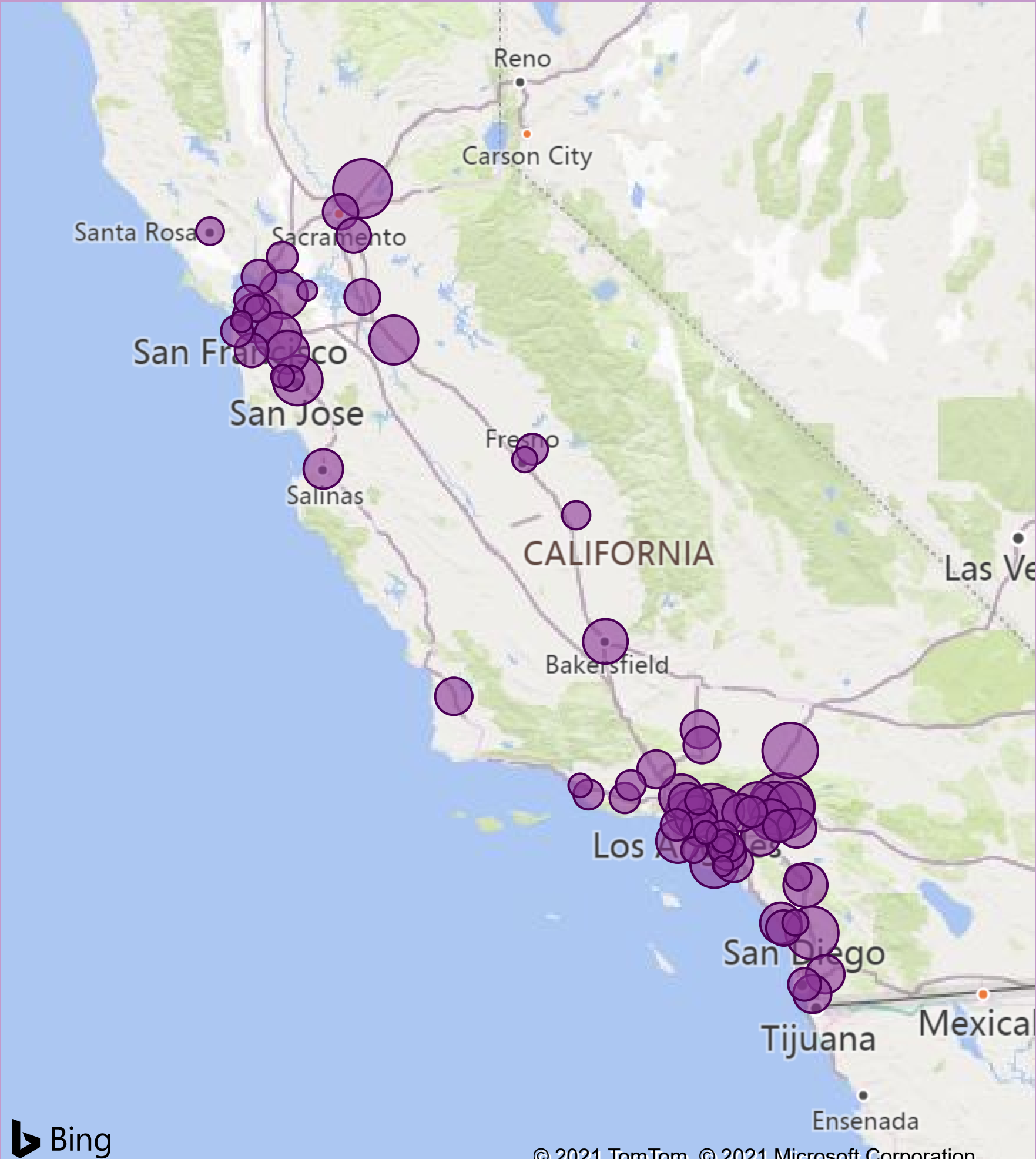
TopN Products by Sales

| | |
|------------|-------|
| Product 63 | 0.63M |
| Product 28 | 0.60M |
| Product 47 | 0.56M |
| Product 29 | 0.53M |
| Product 84 | 0.53M |

TopN Customers by Customer Name

| | |
|--------------|-----|
| Craig Wri... | 70K |
| Ronald Br... | 68K |
| Brandon ... | 66K |
| Craig Mills | 66K |
| Douglas ... | 65K |

Total Sales by Counties



| Year | 2015 | | 2016 | | 2017 | |
|--------------|------------------|---------------|------------------|---------------|------------------|---------------|
| Product Name | YoY Sales Growth | Product Group | YoY Sales Growth | Product Group | YoY Sales Growth | Product Group |
| Product 1 | 0% | Weak | -17% | Weak | -63% | Weak |
| Product 10 | 0% | Weak | -10% | Weak | -85% | Weak |
| Product 100 | 0% | Weak | -4% | Weak | -88% | Weak |
| Product 101 | 0% | Weak | 72% | Strong | -88% | Weak |
| Product 11 | 0% | Weak | -4% | Weak | -80% | Weak |
| Product 12 | 0% | Weak | -38% | Weak | -82% | Weak |
| Product 13 | 0% | Weak | -6% | Weak | -80% | Weak |
| Product 14 | 0% | Weak | 86% | Strong | -82% | Weak |
| Product 15 | 0% | Weak | 22% | Average | -88% | Weak |
| Product 16 | 0% | Weak | -21% | Weak | -73% | Weak |
| Product 17 | 0% | Weak | -10% | Weak | -90% | Weak |
| Product 18 | 0% | Weak | -19% | Weak | -89% | Weak |
| Product 19 | 0% | Weak | -23% | Weak | -80% | Weak |

| Customer Name | Sales TY vs LY | Profit TY vs LY | Profit Margin TY vs LY |
|----------------|----------------|-----------------|------------------------|
| Aaron Carr | 0 | 0 | 0.00 |
| Aaron Cruz | 0 | 0 | 0.00 |
| Aaron Day | 0 | 0 | 0.00 |
| Aaron Johnson | 315 | 107 | 0.00 |
| Aaron Miller | 871 | 331 | 0.00 |
| Aaron Mills | 4837 | 1040 | -0.01 |
| Aaron Moreno | 7028 | 2490 | 0.01 |
| Aaron Tucker | 2622 | 647 | 0.00 |
| Adam Alexander | 0 | 0 | 0.00 |
| Adam Bailey | 0 | 0 | 0.00 |
| Adam Duncan | 380 | 136 | 0.00 |
| Total | 2404901 | 781808 | 0.00 |

CROSS SELLING OPPORTUNITIES

6/7/2015

12/30/2017

| Product Index | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
| 1 | 15 | 5 | 6 | 10 | 9 | 6 | 12 | 12 | 8 | 10 | 6 | 8 | 7 | 4 | 7 | 9 | 11 | 10 | 1 | | |
| 2 | 15 | 8 | 8 | 5 | 7 | 7 | 10 | 12 | 4 | 10 | 7 | 4 | 10 | 6 | 7 | 10 | 6 | 13 | | | |
| 3 | 5 | 8 | 10 | 6 | 10 | 11 | 7 | 10 | 5 | 9 | 5 | 10 | 6 | 7 | 8 | 8 | 12 | 8 | | | |
| 4 | 6 | 8 | 10 | 9 | 9 | 6 | 13 | 10 | 7 | 8 | 6 | 11 | 7 | 9 | 9 | 10 | 9 | 9 | 1 | | |
| 5 | 10 | 5 | 6 | 9 | 6 | 7 | 11 | 12 | 9 | 6 | 7 | 3 | 7 | 12 | 6 | 7 | 4 | 10 | 1 | | |
| 6 | 9 | 7 | 10 | 9 | 6 | 9 | 13 | 7 | 6 | 12 | 12 | 10 | 9 | 13 | 11 | 10 | 8 | 11 | 1 | | |
| 7 | 6 | 7 | 11 | 6 | 7 | 9 | 10 | 9 | 4 | 4 | 5 | 7 | 9 | 8 | 7 | 12 | 8 | 9 | | | |
| 8 | 12 | 10 | 7 | 13 | 11 | 13 | 10 | 9 | 8 | 13 | 13 | 10 | 6 | 8 | 9 | 10 | 9 | 11 | | | |
| 9 | 12 | 12 | 10 | 10 | 12 | 7 | 9 | 9 | 4 | 8 | 6 | 8 | 7 | 4 | 6 | 8 | 10 | 4 | | | |
| 10 | 8 | 4 | 5 | 7 | 9 | 6 | 4 | 8 | 4 | 9 | 6 | 9 | 8 | 2 | 8 | 6 | 6 | 9 | | | |
| 11 | 10 | 10 | 9 | 8 | 6 | 12 | 4 | 13 | 8 | 9 | 11 | 9 | 7 | 7 | 9 | 10 | 8 | 13 | | | |
| 12 | 6 | 7 | 5 | 6 | 7 | 12 | 5 | 13 | 6 | 6 | 11 | 7 | 6 | 9 | 6 | 7 | 10 | 7 | 1 | | |
| 13 | 8 | 4 | 10 | 11 | 3 | 10 | 7 | 10 | 8 | 9 | 9 | 7 | 5 | 5 | 7 | 15 | 11 | 9 | 1 | | |
| 14 | 7 | 10 | 6 | 7 | 7 | 9 | 9 | 6 | 7 | 8 | 7 | 6 | 5 | 7 | 14 | 9 | 6 | 7 | | | |
| 15 | 4 | 6 | 7 | 9 | 12 | 13 | 8 | 8 | 4 | 2 | 7 | 9 | 5 | 7 | 6 | 8 | 7 | 7 | | | |
| Total | 87 | 81 | 79 | 90 | 73 | 88 | 81 | 93 | 83 | 77 | 80 | 77 | 82 | 76 | 71 | 81 | 85 | 76 | 85 | 8 | |
| < | | | | | | | | | | | | | | | | | | | | | > |

| Product Index | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| 1 | | 17% | 6% | 7% | 11% | 10% | 7% | 14% | 14% | 9% | 11% | 7% | 9% | 8% | |
| 2 | 19% | | 10% | 10% | 6% | 9% | 9% | 12% | 15% | 5% | 12% | 9% | 5% | 12% | |
| 3 | 6% | 10% | | 13% | 8% | 13% | 14% | 9% | 13% | 6% | 11% | 6% | 13% | 8% | |
| 4 | 7% | 9% | 11% | | 10% | 10% | 7% | 14% | 11% | 8% | 9% | 7% | 12% | 8% | |
| 5 | 14% | 7% | 8% | 12% | | 8% | 10% | 15% | 16% | 12% | 8% | 10% | 4% | 10% | |
| 6 | 10% | 8% | 11% | 10% | 7% | | 10% | 15% | 8% | 7% | 14% | 14% | 11% | 10% | |
| 7 | 7% | 9% | 14% | 7% | 9% | 11% | | 12% | 11% | 5% | 5% | 6% | 9% | 11% | |
| 8 | 13% | 11% | 8% | 14% | 12% | 14% | 11% | | 10% | 9% | 14% | 14% | 11% | 6% | |
| 9 | 14% | 14% | 12% | 12% | 14% | 8% | 11% | 11% | | 5% | 10% | 7% | 10% | 8% | |
| 10 | 10% | 5% | 6% | 9% | 12% | 8% | 5% | 10% | 5% | | 12% | 8% | 12% | 10% | |
| 11 | 13% | 13% | 11% | 10% | 8% | 15% | 5% | 16% | 10% | 11% | | 14% | 11% | 9% | |
| 12 | 8% | 9% | 6% | 8% | 9% | 16% | 6% | 17% | 8% | 8% | 14% | | 9% | 8% | |
| 13 | 10% | 5% | 12% | 13% | 4% | 12% | 9% | 12% | 10% | 11% | 11% | 9% | | 6% | |
| 14 | 9% | 13% | 8% | 9% | 9% | 12% | 12% | 8% | 9% | 11% | 9% | 8% | 7% | | |
| 15 | 6% | 8% | 10% | 13% | 17% | 18% | 11% | 11% | 6% | 3% | 10% | 13% | 7% | 10% | |
| Total | 11% | 10% | 10% | 11% | 9% | 11% | 10% | 12% | 10% | 10% | 10% | 10% | 10% | 9% | |
| | | | | | | | | | | | | | | | |

| Customer Name | Total Sales | Total Transcations |
|---------------|----------------|--------------------|
| Aaron Carr | \$22,676.0 | 7 |
| Aaron Cruz | \$26,513.0 | 13 |
| Aaron Day | \$22,123.0 | 10 |
| Aaron Johnson | \$4,286.0 | 4 |
| Aaron Miller | \$28,716.0 | 11 |
| Aaron Mills | \$13,723.0 | 11 |
| Aaron Moreno | \$23,671.0 | 11 |
| Aaron Tucker | \$33,695.0 | 14 |
| Total | \$20,525,957.0 | 8719 |

