

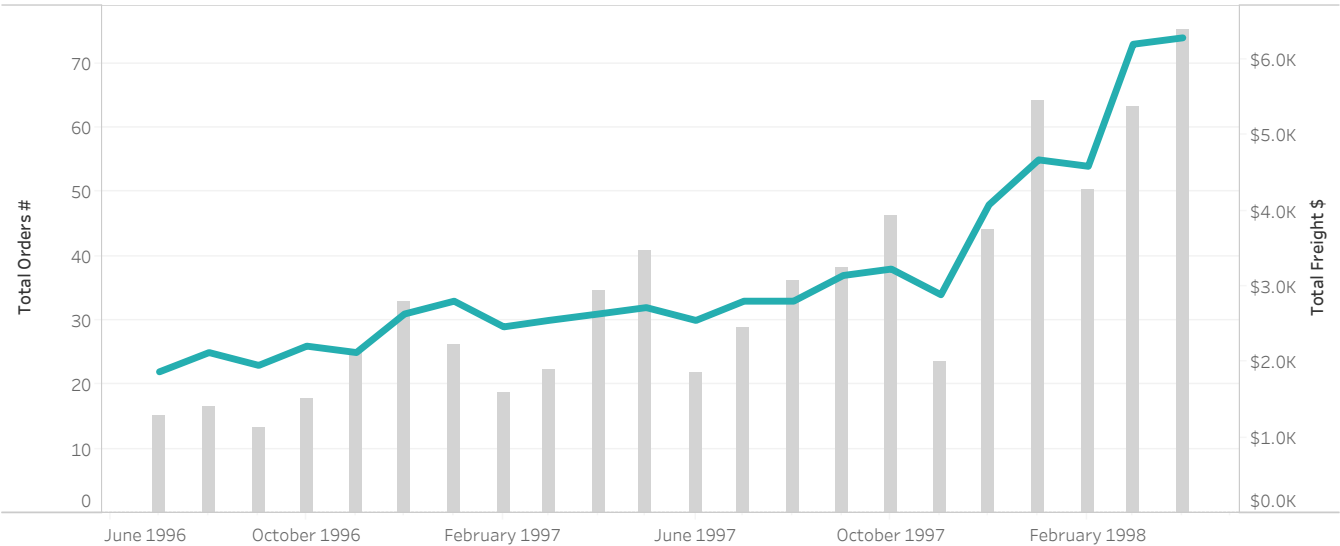
Date Type
Order Date

Orders Dashboard



Product Category All Product All Customer All Region All Sales Rep All Year All Quarter All

Total Orders # vs Total Freight \$



Orders | Freight by Month

Year of Date	Month of Date	Orders Sold	Total Freight \$	Avg. Freight per order \$
1996	July 1996	22	\$1,288	(\$58.55)
	August 1996	25	\$1,397	(\$55.89)
	September 1996	23	\$1,123	(\$48.85)
	October 1996	26	\$1,521	(\$58.48)
	November 1996	25	\$2,152	(\$86.07)
	December 1996	31	\$2,799	(\$90.28)
1997	January 1997	33	\$2,239	(\$67.85)
	February 1997	29	\$1,601	(\$55.22)
	March 1997	30	\$1,889	(\$62.96)
	April 1997	31	\$2,939	(\$94.81)
	May 1997	32	\$3,461	(\$108.17)
	June 1997	30	\$1,853	(\$61.75)
	July 1997	33	\$2,459	(\$74.51)
	August 1997	33	\$3,078	(\$93.28)
	September 1997	37	\$3,237	(\$87.49)
	October 1997	38	\$3,946	(\$103.83)
	November 1997	34	\$2,009	(\$59.08)
	December 1997	48	\$3,758	(\$78.29)
1998	January 1998	55	\$5,463	(\$99.34)
	February 1998	54	\$4,273	(\$79.13)
	March 1998	73	\$5,379	(\$73.69)
	April 1998	74	\$6,394	(\$86.40)

Orders | Freight by Quarter

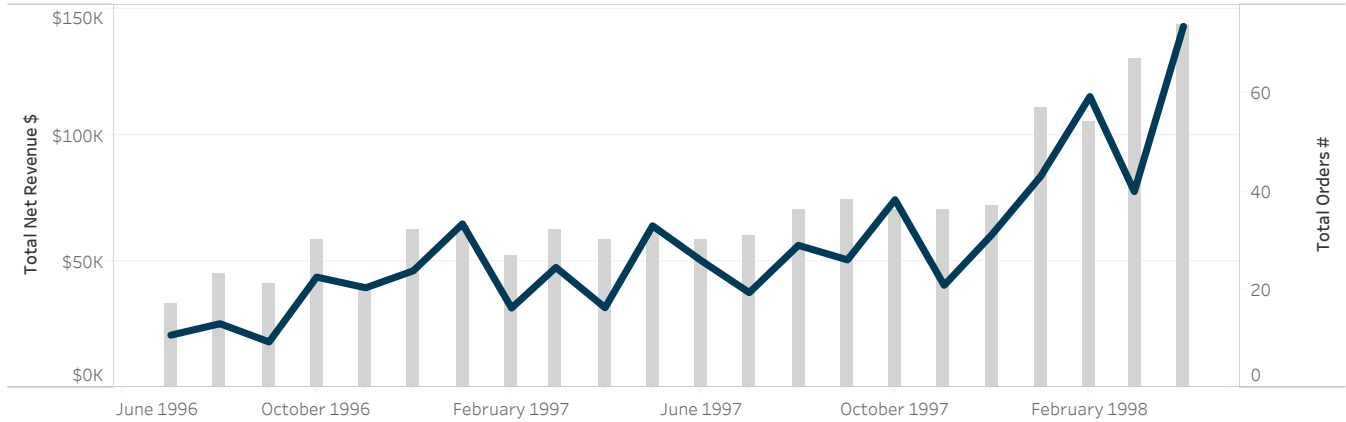
Year of Date	Quarter of Date	Orders Sold	Total Freight \$	Avg. Freight per order \$
1996	1996 Q3	70	\$3,809	(\$54.41)
	1996 Q4	82	\$6,471	(\$78.92)
1997	1997 Q1	92	\$5,729	(\$62.27)
	1997 Q2	93	\$8,253	(\$88.74)
	1997 Q3	103	\$8,774	(\$85.18)
	1997 Q4	120	\$9,712	(\$80.94)
1998	1998 Q1	182	\$15,115	(\$83.05)

Revenue Dashboard

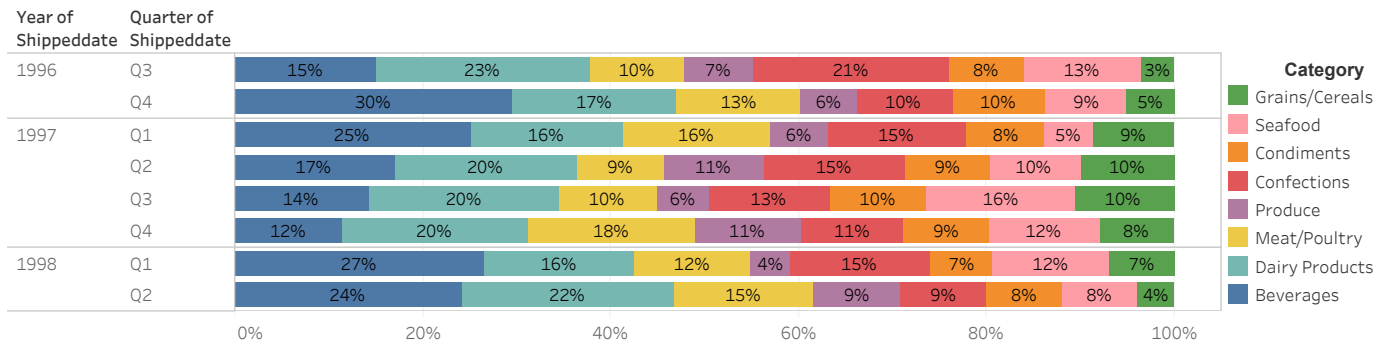


Product Category All
 Product All
 Customer All
 Region All
 Sales Rep All
 Shipped Date Year All
 Shipped Date Qtr All

Total Revenue \$ vs Total Orders



% of Revenue by Category



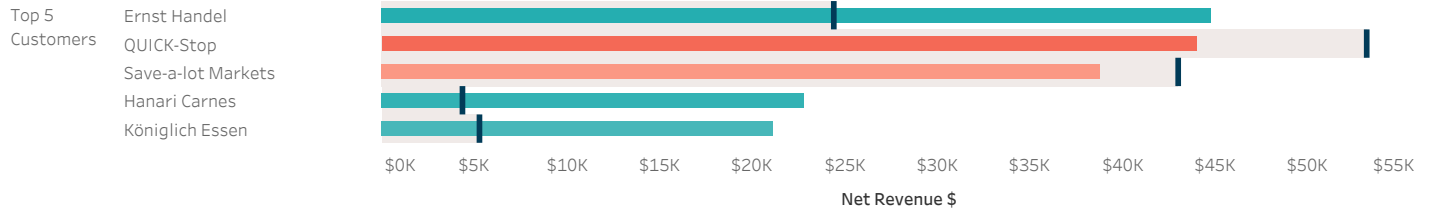
Month of Shippeddate	Gross Rev	Total Discounts	Net Rev	Total Freight	Gross Profit	Quarter of Shippeddate	Gross Rev	Total Discounts	Net Rev	Total Freight	Gross Profit
July 1996	\$22,483	(\$1,773)	\$20,710	(\$950)	\$19,760	1996 Q3	\$68,046	(\$4,061)	\$63,985	(\$3,177)	\$60,809
August 1996	\$26,862	(\$1,617)	\$25,245	(\$1,463)	\$23,782	1996 Q4	\$142,067	(\$12,735)	\$129,331	(\$6,292)	\$123,039
September 1996	\$18,701	(\$670)	\$18,030	(\$764)	\$17,266	1997 Q1	\$154,255	(\$10,552)	\$143,703	(\$6,174)	\$137,529
October 1996	\$47,269	(\$3,577)	\$43,692	(\$1,779)	\$41,913	1997 Q2	\$154,023	(\$8,368)	\$145,655	(\$8,311)	\$137,344
November 1996	\$43,688	(\$4,227)	\$39,461	(\$1,862)	\$37,599	1997 Q3	\$154,509	(\$10,188)	\$144,320	(\$8,001)	\$136,319
December 1996	\$51,109	(\$4,930)	\$46,179	(\$2,652)	\$43,527	1997 Q4	\$186,251	(\$11,083)	\$175,169	(\$9,677)	\$165,491
January 1997	\$69,645	(\$4,899)	\$64,746	(\$2,392)	\$62,354	1998 Q1	\$294,406	(\$18,077)	\$276,330	(\$13,764)	\$262,566
February 1997	\$35,015	(\$3,573)	\$31,442	(\$1,312)	\$30,131	1998 Q2	\$153,739	(\$10,837)	\$142,902	(\$7,736)	\$135,166
March 1997	\$49,595	(\$2,081)	\$47,514	(\$2,470)	\$45,044						
April 1997	\$33,392	(\$1,796)	\$31,596	(\$1,836)	\$29,760						
May 1997	\$67,440	(\$3,465)	\$63,975	(\$3,241)	\$60,734						
June 1997	\$53,191	(\$3,108)	\$50,083	(\$3,234)	\$46,849						
July 1997	\$41,116	(\$3,571)	\$37,545	(\$1,702)	\$35,843						
August 1997	\$59,329	(\$3,061)	\$56,268	(\$3,521)	\$52,747						
September 1997	\$54,063	(\$3,556)	\$50,507	(\$2,778)	\$47,730						
October 1997	\$79,180	(\$4,874)	\$74,305	(\$4,578)	\$69,727						
November 1997	\$42,451	(\$2,008)	\$40,443	(\$1,926)	\$38,517						
December 1997	\$64,621	(\$4,200)	\$60,420	(\$3,173)	\$57,248						
January 1998	\$89,434	(\$5,783)	\$83,652	(\$4,259)	\$79,393						
February 1998	\$121,183	(\$6,034)	\$115,149	(\$5,567)	\$109,581						
March 1998	\$83,790	(\$6,260)	\$77,530	(\$3,938)	\$73,591						
April 1998	\$153,739	(\$10,837)	\$142,902	(\$7,736)	\$135,166						

Customer Dashboard



Product Category All Product All Customer All Region All Sales Rep All Shipped Date Year All Shipped Date Qtr All

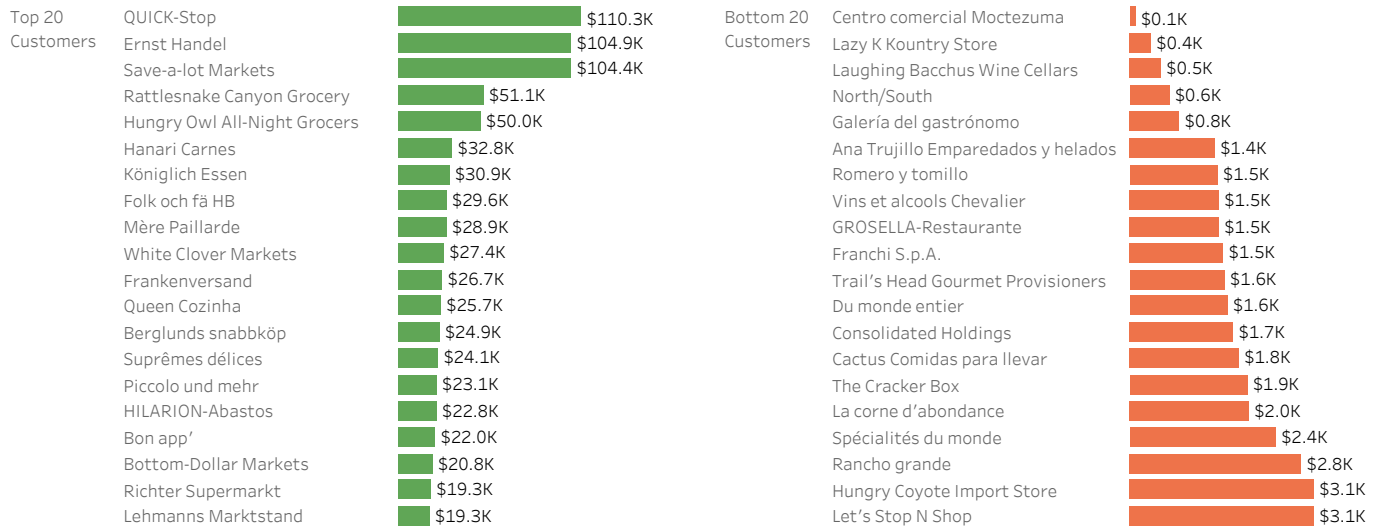
Current vs Prior 6M Top 5 Customers



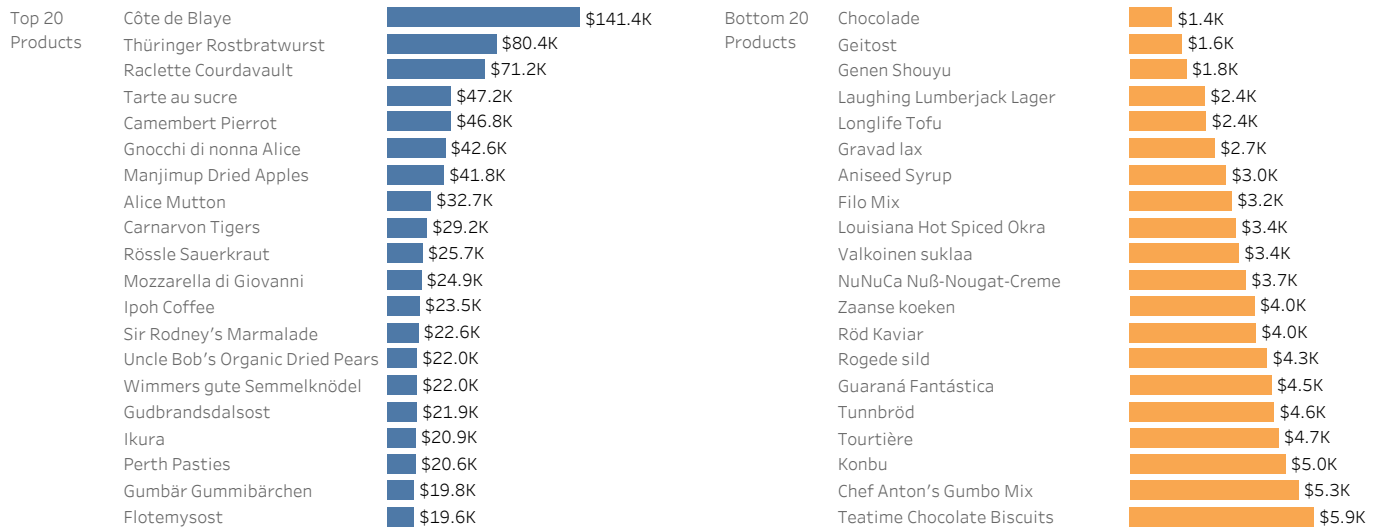
Top|Bottom N Parameter

20

Top | Bottom 20 Customers by Revenue



Top | Bottom 20 Products by Revenue

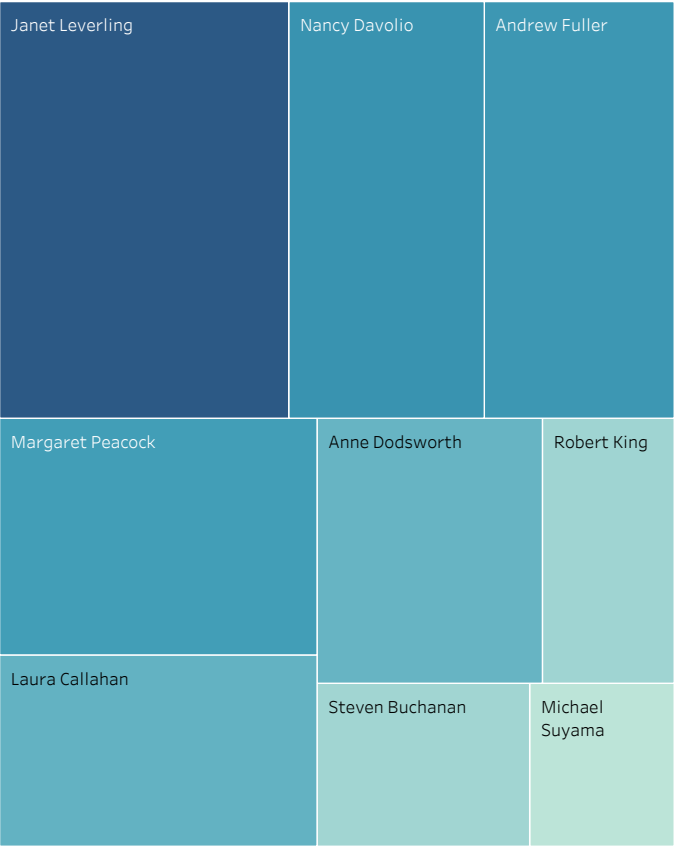


Sales Rep Dashboard



Product Category: All Product: All Region: All Sales Rep: All Shipped Date Year: 1998 Shipped Date Qtr: All

Sales Rep Revenue



Sales Rep KPIs

Emp Name	Net Rev	Gross Profit	Discount %	Sales per Order	Sales per Item	Items per Order	Orders Sold	Units Sold
Janet Leverling	80,870	77,672	(7.6%)	\$1,925	\$30	63	42	2,665
Andrew Fuller	73,790	69,870	(4.4%)	\$1,942	\$34	57	38	2,181
Nancy Davolio	60,565	58,078	(5.2%)	\$1,477	\$27	55	41	2,243
Margaret Peacock	51,163	48,480	(6.4%)	\$1,218	\$23	52	42	2,181
Laura Callahan	47,728	44,408	(3.2%)	\$1,705	\$23	74	28	2,079
Robert King	44,560	41,864	(7.5%)	\$1,857	\$26	71	24	1,712
Anne Dodsworth	42,143	40,385	(4.7%)	\$2,107	\$35	60	20	1,193
Steven Buchanan	19,692	18,323	(6.1%)	\$1,515	\$25	61	13	787
Michael Suyama	17,182	16,289	(4.1%)	\$859	\$19	45	20	901

Product Category: All Product: All Reg Desc: All Sales Rep: All Shipped Date Year: All Shipped Date Qtr: All

Gross Revenue by Country

