



Current Month Transactions

1,000✓

Goal: 928 (+7.76%)

Current Month Profit

\$3,985✓

Goal: \$3,717 (+7.21%)

Current Month Returns

39!

Goal: 31 (-25.81%)

Product Brand   Total Transactions   Total Profit   Profit Margin   Return Rate

Tell Tale	283	\$1,094	57.96%	0.46%
Ebony	281	\$1,152	60.60%	0.69%
Hermanos	273	\$1,126	58.45%	0.94%
High Top	251	\$1,056	60.72%	1.01%
Tri-State	234	\$878	58.54%	0.54%
Best Choice	219	\$1,005	61.56%	0.43%
Red Wing	216	\$900	58.73%	1.91%
Horatio	211	\$880	57.89%	1.91%
Big Time	210	\$832	60.23%	1.22%
Fast	206	\$879	61.34%	1.52%
Cormorant	205	\$908	61.68%	0.76%
Carrington	202	\$758	59.63%	0.65%
Nationeel	201	\$846	60.17%	1.26%
Sunset	199	\$735	60.16%	2.01%
PigTail	185	\$648	60.83%	1.94%
Super	185	\$729	60.11%	1.74%
Fort West	181	\$697	60.20%	0.74%
Imagine	174	\$750	61.75%	0.37%
Denny	170	\$817	58.26%	1.80%
High Quality	167	\$748	59.69%	1.35%
Plato	167	\$614	63.53%	1.11%
BBB Best	157	\$599	62.56%	0.81%
CDR	152	\$603	58.79%	0.41%
Landslide	152	\$510	59.37%	1.02%
Golden	151	\$597	59.31%	0.20%
Better	149	\$478	60.99%	1.92%
Steady	131	\$371	57.36%	1.22%
Blue Label	128	\$527	59.37%	1.76%
Just Right	128	\$454	59.28%	0.74%
Hilltop	126	\$571	58.34%	1.03%

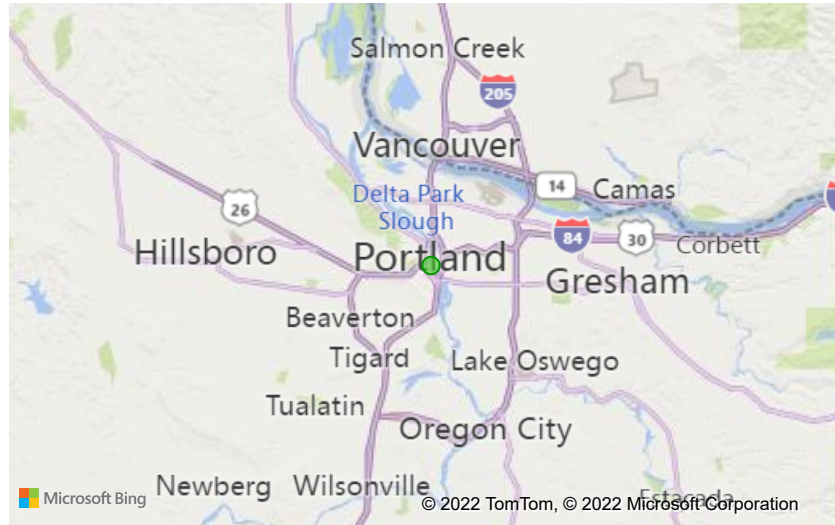
Total   5,694   \$22,763   59.89%   1.10%

Select all

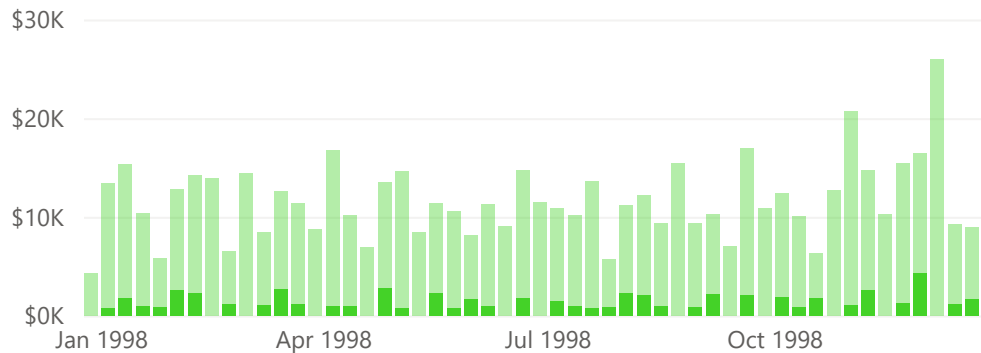
Canada

Mexico

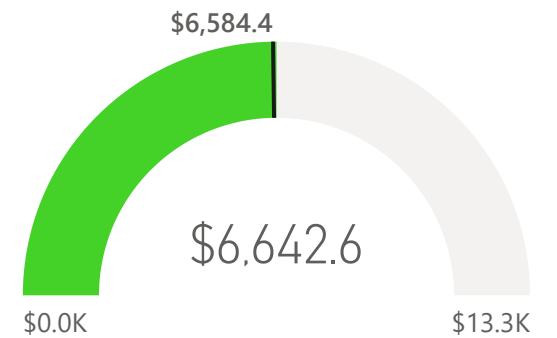
USA



Weekly Revenue Trending



Revenue vs Target



## PERFORMANCE NOTES:

- 🔖 *Portland reached 1,000 sales in December to close out the year*
- 🔖 *High Top product returns doubled in Mexico (4 to 8), at a return rate of 1.2%*
- 🔖 *Plato products drove the strongest overall profit margin (63.55%) in 1998*