

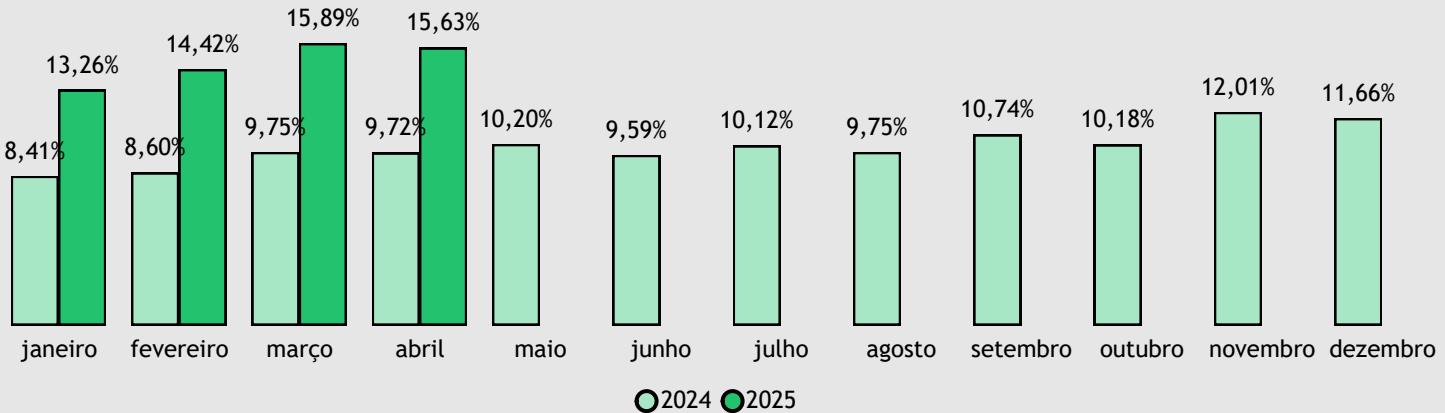
# Revenue Indicators Management

Last Updated

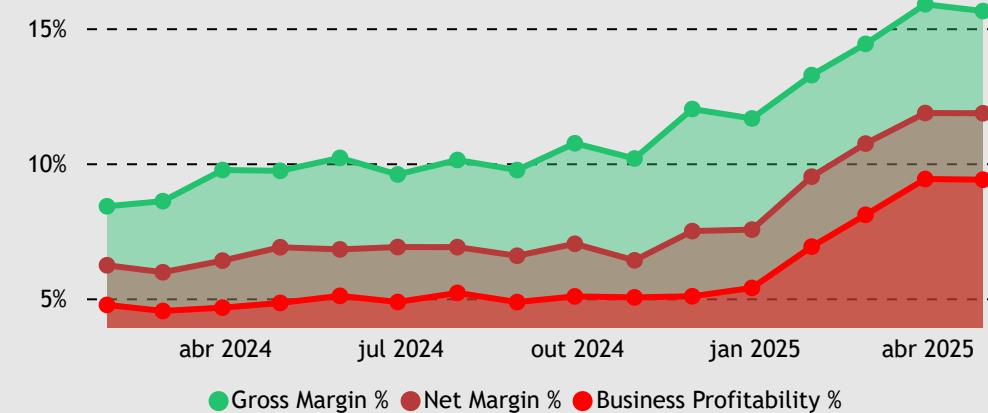
01/04/2025

Year, Month	Location ID	Salesperson	Portfolio	Segment	
2025 (Ano) + março (Mês)	Todos	Todos	Todos	Todos	
Product	Gross Margin Target		Gross Margin %	Net Margin %	Business Profitability %
Todos	4,38%		15,89%	11,86%	9,42%
	Actual vs Target Gap		MoM Variation ▲ 1,47%	MoM Variation ▲ 1,13%	MoM Variation ▲ 1,33%
	11,51%				

Yearly and Monthly Gross Margin %



Indexes Performance Over Time



Location ID	Gross Margin %	Gross Margin Target	Actual vs Target Gap	Net Margin %	Business Profitability %	Total Gross Revenue	Core Product Revenue	Additional Services Revenue	New Customers	Revenue
174	10,52%	3,82%	6,70%	8,65%	6,79%	64.747.176,89	6.813.319,32	5.598.971,69	4.399.150,54	
175	8,52%	4,38%	4,14%	6,64%	4,88%	24.871.155,60	2.118.431,03	1.650.728,28	1.214.277,40	
176	15,96%	4,38%	11,58%	12,65%	7,90%	35.452.463,13	5.657.037,99	4.483.882,28	2.799.465,29	
177	24,79%	4,38%	20,41%	17,99%	13,75%	23.356.923,46	5.789.281,28	4.201.224,35	3.212.178,44	
178	20,10%	4,38%	15,72%	10,99%	7,95%	31.615.324,88	6.354.241,49	3.475.882,54	2.512.501,76	
<b>Total</b>	<b>15,89%</b>	<b>4,38%</b>	<b>11,51%</b>	<b>11,86%</b>	<b>9,42%</b>	<b>493.947.194,16</b>	<b>78.465.154,49</b>	<b>58.577.750,04</b>	<b>46.515.640,36</b>	