



Current Month Transactions

18325✓
Goal: 17339 (+5.69%)

Current Month Profit

71.68K✓
Goal: \$67.87178K (+5.61%)

Current Month Returns

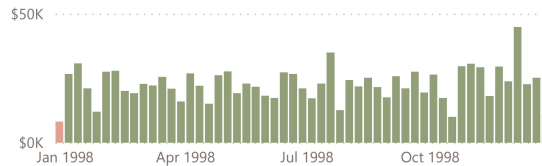
496!
Goal: 482 (+2.9%)

product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	5342	21753.14	58.64%	0.95%
Ebony	5238	20353.79	59.81%	0.96%
Tell Tale	5112	19982.03	58.05%	0.99%
Tri-State	5099	19979.82	58.91%	1.10%
High Top	4940	19810.42	60.42%	1.01%
Nationeel	4408	18616.82	60.44%	1.18%
Best Choice	4218	18354.53	60.64%	0.81%
Horatio	4195	17736.81	58.42%	1.26%
Fort West	4108	15834.21	59.80%	0.97%
Fast	4097	16468.76	61.03%	1.07%
Sunset	3953	14018.03	60.45%	1.03%
Carrington	3891	14882.97	59.52%	0.78%
Red Wing	3870	15869.53	59.36%	1.06%
Big Time	3816	15560.09	60.20%	1.05%
Cormorant	3744	15749.36	61.60%	0.87%
Imagine	3634	15102.46	61.40%	1.06%
Super	3618	13868.07	60.59%	0.96%
Denny	3584	16015.19	58.02%	0.99%
High Quality	3577	16138.93	59.98%	1.13%
Golden	3550	13255.62	58.72%	0.88%
BBB Best	3514	12991.34	62.12%	0.80%
PigTail	3467	11617.25	60.68%	1.04%
Plato	3352	12748.37	63.55%	1.06%
Total	113668	449626.65	59.94%	1.00%

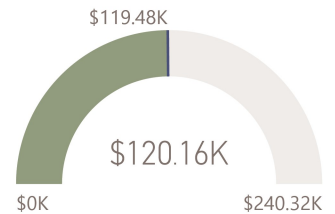


Weekly Revenue Trending

Count of Start of Week 3 7



Revenue vs. Target





***Portland** reached **1,000 sales** in December to close out the year*



*Plato products drove the strongest overall profit margin (**63.55%**) in 1998*