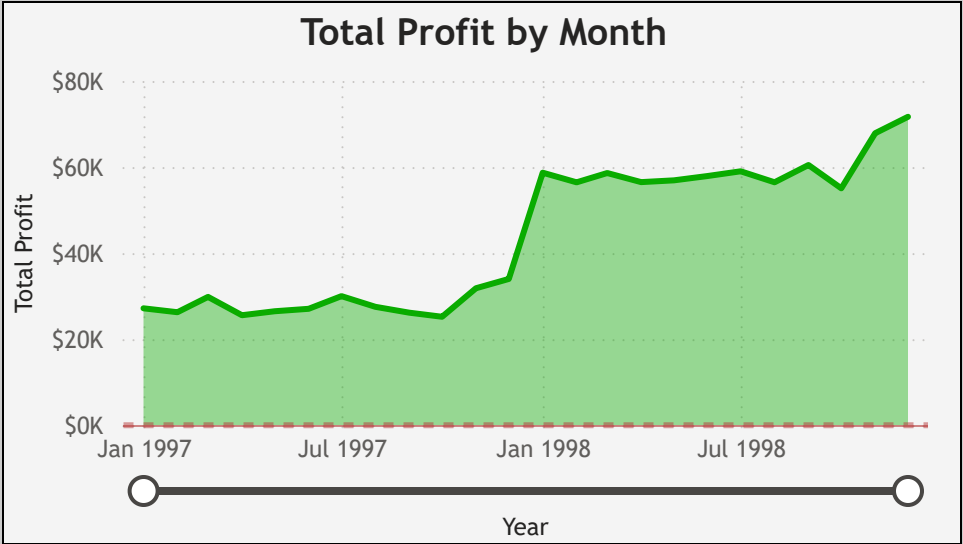
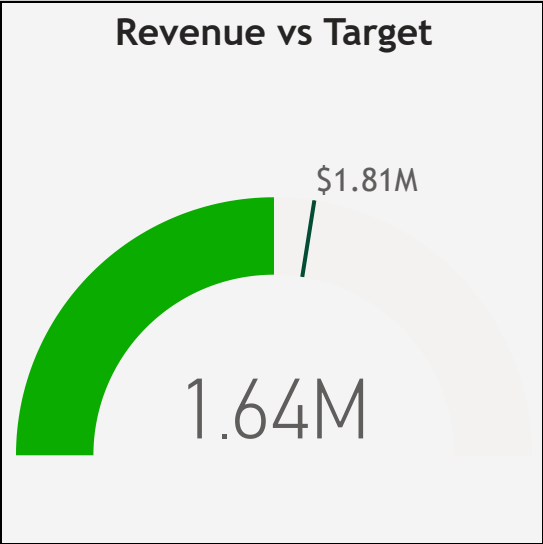
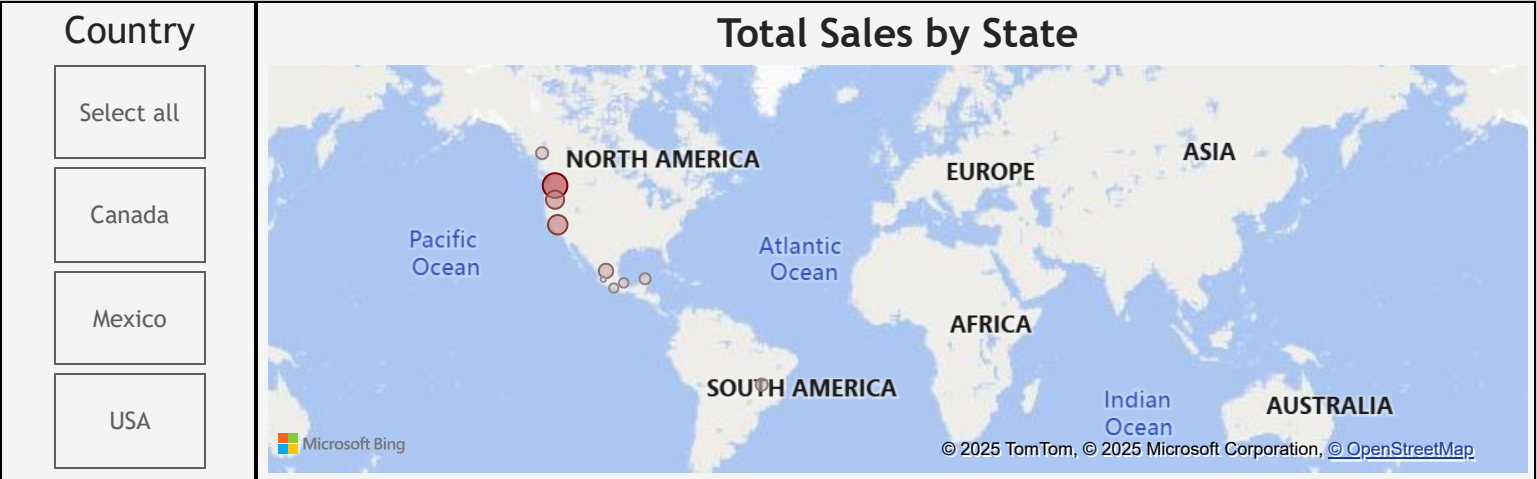


Product Brand	Total Sales	Total Profit	Profit Margin	Return Rate
Hermanos	8071	\$33,167.27	58.54%	2.92%
Tell Tale	7694	\$29,925.59	58.04%	2.60%
Ebony	7685	\$29,749.45	59.82%	2.46%
Tri-State	7438	\$29,064.76	58.90%	2.66%
High Top	7153	\$28,502.83	60.39%	2.66%
Nationeel	6499	\$27,446.16	60.47%	2.89%
Fast	6188	\$24,746.78	61.05%	2.86%
Fort West	6175	\$23,951.11	59.79%	2.51%
Horatio	6121	\$25,589.28	58.44%	3.41%
Best Choice	6000	\$25,901.32	60.60%	2.28%
Sunset	5856	\$20,802.99	60.49%	2.68%
Red Wing	5806	\$23,619.52	59.36%	2.91%
Big Time	5797	\$23,710.27	60.26%	2.54%
Carrington	5622	\$21,467.59	59.52%	2.29%
Cormorant	5382	\$22,499.72	61.51%	2.45%
High Quality	5323	\$24,007.67	60.00%	2.65%
BBB Best	5254	\$19,374.93	62.10%	2.40%
Imagine	5225	\$21,741.70	61.51%	2.51%
Denny	5223	\$23,049.58	58.07%	2.53%
Golden	5218	\$19,403.25	58.71%	2.43%
PigTail	5180	\$17,338.44	60.68%	2.47%
Super	5120	\$19,596.42	60.65%	2.46%
Landslide	4951	\$15,986.58	58.63%	2.57%
Plato	4912	\$18,502.64	63.55%	2.69%
CDR	4574	\$18,007.91	59.03%	2.60%
Total	269720	\$1,052,775.14	59.66%	2.63%



Insights

- The USA and Mexico are Maven's biggest customers, dwarfing the Canadian portion.
- Compared to last month, Sales and returns have increased and Losses have decreased, however, revenue hasn't reached the target yet.
- In terms of sales, Hermanos brand enjoys the highest number of sales, but as the profit margin goes, ADJ rules supreme at 68% despite having the second-highest return rate.
- In terms of return rate, King, ADJ, and Dollars are the highest, but unlike ADJ, the profit margin for these brands is mediocre.
- We notice a very sharp increase in revenue in early 1998, going well over double the amounts achieved in October of the previous year (42k to 98k) and it seems to only be going up from there!
- Holiday season and the months leading up to it also enjoy a large increase in revenue.