



# SUMMARY



CAN

MEX

USA

01/01/1997

01/12/1998

## REVENUE

\$1,76M

## TRANSACTIONS

270K

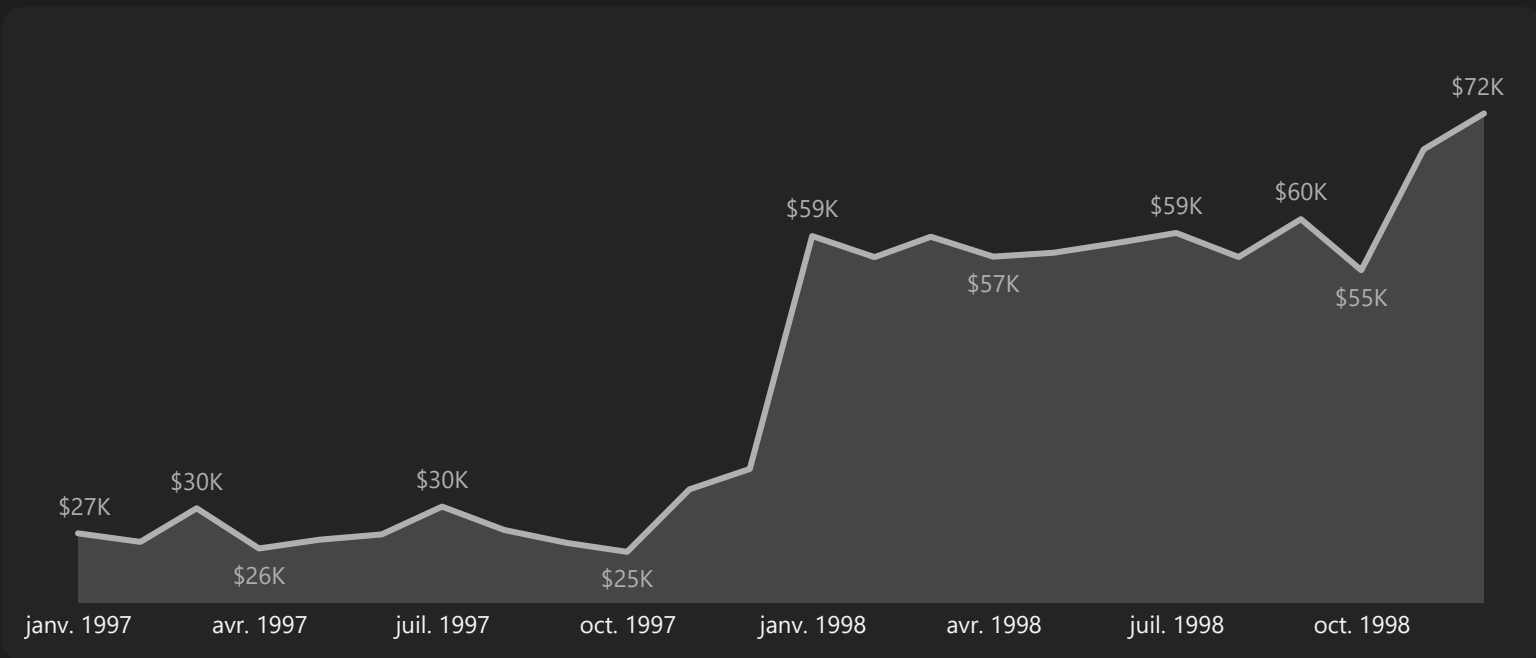
## PROFIT

\$1,05M

## RETURNS

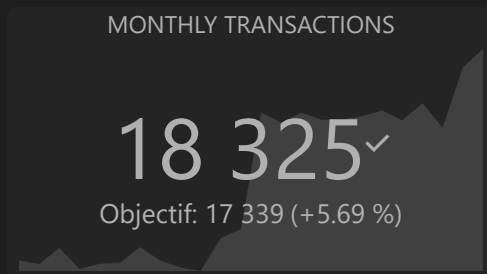
7K

## PROFIT TRENDING



TOP STORES	Store Name	Profit
	Store 13	\$101 715
	Store 17	\$94 088
	Store 15	\$69 148
	Store 11	\$68 857
	Store 24	\$66 460

TOP BRANDS	Brand	Profit
	Hermanos	\$33 167
	Tell Tale	\$29 926
	Ebony	\$29 749
	Tri-State	\$29 065
	High Top	\$28 503



TOP CUSTOMERS	Name	Expenses
	Ida Rodriguez	\$2 235,43
	James Horvat	\$2 121,31
	Dawn Laner	\$1 995,21
	Mary Francis Benigar	\$1 973,79
	Wildon Cameron	\$1 955,25



# STORES



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## NUMBER OF STORES

24

## PROFIT PER STORE

\$43,87K

## MOST PROFITABLE STORES

Store	Country	Customers	Profit	Return %
Store 13	USA	474	\$101 715	0,91 %
Store 17	USA	279	\$94 088	1,03 %
Store 15	USA	1 038	\$69 148	1,00 %
Store 11	USA	575	\$68 857	1,03 %
Store 24	USA	1 146	\$66 460	1,03 %
Store 7	USA	1 470	\$66 424	1,01 %
Store 3	USA	179	\$66 055	0,96 %
Store 16	USA	84	\$65 911	1,06 %
Store 6	USA	1 445	\$58 553	0,97 %
Store 12	MEX	99	\$52 257	1,10 %
Store 8	MEX	98	\$51 991	1,17 %
Store 19	CAN	891	\$50 955	1,05 %
Store 21	MEX	442	\$48 653	0,96 %
Store 10	MEX	92	\$34 521	0,94 %
Store 1	MEX	183	\$33 688	1,00 %
Store 4	MEX	90	\$32 679	0,98 %
Store 23	USA	95	\$28 390	1,12 %
Store 9	MEX	381	\$15 113	0,97 %
Store 18	MEX	99	\$13 848	1,01 %
Store 20	CAN	489	\$13 386	1,14 %
Store 22	USA	98	\$5 946	

## STORES MAP





# PRODUCTS



CAN

MEX

USA

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Product

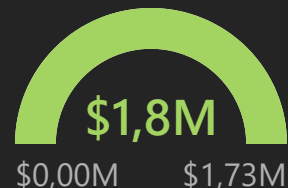


Product	Profit	% Margin
Hermanos Green Pepper	\$1 671	67,10 %
Imagine Popsicles	\$1 514	70,08 %
Hilltop Mint Mouthwash	\$1 494	61,05 %
Super Extra Chunky Peanut Butter	\$1 485	67,13 %
Nationeel Potato Chips	\$1 480	70,05 %
Fabulous Strawberry Drink	\$1 475	62,03 %
Booker Strawberry Yogurt	\$1 453	68,09 %
BBB Best Apple Preserves	\$1 440	65,93 %
Hermanos New Potatos	\$1 431	68,03 %
High Quality Scented Toilet Tissue	\$1 413	67,98 %
Hilltop Extra Moisture Shampoo	\$1 407	65,07 %
Thresher Spicy Mints	\$1 395	66,03 %
Gauss Monthly Sports Magazine	\$1 393	65,00 %
Pleasant Fancy Canned Anchovies	\$1 385	66,86 %
Carrington Frozen Mushroom Pizza	\$1 381	64,08 %
Sunset AAA-Size Batteries	\$1 376	67,05 %
Big Time Apple Cinnamon Waffles	\$1 373	66,94 %
High Top New Potatos	\$1 364	58,96 %
Quick Seasoned Hamburger	\$1 355	68,96 %
Medalist Rice Medly	\$1 350	67,04 %
Plato Tomato Sauce	\$1 348	67,92 %
Tell Tale Fresh Lima Beans	\$1 347	60,88 %
Hilltop 200 MG Ibuprofen	\$1 345	61,94 %
Red Wing Plastic Knives	\$1 343	57,87 %
Big Time Frozen Peas	\$1 343	63,87 %
Imagine Waffles	\$1 342	63,05 %
Hermanos Lemons	\$1 341	58,88 %
PigTail Low Fat French Fries	\$1 340	63,04 %

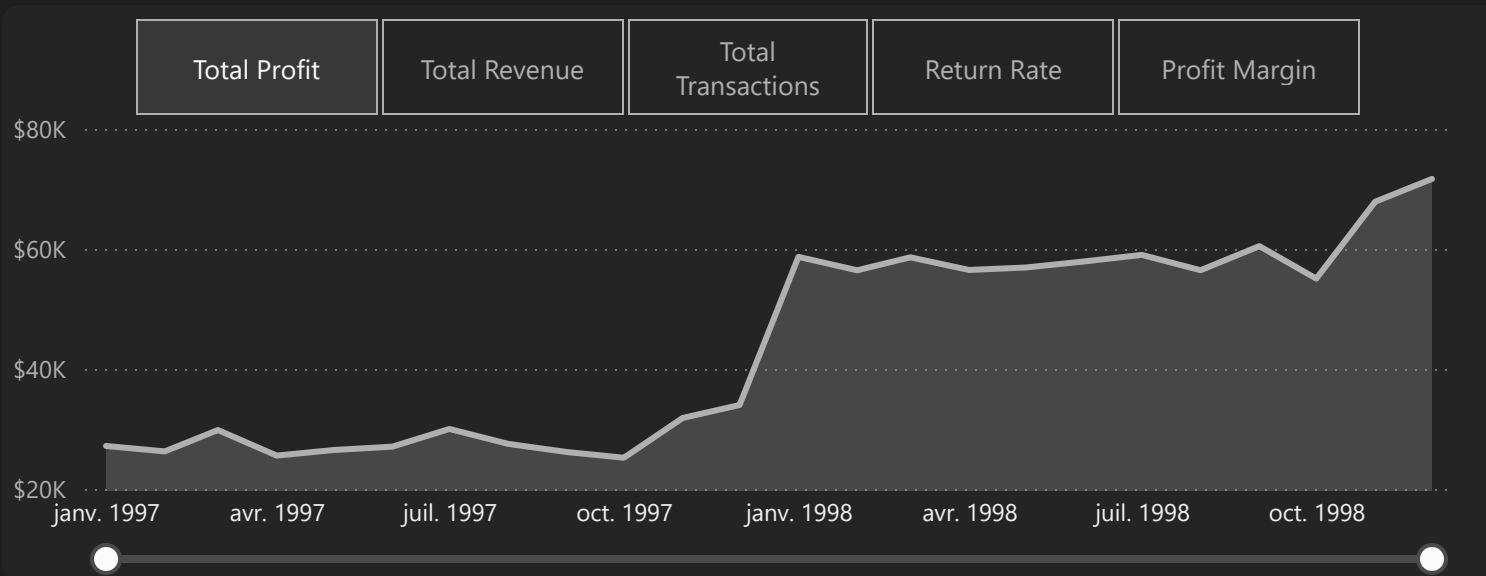
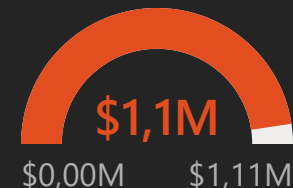
## TRANSACTIONS TARGET



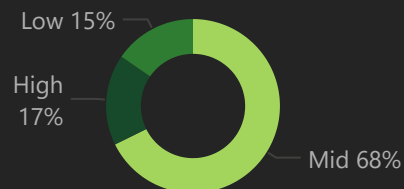
## REVENUE TARGET



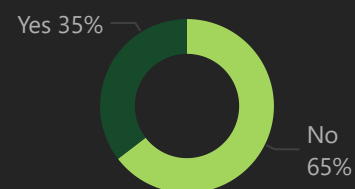
## PROFIT TARGET



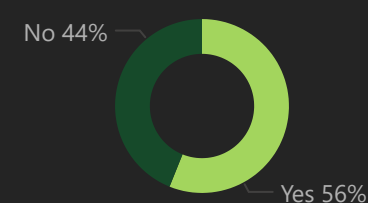
### PRICE TIER



### LOW FAT



### RECYCLABLE





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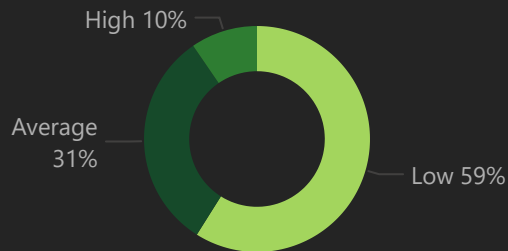
NUMBER OF CUSTOMERS

8,8K

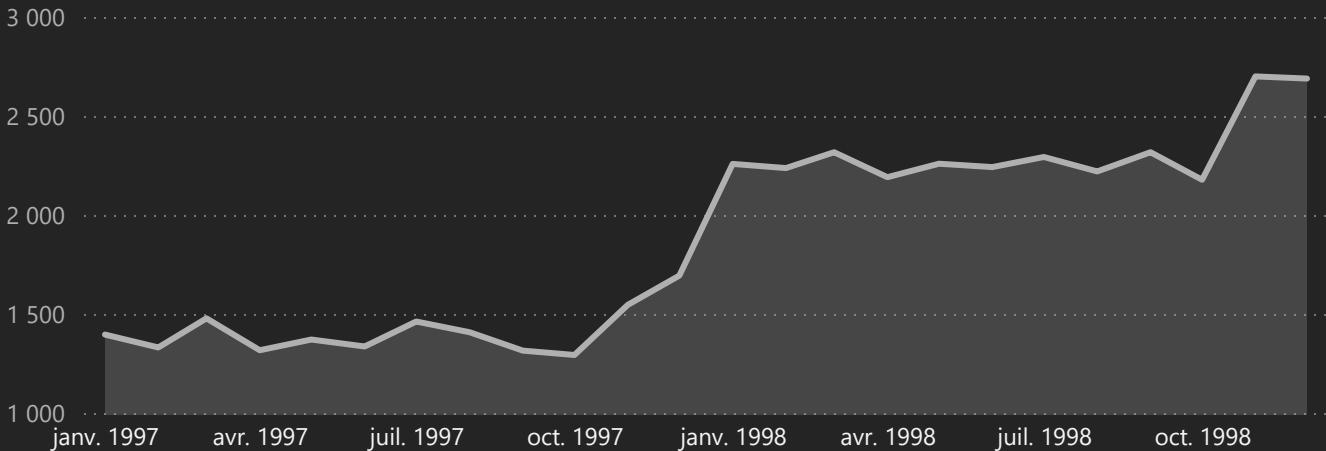
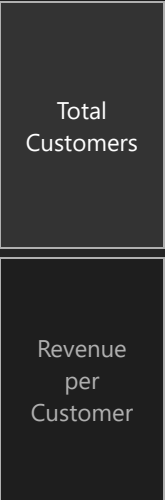
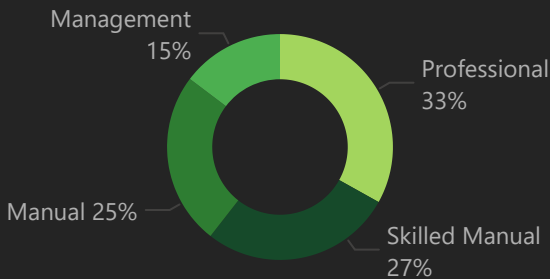
REVENUE PER CUSTOMER

\$200

INCOME LEVEL



OCCUPATION



Top 100 Customers

	Country	Expenses	Per Transaction
Ida Rodriguez	USA	\$2 235	8 €
James Horvat	USA	\$2 121	7 €
Dawn Laner	USA	\$1 995	7 €
Mary Francis Benigar	USA	\$1 974	7 €
Wildon Cameron	USA	\$1 955	8 €
Aaron McDonnell	USA	\$1 908	7 €
Joann Mramor	USA	\$1 826	7 €
Eric Winters	USA	\$1 776	7 €
Merridee Archuleta	MEX	\$1 764	6 €
Lucy Flowers	USA	\$1 750	7 €
Kristin Miller	USA	\$1 739	7 €
Scott Littleford	MEX	\$1 716	8 €
Bernadette Marschang	USA	\$1 714	6 €
George Todaro	USA	\$1 664	6 €

MONTHLY CUSTOMERS



MONTHLY REVENUE PER CUSTOMER

