



date

1/1/1997 12/31/1998

Current Month Transactions

18,325✓

Goal: 17,339 (+5.69%)

Current Month Profit

\$71,682✓

Goal: 67.87K (+5.61%)

Current Month Returns

496!

Goal: 482 (-2.9%)

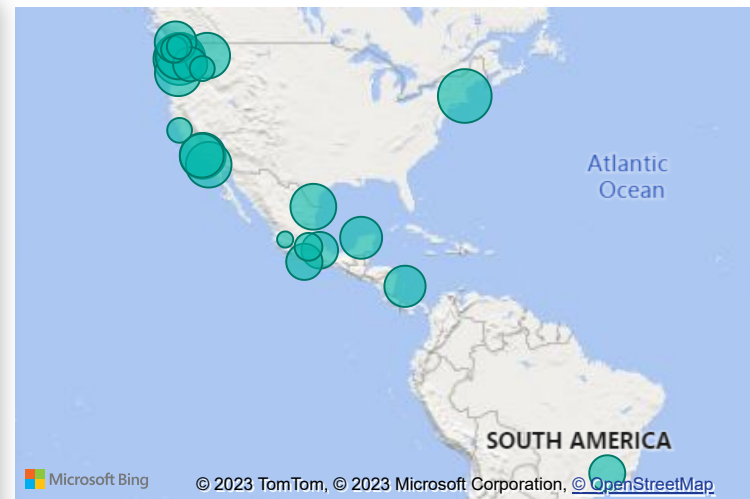
Product Brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	8,071	\$33,167	58.54%	1.11%
Tell Tale	7,694	\$29,926	58.04%	1.00%
Ebony	7,685	\$29,749	59.82%	0.95%
Tri-State	7,438	\$29,065	58.90%	1.02%
High Top	7,153	\$28,503	60.39%	1.01%
Nationeel	6,499	\$27,446	60.47%	1.11%
Fast	6,188	\$24,747	61.05%	1.09%
Fort West	6,175	\$23,951	59.79%	0.92%
Horatio	6,121	\$25,589	58.44%	1.25%
Best Choice	6,000	\$25,901	60.60%	0.84%
Sunset	5,856	\$20,803	60.49%	1.04%
Red Wing	5,806	\$23,624	59.37%	1.09%
Big Time	5,797	\$23,710	60.26%	0.97%
Carrington	5,622	\$21,468	59.52%	0.89%
Cormorant	5,382	\$22,502	61.52%	0.90%
High Quality	5,323	\$24,008	60.00%	1.03%
BBB Best	5,254	\$19,375	62.10%	0.90%
Imagine	5,225	\$21,742	61.51%	0.98%
Denny	5,223	\$23,050	58.07%	0.91%
Golden	5,218	\$19,403	58.71%	0.91%
PigTail	5,180	\$17,338	60.68%	0.96%
Super	5,120	\$19,600	60.66%	0.94%
Landslide	4,951	\$15,987	58.63%	0.97%
Plato	4,912	\$18,503	63.55%	1.04%
CDR	4,574	\$18,008	59.03%	1.00%
Better	4,073	\$13,193	61.14%	1.04%
Just Right	3,906	\$14,249	59.54%	0.87%
Pleasant	3,757	\$14,966	60.19%	0.98%
Carlson	3,724	\$15,266	61.09%	1.08%
Bravo	3,689	\$16,322	59.01%	0.85%
Total	167,616	\$661,159	59.93%	0.99%

Select all

Canada

Mexico

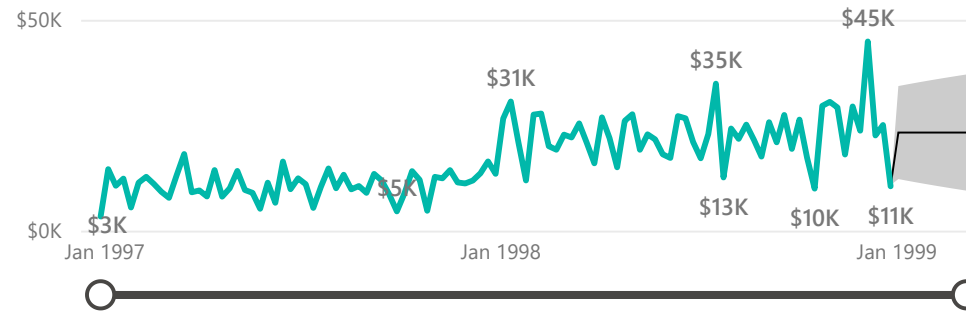
USA



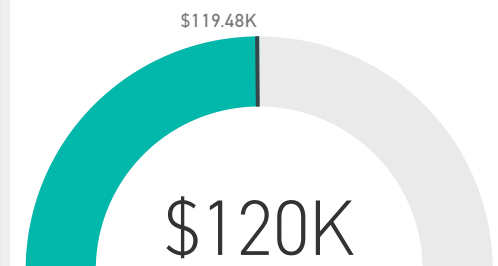
USA

Mexico

Weekly Revenue Trending



Revenue vs. Target





date

1/1/1997

12/31/1998



10K

Count of customer_id

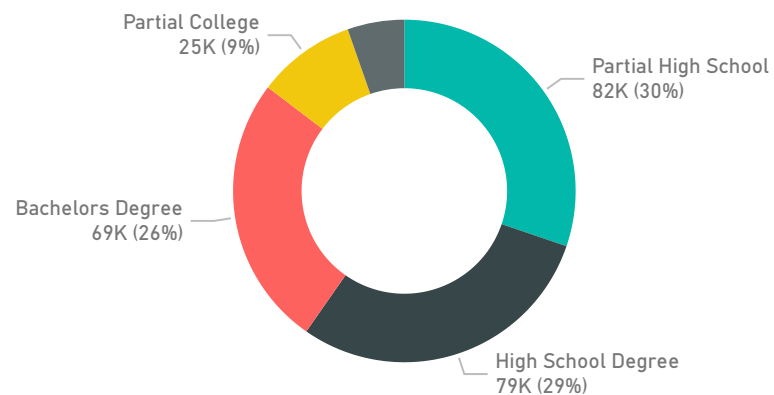
1560

Unique Products

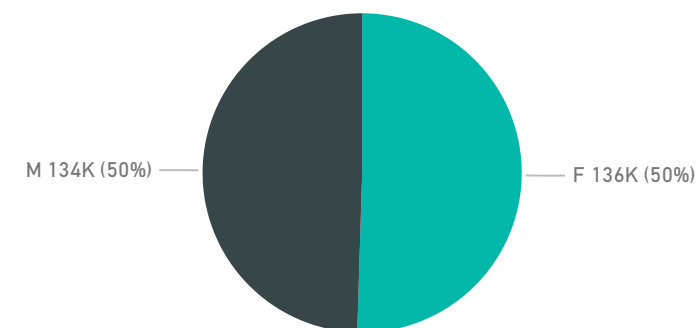
270K

Total Transactions

full_name	Total Transactions	Total Revenue
Dawn Laner	301	\$1,99
James Horvat	297	\$2,12
Ida Rodriguez	290	\$2,23
Merridee Archuleta	279	\$1,76
Mary Francis Benigar	275	\$1,97
Lucy Flowers	267	\$1,75
Aaron McDonnell	260	\$1,90
Eric Winters	257	\$1,77
Joann Mramor	251	\$1,82
Wildon Cameron	233	\$1,95
Total	2,710	\$19,30



Transactions by gender



Top Customer(Transaction):

Dawn Laner

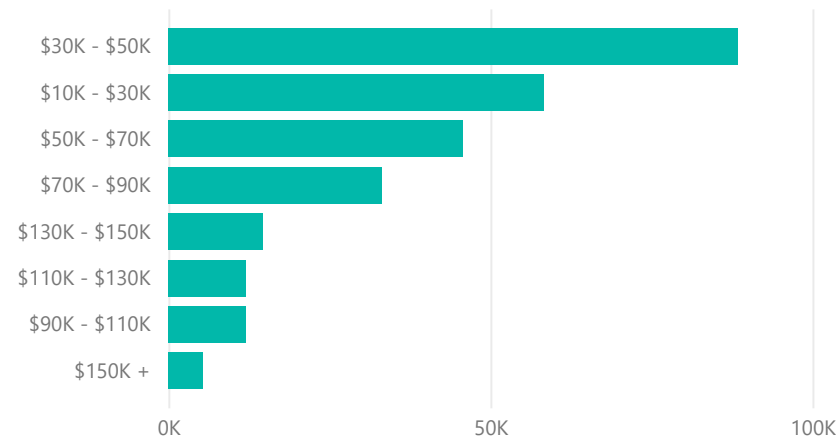
Total Transaction:

270K

Total Revenue:

\$2M

Transactions by Income



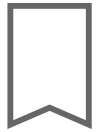
Transactions by City



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