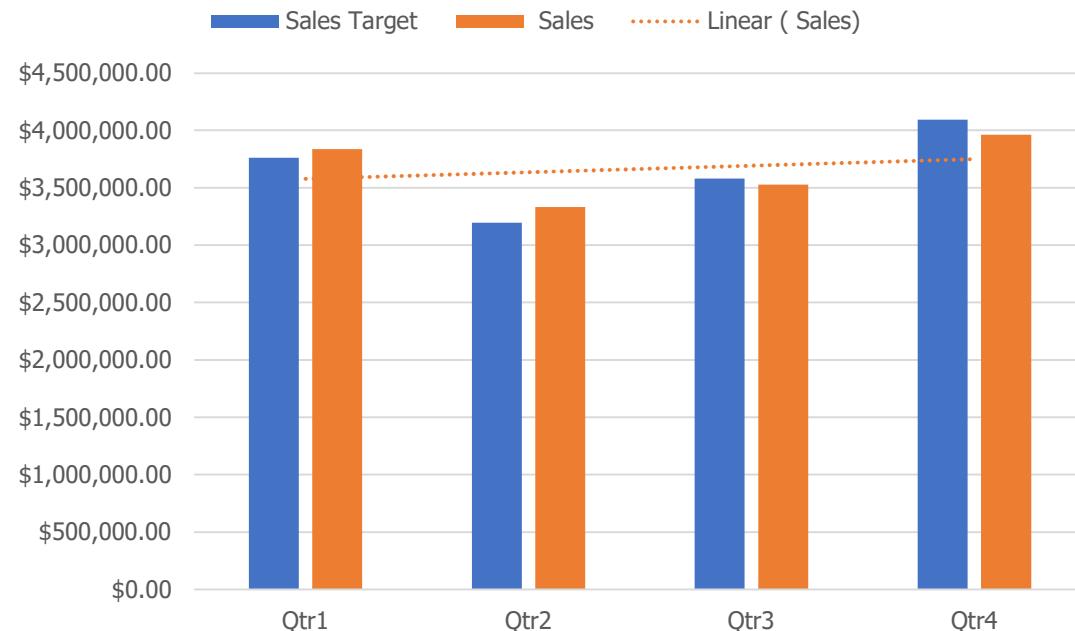


Sales Performance by each Quarter

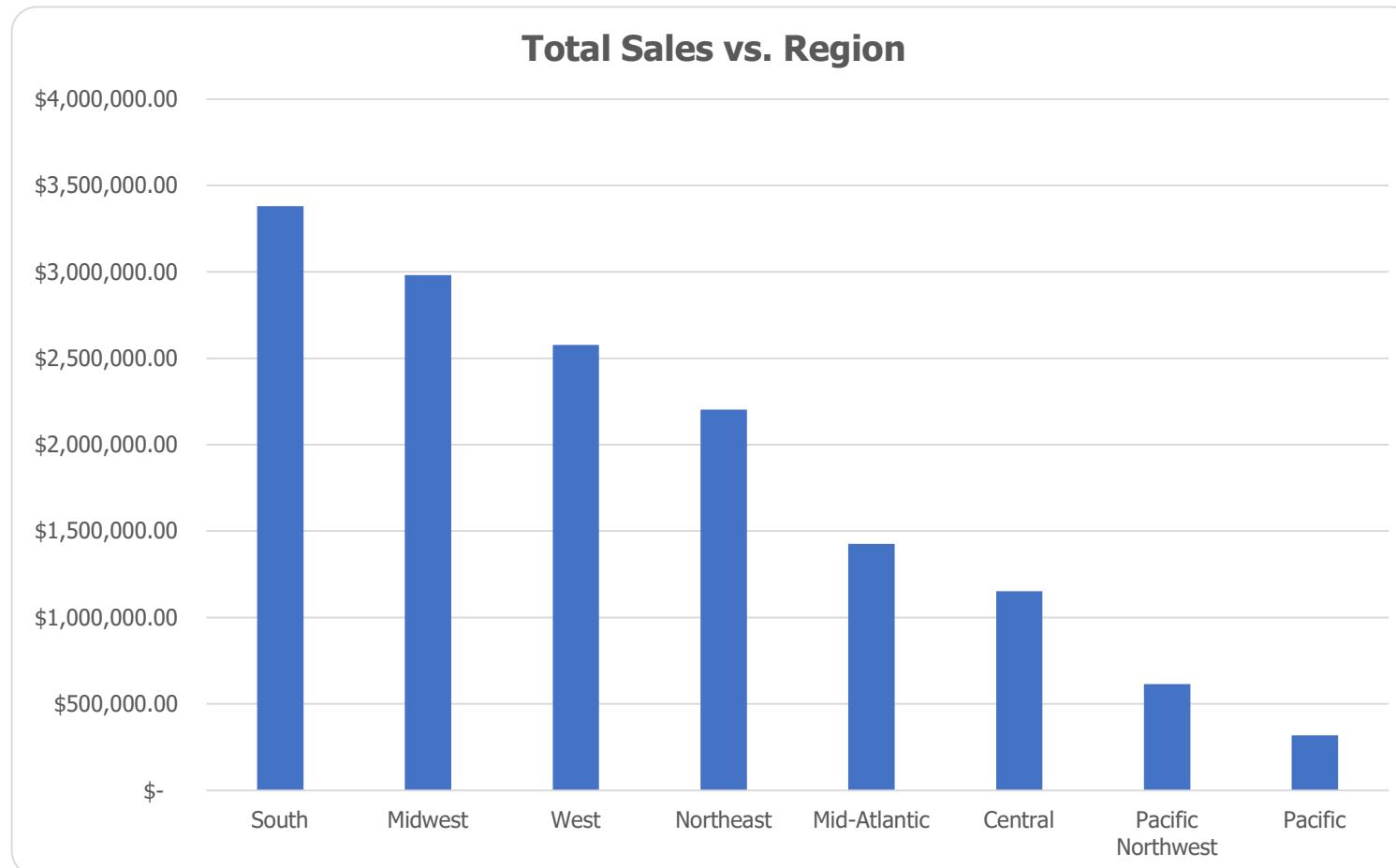
Period	Sales Target	Sales	%CHANGE
Qtr1	\$3,760,457.99	\$3,837,694.00	102%
Qtr2	\$3,196,487.66	\$3,331,327.92	104%
Qtr3	\$3,581,312.86	\$3,527,374.49	98%
Qtr4	\$4,091,790.83	\$3,962,665.78	97%

Sales performance by Quarter



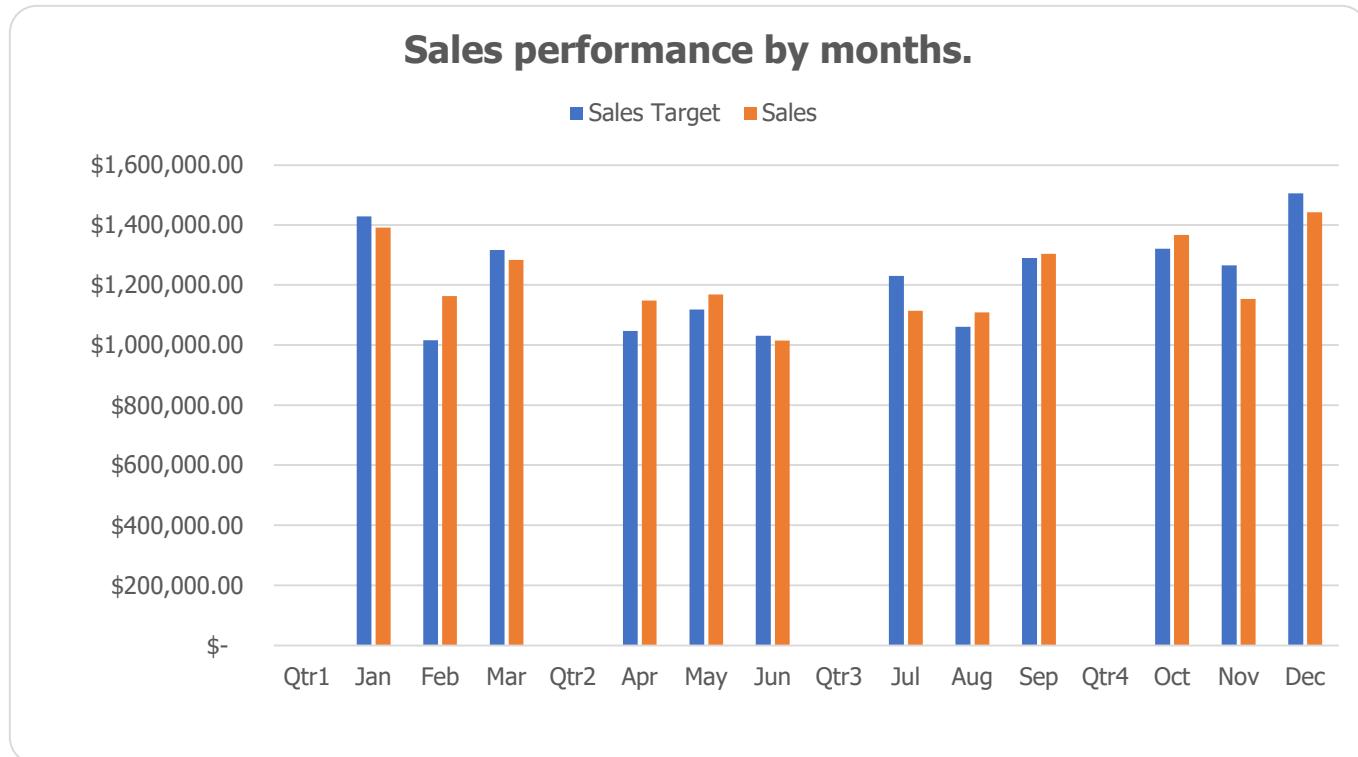
Sales by Region

Region	Total Sales
South	\$ 3,380,170.23
Midwest	\$ 2,981,803.85
West	\$ 2,577,586.16
Northeast	\$ 2,203,313.62
Mid-Atlantic	\$ 1,426,835.14
Central	\$ 1,153,849.87
Pacific Northwest	\$ 616,311.53
Pacific	\$ 319,191.79
Grand Total	\$ 14,659,062.20



Sales performance by Month

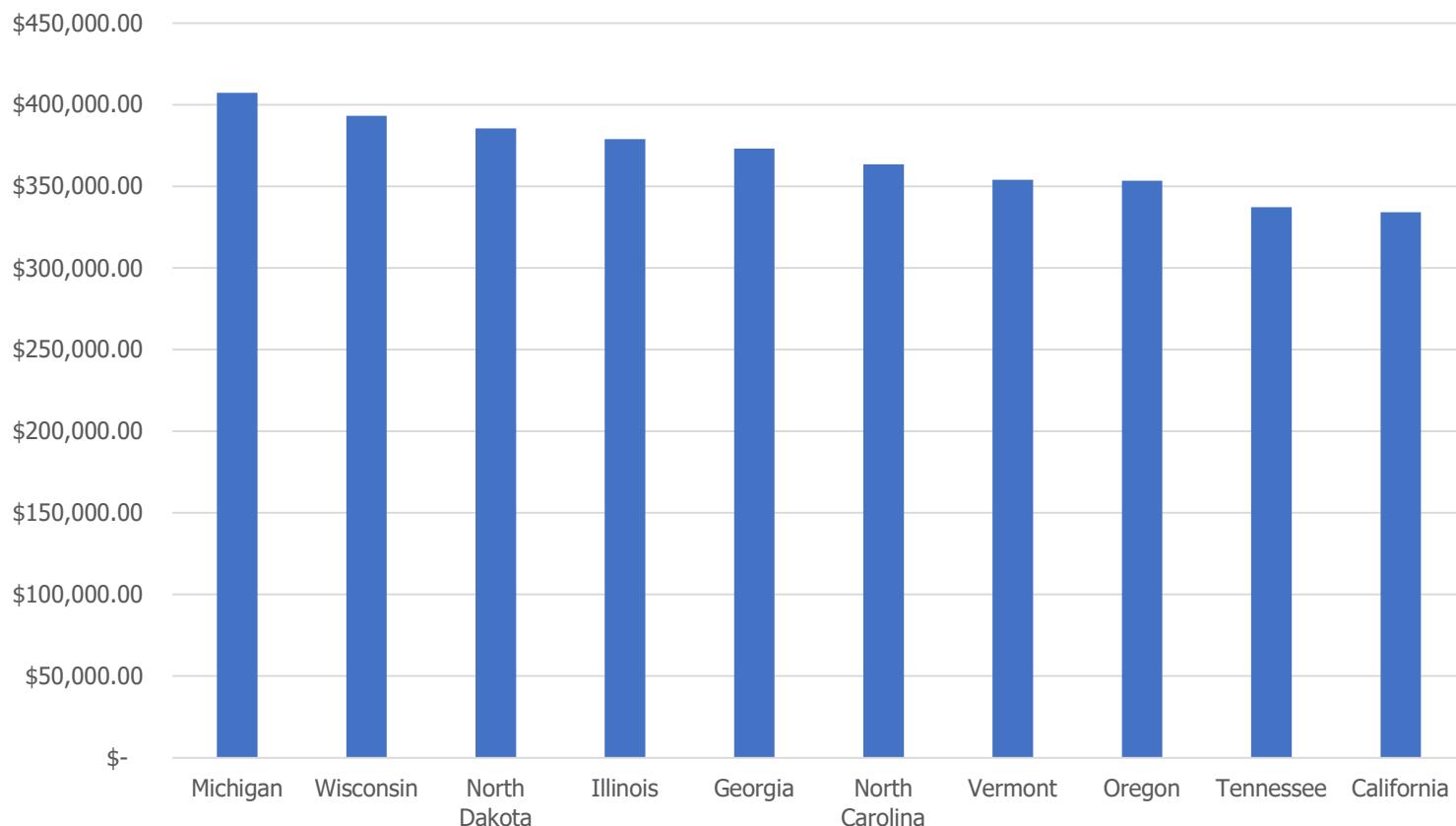
Period	Sales Target	Sales
Qtr1		
Jan	\$ 1,428,240.83	\$ 1,390,859.17
Feb	\$ 1,015,890.67	\$ 1,163,270.34
Mar	\$ 1,316,326.49	\$ 1,283,564.49
Qtr2		
Apr	\$ 1,047,494.47	\$ 1,147,771.33
May	\$ 1,118,403.60	\$ 1,168,209.16
Jun	\$ 1,030,589.59	\$ 1,015,347.44
Qtr3		
Jul	\$ 1,230,049.21	\$ 1,114,256.75
Aug	\$ 1,061,142.18	\$ 1,109,020.53
Sep	\$ 1,290,121.47	\$ 1,304,097.21
Qtr4		
Oct	\$ 1,320,866.03	\$ 1,367,172.99
Nov	\$ 1,265,764.22	\$ 1,153,443.35
Dec	\$ 1,505,160.57	\$ 1,442,049.45



Sales by State

State	Sum of Sales
Michigan	\$ 407,396.38
Wisconsin	\$ 393,305.74
North Dakota	\$ 385,506.64
Illinois	\$ 379,056.78
Georgia	\$ 373,175.25
North Carolina	\$ 363,481.56
Vermont	\$ 354,152.54
Oregon	\$ 353,454.11
Tennessee	\$ 337,372.54
California	\$ 334,175.98
Grand Total	\$ 3,681,077.53

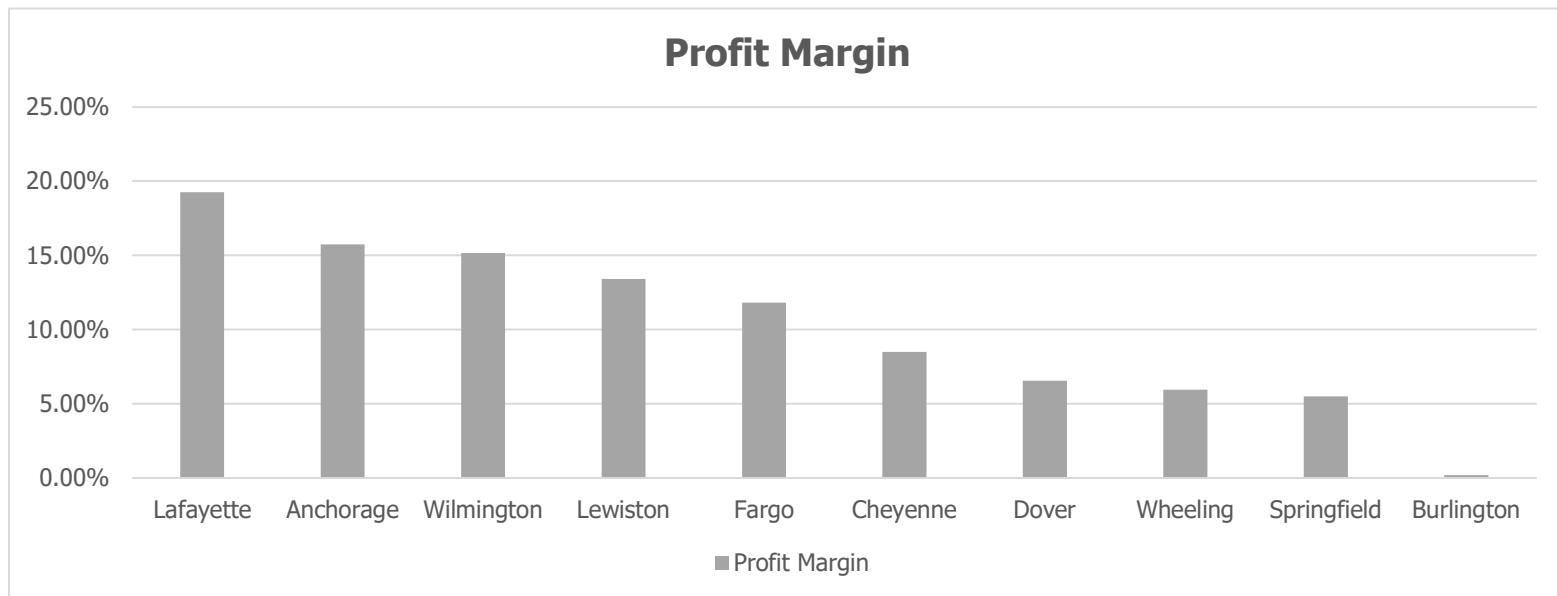
Sales by State



Profitability by City

Top 10 by Profit Margins

City	Total Sales	Total Profit	Profit Margin
Lafayette	\$131,032.13	\$25,236.00	19.26%
Anchorage	\$319,191.79	\$50,208.54	15.73%
Wilmington	\$134,485.26	\$20,377.07	15.15%
Lewiston	\$276,181.79	\$37,027.72	13.41%
Fargo	\$385,506.64	\$45,523.69	11.81%
Cheyenne	\$324,376.87	\$27,558.80	8.50%
Dover	\$155,822.27	\$10,204.48	6.55%
Wheeling	\$267,570.42	\$15,885.17	5.94%
Springfield	\$147,376.25	\$8,081.56	5.48%
Burlington	\$382,756.32	\$681.55	0.18%

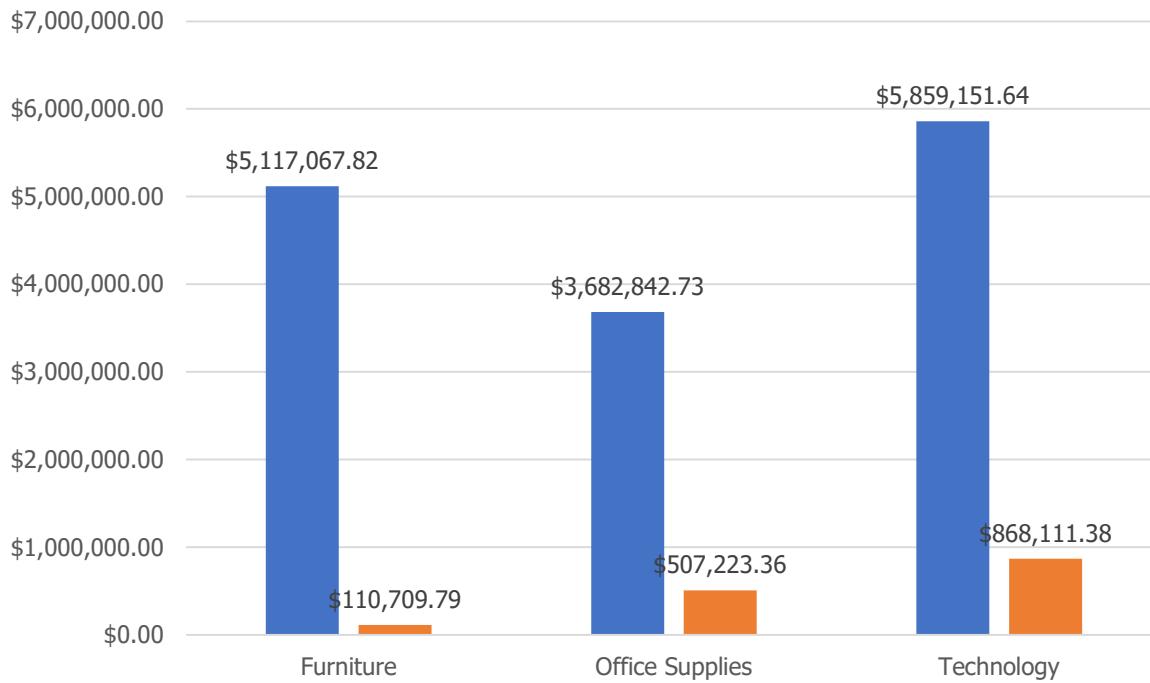


Sales v. Profit by Product Category

Category	Total Sales	Total Profit
Furniture	\$5,117,067.82	\$110,709.79
Office Supplies	\$3,682,842.73	\$507,223.36
Technology	\$5,859,151.64	\$868,111.38
Grand Total	\$14,659,062.20	1486044.52

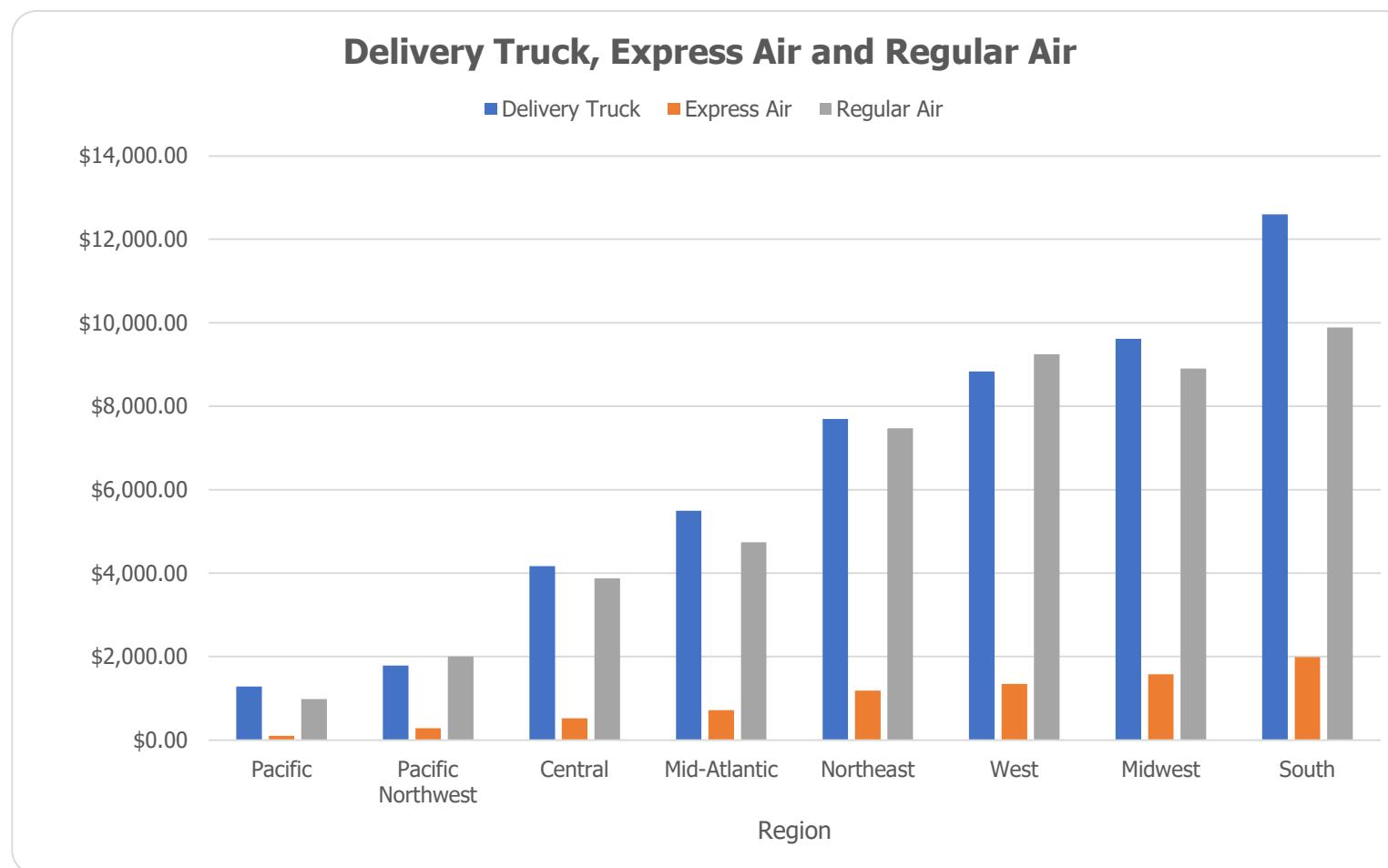
Sales v. Profit by Product Category

■ Total Sales ■ Total Profit



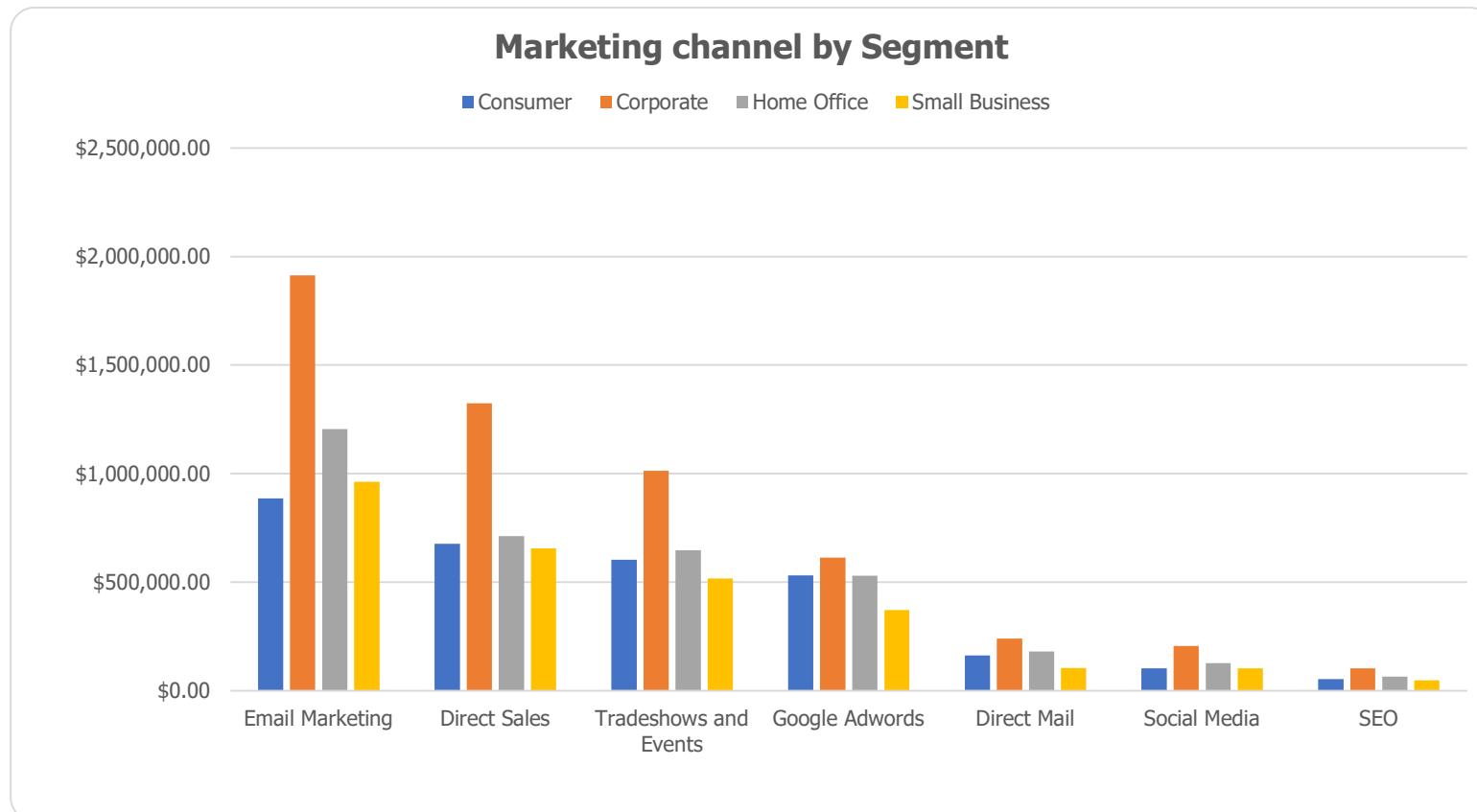
Shipping Cost by Each Delivery methods across Regions

Region	Delivery Truck	Express Air	Regular Air	Grand Total
Pacific	\$1,286.03	\$104.62	\$981.14	\$2,371.79
Pacific Northwest	\$1,783.67	\$280.85	\$2,000.59	\$4,065.11
Central	\$4,169.86	\$523.03	\$3,874.58	\$8,567.47
Mid-Atlantic	\$5,495.21	\$719.69	\$4,742.91	\$10,957.81
Northeast	\$7,691.40	\$1,181.98	\$7,470.64	\$16,344.02
West	\$8,832.83	\$1,347.27	\$9,246.58	\$19,426.68
Midwest	\$9,617.37	\$1,573.03	\$8,900.65	\$20,091.05
South	\$12,600.03	\$1,984.53	\$9,889.43	\$24,473.99
Grand Total	\$51,476.40	\$7,715.00	\$47,106.52	\$106,297.92



How efficient was the marketing channels by each customer segment

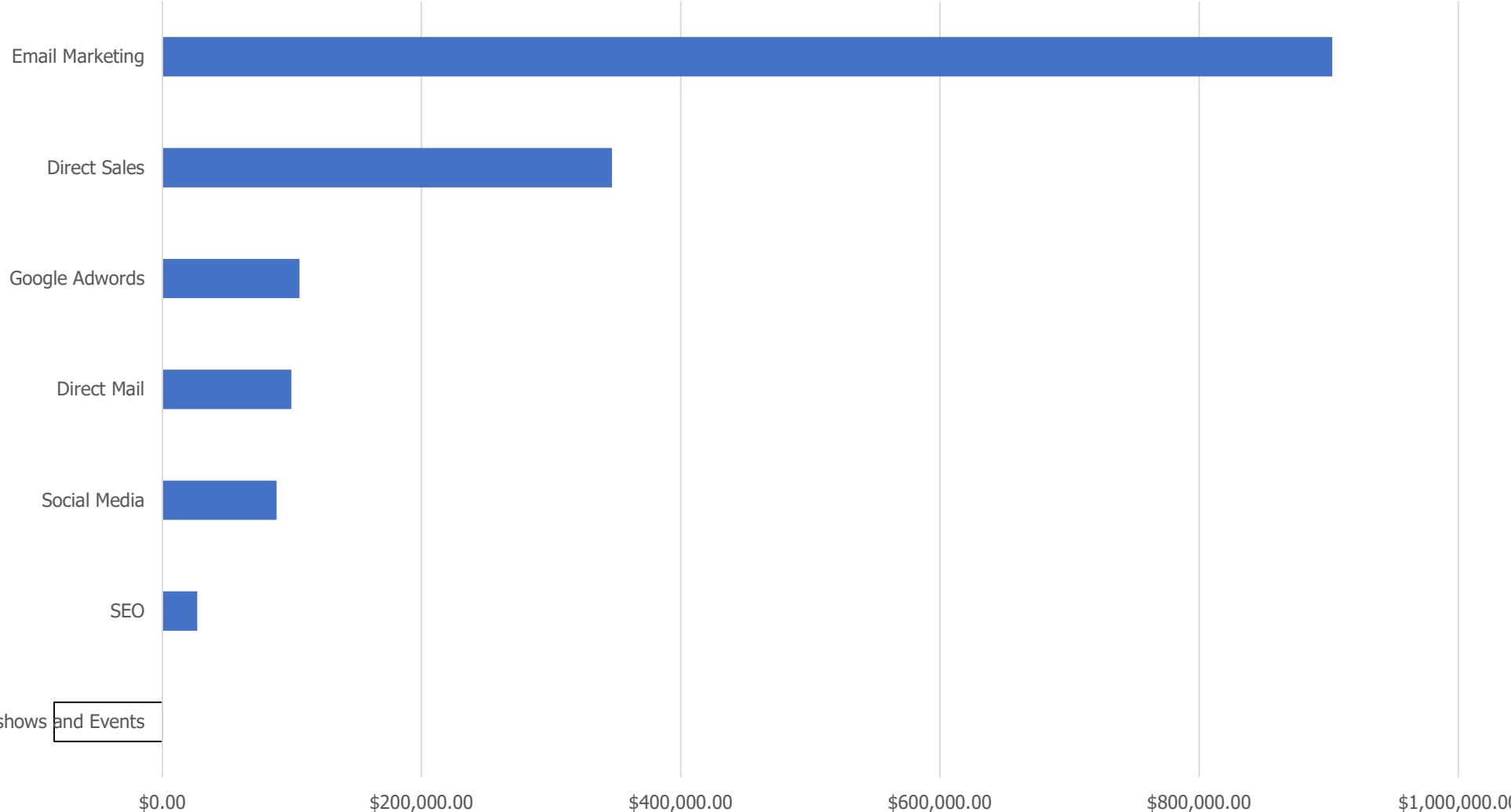
Marketing Channel	Consumer	Corporate	Home Office	Small Business	Grand Total
Email Marketing	\$886,239.29	\$1,912,978.64	\$1,205,204.40	\$962,503.88	\$4,966,926.20
Direct Sales	\$676,550.26	\$1,323,933.23	\$711,409.15	\$655,952.27	\$3,367,844.90
Tradeshows and Events	\$603,727.70	\$1,012,560.54	\$647,717.74	\$516,711.38	\$2,780,717.36
Google Adwords	\$530,856.83	\$612,236.66	\$528,898.72	\$371,937.36	\$2,043,929.56
Direct Mail	\$163,292.60	\$239,367.12	\$180,728.53	\$103,793.63	\$687,181.87
Social Media	\$103,391.04	\$206,174.48	\$127,760.02	\$103,552.33	\$540,877.86
SEO	\$54,315.96	\$102,665.40	\$65,573.24	\$49,029.83	\$271,584.42



Total profit by Marketing Channels

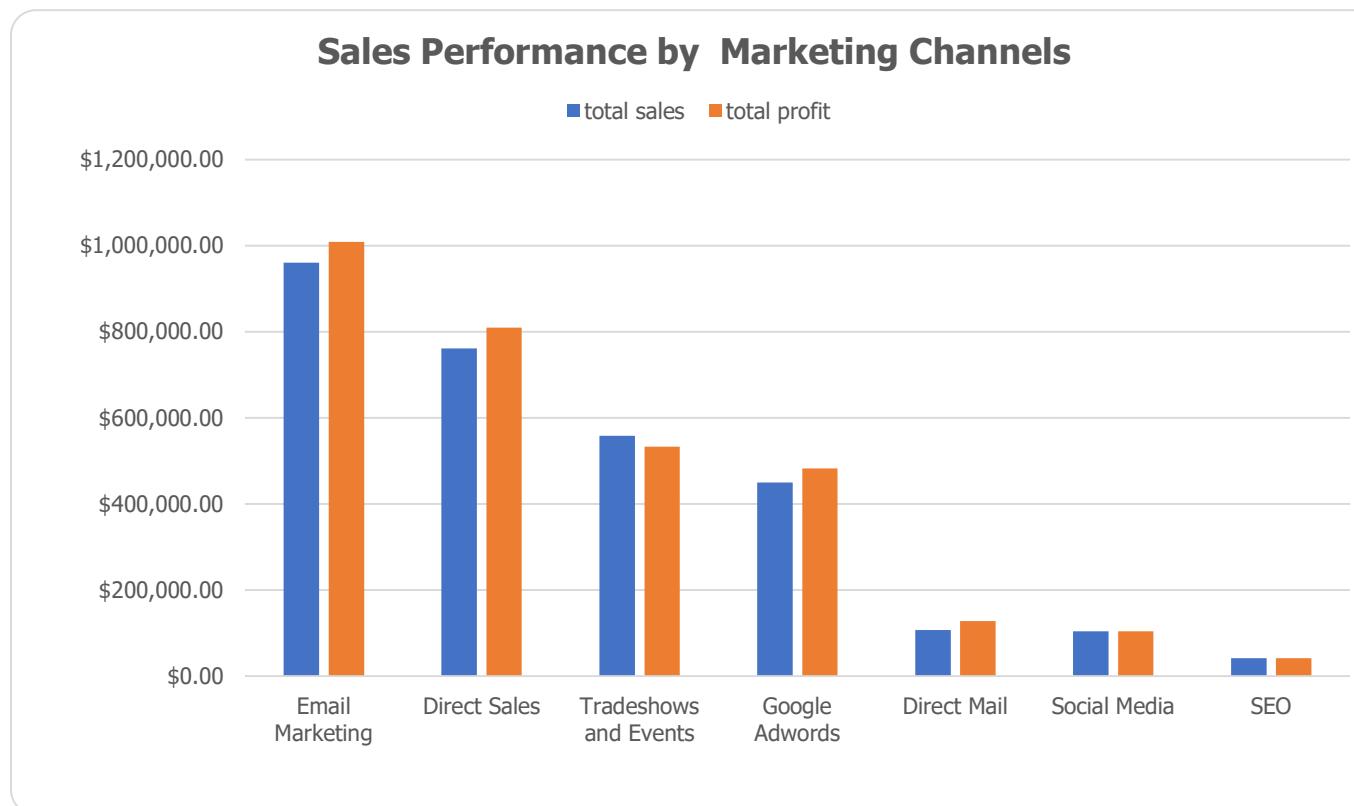
Total Profit	
Email Marketing	\$902,580.53
Direct Sales	\$346,827.11
Google Adwords	\$105,641.54
Direct Mail	\$99,619.17
Social Media	\$88,070.01
SEO	\$26,929.31
Tradeshows and Events	-\$83,623.15

Profit by Marketing Channels



Sales performance by each marketing channel filtered by regions

	Total Sales	Sales Target
Email Marketing	\$959,947.84	\$1,008,662.62
Direct Sales	\$760,938.41	\$809,228.65
Tradeshows and Events	\$558,471.04	\$533,333.04
Google Adwords	\$449,650.26	\$482,235.18
Direct Mail	\$107,205.85	\$128,224.80
Social Media	\$104,307.10	\$103,990.38
SEO	\$41,283.35	\$41,014.45
Grand Total	\$2,981,803.85	\$3,106,689.12

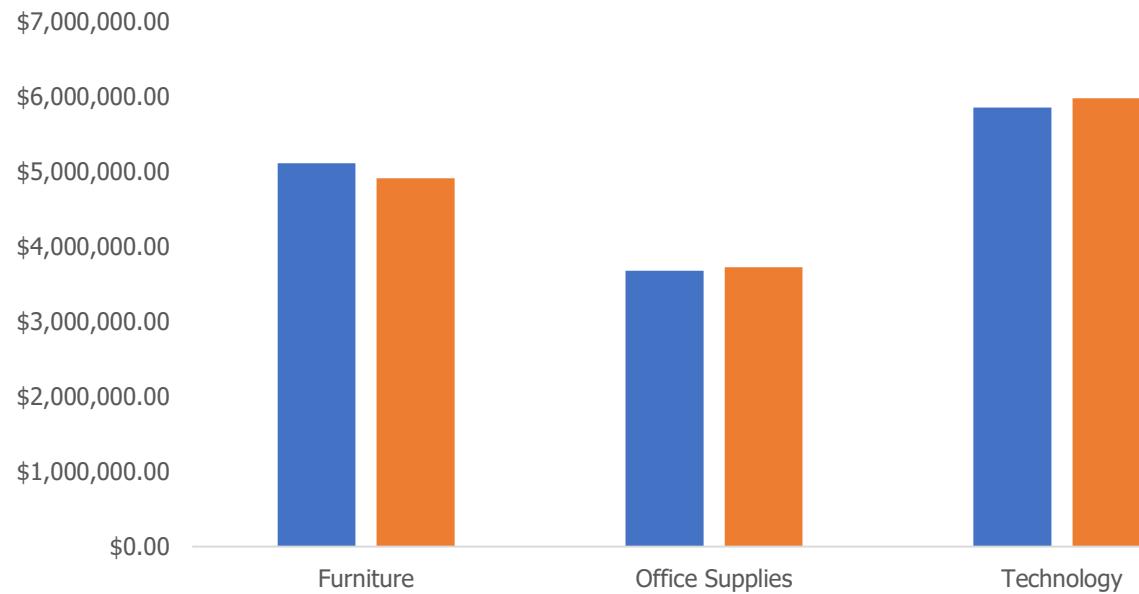


Sales performance among Product categories, Filtered by Regions

	Sales	Sales Target
Furniture	\$5,117,067.82	\$4,916,102.36
Office Supplies	\$3,682,842.73	\$3,728,029.40
Technology	\$5,859,151.64	\$5,985,917.57
Grand Total	\$14,659,062.20	14630049.33

Sales by Product Category

■ total sales ■ total profit



Product by each product category filtered by Regions

Category	Total Sales
Furniture	\$23,629.82
Office Suppli	\$43,756.26
Technology	\$68,696.71
Grand Total	\$136,082.79

Sales by Product Category

■ Furniture ■ Office Supplies ■ Technology

