



### Current Month Transactions

18,325✓

Goal: 17339 (+5.69%)

### Current Month Profit

\$71,682✓

Goal: \$67,872 (+5.61%)

### Current Month Returns

496!

Goal: 482 (-2.9%)

product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Plato	4,912	\$18,503	63.55%	1.04%
BBB Best	5,254	\$19,375	62.10%	0.90%
Cormorant	5,382	\$22,502	61.52%	0.90%
Imagine	5,225	\$21,742	61.51%	0.98%
Better	4,073	\$13,193	61.14%	1.04%
Carlson	3,724	\$15,266	61.09%	1.08%
Fast	6,188	\$24,747	61.05%	1.09%
PigTail	5,180	\$17,338	60.68%	0.96%
Super	5,120	\$19,600	60.66%	0.94%
Best Choice	6,000	\$25,901	60.60%	0.84%
Sunset	5,856	\$20,803	60.49%	1.04%
Nationeel	6,499	\$27,446	60.47%	1.11%
High Top	7,153	\$28,503	60.39%	1.01%
Big Time	5,797	\$23,710	60.26%	0.97%
Pleasant	3,757	\$14,966	60.19%	0.98%
High Quality	5,323	\$24,008	60.00%	1.03%
Ebony	7,685	\$29,749	59.82%	0.95%
Fort West	6,175	\$23,951	59.79%	0.92%
Just Right	3,906	\$14,249	59.54%	0.87%
Carrington	5,622	\$21,468	59.52%	0.89%
Red Wing	5,806	\$23,624	59.37%	1.09%
CDR	4,574	\$18,008	59.03%	1.00%
Bravo	3,689	\$16,322	59.01%	0.85%
Tiger	7,153	\$28,503	59.99%	1.03%
Total	1,67,616	\$6,61,159	59.93%	0.99%

Select all

Canada

Mexico

USA

16K (5.97%)  
73K (26.99%)

181K (67.04%)

store\_country

USA

Mexico

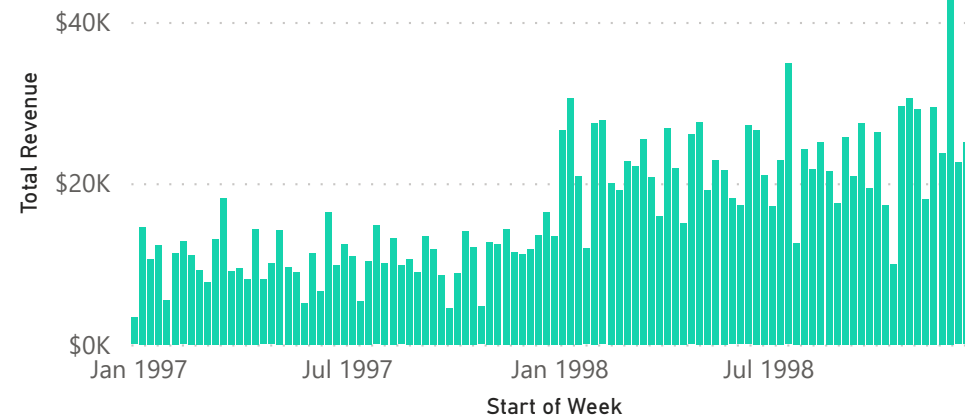
Canada

USA

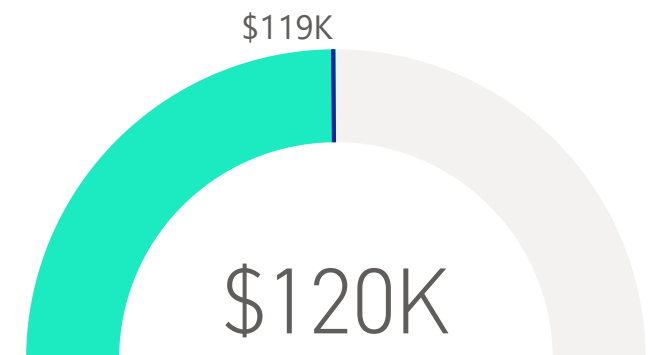
Mexico

Canada

### Weekly Revenue Trending



### Revenue vs. Target



Current Quarter Revenue

\$4,79,056✓  
Goal: 435.31K (+10.05%)

Current Quarter Expenses

\$1,93,390!  
Goal: 175.67K (-10.09%)

Current Quarter Net Profit

\$2,42,817✓  
Goal: 220.70K (+10.02%)

Current Year Revenue

\$11,99,308✓  
Goal: 565.24K (+112.18%)

Current Year Expenses

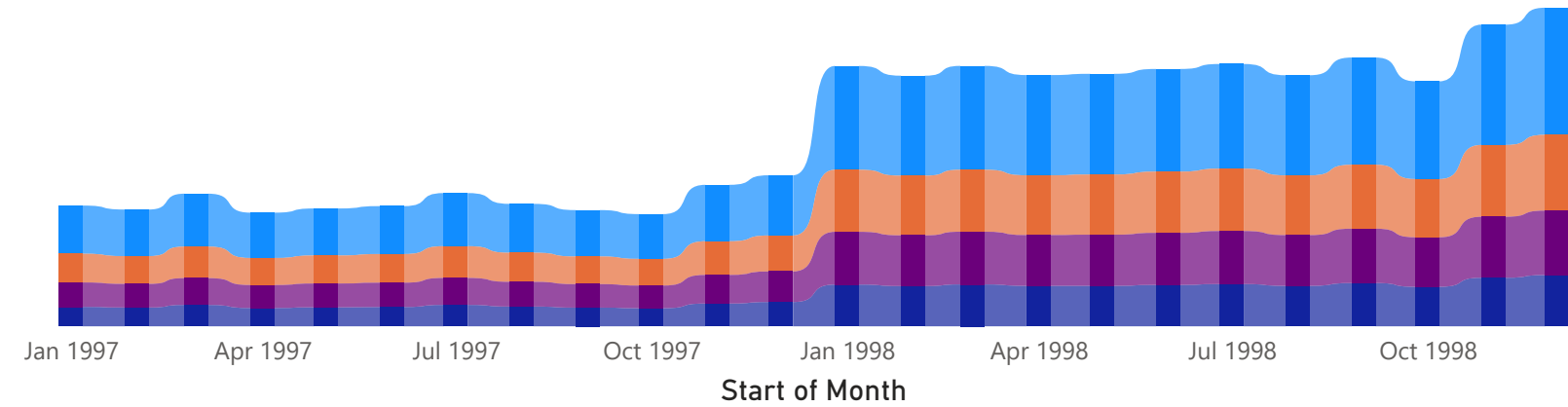
\$4,83,615!  
Goal: 228.11K (-112.01%)

Current Year Net Profit

\$6,08,339✓  
Goal: 286.56K (+112.29%)

Quarterly Financials

● Total Revenue ● Total Cost ● Total Profit ● Net Profit



Year	Total Revenue	Total Cost	Profit Margin	Net Profit Margin	Net Profit	QOQ Net Profit %	YOY Net Profit %
☐ 1998	\$11,99,308	\$4,83,615	59.68%	50.72%	\$6,08,339	16.92%	112.29%
Qtr 4	\$3,26,385	\$1,31,763	59.63%	50.68%	\$1,65,428	10.61%	113.76%
Qtr 3	\$2,95,041	\$1,19,082	59.64%	50.69%	\$1,49,565	2.68%	110.26%
Qtr 1	\$2,90,873	\$1,17,120	59.74%	50.77%	\$1,47,690	90.84%	108.67%
Qtr 2	\$2,87,010	\$1,15,649	59.71%	50.75%	\$1,45,656	-1.38%	116.57%
☐ 1997	\$5,65,238	\$2,28,113	59.64%	50.70%	\$2,86,557	37.00%	-100.00%
Qtr 4	\$1,52,672	\$61,626	59.63%	50.69%	\$77,389	8.79%	-100.00%
Qtr 3	\$1,40,272	\$56,584	59.66%	50.71%	\$71,135	5.77%	-100.00%
Qtr 1	\$1,39,628	\$56,362	59.63%	50.69%	\$70,777	-100.00%	-100.00%
Qtr 2	\$1,32,666	\$53,541	59.64%	50.70%	\$67,257	-4.97%	-100.00%
Total	\$17,64,546	\$7,11,728	59.67%	50.72%	\$8,94,896	22.68%	212.29%

Select all	Canada	Mexico	USA
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Sales Region	Total Revenue	Total Cost	Total Profit	Profit Margin
☐ North West	\$8,47,827	\$3,42,043	\$5,05,783	59.66%
Salem	\$1,70,399	\$68,684	\$1,01,715	59.69%
Tacoma	\$1,57,696	\$63,608	\$94,088	59.66%
Seattle	\$1,15,981	\$46,833	\$69,148	59.62%
Portland	\$1,15,335	\$46,477	\$68,857	59.70%
Bremerton	\$1,10,878	\$44,823	\$66,055	59.57%
Spokane	\$1,10,485	\$44,574	\$65,911	59.66%
Yakima	\$47,577	\$19,187	\$28,390	59.67%
Walla Walla	\$9,957	\$4,011	\$5,946	59.72%
Bellingham	\$9,519	\$3,847	\$5,672	59.59%
☐ Mexico Central	\$3,30,362	\$1,33,289	\$1,97,073	59.65%
Hidalgo	\$1,10,798	\$44,692	\$66,106	59.66%
Mexico City	\$1,06,864	\$43,097	\$63,766	59.67%
Orizaba	\$57,835	\$23,314	\$34,521	59.69%
Camacho	\$54,865	\$22,186	\$32,679	59.56%
☐ South West	\$3,20,805	\$1,29,368	\$1,91,437	59.67%
Los Angeles	\$2,09,426	\$84,449	\$1,24,978	59.68%
San Diego	\$1,11,378	\$44,919	\$66,460	59.67%
☐ Canada West	\$1,07,674	\$43,333	\$64,341	59.76%
Vancouver	\$85,262	\$34,307	\$50,955	59.76%
Victoria	\$22,412	\$9,026	\$13,386	59.73%
☐ Mexico South	\$87,254	\$35,263	\$51,991	59.59%
Total	\$17,64,546	\$7,11,728	\$10,52,819	59.67%

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Store Country x

USA

Store City x

Salem

Price Tier x

Product Brand x

