



Current Month Transaction

18325✓

Goal: \$17.339K (+5.69%)

Current Month Profit

\$71.68K✓

Goal: \$67.87K (+5.61%)

Current Month Return

496!

Goal: \$17.339K (-97.14%)

product_brand	Total Transactions	Total Profit	Profit Margin	Return Rate
Hermanos	8071	\$33,167.27	58.54%	1.11%
Tell Tale	7694	\$29,925.59	58.04%	1.00%
Ebony	7685	\$29,749.45	59.82%	0.95%
Tri-State	7438	\$29,064.76	58.90%	1.02%
High Top	7153	\$28,502.83	60.39%	1.01%
Nationeel	6499	\$27,446.16	60.47%	1.11%
Fast	6188	\$24,746.78	61.05%	1.09%
Fort West	6175	\$23,951.11	59.79%	0.92%
Horatio	6121	\$25,589.28	58.44%	1.25%
Best Choice	6000	\$25,901.32	60.60%	0.84%
Sunset	5856	\$20,802.99	60.49%	1.04%
Red Wing	5806	\$23,623.72	59.37%	1.09%
Big Time	5797	\$23,710.27	60.26%	0.97%
Carrington	5622	\$21,467.59	59.52%	0.89%
Cormorant	5382	\$22,502.22	61.52%	0.90%
High Quality	5323	\$24,007.67	60.00%	1.03%
BBB Best	5254	\$19,374.93	62.10%	0.90%
Imagine	5225	\$21,741.70	61.51%	0.98%
Denny	5223	\$23,049.58	58.07%	0.91%
Golden	5218	\$19,403.25	58.71%	0.91%
PiqTail	5180	\$17,338.44	60.68%	0.96%
Total	167616	\$6,61,159.16	59.93%	0.99%

Select all

Canada

Mexico

USA

Total Transactions by City



Store Country

USA

181K

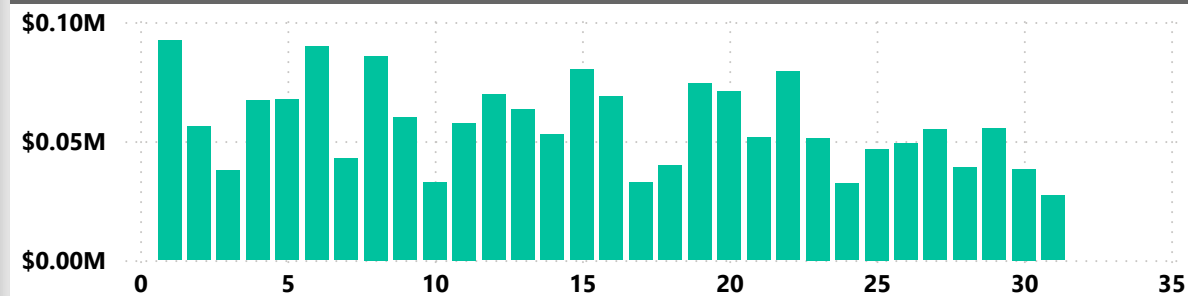
Mexico

73K

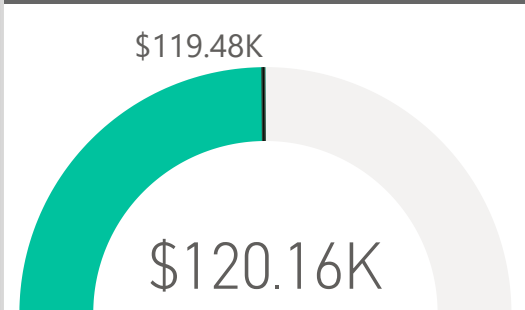
Ca...

16K

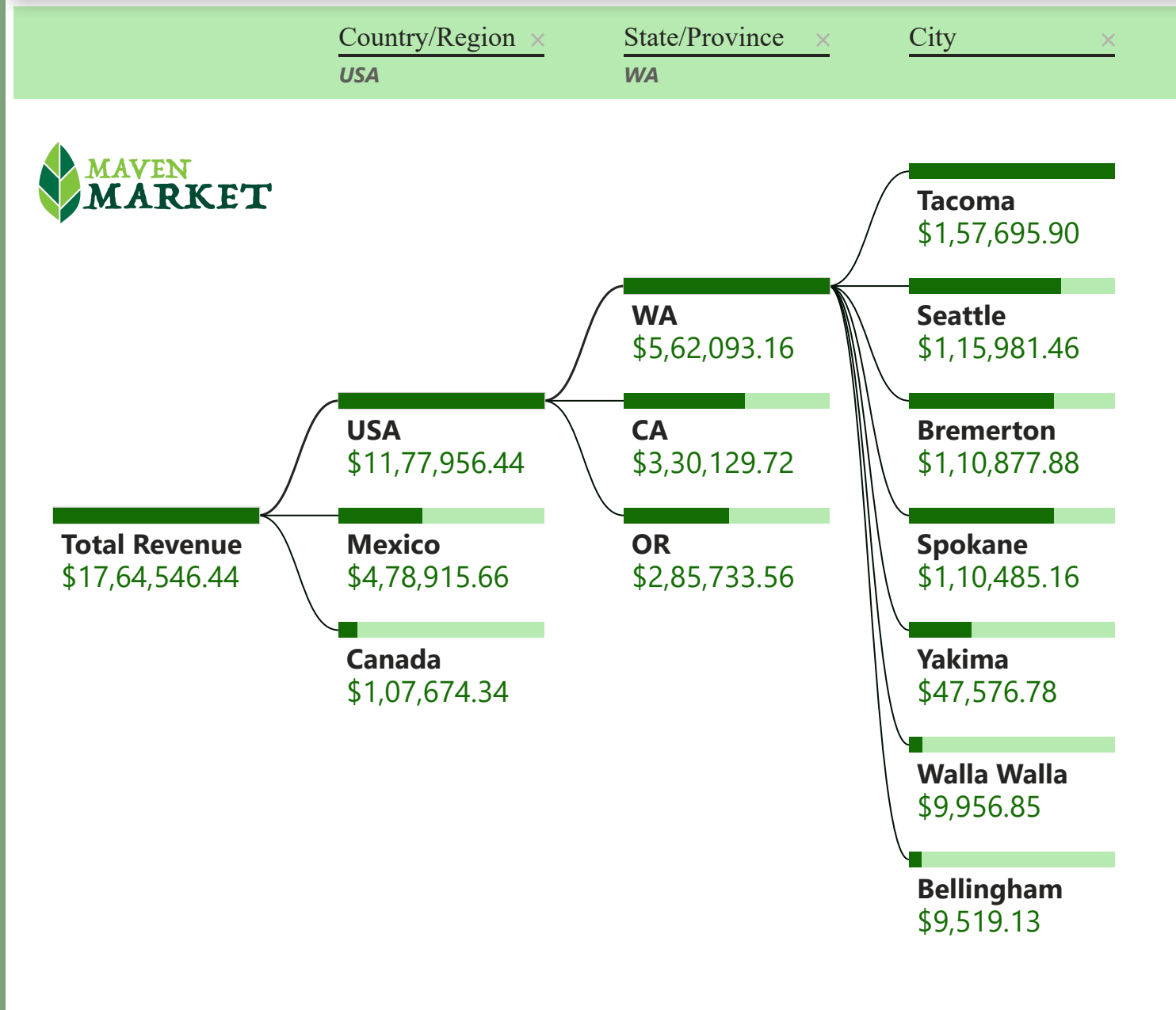
Weekly Revenue of 1998

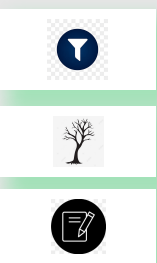


Revenue Vs. Target

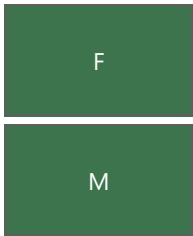


Decomposition Tree of Country, State and City





MEVAN MARKET SALES REPORT



TOTAL TRANSACTION

270K

TOTAL COST

\$712K

TOTAL PROFIT

\$1.05M

TOTAL TRANSATION

270K

TOTAL RETURNS

7087

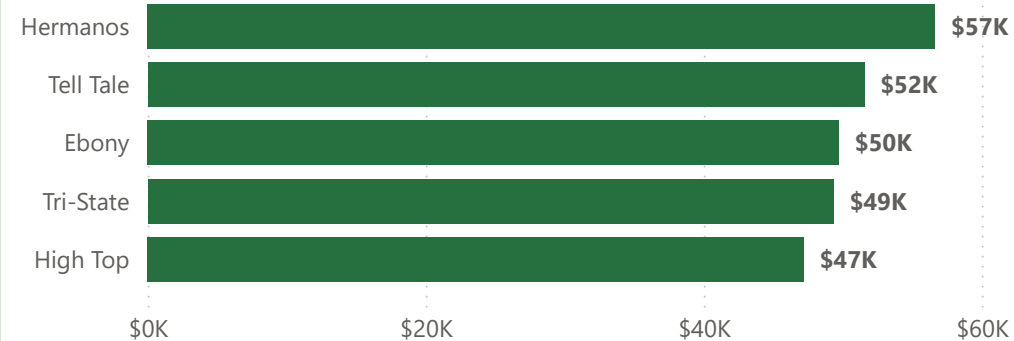
MONTHS

Search

- ☐ April
- ☐ August
- ☐ December
- ☐ February
- ☐ January
- ☐ July
- ☐ June
- ☐ March

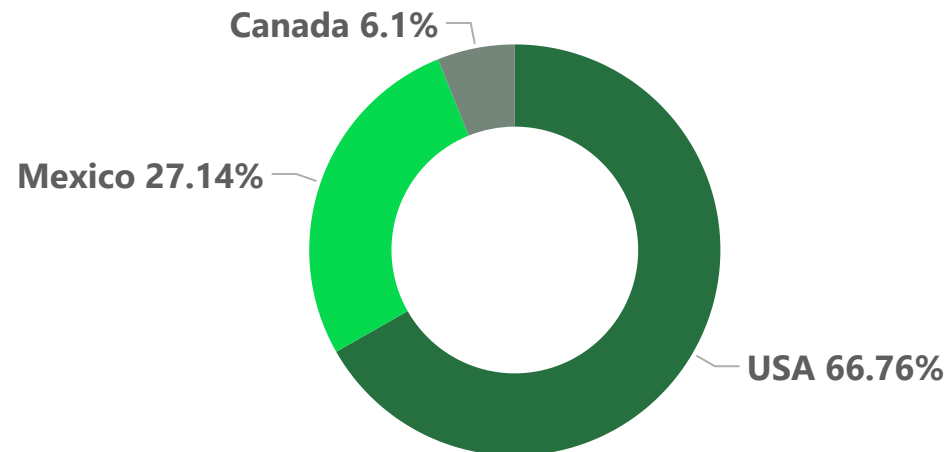
Country	Tot. Revenue	Tot. Transactions	Tot. Returns	Tot. Cost	Tot. Profit
USA	\$11,77,956.44	180823	4645	\$4,75,166	\$7,02,790.44
Mexico	\$4,78,915.66	72806	1975	\$1,93,228	\$2,85,687.66
Zacatecas	\$1,65,663.01	24951	705	\$66,878	\$98,785.01
DF	\$1,06,863.66	16154	417	\$43,097	\$63,766.66
Yucatan	\$87,253.65	13014	407	\$35,263	\$52,000.65
Guerrero	\$56,396.78	8473	229	\$22,709	\$33,687.78
Total	\$17,64,546.44	269720	7087	\$7,11,728	\$10,52,818.44

REVENUE BY BRAND



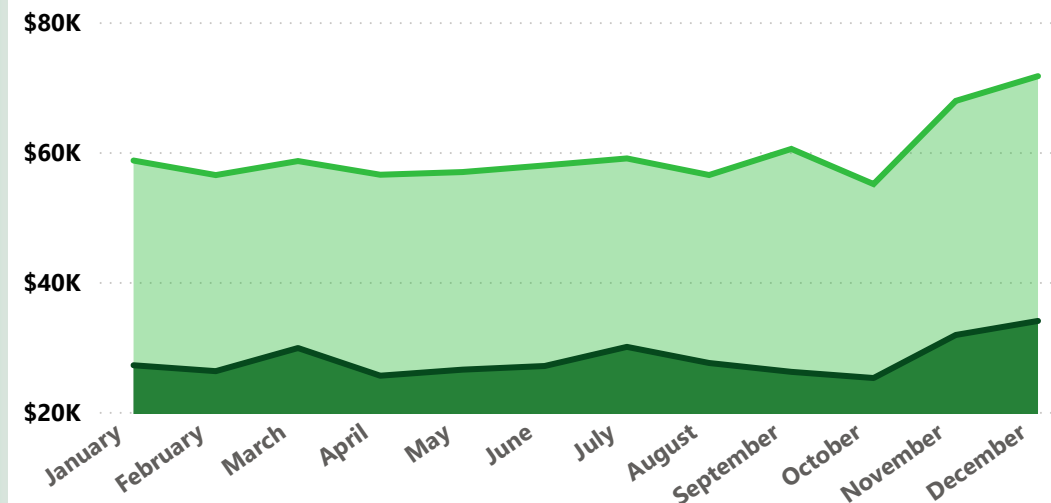
REVENUE BY COUNTRY

● USA ● Mexico ● Canada



PROFIT OF 1997 AND 1998

● 1997 ● 1998



BRAND AND REVENUE

Best Choice

\$25,901.32

Big Time

\$23,710.27

Cormorant

\$22,502.22

Denny

\$23,049.58

Ebony

\$29,749.45

Fast

\$24,746.78

NOTES : -



Portland reached 1,000 sales in December to close out the year.



*From **Hermanos brand** we are getting maximum profit from **all countries**.*



*From **Ebony brand** bear eating maximum profit in **Canada**.*



*From **Mexico and USA**, Harmanos Brand is an profitable.*



***Plato** products drove the strongest overall profit margin (63.55%) in 1998*



***High Top** product returns doubled in Mexico (4 to 8), at a return rate of 1.2%*