

Key Busienss Metrics by the Years							
Years	Number of Orders	Total Cost of Products	Total Revenue	Total OPEX	Total Net Profit	Avg Net Fee	Average Review
2013	15,556	\$19,22,708	\$1,61,416	\$25,447	\$1,35,969	7.07%	3.60
2014	18,303	\$21,56,581	\$1,77,883	\$28,777	\$1,49,106	6.91%	3.59
2015	15,299	\$20,05,195	\$1,73,038	\$25,151	\$1,47,887	7.38%	3.59
2016	18,217	\$23,09,651	\$1,96,261	\$29,518	\$1,66,743	7.22%	3.59
<b>Grand Total</b>	<b>67,375</b>	<b>\$83,94,135</b>	<b>\$7,08,598</b>	<b>\$1,08,893</b>	<b>\$5,99,705</b>	<b>7.14%</b>	<b>3.59</b>

Year of Order
2013
2014
2015
2016

Structure of Orders and Profit by the Ages of Clients				
Age of Clients	Total Net Profit	Share in Total Profit	Number of Orders	Share in Total Orders
1. Less than 25	\$92,206	15.38%	11,127	16.52%
2. From 26 to 35	\$1,78,852	29.82%	20,612	30.59%
3. From 36 to 45	\$1,81,152	30.21%	19,776	29.35%
4. From 46 to 55	\$1,01,439	16.91%	11,236	16.68%
5. From 56 to 65	\$43,027	7.17%	4,329	6.43%
6. Greater than 65	\$3,028	0.50%	295	0.44%
<b>Grand Total</b>	<b>\$5,99,705</b>	<b>100.00%</b>	<b>67,375</b>	<b>100.00%</b>

Structure of Orders and Profit by the Products				
Product	Total Net Profit	Share in Total Profit	Number of Orders	Share in Total Orders
<b>Clothing</b>	<b>\$66,572</b>	<b>11.10%</b>	<b>14786</b>	<b>21.95%</b>
Caps	\$10,782	1.80%	3783	5.61%
Pants	\$21,446	3.58%	3162	4.69%
Shorts	\$19,336	3.22%	4134	6.14%
Socks	\$5,748	0.96%	2053	3.05%
Vests	\$9,261	1.54%	1654	2.45%
<b>Food and beverage</b>	<b>\$1,42,615</b>	<b>23.78%</b>	<b>46667</b>	<b>69.26%</b>
Beverages	\$50,342	8.39%	21888	32.49%
Bread and cakes	\$37,212	6.20%	11134	16.53%
Fruits and vegetables	\$22,562	3.76%	7806	11.59%
Seafood	\$32,499	5.42%	5839	8.67%
<b>Household appliances</b>	<b>\$3,90,518</b>	<b>65.12%</b>	<b>5922</b>	<b>8.79%</b>
Dishwasher	\$30,330	5.06%	680	1.01%
Oven	\$54,058	9.01%	1760	2.61%
Refrigerator	\$45,925	7.66%	391	0.58%
Toaster	\$22,905	3.82%	1924	2.86%
TV	\$2,18,111	36.37%	937	1.39%
Washer	\$19,188	3.20%	230	0.34%
<b>Grand Total</b>	<b>\$5,99,705</b>	<b>100.00%</b>	<b>67375</b>	<b>100.00%</b>

Structure of Orders and Profit by the States and Branches				
Region	Total Net Profit	Share in Total Profit	Number of Orders	Share in Total Orders
<b>Arizona</b>	<b>\$64,212</b>	<b>10.71%</b>	<b>7764</b>	<b>11.52%</b>
Call Center 14	\$30,761	5.13%	3873	5.75%
Call Center 15	\$33,451	5.58%	3891	5.78%
<b>California</b>	<b>\$2,42,948</b>	<b>40.51%</b>	<b>27676</b>	<b>41.08%</b>
Call Center 3	\$41,323	6.89%	4653	6.91%
Call Center 4	\$41,436	6.91%	4570	6.78%
Call Center 5	\$38,517	6.42%	4645	6.89%
Call Center 6	\$40,929	6.82%	4733	7.02%
Call Center 7	\$39,119	6.52%	4580	6.80%
Call Center 8	\$41,624	6.94%	4495	6.67%
<b>Nevada</b>	<b>\$29,802</b>	<b>4.97%</b>	<b>3462</b>	<b>5.14%</b>
Call Center 9	\$29,802	4.97%	3462	5.14%
<b>Oregon</b>	<b>\$91,574</b>	<b>15.27%</b>	<b>9200</b>	<b>13.65%</b>
Call Center 1	\$44,303	7.39%	4620	6.86%
Call Center 2	\$47,271	7.88%	4580	6.80%
<b>Washington</b>	<b>\$1,71,169</b>	<b>28.54%</b>	<b>19273</b>	<b>28.61%</b>
Call Center 10	\$41,611	6.94%	4764	7.07%
Call Center 11	\$40,518	6.76%	4926	7.31%
Call Center 12	\$45,249	7.55%	4853	7.20%
Call Center 13	\$43,791	7.30%	4730	7.02%
<b>Grand Total</b>	<b>\$5,99,705</b>	<b>100.00%</b>	<b>67375</b>	<b>100.00%</b>

Structure of Orders and Profit by the Reviews from Clients				
Review	Total Net Profit	Share in Total Profit	Number of Orders	Share in Total Orders
1	\$39,653	6.61%	4557	6.76%
2	\$80,505	13.42%	9087	13.49%
3	\$1,17,500	19.59%	13392	19.88%
4	\$2,01,792	33.65%	22491	33.38%
5	\$1,60,255	26.72%	17848	26.49%
<b>Grand Total</b>	<b>\$5,99,705</b>	<b>100.00%</b>	<b>67375</b>	<b>100.00%</b>

Product Category	2013	2014	2015	2016	Dynamics
Clothing	\$ 10,949	\$ 20,122	\$ 15,285	\$ 20,216	
Food and beverage	\$ 35,552	\$ 37,503	\$ 32,114	\$ 37,446	
Household appliances	\$ 89,468	\$ 91,481	\$ 1,00,487	\$ 1,09,081	
<b>Total Net Profit</b>	<b>\$ 1,35,969</b>	<b>\$ 1,49,106</b>	<b>\$ 1,47,887</b>	<b>\$ 1,66,743</b>	

