

SALES OVERVIEW

Total Sales Amount

131.41M

AVG Sales Amount

287.81

Total Quantity

11.55M

AVG Quantity

25.31

Year

- ☐ 2013
- ☐ 2014

State

- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO
- ☐ DC

Channel

- ☐ Boutique
- ☐ Department Stores
- ☐ Mass Retailers

Produc...

- ☐ Casual
- ☐ Dressy
- ☐ Formal
- ☐ Sport

Style S...

- ☐ Jacket
- ☐ Polo
- ☐ Shirt
- ☐ T-Shirt

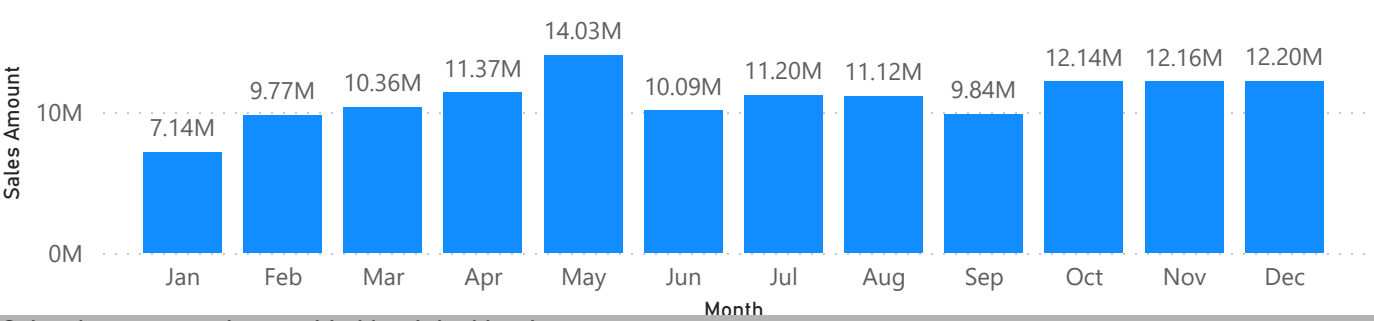
Brand

- ☐ Q-Tee Baby
- ☐ Q-Tee Daddy
- ☐ Q-Tee Golf
- ☐ Q-Tee Mo...

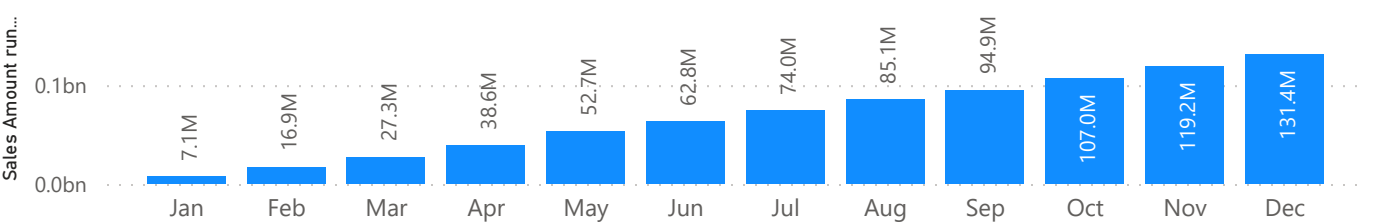
Year by Year Sales Amount

Year	2013		2014	
Month	Sales Amount	% MoM Change	Sales Amount	% MoM Change
January	2,073,076.59		5,066,341.11	8%
February	4,033,401.22	95%	5,736,624.98	13%
March	4,212,048.55	4%	6,144,674.38	7%
April	4,414,093.34	5%	6,959,965.48	13%
May	5,767,164.35	31%	8,262,176.56	19%
June	3,911,782.01	-32%	6,173,509.81	-25%
July	4,882,808.29	25%	6,312,379.85	2%
August	5,088,032.45	4%	6,029,512.23	-4%
September	4,224,308.73	-17%	5,611,466.83	-7%
October	5,063,590.99	20%	7,080,953.84	26%
November	4,584,782.06	-9%	7,577,164.06	7%
December	4,706,828.78	3%	7,493,376.54	-1%
Total	52,961,917.37	10%	78,448,145.67	4%

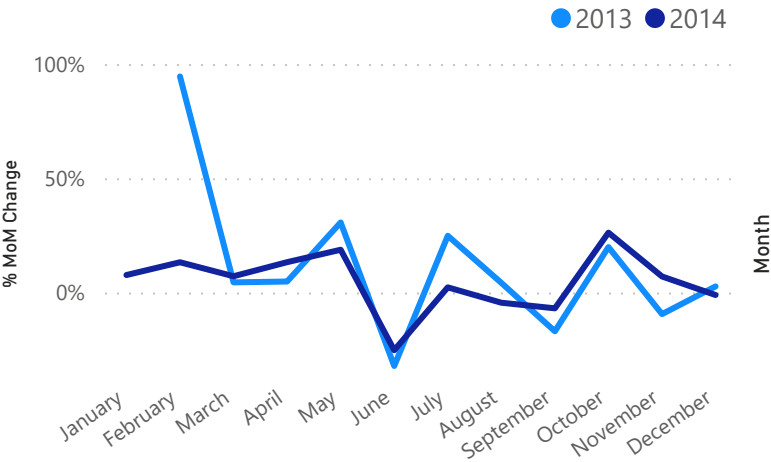
Sales Amount by Month



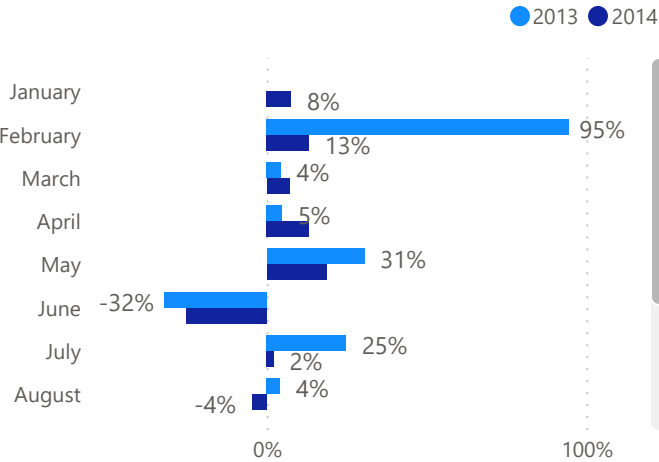
Sales Amount running total in Month by Month



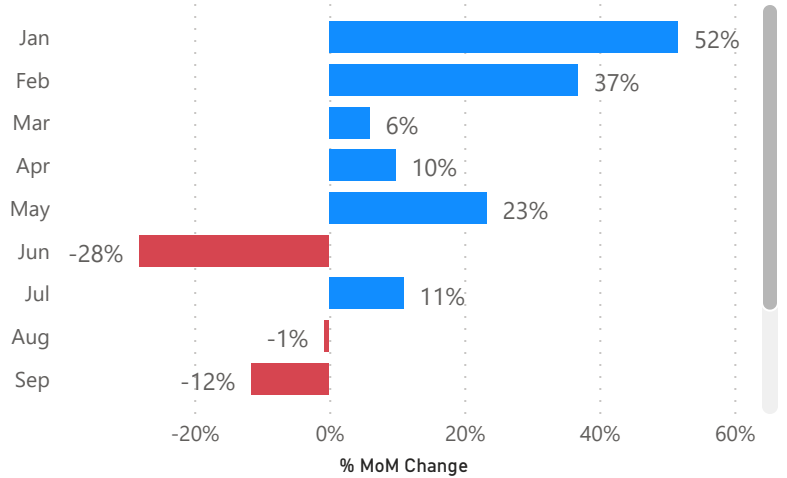
Month over Month Sales Amount



Month over Month Sales Amount



Month over Month Sales Amount



SALES ANALYSIS

Total Sales Amount	AVG Sales Amount	Total Quantity	AVG Quantity
131.41M	287.81	11.55M	25.31

Year

☐ 2013

☐ 2014

State

☐ AK

☐ AL

☐ AR

☐ AZ

☐ CA

Channel

☐ Boutique

☐ Departme...

☐ Mass Reta...

Product ...

☐ Casual

☐ Dressy

☐ Formal

☐ Sport

Style S...

☐ Jacket

☐ Polo

☐ Shirt

☐ T-Shirt

Brand

☐ Q-Tee B...

☐ Q-Tee ...

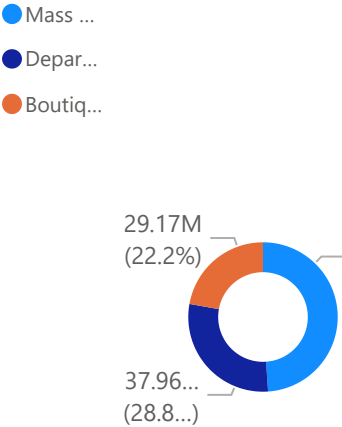
☐ Q-Tee G...

☐ Q-Tee ...

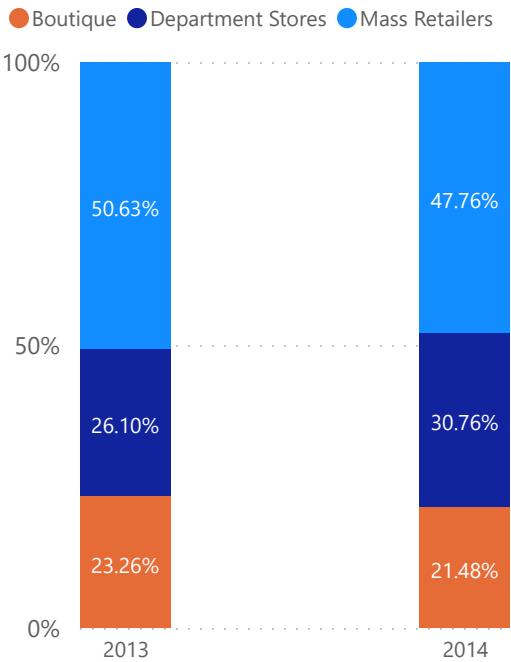
Sales by Channel

Year	2013							2014							Total						
	Channel	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%		
	Boutique	12,320,240.78	185.60	30.45	494.88	72.20	23.26%	16,848,767.09	207.00	32.55	546.96	78.20	21.48%	29,169,007.87	196.74	30.45	546.96	76.29	22.20%		
	Department Stores	13,825,437.30	262.20	49.66	768.29	105.57	26.10%	24,131,245.54	292.50	51.48	846.45	116.34	30.76%	37,956,682.84	280.35	49.66	846.45	113.41	28.88%		
	Mass Retailers	26,816,239.29	308.75	65.11	888.96	119.96	50.63%	37,468,133.03	341.70	72.00	981.12	134.55	47.76%	64,284,372.32	326.10	65.11	981.12	129.58	48.92%		
	Total	52,961,917.36	251.79	30.45	888.96	116.81	100.00%	78,448,145.67	279.87	32.55	981.12	129.40	100.00%	131,410,063.03	267.58	30.45	981.12	125.12	100.00%		

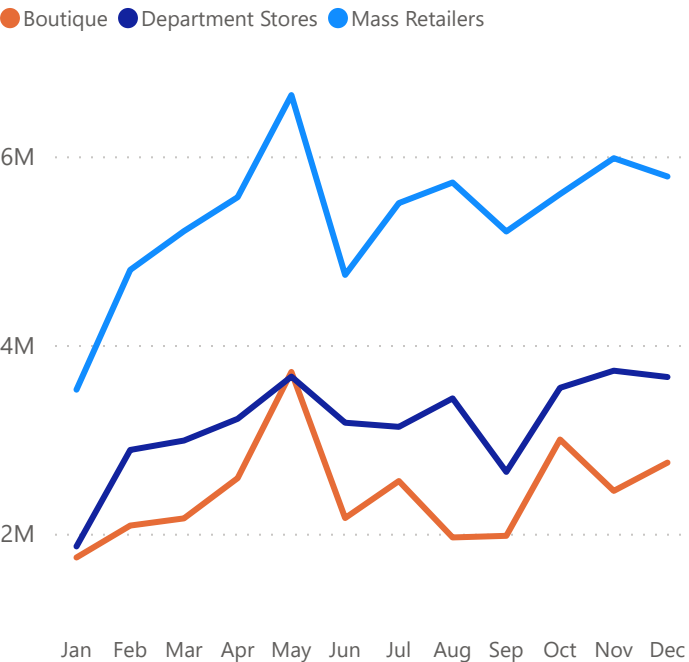
Sales Amount by Channel



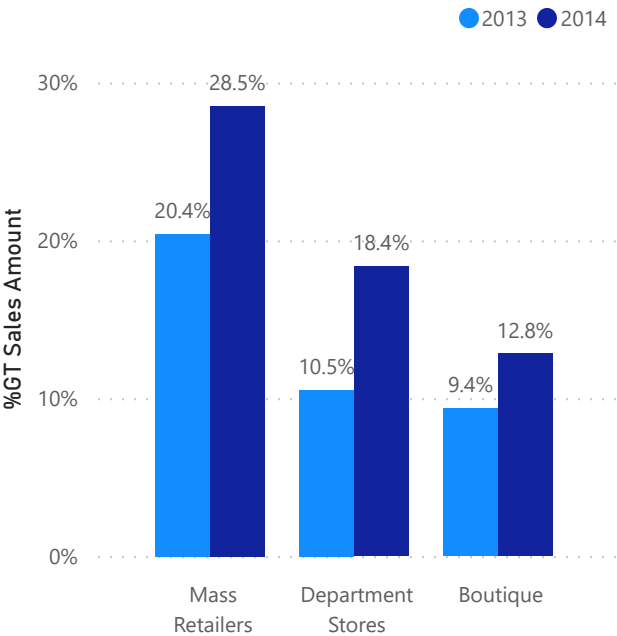
Sales Amount by Year and Channel



Sales Amount by Year and Channel



%GT Sales Amount by Channel and Year



SALES ANALYSIS

Total Sales Amount	AVG Sales Amount	Total Quantity	AVG Quantity
131.41M	287.81	11.55M	25.31

Sales by Product Group

Year	2013						2014						Total					
Product Group	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%
Casual	22,604,675.66	251.28	30.45	744.48	117.13	42.68%	30,939,613.94	289.80	32.55	824.64	133.82	39.44%	53,544,289.60	271.68	30.45	824.64	128.00	40.75%
Dressy	6,120,143.17	295.88	82.81	674.40	104.88	11.56%	7,625,449.58	334.15	101.76	728.64	114.26	9.72%	13,745,592.75	316.26	82.81	728.64	112.12	10.46%
Formal							9,729,739.95	260.36	68.46	564.00	87.25	12.40%	9,729,739.95	260.36	68.46	564.00	87.25	7.40%
Sport	24,237,098.53	242.46	55.30	888.96	117.28	45.76%	30,153,342.21	265.25	56.98	981.12	136.80	38.44%	54,390,440.74	254.24	55.30	981.12	128.89	41.39%
Total	52,961,917.37	251.79	30.45	888.96	116.81	100.00%	78,448,145.67	279.87	32.55	981.12	129.40	100.00%	131,410,063.04	267.58	30.45	981.12	125.12	100.00%

Year

- ☐ 2013
- ☐ 2014

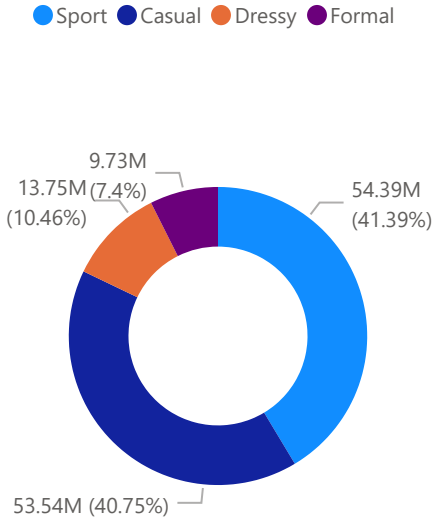
State

- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO

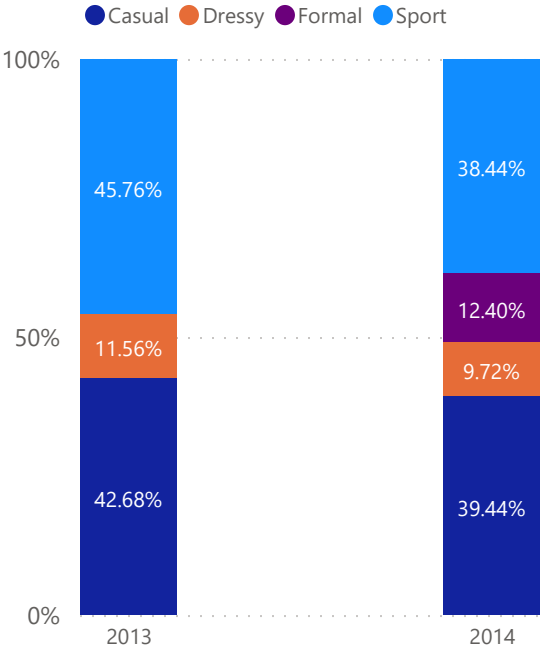
Channel

- ☐ Boutique
- ☐ Departme...
- ☐ Mass Reta...

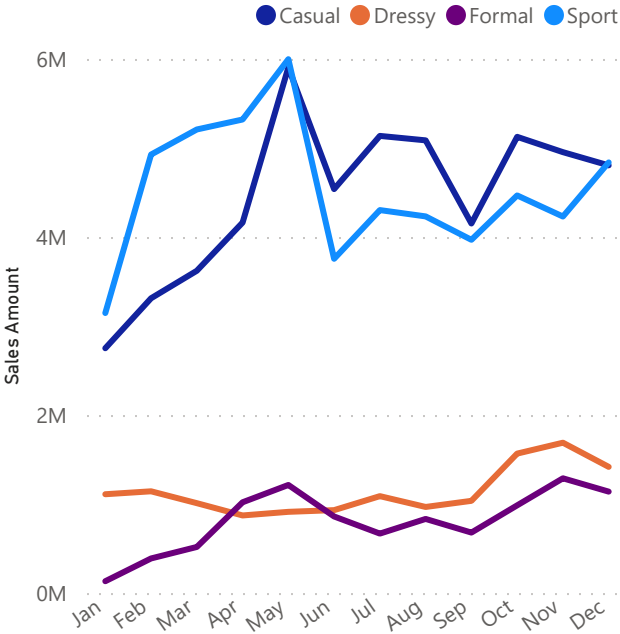
Sales Amount by Product Group



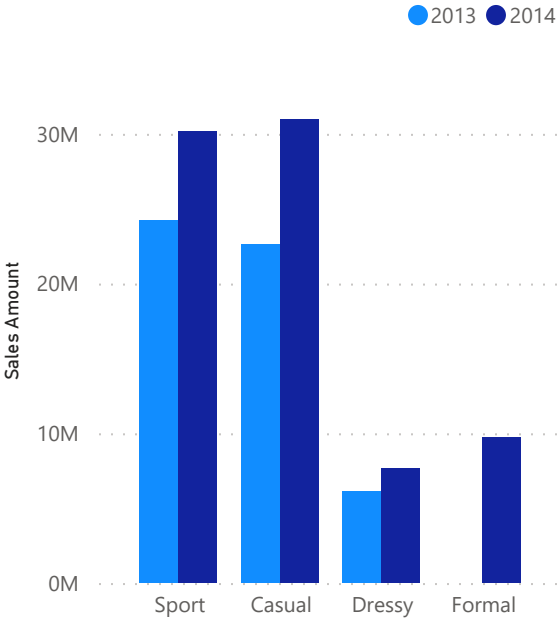
Sales Amount by Year and Channel



Sales Amount by Product Group



Sales Amount by Product Group and Year



Produc...

- ☐ Casual
- ☐ Dressy
- ☐ Formal
- ☐ Sport

Style Sh...

- ☐ Jacket
- ☐ Polo
- ☐ Shirt
- ☐ T-Shirt

Brand

- ☐ Q-Tee Baby
- ☐ Q-Tee Da...
- ☐ Q-Tee Golf
- ☐ Q-Tee Mo...

SALES ANALYSIS

Total Sales Amount	AVG Sales Amount	Total Quantity	AVG Quantity
131.41M	287.81	11.55M	25.31

Sales by Brand

Year	2013						2014						Total					
Brand	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%
Q-Tee Baby	16,497,514.94	300.62	66.01	888.96	125.30	31.15%	20,176,936.34	339.04	72.03	981.12	143.57	25.72%	36,674,451.28	319.76	66.01	981.12	136.81	27.91%
Q-Tee Daddy	13,108,808.12	235.62	30.45	674.40	119.32	24.75%	18,970,728.10	259.60	32.55	728.64	126.49	24.18%	32,079,536.21	249.60	30.45	728.64	124.14	24.41%
Q-Tee Golf	12,200,287.86	210.33	55.30	508.80	72.83	23.04%	15,132,533.12	227.76	56.98	562.56	80.98	19.29%	27,332,820.98	219.19	55.30	562.56	77.93	20.80%
Q-Tee Mommy	11,155,306.45	302.12	80.08	744.48	108.13	21.06%	24,167,948.11	320.76	74.48	824.64	120.79	30.81%	35,323,254.56	313.74	74.48	824.64	117.23	26.88%
Total	52,961,917.37	251.79	30.45	888.96	116.81	100.00%	78,448,145.67	279.87	32.55	981.12	129.40	100.00%	131,410,063.03	267.58	30.45	981.12	125.12	100.00%

- Year
- ☐ 2013
- ☐ 2014

- State
- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA

- Channel
- ☐ Boutique
- ☐ Departme...
- ☐ Mass Reta...

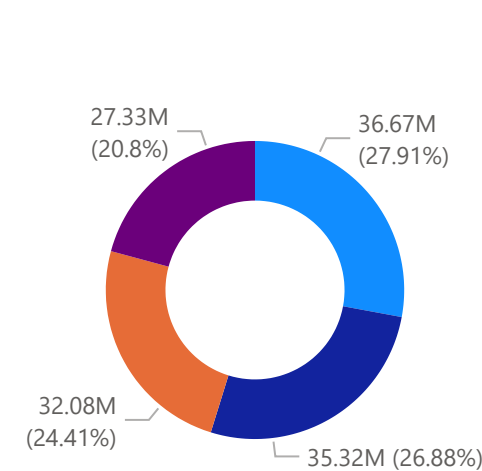
- Product ...
- ☐ Casual
- ☐ Dressy
- ☐ Formal
- ☐ Sport

- Style Sh...
- ☐ Jacket
- ☐ Polo
- ☐ Shirt
- ☐ T-Shirt

- Brand
- ☐ Q-Tee Baby
- ☐ Q-Tee Da...
- ☐ Q-Tee Golf
- ☐ Q-Tee Mo...

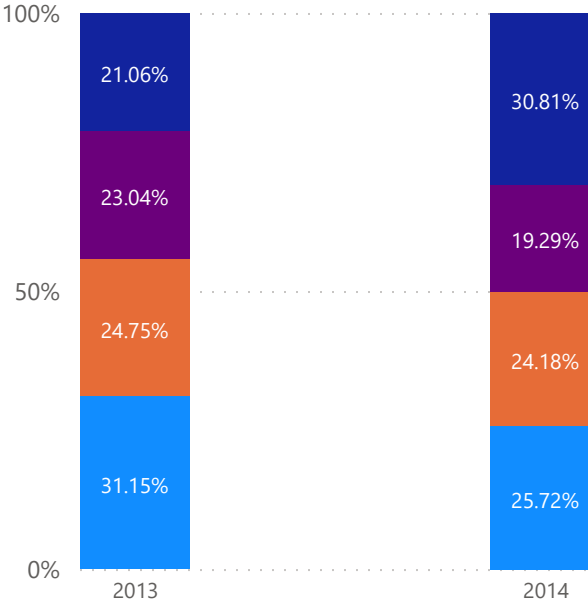
Sales Amount by Brand

Q-Tee Baby Q-Tee Mommy Q-Tee Daddy



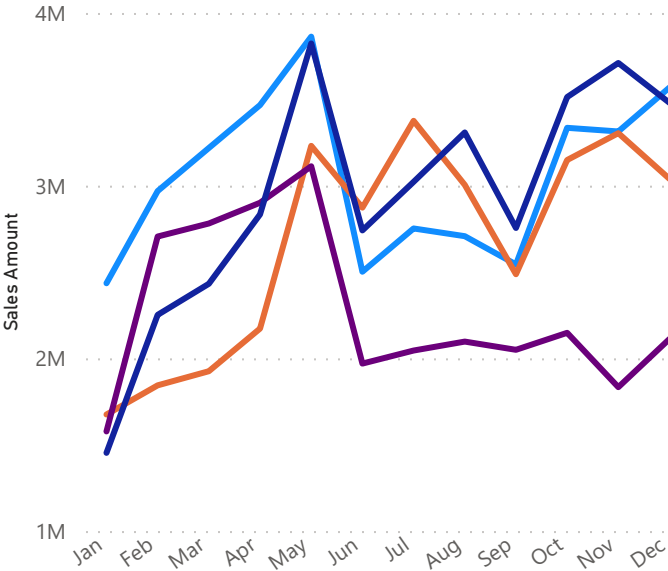
Sales Amount by Year and Brand

Q-Tee Baby Q-Tee Daddy Q-Tee Golf Q-Tee Mommy



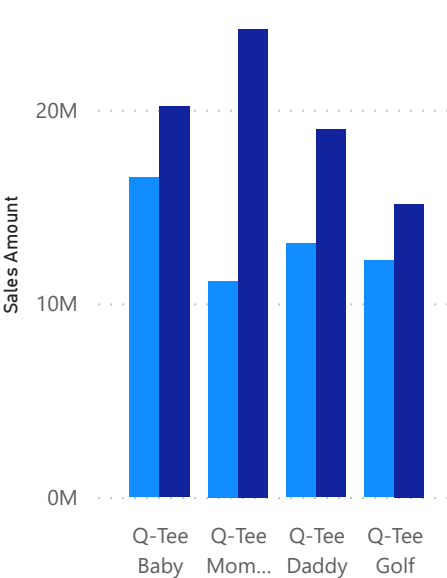
Sales Amount by Brand over Month

Q-Tee Baby Q-Tee Daddy Q-Tee Golf Q-Tee Mommy



Sales Amount by Brand and Year

2013 2014



SALES ANALYSIS

Total Sales Amount	AVG Sales Amount	Total Quantity	AVG Quantity
131.41M	287.81	11.55M	25.31

Year

☐ 2013

☐ 2014

State

☐ AK

☐ AL

☐ AR

☐ AZ

☐ CA

Channel

☐ Boutique

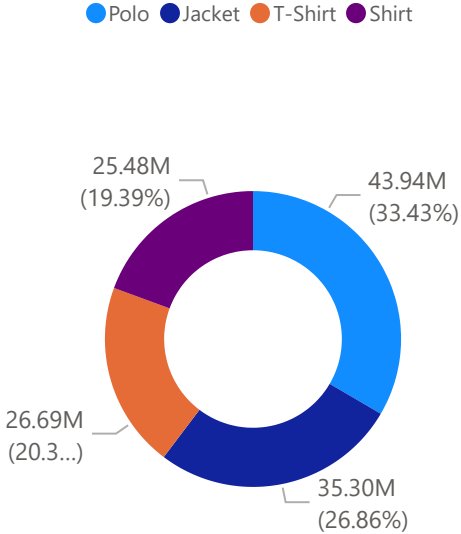
☐ Departme...

☐ Mass Reta...

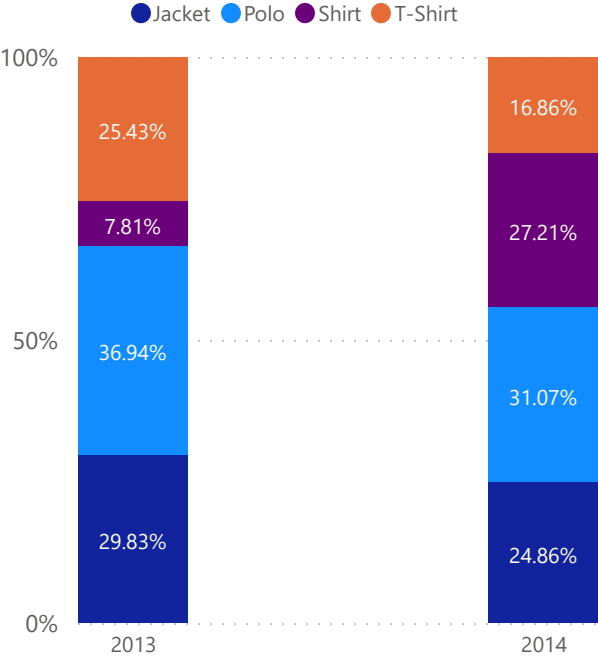
Sales by Style

Year	2013							2014							Total						
	Style Short Name	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%	Sales Amount	Median	Min	Max	SD	%		
	Jacket	15,796,505.29	284.04	80.08	674.40	101.36	29.83%	19,501,482.48	324.96	87.22	728.64	113.02	24.86%	35,297,987.77	305.24	80.08	728.64	109.80	26.86%		
	Polo	19,561,617.41	235.20	55.30	888.96	120.77	36.94%	24,373,620.28	253.78	56.98	981.12	139.84	31.07%	43,935,237.69	244.86	55.30	981.12	131.97	33.43%		
	Shirt	4,135,304.39	239.04	66.01	531.84	86.88	7.81%	21,349,063.06	282.52	68.46	800.64	110.61	27.21%	25,484,367.45	274.32	66.01	800.64	108.24	19.39%		
	T-Shirt	13,468,490.28	244.58	30.45	744.48	127.88	25.43%	13,223,979.85	250.99	32.55	824.64	140.02	16.86%	26,692,470.13	247.46	30.45	824.64	134.03	20.31%		
	Total	52,961,917.36	251.79	30.45	888.96	116.81	100.00%	78,448,145.67	279.87	32.55	981.12	129.40	100.00%	131,410,063.04	267.58	30.45	981.12	125.12	100.00%		

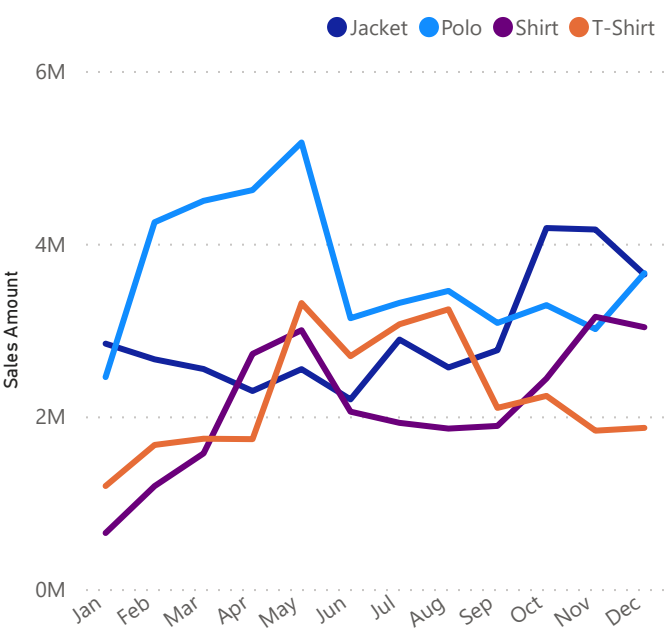
Sales Amount by Style Short Name



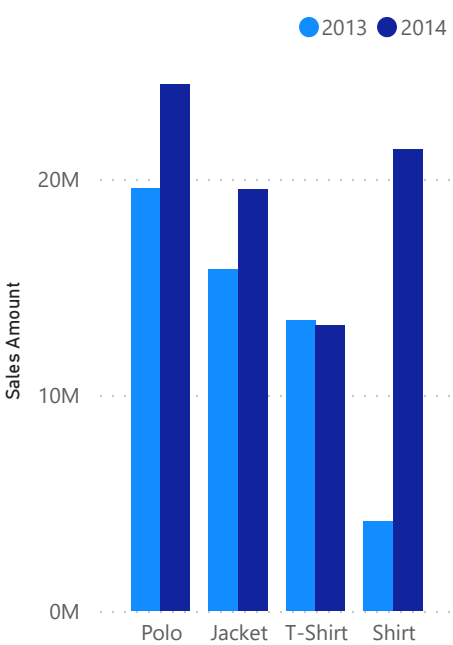
Sales Amount by Year and Style



Sales Amount by Style over Month



Sales Amount by Style and Year



Product ...

☐ Casual

☐ Dressy

☐ Formal

☐ Sport

Style Sh...

☐ Jacket

☐ Polo

☐ Shirt

☐ T-Shirt

Brand

☐ Q-Tee Baby

☐ Q-Tee Da...

☐ Q-Tee Golf

☐ Q-Tee Mo...

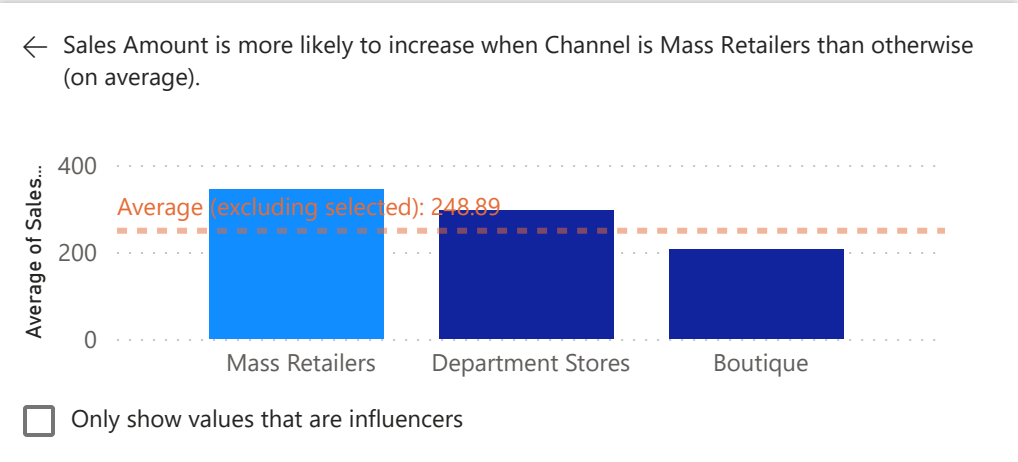
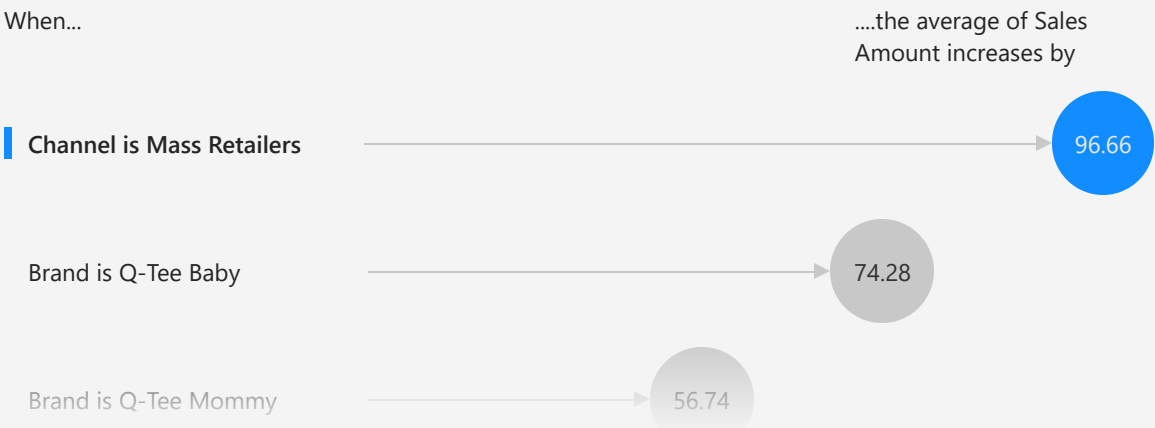
SALES INFLUENCERS

Key influencers Top segments

What influences Sales Amount to

Increase

 ?



Year

☐ 2013

☐ 2014

State

☐ AK

☐ AL

☐ AR

☐ AZ

Channel

☐ Boutique

☐ Departme...

☐ Mass Retai...

Product ...

☐ Casual

☐ Dressy

☐ Formal

☐ Sport

Style Sh...

☐ Jacket

☐ Polo

☐ Shirt

☐ T-Shirt

Brand

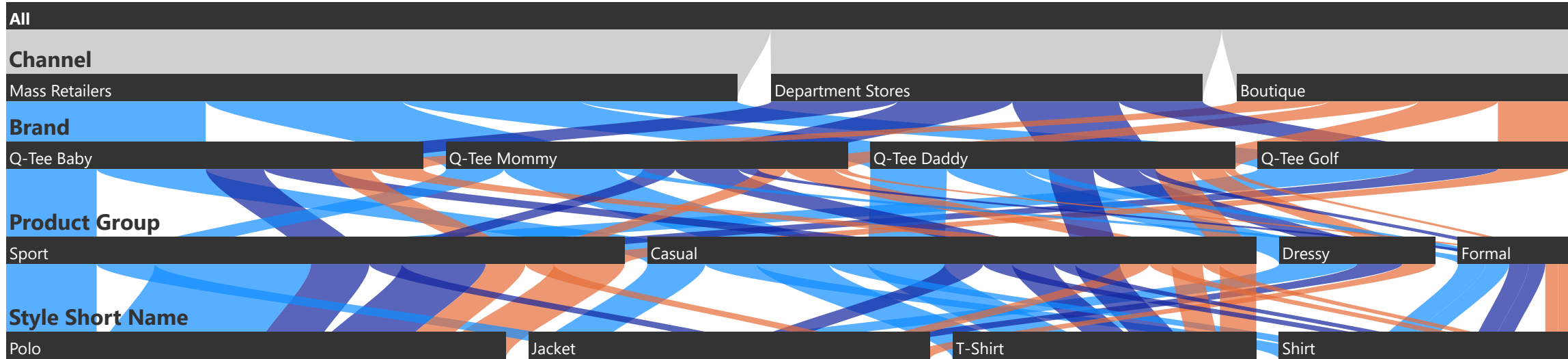
☐ Q-Tee Baby

☐ Q-Tee Dad...

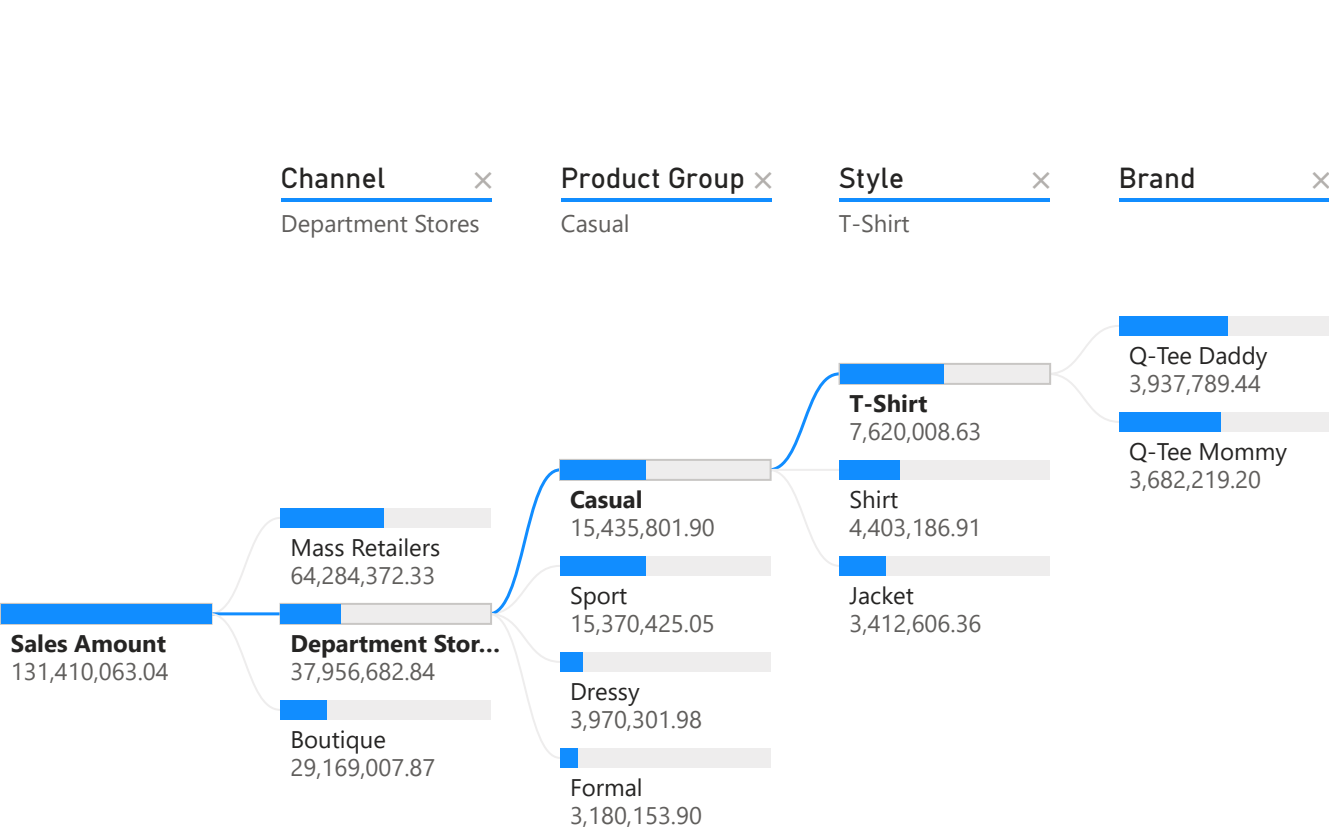
☐ Q-Tee Golf

☐ Q-Tee Mo...

Sales Amount by Channel, Brand, Product Group and Style Short Name



SALES INFLUENCERS



Year ▼
☐ 2013
☐ 2014

State ▼
☐ AK
☐ AL
☐ AR
☐ AZ

Channel ▼
☐ Boutique
☐ Departme...
☐ Mass Retai...

Product ... ▼
☐ Casual
☐ Dressy
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Style Sh... ▼
☐ Jacket
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Brand ▼
☐ Q-Tee Baby
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