

SALES REPORT

Country

Czech
republic

Denmark

Germany

Year

2014

2015

2016

2017

MONTH

All



Alder ▲ 2264774

Revenue

50M

Profit

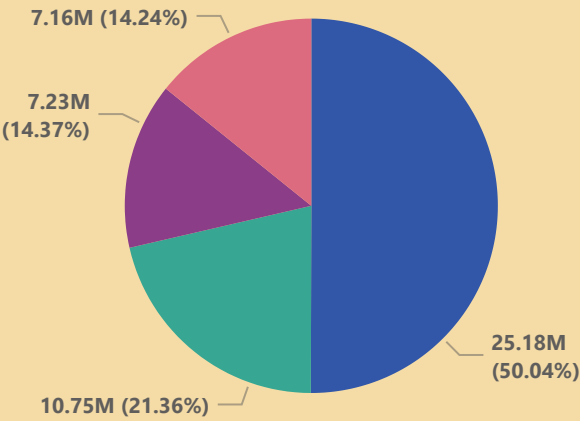
35M

Units

1608312

Revenue by Category

Category ● Extra ● Super ● Micro ● Regular



Top Sales Rep

El Bob

Ellen Woody

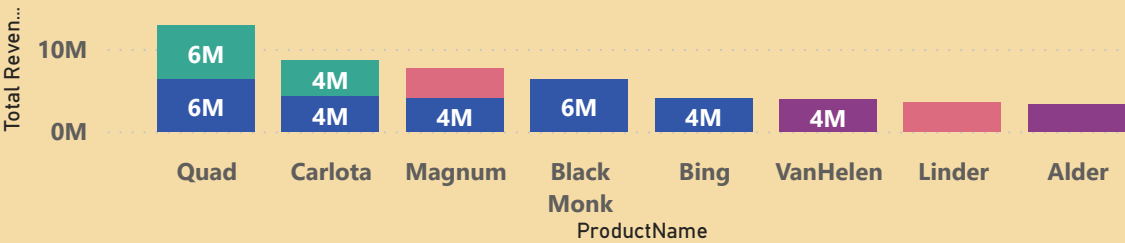
Ellie Gill

Jan Novotny

John White

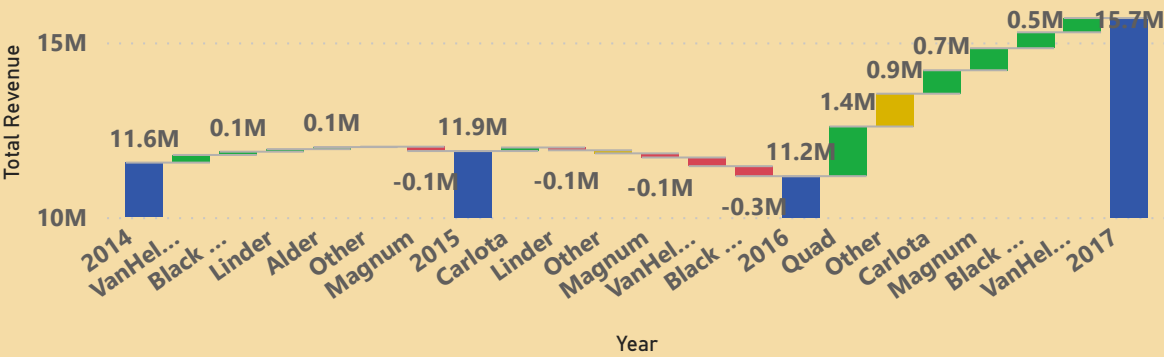
Revenue by Product

SubCategory Name ● Extra ● Micro ● Regular ● Super

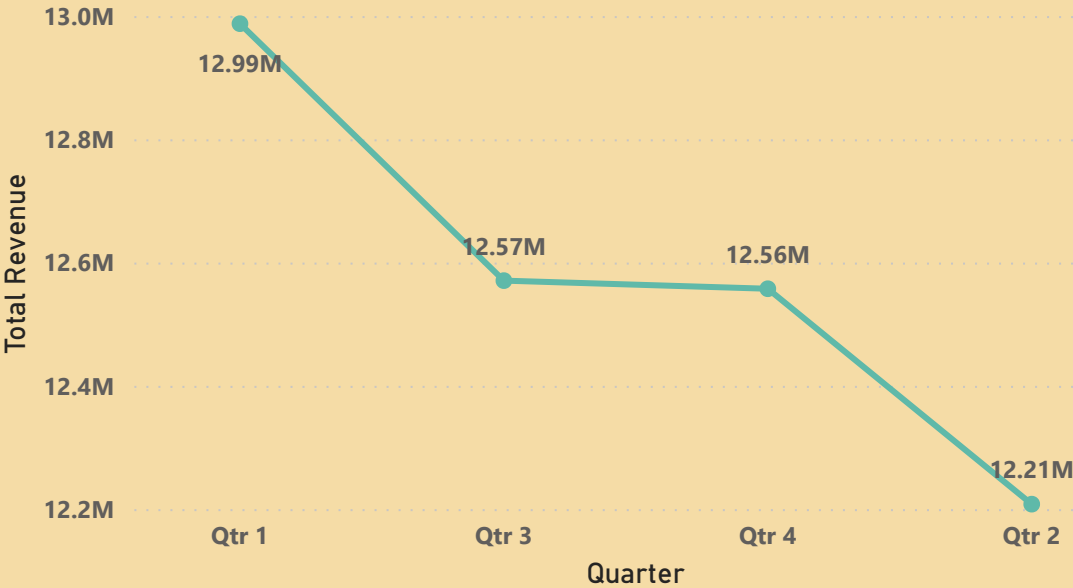


Breakdown Analysis by Product

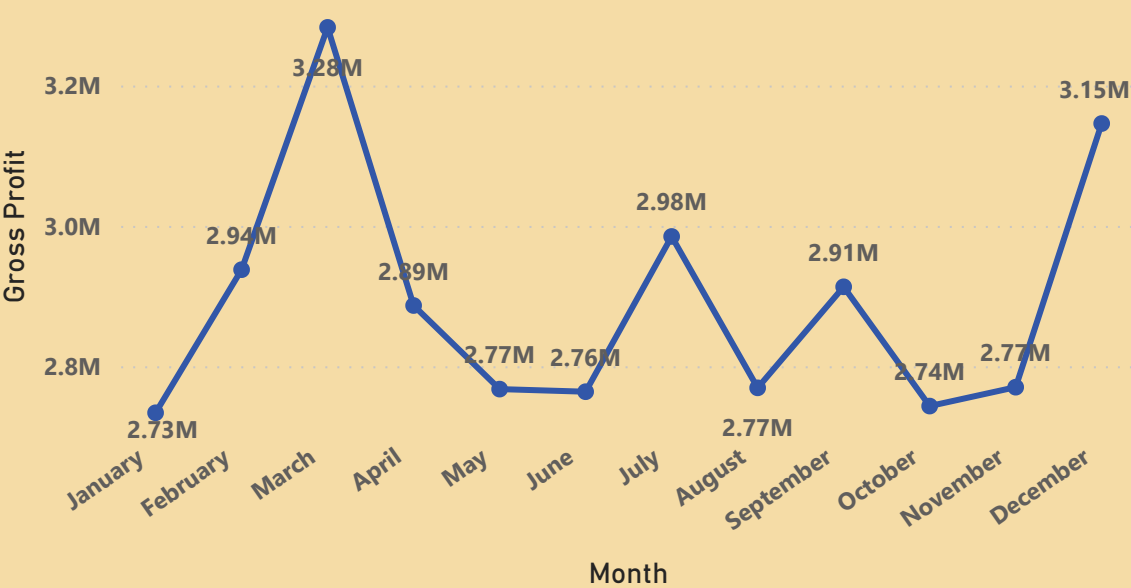
● Increase ● Decrease ● Total ● Other



Total Revenue and QoQ Growth by Quarter



Gross Profit and MoM growth by Month



Year	Quarter	Total Revenue	Pre Qtr
2014	Qtr 1	3,089,520.55	
2014	Qtr 2	2,565,969.45	3,089,520.55
2014	Qtr 3	2,944,252.90	2,565,969.45
2014	Qtr 4	2,961,703.05	2,944,252.90
2015	Qtr 1	3,110,246.20	2,961,703.05
2015	Qtr 2	2,938,621.80	3,110,246.20
2015	Qtr 3	2,948,976.10	2,938,621.80
2015	Qtr 4	2,894,233.15	2,948,976.10
2016	Qtr 1	2,941,330.65	2,894,233.15
2016	Qtr 2	2,660,854.15	2,941,330.65
2016	Qtr 3	2,807,393.90	2,660,854.15
2016	Qtr 4	2,763,655.90	2,807,393.90
2017	Qtr 1	3,846,566.70	2,763,655.90
2017	Qtr 2	4,042,652.15	3,846,566.70
2017	Qtr 3	3,870,142.70	4,042,652.15
2017	Qtr 4	3,938,007.05	3,870,142.70
Total		50,324,126.40	

Year	Month	Gross Profit	Pre Month	MoM growth
2014	January	634,925.50		Infinity
2014	February	649,989.60	634,925.50	2.37%
2014	March	845,460.60	649,989.60	30.07%
2014	April	809,599.40	845,460.60	-4.24%
2014	May	469,752.80	809,599.40	-41.98%
2014	June	490,154.00	469,752.80	4.34%
2014	July	772,667.10	490,154.00	57.64%
2014	August	652,649.00	772,667.10	-15.53%
2014	September	604,578.20	652,649.00	-7.37%
2014	October	661,460.60	604,578.20	9.41%
2014	November	676,728.10	661,460.60	2.31%
2014	December	703,793.90	676,728.10	4.00%
2015	January	534,698.00	703,793.90	-24.03%
2015	February	716,552.30	534,698.00	34.01%
2015	March	893,480.80	716,552.30	24.69%
2015	April	704,780.20	893,480.80	-21.12%
2015	May	649,307.50	704,780.20	-7.87%
2015	June	672,104.90	649,307.50	3.51%
2015	July	715,528.90	672,104.90	6.46%
2015	August	630,056.90	715,528.90	-11.95%
2015	September	687,671.70	630,056.90	9.14%
2015	October	662,177.20	687,671.70	-3.71%
Total		34,699,236.80		Infinity