



How are we doing with Coffee Sales?

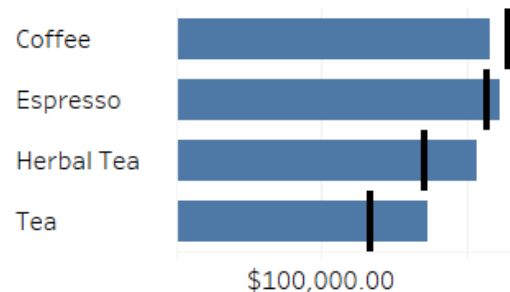
Date Range

01-Jan-10 to 01-Dec-11

Market

- ☒ Central
- ☒ East
- ☒ South
- ☒ West

How are we performing by Product?



What is our Sales Trend?



Profit

\$259,543

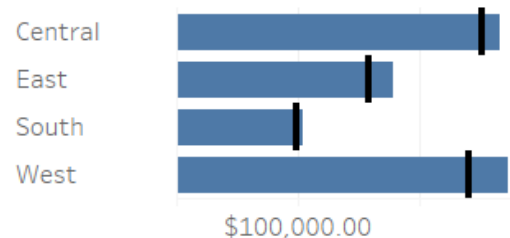
Sales

\$819,811

Product Type

- ☒ Coffee
- ☒ Espresso
- ☒ Herbal Tea
- ☒ Tea

How are we performing by Market?



What is our Profit Trend?



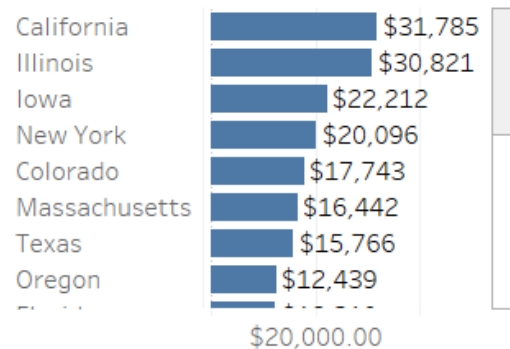
Where are we losing money?

	Central	East	South	West
Amaretto	\$5K	\$1K		-\$1K
Caffe La..			\$4K	\$8K
Caffe M..	\$15K	-\$6K	\$5K	\$4K
Chamom..	\$14K	\$1K	\$3K	\$9K
Columbi..	\$9K	\$27K	\$9K	\$11K
Darjeeli..	\$11K	\$7K		\$12K
Decaf Es..	\$9K	\$2K	\$6K	\$12K
Decaf Iri..	\$10K	\$3K	\$3K	-\$1K
Earl Grey	\$10K	\$3K		\$10K
Green T..	\$1K	\$6K		-\$7K
Lemon	\$6K	\$8K	\$3K	\$13K
Mint	\$4K	-\$2K		\$4K
Regular ..		\$10K		

State

- ☒ California
- ☒ Colorado
- ☒ Connecticut
- ☒ Florida
- ☒ Illinois
- ☒ Iowa
- ☒ Louisiana
- ☒ Massachusetts
- ☒ Missouri
- ☒ Nevada
- ☒ New Hampshire
- ☒ New Mexico
- ☒ New York
- ☒ Ohio
- ☒ Oklahoma
- ☒ Oregon

What are the most profitable states?



How are we performing by states?

