



product_brand	Total transactions	Total profit	Profit margin	Return rate
Hermanos	5,342	\$21,753	58.64%	0.95%
Ebony	5,238	\$20,354	59.81%	0.96%
Tell Tale	5,112	\$19,982	58.05%	0.99%
Tri-State	5,099	\$19,980	58.91%	1.10%
High Top	4,940	\$19,810	60.42%	1.01%
Nationeel	4,408	\$18,617	60.44%	1.18%
Best Choice	4,218	\$18,355	60.64%	0.81%
Horatio	4,195	\$17,737	58.42%	1.26%
Fort West	4,108	\$15,834	59.80%	0.97%
Fast	4,097	\$16,469	61.03%	1.07%
Sunset	3,953	\$14,018	60.45%	1.03%
Carrington	3,891	\$14,883	59.52%	0.78%
Red Wing	3,870	\$15,870	59.36%	1.06%
Big Time	3,816	\$15,560	60.20%	1.05%
Cormorant	3,744	\$15,749	61.60%	0.87%
Imagine	3,634	\$15,102	61.40%	1.06%
Super	3,618	\$13,868	60.59%	0.96%
Denny	3,584	\$16,015	58.02%	0.99%
High Quality	3,577	\$16,139	59.98%	1.13%
Golden	3,550	\$13,256	58.72%	0.88%
BBB Best	3,514	\$12,991	62.12%	0.80%
PigTail	3,467	\$11,617	60.68%	1.04%
Plato	3,352	\$12,748	63.55%	1.06%
Landslide	3,270	\$10,647	58.65%	0.98%
CDR	3,078	\$12,062	58.98%	1.11%
Better	2,823	\$9,179	61.15%	1.07%
Carlson	2,564	\$10,534	61.20%	0.97%
Pleasant	2,564	\$10,187	60.18%	0.92%
Just Right	2,558	\$9,282	59.54%	0.92%
Total	1,13,668	\$4,49,627	59.94%	1.00%

Current month transactions

18,325✓

Goal: \$17,339 (+5.69%)

Current month profits

\$71,682✓

Goal: \$67,872 (+5.61%)

Current month returns

496!

Goal: 482 (-2.9%)

store\_coun... ▾

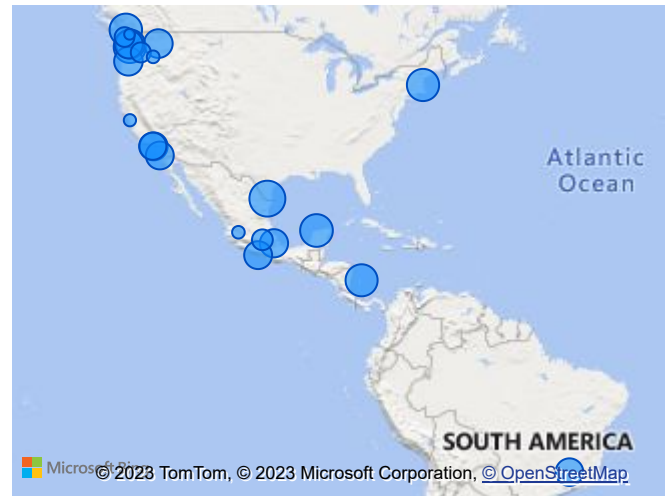
Select all

Canada

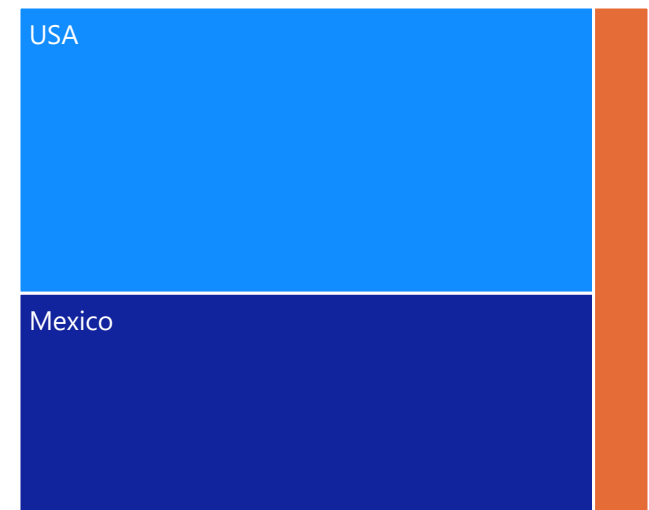
Mexico

USA

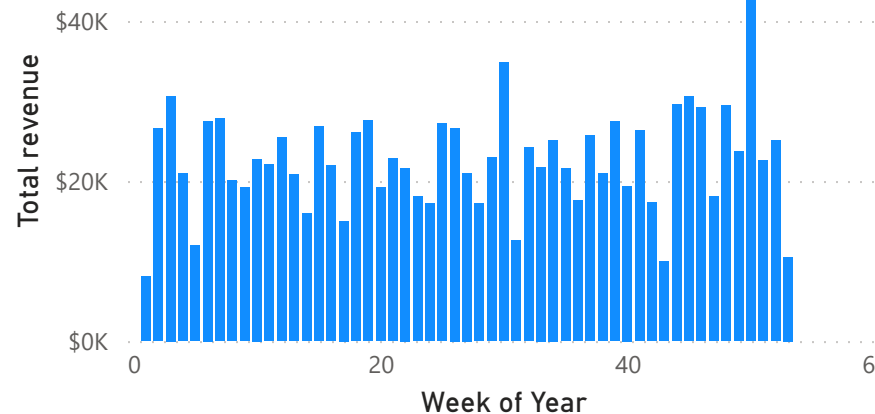
Total transactions by store\_city



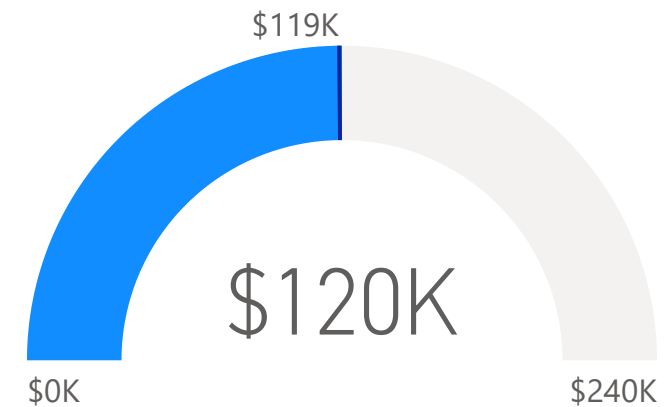
Total transactions by store\_country



Weekly revenue trading



Revenue vs target



**Horatio has one of the highest return rates in both USA and Mexico with some low profitability margins**

**Portland hits 1000 sales in December'98**

**Hermanos is the fastest selling product but with some of the lowest profit margins**

**USA has performed poorly amongst all the three regions by not being able to achieve December'98's target sales and revenue falling by 5% and 6% respectively**