

Sales Dashboard

OrderDate

7/1/2001

6/30/2004

30.49K

Total Number of Orders

140.65M

Total Sales

7.00

Average of Days To Ship

4.61K

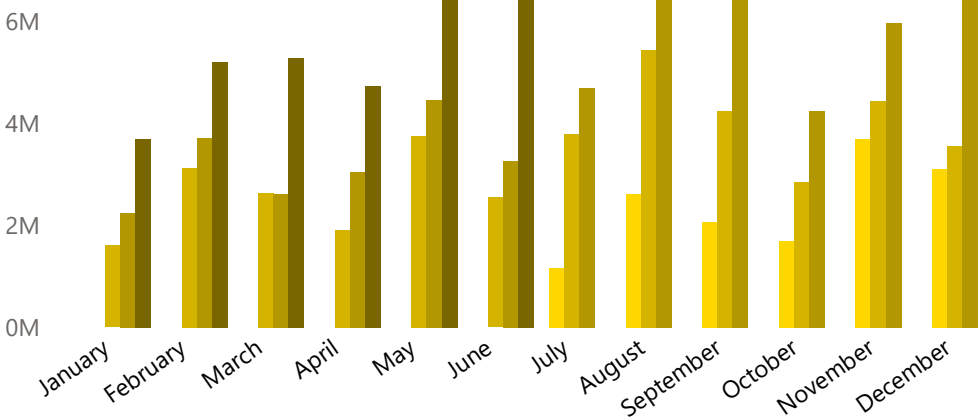
Average Order Value

Monthly Sales

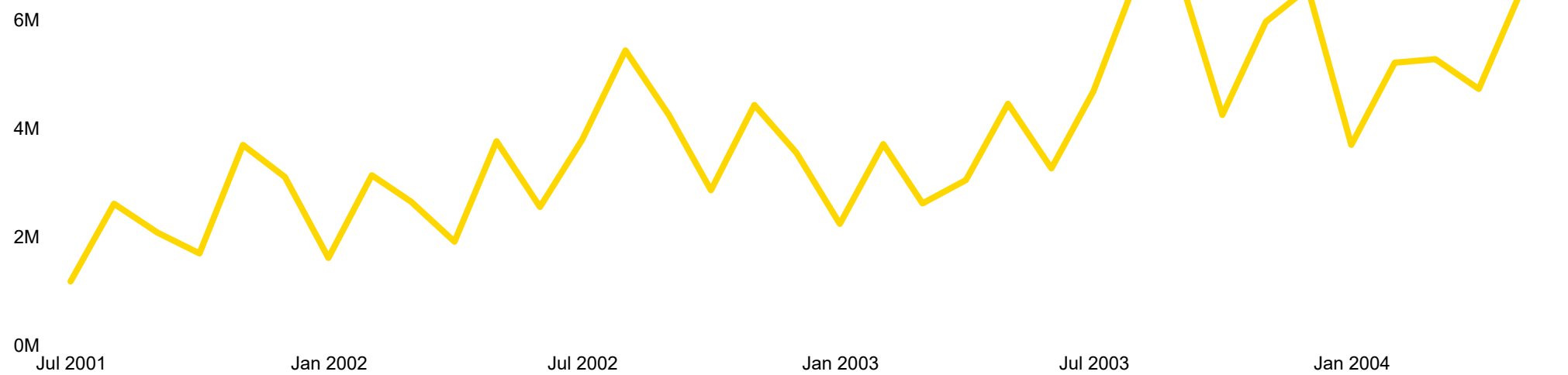
| Month | 2001 | 2002 | 2003 | 2004 |
|-----------|---------------|---------------|---------------|---------------|
| January | | 1,605,782.19 | 2,233,575.11 | 3,691,013.22 |
| April | | 1,905,833.91 | 3,041,865.44 | 4,722,890.74 |
| June | | 2,546,121.96 | 3,257,517.70 | 6,674,580.25 |
| March | | 2,643,081.08 | 2,611,621.26 | 5,272,786.81 |
| October | 1,688,963.27 | 2,854,206.75 | 4,243,366.59 | |
| February | | 3,130,823.04 | 3,705,635.50 | 5,207,182.51 |
| December | 3,097,637.34 | 3,545,522.74 | 6,582,833.04 | |
| May | | 3,758,329.29 | 4,449,886.23 | 6,518,825.23 |
| July | 1,172,359.43 | 3,781,879.07 | 4,681,520.64 | |
| September | 2,073,058.54 | 4,242,717.72 | 6,762,753.81 | |
| November | 3,690,018.67 | 4,427,598.00 | 5,961,182.68 | |
| August | 2,605,514.98 | 5,433,609.34 | 6,775,857.07 | |
| Total | 14,327,552.23 | 39,875,505.10 | 54,307,615.09 | 32,087,278.75 |

Monthly Sales/Year

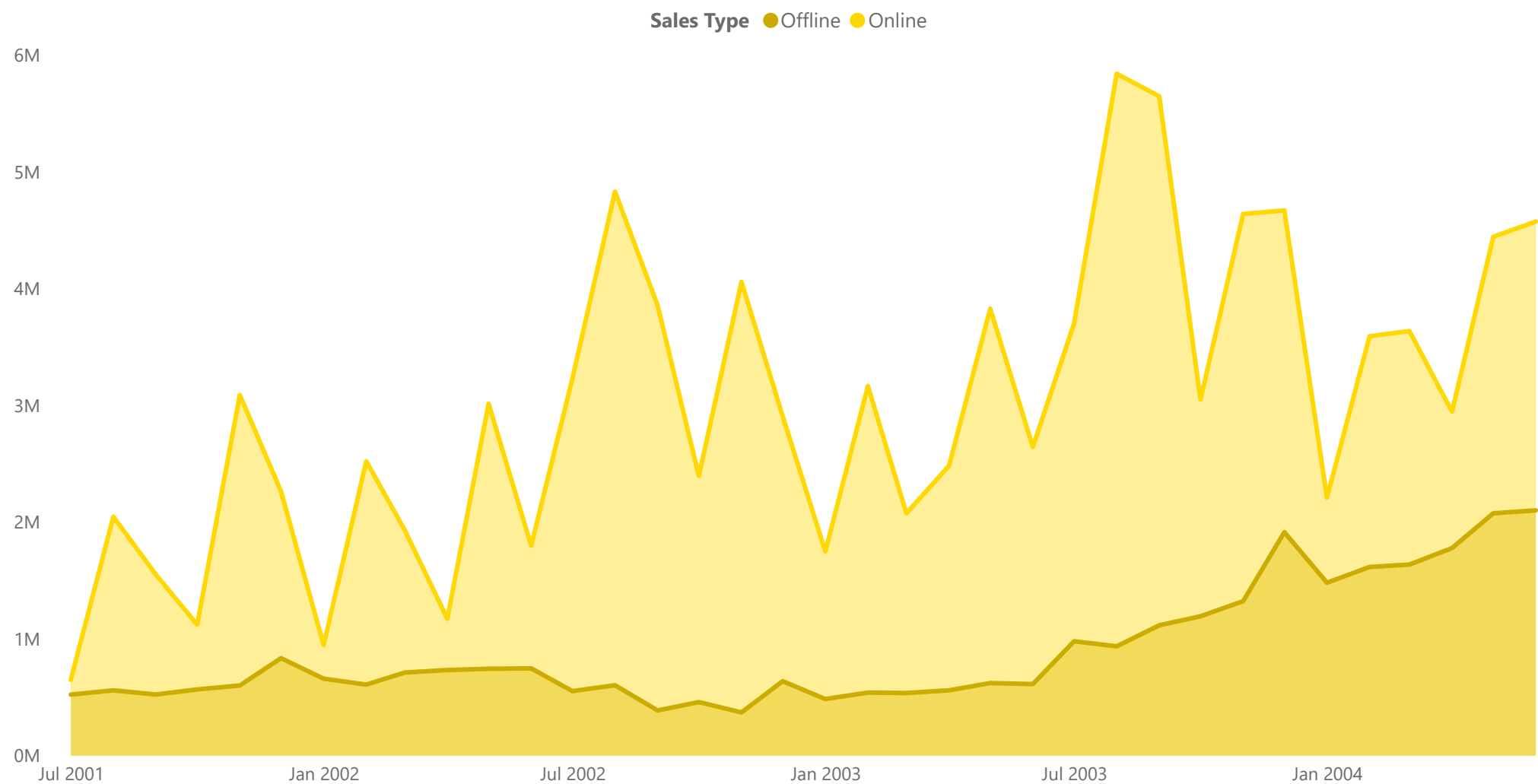
2001 2002 2003 2004



Monthly Sales Trends

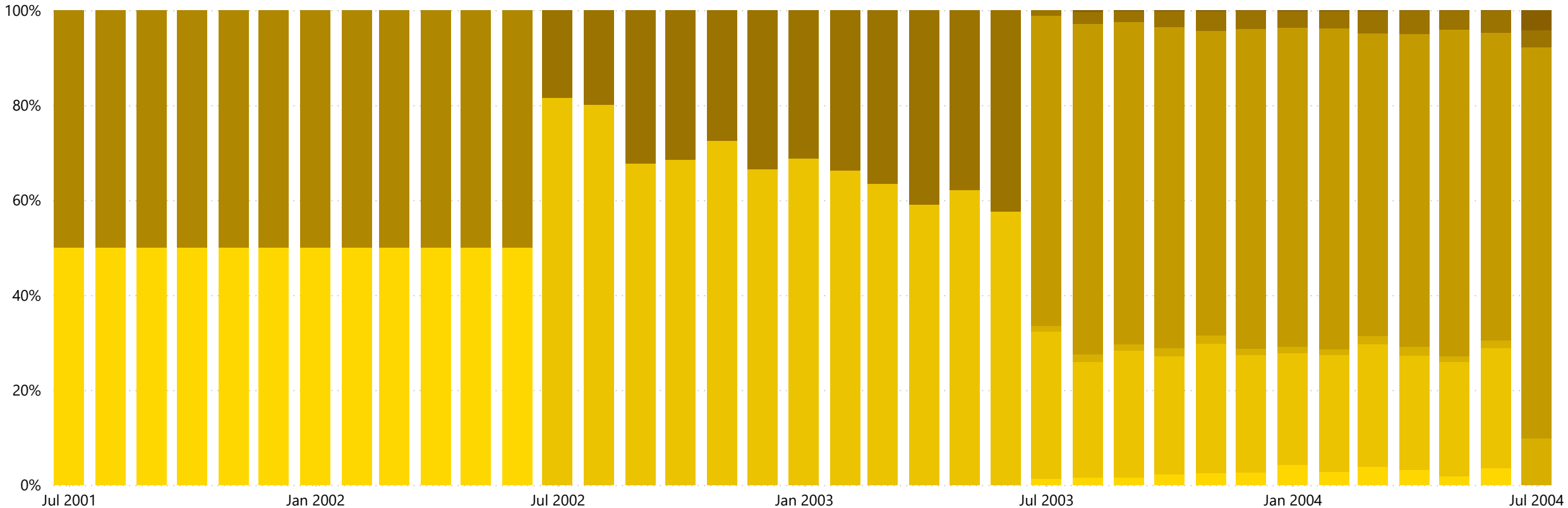


Monthly Sales By Type



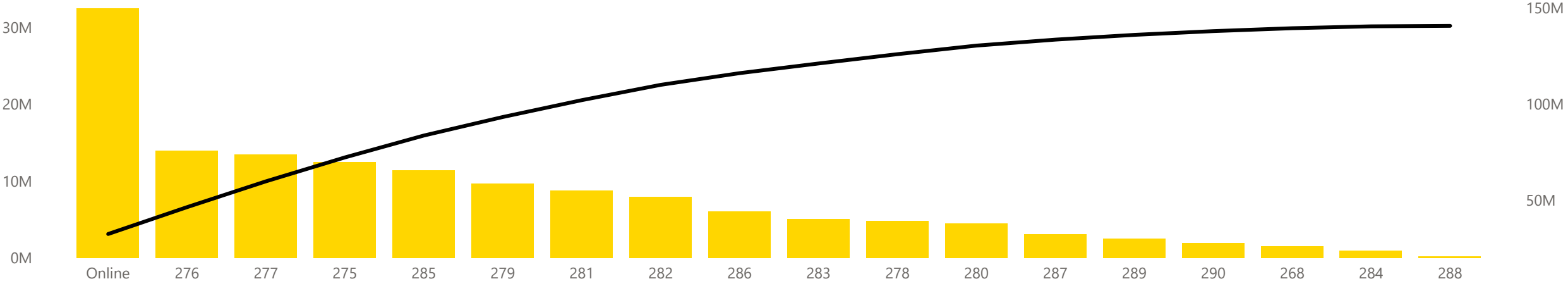
Monthly Sales By Reason

Manufacturer On Promotion Other Price Quality Review Television Advertisement



Sales Person Performance

Total Sales by Salesperson Cumulative Total



Sales Type

Offline

Online

Sales Distribution Map

