



\$1.8M

Total Revenue

\$1.1M

Total Profit

269.7K

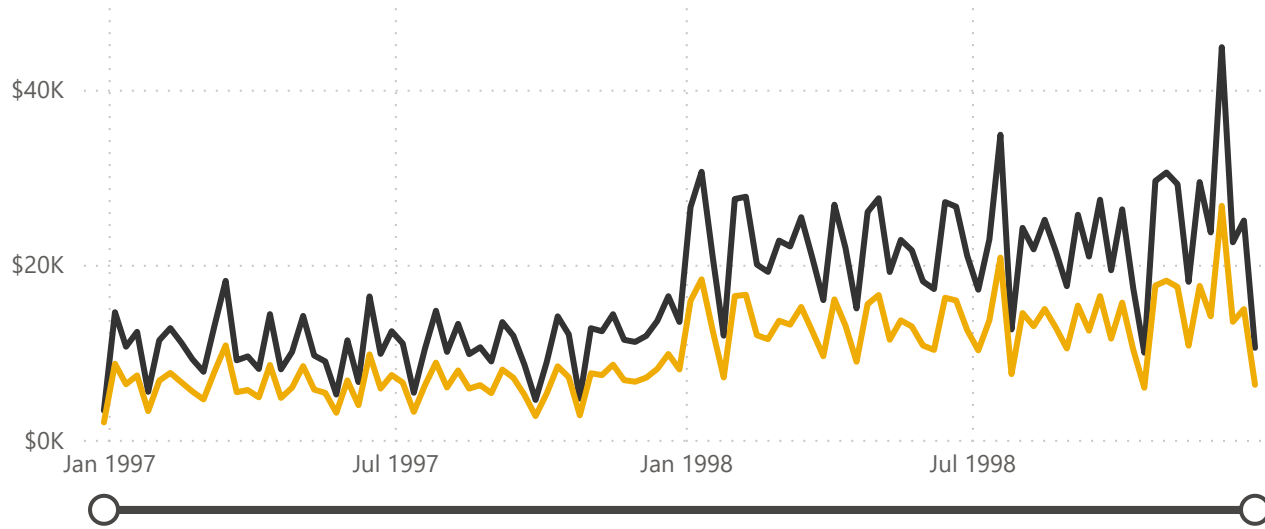
Total Transactions

1.0%

Return Rate

Weekly Revenue & Profit Trend

● Total Revenue ● Total Profit



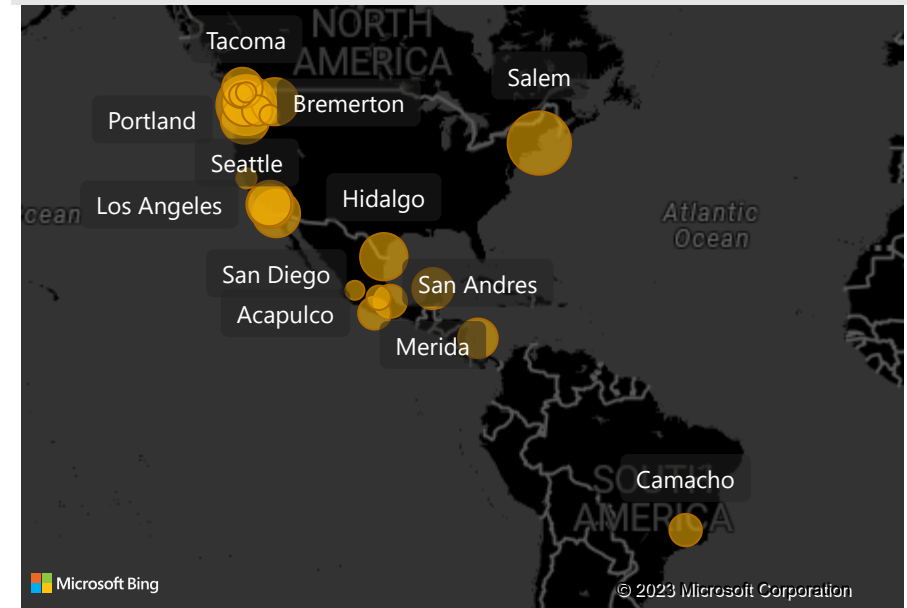
Select all

Canada

Mexico

USA

Total Revenue by City



Yearly Revenue

\$1.2M✓

Goal: 0.6M (+112.18%)

Yearly Profit

\$715.7K✓

Goal: 337.1K (+112.29%)

Yearly Transactions

182883✓

Goal: 86837 (+110.6%)

Yearly Unique Customers

8060✓

Goal: 5581 (+44.42%)

Yearly Returns

4833!

Goal: 2254 (-114.42%)

Total Revenue by Country & City

USA

Mexico

Canada

Top 30 Brands by Revenue

product_brand	Total Revenue	Total Profit	Profit Margin	Total Transactions	Return Rate
Hermanos	\$56,659	\$33,167	58.54%	8071	1.11%
Tell Tale	\$51,561	\$29,926	58.04%	7694	1.00%
Ebony	\$49,727	\$29,749	59.82%	7685	0.95%
Tri-State	\$49,348	\$29,065	58.90%	7438	1.02%
High Top	\$47,201	\$28,503	60.39%	7153	1.01%
Nationeel	\$45,385	\$27,446	60.47%	6499	1.11%
Horatio	\$43,788	\$25,589	58.44%	6121	1.25%
Best Choice	\$42,738	\$25,901	60.60%	6000	0.84%
Fast	\$40,533	\$24,747	61.05%	6188	1.09%
Fort West	\$40,061	\$23,951	59.79%	6175	0.92%
High Quality	\$40,015	\$24,008	60.00%	5323	1.03%
Red Wing	\$39,793	\$23,624	59.37%	5806	1.09%
Denny	\$39,696	\$23,050	58.07%	5223	0.91%
Big Time	\$39,344	\$23,710	60.26%	5797	0.97%
Cormorant	\$36,580	\$22,502	61.52%	5382	0.90%
Carrington	\$36,066	\$21,468	59.52%	5622	0.89%
Imagine	\$35,344	\$21,742	61.51%	5225	0.98%
Total	\$11,09,230	\$6,64,174	59.88%	166860	1.00%

product_name	Total Revenue	Total Profit	Total Transactions	Return Rate
Hermanos Green Pepper	\$2,490	\$1,671	207	1.11%
Hilltop Mint Mouthwash	\$2,447	\$1,494	213	1.00%
Carlson Head Cheese	\$2,418	\$1,255	201	0.95%
Great Pumpernickel Bread	\$2,409	\$1,327	207	1.02%
Fabulous Strawberry Drink	\$2,378	\$1,475	191	1.01%
Fort West BBQ Potato Chips	\$2,328	\$1,326	198	1.11%
Moms Foot-Long Hot Dogs	\$2,325	\$1,184	196	1.25%
Even Better Large Curd Cottage Cheese	\$2,323	\$1,276	184	1.09%
Red Wing Plastic Knives	\$2,321	\$1,343	197	1.03%
High Top New Potatos	\$2,314	\$1,364	192	1.09%
Better Chicken Soup	\$2,292	\$1,308	194	0.92%
Just Right Rice Soup	\$2,286	\$1,259	196	1.09%
Tell Tale Cantelope	\$2,284	\$1,208	193	1.03%
Hermanos Lemons	\$2,277	\$1,341	188	1.09%
Modell Rye Bread	\$2,275	\$1,204	190	1.03%
Horatio Frosted Cookies	\$2,262	\$1,288	189	1.09%
Big Time Beef TV Dinner	\$2,256	\$1,310	191	1.03%
Total	\$17,64,546	\$10,52,819	269720	1.00%

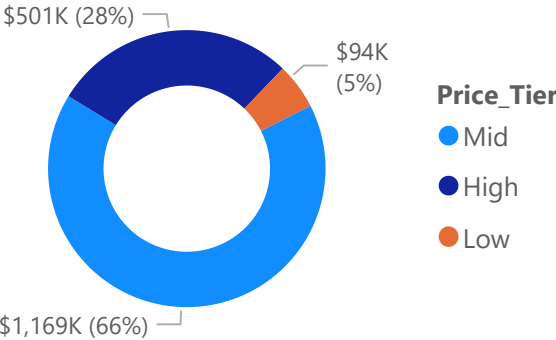
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Canada

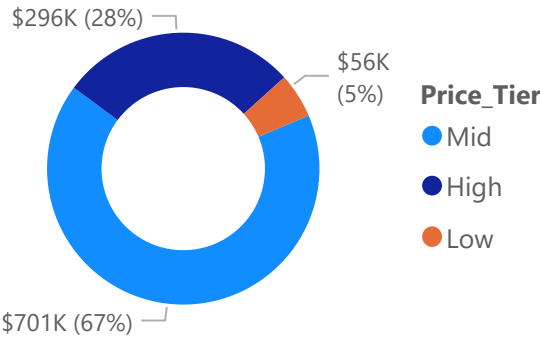
Mexico

USA

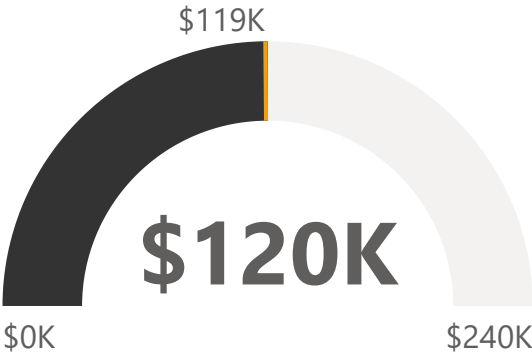
Total Revenue by Price Tier



Total Profit by Price Tier



Target vs Revenue

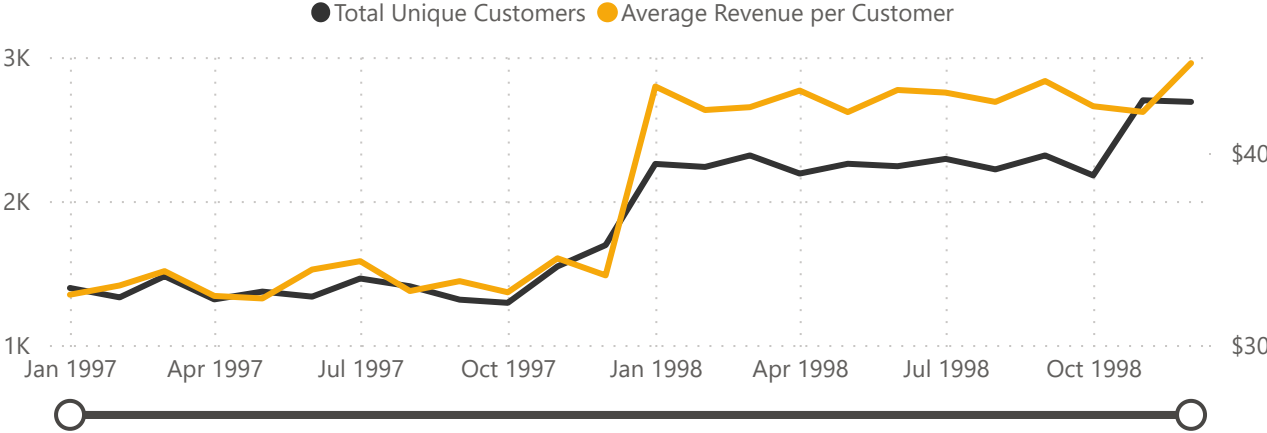


Most Sold Brand

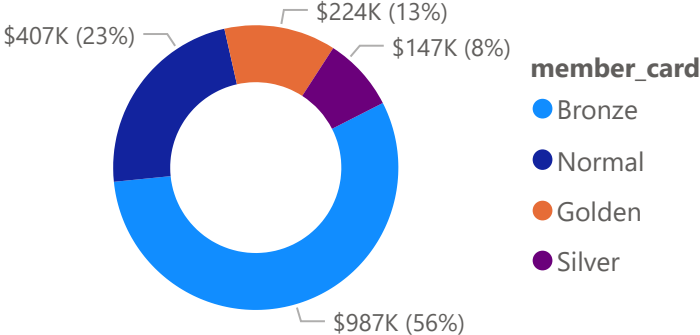
Hermanos

occupation	Total Revenue	Total Profit	Profit Margin	Total Transactions	Total Transactions Share
Professional	\$5,73,999	\$3,42,498	59.67%	87867	32.58%
Skilled Manual	\$4,75,878	\$2,83,961	59.67%	72513	26.88%
Manual	\$4,29,081	\$2,55,950	59.65%	65780	24.39%
Management	\$2,55,018	\$1,52,157	59.67%	38855	14.41%
Clerical	\$30,570	\$18,252	59.71%	4705	1.74%
Total	\$17,64,546	\$10,52,819	59.67%	269720	100.00%

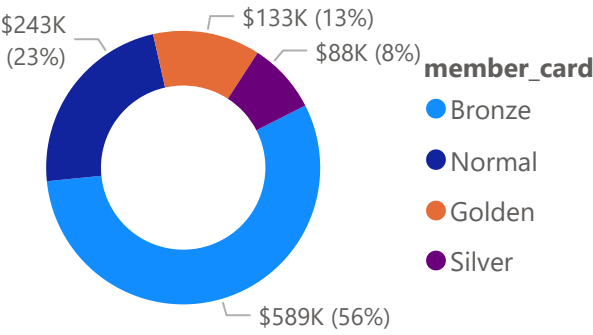
Monthly Unique Customers & Avg. Revenue per Customer Trend



Total Revenue by Member Card



Total Profit by Member Card



product_brand	Total Revenue	Total Profit	Total Transactions	Profit Margin
Hermanos	\$56,659	\$33,167	8071	58.54%
Tell Tale	\$51,561	\$29,926	7694	58.04%
Ebony	\$49,727	\$29,749	7685	59.82%
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Big Time	\$39,344	\$23,710	5797	60.26%
Cormorant	\$36,580	\$22,502	5382	61.52%
Carrington	\$36,066	\$21,468	5622	59.52%
Imagine	\$35,344	\$21,742	5225	61.51%
Sunset	\$34,393	\$20,803	5856	60.49%
Total	\$17,64,546	\$10,52,819	269720	59.67%

Select all

Canada

Mexico

USA

City	Total Revenue	Total Profit	Total Transactions	Profit Margin
Salem	\$1,70,399	\$1,01,715	25865	59.69%
Tacoma	\$1,57,696	\$94,088	23600	59.66%
Seattle	\$1,15,981	\$69,148	17447	59.62%
Portland	\$1,15,335	\$68,857	17286	59.70%
San Diego	\$1,11,378	\$66,460	16550	59.67%
Los Angeles	\$1,11,312	\$66,424	16726	59.67%
Bremerton	\$1,10,878	\$66,055	16598	59.57%
Hidalgo	\$1,10,798	\$66,106	16684	59.66%
Spokane	\$1,10,485	\$65,911	16517	59.66%
Beverly Hills	\$98,115	\$58,553	14775	59.68%
Total	\$17,64,546	\$10,52,819	269720	59.67%