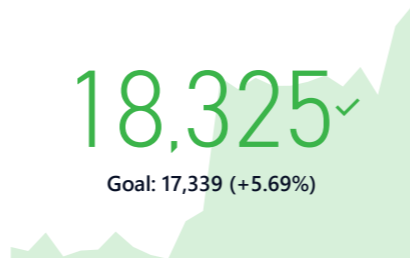




Transactions Current Month vs Prior



Profit Current Month vs Prior



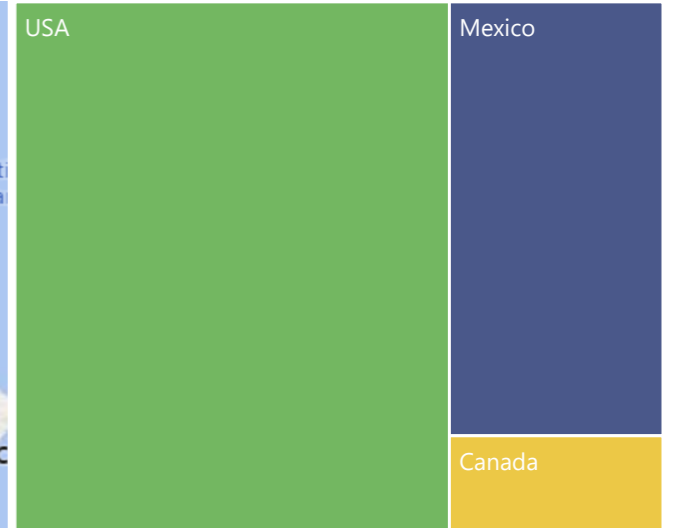
Returns Current Month vs Prior



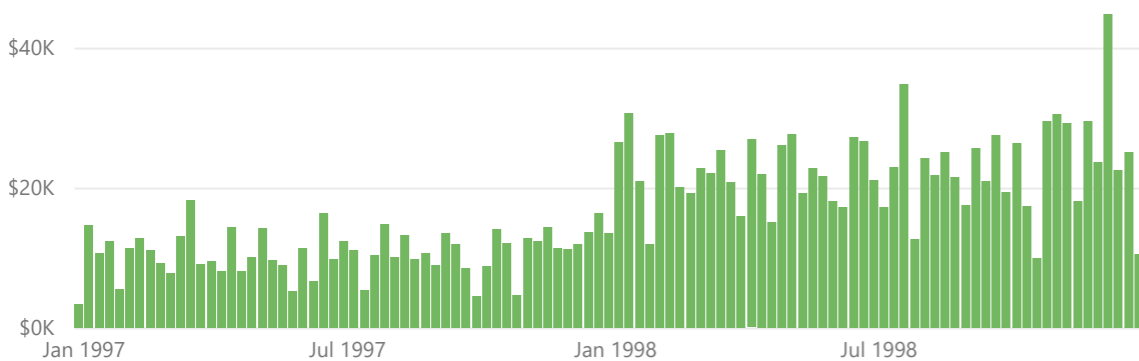
Top 30 Brands

Product Brand	Total Transactions	Total Revenue	Total Cost	Total Profit	Profit Margin	Return Rate
Hermanos	8,071	\$56,659	\$23,492	\$33,167	58.5%	1.11%
Tell Tale	7,694	\$51,561	\$21,636	\$29,926	58.0%	1.00%
Ebony	7,685	\$49,727	\$19,978	\$29,749	59.8%	0.95%
Tri-State	7,438	\$49,348	\$20,283	\$29,065	58.9%	1.02%
High Top	7,153	\$47,201	\$18,698	\$28,503	60.4%	1.01%
Nationeel	6,499	\$45,385	\$17,939	\$27,446	60.5%	1.11%
Fast	6,188	\$40,533	\$15,786	\$24,747	61.1%	1.09%
Fort West	6,175	\$40,061	\$16,110	\$23,951	59.8%	0.92%
Horatio	6,121	\$43,788	\$18,198	\$25,589	58.4%	1.25%
Best Choice	6,000	\$42,738	\$16,837	\$25,901	60.6%	0.84%
Sunset	5,856	\$34,393	\$13,590	\$20,803	60.5%	1.04%
Red Wing	5,806	\$39,803	\$16,173	\$23,630	59.4%	1.09%
Big Time	5,797	\$39,344	\$15,634	\$23,710	60.3%	0.97%
Carrington	5,622	\$36,066	\$14,598	\$21,468	59.5%	0.89%
Cormorant	5,382	\$36,585	\$14,080	\$22,505	61.5%	0.90%
<b>Total</b>	<b>167,616</b>	<b>\$1,103,332</b>	<b>\$442,139</b>	<b>\$661,193</b>	<b>59.9%</b>	<b>0.99%</b>

- Select all
- Canada
- Mexico
- USA



Weekly Revenue Trending



Selected Items Revenue vs Target



Total Revenue vs Target



Data Table

Start of Month	Transactions	Transactions Prior Month	Transactions All Periods	Revenue	Revenue Prior Month	Revenue All Periods	Profit	Profit Prior Month	Profit All Periods	Returns	Returns Prior Month	Returns All Periods	Revenue Target	Revenue Target All Periods
1/1/1997	7,034		269,720	\$45,540		\$1,764,650	\$27,174		\$1,052,878	221		8,289		\$1,726,713
2/1/1997	6,844	7,034	269,720	\$44,059	\$45,540	\$1,764,650	\$26,266	\$27,174	\$1,052,878	191	221	8,289	\$47,817	\$1,726,713
3/1/1997	7,710	6,844	269,720	\$50,030	\$44,059	\$1,764,650	\$29,827	\$26,266	\$1,052,878	238	191	8,289	\$46,262	\$1,726,713
4/1/1997	6,590	7,710	269,720	\$42,878	\$50,030	\$1,764,650	\$25,568	\$29,827	\$1,052,878	186	238	8,289	\$52,531	\$1,726,713
5/1/1997	6,866	6,590	269,720	\$44,466	\$42,878	\$1,764,650	\$26,504	\$25,568	\$1,052,878	215	186	8,289	\$45,022	\$1,726,713
6/1/1997	6,912	6,866	269,720	\$45,332	\$44,466	\$1,764,650	\$27,060	\$26,504	\$1,052,878	221	215	8,289	\$46,690	\$1,726,713
7/1/1997	7,752	6,912	269,720	\$50,247	\$45,332	\$1,764,650	\$30,005	\$27,060	\$1,052,878	222	221	8,289	\$47,598	\$1,726,713
8/1/1997	7,038	7,752	269,720	\$46,199	\$50,247	\$1,764,650	\$27,523	\$30,005	\$1,052,878	216	222	8,289	\$52,759	\$1,726,713
9/1/1997	6,663	7,038	269,720	\$43,826	\$46,199	\$1,764,650	\$26,160	\$27,523	\$1,052,878	198	216	8,289	\$48,509	\$1,726,713
10/1/1997	6,479	6,663	269,720	\$42,342	\$43,826	\$1,764,650	\$25,210	\$26,160	\$1,052,878	228	198	8,289	\$46,017	\$1,726,713
11/1/1997	8,232	6,479	269,720	\$53,364	\$42,342	\$1,764,650	\$31,837	\$25,210	\$1,052,878	240	228	8,289	\$44,459	\$1,726,713
12/1/1997	8,717	8,232	269,720	\$56,966	\$53,364	\$1,764,650	\$33,998	\$31,837	\$1,052,878	262	240	8,289	\$56,032	\$1,726,713
<b>Total</b>	<b>269,720</b>	<b>251,395</b>	<b>269,720</b>	<b>\$1,764,650</b>	<b>\$1,644,489</b>	<b>\$1,764,650</b>	<b>\$1,052,878</b>	<b>\$981,196</b>	<b>\$1,052,878</b>	<b>8,289</b>	<b>7,720</b>	<b>8,289</b>	<b>\$1,726,713</b>	<b>\$1,726,713</b>



# NOTES!

Portland Hits 1,000 Sales in December



Hermanos Brands Leads with 8K Transactions



December is Most Profitable Month



Year	quantity_sold_sumx_meas	transactions_rows_meas	Sum of quantity_sold	returns_quantity_sumx_meas	returns_rate_meas	weekend_transactions_rows_meas	returns_rows_meas	weekend_transactions_rows_rate
1997	266,773	86,837	266773	2,638	0.99%	26,113	2,254	3
1998	566,716	182,883	566716	5,651	1.00%	50,495	4,833	2
<b>Total</b>	<b>833,489</b>	<b>269,720</b>	<b>833489</b>	<b>8,289</b>	<b>0.99%</b>	<b>76,608</b>	<b>7,087</b>	<b>2</b>

product_brand	quantity_sold_sumx_meas	Sum of product_retail_price	revenue_sumx_meas	Sum of product_cost	cost_sumx_meas	profit_meas	profit_%_meas	unique_product_names_meas	returns_rate_meas
Amigo	620	\$2.76	\$1,711	\$0.86	\$533	\$1,178	68.8%	1	1.29%
Applause	1,110	\$3.50	\$1,943	\$1.26	\$704	\$1,239	63.8%	2	1.17%
Atomic	7,423	\$30.66	\$16,360	\$12.26	\$6,541	\$9,819	60.0%	14	0.92%
BBB Best	1,012	\$5.75	\$2,900	\$2.52	\$1,277	\$1,622	55.9%	2	1.28%
Best	1,114	\$5.14	\$2,863	\$2.41	\$1,342	\$1,520	53.1%	2	1.17%
Best Choice	4,132	\$15.59	\$8,155	\$6.80	\$3,530	\$4,625	56.7%	8	1.02%
Better	16,395	\$54.94	\$31,199	\$20.89	\$11,824	\$19,375	62.1%	29	0.90%
Big City	2,170	\$9.45	\$5,180	\$3.62	\$1,973	\$3,207	61.9%	4	1.06%
<b>Total</b>	<b>833,489</b>	<b>\$3,302.96</b>	<b>\$1,764,650</b>	<b>\$1,332.19</b>	<b>\$711,771</b>	<b>\$1,052,878</b>	<b>59.7%</b>	<b>1,560</b>	<b>0.99%</b>

product_brand	transactions_rows_meas	transactions_rows_last_month	transactions_rows_total_meas	revenue_sumx_meas	revenue_last_month	revenue_total_meas	profit_meas	profit_last_month	profit_total_meas	returns_quantity_sumx_meas	returns_last_month	returns_total_meas	revenue_sumx_meas	revenue_target
Amigo	8,071	7,552	269,720	\$56,659	\$53,062	\$1,764,650	\$33,167	\$31,079	\$1,052,878	274	262	8,289	\$56,659	\$55,715
High Top	7,694	7,158	269,720	\$51,561	\$47,911	\$1,764,650	\$29,926	\$27,798	\$1,052,878	238	217	8,289	\$51,561	\$50,306
Nationeel	7,685	7,182	269,720	\$49,727	\$46,387	\$1,764,650	\$29,749	\$27,743	\$1,052,878	223	215	8,289	\$49,727	\$48,707
Fast	7,438	6,935	269,720	\$49,348	\$45,938	\$1,764,650	\$29,065	\$27,058	\$1,052,878	239	218	8,289	\$49,348	\$48,235
Fort West	7,153	6,696	269,720	\$47,201	\$44,148	\$1,764,650	\$28,503	\$26,653	\$1,052,878	222	203	8,289	\$47,201	\$46,355
Horatio	6,499	6,093	269,720	\$45,385	\$42,522	\$1,764,650	\$27,446	\$25,722	\$1,052,878	221	204	8,289	\$45,385	\$44,648
Best Choice	6,188	5,756	269,720	\$40,533	\$37,650	\$1,764,650	\$24,747	\$22,991	\$1,052,878	208	193	8,289	\$40,533	\$39,532
Sunset	6,175	5,747	269,720	\$40,061	\$37,296	\$1,764,650	\$23,951	\$22,301	\$1,052,878	174	168	8,289	\$40,061	\$39,160
Red Wing	6,121	5,728	269,720	\$43,788	\$40,960	\$1,764,650	\$25,589	\$23,926	\$1,052,878	240	225	8,289	\$43,788	\$43,008
Big Time	6,000	5,550	269,720	\$42,738	\$39,413	\$1,764,650	\$25,901	\$23,893	\$1,052,878	156	144	8,289	\$42,738	\$41,384
Carrington	5,856	5,436	269,720	\$34,393	\$31,926	\$1,764,650	\$20,803	\$19,303	\$1,052,878	186	170	8,289	\$34,393	\$33,522
Cormorant	5,806	5,386	269,720	\$39,803	\$36,887	\$1,764,650	\$23,630	\$21,897	\$1,052,878	194	181	8,289	\$39,803	\$38,731
High Quality	5,707	5,201	269,720	\$30,211	\$26,585	\$1,764,650	\$22,710	\$22,050	\$1,052,878	171	162	8,289	\$30,211	\$28,115
<b>Total</b>	<b>269,720</b>	<b>251,395</b>	<b>269,720</b>	<b>\$1,764,650</b>	<b>\$1,644,489</b>	<b>\$1,764,650</b>	<b>\$1,052,878</b>	<b>\$981,196</b>	<b>\$1,052,878</b>	<b>8,289</b>	<b>7,720</b>	<b>8,289</b>	<b>\$1,764,650</b>	<b>\$1,726,713</b>

Start of Month	transactions_rows_meas	transactions_rows_last_month	revenue_last_month	profit_last_month	returns_quantity_sumx_meas	returns_last_month	revenue_target
1/1/1997	7,034				221		
2/1/1997	6,844	7,034	\$45,540	\$27,174	191	221	\$47,817
3/1/1997	7,710	6,844	\$44,059	\$26,266	238	191	\$46,262
4/1/1997	6,590	7,710	\$50,030	\$29,827	186	238	\$52,531
5/1/1997	6,866	6,590	\$42,878	\$25,568	215	186	\$45,022
6/1/1997	6,912	6,866	\$44,466	\$26,504	221	215	\$46,690
7/1/1997	7,752	6,912	\$45,332	\$27,060	222	221	\$47,598
8/1/1997	7,038	7,752	\$50,247	\$30,005	216	222	\$52,759
9/1/1997	6,663	7,038	\$46,199	\$27,523	198	216	\$48,509
10/1/1997	6,479	6,663	\$43,826	\$26,160	228	198	\$46,017
<b>Total</b>	<b>269,720</b>	<b>251,395</b>	<b>\$1,644,489</b>	<b>\$981,196</b>	<b>8,289</b>	<b>7,720</b>	<b>\$1,726,713</b>