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Sales Analysis by Sales Rep for Region

Asia

3/2012

powered by MaD Reporting GmbH

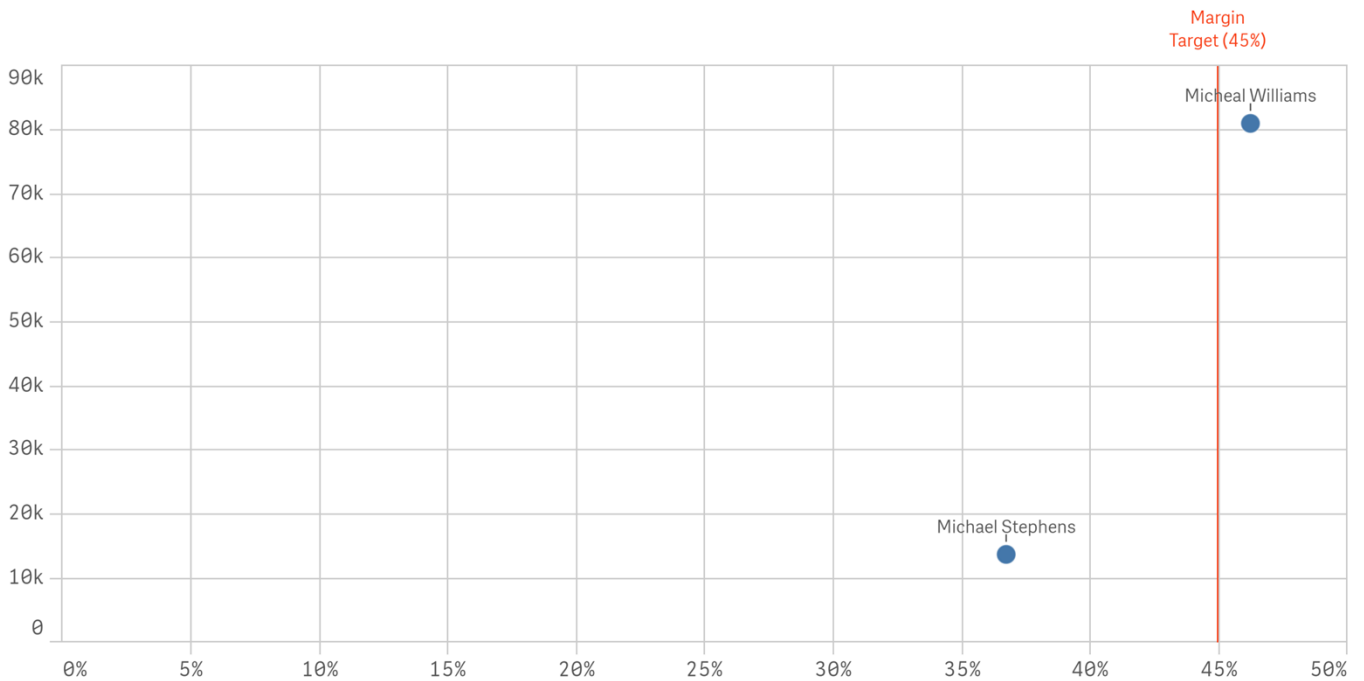
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Sales Analysis

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SALES VS MARGIN BY SALES REP



Sales Rep Name	Margin %	Revenue
Micheal Williams	46%	81041.02
Michael Stephens	37%	13750.14

REVENUE BY SALES REP

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Revenue by Sales Rep



MICHAEL STEPHENS

REVENUE

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Revenue vs Last Year's Revenue

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Revenue vs Last Year Revenue = 28%

Target Revenue Increase = 110%

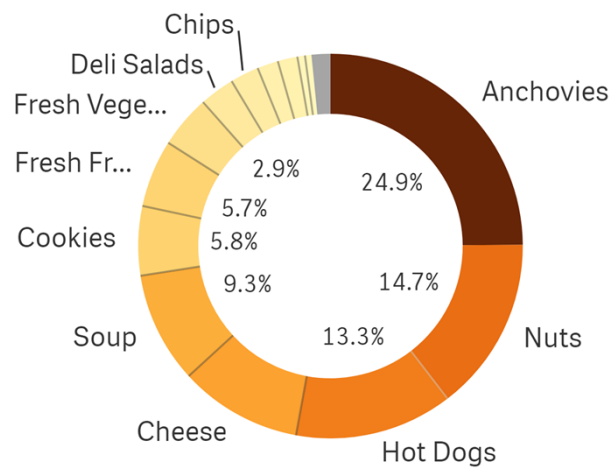


Revenue by Products

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Revenue by Products

Total Revenue = \$13,750



Product	Revenue
Anchovies	3,423.00
Nuts	2,019.30
Hot Dogs	1,828.12
Cheese	1,418.40
Soup	1,285.20
Cookies	798.96
Fresh Fruit	780.06
Fresh Vegetables	611.20
Deli Salads	404.25
Chips	331.73
Ice Cream	242.38
Canned Fruit	228.00
TV Dinner	87.70
Cereal	74.07
	217.77

SALES

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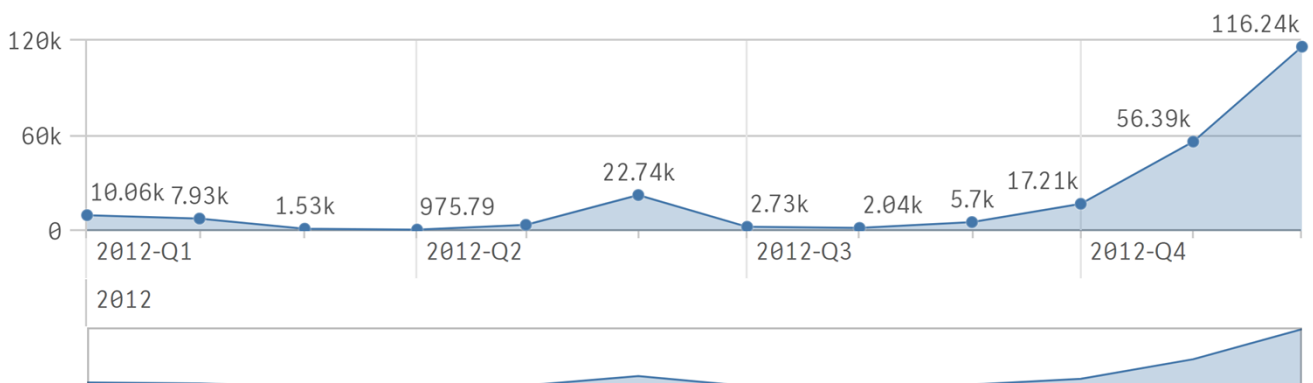
Average Sales

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Average Sales Per Day

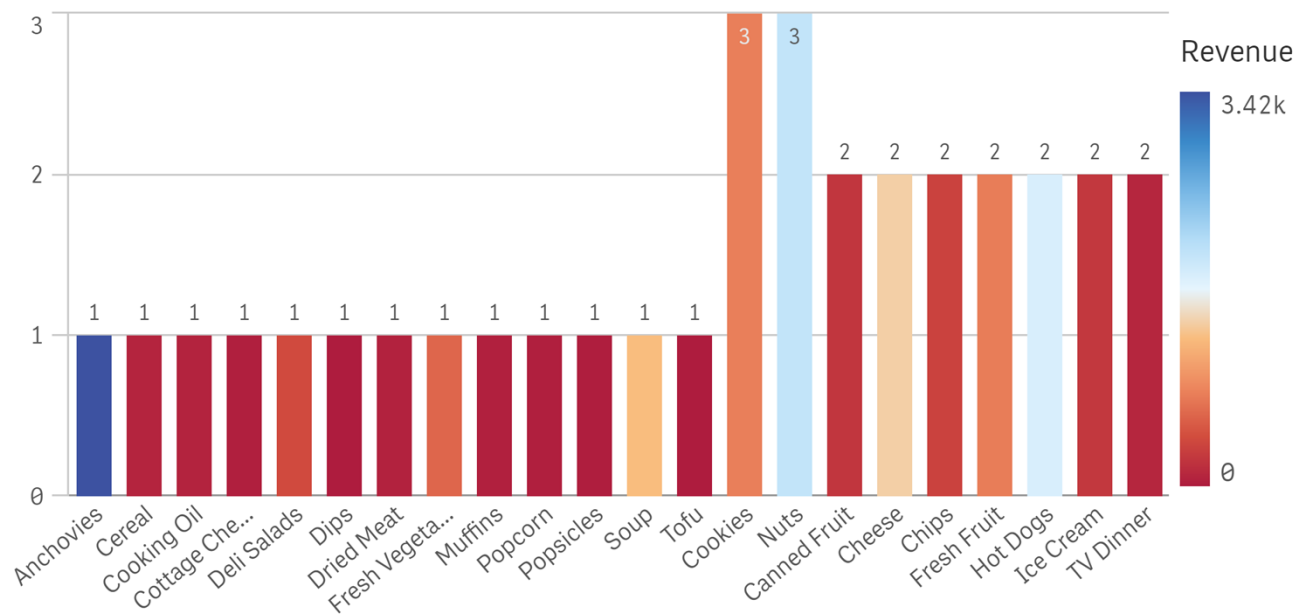


Total Revenue by Product Group

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Total Revenue by Product Group = \$13,750



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CY Sales vs LY Sales

	CY Sales	LY Sales
Anchovies	\$3,424	\$0
Better Fancy Canned Anchovies	\$3,424	\$0
Canned Fruit	\$228	\$0
Swell Canned Peaches	\$228	\$0
Cereal	\$74	\$0
Special Oatmeal	\$74	\$0
Cheese	\$1,418	\$6,056
Gorilla Low Fat String Cheese	\$709	\$1,747
Gorilla String Cheese	\$709	\$4,309
Chips	\$332	\$313
Best Choice Low Fat Chips	\$154	\$0
Nationeel Corn Chips	\$0	\$160
Nationeel Potato Chips	\$178	\$152
Cookies	\$799	\$6,910
Best Choice Chocolate Chip Cookies	\$205	\$0
Best Choice Sugar Cookies	\$594	\$7,065
Nationeel Graham Crackers	\$0	(\$154)
Cooking Oil	\$64	\$22
Landslide Canola Oil	\$64	\$0
Landslide Vegetable Oil	\$0	\$22
Cottage Cheese	\$26	\$0
Carlson Low Fat Cottage Cheese	\$26	\$0
Deli Meats	\$0	\$582
Moms Sliced Ham	\$0	\$582
Deli Salads	\$404	\$1,665
Cutting Edge Potato Salad	\$404	\$1,665
Dried Meat	\$51	\$0
Best Choice Beef Jerky	\$51	\$0

	CY Sales	LY Sales
Fresh Fruit	\$780	\$6,182
Tell Tale Fancy Plums	\$0	\$135
Tell Tale Limes	\$709	\$6,046
Tell Tale Mandarin Oranges	\$71	\$0
Fresh Vegetables	\$611	\$276
Ebony Prepared Salad	\$0	(\$278)
High Top Corn on the Cob	\$611	\$0
High Top Dried Mushrooms	\$0	\$554
Frozen Vegetables	\$0	\$1
Golden Frozen Corn	\$0	(\$10)
Imagine Frozen Carrots	\$0	\$11
Hamburger	\$0	\$60
Quick Seasoned Hamburger	\$0	\$60
Hot Dogs	\$1,828	(\$230)
Cutting Edge Foot-Long Hot Dogs	\$1,828	(\$230)
Ice Cream	\$242	\$0
Big Time Ice Cream	\$21	\$0
Big Time Ice Cream Sandwich	\$221	\$0
Muffins	\$35	\$80
Great Muffins	\$35	\$80
Nuts	\$2,019	\$3,146
Ebony Mixed Nuts	\$25	\$0
High Top Walnuts	\$0	\$315
Tell Tale Almonds	\$1,525	\$2,690
Tell Tale Walnuts	\$469	\$141
Peanut Butter	\$0	\$43
Landslide Extra Chunky Peanut Butter	\$0	\$43
Pizza	\$0	(\$172)
Big Time Frozen Cheese Pizza	\$0	(\$172)

	CY Sales	LY Sales
Popcorn	\$25	\$0
Best Choice No Salt Popcorn	\$25	\$0
Popsicles	\$17	\$0
Big Time Lime Popsicles	\$17	\$0
Sauces	\$0	(\$86)
BBB Best Tomato Sauce	\$0	(\$86)
Soda	\$0	\$255
Token Cream Soda	\$0	\$255
Soup	\$1,285	(\$468)
Better Beef Soup	\$0	(\$1,289)
Bravo Noodle Soup	\$0	\$497
Bravo Vegetable Soup	\$0	\$121
Just Right Chicken Soup	\$1,285	\$204
Spices	\$0	(\$22)
BBB Best Pepper	\$0	(\$22)
Tofu	\$0	\$768
Tell Tale Firm Tofu	\$0	\$768
TV Dinner	\$88	\$10
Big Time Chicken TV Dinner	\$31	\$10
Golden Chicken TV Dinner	\$57	\$0
Waffles	\$0	(\$47)
Big Time Apple Cinnamon Waffles	\$0	(\$47)

MICHEAL WILLIAMS

REVENUE

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Revenue vs Last Year's Revenue

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Revenue vs Last Year Revenue = 4,169%

Target Revenue Increase = 110%

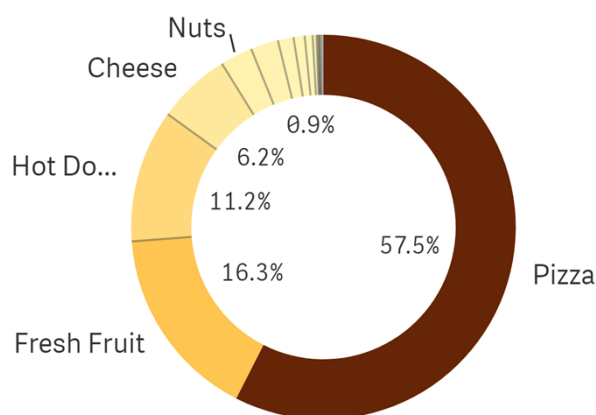


Revenue by Products

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Revenue by Products

Total Revenue = \$81,041



Product	Revenue
Pizza	46,598.40
Fresh Fruit	13,227.96
Hot Dogs	9,049.25
Cheese	4,992.33
Nuts	2,199.48
Chips	1,880.87
Tofu	1,067.28
Peanut Butter	757.64
Deli Salads	533.64
Soup	259.56
Coffee	97.78
Dried Fruit	82.80
Pancake Mix	58.56
Muffins	52.38
	183.09

SALES

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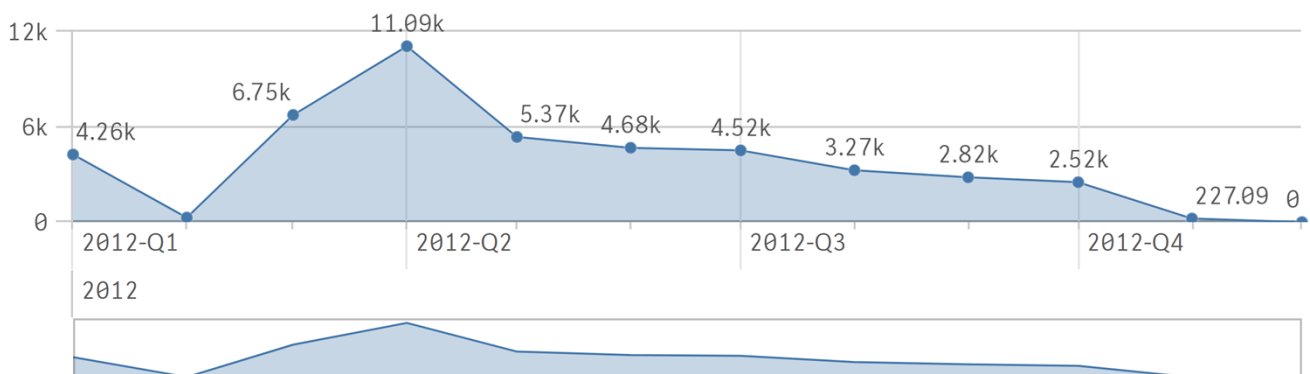
Average Sales

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Average Sales Per Day

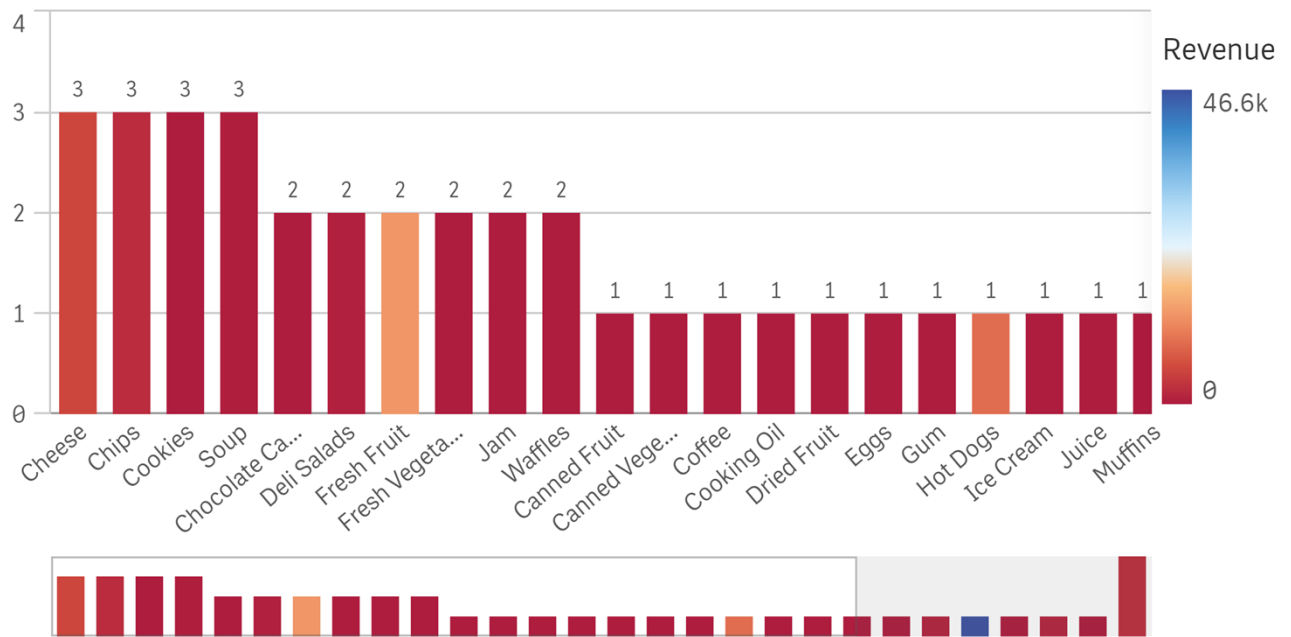


Total Revenue by Product Group

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Total Revenue by Product Group = \$81,041



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CY Sales vs LY Sales

	CY Sales	LY Sales
Canned Fruit	\$33	\$0
Applause Canned Peaches	\$33	\$0
Cheese	\$4,992	\$0
Gorilla Low Fat String Cheese	\$1,334	\$0
Gorilla String Cheese	\$3,658	\$0
Chips	\$1,881	\$0
Nationeel BBQ Potato Chips	\$25	\$0
Nationeel Corn Chips	\$96	\$0
Nationeel Potato Chips	\$1,760	\$0
Chocolate Candy	\$19	\$0
Thresher White Chocolate Bar	\$19	\$0
Coffee	\$98	\$0
Landslide French Roast Coffee	\$98	\$0
Cooking Oil	\$23	\$0
Landslide Vegetable Oil	\$23	\$0
Deli Salads	\$534	\$0
Cutting Edge Potato Salad	\$534	\$0
Dried Fruit	\$83	\$0
Fast Dried Apples	\$83	\$0
Fresh Fruit	\$13,229	\$0
Tell Tale Limes	\$13,229	\$0
Hot Dogs	\$9,049	\$0
Cutting Edge Foot-Long Hot Dogs	\$9,049	\$0
Jam	\$42	\$0
Super Grape Jam	\$42	\$0
Juice	\$46	\$0
Token Berry Juice	\$46	\$0
Muffins	\$52	\$0

	CY Sales	LY Sales
Great Muffins	\$52	\$0
Nuts	\$2,200	\$0
Ebony Mixed Nuts	\$101	\$0
High Top Walnuts	\$73	\$0
Tell Tale Almonds	\$2,001	\$0
Tell Tale Walnuts	\$24	\$0
Pancake Mix	\$59	\$0
Big Time Pancake Mix	\$59	\$0
Peanut Butter	\$758	\$0
Super Creamy Peanut Butter	\$758	\$0
Pizza	\$46,600	\$0
Big Time Frozen Cheese Pizza	\$46,600	\$0
Soup	\$260	\$0
Better Noodle Soup	\$122	\$0
Bravo Noodle Soup	\$43	\$0
Just Right Chicken Soup	\$94	\$0
Tofu	\$1,067	\$0
Tell Tale Firm Tofu	\$1,067	\$0
Waffles	\$17	\$0
Big Time Apple Cinnamon Waffles	\$17	\$0
Wine	\$3	\$0
Pearl White Zinfandel Wine	\$3	\$0