

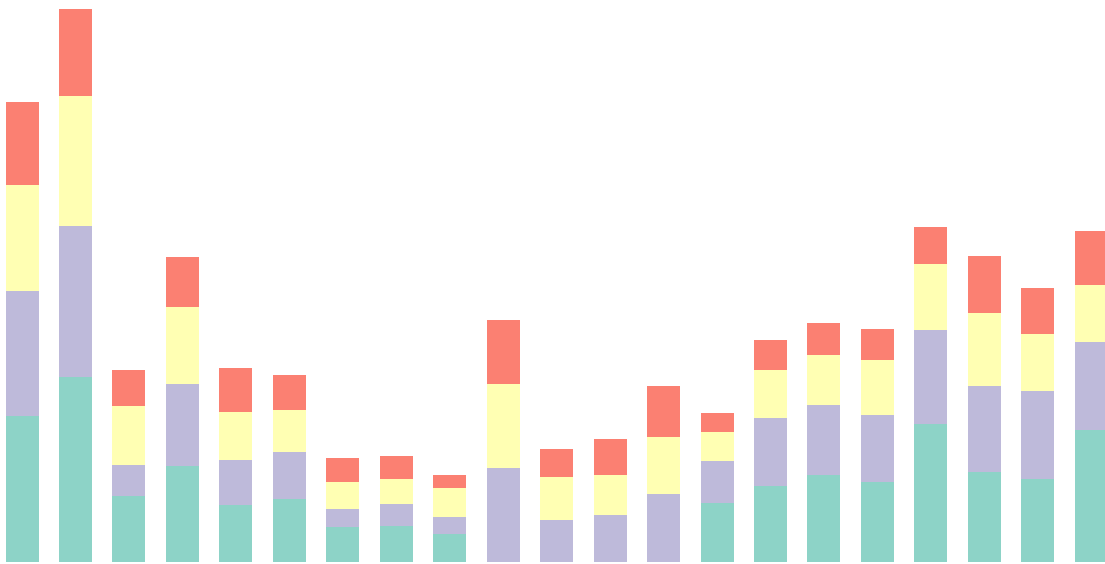
Executive Sales Summary

2013..2016

Product Line/Quantity

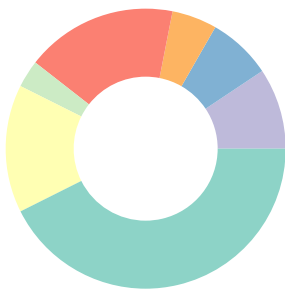
(All Selected)

201M Total Revenue



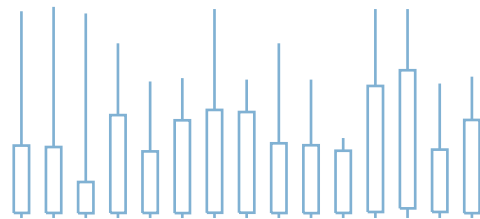
Revenue Segmented by Product Line & Type, Colored by Year

11M Total Quantity



By Order Channels

\$74.38 Average Price

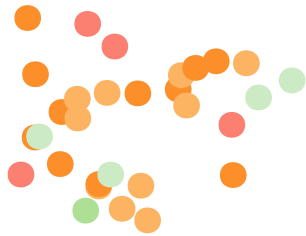


Price by Country

Executive Sales Summary

\$41.55

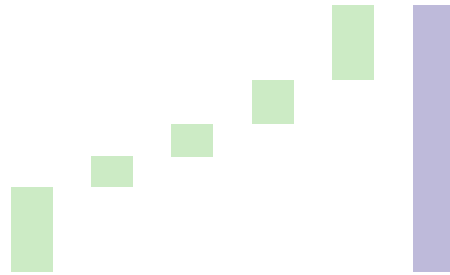
Average Cost



Top 30 Profit vs Rev, Colored by Prod Line

92M

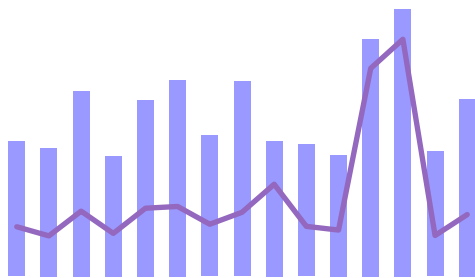
Total Profit



Gross Profit By Product Line

11%

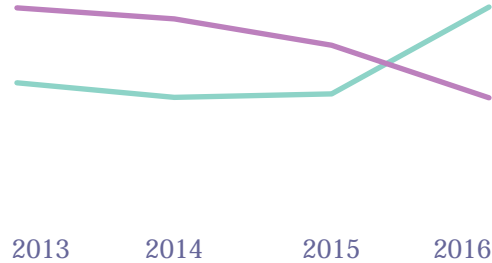
Average Markup



Markup & Profit by Country

1%

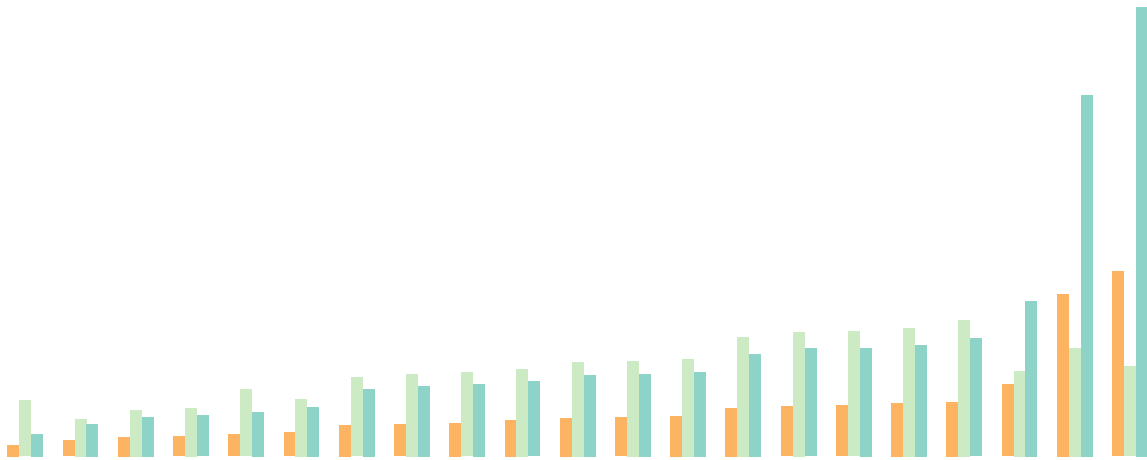
Average Markdown



Markdown vs Profit

163M

Planned revenue



Revenue: Planned vs Actual by Country