

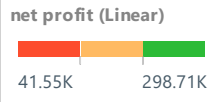


Sales Review

For Reseller , 2010

05-Apr-2018

Manufacturer Grouping	Market	net margin	Sales	Expenses	Gross Margin	net profit
Incumbents	Growing	↓ 11.88%	↓ 258,662	↓ 199,188.37	↓ 22.99%	↓ 41.55K
	Shrinking	↓ 13.79%	↓ 274,044	↓ 215,719.61	↓ 21.28%	↘ 105.84K
	Stable	↘ 22.55%	↘ 635,493	↘ 498,512.39	↘ 21.56%	→ 170.13K
	Incumbents Sub Totals	17.55%	1,168,199	913,420.37	21.81%	↗ 234.42K
New Comers	Growing	↘ 22.69%	↘ 610,432	↘ 487,676.04	↘ 20.11%	↑ 298.71K
	Shrinking	↓ 20.94%	↓ 410,810	↓ 331,726.86	↓ 19.25%	
	Stable	↑ 19.89%	↑ 1,619,719	↑ 1,271,932.26	↑ 21.47%	
	New Comers Sub Totals	20.79%	2,640,961	2,091,335.16	20.81%	
Grand Totals		19.66%	3,809,160	3,004,755.53	21.12%	



Reseller, 2010

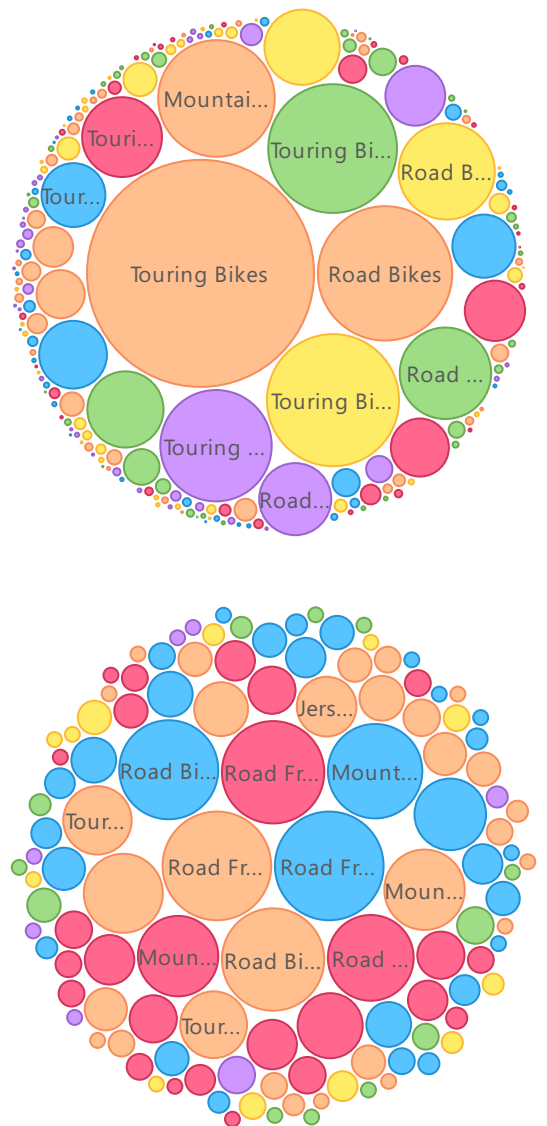
Sales / returns

Analysis

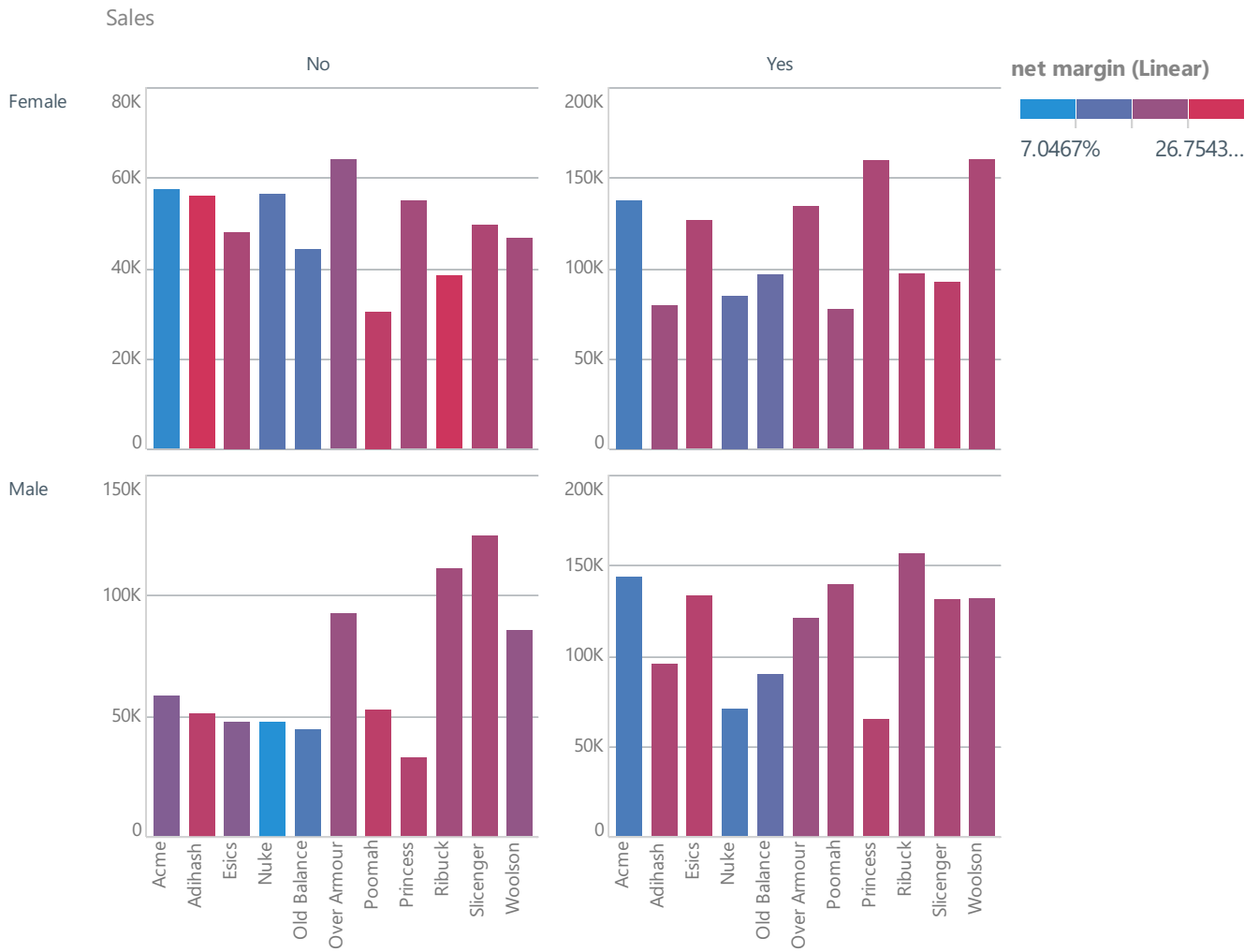
Total sales for this period were \$3,809,160

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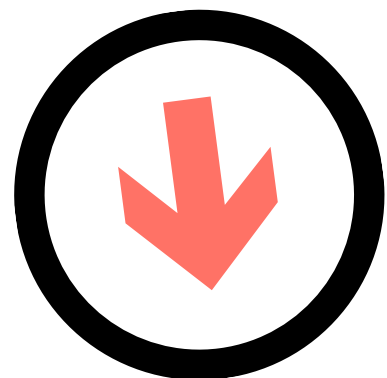
Reseller, 2010



Reseller, 2010

Review

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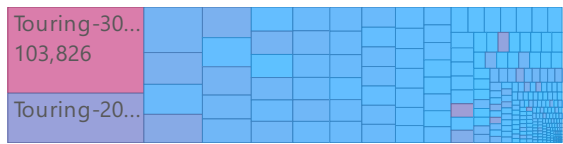
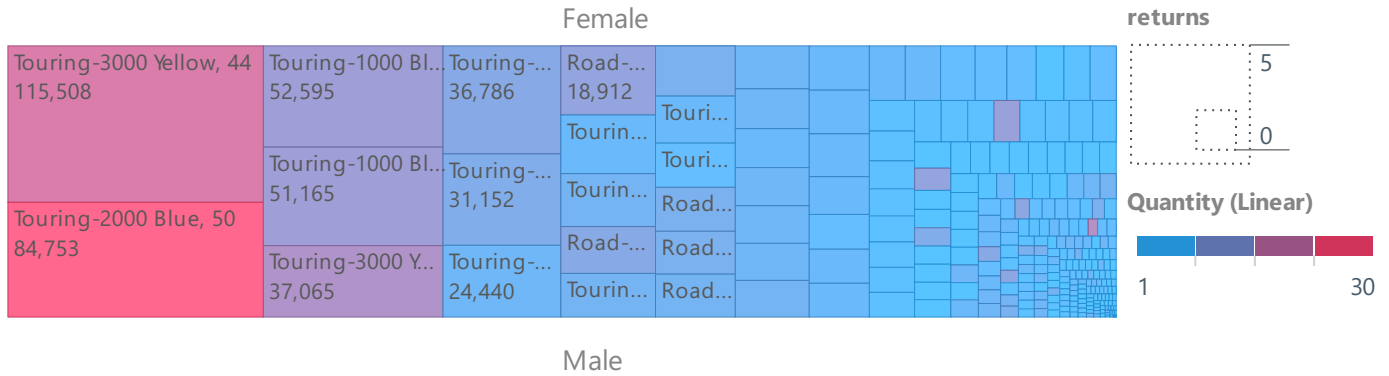


Average Margin: 21.16%

Insights

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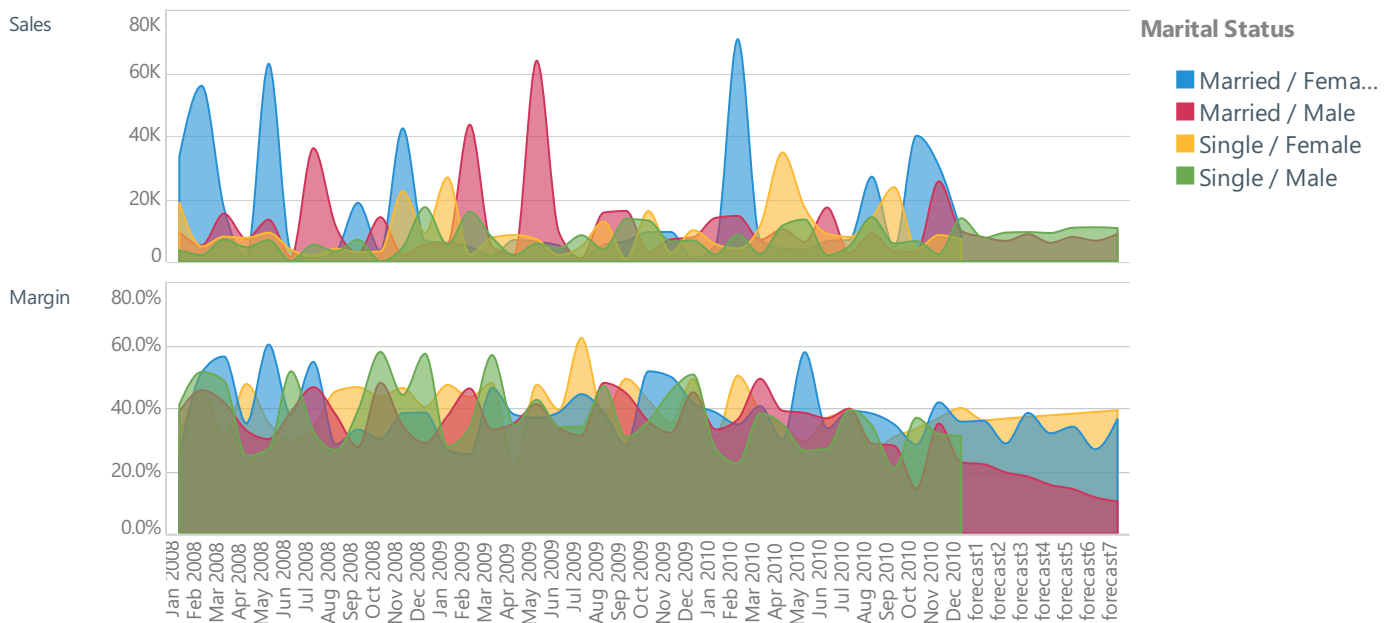
Sales



Customer

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Sales / Margin



Customer