

# Latest Sales Numbers

	2011	2012	2013	2014
January	\$1,000	\$11,642	\$135,525	\$1,577,722
February	\$1,250	\$14,552	\$169,407	\$1,972,152
March	\$1,563	\$18,190	\$211,758	\$2,465,190
April	\$1,953	\$22,737	\$264,698	\$3,081,488
May	\$2,441	\$28,422	\$330,872	\$3,851,860
June	\$3,052	\$35,527	\$413,590	\$4,814,825
July	\$3,815	\$44,409	\$516,988	\$6,018,531
August	\$4,768	\$55,511	\$646,235	\$7,523,164
September	\$5,960	\$69,389	\$807,794	\$9,403,955
October	\$7,451	\$86,736	\$1,009,742	\$11,754,944
December	\$9,313	\$108,420	\$1,262,177	\$14,693,679
Totals	\$42,566	\$495,535	\$5,768,786	\$67,157,510

### Executive Summary

- 1. Sales up dramatically year-over-year.
- 2. Most successful sales campaign was the Labor Day promotion in 2013.
- ▼ 3. Least successful was the Christmas sales event.
  - a. However, this was due to inventory problems.
  - b. Resellers were very happy with their profits but not enough product was available for sale.
- ▼ 4. The sleeper hit was the Back to School promotion which was very low cost but resulted in a surprising sales surge.
  - a. We're currently reviewing all academic sales processes.
  - b. We're also talking with regional school boards about their budget cycles.

