

# ExerComp

*the Intelligent path to Fitness*

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<b>Purpose</b>	To report on the 2008 and 2009 sales of the X310 heart rate monitor

## X310 Yearly Sales Analysis

		Region	2008 Sales	2009 Sales	Increase	% Increase
Units Sold		R01	3,605	3,853	248	6.88%
		R02	3,966	3,842	-124	-3.13%
		R03	3,760	4,035	275	7.31%
		R04	3,777	4,063	286	7.57%
		R05	3,974	3,725	-249	-6.27%
		R06	3,656	3,937	281	7.69%
		R07	3,554	3,875	321	9.03%
		R08	3,844	3,844	0	0.00%
		<b>Total</b>		<b>30,136</b>	<b>31,174</b>	<b>1,038</b>

		Region	2008 Sales	2009 Sales	Increase	% Increase
Revenue		R01	\$ 104,364.75	\$ 115,397.35	\$ 11,032.60	10.57%
		R02	114,815.70	115,067.90	252.20	0.22%
		R03	108,852.00	120,848.25	11,996.25	11.02%
		R04	109,344.15	121,686.85	12,342.70	11.29%
		R05	115,047.30	111,563.75	(3,483.55)	-3.03%
		R06	105,841.20	117,913.15	12,071.95	11.41%
		R07	102,888.30	116,056.25	13,167.95	12.80%
		R08	111,283.80	115,127.80	3,844.00	3.45%
		<b>Total</b>	<b>\$ 872,437.20</b>	<b>\$ 933,661.30</b>	<b>\$ 61,224.10</b>	<b>7.02%</b>



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### X310 Monthly Sales Analysis

Month	R01	R02	R03	R04	R05	R06	R07	R08	Total
Jan	288	345	326	307	364	310	316	352	2,608
Feb	278	304	294	297	310	278	275	294	2,330
Mar	294	320	297	304	316	291	297	307	2,426
Apr	288	313	300	300	320	284	275	295	2,375
May	284	329	304	297	313	288	275	310	2,400
Jun	313	339	316	315	326	307	288	329	2,533
Jul	313	332	320	310	313	300	304	336	2,528
Aug	294	339	315	339	339	304	307	323	2,560
Sep	284	310	310	304	316	284	281	304	2,393
Oct	284	326	304	297	316	281	281	300	2,389
Nov	339	364	326	320	364	345	294	336	2,688
Dec	346	345	348	387	377	384	361	358	2,906
<b>Total</b>	<b>3,605</b>	<b>3,966</b>	<b>3,760</b>	<b>3,777</b>	<b>3,974</b>	<b>3,656</b>	<b>3,554</b>	<b>3,844</b>	<b>30,136</b>

Units Sold in 2008



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### X310 Monthly Sales Analysis

Month	R01	R02	R03	R04	R05	R06	R07	R08	Total
Jan	352	364	345	352	336	361	325	342	2,777
Feb	297	326	310	313	288	300	297	300	2,431
Mar	307	333	326	316	316	316	310	316	2,540
Apr	313	316	329	326	307	304	310	352	2,557
May	310	323	326	326	304	313	313	300	2,515
Jun	313	348	348	320	329	319	336	326	2,639
Jul	323	326	348	329	313	316	326	329	2,610
Aug	323	320	326	355	315	326	325	305	2,595
Sep	300	297	326	326	297	310	307	293	2,456
Oct	300	288	332	313	291	310	313	307	2,454
Nov	355	297	355	384	297	361	329	329	2,707
Dec	360	304	364	403	332	401	384	345	2,893
<b>Total</b>	<b>3,853</b>	<b>3,842</b>	<b>4,035</b>	<b>4,063</b>	<b>3,725</b>	<b>3,937</b>	<b>3,875</b>	<b>3,844</b>	<b>31,174</b>

Units Sold in 2009



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### X310 Monthly Sales Analysis

Month	R01	R02	R03	R04	R05	R06	R07	R08	Total
Jan	64	19	19	45	-28	51	9	-10	169
Feb	19	22	16	16	-22	22	22	6	101
Mar	13	13	29	12	0	25	13	9	114
Apr	25	3	29	26	-13	20	35	57	182
May	26	-6	22	29	-9	25	38	-10	115
Jun	0	9	32	5	3	12	48	-3	106
Jul	10	-6	28	19	0	16	22	-7	82
Aug	29	-19	11	16	-24	22	18	-18	35
Sep	16	-13	16	22	-19	26	26	-11	63
Oct	16	-38	28	16	-25	29	32	7	65
Nov	16	-67	29	64	-67	16	35	-7	19
Dec	14	-41	16	16	-45	17	23	-13	-13
<b>Total</b>	<b>248</b>	<b>-124</b>	<b>275</b>	<b>286</b>	<b>-249</b>	<b>281</b>	<b>321</b>	<b>0</b>	<b>1,038</b>

Net Increase from 2008 to 2009

light red Bottom 10% in terms of sales increase  
 light green Top 10% in terms of sales increase