

ALLIANCE FOR DIGITAL MEDIA CONTACT & REVENUE PROTECTORS

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Table 1: Detailed View: Key Metrics and Product Performance

Date	Product ID	Product Name	Product Category	Product Status	Product Performance Metrics (Q1 2011)									
					Units Sold	Revenue	Profit	Customer Rating	Repeat Purchase Rate	Churn Rate	Marketing Spend	ROI	Market Share	Competitor Price
1/1	PROD001	Product A	Electronics	Active	1000	\$10000	\$5000	4.5	85%	15%	\$2000	250%	15%	\$15000
1/2	PROD001	Product A	Electronics	Active	1050	\$10500	\$5100	4.6	86%	14%	\$2100	260%	16%	\$15500
1/3	PROD001	Product A	Electronics	Active	1100	\$11000	\$5200	4.7	87%	13%	\$2200	270%	17%	\$16000
1/4	PROD001	Product A	Electronics	Active	1150	\$11500	\$5300	4.8	88%	12%	\$2300	280%	18%	\$16500
1/5	PROD001	Product A	Electronics	Active	1200	\$12000	\$5400	4.9	89%	11%	\$2400	290%	19%	\$17000
1/6	PROD001	Product A	Electronics	Active	1250	\$12500	\$5500	5.0	90%	10%	\$2500	300%	20%	\$17500
1/7	PROD001	Product A	Electronics	Active	1300	\$13000	\$5600	5.1	91%	9%	\$2600	310%	21%	\$18000
1/8	PROD001	Product A	Electronics	Active	1350	\$13500	\$5700	5.2	92%	8%	\$2700	320%	22%	\$18500
1/9	PROD001	Product A	Electronics	Active	1400	\$14000	\$5800	5.3	93%	7%	\$2800	330%	23%	\$19000
1/10	PROD001	Product A	Electronics	Active	1450	\$14500	\$5900	5.4	94%	6%	\$2900	340%	24%	\$19500
1/11	PROD001	Product A	Electronics	Active	1500	\$15000	\$6000	5.5	95%	5%	\$3000	350%	25%	\$20000
1/12	PROD001	Product A	Electronics	Active	1550	\$15500	\$6100	5.6	96%	4%	\$3100	360%	26%	\$20500
1/13	PROD001	Product A	Electronics	Active	1600	\$16000	\$6200	5.7	97%	3%	\$3200	370%	27%	\$21000
1/14	PROD001	Product A	Electronics	Active	1650	\$16500	\$6300	5.8	98%	2%	\$3300	380%	28%	\$21500
1/15	PROD001	Product A	Electronics	Active	1700	\$17000	\$6400	5.9	99%	1%	\$3400	390%	29%	\$22000
1/16	PROD001	Product A	Electronics	Active	1750	\$17500	\$6500	6.0	100%	0%	\$3500	400%	30%	\$22500
1/17	PROD001	Product A	Electronics	Active	1800	\$18000	\$6600	6.1	100%	0%	\$3600	410%	31%	\$23000
1/18	PROD001	Product A	Electronics	Active	1850	\$18500	\$6700	6.2	100%	0%	\$3700	420%	32%	\$23500
1/19	PROD001	Product A	Electronics	Active	1900	\$19000	\$6800	6.3	100%	0%	\$3800	430%	33%	\$24000
1/20	PROD001	Product A	Electronics	Active	1950	\$19500	\$6900	6.4	100%	0%	\$3900	440%	34%	\$24500
1/21	PROD001	Product A	Electronics	Active	2000	\$20000	\$7000	6.5	100%	0%	\$4000	450%	35%	\$25000
1/22	PROD001	Product A	Electronics	Active	2050	\$20500	\$7100	6.6	100%	0%	\$4100	460%	36%	\$25500
1/23	PROD001	Product A	Electronics	Active	2100	\$21000	\$7200	6.7	100%	0%	\$4200	470%	37%	\$26000
1/24	PROD001	Product A	Electronics	Active	2150	\$21500	\$7300	6.8	100%	0%	\$4300	480%	38%	\$26500
1/25	PROD001	Product A	Electronics	Active	2200	\$22000	\$7400	6.9	100%	0%	\$4400	490%	39%	\$27000
1/26	PROD001	Product A	Electronics	Active	2250	\$22500	\$7500	7.0	100%	0%	\$4500	500%	40%	\$27500
1/27	PROD001	Product A	Electronics	Active	2300	\$23000	\$7600	7.1	100%	0%	\$4600	510%	41%	\$28000
1/28	PROD001	Product A	Electronics	Active	2350	\$23500	\$7700	7.2	100%	0%	\$4700	520%	42%	\$28500
1/29	PROD001	Product A	Electronics	Active	2400	\$24000	\$7800	7.3	100%	0%	\$4800	530%	43%	\$29000
1/30	PROD001	Product A	Electronics	Active	2450	\$24500	\$7900	7.4	100%	0%	\$4900	540%	44%	\$29500
1/31	PROD001	Product A	Electronics	Active	2500	\$25000	\$8000	7.5	100%	0%	\$5000	550%	45%	\$30000
2/1	PROD001	Product A	Electronics	Active	2550	\$25500	\$8100	7.6	100%	0%	\$5100	560%	46%	\$30500
2/2	PROD001	Product A	Electronics	Active	2600	\$26000	\$8200	7.7	100%	0%	\$5200	570%	47%	\$31000
2/3	PROD001	Product A	Electronics	Active	2650	\$26500	\$8300	7.8	100%	0%	\$5300	580%	48%	\$31500
2/4	PROD001	Product A	Electronics	Active	2700	\$27000	\$8400	7.9	100%	0%	\$5400	590%	49%	\$32000
2/5	PROD001	Product A	Electronics	Active	2750	\$27500	\$8500	8.0	100%	0%	\$5500	600%	50%	\$32500
2/6	PROD001	Product A	Electronics	Active	2800	\$28000	\$8600	8.1	100%	0%	\$5600	610%	51%	\$33000
2/7	PROD001	Product A	Electronics	Active	2850	\$28500	\$8700	8.2	100%	0%	\$5700	620%	52%	\$33500
2/8	PROD001	Product A	Electronics	Active	2900	\$29000	\$8800	8.3	100%	0%	\$5800	630%	53%	\$34000
2/9	PROD001	Product A	Electronics	Active	2950	\$29500	\$8900	8.4	100%	0%	\$5900	640%	54%	\$34500
2/10	PROD001	Product A	Electronics	Active	3000	\$30000	\$9000	8.5	100%	0%	\$6000	650%	55%	\$35000
2/11	PROD001	Product A	Electronics	Active	3050	\$30500	\$9100	8.6	100%	0%	\$6100	660%	56%	\$35500
2/12	PROD001	Product A	Electronics	Active	3100	\$31000	\$9200	8.7	100%	0%	\$6200	670%	57%	\$36000
2/13	PROD001	Product A	Electronics	Active	3150	\$31500	\$9300	8.8	100%	0%	\$6300	680%	58%	\$36500
2/14	PROD001	Product A	Electronics	Active	3200	\$32000	\$9400	8.9	100%	0%	\$6400	690%	59%	\$37000
2/15	PROD001	Product A	Electronics	Active	3250	\$32500	\$9500	9.0	100%	0%	\$6500	700%	60%	\$37500
2/16	PROD001	Product A	Electronics	Active	3300	\$33000	\$9600	9.1	100%	0%	\$6600	710%	61%	\$38000
2/17	PROD001	Product A	Electronics	Active	3350	\$33500	\$9700	9.2	100%	0%	\$6700	720%	62%	\$38500
2/18	PROD001	Product A	Electronics	Active	3400	\$34000	\$9800	9.3	100%	0%	\$6800	730%	63%	\$39000
2/19	PROD001	Product A	Electronics	Active	3450	\$34500	\$9900	9.4	100%	0%	\$6900	740%	64%	\$39500
2/20	PROD001	Product A	Electronics	Active	3500	\$35000	\$10000	9.5	100%	0%	\$7000	750%	65%	\$40000
2/21	PROD001	Product A	Electronics	Active	3550	\$35500	\$10100	9.6	100%	0%	\$7100	760%	66%	\$40500
2/22	PROD001	Product A	Electronics	Active	3600	\$36000	\$10200	9.7	100%	0%	\$7200	770%	67%	\$41000
2/23	PROD001	Product A	Electronics	Active	3650	\$36500	\$10300	9.8	100%	0%	\$7300	780%	68%	\$41500
2/24	PROD001	Product A	Electronics	Active	3700	\$37000	\$10400	9.9	100%	0%	\$7400	790%	69%	\$42000
2/25	PROD001	Product A	Electronics	Active	3750	\$37500	\$10500	10.0	100%	0%	\$7500	800%	70%	\$42500
2/26	PROD001	Product A	Electronics	Active	3800	\$38000	\$10600	10.1	100%	0%	\$7600	810%	71%	\$43000
2/27	PROD001	Product A	Electronics	Active	3850	\$38500	\$10700	10.2	100%	0%	\$7700	820%	72%	\$43500
2/28	PROD001	Product A	Electronics	Active	3900	\$39000	\$10800	10.3	100%	0%	\$7800	830%	73%	\$44000
2/29	PROD001	Product A	Electronics	Active	3950	\$39500	\$10900	10.4	100%	0%	\$7900	840%	74%	\$44500
2/30	PROD001	Product A	Electronics	Active	4000	\$40000	\$11000	10.5	100%	0%	\$8000	850%	75%	\$45000
3/1	PROD001	Product A	Electronics	Active	4050	\$40500	\$11100	10.6	100%	0%	\$8100	860%	76%	\$45500
3/2	PROD001	Product A	Electronics	Active	4100	\$41000	\$11200	10.7	100%	0%	\$8200	870%	77%	\$46000
3/3	PROD001	Product A	Electronics	Active	4150	\$41500	\$11300	10.8	100%	0%	\$8300	880%	78%	\$46500
3/4	PROD001	Product A	Electronics	Active	4200	\$42000	\$11400	10.9	100%	0%	\$8400	890%	79%	\$47000
3/5	PROD001	Product A	Electronics	Active	4250	\$42500	\$11500	11.0	100%	0%	\$8500	900%	80%	\$47500
3/6	PROD001	Product A	Electronics	Active	4300	\$43000	\$11600	11.1	100%	0%	\$8600	910%	81%	\$48000
3/7	PROD001	Product A	Electronics	Active	4350	\$43500	\$11700	11.2	100%	0%	\$8700	920%	82%	\$48500
3/8	PROD001	Product A	Electronics	Active	4400	\$44000	\$11800	11.3	100%	0%	\$8800	930%	83%	\$49000
3/9	PROD001	Product A	Electronics	Active	4450	\$44500	\$11900	11.4	100%	0%	\$8900	940%	84%	\$49500
3/10	PROD001	Product A	Electronics	Active	4500	\$45000	\$12000	11.5	100%	0%	\$9000	950%	85%	\$50000
3/11	PROD001	Product A	Electronics	Active	4550	\$45500	\$12100	11.6	100%	0%	\$9100	960%	86%	\$50500
3/12	PROD001	Product A	Electronics	Active	4600	\$46000	\$12200	11.7	100%	0%	\$9200	970%	87%	\$51000
3/13	PROD001	Product A	Electronics	Active	4650	\$46500	\$12300	11.8	100%	0%	\$9300	980%	88%	\$51500
3/14	PROD001	Product A	Electronics	Active	4700	\$47000	\$12400	11.9	100%	0%	\$9400	990%	89%	\$52000
3/15	PROD001	Product A	Electronics	Active	4750	\$47500	\$12500	12.0	100%	0%	\$9500	1000%	90%	\$52500
3/16	PROD001	Product A	Electronics	Active	4800	\$48000	\$12600	12.1	100%	0%	\$9600	1010%	91%	\$53000
3/17	PROD001	Product A	Electronics	Active	4850	\$48500	\$12700	12.2	100%	0%	\$9700	1020%	92%	\$53500
3/18	PROD001	Product A	Electronics	Active	4900	\$49000	\$12800	12.3	100%	0%	\$9800	1030%	93%	\$54000
3/19	PROD001	Product A	Electronics	Active	4950	\$49500	\$12900	12.4	100%	0%	\$9900	1040%	94%	\$54500
3/20	PROD001	Product A	Electronics	Active	5000	\$50000	\$13000	12.5	100%	0%	\$10000	1050%	95%	\$55000
3/21	PROD001	Product A	Electronics	Active	5050	\$50500	\$13100	12.6	100%	0%	\$10100	1060%	96%	\$55500
3/22	PROD001	Product A	Electronics	Active	5100	\$51000	\$13200	12.7	100%	0%	\$10200	1070%	97%	\$56000
3/23	PROD001	Product A	Electronics	Active	5150	\$51500	\$13300	12.8	100%	0%	\$10300	1080%	98%	\$56500
3/24	PROD001	Product A	Electronics	Active	5200	\$52000	\$13400	12.9	100%	0%	\$10400	1090%	99%	\$57000
3/25	PROD001	Product A	Electronics	Active	5250	\$52500	\$13500	13.0	100%	0%	\$10500	1100%	100%	\$57500
3/26	PROD001	Product A	Electronics	Active	5300	\$53000	\$13600	13.1	100%	0%	\$10600	1110%	100%	\$58000
3/27	PROD001	Product A	Electronics	Active	5350	\$53500	\$13700	13.2	100%	0%	\$10700	1120%	100%	\$58500
3/28	PROD001	Product A	Electronics	Active	5400	\$54000	\$13800	13.3	100%	0%	\$10800	1130%	100%	\$59000
3/29	PROD001	Product A	Electronics	Active	5450	\$54500	\$13900	13.4	100%	0%	\$10900	1140%	100%	\$59500
3/30	PROD001	Product A	Electronics	Active	5500	\$55000	\$14000	13.5	100%	0%	\$11000	1150%	100%	\$60000
3/31	PROD001	Product A	Electronics	Active	5550	\$55500	\$14100	13.6	100%	0%	\$11100	1160%	100%	\$60500
4/1	PROD001	Product A	Electronics	Active	5600	\$56000	\$14200	13.7	100%	0%	\$11200	1170%	100%	\$61000
4/2	PROD001	Product A	Electronics	Active	5650	\$56500	\$14300	13.8	100%	0%</				

