Gross Catalog Analysis Sheet

Lists Used				Catalog Code			
Date Sent				Quantity			

THIS WEEK				CUMULATIVE		
Date	# of Orders	$ Sales	$ Avg/Order	# of Orders	$ Sales	$ Avg/Order

Projected Sales				**Gross Profit Margin**	
Total Sales to Date				**Net Profit**	
Total Orders to Date				**Gross Profit /Catalog**	
Av. $ Spent/Order				**Net Profit/Catalog**	
Sales/Catalog				**Av. # of Orders/Week**	
Time Period of Analysis				**Orders/Mailings (%)**	

Catalog Cost (total all costs including, photography, type-setting, preparatory work, printing, postage and fullfillment)	# of Pages	# of Copies Printed	Cost Per Page	Cost Per Catalog

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