

WEB SALES - GRAPESWINE.COM

Month	2011 WEB Orders				2010 Web Orders		Total Revenue: Web & Phone			
	Orders	Revenue	vs. 2010	Avg \$ / Order	Orders	Revenue	2010	2011	Diff	% Diff
JAN	89	\$29,105.38	(\$484.44)	\$327.03	90	\$29,589.82	\$44,352.34	\$57,375.85	\$13,023.51	29.4%
FEB	64	\$18,675.69	(\$780.39)	\$291.81	71	\$19,456.08	\$28,369.21	\$45,404.96	\$17,035.75	60.1%
MAR	31	\$7,208.07	(\$11,321.53)	\$232.52	61	\$18,529.60	\$41,768.36	\$26,237.20	(\$15,531.16)	-37.2%
APR	63	\$19,653.82	\$3,365.40	\$311.97	61	\$16,288.42	\$32,847.52	\$39,099.49	\$6,251.97	19.0%
MAY	88	\$28,097.10	\$4,183.00	\$319.29	64	\$23,914.10	\$41,903.57	\$45,647.98	\$3,744.41	8.9%
JUN	50	\$13,972.28	(\$809.85)	\$279.45	63	\$14,782.13	\$29,059.66	\$45,096.68	\$16,037.02	55.2%
JUL	53	\$13,904.43	\$1,039.88	\$262.35	42	\$12,864.55	\$32,858.82	\$54,788.22	\$21,929.40	66.7%
AUG	77	\$19,665.96	\$8,629.81	\$255.40	44	\$11,036.15	\$27,835.25	\$65,663.59	\$37,828.34	135.9%
SEP	167	\$27,623.25	\$12,963.88	\$165.41	62	\$14,659.37	\$35,437.84	\$77,215.98	\$41,778.14	117.9%
OCT	113	\$24,397.63	\$2,213.86	\$215.91	69	\$22,183.77	\$46,857.92	\$66,475.58	\$19,617.66	41.9%
NOV	160	\$35,593.47	(\$1,786.23)	\$222.46	84	\$37,379.70	\$75,949.35	\$101,078.55	\$25,129.20	33.1%
DEC	172	\$28,680.54	(\$1,087.92)	\$166.75	114	\$29,768.46	\$65,262.02	\$87,956.01	\$22,693.99	34.8%
TOTAL	1127	\$266,577.62	\$16,125.47	\$236.54	825	\$250,452.15	\$502,501.86	\$712,040.09	\$209,538.23	41.7%
AVG	93.9	\$22,214.80			68.8	\$20,871.01				

Month	2011 PHONE Orders				2010 Phone Orders		2011 Out of State Phone	
	Orders	Revenue	vs. 2010	Avg \$ / Order	Orders	Revenue	Orders	Revenue
JAN	60	\$28,270.47	\$13,507.95	\$471.17	36	\$14,762.52	did not track data until	
FEB	74	\$26,729.27	\$17,816.14	\$361.21	24	\$8,913.13	March	
MAR	67	\$19,029.13	(\$4,209.63)	\$284.02	46	\$23,238.76	43	\$19,729.00
APR	50	\$19,445.67	\$2,886.57	\$388.91	40	\$16,559.10	42	\$19,908.19
MAY	45	\$17,550.88	(\$438.59)	\$390.02	35	\$17,989.47	35	\$16,944.70
JUN	79	\$31,124.40	\$16,846.87	\$393.98	35	\$14,277.53	59	\$25,550.38
JUL	89	\$40,883.79	\$20,889.52	\$459.37	40	\$19,994.27	60	\$32,010.14
AUG	131	\$45,997.63	\$29,198.53	\$351.13	52	\$16,799.10	61	\$28,416.81
SEP	139	\$49,592.73	\$28,814.26	\$356.78	53	\$20,778.47	57	\$27,653.60
OCT	112	\$42,077.95	\$17,403.80	\$375.70	56	\$24,674.15	61	\$35,222.85
NOV	143	\$65,485.08	\$26,915.43	\$457.94	67	\$38,569.65	78	\$48,345.67
DEC	165	\$59,275.47	\$23,781.91	\$359.25	94	\$35,493.56	72	\$27,849.06
TOTAL	1154	\$445,462.47	\$193,412.76	\$386.02	578	\$252,049.71	568	\$281,630.40
AVG	96.2	\$37,121.87			48.2	\$21,004.14		