

## 2017 FOG Sales Yearly and Quarterly Summary

### Yearly Inventory Overview

FOG Starting Count	FOG's Sold-to-Date	FOG Ending Count	2017 Total Sales Amount
35,000	10,598.00	24,402	\$73,488.30

### Yearly Summary

Month/Year	Monthly Sales Amount	Monthly Fog Sales
March 2017	\$2,788.01	387
April 2017	\$12,106.24	1855
May 2017	\$7,639.68	1090
June 2017	\$10,030.08	1425
July 2017	\$8,212.98	1180
August 2017	\$20,516.51	2935
September 2017	\$1,475.70	206
October 2017	\$3,027.78	423
November 2017	\$5,454.48	777
December 2017	\$2,236.84	320
<b>Grand Total</b>	<b>\$73,488.30</b>	<b>10598</b>

\*Note: FOG 2017 edition started selling in March 2017.

## 2017 FOG Sales Yearly and Quarterly Summary

### Quarter-1 Summary

Month/Year	Monthly Sale Amount	Monthly FOG Sales
March 2017	\$2,788.01	387
<b>Grand Total</b>	<b>\$2,788.01</b>	<b>387</b>

### Quarter-2 Summary

Month/Year	Monthly Sales Amount	Monthly FOG Sales
April 2017	\$12,106.24	1855
May 2017	\$7,639.68	1090
June 2017	\$10,030.08	1425
<b>Grand Total</b>	<b>\$29,776.00</b>	<b>4370</b>

### Quarter-3 Summary

Month/Year	Monthly Sales Amount	Monthly FOG Sales
July 2017	\$8,212.98	1180
August 2017	\$20,516.51	2935
September 2017	\$1,475.70	206
<b>Grand Total</b>	<b>\$30,205.19</b>	<b>4321</b>

### Quarter-4 Summary

Month/Year	Monthly Sales Amount	Monthly FOG Sales
October 2017	\$3,027.78	423
November 2017	\$5,454.48	777
December 2017	\$2,236.84	320
<b>Grand Total</b>	<b>\$10,719.10</b>	<b>1520</b>

## 2018 FOG Sales Yearly and Quarterly Summary

FOG Starting Count	FOG's Sold-to-Date	FOG Ending Count	2017 Total Sales Amount
35,000	15,518	19,482	32484.08

### Yearly Summary

Month/Year	Monthly Sales Amount	Monthly FOG Sales
January 2018	\$1,266.71	171
February 2018	\$868.38	115
March 2018	\$6,038.50	886
April 2018	\$4,547.72	645
May 2018	\$8,628.62	1198
June 2018	\$3,428.72	484
July 2018	\$5,338.42	781
August 2018	\$4,340.84	620
September 2018	\$161.26	20
<b>Grand Total</b>	<b>\$34,619.17</b>	<b>4920</b>

2018 FOG Sales  
Yearly and Quarterly Summary

**Quarter-1 Summary**

Month/Year	Monthly Sales Amount	Monthly FOG Sales
January 2018	\$1,266.71	171
February 2018	\$868.38	115
March 2018	\$6,038.50	886
<b>Grand Total</b>	<b>\$8,173.59</b>	<b>1172</b>

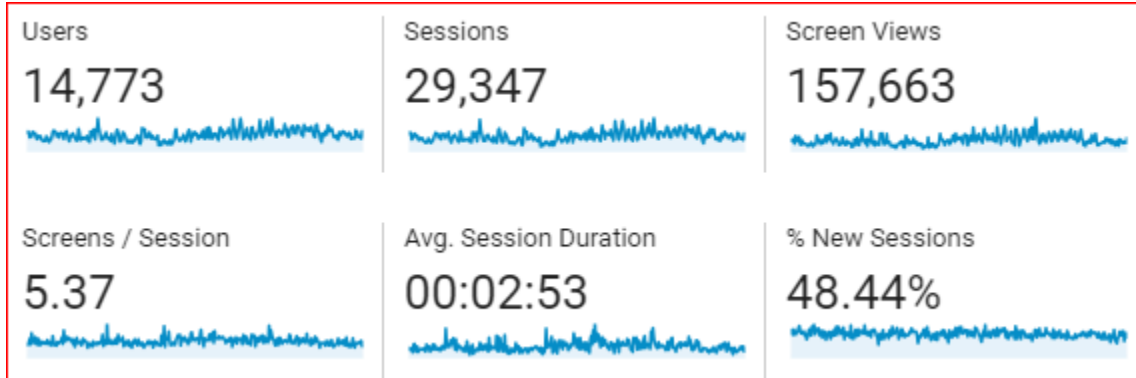
**Quarter-2 Summary**

Month/Year	Monthly Sales Amount	Monthly FOG Sales
April 2018	\$4,547.72	645
May 2018	\$8,628.62	1198
June 2018	\$3,428.72	484
<b>Grand Total</b>	<b>\$16,605.06</b>	<b>2327</b>

**Quarter-3 Summary**

Month/Year	Monthly Sales Amount	Monthly FOG Sales
June 2018	\$3,428.72	484
July 2018	\$5,338.42	781
August 2018	\$4,340.84	620
<b>Grand Total</b>	<b>\$13,107.98</b>	<b>1885</b>

## Users Overview August 2017 – August 2018



The Users and Active Users metrics show how many users engaged with your site or app.

Session—the period of time a user is actively engaged with your app, website, etc. All data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

Screen views – The total number of screens viewed. Repeated views of a single screen are counted.

Average Screens /Session – Average number of screens per session. Every view of a single screen is counted individually including repeated views of the same screen.

Country	Users	% Users
1.  United States	13,194	89.24%
2.  Canada	273	1.85%
3.  Philippines	182	1.23%
4.  South Africa	152	1.03%
5.  Colombia	85	0.57%
6.  Brazil	63	0.43%
7.  Mexico	61	0.41%
8.  Thailand	57	0.39%
9.  India	55	0.37%
10.  Chile	44	0.30%

### iOS usage is at 70% to Android (30%)

Operating System	Users	New Users	Sessions	Screen Views	Screens / Session	Avg. Session Duration
	14,773 % of Total: 100.00% (14,773)	14,224 % of Total: 100.05% (14,217)	29,347 % of Total: 100.00% (29,347)	157,663 % of Total: 100.00% (157,663)	5.37 Avg for View: 5.37 (0.00%)	00:02:53 Avg for View: 00:02:53 (0.00%)
1. iOS	10,266 (69.84%)	9,931 (69.82%)	20,535 (69.97%)	114,811 (72.82%)	5.59	00:03:02
2. Android	4,426 (30.11%)	4,285 (30.13%)	8,804 (30.00%)	42,822 (27.16%)	4.86	00:02:32

## U.S. Top Ten Users (and session/screen stats)

Region ?	Users ?	New Users ?	Sessions ?	Screen Views ?	Screens / Session ?	Avg. Session Duration ?
	<b>13,194</b> % of Total: 89.31% (14,773)	<b>12,695</b> % of Total: 89.29% (14,217)	<b>26,465</b> % of Total: 90.18% (29,347)	<b>140,839</b> % of Total: 89.33% (157,663)	<b>5.32</b> Avg for View: 5.37 (-0.94%)	<b>00:02:55</b> Avg for View: 00:02:53 (1.19%)
1. California	<b>8,881</b> (63.86%)	<b>8,424</b> (66.36%)	<b>18,941</b> (71.57%)	<b>98,046</b> (69.62%)	5.18	00:03:02
2. Texas	<b>421</b> (3.03%)	<b>373</b> (2.94%)	<b>679</b> (2.57%)	<b>4,089</b> (2.90%)	6.02	00:02:59
3. New York	<b>389</b> (2.80%)	<b>356</b> (2.80%)	<b>660</b> (2.49%)	<b>3,881</b> (2.76%)	5.88	00:03:05
4. District of Columbia	<b>293</b> (2.11%)	<b>221</b> (1.74%)	<b>446</b> (1.69%)	<b>2,745</b> (1.95%)	6.15	00:03:02
5. North Carolina	<b>257</b> (1.85%)	<b>219</b> (1.73%)	<b>387</b> (1.46%)	<b>2,546</b> (1.81%)	6.58	00:02:10
6. Florida	<b>249</b> (1.79%)	<b>215</b> (1.69%)	<b>353</b> (1.33%)	<b>1,609</b> (1.14%)	4.56	00:01:33
7. Virginia	<b>214</b> (1.54%)	<b>187</b> (1.47%)	<b>324</b> (1.22%)	<b>1,742</b> (1.24%)	5.38	00:02:44
8. Washington	<b>191</b> (1.37%)	<b>160</b> (1.26%)	<b>301</b> (1.14%)	<b>1,703</b> (1.21%)	5.66	00:03:06
9. Pennsylvania	<b>186</b> (1.34%)	<b>163</b> (1.28%)	<b>273</b> (1.03%)	<b>1,372</b> (0.97%)	5.03	00:01:45
10. Tennessee	<b>182</b> (1.31%)	<b>165</b> (1.30%)	<b>251</b> (0.95%)	<b>1,540</b> (1.09%)	6.14	00:02:22

Acquisition Channel ?	Users ?	Revenue Per User (LTV) ?	Revenue (LTV) ?
	<b>19,590</b> % of Total: 100.00% (19,590)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
1. Direct	<b>19,577</b> (99.92%)	<b>\$0.00</b> (0.00%)	<b>\$0.00</b> (0.00%)
2. Referral	<b>11</b> (0.06%)	<b>\$0.00</b> (0.00%)	<b>\$0.00</b> (0.00%)
3. (Other)	<b>5</b> (0.03%)	<b>\$0.00</b> (0.00%)	<b>\$0.00</b> (0.00%)

### - Top Visited Sections (after Home screen)

Screen Name	Screen Views	Screen Views
	<b>157,663</b> % of Total: 100.00% (157,663)	<b>157,663</b> % of Total: 100.00% (157,663)
1. Home Screen	27,828	17.65%
2. FIELD TOOLS	11,294	7.16%
3. CHECKLISTS	10,950	6.95%
4. ORG CHARTS	10,444	6.62%
5. CHAPTERS 1-12	10,390	6.59%
6. CHAPTERS 13-23	10,344	6.56%
7. TACTICS	8,226	5.22%
8. ORGANIZATIONS	7,073	4.49%
9. SAFETY FIRST	6,780	4.30%
10. RESOURCES	6,205	3.94%