

2022 Q1 Sales Report

Ooligan Press

Analysis and Presentation by Katherine Flitsch & Alena Rivas

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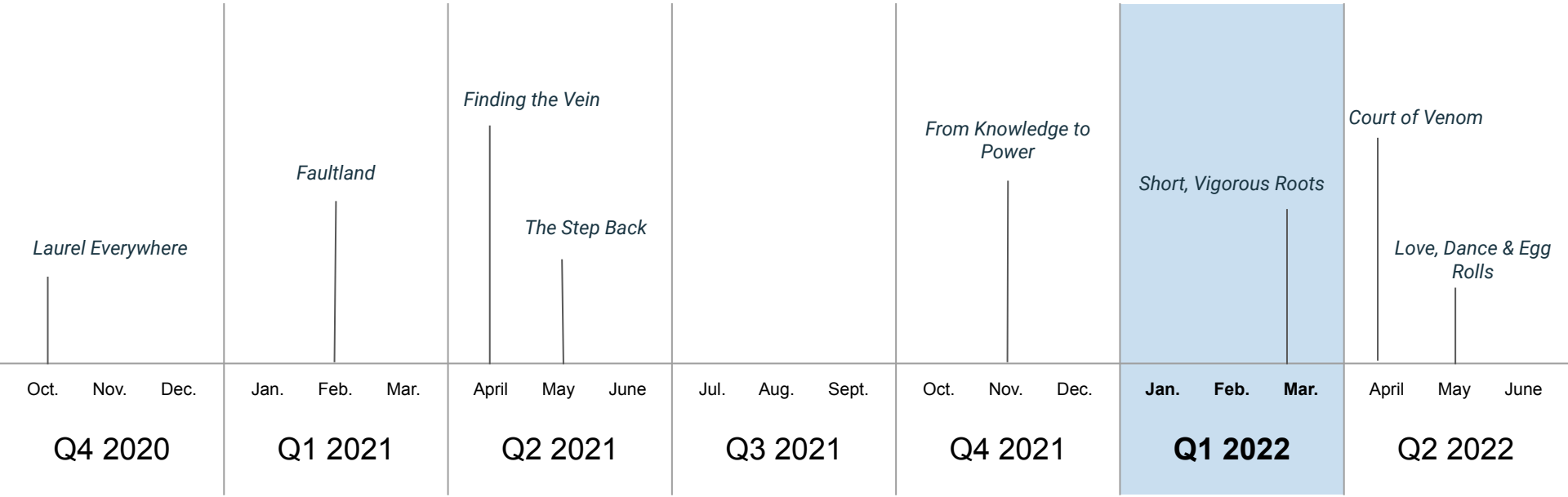
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Introduction

This report summarizes the sales data for Q1 2022, which covers the date range of 1 January 2022 through 31 March 2022.

In Q1, we published one title, SHORT, VIGOROUS ROOTS (pub. March 1), with an upcoming release right around the corner (COURT OF VENOM, pub. April 5).



QUARTERS

at Ooligan Press

01

Quarterly Sales Data

Q1 2022, against Q4 2021 and Q1 2021 | Ingram Data Only

Quarterly Sales Data by Units

Q1 2022 vs. previous quarter, vs. same quarter previous year

	Q1 2022	Q4 2021
Gross Units Sold:	1409	1167
Returned Units:	287	109
Net Units Sold:	**1122**	**1058**
	20.37% returned	*9.34% returned*

	Q1 2022	Q1 2021
Gross Units Sold:	1409	933
Returned Units:	287	250
Net Units Sold:	**1122**	**683**
	20.37% returned	*26.80% returned*

Quarterly Sales Data by Revenue

Q1 2022 vs. previous quarter, vs. same quarter previous year

	Q1 2022	Q4 2021
Gross Invoice:	$12,097.52	$13,427.06
Returns:	$3,643.62	$827.20
Net Invoice:	**$8,453.95**	**$12,599.86**
	30.12% returned	*6.16% returned*

	Q1 2022	Q1 2021
Gross Invoice:	$12,097.52	$7,061.14
Returns:	$3,643.62	$2,094.56
Net Invoice:	**$8,453.95**	**$4,966.58**
	30.12% returned	*29.66% returned*

Comparative Analysis of Quarterly Sales Data

Q1 2022 vs. previous quarter

	Q1 2022	Q4 2021	Δ
Gross Units Sold:	1409	1167	+242 *21% increase*
Net Units Sold:	**1122**	**1058**	+64 ***6% increase***

	Q1 2022	Q4 2021	Δ
Gross Invoice:	$12,097.52	$13,427.06	-$1,329.54 *10% decrease*
Net Invoice:	**$8,453.95**	**$12,599.86**	-$4,145.91 ***33% decrease***

Comparative Analysis of Quarterly Sales Data

Q1 2022 vs. last year's Q1

	Q1 2022	Q1 2021	Δ
Gross Units Sold:	1409	933	+476 *51% increase*
Net Units Sold:	**1122**	**683**	+439 ***64% increase***

	Q1 2022	Q1 2021	Δ
Gross Invoice:	$12,097.52	$7,061.14	+$5,036.38 *71% increase*
Net Invoice:	**$8,453.95**	**$4,966.58**	+$3,487.37 ***70% increase***

02

Amazon (eBooks) Data

Q1 2022

Sales Data for eBooks (Amazon)

Q1 2022 vs. Q4 2021

	Q4 2021	Q1 2022	Δ
Gross Units Sold:	84	96	*up 14.3%*
Returned Units:	5	2	*down 60%*
Net Units Sold:	79	94	*up 19%*
Net Royalty:	$393.23	$458.33	*up 16.6%*

Top 5 Titles by Units Sold, on Amazon (eBooks)

Q1 2022

1.	*From Knowledge to Power*	**29 units**
2.	*Cataclysms on the Columbia*	**23 units**
3.	*A Heart for Any Fate*	**11 units**
4.	*Ricochet River*	**6 units**
5.	*Faultland*	**4 units**

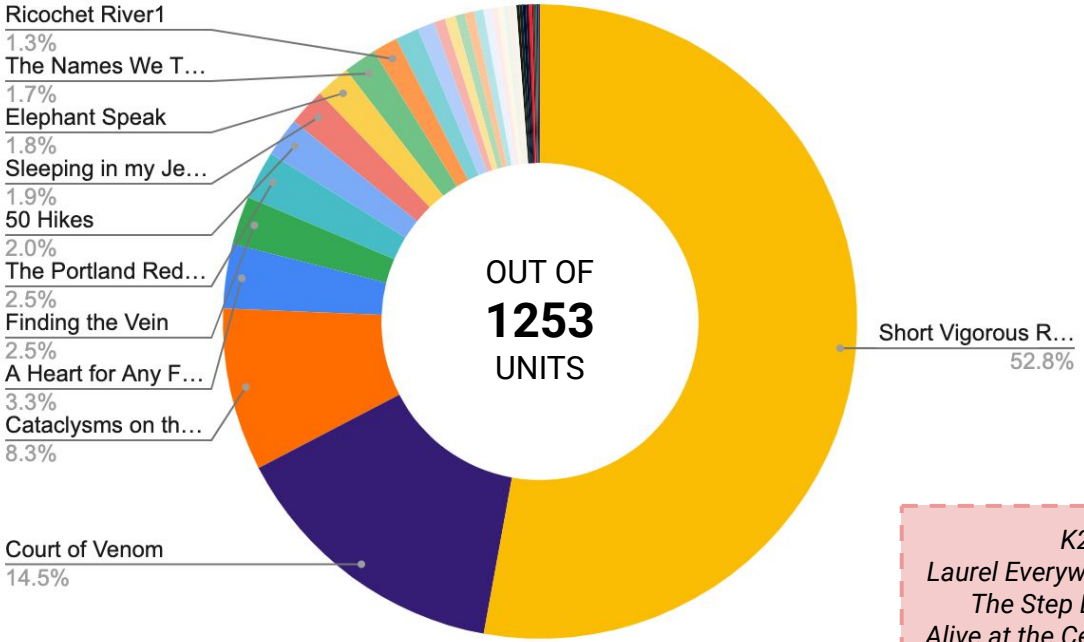
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Sales Data by Title and by Format

Q1 2022

Quarterly Sales Data by Title (Trade Paperback Only)

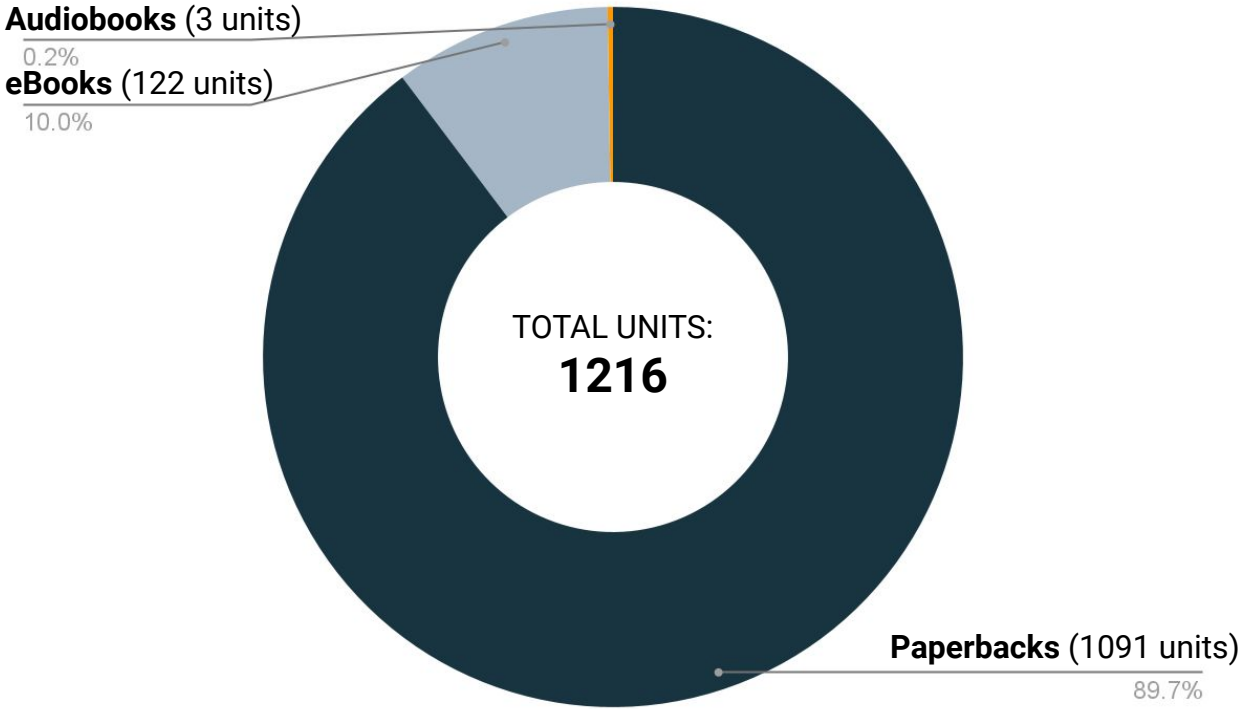
Q1 2022



K2P: -147 net units
Laurel Everywhere: -8 net units
The Step Back: -4 net units
Alive at the Center: -3 net units

Quarterly Sales Data by Format

Q1 2022



04

Frontlist Title Performance

Short, Vigorous Roots, *Court of Venom*, and *From Knowledge to Power*

Frontlist Title Performance

Q1 2022

	SVR	COV	K2P
Gross Units Sold:	662	182	42
Returns:	0	0	189
Net Units Sold:	662	182	-147
IPS Net Invoice:	$5,418.85	$1,634.87	-$2,106.53

Frontlist Title Performance

Q1 2022

	SVR	COV	K2P
Gross Units Sold:	662 *FL Q1'21 was 509*	182 *FTV Q1'21 was 0?*	42 *LE Q1'21 was 107*
Returns:	0 *FL Q1'21 was 0*	0 *FTV Q1'21 was 0?*	189 *LE Q1'21 was 193*
Net Units Sold:	662 *FL Q1'21 was 509*	182 *FTV Q1'21 was 0?*	-147 *LE Q1'21 was -86*
IPS Net Invoice:	$5,418.85	$1,634.87	-$2,106.53

05

Top-Performing Backlist Titles

Q1 2022

Top 10 Bestselling Backlist Titles in Q1 2022

	Pub Date	Units Sold	Units Returned	Net Units Sold	IPS Net Invoice
Cataclysms on the Columbia	2009 Nov. (ebook Jan. 2019)	127	22	**105**	$1,200.11
A Heart for Any Fate	2009 April	41	0	**41**	$273.49
The Portland Red Guide	2011 May	32	1	**31**	$269.04
Finding the Vein	2021 April	39	9	**30**	$240.53
50 Hikes	2018 Mar.	25	0	**25**	$241.12
Sleeping in my Jeans	2018 Nov.	29	5	**24**	$171.49
Elephant Speak	2020 Mar.	25	3	**22**	$174.68
The Names We Take	2020 May	29	8	**21**	$145.60
Ricochet River	2017 April	17	1	**16**	$124.14
Rhythm in the Rain	2016 Feb.	16	1	**15**	$162.24

Most-Returned Titles in Q1 2022

	Pub Date	Units Sold	Units Returned	Net Units Sold	IPS Net Invoice
From Knowledge to Power	2021 Nov.	42	189	**-147**	-$2,106.53
Laurel Everywhere	2020 Nov.	2	11	**-9**	-$66.69
The Step Back	2021 May	19	23	**-4**	-$32.10
Alive at the Center	2013 Mar.	0	3	**-3**	-$30.98
Odsburg	2019 Oct.	3	3	**0**	-$1.92

06

Conclusions

Based on Analysis of Q1 2022 Sales Data and Trends

Conclusions

#1

Q1 2022 saw vast improvements over Q1 2021 in terms of both unit sales and revenue, on Amazon too; Q1 2022 was down against Q4 2021 in terms of revenue, as expected.

#2

Our frontlist title, SVR, led our (paperback) sales in Q1 2022, as expected, accounting for just over 50% of quarterly sales. Our evergreen titles on the backlist made up a sizable chunk of sales.

#3

eBooks in total made up 10% of Q1 2022 unit sales; audiobook sales accounted for 0.2% of Q1 unit sales; paperbacks were 89.8% of Q1 unit sales.

Thank You!

Report, including data visualizations, by **Katherine Flitsch** & **Alena Rivas**, Ooligan Press, April 2022.

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