

Year	Profit	Profit LY	Year	Discount Offered	Discount Offered LY
2013	38,78,464.51		2013	21,45,531.49	
2014	1,30,15,237.75	3878464.51	2014	70,59,716.75	21,45,531.49
Total	1,68,93,702.26	3878464.51	Total	92,05,248.24	21,45,531.49

118.73M

Sales_Amount

1.13M

Orders

16.89M

Profit

9.21M

Discount Offered

14.23%

Profit Margin

Year	Orders	Orders LY
2013	2,64,674.00	
2014	8,61,132.00	2,64,674.00
Total	11,25,806.00	2,64,674.00

Year	Sales_Amount	Sales Amount LY
2013	2,64,15,255.51	
2014	9,23,11,094.75	2,64,15,255.51
Total	11,87,26,350.26	2,64,15,255.51

Executive Financial Overview

Key Performance Indicators

Sales | Current Vs Prior Year

9,23,11,095✓
Last Year: 2,64,15,256 (+249.46%)

Orders | Current Vs Prior Year

8,61,132✓
Last Year: 2,64,674 (+225.36%)

Profits | Current Vs Prior year

1,30,15,238✓
Last Year: 3878465 (+235.58%)

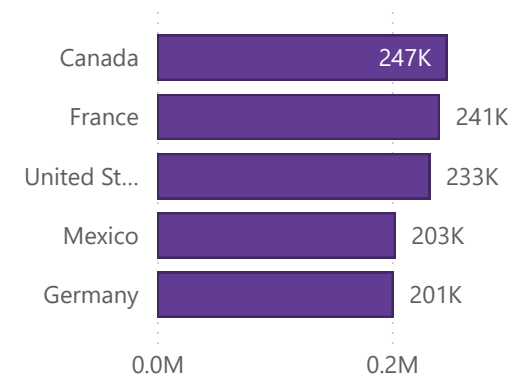
Profit Margins | Current Vs Prior Year

14.1%!
Last Year: 0.1 (-3.97%)

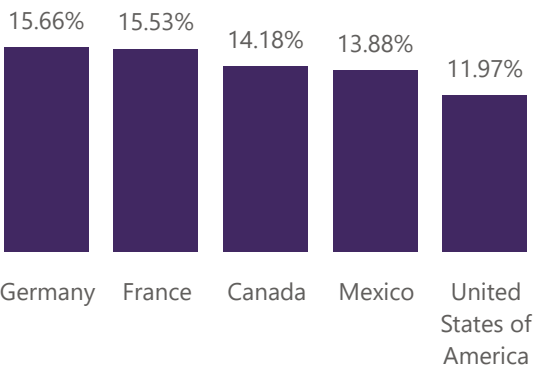
Discounts | Current Vs Prior Year

70,59,717✓
Last Year: 21,45,531 (+229.04%)

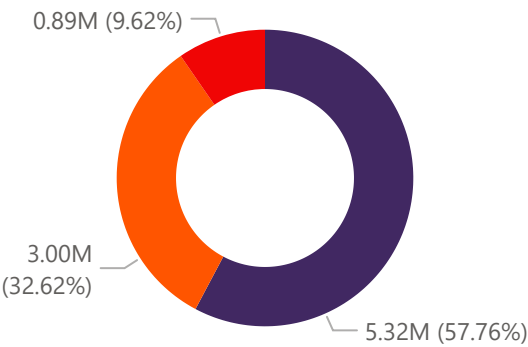
Orders by Country



Profit Margin by Country



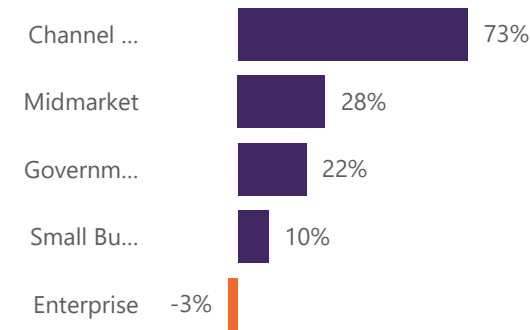
% of Discount offered by Discount Band



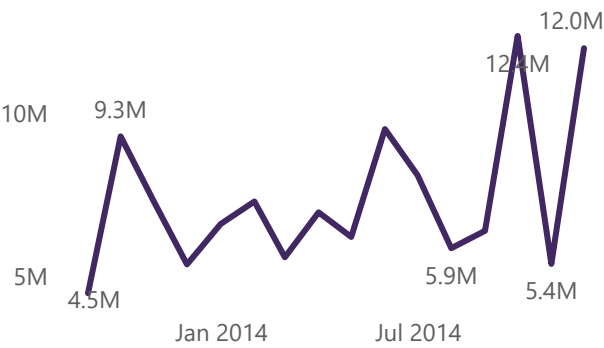
Profit Margin by Segment and Products

Segment	Profit Margin
Channel Partners	73.13%
Amarilla	72.43%
Carretera	73.68%
Montana	73.50%
Paseo	73.01%
Velo	73.40%
VTT	73.05%
Enterprise	-3.13%
Amarilla	-3.60%
Carretera	-6.95%
Montana	-1.19%
Paseo	-1.55%
Velo	-2.37%
VTT	-4.31%
Government	21.69%
Amarilla	22.21%
Carretera	23.01%
Montana	20.30%
Paseo	20.54%
Velo	22.48%
VTT	22.35%
Total	14.23%

Profit Margin by Segments



Sales Amount By Year and Month



Top 3 Products By Sales

