

**ONE VIEW**

**M+C SAATCHI  
PERFORMANCE**

**ONE PLATFORM.  
ONE SOURCE OF TRUTH.  
UNLIMITED GROWTH.**

# Global Sales & Profit Analysis Dashboard



Detailed Data View



Country Performance



Segment Analysis



Time Series Analysis



Sales Performance



Discount Impact



Insights Hub



KPI Overview



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**Gross Sales**
**127.93M**
**Discount Amount**
**9.21M**
**Total Revenue**
**119M**
**Unit Sold**
**1.13M**
**Total Profit**
**16.89M**
**Profit Margin %**
**14.23%**

## Filters

**Country** ▾  
All

**Product** ▾  
All

**Year** ▾  
All

Country	Product	Segment	Band	Units Sold	Gross Sales	Total Revenue	Total Profit	Profit Margin %	Discount %	Revenue Leakage %	Date
US	Amarilla	Channel Partners	None	1,953.00	23,436.00	23436	17,577	75.00%	0.00%	0.00%	01/04/2014
US	Amarilla	Channel Partners	Low	1,989.00	23,868.00	23629	17,662	74.75%	1.01%	1.00%	01/09/2013
US	Amarilla	Channel Partners	High	2,015.00	24,180.00	20795	14,750	70.93%	16.28%	14.00%	01/12/2013
US	Amarilla	Channel Partners	None	2,141.00	25,692.00	25692	19,269	75.00%	0.00%	0.00%	01/08/2014
US	Amarilla	Channel Partners	High	2,914.00	34,968.00	30072	21,330	70.93%	16.28%	14.00%	01/10/2014
US	Amarilla	Enterprise	High	579.00	72,375.00	65138	-4,343	-6.67%	11.11%	10.00%	01/01/2014
US	Amarilla	Enterprise	High	2,844.00	355,500.00	305730	-35,550	-11.63%	16.28%	14.00%	01/05/2014
US	Amarilla	Government	High	270.00	94,500.00	83160	12,960	15.58%	13.64%	12.00%	01/02/2014
US	Amarilla	Government	Medium	727.00	254,450.00	239183	50,163	20.97%	6.38%	6.00%	01/10/2013
US	Amarilla	Government	None	1,143.00	8,001.00	8001	2,286	28.57%	0.00%	0.00%	01/10/2014
US	Amarilla	Government	Low	1,236.00	24,720.00	24226	11,866	48.98%	2.04%	2.00%	01/11/2014
US	Amarilla	Government	Medium	1,282.00	25,640.00	23589	10,769	45.65%	8.70%	8.00%	01/06/2014
US	Amarilla	Government	Medium	2,071.00	724,850.00	659614	121,154	18.37%	9.89%	9.00%	01/09/2014
US	Amarilla	Government	Medium	2,907.00	20,349.00	18721	4,186	22.36%	8.70%	8.00%	01/06/2014
US	Amarilla	Midmarket	None	615.00	9,225.00	9225	3,075	33.33%	0.00%	0.00%	01/12/2014
US	Amarilla	Midmarket	Low	671.00	10,065.00	9662	2,952	30.56%	4.17%	4.00%	01/10/2013
US	Amarilla	Midmarket	High	2,548.00	38,220.00	33634	8,154	24.24%	13.64%	12.00%	01/11/2013
US	Amarilla	Midmarket	High	3,199.50	47,992.50	42713	10,718	25.09%	12.36%	11.00%	01/07/2014
US	Amarilla	Small Business	Medium	1,372.00	411,600.00	382788	39,788	10.39%	7.53%	7.00%	01/12/2014
US	Amarilla	Small Business	High	2,993.00	897,900.00	808110	59,860	7.41%	11.11%	10.00%	01/03/2014
US	Carretera	Channel	High	386.00	4,632.00	4169	3,011	72.22%	11.11%	10.00%	01/10/2013
<b>Total</b>				118726350	16,893,702		14.23%	7.75%	7.20%		

## Filters

Country

Product

Year

## Total Sales

119M

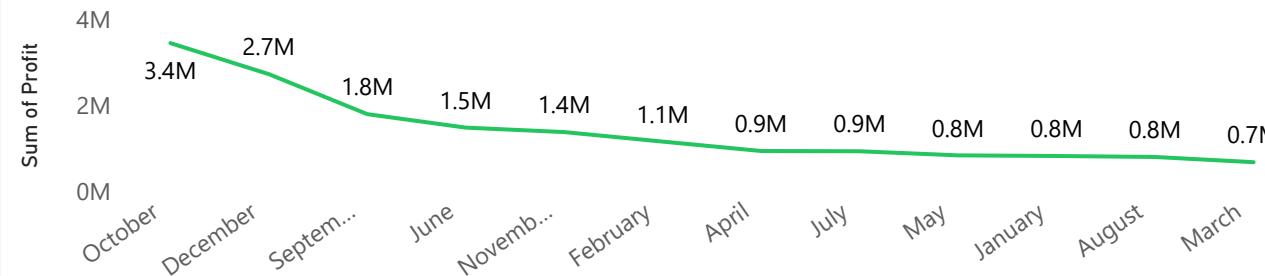
## Total Units Sold

1.13M

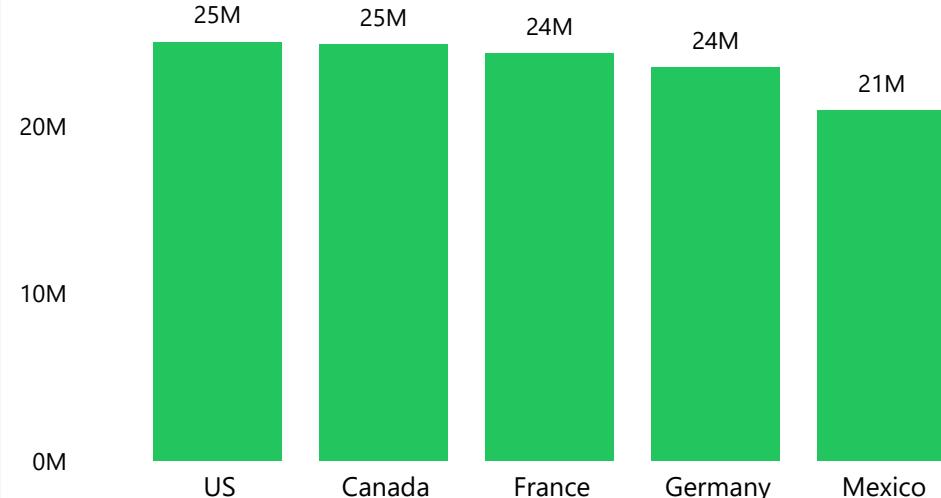
## YoY %

3.49%

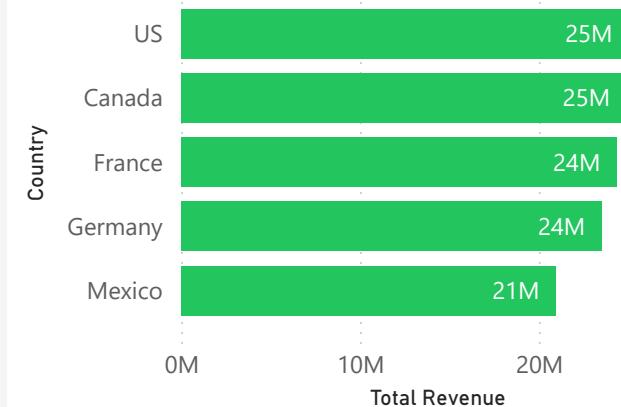
## Profit Trend



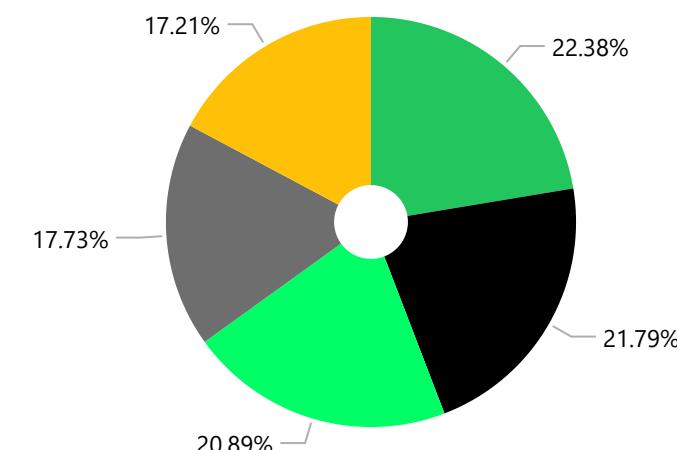
## Country Sales Ranking



## Total Revenue by Country



## Profit % by Country



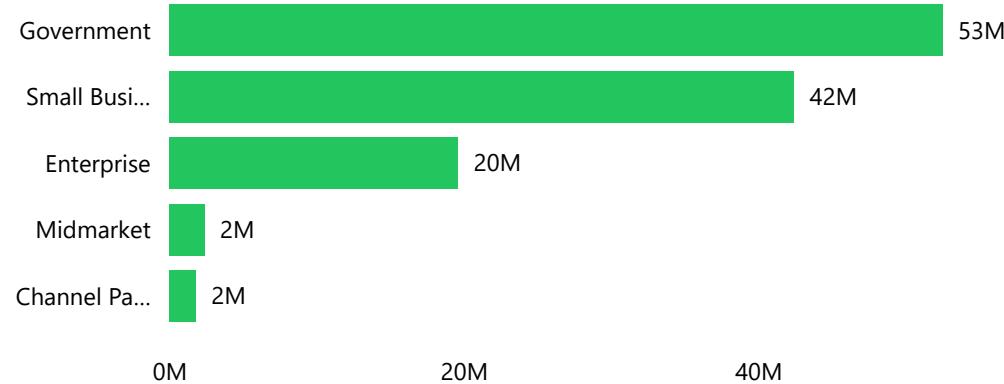
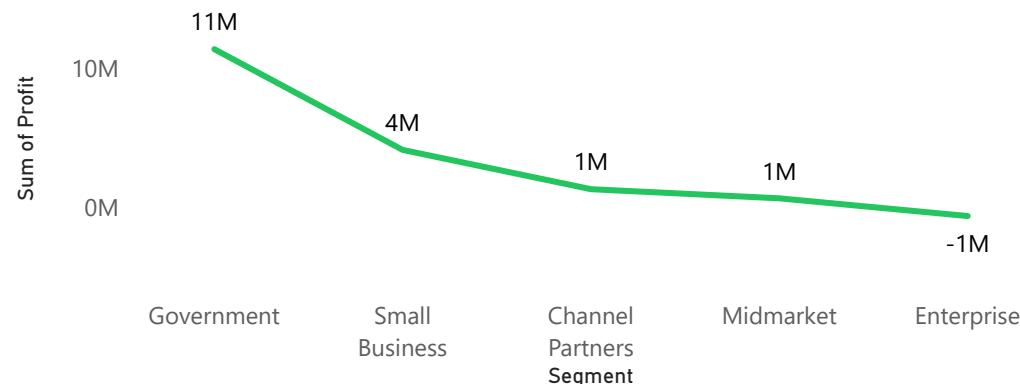
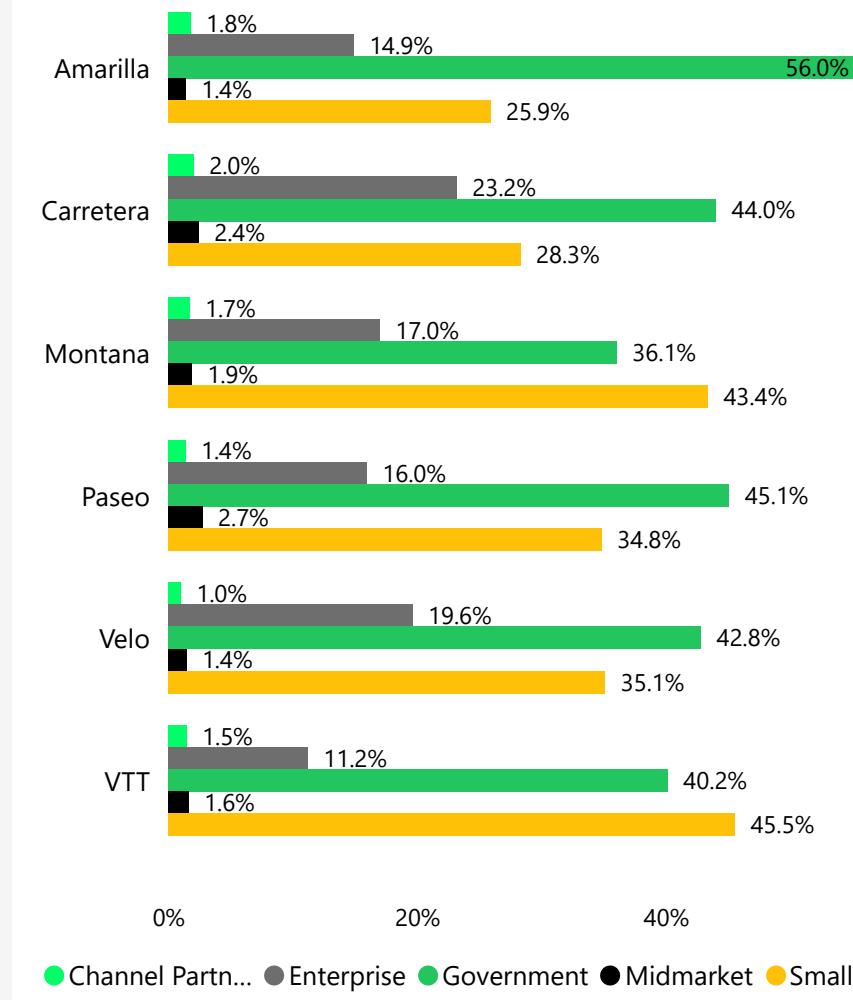
- France
- Germany
- Canada
- US
- Mexico

**Filters**

Country

Segment

Year

**Total Profit****17M****Profit Margin %****14.23%****COGS %****85.77%****Segment-level Sales****Segment Profit Trend****Product performance within a segment**

Data View

Country Performance

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**Filters**

Month Name

All

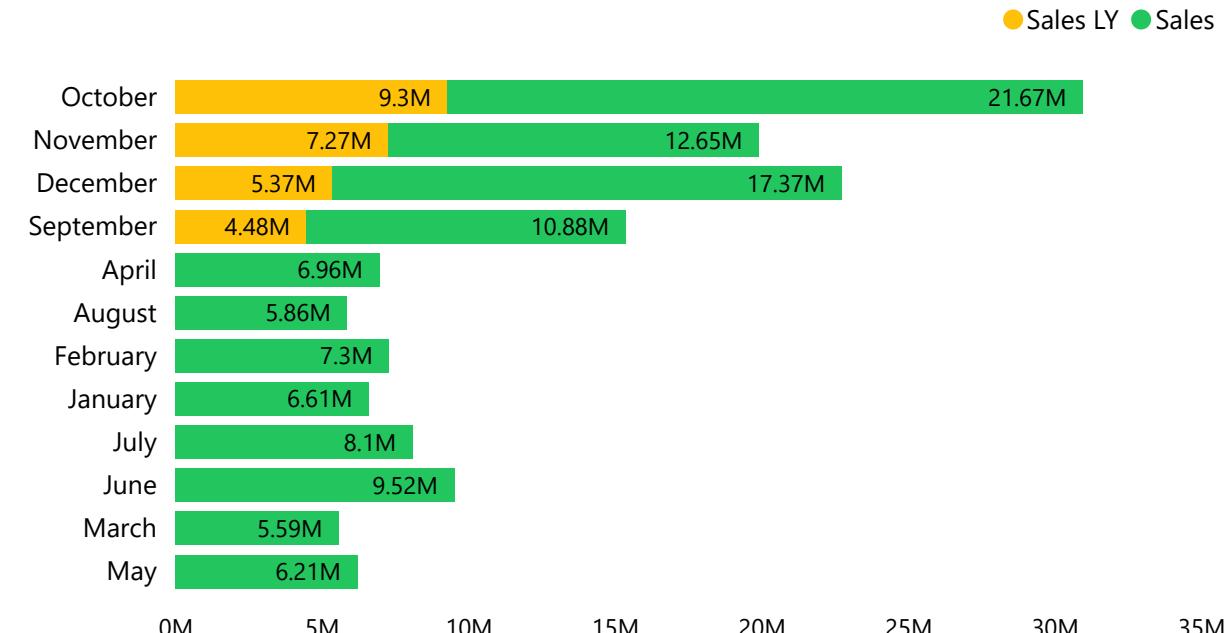
Quarter

All

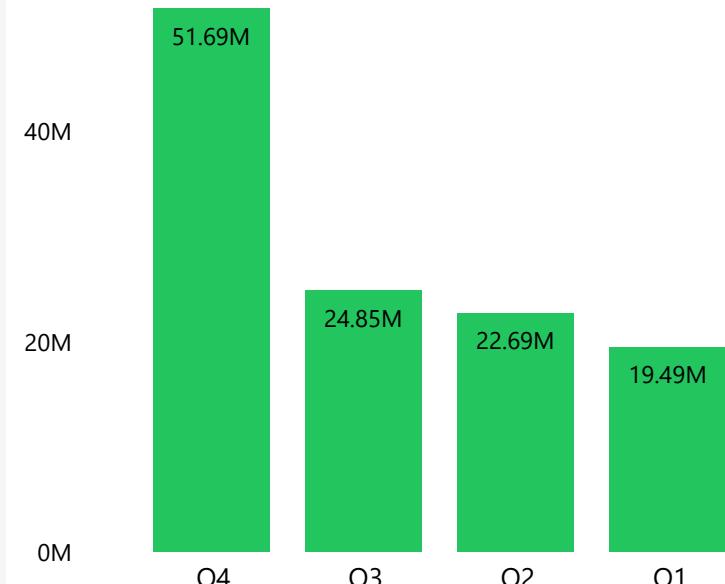
Year

All

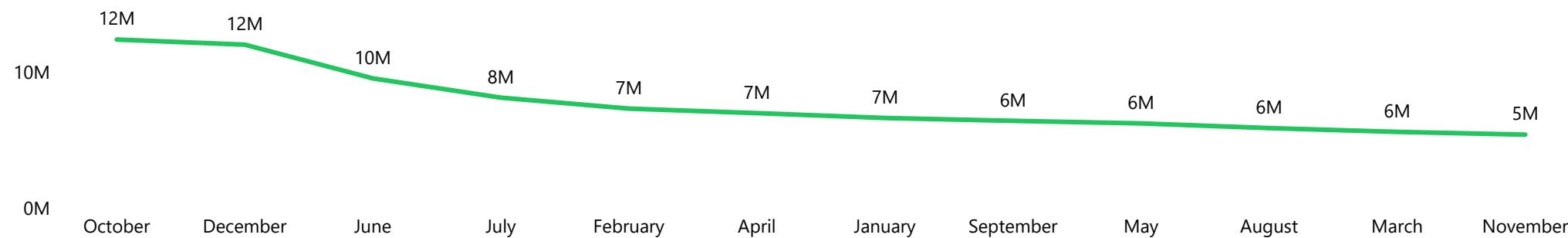
### Sales vs Sales LY over time



### Quarter wise Sales



### YTD Line





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## Global Sales &amp; Profit Analysis Dashboard

User : Rahul Kumar | Last Updated: 23:21

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KPI Overview

**Filters**

Country: All

Product: All

Segment: All

Total Sales

119M

Total Units Sold

1.13M

Leading Country

US

Product wise Sales

40M

33.01M

20M

20.51M

0M

18.25M

Amarilla

17.75M

Montana

15.39M

Carretera

13.82M

Paseo

VTT

Velo

Montana

Carretera

Paseo

VTT

Velo

Amarilla

Montana

Carretera



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### Filters

Discount Band: All

Product: All

Year: All

Total Discounts

9.21M

Discount %

7.75%

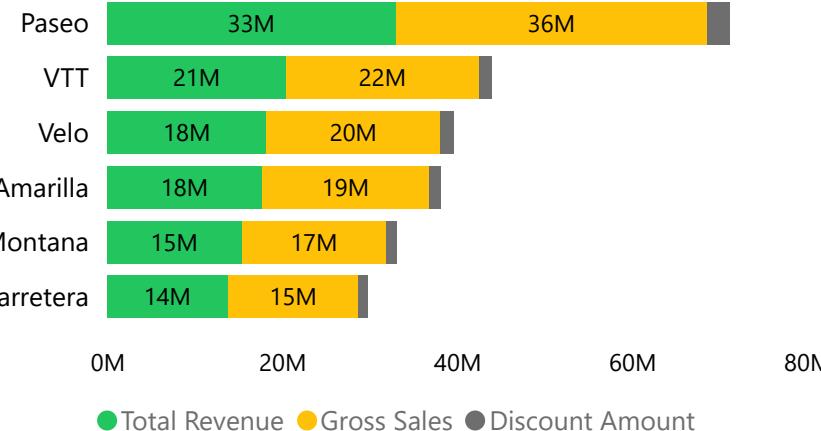
Profit / Loss %

3.49%

Discount % Trend

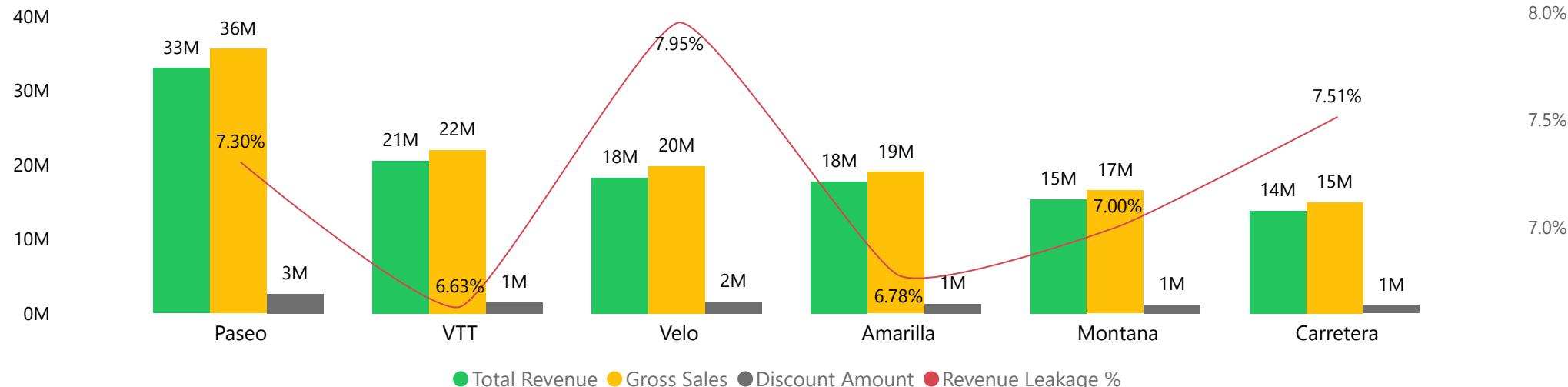


Discount Band vs Sales



● Total Revenue ● Gross Sales ● Discount Amount

Revenue Leakage Visualization



● Total Revenue ● Gross Sales ● Discount Amount ● Revenue Leakage %

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### Filters

**Month Name**  
All

**Product**  
All

**Year**  
All

### Total Profit

**17M**

### Profit Margin %

**14.23%**

### Sales Leakage %

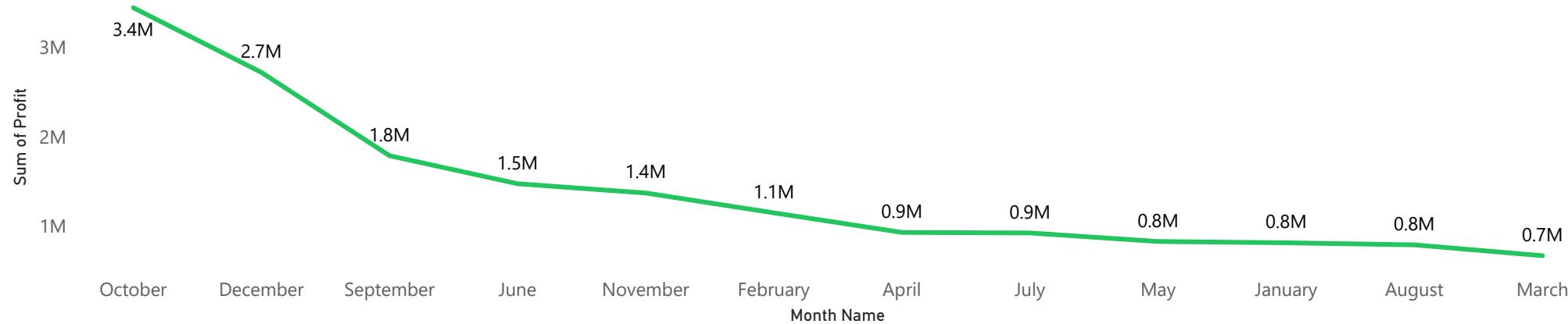
**7.20%**

### Profit Margin by Product

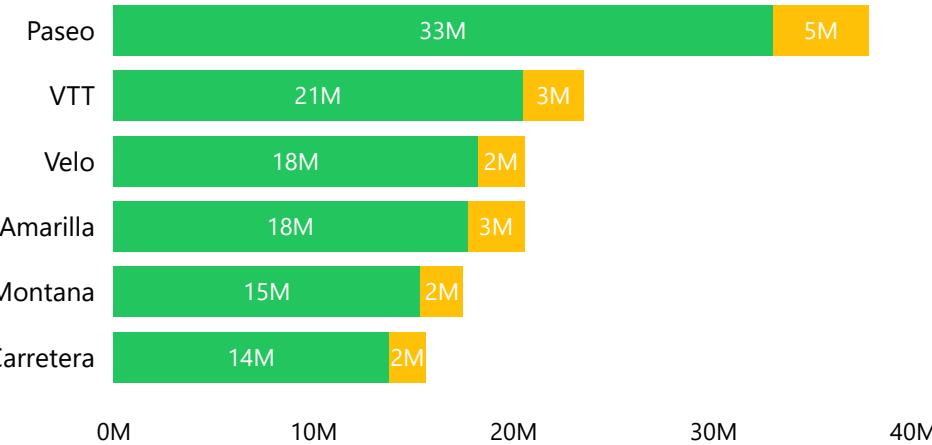


0%      5%      10%      15%

### Profit Trend



### Sales vs Profit

● Sum of Sales   ● Sum of Profit


0M      10M      20M      30M      40M

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## Filters

Date

All

Month Name

All

Quarter

All

### Total Revenue

**119M**

### Total Profit

**17M**

### Profit Margin %

**14.23%**

### Units Sold

**1.13M**

### COGS %

**85.77%**

### Revenue Leakage %

**7.20%**

### YoY Revenue Growth %

**3.49%**

### YoY Profit Growth %

**3.36%**

### Discount %

**7.75%**