

FestMan Stores

Financial Analysis Report

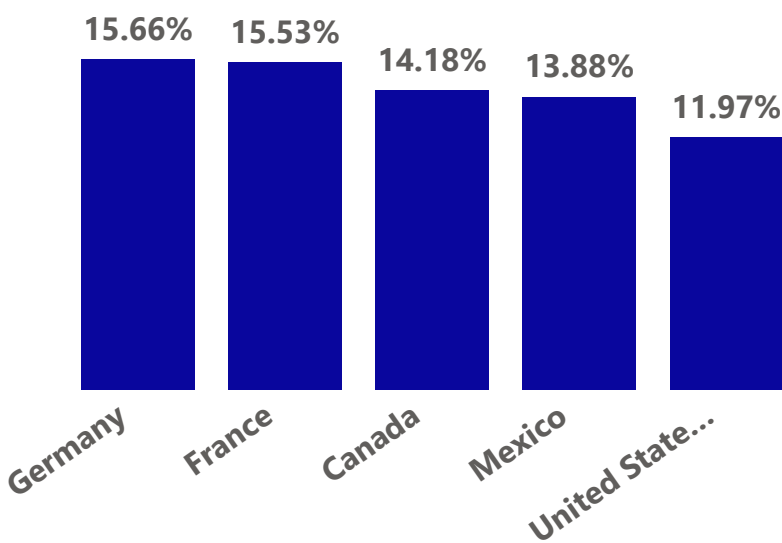
Key Performance Indicator's (KPI's)

Sales Current vs Previous 92,311,095 ✓ Last Year: 26,415,256 (+249.46%)	Profits Current vs Previous 13,015,238 ✓ Last Year: 3,878,465 (+235.58%)	Profit Margin Current vs Previous 14% ! Last Year: 0 (-3.97%)	Orders Current vs Previous 861132 ✓ Last Year: 264674 (+225.36%)	Total Discounts Current vs Previous 7,059,717 ✓ Last Year: 2,145,531 (+229.04%)
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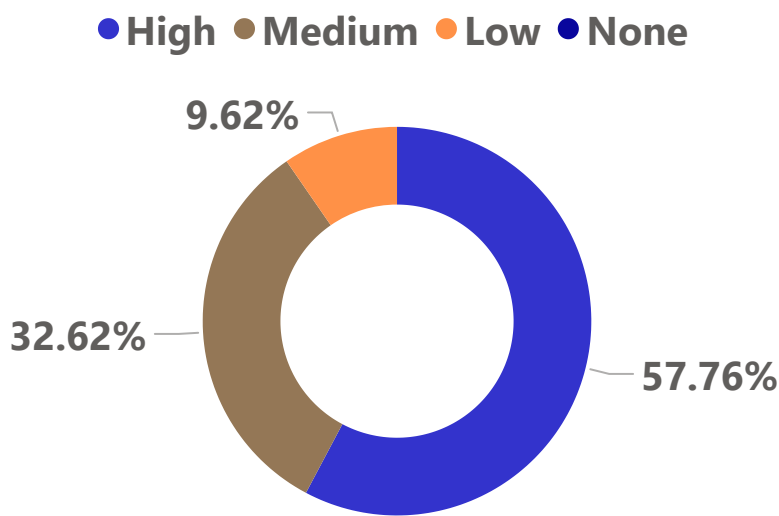
Orders By Country



Profit Margin By Country



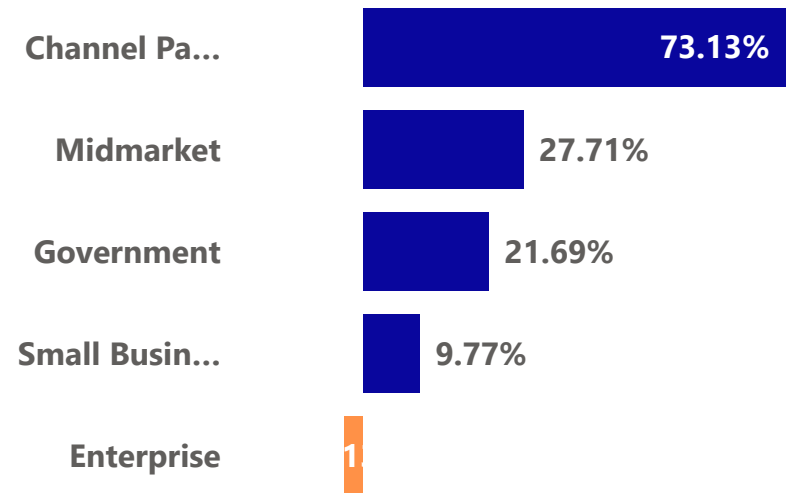
% Discount By Discount Band



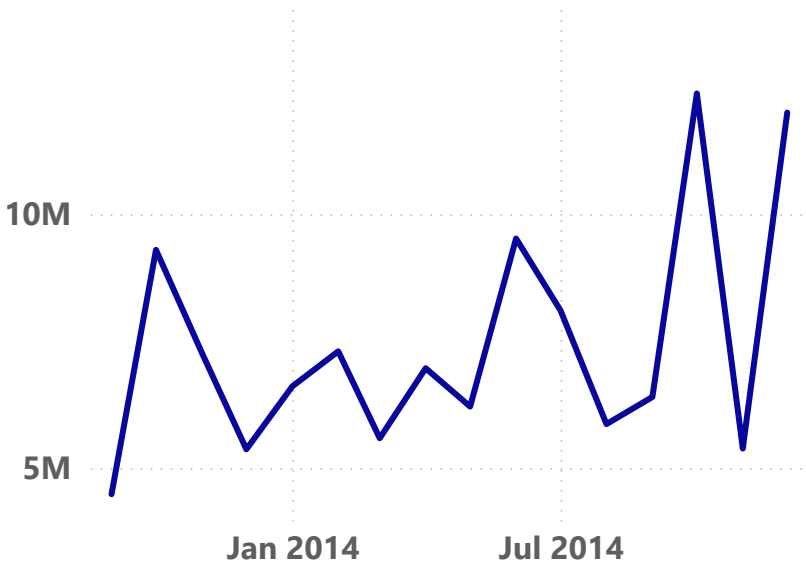
Margin By Segment and Product

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 Segment



Sales By Year and Month



Sales By Products

